

Utah State Fairpark Master Plan

2021

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Above: Utah State Fair

Executive Summary

The need for a new master plan arises from the Utah State Fairpark ("Fairpark") and its Board seeking to utilize the Fairpark's grounds better, safeguard cultural institutions like the Utah State Fair ("the Fair"), and affect positive change throughout Salt Lake City. The Fairpark also recognizes it has many under-utilized assets and has an opportunity to build better connections to its surroundings. Lastly, Fairpark is exploring options for enhancing its property with income-generating opportunities that support its continued service to the community.

This master plan addresses the Fairpark's current challenges and researches the following areas:

- · Surrounding developments and their influence
- Public input and further integration of local interest
- Optimizing the Fairpark's layout and operational flow
- · Improving and better utilizing the White Ballfield
- · Integration of the Jordan River into the grounds
- · Strategies for parking, transit, and pedestrian access
- The "Food Desert" and other opportunity gaps
- Historic preservation of existing assets
- Economic development opportunities at the Fairpark
- · Non-event related sources of sustainable income
- Phasing of potential improvements
- · Costs associated with possible development

Two of the biggest challenges facing the Fairpark are its relatively small physical area and the Fair's space needs that create an 11-month/1-month scheduling cycle.

Therefore, the master plan optimizes the layout of the Fairpark within its boundaries and recommends synergistic solutions that support the Fair's schedule-based needs and utilize more of the Fairpark's capacity year-round. Even still, a 5% increase in the Fairpark's area is recommended to adequately meet the needs of the growing Fair and the community.

Broadly, the recommendations include:

- Enlarging the Fairpark's capacity for hosting and retaining events, starting with a new Exposition Hall
- Developing White Ballfield with assets that complement the Fairpark and contribute new revenue streams
- Reorganizing the layout of Fairpark into districts to improve the visitor experience, operational efficiency, parking, pedestrian access, and transit options
- Enhancing the character of the grounds as an amenity that spurs economic growth, preserves history, and encourages higher daily use
- Engaging the natural environment with better access to the Jordan River and landscaping enhancements
- Improvements to support the growth of opportunities for new jobs, restaurants, and more year-round activity

This document proposes the future of the Fairpark over the next 15+ years related to the above points. The following pages provide background information about the area and explain the development projects that encapsulate the master plan's solutions:

- Master Plan Preview Illustrations of the big ideas for the future of the Fairpark
- Building the Master Plan The master plan's goals, vision, and principles, along with the findings and opportunities from research
- Approach Process, considerations, and implementation of the master plan
- Context Driving factors, stakeholders, and relationships that affect the Fairpark's development
- Space Organization, size, and adjacencies of new and existing features
- **Economy** Infrastructure needed to support revenue generation and related research
- Transportation Access, parking needs, and recommendations for transit
- **Experience** Enhancements to the character and environment of the Fairpark
- Cost Estimate Itemized list of build-out costs
- **Appendix** Supplementary reports and information

Master Plan Site View

Jordan Riverwalk District

- New Pedestrian Entry from Constitution
 Park
- 2. New ADA Kayak Launch
- 3. Improved Jordan River Bank
- 4. New Sloped Lawn
- 5. New Jordan Riverwalk
- 6. New Micro Retail or Storage

Historic Core District

- 7. Little Hands on the Farm
- 8. Renovated Barn (Formerly "Market")
- 9. New Landscaping (Formerly Hog Area)
- 10. Renovated Barn (Formerly Sheep)
- 11. Renovated Barn (Formerly Cattle)
- 12. Renovated Barn (Formerly Cattle now International Market)
- 13. Renovated Barn (Formerly Goats)
- 14. New Storage Building
- 15. New Concessions
- 16. Pioneer Building
- 17. Restrooms
- 18. New Ferris Wheel
- 19. New Removable Shade Structures

Conference and Expo District

- 20. Deseret Building
- 21. Wildlife Building
- 22. New Consolidated Parking
- 23. Grass Mall
- 24. Heritage Building
- 25. Grand Building
- 26. Promontory Building
- 27. Administration Building
- 28. New Administration Building Addition
- 29. New Pedestrian Entrance and Lawn
- 30. New Exposition Hall
- 31. New Planting and Re-striping in Parking Lot
- 32. New Rideshare Pick-up/Drop-off
- 33. Zion Building
- 34. Food Court

Adventure District

- 35. New Climbing Gym
- 36. New Entrance Plaza
- 37. New Grandstands
- 38. Existing Van's Skatepark
- 39. New Ropes Course
- 40. New Parking Striping for Trailers/Cars
- 41. New Entry Drive

Animal Experience District

- 42. Restrooms
- 43. New Removable Shade Structures
- 44. Days of '47 Arena
- 45. Arena Warm-up Area
- 46. Hospitality Building (Arena Support)
- 47. New Trailer Parking and Staging Area
- 48. New Maintenance Building
- 49. New Maintenance Storage
- 50. New Poultry Barn/Barnyard Friends
- 51. New Cattle Barn
- 52. New Sheep Barn
- 53. New Hog Barn
- 54. New Show Arena
- 55. New Goat Barn
- 56. Relocated Yellow Slide

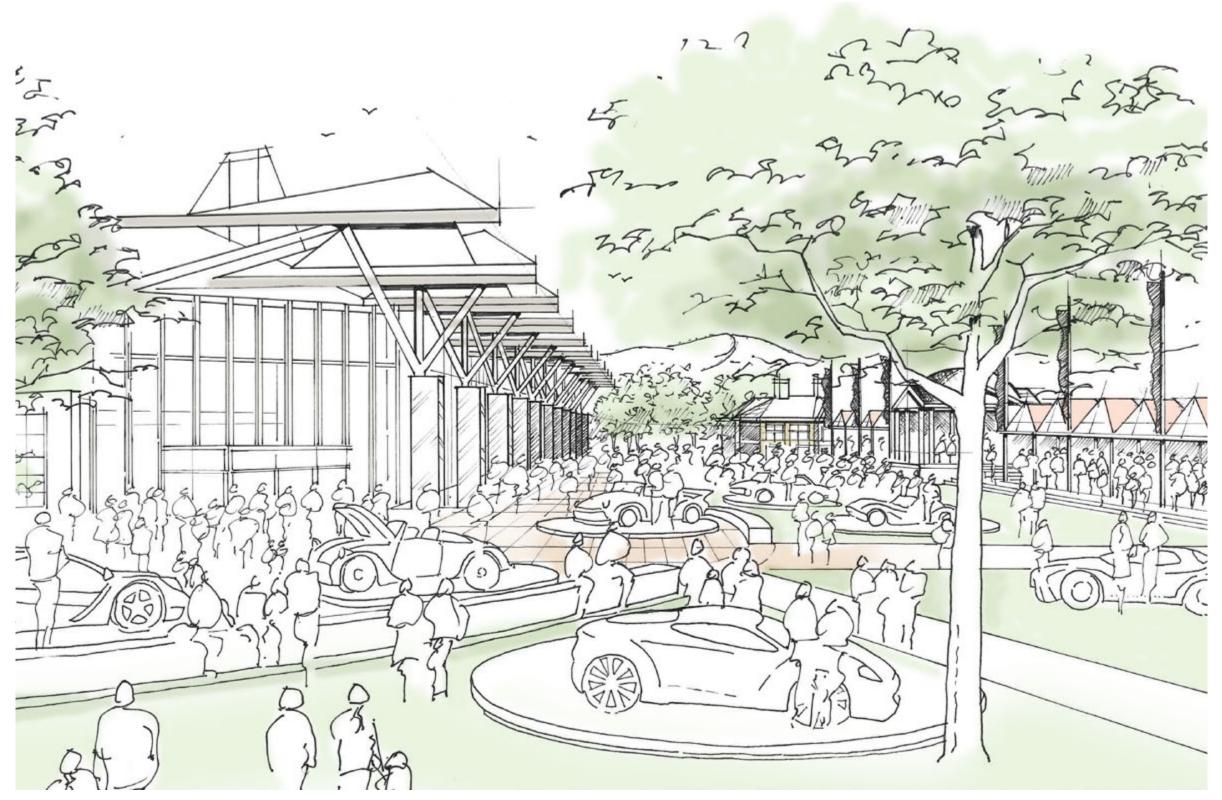
Hospitality District (Lot A)

- 57. New Hotel
- 58. Parking/Flex space
- 59. New Pedestrian Bridge
- 60. Improved Jordan River Bank

White Ballfield District

- 61. New Retail Pad
- 62. New Flex Office Space
- 63. New Parking Structure
- 64. New Residential Housing with Ground Floor Retail
- 65. New Residential Housing with Parking





Exposition Hall and Conference Space

The new Exposition Hall offers 30,000 to 50,000 SF of event and flex exhibition space to the Fairpark. It provides adaptable event space and defines the northern edge of the Grass Mall. Indoor and outdoor exhibition spaces are ideal for special exhibits and shows, including boat, RV, auto, art, home/garden, and holiday bazaars.

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Above: Rendering of auto show outside the Exposition Hall

Above: Examples the types of exhibits that may be hosted at the Fairpark

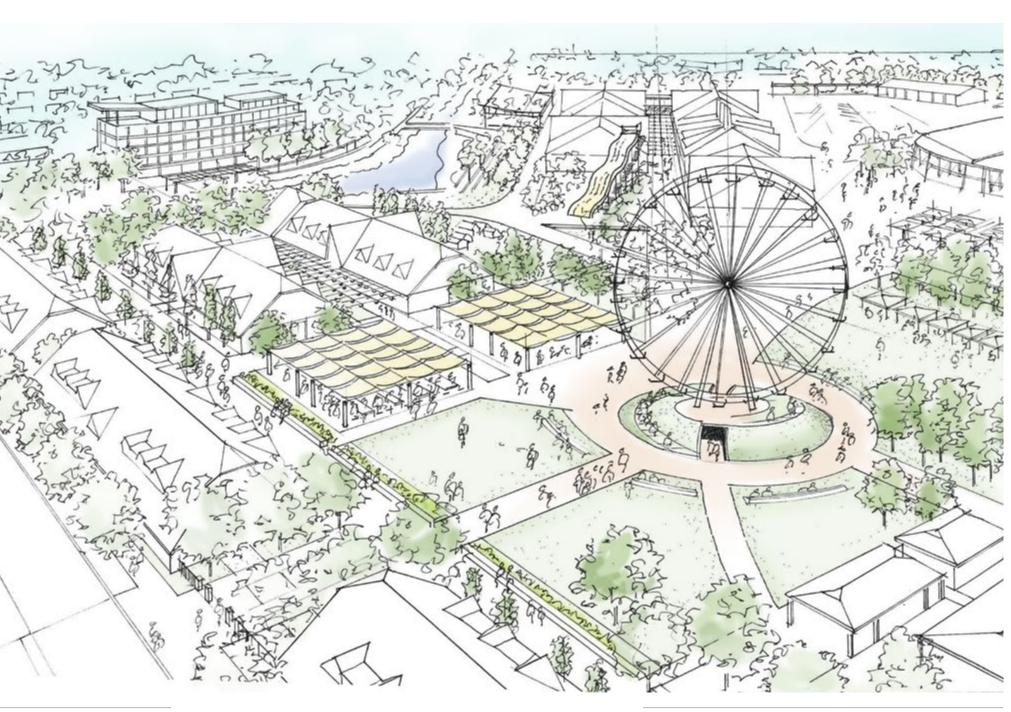
Master Plan Preview Utah State Fairpark Master Plan 15

Historic Core

The Historic Core allows visitors to enjoy the International Market, restaurants, and a beer garden, which all sit around the reimagined plaza space in the Ferris wheel's foreground. Beyond the Historic Core are more dynamic experiences at the new livestock barn complex, the relocated Yellow Slide, and the stadium. The Fair easily adapts to the newfound plaza space because the new layout maximizes land use, creates open space, and more efficiently relates to surrounding buildings. In addition, the newly defined grand entry on the TRAX stop on North Temple creates synergy with the mixed-use development of the White Ballfield.







Left: Precedents of busy market places, outdoor dining, and special events that may take place in and around the historic barns

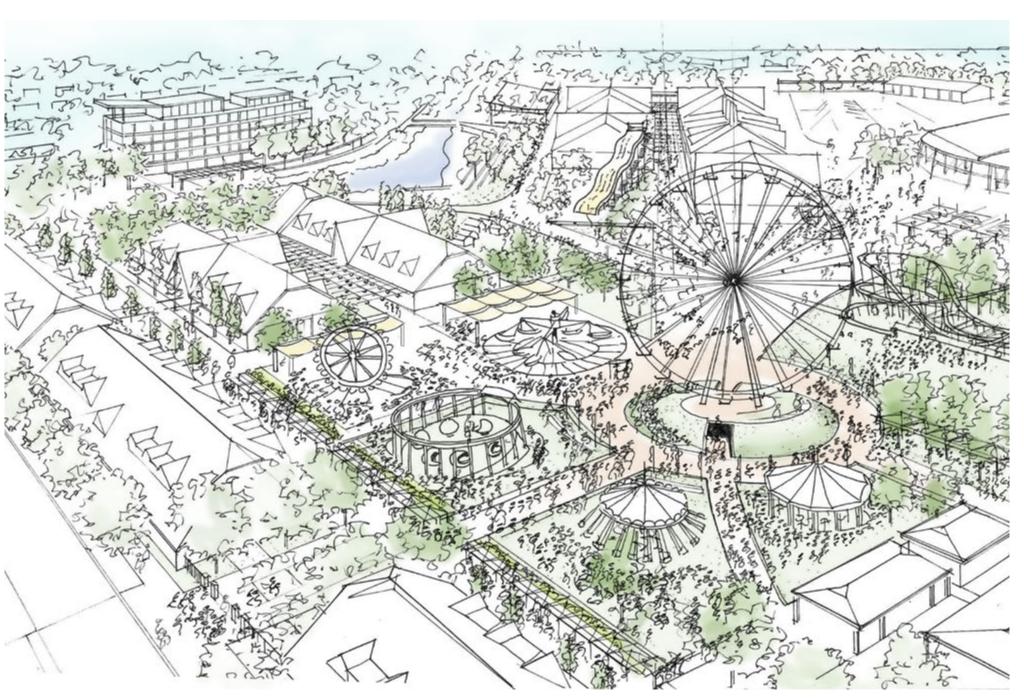
Above: Artist rendering looking northwest toward the Jordan River

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Historic Core (during the Fair)

Removing the plaza's shade structures around the Ferris wheel transforms the plaza into space for Fair rides. In addition, the new configuration for the Fair draws support from its surroundings to create memorable experiences for visitors.





Above: Utah State Fair

Above: The area beyond the Ferris wheel shows the new barns coming alive with various livestock events along the Jordan Riverwalk

Above: Historic Core viewed from the Lot A development site, west of the Jordan River - This view shows new building sites due west of the existing historic barns that can supplement the visitor experience including, river sport and bike/scooter rentals, a new accessible kayak launch (not shown in the view), event hall, restrooms, concessions, and other park event needs

Historic Core and Little Hands on the Farm

The Historic Core will offer 365 days of diverse and dynamic park experiences ranging from the Little Hands on the Farm play environment to the re-purposed historic barns that will house a regularly occurring International Market, indoor and outdoor entertainment venues, microbreweries or distilleries, a beer garden, restaurants, and more.







Above: Imagine yoga by the Jordan River or "edu-tainment" activities, like Little Hands on the Farm, which teaches children about farm operations and production

Master Plan Preview Utah State Fairpark Master Plan 21

Jordan Riverwalk

The master plan envisions improvements to the banks of the Jordan River, including a new accessible boat launch point, sloped lawn and terraced seating for river-oriented events such as river/nature education, sunset gazing, wetland edge and river bottom improvements, and bird watching. In addition, the new Livestock Barns and Show Arena complex nestle near the Yellow Slide, and a pedestrian promenade forms a dynamic recreation-oriented promenade between the Fairpark and the river. Last, Lot A is an ideal future site for a hospitality project that would further develop the river's edge and support various events with a new pedestrian bridge or overlook improvements.







Above: Similar grass mall and river-front projects

Above: Rendering of the Jordan area from high over North Temple, looking north



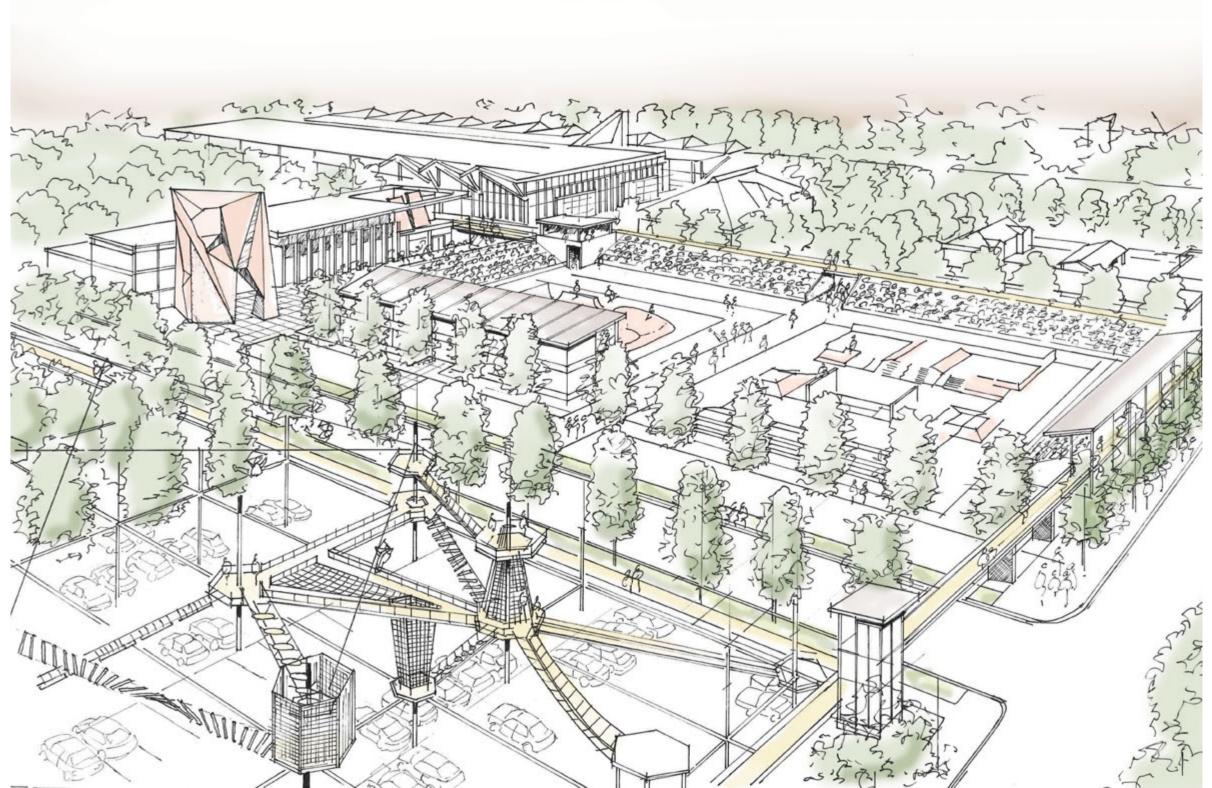
Exposition Hall and Climbing Center

This north/south spine creates a pedestrian connection from the parking lots at the north edge of the Fairpark to the Grass Mall and becomes an ideal outdoor exhibit space for smaller exhibits, such as art shows, climbing exhibitions, buskers, and smaller State Fair attractions. In addition, both the Exposition Hall and Climbing Center will serve to activate the north edge of the Grass Mall and help to integrate the Vans Sporting Complex (not shown) with the park's core.





Above: Examples of the types of activities that this area may host



Above: The view is centered on the Vans Skate Park that features the skating bowl, park expansion, new stadium seating, press boxes and pop-up retail space, and to the left, the new climbing center and Exposition Hall form the edge of this high-energy sporting district

Adventure District

Offering visitors year-round excitement and fun, the Adventure District is an area that will become a revenue generator for the Fairpark and a sporting destination. The area includes a concept for a zipline/rope course experience that sits over the top of the trailer and automobile parking lot that services many important events and festivals.





Above: Adventure and sports activities similar to those imagined in the Adventure District

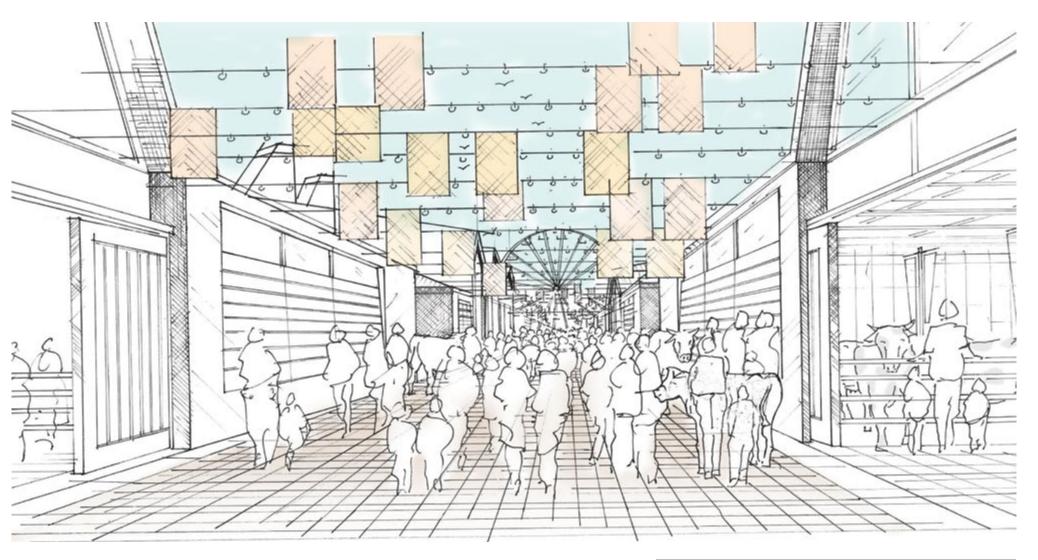
New Livestock Barns

The master plan creates a new grand spine that parallels the Jordan River (not shown in the view) and aligns with the new Ferris Wheel landmark. The spine will capture Utah's agrarian heritage while celebrating the livestock culture of the modern Utah State Fair. The grand new barns and show arena will create a rich and fun fair experience for all patrons while offering flex space and event capability to the whole of the Fairpark.









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Master Plan Preview Utah State Fairpark Master Plan 2

White Ballfield

The White Ballfield site will host a mixed-use development that complements the re-imagined Historic Core of the Fairpark. It will have housing, ground floor retail, and flexible office space. The office space is ideally suited for a technology or light production company, and it will create a dynamic relationship between the marketplace, brewery, and event spaces. The proposed Ferris wheel is the north/south axis terminus that links the White Ballfield to the Historic Core across the TRAX.







Above: Images of similar developments and plaza spaces

Above: View from historic core across TRAX to the White Ballfield

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Next Steps

The master plan looks out 15 years but the most important steps are in the next 5. The near-term implementation of the master plan involves:

1. Exposition Hall

- Updating the Fairpark's 2015 Business Plan with new initiatives
- Conducting a feasibility and programming study on the new Exposition Hall and any effected elements

2. New Livestock Barns and Show Arena

Land swap - Continue conversations with Salt Lake
 County about a partnership and/or land swap

3. Historic Core

 Performing a feasibility and programming study for the new Livestock Barns and Historic Core projects

4. White Ballfield

- Piloting the shuttle parking program and re-striping the existing parking lot
- Developing RFP for White Ballfield Developer/land sale

5. Adventure Play

- · Continuing conversations with recreation partners
- * Greening the Park is involved in all of these projects

 **New Hotel Developing the above amenities and plans
 will make way for a new hotel. The Fairpark Board is
 encouraged to perform another market study in 5-10 years.
- 1. Updating the Business Plan will create actionable steps to accomplish the master plan recommendations, and a feasibility and programming study of the Exposition Hall will explore many of the assumptions made in the master plan. For example, the study of the Exposition Hall should include the space needed for the Hall, the number and type of accompanying spaces, and the functional relationships of the Hall to the site. Furthermore, the study will collaborate with other State agencies, like the DLD and SHPO, to understand their needs and assess the

feasibility of related state-funded projects that may spin-off from the Hall and how any changes will benefit the larger community.

- 2. A primary considerations are to ensure that the development enhances the community's access to the Jordan River and the County's overall goals. The master plan shows new Livestock Barns around 20% larger than the current barns; however, with an extra 3 acres of land, the barns, staging area, and maintenance area could grow to a more appropriate size that would serve the Fairpark community better.
- 3. The new Livestock Barns and Historic Core renovation involve many components, and a feasibility and programming study needs to be conducted near the beginning of the project's implementation. A primary consideration is construction cost because the factors impacting costs are unpredictable.
- **4.** Vetting the shuttle parking program is an essential step prior to planning the new White Ballfield development. The new development replaces overflow parking for the Fair. Thus, it is critical to ensure that the parking strategy is effective and that the shuttle system runs smoothly before changing parking capacity.

Also, re-striping the existing parking lot with slightly smaller stalls as recommended in master plan will make parking more efficient, leading to higher profits and reduced impact of parking on the neighborhood.

After laying the groundwork for the White Ballfield development, the Fairpark, DFCM, and the Fairpark Board should create a call for developers to propose their qualifications and creative ideas for the mixed-use area.

5. The Adventure District may be built out at any time, pending the right partnership. The Fairpark, DFCM, and the Fairpark Board, should begin looking at potential public-private partnerships that would benefit the Fairpark and enhance the recreation aspect of the grounds.

2 Approach

Site Organization

Phasing and Costs

Phasing and Considerations

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Below: Fairpark Districts



Site Organization

Many of the primary programmatic offerings contained within the fairgrounds are intermingled and awkwardly dispersed throughout the fairgrounds. As the result of more than 100 years of ongoing development, this somewhat haphazard organization creates several challenges, the most important being an unclear perception by the public of what the Fairpark offers outside of the State Fair. While some degree of controlled chaos can enhance the user experience and sense of wonder and discovery, there is a point when the organizational mashup of facilities and amenities becomes overwhelming. Therefore, the master plan organizes the Fairpark for more pleasing visitor experiences, efficient operational flow, and better space utilization.

The master plan conceives of the Fairpark as a series of distinct yet interconnected and complimentary districts.

The districts contain the major elements of the master plan, which are:

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Conference and Expo District

- Exposition Hall 30,000-50,000 SF of indoor exhibit space
- · Improvements to the Grass Mall

Adventure District

· Ropes course and climbing gym

Animal Experience District

- New livestock Barns
- · Improved Maintenance Area

Jordan Riverwalk District

• Enhanced river front areas and river access

Hospitality District

- Hotel
- Flex space

Historic Core District

- Renovated Historic Barns
- · Improved Plaza and permanent fair attractions

White Ballfield District

- · 60,000-90,000 SF of flex office
- · 320+ residential units
- · Surface and structured parking
- · 6,500 SF of retail or restaurant space

The overall district concept enhances the user's experience and perception of the Fairpark by:

- · Enhancing intuitive wayfinding
- Improving safety and operational efficiency
- Leveraging currently underutilized areas and facilities within the park and proposing complementary uses

Site Organization

The multiple interlocking projects cannot be completed at once without closing the Fairpark for construction, so they are planned over the next fifteen years and beyond. The combination of all proposed projects is designed to build toward the goals and vision stated earlier. Some of the projects are contingent on the completion of others, and the projects are staged to limit operational interruptions, sync with market demand, and meet space needs.

In addition to phasing, a 5% growth in acreage and a reorganization of the layout within Fairpark's existing boundaries are required to improve the function and experience for visitors and the growing Fair. The 5% increase in space allows the Fairpark to reorganize its layout to meet users' needs and provides a 37% growth of planned public green space within the Fairpark's boundaries. The Fairpark's land-locked edges amplify nearly all the challenges facing the Fairpark. The Fairpark's 65-acre site is small by comparison to other fair parks, like the Minnesota State Fair, which contains over 300 acres of land. The slight increase in the Fairpark's acreage impacts the space available to each of the other projects listed in the master plan.

A core planning strategy within these concepts is building new livestock barns that allow the renovation of the Historic Core without affecting the function of the Fair. The most apparent opportunity for growing the Fairpark's area would require negotiating a land swap with Salt Lake County for 3 acres (5% of the Fairpark's existing site) in Constitution Park. The trade would allow the new livestock barns and maintenance area to be adequately sized and give space for a pristine stretch of walkway on the east bank of the Jordan River. The expansion is tied to the success of the Historic Core and its development as a transit and entertainment hub that supports the International Market, daily use of the Fairpark, and improved Jordan River access.



Regardless of the land swap, the development of this project must beautify the edge of the Fairpark along Constitution Park and the Jordan River. That includes creating better sightlines to improve security surveillance, opportunities for public art, increased vegetation, and a new gateway into the Fairpark from Constitution Park. The 5% increase in acreage makes these improvements more feasible.

The slight increase in the Fairpark's acreage impacts the space available for other projects and allows efficient use of the existing grounds.

Phasing Considerations

Exposition Hall

Building the exposition hall requires moving the Wasatch Building and relocating the Driver's License Division (DLD). Neither building is listed as historically contributing, but the Wasatch Building bears preservation consideration through relocation on or near the Fairpark. The State Historic Preservation Office (SHPO) will be the main collaborator, and the Fairpark may consider updating the historic district nomination as part of the project. Additionally, a critical next step is collaborating with the DLD to ensure that their needs are met with the overall goal of providing better service to citizens statewide. A new DLD building, either in the Fairpark or nearby may arise out of initial studies. That project would likely be state-funded.

Compared with other revenue-generating activities, the DLD may not be a solid complementary use or create the synergy that other developments may.

This facility will allow bigger events to come to the Fairpark during non-Fair times, and it creates opportunities for multiple events to occur at the same time comfortably. The increased ability to host events may also optimize staffing by allowing seasonal staffers from the Fair to remain employed year-round. Lastly, the new Exposition Hall mitigates the Fairpark's most considerable risk: complete reliance on revenue from the Fair for financial solvency. Rainy days during the Fair, or worse, a pandemic, can bankrupt an event and shut the Fairpark down. The Exposition Hall significantly improves the Fairpark's ability to generate income over the 11 months outside of the Fair.

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Phasing and Costs

Phase		2022	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032	2033	2034	2035	2036
1	The White Ballfield Mixed-use development and parking	Plan Phas	ning se	State	ect Cos Investr	nent: \$7	736,000)							
-	Exposition Hall New building and relocation of existing program(s)	\$46, State	ect Co 556,00 Invest	00 rnent:												
2	Greening the Park Landscape improvements and water use reduction			st: \$347 ment: \$3												
3	New Livestock Barns Fairpark maintenance building, arena staging and trailer parking, and new barns		\$37 Stat	ect Cos ,516,000 e Investi 145,000	o ment:											
4	Historic Livestock Core Barn renovation, Ferris wheel, plaza upgrades			Project \$27,278 State Inv \$27,278,	3,000 vestmen	t:										
	Jordan River and Trail Improvements General upgrades				\$1,29 State	ect Cos 95,000 Invest 95,000										
5	Adventure Play Area Ropes course, parking restriping, climbing gym		\$7,0 Stat	ect Cos 226,000 e Investr eloper In 58,000			0									
6	Hospitality Hotel on Lot A										State		t: \$11,6 nent: \$6 vestmer	44,000		

Total Fairpark/State Investment: \$121,663,320abc Total Developer Investment: 92,536,000

Phasing Considerations

Historic Core

Re-purposing the historic livestock buildings for yearround tenants requires new livestock buildings to support the Fair's programming, and the rest of the historic core depends on year-round tenants and activities like the International Market. The historic livestock barns will also need core and shell upgrades to be suitable for tenant improvements. Finally, improvements to the Jordan River and the "Greening the Park" recommendation greatly enhance the Fairpark. Depending on funding, the landscaping improvements could precede or follow the development in the Historic Core.

White Ballfield

The White Ballfield is the preferred location for a mixed-use development because of its proximity to TRAX and the real estate value for residential and commercial development. The location near the Fairpark is an asset, as it provides entrainment and recreation opportunities that make living and working there desirable. Last, the Ballfield has a left/ right turn lane across North Temple, which is rare and a valuable asset to a developer looking for prime locations.

Preceding development on the White Ballfield, are parking optimizations, development partner searches, and market research. The White Ballfield development re-purposes surface parking used primarily for the Fair. The shuttle system concept needs to be vetted, and the existing parking needs to be optimized to fit more cars in the Fairpark's parking area.

DFCM and the Fairpark Board should advise when it is appropriate to release an RFP to solicit a developer or sell the White Ballfield for development. This report estimates the market will support a development complementary to the White Ballfield within 3-8 years. However, many factors influence this project, one being the Power District development.

Phasing and Market Condition Considerations

The main question facing the Fairpark is, "what are the advantages and disadvantages of being a 'first-mover' in the Fairpark submarket of the Wasatch Front?"

With incentive programs and several large-scale redevelopment projects in the works, the Fairpark submarket is poised to transform similar to other areas, like the Granary District. However, this transformation is understood to take some time to occur, likely relying on the ability of future residential development to add more customers to the neighborhood. The good news is that a handful of multifamily communities are already underway, suggesting there are "first-movers" in the area; however, most of the development pipeline remains speculative at this time.

Affordable housing is the most apparent candidate for near-term development at the Fairpark. However, other product types are likely on the cusp of being supportable, primarily if delivered alongside or following other redevelopments in the neighborhood. As a State-owned site, there are benefits to delaying new development at the Fairpark until the neighborhood has started to mature, likely after nearby multifamily opens and the Rocky Mountain Power plans have solidified (see Context section for more info on the Power District). That strategy will enable new development to build upon existing neighborhood momentum rather than establishing it.

The types of developments studied are:

- Affordable housing (near-term opportunity)
- Rental Apartments (mid-term opportunity)
- Retail Market (near to mid-term opportunity)
- New Construction Retail (mid to long-term)
- Hotel (mid to long-term opportunity)

^a Projects are estimated to start within the periods shown based on market demand, available funding, and need. The estimates shown include 1 year of escalation at 8%

^b Not including costs associated with optional relocation the Drivers License Division

[°] Possible funding sources: Fairpark issued revenue bonds, Fairpark issued tax-free revenue bonds, State monies, and other conventional sources of funding.

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Phasing Considerations

Adventure District and Climbing Gym

The master plan assumes that these projects are privately funded. Pending approval from the Fairpark Board, these projects may move forward independent of other initiatives.

Hotel (Lot A)

The primary recommendation for Lot A is as the site for a hotel, but the economic analysis does not estimate that being viable until around 2031. The hotel is dependent on the development of amenities in the neighborhood, including the Historic Core and the Power District. It is also reliant on multi-day regional events frequenting the Fairpark.



Above: Aerial rendering showing the Fairpark from the southwest

40 Approach

Below: Skater performs at Van's skate competition



3 Developing the Master Plan

Developing the Plan	Goals
	Vision
	Principles
	Findings and Opportunities
	Recommendations
	Context
	Public Engagement
	Historic Preservation
	Infrastructure
	Site Organization
	Program
	Phasing and Cost Estimate
	Phasing Considerations and Dependencies
	Cost Estimate Summary
	Next Steps

Below: Planning meeting sketch



Developing the Plan

The Fairpark's influence is broad and so are its stakeholders, including those who live nearby and utilize the grounds for events. It also includes State representatives, the Fairpark Board, the Fairpark's staff, and of course, Utahn's across the State. The master plan incorporates input from everyone through state-wide surveys, public town halls, and an online discussion forum, as well as individual interviews. In addition, the master plan analyzes the evolving market and develops an understanding of the underutilized elements within the Fairpark. Stakeholder information combines with the master planning team's assessment of the grounds to form the master planning goals, vision, and principles.

Master Plan Goals

planning strategies that strengthen and diversify the Fairpark and make it financially sustainable

2. Produce a high-quality solution that enhances the

Fairpark as an active and unique

amenity on a local, regional, and

state-wide scale

industrious past.

Identify architectural and

Shaping the master plan, the above goals bring out the best qualities in the Fairpark and its surrounding area. The underlying premise of these goals and this master plan is that the Fairpark is an important cultural icon with underutilized potential and that Utah would not be the same without it - it is a living representation of Utah's

Within the context of developing this document, the team continued to ask of itself and the strategies it developed:

- What opportunities or existing resources might the Fairpark leverage to limit the risks of relying on one or two large events for financial solvency?
- How might the Fairpark improve access and offerings for its immediate neighbors and those state-wide?
- What attributes of the Fairpark most strengthen the overall user experience?

Developing the Master Plan Utah State Fairpark Master Plan 4

Master Plan Vision



Community Destination

The Fairpark will be a landmark that local and State-wide communities seek out for its historical character, modern amenities, and unique experiences.



Complimentary Development

The Fairpark will encourage development and improvements that increase economic opportunity in the area, raise daily use of the grounds, harmonize with the Fairpark's character and history, and re-envision the relationship with the Jordan River and local ecology.



Amplifying the Fair and Fairpark

The Fairpark will seek to accomplish multifaceted initiatives that achieve the goals of this project while enhancing the experience of the Fair.

Master Plan Principles

The following principles guide and shape the solutions recommended in the master plan.

Safety - The master plan will engage the Fairpark's high standards for safety and security with any improvements. Visitors need to be and feel safe at the Fairpark; an isolated negative incident could unravel years of careful management and marketing efforts.

Character - The master plan will consider the local biosphere, historical aesthetic, and visitor perceptions to encourage an encompassing experience with consistent elements and architectural language.

Historic Preservation - The master plan will leverage the historically significant buildings and elements within the park through preservation and strategic adaptive reuse to expand year-round activity.

Nature - The master plan will balance sustainable landscaping practices with the needs of patrons and engage the Jordan River as a prominent site feature.

"Edu-tainment" - The master plan creates synergies that educate and entertain visitors while embracing Utah's unique culture, climate, and history.

Equality - The master plan will recommend planning principles that strengthen the community's diversity and support equitable access to housing, transit, and other opportunities.

Transportation and Mobility Options - The master plan calls for increased support for transportation beyond private vehicles, including mass transit, bicycles, scooters, on-demand ride-sharing, and pedestrian access. The way visitors get to and from the Fairpark is part of the overall experience.

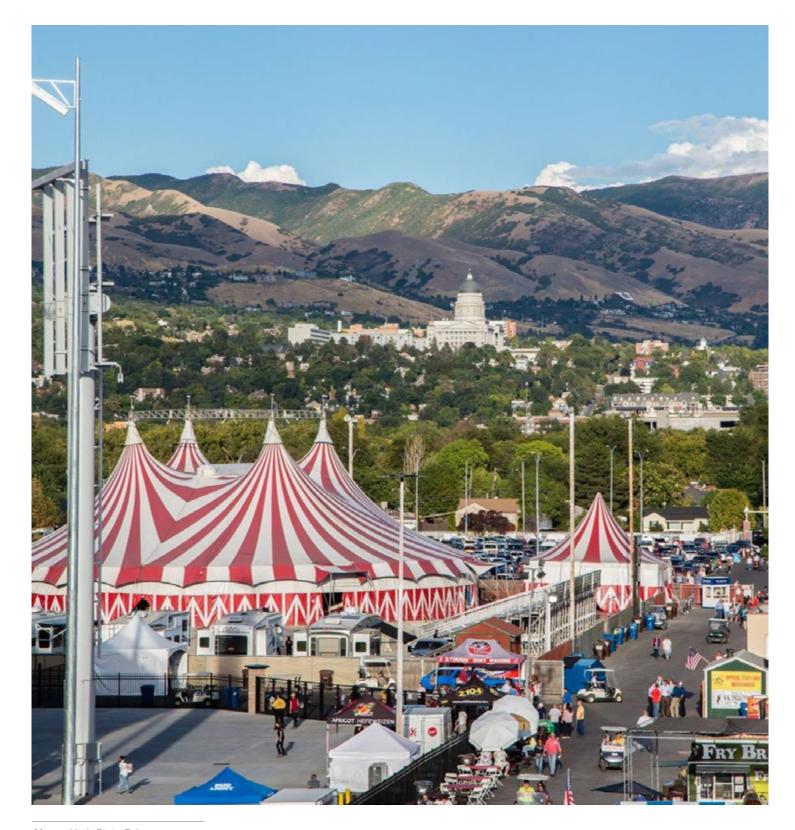
Diversity of Uses – The master plan proposes uses that activate the Fairpark morning, noon, and night by attracting year-round commercial services and hospitality enterprises as partners. The Fairpark will continue hosting everything from single-day weddings and concerts to multi-day trade shows and the Utah State Fair.

Sustainability - The master plan recommends that the Fairpark continue to use "green" solutions that reduce environmental impact and adhere to the State's High Performance Building Standards.

Operational Efficiency and Flexibility: With less acreage than many of its peers, the master plan calls for efficient spaces for current uses and adaptable for new ones.

Greening the Park - The master plan encourages increasing the number of trees and planted areas and reducing hardscape to limit the heat island effect and create a more inviting and park-like experience.

Developing the Master Plan Utah State Fairpark Master Plan 4



Above: Utah State Fair

Master Plan Findings

The following findings are the result of:

- Researching the needs and desires of exhibitors, show promoters, and the general public
- Examining the pain points of operations and patron experience for large and small events
- · Listening to the Fairpark's neighbors
- Applying best practices learned through the design of similar facilities

Space

Lack of Contiguous Indoor Space - While the Fairpark is unique with its extensive programmable outdoor spaces, small events often outgrow the limited adjacent indoor space, and some events seek other venues due to the lack of a large indoor event space (30,000-50,000 SF).

Land Locked - The Fairpark is significantly smaller than many of its peer institutions, and there is value in growing the Fairpark's acreage by ~5%, thereby improving its ability to accommodate increasing Fair needs and large events.

Under-sized Livestock Barns- The historic livestock barns are too small and do not have the utility infrastructure to accommodate modern livestock shows.

Under-sized Livestock Barns- The historic livestock barns are too small and do not have the utility infrastructure to accommodate modern livestock shows.

Capacity - The current programming and layout of the Fairpark limit its capacity, and the large footprint required by the Fairpark's sustaining uses are a detriment to acquiring permanent, revenue-generating tenants, which results in variable income spikes.

Pinch Points - Current traffic management and flows result in frustration and congestion during events at the Fairpark's entry and exit points.

Layout Inefficiencies - Many buildings are aging, under-sized and/or in locations that create operational inefficiencies and inhibit on-campus growth.

Incongruent adjacencies - The programming of buildings is typically unrelated to neighboring uses.

Parking

Limited Public Transit Use - Most Fairpark visitors do not use public transit even though the Fairpark is near

downtown and the Airport.

Over Saturated Residential Parking - Neighborhoods nearby are often overcome by parking for Fairpark events.

Dependent on Parking - Parking revenue helps sustain the Fairpark but continues the auto-dependent cycle.

Parking vs. "People Places" - Over 30% of the Fairpark's acreage is set aside for vehicle parking. Ease of patron access is critical, but surface parking is used only a few times of the year and significantly hinders the creation of pedestrian-friendly places.

Underutilized And Marginally Useful / Usable Facilities:

Many facilities are central to the State Fair but are underutilized for 11 months of the year. Other facilities, such as the Drivers License Division (DLD), do not directly contribute to the Fairpark's events or vision.

Economic

Over-reliance on the State Fair Revenue The Fair's revenue may be 4-5 times higher than that from non-Fair activities. Event-related Risks - Without an alternative indoor space, events are susceptible to cancellations from the weather. Underutilized Real Estate - The White Ballfield and Lot A have higher and better uses that benefit the community and the Fairpark.

Tenants vs. Partners - The Fairpark has many tenants but few partners who add value to the Fair.

Food and Opportunity Desert - Limited food options, educational access, or economic opportunities exist.

Experience

Inhibited Character - Many existing structures do not enhance the character or experience of the Fairpark Lack of Green Space - Limited greenscape results in the heat-island effect and lack of shade

Un-engaged River - Neither the east nor west banks for the Fairpark substantially engage the Jordan River and Trail High-security Needs - The Fairpark's fence is required for events and security but presents as a "closed" facility.

Diversity of Uses - The Fairpark has many offerings, some of which are not necessarily complementary or well-known No Back-of-house - 'Un-beautified' maintenance areas are adjacent to prime, high-visibility civic space

Developing the Master Plan Utah State Fairpark Master Plan

Master Plan Opportunities

The following opportunities originated from interpreting the findings concerning the master plan goals, vision, and principles.

Following opportunities through to a proposed solution often addresses multiple findings. For instance, The Fair is subject to risks that traditionally plague events, like the weather. One solution is to assuage that risk with year-round income, ensuring the viability of culturally important events such as the Fair. However, the Fair's space needs limit the Fairpark's ability to offer tenants year-round leasable space, leading to under-utilized capacity 90% of the year. The ability to lease space for year-round tenants and still host the Fair would maximize space utilization and provide non-Fair related revenue for the Fairpark.

Space

- Continue the 2013 plans for an Exposition Hall that would provide a large interior floor space
- Explore the potential of a land swap that might grow the Fairpark's area and benefit the local neighborhood
- Re-purpose the most sought after spaces as rental space for commercial use
- Optimize the layout of the Fairpark for parking, large events, and projected uses
- Balance demands on capacity and staffing with flexible infrastructure and the ability to host a range of events
- Optimize current maintenance operations and enhance the grounds with visitor experience in mind
- Orient development options to take advantage of access to site features
- Creating groupings or districts to curate the user experience

Parking

Maintain a realistic approach to parking and transit, knowing that driving habits will not change overnight - keep existing parking and encourage other transit options, incentivizing TRAX ridership and last-mile solutions that may save visitors money and/or remove

the need to park in residential areas

 Develop partnerships and infrastructure that incentivize alternative transportation

Economic

- Encourage recreational and commercial partnerships or strategies for drawing tourism to the Fairpark
- Explore ideas for public-private partnerships and teaming with other government entities
- Develop different income opportunities that complement and support ongoing operations (housing and or leasing partnerships)
- Develop the amenities required to support new businesses, local restaurants, and International Market that takes place in the Historic Barns
- Diversify revenue sources, including year-round leasing of space and infrastructure to increase activity to mitigate the reliance on revenue from parking or a singular event, like the Fair

Experience

- Incorporate the Jordan River and Trail into the Fairpark with a focus on public spaces, river amenities, access points
- "Green" the Fairpark with local planting, the next generation of the tree canopy, and place-making landscape features
- Enhance the Fairpark's best qualities: open green space, historic architecture, agriculture, river access
- Replace poorly functioning buildings and those that detract from the historic quality of the Fairpark
- Build on successful recreation attractions at the Fairpark, enhancing the offerings and visibility
- · Plan active zones adjacent to public transit nodes
- Enhance pedestrian access points, and foster a mix of diverse uses on the campus to bring more activity and visibility to the campus throughout the day

4 Context

Public Engagement

The Utah State Fairpark - Recent History and Context

Surrounding Area

Utah and the Westside

Rocky Mountain Power Power District

Historic Preservation

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Context Utah State Fairpark Master Plan

Below: Historic aerial photo of the Fairpark, circa 1956



Utah State Fairpark -Recent History and Structure

Recent years have seen over 300,000 attendees of the State Fair, more than 760 livestock entries annually, and over 150 other events per year. In addition, non-Fair events generated over \$1.3 million last year.

The Utah State Fairpark and Event Center comprises 65 acres of modern event facilities in a historical setting. Commonly referred to as the "Fairpark," it hosted Utah's first State Fair in 1856 and continues hosting a wide range of events like the Vans Park Series World Championships, festivals, weddings, sports events, concerts, meetings, banquets, and the Fair of course.

The State renewed the Fairpark's lease agreement for another 50 years in 2017. The formal renewal affirms the State's support of the Fair and charges the Fairpark with maintaining and revitalizing the property.

The Fairpark's Organizational Structure

The Fairpark Corporation, the entity tasked with managing the day-to-day operations of the Fairpark, is overseen by the Fairpark Board. The Governor's Office appoints representatives from public and private local institutions to the Board. The Board's mission is to support the continuation of the Fair and the optimization of the Fairpark for public use through strategic objectives.

The Fairpark's 2015 business plan lists five objectives:

- · Design and build a new multi-use stadium complete
- · Increase, year-round Fairpark activation in progress
- Continued investment on deferred improvements in progress
- Increase Fair revenue and attendance in progress
- · Design and build a new exhibition hall recommended

Surrounding Area

The Fairpark is situated close to downtown Salt Lake City, in an area that will continue to see transformative development over the coming years. The edge conditions of the Fairpark vary greatly with the north and east sides abutting older single family homes and the south and west sides sitting next to industrial, commercial, RV camping, new multi-family housing developments, and the Jordan River. The Jordan River runs through part of the Fairpark's boundaries and into Constitution Park, near the Northwest Recreation Center and the Northwest Community Center.

The area is transitioning from a mix of industrial uses along side single family homes. Farther out, the Fairpark's neighborhood is bounded by I-15 to the east, with Redwood Road and I-215 forming strong western boundaries. Rail lines and I-80 form a southern boundary. Last, 600 North creates a northern boundary through a grid of residential neighborhoods.

Nearby foundational work includes significant investments along North Temple and ongoing improvements to the Jordan River Parkway. Rocky Mountain Power is also in the early stages of transforming its 107 acre Gadsby Plant into a new mixed-use, transit-rich city center. Other significant projects include a plan to build over 100 market-rate townhomes at the former Mark Steel Plant site and the extension of the Folsom Trail, which will create a pedestrian and bike connection from the Gateway to the Jordan River. New developments will continue to expand the dynamism of the Fairpark neighborhood and address the current food and economic opportunity deserts that have defined the district. While significant development challenges remain, this master plan builds upon the physical investments made to date and the incredible efforts of the Fairpark's leadership and stakeholders to outline a dynamic and economically responsible path forward.

Right: Map of the Westside

Northwest Senior Center Northwest Rec Center Westpointe Mark Steel Site Constitution Park Restaurants Rocky Mountain Power Site Folsom Corridor **Koa Campground** Fairground Site Union Pacific Rail Line Rose Park Jordan River Main Roads Jordan Meadows Fairpark 300 N. North Temple Downtown Salt Lake City I-80 Redwood 1000 Granary Σ District Poplar Grove Glendale

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Utah and The Westside

Market Overview

The Wasatch Front-comprised of Davis, Salt Lake, Utah, and Weber Counties-has experienced staggering economic growth over the last decade, at significantly higher rates than the nation as a whole. Much of this job growth has been concentrated in high-paying industries like Professional and Business Services and Education and Health Services, in part due to the recent emergence of the Wasatch Front as a software and technology hub. These industries have attracted a growing number of young people to the region, triggering the transformation of neighborhoods across Salt Lake City. In recent years, an increasing amount of growth has moved outside of the historical urban core, towards up-and-coming areas like Gateway and the Granary District.

Similar to many of these neighborhoods, the Fairpark submarket has historically been characterized by industrial and rail/highway-oriented uses, in part due to its location near the airport and west of I-15. In 2010, the Salt Lake City Redevelopment Agency designated North Temple as a project area in an effort to catalyze its transformation. Shortly thereafter, the Airport TRAX line opened in 2013, creating opportunities for transit-oriented development. While this development has been slow to manifest, the planned improvements to the Utah State Fairpark and redevelopment of other nearby sites point to a promising future for the submarket.

With a future UTA Hub and several large-scale redevelopment parcels like the Rocky Mountain Power site, the Fairpark submarket is poised to undergo a transformation, similar to that which other submarkets-such as the Granary District-are experiencing at this time. However, this transformation is expected to take some time to occur, likely relying on the ability of future residential development to add more customers to the neighborhood.

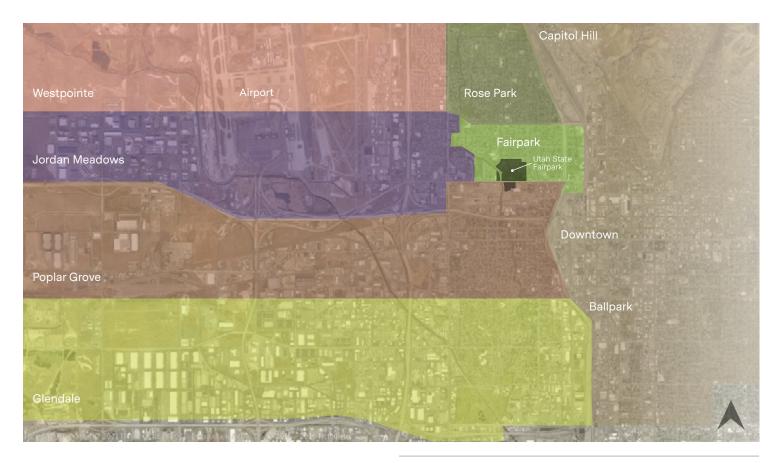
The good news is that a handful of multifamily communities are already under construction and/or planned to deliver in the near term, suggesting that there are already "first movers" in the neighborhood. However, most of the development pipeline remains speculative at this time, despite the large number of projects that are planned, and a more definitive plan and timeline for the Rocky Mountain Power site.

The Westside

Six named neighborhoods make up the Westside, including Westpointe, Rose Park, Jordan Meadows, Fairpark, Poplar Grove, and Glendale. The first four neighborhoods listed above are in Salt Lake City's Council District 1, with the remaining neighborhoods in District 2. Named for the Utah State Fairpark, the Fairpark neighborhood is split between the two Districts, and the Utah State Fairpark itself is in District 1.

The Westside is a geographic area defined on two sides by the major arteries of I-15 on the east and State Route 201 on the south. The Westside's western edge nearly stretches to the Oquirrh Mountains and the northern edge skirts the Jordan River delta, which forms a wet lands area on the shore of the Great Salt Lake. The Westside also contains the Salt Lake City International Airport, railway lines, and the proposed Utah Inland Port. Land use in the Westside ranges from agricultural to residential, with light industrial and commercial zones occupying the most area.

I-15 forms a strong edge, dividing the Westside geographically and demographically from eastern neighborhoods. The 2020 Salt Lake City Data Book¹ notes that City Council Districts 1 and 2 have higher ethnic diversity, younger populations with more children, and lower education attainment in adults than Districts 3 through 7 on the eastern side of the Valley.



Above: Map showing different neighborhoods that make up the Westside

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Rocky Mountain Power Power District

The Power District is a 100-acre development adjacent to the Fairpark, and it is a significant influencer in the neighborhood.

Rocky Mountain Power's (RMP) Power District development at the Gadsby Plant is still in its infancy. The development's timeline is flexible and may exceed ten years, with a second phase commencing after decommissioning the central power generation units around 2032. Rocky Mountain Power outlines aspirations for an all-electric office building and an overall development that is inviting to the public, connected to the Jordan River, and a community-centered location for RMP's corporate headquarters.

The site has five Development Areas (A-E) that will likely occur in multiple phases. Development Areas A-D run along the northern half of the 100-acre site between North Temple and South Temple. Development Area E covers the remainder of the property. Areas D and E run to the Jordan River and have shoreline exposure. The timing of projects in Development Area E is partly contingent on the decommissioning of the Gadsby Plant, which may happen in the next 10+ years.

The master plan proposes projects that beautify the area and hopes to work with Rocky Mountain Power to continue bringing value to the community. One idea that the master plan offers is a realignment of power lines along the Jordan River. There are no plans for this now, but the Fairpark needs to develop and maintain open communication channels with Rocky Mountain Power regarding future developments and other opportunities.

The Power District has five goals:

New Rocky Mountain Power Headquarters - Maximize customer, community, and shareholder benefit by more efficiently utilizing a portion of the site for a new company headquarters

Financial Structure - RMP anticipates a financial arrangement under which its development and long-term ground lease rights offset all or a portion of the costs of a new headquarters office and service center.

Sustainable - RMP desires to create a flagship community as an economic and ecological example for healthy urban development.

Catalytic - The Power District should become a destination for the community, business, recreation, and leisure. Highlights should include: Greenspace, river access, retail, dining, and places for gathering.

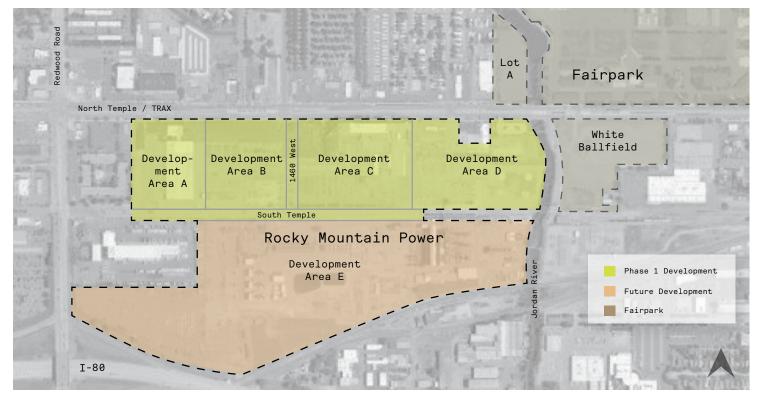
Transit Forward - A new development should facilitate a multi-modal community that is convenient and safe for bikes, pedestrians, cars, scooters, rail, and other innovative modes of transportation.

The scale of the Power District has the power to influence developments on the Westside through the precedents it sets in terms of quality, character, and treatment of the urban area. The Power District and the Fairpark have many similarities based on location and goals of creating financial stability through developments that positively grow the neighborhood. In addition, RMP's focus on sustainability and community activation validate the Fairpark's concept of park-like amenity features around the hub of the Historic Core, reinforcing the neighborhood's unique personality. Many yet-to-be-determined factors will affect each area's exact mix of uses, but these projects point to complementary growth overall.

Top: Conceptual rendering from RMP's Power District showing aspirations of the projects

Bottom: Conceptual site map showing Rocky Mountain Power Development Areas





Context Utah State Fairpark Master Plan

Historic Preservation

The historic district was listed in the NRHP in 1981 as the Utah State Fair Grounds Historic District, and North Temple, 1000 West, 300 North, and the east bank of the Jordan River are its boundaries.

The historic Fairpark is a defining element of the neighborhood and the Westside. This master plan balances the historic nature with the overall mission of the Fairpark to best serve the community. As such, it recommends measures that protect and preserve historic elements for future generations.

Relocating or constructing buildings within the Utah State Fair Grounds Historic District boundary needs to consider the Fairpark's nomination with the National Register of Historic Places (NRHP). In addition, new developments should engage the State Historic Preservation Office (SHPO) and comply with Utah State Historical Code Section 9-8-404 at the outset of design.

Analysis Summary

This report assesses historic preservation considerations including a historic analysis of the site, an outline of regulatory compliance needs, and an identification of character defining features and general guidelines. The appendix includes the full historic preservation report.

The period of significance for the historic district was 1902 to 1930 to correspond to the earliest construction date of extant buildings and the 50-year threshold for a building to be able to achieve historic significance. Buildings

constructed during the period of significance were considered contributing; non-contributing buildings were constructed outside the period of significance or were not considered to have architectural or historic significance at the time of listing.

Changes over time in Fairpark consists of:

- A total of 37 permanent buildings or structures in the historic district.
- Of these, 13 are listed as contributing buildings in the NRHP nomination, 7 are listed as non-contributing buildings in the nomination, and 17 post-date the historic district nomination and are not listed. However, that threshold has changed and other resources may be contributing under an expanded context.
- In total, 23 NRHP listed buildings have been demolished, of which 14 were contributing and 9 were non-contributing. Most of the demolished contributing buildings were secondary buildings used to service and maintain the fairgrounds.
- Since 1980, 17 new buildings or structures have been constructed in the historic district.

Summary of Historic Preservation Considerations

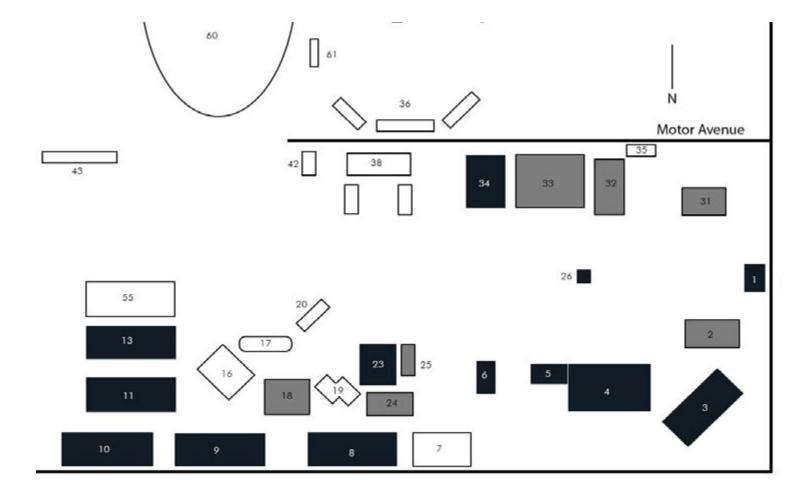
- Re-evaluate the NRHP nomination
 - Updating the extant resources
 - Expanding and developing the historic context through the late twentieth century
 - Re-evaluating the resources within the expanded historic context
- Update the recommendation of eligibility for the historic district and its component resources using an architectural historian
- Obtain approvals from the Fairpark Board, SHPO and the State Building Board

Fairpark Buildings

- 1. Administration Building, 1929
- 2. Bonneville Building, ca. 1974
- 3. Promontory Building, 1902
- 4. Grand Building, 1905
- 5. Heritage Building, ca. 1920
- 6. Wildlife Building, 1921
- 7. Deseret Building, ca. 1993
- 8. Cattle/Goat Barn, 1928
- 9. Cattle/Dairy Barn, 1928
- 10. Cattle/Beef Barn, 1928
- 11. Sheep Barn, 1928
- 13. Marketplace, 1928
- 16. Showring, ca. 1985 43
- 17 South Plaza Pavilion, 2006
- 18. Agricultural Barns, ca. 1976
- 19. Barn Yard Friends, ca. 1985
- 20. South Plaza Food Court, ca. 1993
- 23. Pioneer Building, 1928

- 24. Poultry Barn, ca. 1976
- 25. Restrooms, remodeled 2011
- 26. Gazebo,ca.1910
- 31. Wasatch Building, 1967
- 32. Discovery Building, ca. 1950
- 33. Driver License/ Guest Services, ca. 1970
- 34. Zion Building, ca. 1930
- 35. Ticket office, ca. 2015
- 36. Grandstand, ca. 1993
- 38. Food Court, ca. 1993
- 42. Restrooms, ca. 1997
- 43. Yellow Slide, ca. 1993
- 50. Operations Department, ca. 1993 (not depicted)
- 51. Multipurpose Horse Barn, ca. 1985 (not depicted)
- 55. Little Hands on the Farm, 2017
- 60. Arena, 2017
- 61. Ticket Booth, 2017
- 62. Hospitality Building, 2017 (not depicted)

- Not listed in the Utah State Fair **Grounds Historic District**
- Listed Non-contributing in the Utah State Fair Grounds Historic District
- Listed Contributing in the Utah State Fair Grounds Historic District



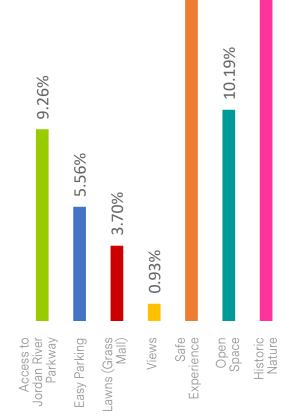
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Public Engagement

Our team reached out to the public through a Statewide online survey, a virtual idea wall, and focus groups with community representatives. Most people were surprised by the Fairpark's offerings, ranging from indoor soccer to RV and boat storage. Nearly everyone who took the survey had been to the Utah State Fair, and roughly half had been to a rodeo, concert, or festival. Only a handful of people had been to other events like a fitness class, auction, or another sporting event.

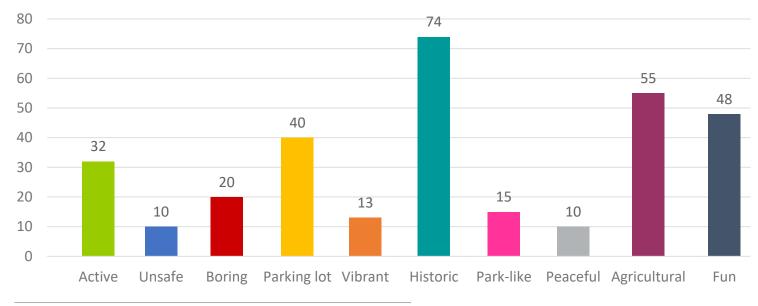
Ideas generated through the web-based idea board ranged from expanding access to existing amenities, like the commercial kitchens and the grounds generally, to engaging the agricultural aspects the Fair is known for with educational programming and gardens. Some people were hesitant about the idea of the Fairpark expanding geographically, with one person noting they would like to see how expansion benefits the local neighborhood. Lastly, some pointed out the need for shelter for those without homes who live nearby.

While some of the feedback is outside of the Fairpark's vision, several ideas appear to align with the Fairpark's mission and its goal to strengthen its economic situation and its connection to the community. Common themes center on a Fairpark that is more connected to its neighbors and nature with enhancements that highlight its unique character. See the Appendix for the full report.

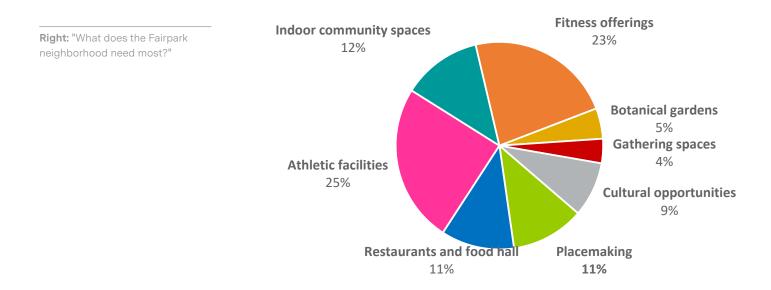


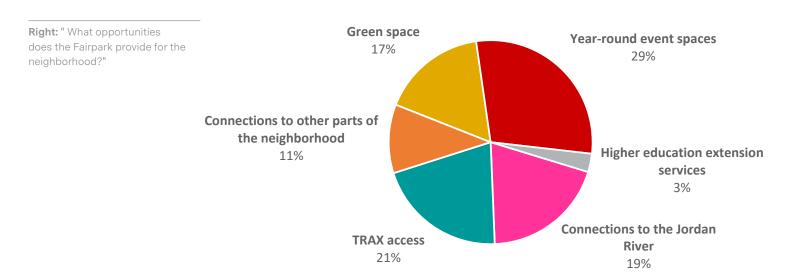
Right: Responses from the survey question "What is the most important aspect of the Fairpark that should be maintained or improved?"





Above: "Which words best describe the Utah State Fairpark?"





Context

Public Engagement

Below are the key themes identified from the research:

- Most believed the project should capitalize on the proximity and unique access to the Jordan River

 increase overall access to the river, improve and add amenities related to the river, plan future retail/restaurants to have river-facing characteristics, and create pedestrian paths along the river.
- All felt that the current Fairpark layout is prohibitive to community access, referencing fencing, lack of clear entrances, and insufficient pedestrian paths as barriers.
- Many would like to see more and connected green spaces on the site with amenities like park benches, recreational assets (horseshoe courts, boccie, canoeing/kayaking docks, GreenBike rentals), and enhanced landscaping to encourage daily use.
- Most would like to see a connection in access and service offerings with the nearby Northwest Recreation Center and Constitution Park. The idea of contiguous green space linking the two sites was appealing to most.
- There were questions over the need for and location of the hotel; some felt it would not be needed due to the types of site uses now and as indicated on the plan, but most thought it was feasible and would provide foot traffic to new Fairpark restaurants and shops. Some would like to see the location moved to the South of North Temple with restrictions on the height.
- Some questioned the goal of creating a regional park and instead saw the grounds functioning as a regional "amenity" – hosting large-scale outdoor and indoor community events, providing access to the Jordan River, offering restaurants and shopping.

- Participants approved of parking at the White Ballfield but felt it should be moved closer to North Temple to provide more access to the River. The residents were mixed on the issue of existing parking at the Fairpark – with some interested in adding capacity to the existing parking lot with the addition of a structured parking garage while others wanted to decrease capacity. Most agreed that a potential structure should be no more than two-stories. Participants also expressed interest in a public parking lot on the west side of the river to improve recreational access.
- Many felt it was important to partner with nearby property owners (Salt Lake County, Salt Lake City, Rocky Mountain Power, Menlove) to ensure that plans for the area are cohesive and avoid redundancy.
- Most felt that the project should incorporate grander entrances and more pedestrian access points and pathways.
- One group felt strongly that incorporating art into the project (public art, performing arts spaces, flexible spaces for cultural organizations) would help activate the Fairgrounds year-round.
- Participants in all three groups liked the idea of programming the Fairpark with activities that would complement neighboring uses and serve the community. Ideas included garden plots, horseback riding lessons, agriculture classes.

5 Space

Considerations	
Recommendations	
Existing Building Ranking	
Proposed Building Projects	
	Exposition Hall and Related Projects
	New Livestock Barns and Maintenance
	Historic Core
	White Ballfield
	Adventure District and Climbing Gym

Left: Flag ceremony at the Rodeo

04 Utah State Fairpark Master Plan

Below: Existing Fairpark layout



Space

Considerations

General Layout

The master plan considers the internal organization of existing elements and an assessment of the capacity of the campus, including:

- Maintenance areas and facilities
- Storage areas
- · Adjacency of maintenance areas

Paths and flow through the Fairpark Strengths of the Fairpark's layout are its grand walkways and porous circulation, as the number and size of walkways allow people and heavy vehicles to move freely through the site, even during crowded events. Unfortunately, many newer structures, especially in the Historic Core, are irregular shapes on arbitrary angles and/or use inconsistent setbacks. Combining these factors inhibits the Fairpark's circulation logic and creates a confusing wayfinding experience.

The Bonneville Building is another structure with an awkward adjacency with the rest of the campus. It blocks views down the Mall and between the Administration and Grand buildings, and it does not contribute to the character of the Fairpark.

The Fairpark's planning logic follows a grid with an average spacing of 250' overlayed on the diagram above. The grid is strongest around the central mall, with the main paths of travel shown in brown on the overlay. Buildings in green seem to have an arbitrary relationship to the grid and do not necessarily contribute to the park's layout or the flow through it.

Similarly, the existing Equestrian building and the Maintenance Shop are not sited with future development in mind and take up staging space under the new plan. The buildings are also not aligned with the Fairpark's grid. The buildings align with the northwest edge of the park, which

is on an angle; however, their positions do not contribute to the development and of an efficient or flexible layout around them.

Buildings do not necessarily need to align with the grid. For instance, the Promontory Building sits on an angle. Its position anchors the corner of the Fairpark, creating a purposeful edge and a nicely scaled plaza between it and the Grand Building. In addition, the paths that run around the area enhance the pedestrian experience.

Land-locked

The Fairpark faces limited options for expansion, a campus of dispersed event facilities, and variable demand for venue space. Growth beyond the Fairpark's main campus is limited or impossible in most situations, and the area around the stadium where an increase is needed is one of the most constrained. In addition, four of the five edges on the main campus are "hard" edges, meaning the edges abut a street or a river. Therefore, the only feasible areas where expansion could occur would be on the west of the Fairpark, requiring a land purchase or the negotiation of a land swap with Salt Lake County.

Capacity

The Fairpark is constrained by the capacity of its buildings and their layout on the campus. Most of the campus' space is utilized, however, the most valuable spaces are those where an event may maintain its desired density under one roof. Outdoor-based events can successfully use indoor and outdoor spaces because the scale of their attractions is usually large enough to fill the outside areas and maintain a walkable density that is comfortable for visitors. For example, an indoor trade show event may have 10'x10' booths on either side of a 12' wide aisle. An outdoor event might have 10'x20' booths, with some exhibitors even bringing 40'-50' long RV's and trailers.

Space Utah State Fairpark Master Plan 6

Below: Grand Building during a special event



Historic Barns

Barns 8, 9, 10, 11, and 13 are known as the Historic Livestock Barns. These beautiful brick buildings are a cornerstone of the Fair experience for many people, housing the Fair's livestock events. The new International Market also functions out of one of the barns and plans to grow.

Because of the Historic Barns' unique character, central location on the Westside, proximity to TRAX, and size, they are sought-after places for year-round tenants; however, the Fair displaces anyone using the buildings for around one month. The 11 month/1 month availability of the barns is a deal-breaker for nearly all tenants. Complicating the situation, most tenants do not want to share space where livestock have recently been. A final consideration is that barns are under-sized, both in square footage and infrastructure.

Historic Core

The master plan identifies the southwest corner of the Fairpark as the "Historic Core," although the actual historic district is much larger. The area runs from the Jordan River to the Grand Building and from the Mall to North Temple. This area needs upgrades to wayfinding, improvements to buildings, and changes to the general layout.

Maintenance Facilities

The Fairpark does not have many appropriate locations for "back of house" functions because the south and east sides of the campus are mainly historic facades. The maintenance area could find a new home in the northeast parking area, potentially experiencing some synergies through an adjacency to the recommended Exposition Hall. However, at this time, the more "course" storage needs of the maintenance facility are suited for the area around the rodeo arena.

Grouping Like Functions

Lastly, most of the Fairpark's functions cluster together, with event spaces in the southeast, parking in the northeast, the maintenance and arena area to the northwest, and the Van's Skate Park in the center. That brings an opportunity to locate the livestock functions near the Arena, which also unifies the Historic Core as a commercial area.

Potential for Growth - Land Swap

An ideal growth scenario with larger barns is speculative and dependent on ongoing conversations with Salt Lake County and its constituents or other partners. One potential tool is a "land swap" between the State of Utah and Salt Lake County and that might include trading State-owned land to help the County achieve its open space goals. Ideally, a trade would occur in the Fairpark neighborhood.

Growing the Fairpark's northwest acreage by around 5% is an ideal growth scenario and key to the campus' overall reorganization. It would significantly improve its ability to:

- Accommodate the Fair with more space for livestock a favorite attraction
- Build new appropriately sized livestock barns that are
 60% larger than the existing barns
- Optimize the maintenance yard and area
- Construct new equestrian stables (a potential option, but not shown in this master plan)

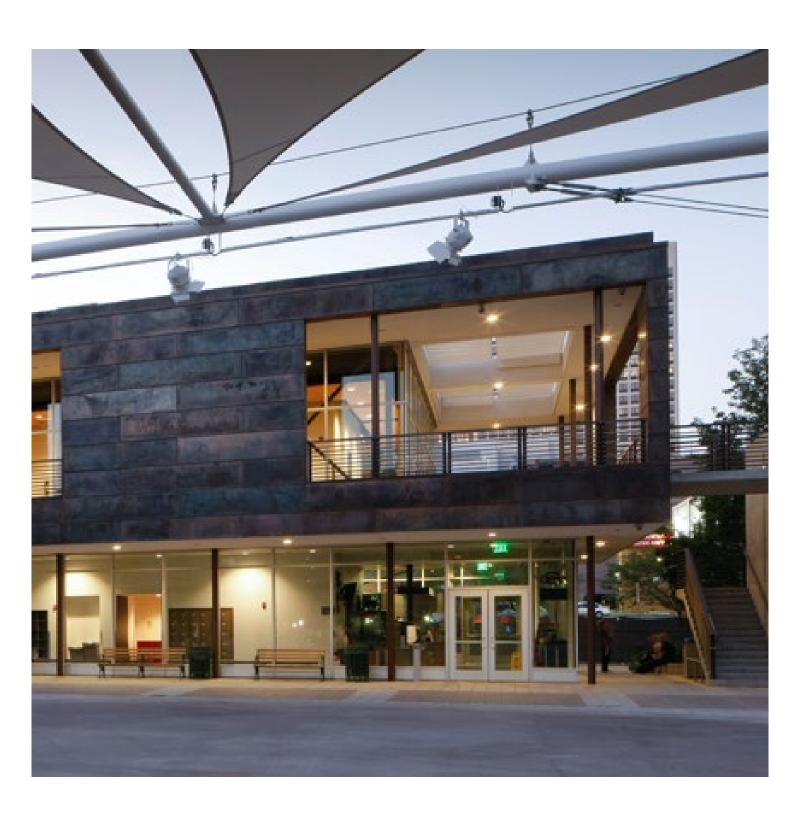
Recommendations

New Exposition Hall

A 30,000 - 50,000 square foot indoor space would significantly improve the Fairpark's capacity to host a wider array of indoor and outdoor events, potentially simultaneously. In addition, a large indoor space may act

Space Utah State Fairpark Master Plan

Below: Gallivan Plaza and its support building, which serve as a hub for activity and entertainment in the downtown Salt Lake area, similar to how the Historic Core is envisioned



as an alternative in the event of rain or bad weather. This venue was proposed in the 2013 master plan, and this master plan recommends it has a top priority.

Renovate the Historic Barns

Turning these barns into year-round leasable spaces is the first step in transforming the Historic Core and creating a hub in the middle of the Fairpark neighborhood. Ideal tenants include restaurants, commercial office use, and recreation rental. The International Market will also have a year-round presence.

Create the Historic Core

The Historic Core functions as an adaptable, open space for the users of the Historic Barns, daily visitors, and those coming from the future White Ballfield development. In addition, it is a transit-oriented junction along the paths of North Temple, the TRAX Green Line, and the Jordan River. Potentially the most significant destination on these paths over the next ten years, the Fairpark has the critical job of setting a precedent in the development quality and treatment of the urban area.

The Historic Core is also an excellent open area for rides during the Fair, a beer garden and music stage during the International Market, or even a rentable event space in the summer months. The master plan also envisions a Ferris wheel landmark at the terminus of the promenade from the new Livestock Barns and the edge of the Mall.

The improvements in the Historic Core are an upfront investment in an amenity for the neighborhood that is a catalyst for a hub of entertainment, commerce, and recreation. The Historic Core is imagined to have an ADA kayak launch; access to an improved river walk; space for

the International Market to grow; full-time commercial, retail, or restaurant tenants; and an improved public plaza adjacent to TRAX. The result is a year-round destination.

Potential for Growth - New Livestock Barns

Creating new barns to meet the growing needs of livestock events allows the Historic Barns to be re-purposed for commercial use year-round, setting the stage for the community-oriented Historic Core. Last, moving the livestock programming to new barns in the northwest of the park makes the visitor experience better by dividing the campus into distinct districts.

An ideal scenario for new livestock barns would add 3 acres to the Fairpark's existing 65. That gives room for five 23,8000 SF barns with the ability to house 174 8'x8' animal pens or 84 12'x12' pens. These new barns are close to 60% larger than the Historic Barns in use now. The scenario presented in this master plan does not include the 3 new acres of land, and the new barns are 39% larger than the existing ones. Each new barn is 20,800 SF and able to contain around 150 8'x8' pens or 76 12'x12' pens.

The Fairpark's destination-type improvements also serve the surrounding businesses by increasing the value of their services or opportunities similar to other civic centers, like Gallivan Plaza. Located in the middle of Salt Lake's Central Business District (CBD), Gallivan Plaza is a tremendous resource and urban node that provides the infrastructure for events and daily use that feed into the richness of the downtown area. Food Truck Thursdays and the Excellence in the Community concert series are examples of two regular events that amp up the plaza's use during different times of the day and year. Gallivan plaza accomplishes many of the same visionary ideas of the Fairpark by

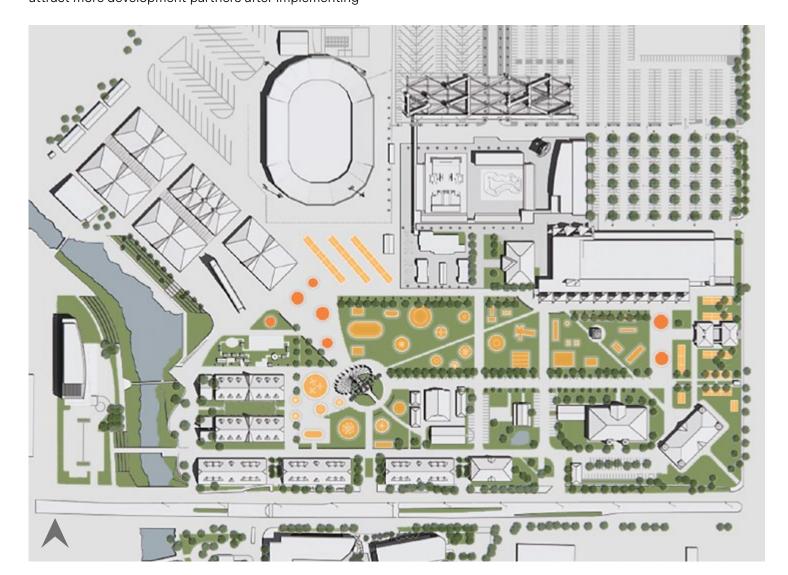
70 Space

functioning as a community destination, encouraging investments in the complementary developments, and generally amplifying the activity in the area. People come downtown in the winter to ice skate and visit a local cafe or take a break from work in the summer and eat lunch on the plaza. improvements alon

In the same way, the Fairpark's Historic Core acts as a community plaza. The timeline of a project like the White Ballfield partly depends on new developments, amenities, and offerings in the neighborhood. The Fairpark will likely attract more development partners after implementing

investments in the Historic Core and other characterdefining ungrades

The Historic Core also ties into recommended improvements along the Jordan River. See the Experience section for more.



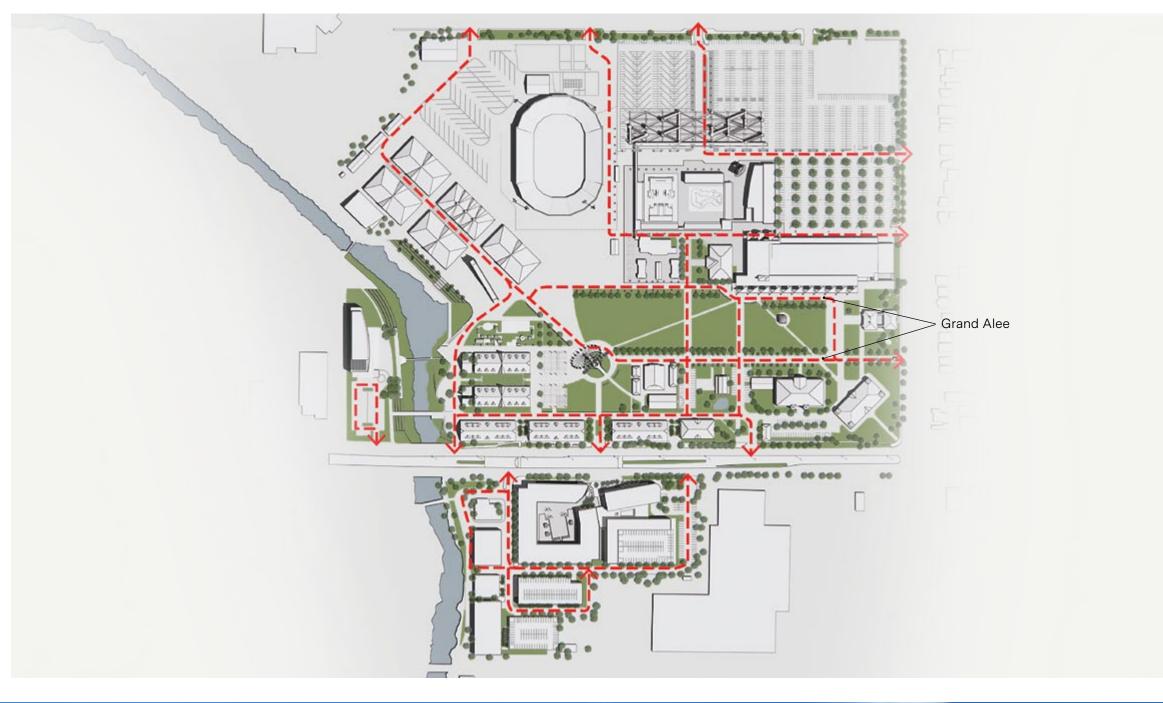
Fire Lanes and Service Drives

The master plan proposes reducing the existing 32' wide lanes that frame the 'Mall' to 26' wide to improve the overall park experience further. The fire access lanes and access drives that support the critical life safety and policing functions of the Fairpark are also the same corridors used to service events and allow pedestrian flow. The master plan realigns these facilities to function directly with the new park program and building orientations. Maintaining the inner Mall's paved edge as it exists today and reducing the paving along the outer edges accomplishes the goal. The net result allows for an outer tree row that completes a grand alee on both the north and south edges of the mall. This strategy coordinates with the 'Greening of the park' concept described in the Experience section under "Sustainability."

Right: Fairpark fire lane diagram

Left: Example of a ride layout scheme for the Fair

Below: Retailers at the Outdoor Adventure Expo







Existing Fairpark Recommended Subtractions

A. Remove Wasatch Building

B. Remove Discovery Building

C. Remove Driver License (DLD)/Guest Services

F. Remove Bonneville Building

I. Remove Multi-purpose Horse Barn

M. Remove Under-performing Buildings

- Livestock Show Ring
- South Plaza Pavilion
- Storage / Soccer and Fair Agriculture Pavilion and Storage [Barnyard
- Storage/Fairground Poultry Barn and Rabbit Facility

*See the following pages for detailed descriptions on each item

Master Plan Space Program

The following pages contain a brief listing of the primary architectural and planning program elements in the master plan. The map on the left shows the Fairpark's existing layout and buildings that are recommended for removal. The map on the right shows the proposed master plan and new buildings.

Remove Structures Inhibiting Optimization

One of the Fairpark's 2015 initiatives calls for addressing deferred maintenance. Over the last six years, repairs have been made, but many of the newer buildings are not meant for long-term use in the same way structures like the historic livestock barns or the Grand Building are. Therefore, eliminating old and under-performing facilities that do not contribute to the historic character of the Fairpark may be necessary to accomplish the larger goals. In addition to the first costs of buildings, new projects must consider ongoing maintenance costs to provide facilities in the 100-year range. The map to the left shows buildings proposed for removal.

Maintenance Facilities

Better distribution of maintenance capabilities and storage throughout the Fairpark could also help make maintenance operations more efficient. An example might be including an area for carpentry or a small shop in the Exposition Hall. That may allow for quick maintenance work for events using the Hall and reduce trips to the main maintenance area in the northwest.

The northwest maintenance area contains heavier equipment, longer-term storage items, and waste management space. There is also an advantage to creating new agricultural barns for manure and feed and livestock-related supplies could be stored directly adjacent. All of these strategies aim to reduce travel time between work and storage areas.

Site Features

New developments should open up to the Jordan River and incorporate the Jordan River Trail with views, entrances, and plazas on or near the pathways. New developments should also engage public-facing areas with opportunities for art, such as sculptures, artisan entry gates, and murals.

D. Exposition Hall

E. Administration Building Addition

Fairpark Master Plan

Recommended Additions

G. Grass Mall (On-going Improvements)

H. Parking Improvements

K. New Livestock Barns (Five Large Barns and One Small Barn)

L. New Replace with New Facilities

N. Re-purpose Historic Livestock Barns (Five Barns in total)

O. Historic Core and Riverwalk P. Hotel (Flexible Space)

Q. Mixed-use

R. Flex Office

S. Retail/Restaurant

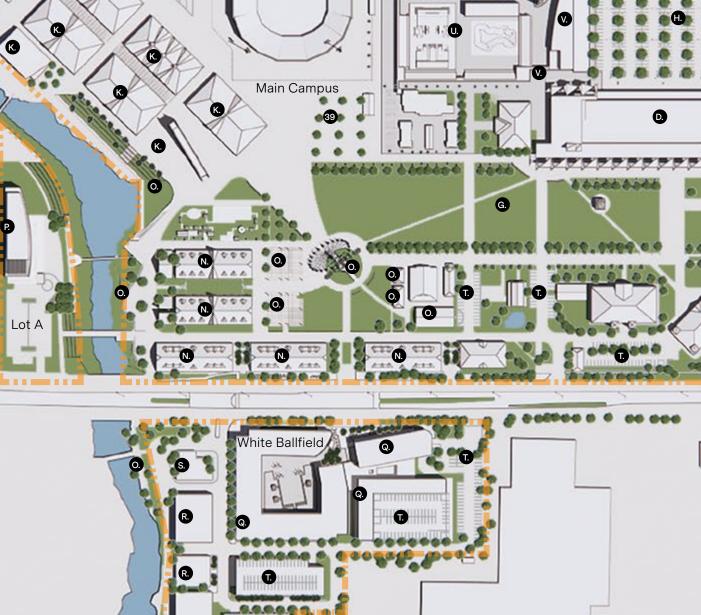
T. Parking Garage/Parking

U. Adventure Play Area and New North Entry Plaza

V. Climbing Gym and New Central Entry

*See the following pages for detailed descriptions on each item





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Existing Building Ranking

Master Plan Priority Rating: 1-2 Low | 3-4 Medium | 5+ High

Current Name	NRHP Historic Name	No. D	ate	NRHP Status*	Fair Function	Non-Fair Function	Approximate Square Footage	Estimated % Utilized by Non-Fair use per Year	Adaptive Reus Potential	e Alignment with Fairpark's Vision		Master Plar Priority
Cattle / Goat Barn	Animal Exhibition Building	8	1928	Contributing	Cattle / Goat Barn	RV/Boat Storage	14,950	92%	4	5	9	High
Cattle (Dairy) Barn	Animal Exhibition Building	9	1928	Contributing	Cattle (Dairy) Barn	RV/Boat Storage	14,950	92%	4	5	9	High
Cattle (Beef) Barn	Animal Exhibition Building	10	1928	Contributing	Cattle (Beef) Barn	General Storage/Public Market	14,950	92%	4	5	9	High
Sheep Barn	Animal Exhibition Building	11	1928	Contributing	Sheep Barn	RV/Boat Storage	14,950	92%	4	5	9	High
Market Building	Animal Exhibition Building	13	1928	Contributing		Events	14,950	80%	4	5	9	High
Grand Building	Exhibition Hall	4	1905	Contributing	Photography/Shopping	Events/Meetings		80%	4	5	9	High
Gardens and Flagpole	-	28		Not listed	Gardens and Flagpole	Bottle Launch			4	5	9	High
Administration Building	Administration Building	1	1929	Contributing	Administration Office	Administration Office		1%	4	5	9	High
Promontory Hall	Horticulture Building	3	1902	Contributing	Creative Arts	Events/Meetings		80%	3	4	7	High
Heritage Building	Floriculture Building	5	1920, ca.	Contributing	Shopping	Events/Meetings		30%	3	3	6	High
Wildlife Building	Fish and Game Building	6	1921	Contributing		Events		20%	3	3	6	High
Pioneer Building	Crafts and Photo Building	23	1928	Contributing	Survival of the Slowest Animal Exhibt	Events/Meetings		50%	2	3	5	High
Gazebo	Bandstand	26	1910, ca.	Contributing	Gazebo/Bandstand	Gazebo/Bandstand		92%	2	3	5	High
Zion Building	Home Arts Building	34	1930, ca.	Contributing	Home Arts	Events/Meetings		80%	2	3	5	High
Arena	-	60	2017	Not listed	Arena	Arena		80%	1	4	5	High
Barn Yard Friends	-	19	1985, ca.	Not listed	Barn Yard Friends	Events/Meetings/Apiary	4,465	100%	1	1	2	Low
Yellow Slide	-	43	1993, ca.	Not listed	Yellow Slide	Yellow Slide		0%	1	3	4	Medium
Hospitality Building	-	62	2017	Not listed	Rodeo/Green room	Events/Green room		70%	2	2	4	Medium
Restrooms	-	25 2	011, remodele	d. Non-Contributing	Restrooms	Restrooms		40%	2	2	4	Medium
Little Hands on the Farn	ı –	55	2017	Not listed	Little Hands on the Farm	Little Hands on the Farm		92%	1	3	4	Medium
Deseret Building	-	7	1993, ca.	Not listed	4-H Exhibits	Events/Meetings		15%	1	2	3	Medium
Ticket Office	-	35	2015, ca.	Not listed	Ticket Office	Ticket Office		80%	1	2	3	Medium
Grandstand	-	36	1993, ca.	Not listed	Grandstand	Grandstand		80%	1	2	3	Medium
Food Court	-	38	1993, ca.	Not listed	Food Court	Food Court		40%	1	2	3	Medium
Restrooms	-	42	1997, ca.	Not listed	Restrooms	Restrooms		60%	1	2	3	Medium
Ticket Booth	-	61	2017	Not listed	Ticket Booth	Ticket Booth		70%	1	2	3	Medium
South Plaza Food Court	-	20	1993, ca.	Not listed	Food Court	Food Court	1,800	30%	1	1	2	Low
Bonneville Building	Fine Arts Building	2	1974, ca.	Non-Contributing	Fine Arts	Events/Meetings	9,582	50%	1	1	2	Low
Showring	-	16	1985, ca.	Not listed	Showring	N/A	9,220	50%	1	1	2	Low
South Plaza Pavilion	-	17	2016	Not listed	Live Music	Events/Storage	3,860	80%	1	1	2	Low
Poultry Barn	Livestock Judging Buildings	24	1976, ca.	Non-Contributing	Barn Yard Friends	Storage	5,095	80%	1	1	2	Low
Wasatch Building	Driver's License Bureau	31	1967	Non-Contributing	Storage	N/A	6,700	20%	1	1	2	Low
Discovery Building	Commercial Building	32	1950, ca.	Non-Contributing	Shopping	Utah Auctions	8,800	92%	1	1	2	Low
Driver License / Guest Services	License Plate Distribution Center	33	1970, ca.	Non-Contributing	Guest Services	Drivers Licence Division	20,000	92%	1	1	2	Low
Multipurpose Horse	-	51	1985, ca.	Not listed	Horse Barn	Horse Barn/COVID testing	27,000	80%	1	1	2	Low
Agricultural Barn	Livestock Judging Buildings	18	1976, ca.	Non-Contributing	Agriculture/horticulture/floriculture	Indoor Soccer	8,115	50%	1	1	2	Low
Operations Department	_	50	1993, ca.	Not listed	Operations	Operations	11,700	92%	1	1	2	Low

Utah State Fairpark Master Plan

Existing Building Ranking

The master plan proposes also proposes removing 83,637 SF of under-performing spaces and creating 325,578 SF of new programmable areas.

Ranking

Space

The master plan ranks the buildings based on their alignment with the master plan's goals and vision. That involves each building's:

- · Contribution to the historic designation and character of the site
- Ability to be adapted to current needs, including building's condition
- · Multi-functional potential for Fair and non-Fair use

The projects related to buildings with a "high" master plan ranking have the most opportunity and potential for accomplishing the master plan's goals and vision. The "medium" ranked buildings are in-line with the master plan and do not require significant improvements. The "low" ranking buildings detract from the master plan and should be removed in most cases.

Proposed Buildings and Projects

119,137 SF of existing space is proposed to be renovated along with improving 17 acres of the Fairpark's campus and adding 443,475 SF of public-private partnership potential.

New Projects

The following pages list a cursory understanding of the new projects proposed in the master plan and associated projects. Further studies need to be completed on the projects to understand their specific program requirements and budgets, particularly in light of construction costs' current uncertainty.

Infrastructure

A full utility analysis is required when planning new projects or if a building's use changes. In addition, some sanitary sewer lines may need to be updated, but the site's central stormwater sewer system is adequate. Proposed buildings may need new service lines; however, based on the assumptions (stated in the full report in the Appendix), the existing base utility systems provide utility services to the proposed development.

The existing main sewer line for the Fairpark runs east/west under the proposed location for the Exposition Hall (see Appendix). The line may need to be relocated or resized. In addition, the Fairpark will require new utility services to construct the proposed areas on White Ballfield and Lot A. Careful coordination will also be necessary with jurisdictions in the area, including Utah Transit Authority and Salt Lake City, for these improvements.

In addition to other improvements, the existing site of the Utah State Fairpark is considered to be very flat. While this topography does not bode well for surface water drainage, it is ideal for ADA accessibility. The Fairpark should ensure proper ADA routes to and from the proposed amenities exist.

Exposition Hall and Related Projects

A. Remove Wasatch Building

B. Remove Discovery Building

Containing beautiful modern elements, the Miesian building does not feature modern environmental controls or efficient systems. As a result, it has undergone significant HVAC renovations that have changed the character of the building. The building primarily meets administrative and storage needs during the Fair. It was originally the home of the Drivers License Division until they outgrew the building.

The Discovery Building is rented as a storage space for an auction company. The tenant moves out once a year so that the space may be re-purposed for use during the Fair. The building is proposed to be demolished in order to locate the Exposition Hall in this area, and it is assumed that the new Exposition Hall would house any Fair-related

Square Feet: 6,700

Cost per Square Foot: ~ \$12 (demo)/\$330 (relocate)

Non-Fair Function: Storage and some administrative functions during Fair

Fair Function: Administrative

Phase: Phase 1 - Remove (or relocate for other use)

Neighbors and Context: On site proposed for Exposition Hall

Character: Non-contributing historic building

Sustainability: Building has energy performance issues

Flexibility: Uses limited primarily to office space

Historic Preservation: Collaborate with SHPO

Square Feet: 8,800

Cost per Square Foot: ~ \$10.50 (demo)

Non-Fair Function: Part-time rental space/Storage

Fair Function: Shopping

Phase: Phase 1 - Remove

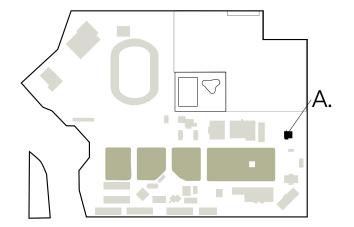
Neighbors and Context: On site proposed for Exposition Hall

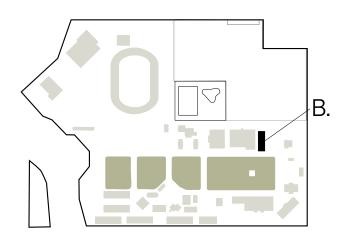
Character: Non-contributing building

Sustainability: Building has energy performance issues

Flexibility: Uses limited primarily to storage

Historic Preservation: N/A





C. Remove Driver License (DLD) / **Guest Services**

D. Exposition Hall

The DLD has been a tenant of the Fairpark for several years, first calling the Wasatch Building home. The DLD services the Westside community and desires to be in the Fairpark vicinity. With increasing development density and the opportunity for higher economic uses, the Fairpark may not be the best location for the DLD. It is estimated that a new building for the DLD may cost \$6-6.5 million and additional funds for a required 2.5 acres of land. The facility requires around 15,000 SF for a building. It also requires a 140' x 240' CDL course with space for semi and trailer queuing and motorcycle parking.

The costs of a new building for the DLD are not included in this report.

Square Feet: 20,000

Cost per Square Foot: ~ \$6.75 (demo)

Character: Non-contributing building

Fair Use: Administrative/DLD

Phase: Phase 1 - Remove

Historic Preservation: N/A

Non-Fair Function: Storage and part-time rental space

Neighbors and Context: On site proposed for Exposition Hall

Sustainability: Building has energy performance issues

Flexibility: Uses limited primarily to storage or office space

Cost per Square Foot: ~ \$372

Square Feet: 105,000

Non-Fair Function: Year-round event and conference venue

Fair Function: Potential for home arts and/or agricultural exhibits

Phase: Phase 1 - New Construction

Neighbors and Context: Sits next to entry of Fairpark from parking lot

The next step toward a new Exposition Hall is to conduct a

feasibility and programming study that completely defines

the requirements of the building. The master plan explores

the location of the Exposition Hall relative to a preliminary

understanding of program requirements and provides

30,000-45,000 SF of contiguous indoor event space in

a 100,000 SF footprint. Further programming efforts will

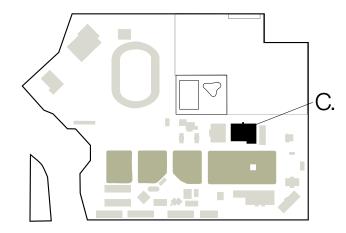
define the program according to the exact needs of the

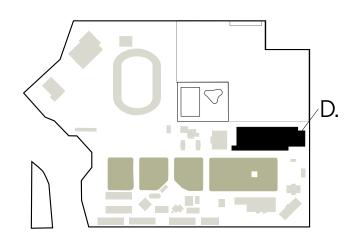
Character: Flagship building hosting local and regional events

Sustainability: HPBS (High Performance Building System)

Flexibility: Accommodates simultaneous small events or one large event

Historic Preservation: Collaborate with SHPO regarding Wasatch Building





78 Space Utah State Fairpark Master Plan Relevant Projects

Exposition Hall and Related Projects

E. Administration Building Addition F. Remove Bonneville Building

The historic Administration Building serves the Fairpark year-round, but administrative functions spread out across the campus during the Fair. A new Exposition Hall would centralize more event happenings around the Administration Building area and require more full-time staff. The Administration Building will also consolidate administrative activities and provide more space for the expanding team.

The Bonneville Building is undersized and does not enhance the historic character of the campus. However, the building functions in some capacity for community club meetings and as a venue for the Fair. Those activities may be captured in other buildings on campus or in the new Exposition Hall. Removal of this building also opens the east end of the Mall as a green space with opportunities for outdoor seating, games, and connection to 1000 W.

Square Feet: 5,600

Cost per Square Foot: ~ \$492

Non-Fair Function: Administrative Offices

Fair Function: Administrative Offices

Phase: Phase 1 - New Construction

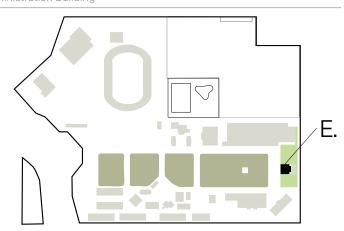
Neighbors and Context: Adjoins historic Administration Building

Character: Modern building that blends new and old to welcome guests

Sustainability: HPBS

Flexibility: Offices for year-round and seasonal or event-based staff

Historic Preservation: Collaborate with SHPO regarding existing Administration Building



Square Feet: 9,582

Cost per Square Foot: ~ \$10.50

Non-Fair Function: Small meetings and events

Fair Function: Displaying fine arts entries

Phase: Phase 1 - Remove

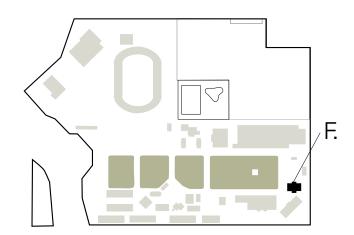
Neighbors and Context: Between historic Administration and Promontory

Character: Non-contributing building

Sustainability: Building has energy performance issues

Flexibility: Uses limited primarily to meetings space; low ceilings

Historic Preservation: N/A



G. Grass Mall (On-going Improvements)

Improvements to the Mall will ideally be part of adjacent projects like the Exposition Hall, the new Livestock Barns, and the renovation of the Historic Livestock Barns. The Mall stretches from the Jordan River to Administration Building, and the main focus is on opening the Mall to the River and enhancing the walk along the edges of the Mall with a proposed tree-lined "Alee." There are also opportunities to create more purposeful paths that connect the park north and south and to add more planting with water-wise considerations.

Improvements to the Mall and other areas will occur over 15 years and are dependent on the completion of different projects.

H. Parking Improvements

Minor parking improvements will increase the capacity of the grounds to park cars and trailers. The upgrades should occur before replacing parking at the White Ballfield, and they include re-striping the main parking lot with smaller stalls, adding a rideshare pick-up/drop-off area on 300 North, and creating an alternate striping pattern for trailers in the parking area east of the Arena. Some new trees are also recommended at the intersection of parking stalls near the new Exposition Hall. Parking improvements should be completed prior to or in conjunction with plans for the Adventure District and ropes course improvements, which are listed as "Phase 5."

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Square Feet: 40,000 (2.3 acres)

Cost per Square Foot: ~ \$7.50

Non-Fair Function: Public amenity, events, rental space

Fair Function: Rides and displays

Phase: Ongoing

Neighbors and Context: Central area of the Fairpark

Character: Open space

Sustainability: Continue implementing water saving strategies

Flexibility: Maintain single level for main body of the Mall

Historic Preservation: Collaborate with SHPO on preservation requirements for the district



Non-Fair Function: Parking (Free depending on the event)

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Fair Function: Patron, Vendor, and/or VIP Parking

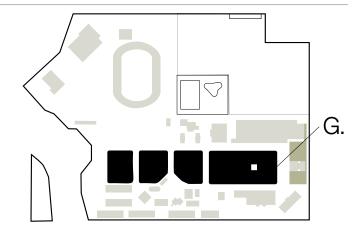
Phase: Phase 1 or 5 - New Construction (or when partner identified)

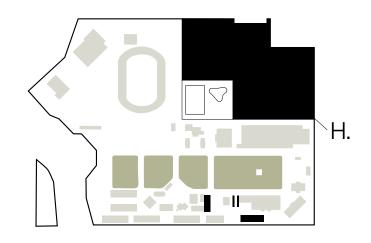
Neighbors and Context: East side of Fairpark

Character: Add trees, crosswalks, and planting where appropriate

Sustainability: Consider light colored materials; partially shade parking

Flexibility: Used for parking and auto time trials





80 Space Utah State Fairpark Master Plan Relevant Projects

New Livestock Barns and Maintenance

I. Remove Multi-purpose Horse Barn

Prioritizing the new livestock barns and the redevelopment of the historic core requires making space for trailer parking and staging in the area around the Arena. A new horse barn could be located near the new livestock barns, but it would require more land. The Fairpark, DFCM, and the County should stay in contact to assess opportunities for a land swap. For now, equestrian events may be held in at least one of the new livestock barns or in the Arena.

J. Remove Existing Maintenance/ Operations

Optimizing the maintenance area requires the removal of the exiting operations buildings, including the open storage sheds and lay-down areas.

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Removal Cost per Square Foot: ~ \$6.50

Non-Fair Function: Storage, COVID 19 testing, animal boarding

Fair Function: Livestock

Phase: Phase 2 - Remove

Neighbors and Context: Constitution Park, Arena, Maintenance, 300 N

Character: N/A

Sustainability: HPBS, considerations for drainage and proximity to River

Historic Preservation: N/A

Existing Square Feet to remove: 11,700 (Maintenance) | 2,800 (Storage)

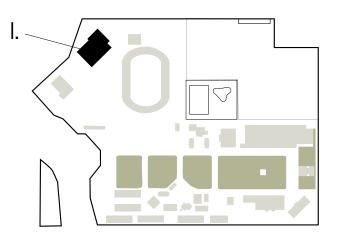
Removal Cost per Square Foot: ~ \$10.50 (Maintenance) | ~\$13.00 (Storage)

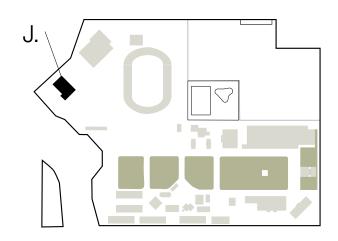
Non-Fair Function: Maintenance

Fair Function: Maintenance

Phase: Phase 2 - Remove

Historic Preservation: N/A





K. New Livestock Barns (Five Large Barns and One Small Barn)

The new livestock barns are a critical piece of the master plan that improves the Fairpark's ability to host the Fair and elevate the campus' facilities to those expected at a state facility. The new barns also allow the historic livestock barns to be re-purposed. That would also involve moving the Yellow Slide, which is a cost that is not included in this study.

The larger facilities will better accommodate the animals and people at the Fair by providing more space and electrical power for the exhibitors. The barns may also be used for storage and/or equestrian events in the off-season. The barns would better serve the Fair and community with 3 more acres of land.

Square Feet: 22,055 (each)

Cost per Square Foot: ~ \$205

Non-Fair Function: Storage and rental storage space, Equestrian

Fair Function: Livestock

Phase: Phase 2 - New Construction

Neighbors and Context: Abuts Constitution Park, Jordan River, and Arena

Character: Modern conditioned clear-span metal buildings

Sustainability: HPBS, considerations for drainage and proximity to River

Flexibility: Accommodates livestock and similar events

Historic Preservation: Modern design aesthetic inspired by Fairpark

ns (Five Large L. New Maintenance Facilities and Barn) Staging Area

The new building would split some functions with the Exposition Hall and consolidate the storage and staging areas. That would visually clean up the northwest corner of the Fairpark, and constructing a new purpose-built structure in a better location will allow smoother circulation around the area.

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Proposed new elements are an improved lay-down and staging area, maintenance shop, storage shelters, and new trailer parking between the maintenance, livestock barns, and Arena.

New Square Feet: 10,500 (Maintenance) | 7,500 (Storage)

Cost per Square Foot: ~ \$213 (Maintenance) | ~\$75 (Storage)

Non-Fair Function: Maintenance

Fair Function: Maintenance

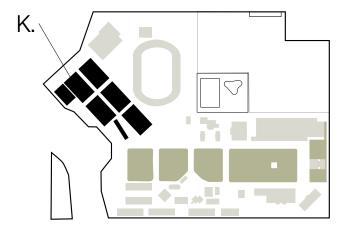
Phase: Phase 2 - New Construction

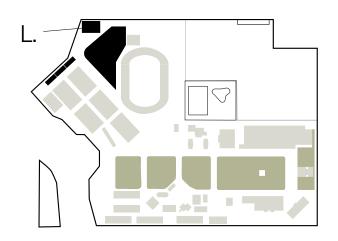
Neighbors and Context: Abuts Constitution Park, livestock, and Arena

Character: Metal building with special care for public facing facades

Sustainability: HPBS, considerations for drainage and proximity to River

Flexibility: Able to support all Fair maintenance needs





82 Space Utah State Fairpark Master Plan Relevant Projects

Historic Core

M. Remove Under-performing Buildings

Removing the utilitarian buildings that congest the Historic Core creates space for an improved plaza that supports the renovated historic barns and functions as a ride area for the Fair. These buildings detract from the historic quality of the Fairpark.

N. Re-purpose Historic Livestock Barns (Five Barns in total)

The Historic Barns (numbers 8, 9, 10, 11, and 13) are primarily used for livestock events during the Fair and storage the rest of the year. An opportunity exists to re-purpose these barns for year-round use and activate the Historic Core near North Temple and TRAX as an amenity for the area. The International Market would also benefit from cross-selling opportunities with year-round neighbors in the Historic Core. The buildings require some core and shell upgrades before leasing. It is also proposed that two small storage additions be built along the west side of 11 and 13.

Square Feet: ~32,555 (total)

Cost per Square Foot: ~ \$12

Non-Fair Function: Storage and rental storage space, Market

Fair Function: Livestock, Agriculture, Concessions

Phase: Phase 3 - Renovation

Neighbors and Context: Abuts Jordan River, North Temple, TRAX, Mall

Character: Metal Buildings

Sustainability: N/A

Flexibility: Will make space for new plaza and other programming

Historic Preservation: N/A

Square Feet: 14,950 (each)

Cost per Square Foot: ~ \$233

Non-Fair Function: Storage and rental storage space, Market

Fair Function: Livestock

Phase: Phase 3 - Renovation

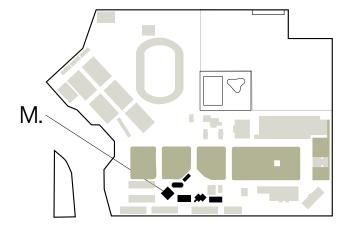
Neighbors and Context: Abuts Jordan River, North Temple, TRAX, Mall

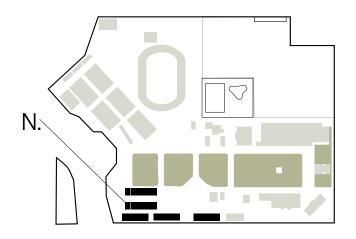
Character: Historic brick buildings

Sustainability: HPBS, considerations for drainage and proximity to River, insulation and/or core and shell upgrades

Flexibility: May house restaurants, office space, and/or events

Historic Preservation: Preserve, clean, and maintain





O. Historic Core and Riverwalk

The main features of the Historic Core are the Historic Barns, the plaza surrounding them, the Jordan River Riverwalk, and the new Ferris wheel. Most of the improvements to the area should be completed at the same time as the renovation to the Barns to create the character-defining atmosphere that the master plan aspires to.

Overhead shade elements on removable columns are also proposed in the Historic Core Plaza and the "blow-off" area south of the arena. The shade elements create an opportunity for a beer garden or a place to set up booths during a market or the Fair.

Square Feet: 98,420 (2.3 acres)

Cost per Square Foot: ~ \$29 (+ ~\$100/SF for new Storage Buildings)

Non-Fair Function: Rental space, public amenity, International Market

Fair Function: Rental space, Rides, Storage, Concessions

Phase: Phase 3 - New Construction/Renovation

Neighbors and Context: Sits between TRAX/North Temple, Jordan River, and other areas

Character: Water saving strategies and reduce heat-island effect

Sustainability: HPBS or similar - depending on owner

Flexibility: Able to be partitioned for public use, private events, private tenants

Historic Preservation: Collaborate with SHPO on preservation requirements for contributing buildings and the district

Hotel (Lot A)

P. Hotel (Flexible Space)

The Fairpark hosts some traveling events, and over the next ten years, it is expected that a hotel may be feasible in the area. This project will likely be a public-private partnership. Some of the factors that make a hotel possible are the Historic Core and the Fairpark's ability to host larger events. In addition, as the Westside increases its commercial, retail, and entrainment offerings, it becomes a destination that attracts travelers and event-goers. At this time, a 120 key hotel may be possible in the future.

Lot A may function as a flexible space for parking, staging activities, or trailer parking for livestock events until that time.

Square Feet: 23,860

Cost per Square Foot: ~ \$371

Non-Fair Function: Hotel

Fair Use: N/A; Hotel

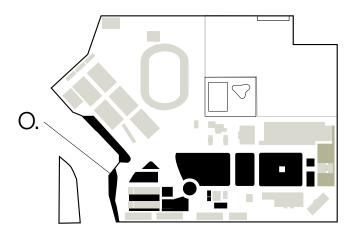
Phase: Phase 6 - New Construction

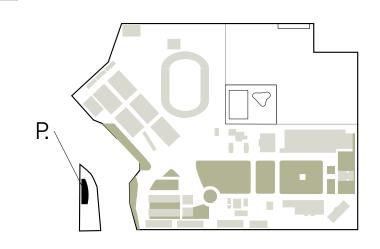
Neighbors and Context: Sits on Jordan River between Fairpark and commercial property

Character: Mid-range hotel

Sustainability: Integrate design with Jordan River and Trail

Flexibility: Site may be used for parking until hotel is developed





Space Utah State Fairpark Master Plan Relevant Projects

White Ballfield

Q. Mixed-use

The primary user element of the White Ballfield development is a residential mixed-use facility. Estimated at four stories with 368 units, the transit-oriented development would potentially activate the Fairpark throughout the day with residential units and groundfloor retail or amenities. The conceptual design shares a dedicated parking garage and tuck under parking with the Flex Office. The preference for the residential units would be a mix of affordable workforce and market-rate housing. Located in a "Special Purpose Transit Station" zoning area, the development should consider Salt Lake City's "Transit Station Area (TSA) Development Guidelines."

R. Flex Office

The Flex Office space is divided into 2-3 buildings around 2-2.5 stories tall. The buildings are designed for users who need physical office and research/production space. Ideal tenants may be those who assemble tangible goods or a pharma-tech company that shares production space with administration functions.

The space is meant to be very adaptable and would potentially share parking with the mixed-use facility, allowing a lower overall parking count because of the average user's differing peak demand schedules.

Square Feet: 134,215

Cost per Square Foot: ~ \$232 / varies

Non-Fair Function: Mixed-use Residential

Fair Function: N/A

Phase: Phase 4 - New Construction

Neighbors and Context: Power District, commercial, railways

Character: Precedent setting TOD

Sustainability: HPBS or similar - depending on owner

Flexibility: N/A

Historic Preservation: N/A

Square Feet: 90,000

Cost per Square Foot: ~ \$234.50

Non-Fair Function: Flex office

Fair Function: N/A

Phase: Phase 4 - New Construction

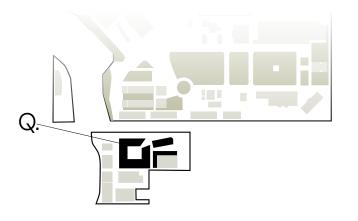
Neighbors and Context: Power District, commercial, railways, River

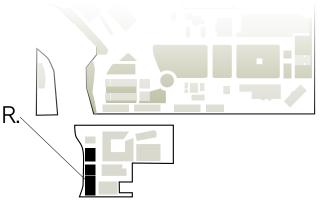
Character: Precedent setting TOD

Sustainability: HPBS or similar - depending on owner

Flexibility: N/A

Historic Preservation: N/A





S. Retail/Restaurant

Adding to the entertainment and commercial potential of the overall development, a local restaurant or retailer is favored for this location. The ideal tenant would bring a "Fairpark flair" to the area, adding unique richness to the Fairpark neighborhood.

T. Parking Garage/Parking

Serving the residential units and Flex Office, the parking garage would park around 336 cars. It is not likely that the garage will accommodate any Fair parking. The Parking Garage(s) may be located in a four-story or hybrid configuration. The exact parking needs will depend on the mix of uses throughout the entire development. An array of parking solutions may likely be present, including a parking garage and surface parking.

The master plan shows parking for a total of 606 cars on the White Ballfield, and the parking is distributed through podium parking, dedicated parking garages, and surface parking. See the "Transportation" section for more on the distribution of parking.

Square	Foot:	0	$\cap \cap \cap$	

Cost per Square Foot: ~\$189.50

Non-Fair Function: Retail/restaurant

Fair Function: N/A

Phase: Phase 4 - New Construction

Neighbors and Context: Power District, commercial, railways, River

Character: Precedent setting TOD

Sustainability: HPBS or similar - depending on owner

Flexibility: N/A

Historic Preservation: N/A

Square Feet: 23,860 (336 cars - parking garage only)

Cost per Square Foot: ~ \$371 (Parking garage only)

Non-Fair Function: Private parking

Fair Function: N/A

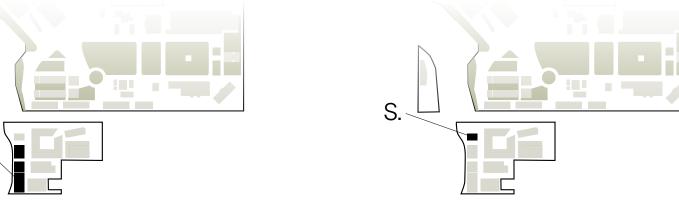
Phase: Phase 4 - New Construction

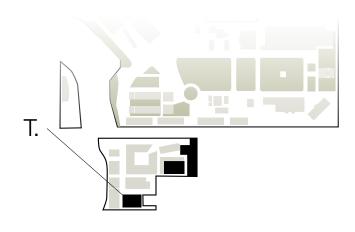
Neighbors and Context: Power District, commercial, railways, River

Character: Precedent setting TOD

Sustainability: HPBS or similar - depending on owner

Flexibility: N/A





86 Space

Adventure District and Climbing Gym

U. Adventure Ropes Course and New North Entry Plaza

Building on the success of the Van's Skate Park, the Adventure District imagines an elevated ropes course with zip lines and other features. The course would likely form under a public-private partnership and would be a ticketed site feature. The system would sit well above existing parking areas with safety nets between participants and parking. It is advisable to re-stripe the existing parking lot before building the rope course so that vertical supports align with stalls and do not block whole stalls because of where the supports land.

A new entry area would enhance the procession from 300 North into the park. The New North Entry Plaza would also involve improvements to the ticket booth and walk-up area leading into the Days of '47 Rodeo Arena.

Square Feet: 58,000 (1.33 acres)

Cost per Square Foot: ~ \$23

Non-Fair Function: Adventure Course

Fair Function: Adventure Course

Phase: Phase 5 - New Construction (or when partner identified)

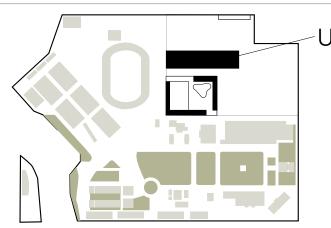
Neighbors and Context: On site proposed for Exposition Hall

Character: Non-contributing building

Sustainability: Consider rentable materials; partially shade parking

Flexibility: Allows parking underneath system

Historic Preservation: N/A



V. Climbing Gym and New Central Entry Plaza

The master plan suggests a public-private partnership to build and maintain a climbing gym or a similar recreational amenity that furthers the "adventure" aspect around the skatepark features. A climbing gym is an example because it supplements existing public facilities, like the Northwest Recreation Center. Different recreational offerings may prove to be a better fit and will be evaluated on a case-by-case basis by Fairpark's Board and administration.

As part of the project, a new entry plaza is suggested. The plaza creates a pedestrian-scaled "front door" between the parking and the new Exposition Hall. The new entry plaza may be constructed at a different time than the recreation amenity, but constructing it concurrently would be ideal.

Square Feet: 20,400

Cost per Square Foot: ~ \$55.50

Non-Fair Function: Private Climbing Gym

Fair Function: Private Climbing Gym and potential Fair partner

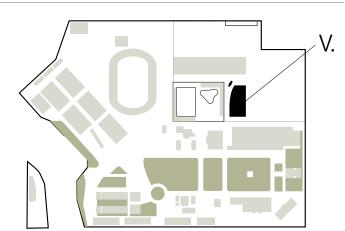
Phase: Phase 5 - New Construction (or when partner identified)

Neighbors and Context: Sits at edge of Adventure area next to Expo Hall

Character: Modern building that enhances entry plaza area

Sustainability: Consider LEED depending on owner

Flexibility: Mostly open, clear-span space that may be easily converted for another use



6 Transportation

Considerations

Parking and Alternative Transit

Other Alternatives

Recommendations

88 Transportation Utah State Fairpark Master Plan

Below: Car Show at the Fairpark



Transportation

Considerations

Utah's auto-driven infrastructure makes parking a central concern for any project. In addition to researching different parking solutions, the planning team learned that most of the Fairpark visitors use personal vehicles and often seek parking in nearby neighborhoods. The team also discovered that parking fees are an essential revenue stream. Thus, replacing parking with a new development limits visitor access, drives more traffic into the neighborhood, and reduces revenue. Last, parking stalls and alignment with entries and exits can be optimized to allow more cars to be parked in the same area on the Fairpark's main campus.

Pinch Points

"Operational efficiency" is a phrase often used to describe organizational or procedural strategies that result in time, money, and resources savings. The result of these savings is often improved satisfaction from staff and patrons. An example in progress at the time of this report is the new three-lane auto entrance from 1000 W into the main parking area at the Fairpark. Tripling the number of cars that may enter at a time will cut visitors' time waiting in traffic. It is also projected to relieve congestion on 1000 W during the Fair or other large events. The Fairpark's main limitations are its organization and physical constraints. There are also plans to narrow 1000 W to two lanes, exacerbating traffic problems during the Fair. Still, maintaining roadway widths and adding more entry lanes will not entirely relieve traffic congestion.

Parking and Alternative Transit

This study evaluates the viability of several options for onsite surface parking, including:

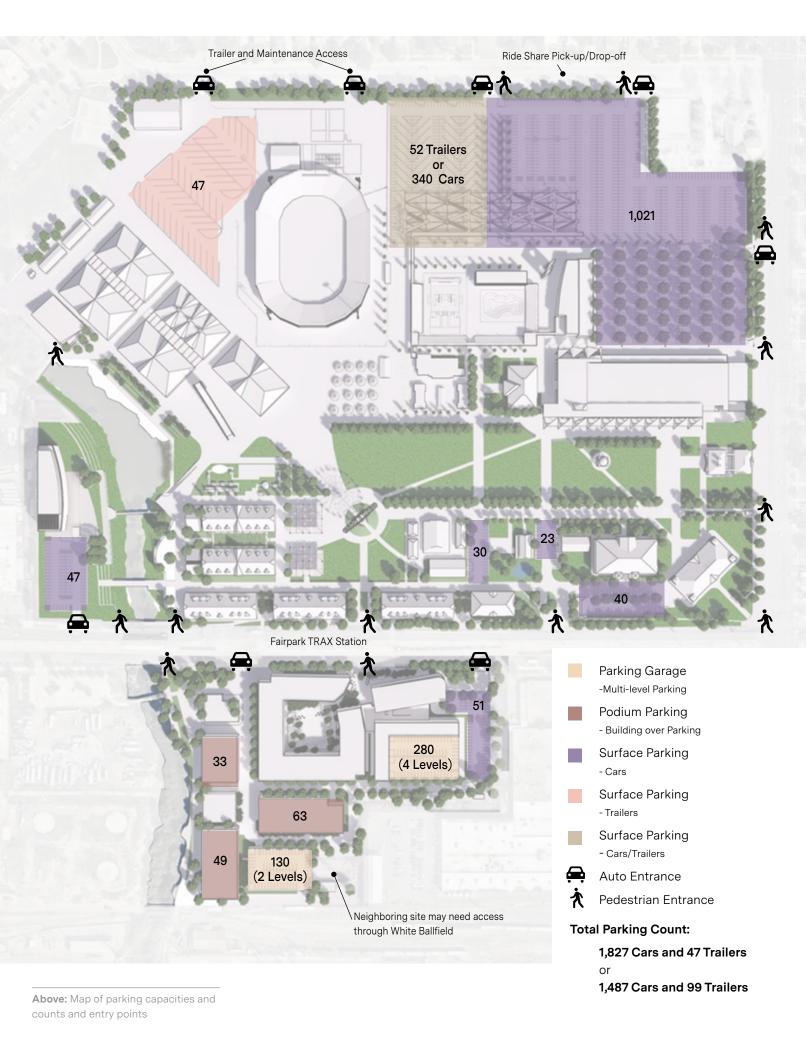
- On-site structured parking
- · Off-site parking with a shuttle system for large events
- Alternatives to personal vehicle transportation

On-Site Structured Parking

Building more structured parking garages on the main fairgrounds or the White Ballfield would maintain or expand the parking capacity. However, it is not an economically viable option and would require a one-time State subsidy. At approximately \$25,000 per stall, there is no return-on-investment scenario that would cover the initial development cost, not to mention maintenance and operations costs associated with a garage. Additionally, the design team could not identify any partners interested in sharing the cost of development in exchange for a share use agreement.

Off-Site Parking

The State of Utah owns nearly 2,500 stalls within a 1-1/2 mile radius of the Fairpark. Most of this parking is in use Monday - Friday from 8:00 am - 5:00 pm but is available in the evenings and on weekends, during peak attendance times at the State Fair. Some of this parking is in smaller, dispersed lots, including the State Tax Commission and the State Department of Human Services, which have parking lots with approximately 800 stalls each. Located within walking distance of each other at around 200 North 1950 West, those two lots have compact and efficient layouts with an easy-to-secure perimeter and limited access points. Used in combination with a shuttle system running up and down North Temple, this "overflow" parking solution could readily meet the demand generated during the Fair and other large Fairpark events. In addition, the Utah Department of Health has over 600 stalls located within a 3/4 mile radius from the Fairpark.



Transportation

Other Alternatives

Mass Transit: During the 2021 Utah State Fair, a ticket to special events included free mass transit access on the day of the event. In partnership with UTA, the promotion gave fair-goers the option to use Frontrunner, TRAX, Streetcar, or the Bus to travel to and from the Fair for free. While this option may not be a good fit for everyone, including those who live outside UTA's service area, it can significantly reduce parking demand and the demands on the surface streets in the areas surrounding the Fairpark. UTA is evaluating the increase in ridership attributed to the Fair.

Ridesharing: Ridesharing services like Lyft and Uber provide an inexpensive and convenient alternative to private vehicle transportation and the associated cost for parking. Making it as easy as possible for Fairpark visitors to use ridesharing services will reduce the demand for onsite personal parking.

"Last Mile" Mobility: Electric scooters and e-bikes offer practical options to expand "last mile" transit options to and from the Fair. Now a tenant at the Fairpark, Spin Scooters teamed with the Fairpark to deploy a fleet of scooters for the duration of the Fair. Immediately after the close of the Fair, Larry Mullenax reported that Spin experienced their highest monthly ridership miles to date during the Fair. Not only do scooters and e-bikes have the opportunity to expand how visitors can get to and from the Fairpark, potentially reducing peak demand for parking, but they can add a sense of adventure and fun to the experience.

Recommendations

The Utah State Fairpark must continue to promote ideas that reduce the need and reliance on parking within the 65-acre Fairpark and not outdated strategies that perpetuate the need for parking. For example, the "shopping center strategy" designs parking capacity to exceed peak demand, tying up developable land with parking fields. That strategy limits the Fairpark's ability to implement other recommended improvements that will significantly boost year-round activity at the Fairpark, expand non-Fair revenue, and improve the public perception of the Fairpark as a safe, fun destination.

Vehicular and Trailer Parking Alignment Strategy

Vehicular parking within the Fairpark is critical to the success of grand and small-scale events in the park for patron convenience and the significant revenue it generates. However, the current layout of the parking lot striping is not as efficient as it can be, resulting in two conditions. First, the overall on-site parking count of 1230 cars consumes precious real estate that could be used for programmed outdoor space or new building sites. The strategy starts with realigning the parking stalls to an even 60' tray alignment with consistent north orientation—the realignment results in an overall count of 1,320 car stalls. The northwestern lot is striped for dual-use, including 312 cars or 100 trailer stalls for the rodeo/stadium-type events. In coordination with the narrowing of emergency/ service/pedestrian corridors and the 'Greening of the Park' effort, additional parking efficiency and organization are achieved to service the various parking needs around the Promontory, Grand, Pioneer, and Deseret buildings.

92 Transportation

Transportation

Rideshare Zones

This study recommends creating dedicated pick-up and drop-off zones for ridesharing services along 300 North with a direct pedestrian-friendly walkway leading to the main Fairpark entry gate.

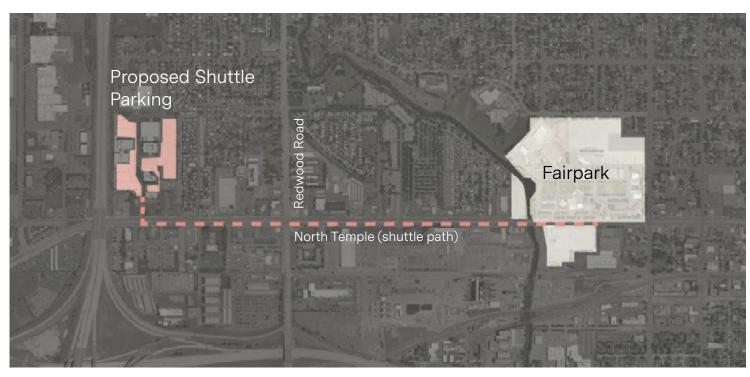
Partnerships

Partnerships with UTA, ridesharing services, e-scooters, and other micro-mobility services will reduce both peak and overall parking demand. However, they will not eliminate the need for the Fairpark to provide safe and convenient off-site parking and shuttle strategies at the White Ballfield, Lot A, and other areas.

Shuttle System

Utilize off-site State-owned parking and run a shuttle system for large events. The economic impact of this solution is outside of the current scope of this study, and some challenges facing its implementation would likely be lower off-site parking rates, start-up costs associated with launching the system, and staffing costs. The initial costs may impact profitability, but this solution has good long-term potential.

Below: Sample shuttle map



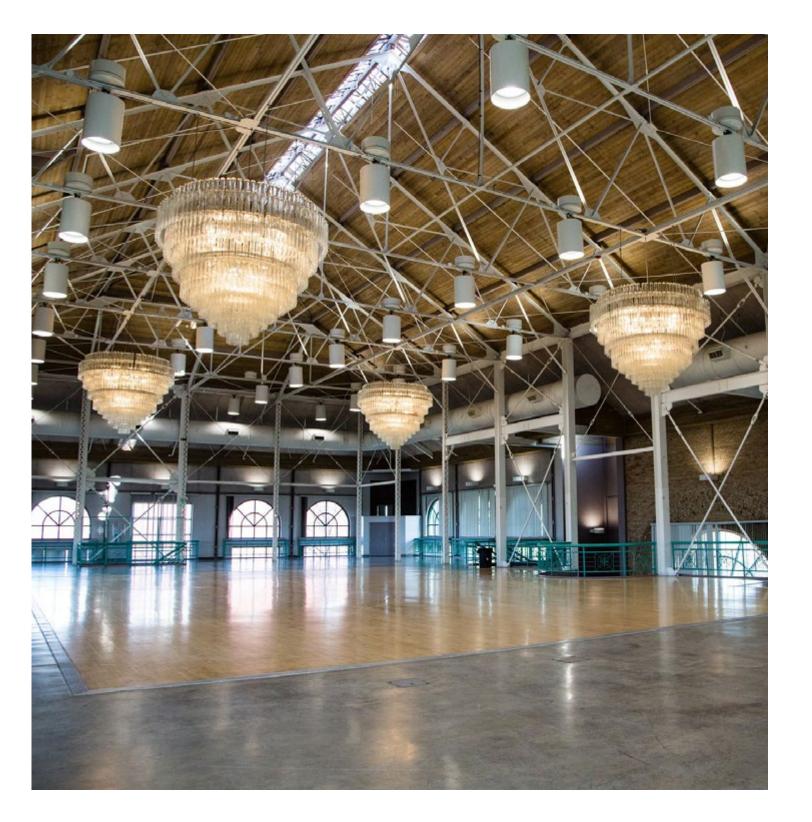
7 Economic

Considerations and Recommendations

Market Factors by Type

Exposition Hall

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Economic

Considerations

A staggering majority of survey participants (72%) visit the Fairpark only once a year, presumably for the Fair. However, 19% of the respondents visited several times per year, and only 1% visit once a month. Over 90% of those surveyed have been to the Fair, and just over 41% had been to a rodeo and/or concert at the Fairpark. The survey does not tell us exactly why the Fairpark does not receive many return visitors, but the opportunity to draw people back certainly exists.

Partnerships and Tenants

More than 3/4 of participants surveyed for the master plan were surprised by the diversity of events the Fairpark offers. The complementary development idea supports limiting uses in the Fairpark to those more closely related to each other through their user base or the type of place-based character they inspire. Some of the current services are very different and do not necessarily call users to experience a deeper engagement with the Fairpark's other offerings or have synergistic effects with the Fair or the larger neighborhood.

Event Related Risks - The Fairpark has few alternatives for a displaced large event. The COVID-19 Pandemic taught many businesses that non-diversified revenue streams can be risky - even relatively stable ones, like event production. Events are susceptible to cancellations, and when the Fairpark depends on revenue from the Fair, a rain day or worse can have grave consequences.

Underutilized Real Estate - The Fairpark's prime location in the heart of the Westside with property on either side of North Temple is primarily used for parking. The White Ballfield and Lot A may have higher and better uses that could benefit the community and the Fairpark. It may be several years before those uses can be realized.

Food and Opportunity Desert - There are few food options or economic opportunities in the area though there is increasing demand. A "Chicken and egg" scenario, community destinations and restaurants need activity and traffic to thrive and activity and traffic flow to destinations with restaurants and people.

Temporary placemaking activities are happening around the Fairpark. For example, food trucks and pop-up markets temporarily generate activity and traffic on a scheduled basis, sometimes using elaborate movie-set-like walls to create an ambiance for selling goods in a booth. The hopes for the International Market are for it to gradually increase its hours until it is open "9-5." Anecdotally, the activity and traffic that is generated at least show that it is possible to draw more visitors to the Fairpark.

Recommendations

Implementing plans for complementary development in and around the Fairpark will lead to higher use and more financial stability through multiple revenue streams.

Partnerships

Assessing Partner and Tenant Fit

When considering partnerships and tenants, the potential new member of the Fairpark campus should be evaluated on their fit with the master plan's vision: Community Destination, Complementary Use, and Amplifying the Fair. An ideal partner draws a crowd and encourages deeper engagement in the Fairpark.

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Economic

A great fit for the Fairpark is a partner that:

- Shares the potential for "cross-selling" other offerings at the Fairpark because of a related user base or mission
- Activates the Fairpark during off-hours or non-peak hours (relative to activity at the Fairpark on average)
- · Offers a unique community destination or hangout spot
- May enhance the experience and character of the Fair through its regular operations
- Has a viable business model and plan

An example of this might be a climbing gym. Provided a gym's proforma works in this location, it would likely earn the Fairpark higher rents than other light industrial or storage uses. It would also bring visitors to the Fairpark at non-peak times of the day, and it may have the potential for special programming during the Fair. The gym users may also be interested in other activities at the Fairpark, like the skate park, the proposed kayak launch, or the adventure ropes course.

Historic Core

Learning from food truck's and pop-up market's nimble solutions for commerce, the Fairpark should develop more transformable spaces that are capable of hosting these early activity generating events. Furthermore, upgrading the general amenities within the Fairpark is designed to incentivize development and attract local businesses.

Fair Rides and Attractions

With the new development of the livestock barns and show arena zone combined with the greening of the park strategies, the overall park landscape becomes much more efficient and cohesive for accommodating the Fair rides and attractions. Beyond the additional ride capacity, another benefit to the new site organization is a richer and more dynamic Fair experience. The reason for this is that the new plan and development strategy creates very recognizable and experientially unique character zones within the overall framework of the park. When the rides, games, and other attractions meld within this framework, the Fair experiences will be richer.

White Ballfield

The White Ballfield builds on the catalytic Historic Core by creating a development that potentially activates the Fairpark at off-peak hours, with residential uses in the morning and evening and commercial ones during the day. Opportunities for new businesses and restaurant use address the need for more local food options, economic opportunity, and fit with the community destination goals of the Fairpark. The exact mix of uses will not be known until a development partner is selected, but the Fairpark should stay involved in assessing the fit of tenants.

Drivers License Division (DLD)

The DLD enjoys the Fairpark's ample parking, driver testing and training space, and below-market rents. The Fairpark also benefits from the DLD as a tenant through daily use from the community, reliable monthly income, and flex space that can be used during the Fair. With a focus on uses that synergistically increase daily activity at the Fairpark and a look to increase non-Fair revenue, the DLD may not fit the profile of a complementary use, as it does not have the same potential for: cross-selling other Fairpark services, activating the park at non-peak times, functioning in an entertainment capacity, sharing programmatic crossover with the Fair, or paying market rate rents.

Ultimately, DFCM, the Fairpark Board, and the DLD must collaborate on balancing the benefits of investment in the Fairpark community and providing the DLD's essential services.

International Market

The International Market brings prepared food, packaged foods, crafts, and live performances to the Historic Core. Its presence aligns with the vision for the Fairpark, and it is recommended that it continue in at least one historic barn. The Salt Lake City RDA created a study in 2019 called "The Utah State Fairpark Public Market Feasibility Study," which has details about the aspirations of the Market.

Market Factors by Type

Potential to Introduce

The assessment of the "potential to introduce" at the Fairpark is governed by a combination of development feasibility (i.e., whether market-rate rents can support the development) and market demand (i.e., support at the site in any given year). Across the board, the potential to introduce market-rate rental apartment, retail, and hotel development at the Fairpark will only continue to strengthen in the mid to long-term, given anticipated changes in the submarket. However, the drivers of this assessment vary by use.

For example, in the near-term, market-rate rental apartments expected to have enough demand to be supported at the site. However, supportable asking rents are likely just below the threshold at which new construction is feasible, based on the prices of other recent deliveries across the market. As development takes place at the Fairpark and throughout the neighborhood, there will likely be price escalations that will improve the feasibility

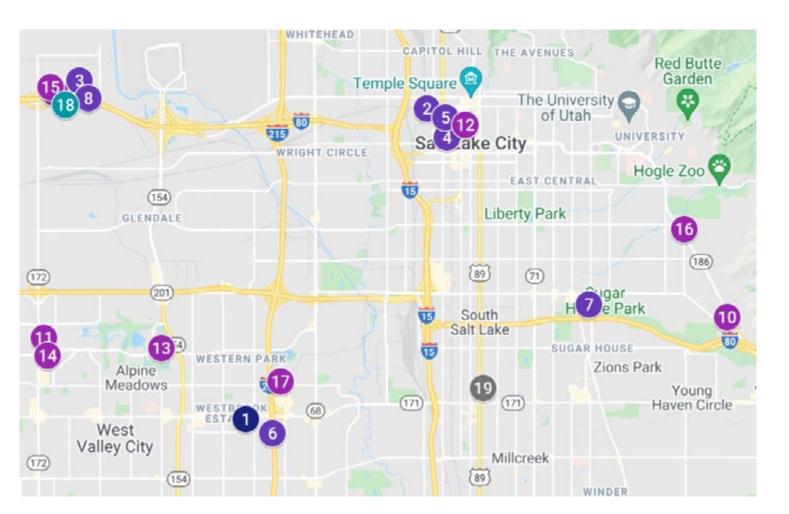
of market-rate apartments. These trends are likely to play out even further in the long term, leading to even stronger demand, pricing potential, and-thus-feasibility.

The development limitation for retail and hotel is the larger macroeconomic trends that limit market demand at the site, even though achievable rents may support their development. However, these conditions are expected to change, especially in the long-term as there is additional development and the market fully recovers from the pandemic.

Rental Apartment: In recent years, new rental apartment development has moved outside the traditional urban core of Salt Lake City. This move comes from land values and apartment rents increasing in established neighborhoods as new and existing renters explore value alternatives. This trend triggered the transformation of several neighborhoods to the west and south of downtown Salt Lake City, such as Gateway, the Granary



MAP KEY	COMMUNITY NAME	YEAR BUILT	MARKET RATE UNITS	OCC. RATE	AVERAGE SIZE (SF)	AVERAGE ASKING RENT	AVERAGE ASKING \$/SF
1	Hardware Village West	2018	267	80%	1,145	\$3,189	\$2.79
2	Hardware Village East	2020	186	38%	1,169	\$3,184	\$2.72
3	4th West	2017	493	95%	918	\$2,134	\$2.32
4	Pierpont	2019	87	67%	793	\$1,678	\$2.12
5	Downtown 360	2017	151	82%	653	\$1,262	\$1.93
6	Skyhouse	2019	240	91%	801	\$1,504	\$1.88
7	C9 Flats	2018	97	98%	707	\$1,278	\$1.81
8	Paxton 365	2020	121	94%	724	\$1,192	\$1.65
9	Maven West	2021	30	45%	628	\$1,090	\$1.74
10	965 Central	2018	50	100%	554	\$937	\$1.69
11	Meridian	2018	261	94%	739	\$1,208	\$1.64
12	District North	2018	148	98%	795	\$1,270	\$1.60
13	West Station I	2015	145	99%	706	\$1,119	\$1.58
	AVERAGE	2018	253	86%	857	\$1,848	\$2.08



MAP KEY	
	Upper Upscale
	Upscale
	Upper Midscale
	Midscale
	Economy

MAP			YEAR		
KEY	HOTEL	SUBMARKET	BUILT	CLASS	KEYS
		West Valley			
1	Embassy Suites by Hilton	City	2013	Upper Upscale	162
2	Courtyard Salt Lake City Downtown	Downtown	2015	Upscale	175
3	Hilton Garden Inn Salt Lake City Airport	Airport	2012	Upscale	172
	AC Hotels by Marriott Salt Lake City				
4	Downtown	Downtown	2018	Upscale	164
5	Hyatt House Salt Lake City/Downtown	Downtown	2015	Upscale	159
		West Valley			
6	SpringHill Suites Salt Lake City West Valley	City	2021	Upscale	133
7	SpringHill Suites Salt Lake City Sugar House	Sugarhouse	2019	Upscale	125
8	Homewood Suites by Hilton	Airport	2019	Upscale	105
9	Comfort Inn & Suites Salt Lake City Airport	Airport	2015	Upper Midscale	110
10	Home2 Suites by Hilton Salt Lake City East	Sugarhouse	2016	Upper Midscale	102
		West Valley			
11	Hampton Inn West Valley Salt Lake City	City	2019	Upper Midscale	100
	TownePlace Suites Salt Lake City				
12	Downtown	Downtown	2019	Upper Midscale	95
		West Valley			
13	Home2 Suites by Hilton	City	2011	Upper Midscale	90
	TownePlace Suites Salt Lake City West	West Valley			
14	Valley	City	2015	Upper Midscale	87
15	Best Western Plus Airport Inn & Suites	Airport	2012	Upper Midscale	81
16	Hampton by Hilton	University	2012	Upper Midscale	81
		West Valley			
17	My Place Hotel West Valley City	City	2016	Upper Midscale	63
18	Tru by Hilton Salt Lake City Airport	Airport	2018	Midscale	90
19	Siesta Motel	N/A	2012	Economy	22

Utah State Fairpark Master Plan

District, and the Ballpark District. Now, new products in those neighborhoods are priced above similar new products in locations further from the traditional urban core, highlighting the desirability of pioneering areas with growing urban amenities such as restaurants and transit and an increasingly critical mass of residents. Today, Fairpark has a robust rental apartment pipeline, though highly speculative. This pipeline suggests the submarket is piquing the interest of developers and potential renters, but it has yet to see a "first mover" to serve as a proof of concept for demand and pricing. Nevertheless, a handful of communities are expected to deliver in late 2021 or 2022.

Affordable Housing: Many mixed-income housing communities have opened in and around Salt Lake City in recent years, primarily funded by Low Income Housing Tax Credits (LIHTC). LIHTC projects can still be developed relatively quickly in locations such as the area surrounding the Fairpark, given that the market-rate rental apartment market in the neighborhood is not yet fully active, and therefore developers can acquire the land to meet such needs with limited competition. Moreover, a significant population in the surrounding area at moderate-income levels would benefit from new housing options. Coupled with high occupancies at affordable housing properties today, projected growth moving forward points to sustained demand for this product type through the long term.

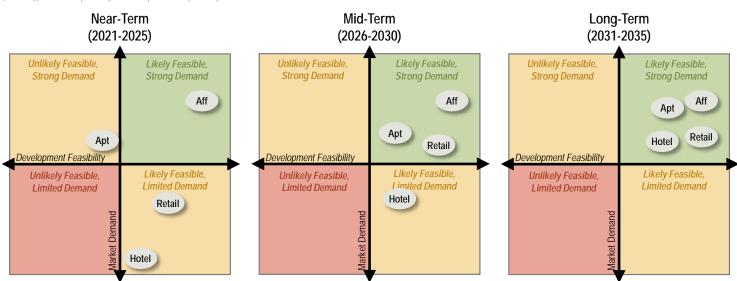
Retail: In Salt Lake City, there are a few leading lifestyle retail districts like Downtown, Trolley Square, and Sugarhouse, along with shopping centers offering

suburban, big-box retailers to serve daily needs. Although auto-oriented goods and chain restaurants have historically represented most retail in the Fairpark submarket, there will likely be an opportunity to deliver more food, dining, and experiential retail as it transforms. The provision of appropriately scaled, positioned, and marketed "destination-worthy" retail is likely the most effective strategy in the Fairpark submarket in the near to mid-term, given the need to familiarize users with the area and draw them to a specific activity/experience. Further down the line, there will likely be opportunities to deliver additional restaurants and/or neighborhood services once the surrounding household base has grown.

99

Hotel: The local hospitality market is strong, and it has fared relatively well during the pandemic. In particular, midscale and upper-midscale flags are already nearing prepandemic occupancies, and the speediness of this recovery relative to other hotels nationally highlights both resiliency and demand. In addition, these hotels have already shown a willingness to gravitate toward less traditional visitor destinations, such as West Valley City, along with some limited-service upscale flags. Hospitality development has typically occurred in such locations three to seven years after other nearby investments, suggesting a similar trajectory may be possible at the Fairpark, especially after creating any unique retail offerings and/or alongside the delivery of other event venues to generate visitor traffic.

Below: Diagrams showing the potential to introduce different elements, including, apartments (Apt), affordable housing (Aff), commercial or retail space (Retail), and hospitality developments (Hotel)



Above: May of hotels in the Salt Lake area

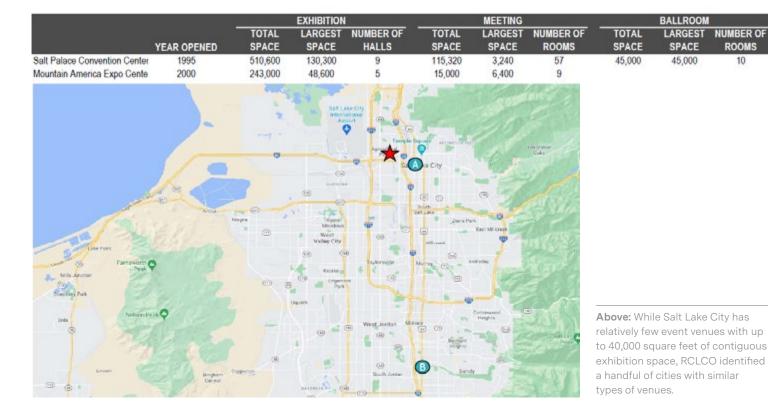
100 Economic

Exposition Hall

This master plan builds on the April 2013 Utah State
Fairpark master plan and Market and Financial Feasibility
Study, completed by Populous, identifying an opportunity
for a 40,000 square foot exhibition building. The plan
recommended that this building be dividable into two to
three separate spaces and offer additional features such
as a foyer for pre-function gatherings and a box office
with multiple windows. To inform this recommendation,
Populous surveyed the market for other facilities with
similar sizes and types of event spaces. Specifically,
Populous identified two exhibition and trade show venues:
South Towne Exposition Center (now "Mountain State
America Expo Center") and Salt Palace Convention Center.

Since then, RCLCO has observed the delivery of a handful of event venues, including the Riverbend Sports Complex and the Mid-Valley Performing Arts Center. However, these venues do not offer the type or size of space previously recommended for the Fairpark; they are unlikely to detract

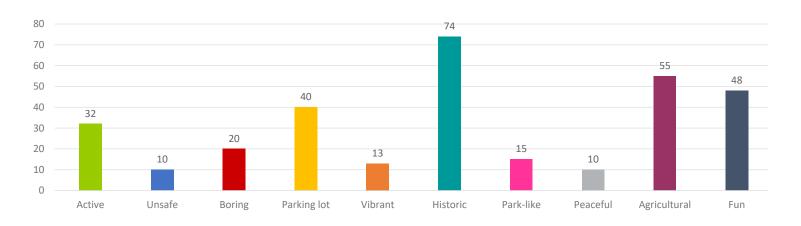
from the opportunity that Populous identified. In addition, a handful of hotels with event space have delivered or started construction in recent years, including the Hyatt Regency Salt Lake City. Expected to deliver in 2022, this convention center hotel will feature 60,000 square feet of meeting spaces, including a 23,000 square foot ballroom and a 15,000 square foot junior ballroom. Although potentially competitive with the previously recommended exhibition building in the case of events that only require a part of the 40,000 square foot facility, these ballrooms are unlikely to be sufficient to accommodate the types of events that would require the entire contiguous space (e.g., trade shows, consumer/public shows, etc.) based on information available at this time. For this reason, RCLCO does not expect that new deliveries since the time of the original study have detracted from the opportunity that Populous previously identified.



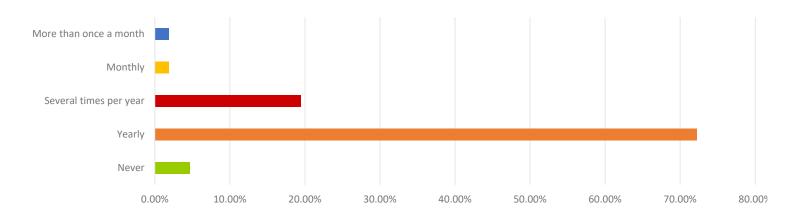
8 Experience Overview

Overview		
Character		
Sustainability		
Safety		

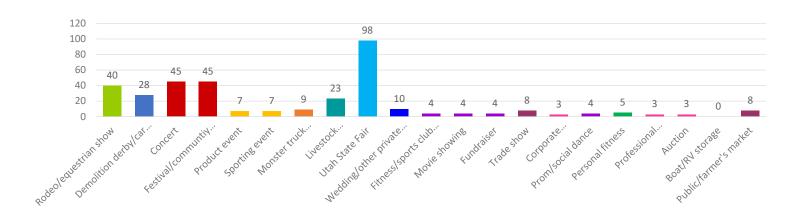
Experience Utah State Fairpark Master Plan 103



Above: Words that best describe the Utah State Fairpark?



Above: How often do you visit the Fairpark?



Above: What experiences have you had at the Fairpark?

Experience Overview

When we think of memorable or impactful places, it is sometimes difficult to articulate precisely why they are so special. We often accept our experiences in unique places and never fully express them. Sometimes we use loaned phrases like "je ne sais quoi," which roughly translated from French means "it has a certain indescribable quality." Another common term might be the "x-factor," meaning a mysterious attribute that elevates something beyond the sum of its parts. Pinpointing what makes a place great is complicated.

Part of the reason it is difficult to articulate why an experience in a place is good or bad is that it is like a multivariate equation. Many factors come together to create great places and experiences, and it is nearly impossible, nor would it be beneficial, to single out one attribute of a place that makes it unique. We have discussed many factors needed for the Fairpark to functionally meet its goals, like the space needed for events. Here we identify individual elements of the Fairpark that are underutilized or missing related to the experiential quality of the Fairpark. The essential question is, "How might we amplify the special qualities that only exist here and remove elements that detract from those special qualities?"

The master plan answers that question by identifying three elements:

- Character Highlighting the historic quality of the Fairpark
- Sustainability "Greening" the park with natural elements, like the Jordan River
- Safety Continuing to ensure safe experiences for visitors

Affecting these elements will have a significant impact on the experiential quality of the Fairpark. It will create the "x-factor" needed to increase daily use and make the Fairpark the unique destination it has the potential to become.



Above: Special event at the Fairpark

Experience Utah State Fairpark Master Plan 105

Character

The Fairpark's unique historical character can be enhanced through purposeful renovations.

Considerations

Known for its historic character, the Fairpark's limited funding and deferred maintenance have resulted in utilitarian buildings placed in a piecemeal fashion around the campus to meet immediate needs. As a result, many newer buildings do not contribute to the campus's historical character or long-term planning, and some facilities are undersized or are approaching their end of life.

Nearly 70% of those surveyed as part of this project identified the Fairpark as Historic, with the subsequent two most popular responses being "agricultural" (50%) and "fun" (44%). These responses are consistent with the Fair's legacy of showcasing innovations in agricultural technology and educating fair-goers about agricultural production in a vibrant setting. The historic architecture that has enabled this legacy also showcases the height of design, craft, structural engineering, and material quality from their respective periods. Beloved buildings like the Grand are examples of a well-designed, 100-year building's enduring impact on its surroundings.

The Fairpark administration confirms that many people think the Fair is the only event at the Fairpark. That is because the campus and the neighborhood are strongly tied to archetypal images of "the fair." However, visiting the Fairpark after the Fair might cause some dissonance because of the expansive hardscapes and many shed-like buildings. A related observation is that most visitors are

familiar with the Fairpark because they have been to the Fair. However, wayfinding throughout the Fairpark is much different during the rest of the year.

Almost all the entrances are scaled for cars and large trucks. That may not make pedestrians feel welcome or encourage increased daily use. Also, some people do not know the Fairpark is open during the day, and a contributing factor may be that the regular entrances where pedestrians enter are closed unless there is a large event.

Last, no master plan guidelines specifically dictate the location, form, or materials used in new construction. The lack of guidelines has resulted in many mismatched buildings that do not enhance the character of the grounds and distract from the historic quality.

Recommendations

There is an opportunity to create durable, long-lasting buildings that showcase modern technology in the same way that the Fairpark's flagship buildings have done for over 100 years. That means avoiding purely utilitarian structures and modern facilities that mimic historic architecture. Instead, the master plan recommends that new projects continue showcasing the best modern design, craft, engineering, and use of materials. That idea builds on the belief that sterling design contributes to the historic character of the Fairpark. It also aims to avoid past pitfalls, namely creating new structures that do not meet Utah's HPBS or fall into a historic architecture "uncanny valley."

The term "uncanny valley" describes a robot or computer image that exhibits human qualities but is perceived as inorganic. The result is generally a sense of unease or distrust from the viewer. That is theoretically true with architecture when modern buildings are made to look historic. The result in the Fairpark's case might be buildings that never contribute to the campus's legacy and detract from the historic character. The landmark structures we enjoy at the Fairpark derive their character from a combination of beautiful form, quality materials, historic construction methods, and the effect of time. New buildings at the Fairpark have the opportunity to sympathize with the historical precedents and continue the Fairpark's legacy of placemaking through elegant design.

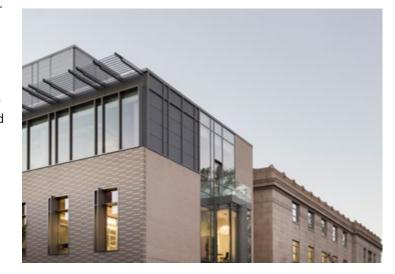
Enhancing the Fair and Daily Use

The master plan leans into the nostalgic ideas that make the Fairpark a special place in local's hearts with recommendations designed to bring some of the Fair's quintessential elements year-round. For example, an investment in a Ferris wheel has the potential to save money on ride rental in the long term while providing a fair-like ambiance.

The master plan recommends new portals to the Jordan River and Trail at North Temple and Constitution Park as part of riverwalk improvements. The River's edge should be allowed to return to a natural state similar to that described in the Blueprint: Jordan River. Two possible exceptions are ADA kayak launch location and the creation of a sloped area where the grassy mall softly reaches the water's edge.

Entrances to the park should be portals of celebration appropriately scaled to their use. For instance, the auto entrances will be wider and taller than those used for pedestrians. In addition, the entries should be a significant feature of the Fairpark's perimeter that welcomes visitors and may even incorporate local artists' work. An open pedestrian entrance in addition to an auto entrance singles to the public that the Fairpark is open. Finally, the portals are entrances to the grounds and the district for which the area is named. With the development of the White Ballfield, there may be an opportunity to span North Temple with an element that welcomes visitors from the Airport and celebrates the neighborhood's unique history.

Regardless of the approach for incorporating wayfinding and art into the Fairpark's growth, the important message that changes need to communicate is one of acceptance. Other improvements to the grounds will likely be a part of the general landscaping of specific projects. For example, the Historic Core project jump-starts the development at the White Ballfield and addresses the Food Desert in the area by providing potential space for restaurants.



Above: The Crocker Science Center is an example of a new building addition that is that is sympathetic to the character of the original building. The brick pattern and colors are derived from nearby elements, and the contrast between old and new highlights the special attributes about the historic architecture.

Experience Utah State Fairpark Master Plan 107

Character

Master Plan Guideline

The grounds need more landscaping, wayfinding improvements, and comprehensive guidelines for development. Housing tremendous built and natural resources, the Fairpark requires more than exciting rides, a lovely plaza, and river access. The guidelines are essential for establishing consistent standards for development. A recommended next step is to create master planning guidelines that cover categories similar to those listed below:

Wayfinding and signage standards

- Fonts
- Interior street names
- Signage materials
- Sign types
- Sign locations
- Donor recognition
- Visitor flow through the park

Landscaping and planting standards

- Types of local vegetation
- Methods for "re-wilding" the Jordan River bank
- Water-wise and sustainability strategies
- Maintenance schedules

Architectural character

- Form considerations
- Material standards
- Building heights
- Historic preservation standards

Experiential and campus standards

- Standards for public art
- Lighting design, systems, colors, locations
- Paving and hardscape criteria
- HPBS
- Outdoor seating and site intervention standards
- Fairpark App development standards
- Gate and entryway design standards









Above: Example of guidelines that illustrate pathway standards

Sustainability

Considerations

A State entity, the Fairpark aspires to robust measures like the High Performance Building Standard (HPBS), and all new buildings and renovations should meet the HPBS. Like the Power District looking to the third-party sustainability rating system LEED, adherence to HPBS ensures the creation of comfortable, healthy, and long-lasting places. The benefit of using the HPBS criteria is that the State measures and manages the process, whereas independent rating systems require documentation and associated costs or fees. Still, adopting an independent campuswide sustainability rating system may benefit the Fairpark because of the creative methods or the marketability of specific rating systems.

Adherence to HPBS will naturally improve the quality of most new buildings and contribute to the enhanced character and experience of the park. A good example of how criteria from a rating system might lead to a more comfortable experience for Fair-goers is using the Solar Reflection Index (SRI) criteria for roof and site design. SRI specifies target values for the reflectivity of materials and the amount of heat they cast off. Designing within the recommended ranges is one of the most common methods for addressing the urban heat island effect, which is caused by a structure or surface absorbing the sun's energy, re-emitting it, and raising the local temperature. Lower temperatures benefit everyone at the Fair, including the animals.

Not often thought of as a green measure, historic preservation is an essential consideration and preserves the embodied energy in existing structures. However, preservation strategies must balance the overall function of the park and the use of the buildings. For this reason, flexibility is a prime value that the Fairpark should consider in the design of new features. Buildings and site features need to adapt to various uses, from Fair programming to business conferences and even demolition derbies.

The Jordan River

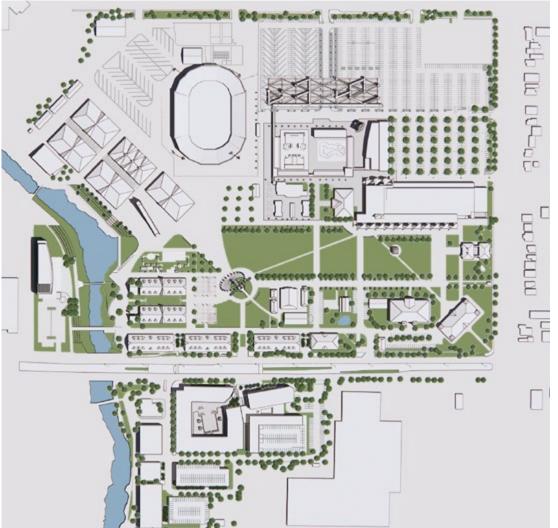
The Jordan River runs approximately 45 miles from Utah Lake to the Great Salt Lake – a central water collection system for the entire valley. The Utah State Fairpark owns about 2,500 lineal feet of riverfront, including 1,800 linear feet on the east side and 700 feet on the west side. With property straddling both sides of the North Temple viaduct, the riverfront in this area has significant visibility and transit connectivity.

Except for the amphitheater, which borders the far west end of the Fairpark's central mall, most of the river is channelized, and the shoreline is under - or wholly undeveloped and overgrown with invasive plant species. In general, the only other improvement along the river in this area is the Jordan River Trailway, which runs along one or both sides of the river, with pedestrian bridges intermittently linking the two. While portions of the trailway, including the entire section located on Fairpark property, are 10 to 15 feet wide and paved, other sections are little more than a gravel footpath, or the trail doesn't exist. While the developed sections of the trailway are lightly used for non-vehicular transit and recreational purposes, the lack of activity and generally unmaintained and disturbed land bordering the trailway and river is prone to attracting undesirable activity. And after dark, the trailway in this area is seen by many as a dangerous place.

While the river has many challenges, modern research now points to the importance of healthy river systems as a resource for open space, recreation, non-vehicular transit and conservation, and the general public is increasingly supportive of its protection. Incorporating the Jordan River into the Fairpark is one of the most consistently heard messages from public outreach efforts.



Left: Existing green space at the Fairpark - much of the Fairpark grounds



Left: Master plan with new landscaped layout

Sustainability

Feedback gathered from the online surveys, the community open house and stakeholder focus group include:

- · Maintain and enhance connections to the Jordan River
- · Re-wild the Jordan River, improving the riparian zone
- Increase Jordan River trail safety
- Offer kayak and canoe rental opportunities

In general, the public's feedback aligns with the vision, planning principles, and implementation initiatives in:

- · The Jordan River Parkway Trail Master Plan
- · Blueprint Jordan River
- · The Salt Lake County Water Quality Stewardship Plan
- · The Salt Lake County Open Space Master Plan

Several of the recommendations and planning initiatives presented in these master plans offer significant opportunities for the Fairpark to leverage its site and assets. These include:

- Creation of a regional and neighborhood river center
 a mixed use village that may including housing,
 restaurants, river-oriented shops and small offices.
- Enhanced regional access tying the Parkway to transit, bicycle routes and improved parking
- Environmental education
- · Improve water quality, hydrology and habitat
- Dedicated kayak and canoe access points

Recommendations

Greening the Park

For decades the Fairpark has played host to a wide array of public and private events, all leveraging the flexibility and adaptability of the current building stock and available ground plane surface. The current landscape/hardscape composition of the Fairpark's ground plane certainly offers users tremendous flexibility, however, it is not a cohesive park experience and lacks the necessary continuity of

green landscape to be attractive to daily or weekly park users. A direct result of re-imagining the programmatic zoning of the park opens up a tremendous opportunity to eliminate unnecessary hard surfaces in favor of creating a broad hierarchy of green and shaded spaces, including an improved 'Mall', plazas, courtyards, beer gardens, and performance spaces.

While the redevelopment of the Jordan River Parkway may not at first glance appear to be central to the long-term success and economic viability of the Utah State Fairpark, it would seem that Fairpark would be shortsighted to not include improvements to the stream corridor as it implements the recommendations of this masterplan.

The Jordan River integration plan

A primary objective of the master plan is to dramatically improve how the Fairpark relates to the immediate community, the greater Salt Lake community, and the regional community simultaneously. In other words 'extrovert the extrovert park', make it special and an attractive destination to all, throughout the calendar year. This of course, includes the Jordan River. Regional trails, kayaking, paddle boarding, bird watching, strolling and other river borne experiences should be fully integrated into the Fairpark experience. To this end, the Fairpark masterplan addresses several key opportunities, including:

- **1.** Establish exceptional access to the water from the park and vice versa.
- **2.** At the bend in the river, the plan imagines establishing a wetland edge to increase bird and small mammal habitat and improve the visitor experience and the reduction of sediment collection that occurs in this location.

110 Experience

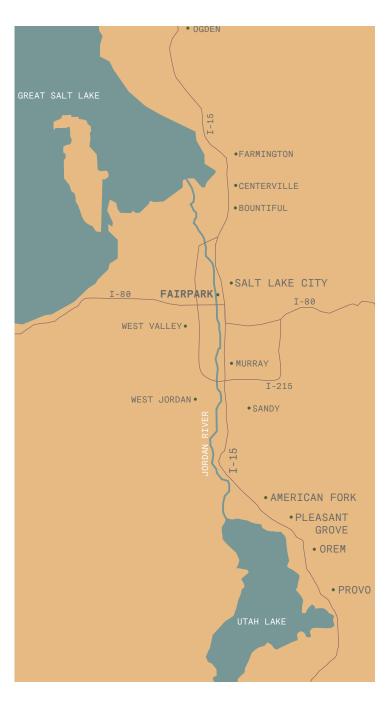
3. Create a strong relationship with other park programs such as river education, connections to food and beverage destinations in the Market Hall, and convenient links to the equipment rentals that make a river adventure accessible to all, including kayaks and bikes, scooters, and other river oriented rentals.

The plan imagines the Fairpark edge to the river corridor as a hub for connecting to other destinations and trails in the city. That will not only bring new revenue streams to the Fairpark, but it will also render the park as a beginning and the ending point of the Jordan River adventure. The market hall or the Ferris wheel or time spent in the adventure play park will be the perfect cap to the day on the river.

The Fairpark's river edge includes a tilted lawn that allows easy access to the waterfront and serves as an amphitheater for small music, performances and education. A new promenade along the park side of the river connects walkers and bikers to the park amenities and food. Terraced lawn panels offer river users bird watchers and small groups to gather for river adventures and nature education. New pedestrian bridge improvements combined with a new accessible kayak launch will provide visitors with full watercraft access to enjoy the river and the adjacent park amenities, including restrooms, rentals, food/beverage, bike repair, and information.

Return on Investment

A restored Jordan River corridor, with improved riparian habitats, in concert with environmentally sensitive urban development lining this blue-green river corridor provides several opportunities for the Fairpark to create an urban oasis that offers unique recreational, leisure, and environmental education experiences. These investments



Above: Map showing Jordan River and the Salt Lake Valley

along the river corridor can significantly enhance the Fairpark's "triple bottom line": generating significant economic, social, and environmental investment returns.

Environmental Return on Investment

Utah State Fairpark Master Plan

Rehabilitating riparian and in-stream habitats help establish and maintain healthy water quality and hydrological cycles and improves streamside habitat. In addition, restoring habitat will attract wildlife. An essential component of riparian habitat is the urban forest. Forest canopies shade and cool the river and provide habitat, particularly for neotropical songbirds, migrating avian species, and nesting birds. A healthy canopy structure with under and upper story trees support a remarkable diversity of plant and animal species, and the canopy supports a more beneficial aquatic habitat that is essential for water quality.

Social Return on Investment

A healthy river habitat is essential for human enjoyment of the river and leads to expanded recreational opportunities and leisure activities. Recreational and leisure enthusiasts will, in turn, support protecting, managing, and promoting the river corridor. Walking, biking, canoeing, kayaking, wildlife, and bird watching along this stretch of the river will increase positive social activity, making the Fairpark District a more attractive place to be. In addition, improved vehicular and non-vehicular transit connections to the river, both within Fairpark property and on neighboring properties, will expand access to the river, not just for neighborhoods and communities who will increasingly see the area as a destination urban-nature parkway.

The Jordan River corridor allows residents to experience a living river, which supports environmental education programs that foster more vital student achievement through the place-based application of concepts taught in school and along the river. The programs incorporate civic responsibility and lead to stronger community involvement.

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Economic Return on Investment

Improvements to the river's ecosystem and surrounding communities will bear direct economic benefits to the Fairpark and surrounding neighborhoods as property values increase and social problems diminish. Improvements along the White Ballfield's waterfront, especially when paired with the redevelopment of Rocky Mountain Power's plans to redevelop the Gadsby Plant property on the west bank of the river, will significantly increase the attractiveness of this parcel for high-quality development, which will have a direct impact on the Fairpark's bottom line, and in turn, will support activity within the Fairpark itself.

Within the Fairpark, an improved Jordan River will also have direct and indirect economic impacts on the Fairpark's revenue stream. An improved launch area and streamside habitat will attract kayak and canoe concessionaires. When paired with micromobility and the Van's Skate Park, a kayak concessionaire potentially increases the Fairpark's ability to attract and retain outdoor recreational retail shows. In addition, an improved streamside environment will increase demand for concessionaires interested in leasing the historic barns as this district transitions to a year-round food and makers marketplace.

112 Experience

Safety

Every planning decision the Fairpark makes must consider the safety of visitors and staff and the historic character of the campus.

The safety of the Fairpark visitors and staff is related to the campus' character and each planned project's budget. Security and safety are mitigated through active and passive interventions using Crime Prevention Through Environmental Design (CPTED) principles. The principles suggest design strategies for creating visually open spaces and access controls for effective vehicle and pedestrian flow. Improvements to the grounds should consider these strategies:

- Natural surveillance Avoid dark corners and maintain sightlines to keep potential intruders under observation and to give witnesses a clear view of any incidents.
- Natural Access Control Clearly guide people and vehicles with well-defined walkways, landscaping, fencing, gates, and/or wayfinding signage. Also, use well -balanced lighting to aid visibility.
- Reinforcing Edges Use built space, like sidewalks, landscaping, or architectural walls to differentiate between public and private areas.
- Space Management Promote a sense of community pride throughout the Fairpark by prioritizing upkeep, repairs, and durable material usage. Specifically, ensure a prompt replacement of burned-out lighting, removal of graffiti, and refurbishment of deteriorating elements.
- Passive Barriers Use elements like grade changes, ornamental bollards, and crash-rated planters to limit the potential of vehicular collisions with buildings or large public gathering areas.
- Security Systems Consider security measures that may exist at peer institutions ranging from, video camera systems to emergency call devices

All security approaches must also be considered in relation to the capabilities and existing infrastructure of the Fairpark and the State. As many of the above strategies imply, the best safety measures are those that are integrated into daily practices and guidelines.

Safety and the Fairpark's Character

The Fairpark diligently maintains its reputation as a safe place for visitors. The opportunity uncovered through listening to public feedback and examining the grounds is to align safety strategies with character-defining features. The quality of spaces created is directly tied to how security systems and components are expressed.

For instance, the CPTED principles advocate for more exterior site lighting; however, the quality of light and lighting fixtures dramatically impact the atmosphere and experiential quality at the Fairpark, especially in the Historic Core. Utilitarian lighting systems should be avoided in favor of lighting designed for the activities and architecture in each area. Future projects may consider custom fixtures with adjustable heads that direct light and even provide different light colors.

The recommended creation of master plan guidelines would delve into defining lighting colors and site illumination strategies related to safety and character, among other considerations.

Security concerns have forced a fence to remain around the Fairpark. The fence also saves money and time as most events require fencing for security. A significant opportunity for improving the character of the Fairpark is to enhance the entrances for cars and people. Improvements may also involve upgrading the fencing system or changing the location of fenced areas. The master plan imagines a future where the combination of uses in and around the Fairpark increases the activity and operating hours of the grounds.

9 Cost Estimate

Cost Estimate Summary

Cost Estimates by Project

114 115

Below: "Racing Pigs" at the Fair



Cost Estimate Summary

Pricing data represented reflect current conditions in Salt Lake City, Utah. Construction pricing in our estimate comes from bench-mark facilities that resemble the proposed facilities on this project. Measurements derived quantities from the design documents in conjunction with narratives provided by EDA and all teamed consultants. For all remaining items, parametric measurements were used in conjunction with references from similar projects.

General conditions costs for material and labor required during construction include items such as mobilization / demobilization, traffic control, project management, superintendent, administrative assistant, scheduling, layout, permits, utility connection fees, project safety signage, temporary offices, trailers, office supplies, onsite communications, large equipment (cranes / tracks), temporary barriers, temporary utilities, temporary equipment, resource protection, clean-up, as-built drawings, overview / verification and demobilization. Sub-contractors mark-ups have been included in each line item unit cost. Depending on the trade, mark-ups have been applied to the raw cost for that particular work item. Allowances are designated in the estimates in accordance with the design level.

Methodology and Definitions

This opinion of the probable cost of construction is made on the basis of the experience, qualifications, and best judgment of a consultant familiar with the construction industry. Our team of cost consultants has prepared this estimate following generally accepted principles and practices. This staff is available to discuss its contents with any interested party.

Unit Costs are derived using person-hour analysis witnessed within the current construction market. Unit

costs consist of Labor and Material costs and equipment specific to the installation. Adding them all together provides an overall "Unit Cost" for that particular pieces of work. This "Unit Cost" is then multiplied by the "Quantity" to calculate the overall "Total Cost" and then totaled per the "UoM" ("Unit of Measure") as described and divided per each UniFormat Division.

These overall "Total Costs" then summarize the overall construction cost estimate. Costing information is calculated using Excel, linked to our dynamic, proprietary, in-house unit cost database. Using macros and hot-links. our database is continuously updated using actual costs experienced and perpetrated by contractors' bids on past projects. Contractor bid feedback, analysis, and refinement provide crucial construction costs data to provide accurate cost estimates. This information is also tempered by published construction cost data from published sources such as RS Means, Leland Saylor Cost Manuals and Dodge Data and Analytics. Other cost considerations include vendor unit costs where applicable. In addition, the scope of work is considered for any pricing adjustments that may come from unique circumstances, materials, or labor requirements and any economies of scale that may exist. Contractor material quantity/volume discounts are also factored into the final "Total Cost" Estimated, known as the Estimated Construction Cost and Award (ECCA).

Conclusion

The construction market in Salt Lake City is currently keeping local contractors the busiest they have been since the recession. Careful evaluation of our unit prices from each trade level is critical in providing accurate costing data. Whenever possible, we have acquired quotes for the material and labor required for the project.

116 Cost Estimate Utah State Fairpark Master Plan

PHASE	PROJECT ELEMENT	CONSTRUCTION COST (W/O ESCALATION)	ONE YEAR ESCALATION (8%)	SC	FT COSTS	SOFT COSTS (% OF CONSTRUCTION COST)	PR	OJECT COST	ATE/FAIRPARK FUNDING ESPONSIBILITY	NON-STATE FUNDING SPONSIBILTY
Exposition Hall	Exposition Hall	\$ 36,217,000	\$ 2,897,000	\$	7,442,000	19%	\$	46,556,000	\$ 46,556,000	
Phase 1	Administration Building Expansion and Remodel	\$ 4,383,000	\$ 351,000	\$	1,089,000	23%	\$	5,823,000	\$ 5,823,000	
	Greening the Park	\$ 290,000	\$ 23,200	\$	34,000	11%	\$	347,200	\$ 347,200	
	Drivers License Division New Building*	\$ 5,718,000	\$ 457,000	\$	1,199,000	19%	\$	7,374,000	\$ 7,374,000	
New Livestock Barns	New Livestock Barns and									
Phase 2	Maintenance Area	\$ 29,929,000	\$ 2,394,000	\$	4,822,000	15%	\$	37,145,000	\$ 37,145,000	
	Trailer Parking	\$ 312,000	. , ,		34,000	10%		371,000	371,000	
Historic core Phase 3	Repurpose Historic Livestock Barns									
	and Core Riparian and Trail	\$ 21,936,000	\$ 1,755,000	\$	3,587,000	15%	\$	27,278,000	\$ 27,278,000	
	Improvements**	\$ 1,070,000	\$ 86,000	\$	139,000		\$	1,295,000	\$ 1,295,000	
White Ballfield Phase 4	Developer-led Mix- used Project***	\$ 68,326,000	EXCLUDED	\$	8,390,000	12%	\$	76,716,000	\$ 736,000	\$ 75,980,000
Adventure District	Ropes Course and									
Phase 5	Climbing Gym	\$ 4,361,000	\$ 349,000	\$	848,000		\$	5,558,000		\$ 5,558,000
	Parking Lot Improvements	\$ 1,214,000	\$ 97,120	\$	157,000	12%	\$	1,468,120	\$ 1,468,120	
Hospitality (Lot A) Phase 6	120 Room Hotel	\$ 9,501,000	N/A	\$	2,141,000	23%	\$	11,642,000	\$ 644,000	\$ 10,998,000
Totals		\$ 177,539,000					\$2	214,199,320	\$ 121,663,320	\$ 92,536,000

Project Name: Exposition Hall
Agency/Institution: Utah State Fairpark

Project Manager:

Building Area 105,000	SF			
			Cost	
Cost Summary	\$	Amount	Per SF	
Facility Cost	\$	33,719,700	\$321.14	
Utility Fee Cost	Inclu	ded in Site	-	
Wasatch Building Demolition	\$	45,728	\$0.44	
Drivers License/Guest Services Building Demolition (#33)	\$	137,000	\$1.30	
Discovery Building (#32) Demolition	\$	92,000	\$0.88	
Bonneville Building Demolition	\$	100,611	\$0.96	
Site Cost	\$	2,121,750	\$20.21	
High Performance Building	Inclu	ded	-	
Subtotal Construction Cost	\$	36,216,789	\$344.92	
12 Months Escalation (8%)	\$	2,897,343	\$27.59	
Escalated Construction Cost	\$	39,114,132	\$372.52	
Soft Costs:				
Hazardous Materials	TBD			
Pre-Design/Planning		\$150,000		
Design	\$	2,288,177		
Property Acquisition	N/A			
Furnishings & Equipment	\$	1,564,565		
Information Technology:	\$	129,077		
Utah Art (1% of Construction Budget)	\$	391,141		
Testing & Inspection	\$	391,141		
Contingency	\$	1,955,707		
Moving/Occupancy	N/A			
Builder's Risk Insurance (0.15% of Construction Budget)	\$	58,671		
Legal Services (0.05% of Construction Budget)	\$	19,557		
DFCM Management	\$	122,000		
User Fees	TBD			
High Performance Building Standard (HPBS)	\$	371,584		
Other Costs	TBD			
Total Soft Costs 19%	\$	7,441,620	\$70.87	
TOTAL PROJECT COST	\$	46,555,752	\$443.39	

117

Greening the Park Improvements			
Cost Summary	\$ Amount	Per SF	Notes
Greening the Park / Site "Mall" Improvements	\$ 189,000		
Subtotal Construction Cost	\$ 189,000		
12 Months Escalation (8%)	\$ 15,120		
Escalated Construction Cost -Adventure Play Area	\$ 204,120		
Soft Costs: 12%	\$ 24,494		
TOTAL PROJECT COST - Jordan River	\$ 228,614		

^{*}This figure is not included in the total master plan estimate but it is a cost related to the master plan. The cost also excludes land acquisition

^{**}Improvements at Lot A and the White Ballfield are included in the line items. Funds for riparian corridor improvements are anticipated to come from State funds.

^{***}This estimate includes 5 years escalation at 8% per year.

118 Cost Estimate Utah State Fairpark Master Plan

Project Name: Administration Building Renovation and Expansion

Agency/Institution: Utah State Fairpark

Project Manager:

Building Area 10,600 SF

Building Area 10,000	3F			
			Cost	
Cost Summary	\$ Aı	mount	Per SF	No
Renovation Cost	\$	1,750,000	\$165.09	
Expansion Cost	\$	1,815,016	\$171.23	
Site Cost	\$	818,000	\$77.17	
High Performance Building	Included		-	
Subtotal Construction Cost	\$	4,383,016	\$413.49	
12 Months Escalation (8%)	\$	350,641	\$33.08	
Escalated Construction Cost	\$	4,733,657	\$446.57	
Coff Cooks				
Soft Costs: Hazardous Materials	TBD			
Pre-Design/Planning	וטט	\$25,000		
Design	\$	355,024		
Property Acquisition	Ψ N/A	300,024		
Furnishings & Equipment	\$	285,201		
Information Technology:	\$	11,765		
Utah Art (1% of Construction Budget)	\$	35,650		
Testing & Inspection	\$ \$	35,650		
Contingency	\$	236,683		
Moving/Occupancy	N/A	200,000		
Builder's Risk Insurance (0.15% of Construction Budget)	\$	7,100		
Legal Services (0.05% of Construction Budget)	\$	2,367		
DFCM Management	\$	50,000		
User Fees	TBD	,		
High Performance Building Standard (HPBS)	\$	44,970		
Other Costs	TBD			
Total Soft Costs 23%	\$	1,089,410	\$102.77	
TOTAL PROJECT COST	\$	5,823,068	\$549.35	

Project Name: Drivers License Replacement Building

119

Agency/Institution: Utah State Fairpark

Project Manager:

Building Area 15,000 SF

			Cost	
Cost Summary	\$ /	Amount	Per SF	Not
Facility Cost	\$	4,800,000	\$320.00	
Utility Fee Cost	Included	in Site	-	
Site Cost	\$	917,873	\$61.19	2.5 acre
High Performance Building	Included		-	
Subtotal Construction Cost	\$	5,717,873	\$381.19	
12 Months Escalation (8%)	\$	457,430	\$30.50	
Escalated Construction Cost	\$	6,175,302	\$411.69	-
Soft Costs:				
Hazardous Materials	TBD			
Pre-Design/Planning	TBD			
Design	\$	377,929		
Property Acquisition	TBD			
Furnishings & Equipment	\$	247,012		
Information Technology:	\$	20,378		
Utah Art (1% of Construction Budget)	\$	61,753		
Testing & Inspection	\$	61,753		
Contingency	\$	308,765		
Moving/Occupancy	N/A			
Builder's Risk Insurance (0.15% of Construction Budget)	\$	9,263		
Legal Services (0.05% of Construction Budget)	\$	3,088		
DFCM Management	\$	50,000		
User Fees	TBD			
High Performance Building Standard (HPBS)	\$	58,665		
Other Costs	TBD			_
Total Soft Costs 19%	\$	1,198,606	\$79.91	_
TOTAL PROJECT COST	\$	7,373,909	\$491.59	-

Note: While replacing this facility is a related cost, it is not included in the total estimate

120 Cost Estimate Utah State Fairpark Master Plan 121

Project Name: New Livestock Barns and Maintenance Facility

Agency/Institution: Utah State Fairpark

Project Manager:
Building Area 137,500 SF

building Area 107,000	O.			
Coat Summany		\$ Amount	Cost Per SF	N
Cost Summary Equatrian Building Demolition			PEI SF	IN
Equestrian Building Demolition	\$	177,000		
Demolish Materials Storage Building	\$	36,000		
Demolish Maintenance Building	ф	123,000		
New Hog Barn	ф	4,520,000		
New Cattle Barn	\$	4,520,000		
New Goat Barn	* * * * * * * * *	4,520,000		
New Sheep Barn	\$	4,520,000		
New Small Animal Barn	\$	1,947,000		
New Show Arena	\$	5,418,000		
New Maintenance Storage Building	\$	562,000		
New Maintenance Building	\$	2,798,000		
Site Cost (Staging Area)	\$	788,000		
High Performance Building	Inclu		-	
Subtotal Construction Cost	\$	29,929,000		
12 Months Escalation (8%)	\$	2,394,320.00		
Escalated Construction Cost	\$	32,323,320	\$235.08	
Soft Costs:				
Hazardous Materials	TBD			
Pre-Design/Planning	\$	150,000		
Design	\$	1,483,640		
Property Acquisition	TBD			
Furnishings & Equipment	\$	323,233		
Information Technology:	\$	106,667		
Utah Art (1% of Construction Budget)	\$ \$ \$ \$	323,233		
Testing & Inspection	\$	325,003		
Contingency	\$	1,616,166		
Moving/Occupancy	N/A			
Builder's Risk Insurance (0.15% of Construction Budget)	\$	48,485		
Legal Services (0.05% of Construction Budget)	\$ \$	16,162		
DFCM Management	\$	122,000		
User Fees	TBD			
High Performance Building Standard (HPBS)	\$	307,072		
Other Costs	TBD			
Total Soft Costs	\$	4,821,661	\$35.07	
TOTAL PROJECT COST	\$	37,144,981	\$270.15	

Historic Barns Adaptive Reuse (Core and Shell Improvements) **Project Name:**

Utah State Fairpark Agency/Institution:

Project Manager:

Building Area 83,1	50 SF		
			Cost
Cost Summary		\$ Amount	Per SF
Renovate Beef Barn	\$	3,489,100	
Renovate Dairy Barn	\$	3,489,100	
Renovate Goat Barn	\$	3,489,100	
Renovate Sheep Barn	\$	3,489,100	
Renovate Market Barn	\$	3,489,100	
Demolish Live Stock Showring (Building #16)	\$	117,000	
Demolish South Plaza Pavilion (Building #17)	\$	41,000	
Demolish Soccer/Fair Agriculture Building (Building #18)	\$	102,000	
Demolish Pavilion and Barnyard Friends (Building #19)	\$	47,000	
Demolish Storage (Poultry & Rabbit Building #24)	\$	64,000	
Demolish South Plaza Food Stand (Building #20)	\$	22,000	
New Storage For Sheep Barn	\$	407,000	
New Storage For Market Barn	\$	407,000	
New Storage Building #1	\$	175,000	
New Storage Building #2	\$	231,000	
New Storage Building #3	\$	647,425	
New Ferris Wheel Landmark	\$	1,762,000	
Site Historic Core Improvements	\$	468,000	
High Performance Building		uded	-
Subtotal Construction Cost	\$	21,935,925	
12 Months Escalation (8%)	\$	1,754,874.00	
Escalated Construction Cost	\$	23,690,799	\$284.92
Soft Costs:			
Hazardous Materials	TBD		
Pre-Design/Planning	\$	25,000	
Design	\$	1,194,016	
Property Acquisition	TBD		
Furnishings & Equipment	\$	236,908	
Information Technology:	\$	78,180	
Utah Art (1% of Construction Budget)	\$	236,908	
Testing & Inspection	\$	236,908	
Contingency	\$	1,184,540	
	N/A		
	IN/A		
Moving/Occupancy		35.536	
Moving/Occupancy Builder's Risk Insurance (0.15% of Construction Budget)	\$	35,536 11.845	
Moving/Occupancy Builder's Risk Insurance (0.15% of Construction Budget) Legal Services (0.05% of Construction Budget)	\$ \$	11,845	
Moving/Occupancy Builder's Risk Insurance (0.15% of Construction Budget) Legal Services (0.05% of Construction Budget) DFCM Management	\$ \$ \$	11,845 122,000	
Moving/Occupancy Builder's Risk Insurance (0.15% of Construction Budget) Legal Services (0.05% of Construction Budget) DFCM Management User Fees	\$ \$ \$ TBD	11,845 122,000	
Moving/Occupancy Builder's Risk Insurance (0.15% of Construction Budget) Legal Services (0.05% of Construction Budget) DFCM Management User Fees High Performance Building Standard (HPBS)	\$ \$ TBD	11,845 122,000 225,063	
Moving/Occupancy Builder's Risk Insurance (0.15% of Construction Budget) Legal Services (0.05% of Construction Budget) DFCM Management User Fees High Performance Building Standard (HPBS) Other Costs	\$ \$ TBD \$	11,845 122,000 225,063	\$43.14
Moving/Occupancy Builder's Risk Insurance (0.15% of Construction Budget) Legal Services (0.05% of Construction Budget) DFCM Management User Fees High Performance Building Standard (HPBS)	\$ \$ TBD	11,845 122,000 225,063	\$43.14

122 Cost Estimate Utah State Fairpark Master Plan

Project Name: Miscellaneous Fairpark Improvements

Agency/Institution: Utah State Fairpark

Project Manager:

Building Area N/A SF

Cost

Adventure District Improvements			
Cost Summary	\$ Amount	Per SF	Notes
Adventure Ropes Course	\$ 1,327,000		
New Climbing Center	\$ 3,034,240		
Subtotal Adventure Play/Sports Area	\$ 4,361,240		
12 Months Escalation (8%)	\$ 348,899		
Escalated Construction Cost -Adventure Play Area	\$ 4,710,139		
Soft Costs: 18%	\$ 847,825		ı
TOTAL PROJECT COST - ADVENTURE PLAY AREA	\$ 5,557,964		l

Parking and Transit Improvements			
Cost Summary	\$ Amount	Per SF	Notes
Parking Lot Improvements	\$ 1,064,000		
Rideshare Drop Off/ Pick Up Area	\$ 100,000		
Trailer Parking Improvements	\$ 50,000		
Subtotal Construction Cost	\$ 1,214,000		
12 Months Escalation (8%)	\$ 97,120		
Escalated Construction Cost	\$ 1,311,120		
Soft Costs: 12%	\$ 157,334		
TOTAL PROJECT COST - Parking and Transit	\$ 1,468,454		
TOTAL PROJECT COST - Adventure Play Area and Parking and Transit Improvements	\$ 7,026,419		

Jordan Riverfront/Riparian area and Trail	Imp	rovements		
Cost Summary		\$ Amount	Per SF	Notes
Jordan River Riparian Area & Trail Improvements	\$	1,070,000		
Subtotal Construction Cost	\$	1,070,000		
12 Months Escalation (8%)	\$	85,600		
Escalated Construction Cost -Adventure Play Area	\$	1,155,600		
Soft Costs: 12%	\$	138,672		
TOTAL PROJECT COST - Jordan River	\$	1,294,272		

Project Name: White Ballfield Mixed-use Development

123

Agency/Institution: Utah State Fairpark

Project Manager:

Building Area	SF	
		Cost
Cost Summary	\$ Amount	Per SF Notes
Housing (368 units)	\$ 25,612,800	
Retail (20,000 sf)	\$ 3,105,000	
Flex / Life Sciences Office (90,000 sf)	\$ 26,472,483	
Structured Parking (336 stalls)	\$ 8,316,000	
Site Development	\$ 4,084,000	
Riparian/Trail Improvements	\$ 736,000	800' x 50' x \$16/sf *1`.1
High Performance Building	N/A	, , , , , , , , , , , , , , , , , , ,
Subtotal Construction Cost	\$ 68,326,283	
12 Months Escalation	Excluded	
Total Construction Cost	\$ 68,326,283	
Soft Costs:	TDD	
Hazardous Materials	TBD	
Pre-Design/Planning	TBD	
Design	\$ 3,416,314	
Property Acquisition	TBD	
Furnishings & Equipment	\$ 683,263	
Information Technology: Utah Art (1% of Construction Budget)	\$ 225,477 N/A	
Testing & Inspection	\$ 512,447 \$ 3,416,314	
Contingency Moving/Occupancy	\$ 3,416,314 N/A	
Builder's Risk Insurance (0.15% of Construction Budget)	\$ 102,489	
Legal Services (0.05% of Construction Budget)	\$ 34,163	
DFCM Management	NOT INCLUDED	
User Fees	TBD	
High Performance Building Standard (HPBS)	N/A	
Other Costs	TBD	
Total Soft Costs 12%	\$ 8,390,467	N/A
TOTAL PROJECT COST	\$ 76,716,750	N/A

124 Cost Estimate

Project Name: Hotel (Lot A)

Agency/Institution: Utah State Fairpark

Project Manager:

Building Area 23,86	30 SF			
			Cost	
Cost Summary		\$ Amount	Per SF	Notes
Hotel (120 Rooms)	\$	8,094,850		
Site Development	\$	762,450		
Riparian/Trail Improvements	\$	644,000		700' x 50' x \$16/sf *.15
High Performance Building	N/A			_
Subtotal Construction Cost	\$	9,501,300		=
12 Months Escalation	Exclu	ıded		_
Total Construction Cost	\$	9,501,300		_
Soft Costs:				
Hazardous Materials	TBD			
Pre-Design/Planning	TBD			
Design	\$	570,078		
Property Acquisition	TBD			
Furnishings & Equipment	\$	950,130		
Information Technology:	\$	31,354		
Utah Art (1% of Construction Budget)	N/A			
Testing & Inspection	\$	95,013		
Contingency	\$	475,065		
Moving/Occupancy	N/A			
Builder's Risk Insurance (0.15% of Construction Budget)	\$	14,252		
Legal Services (0.05% of Construction Budget)	\$	4,751		
DFCM Management	NOT	INCLUDED		
User Fees	TBD			
High Performance Building Standard (HPBS)	N/A			
Other Costs	TBD			_
Total Soft Costs 23%	\$	2,140,643	\$89.72	
				-
TOTAL PROJECT COST	\$	11,641,943	\$487.93	3

10 Appendix

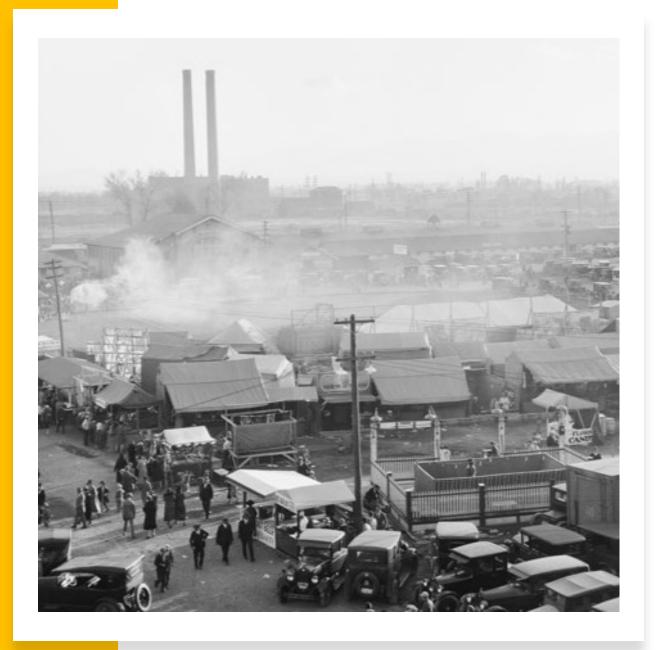
Survey Responses

Economic Analysis

Historic Preservation Memorandum

Civil Engineering Analysis*

^{*}Other Fairpark planning efforts not included in this study may also contain relevant information, such as the 2016 "Spry Building Replacement Programming Study," which explored siting a large building on the east side of the Fairpark. The Spry Building study is not included in this report but is available through DFCM. The civil engineering drawings in this study were completed in 2010, and since then, many site improvements have been made; however, there are no record drawings of some upgrades. The scope of this master plan does not create new civil engineering drawings.



Public Engagement Report

Future of the Fairpark

August 16, 2021







Project Goals

- Become a neighborhood amenity
- Create an opportunity for the Fairpark to be sustainable year-round









Public Engagement

- Online survey
- Virtual idea wall
- Focus groups
 - Outdoor Recreation/Nature
 - Events/Business
 - Community



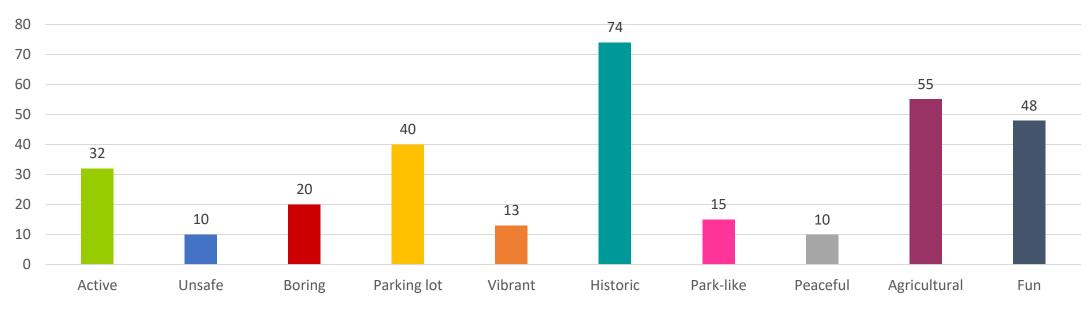




What We Heard

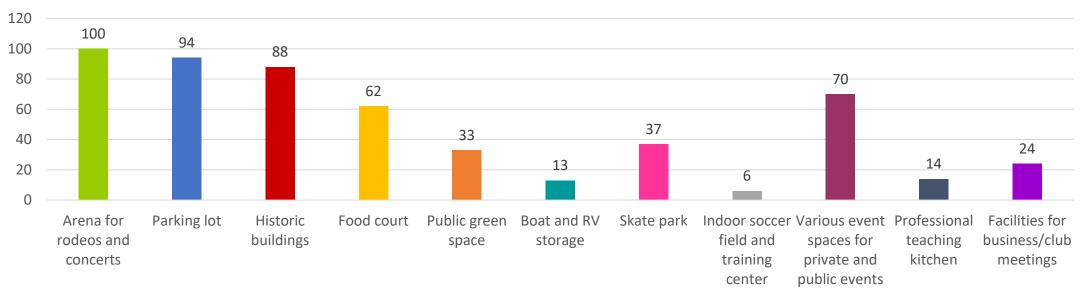
- Integrate <u>Jordan River</u> into the design
- More and better-connected green spaces
- Complementary service offerings with Northwest Recreation Center and Constitution Park
- Create <u>more pedestrian access</u> points
- Design <u>complements other area redevelopment</u> in mind
- Incorporate <u>opportunities for art</u>
- Maintain historic character
- More community-centered (gathering spaces, restaurants, cultural opportunities, year-round events)

Which words best describe the Utah State Fairpark



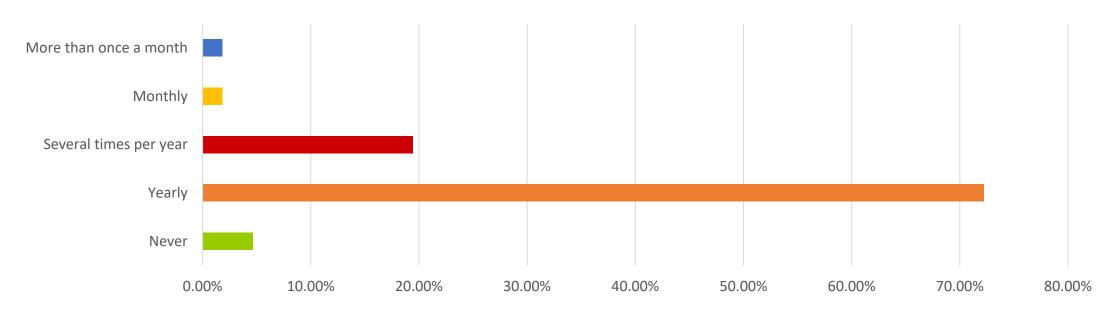


Which of the following amenities/services are you aware of at the Fairpark?

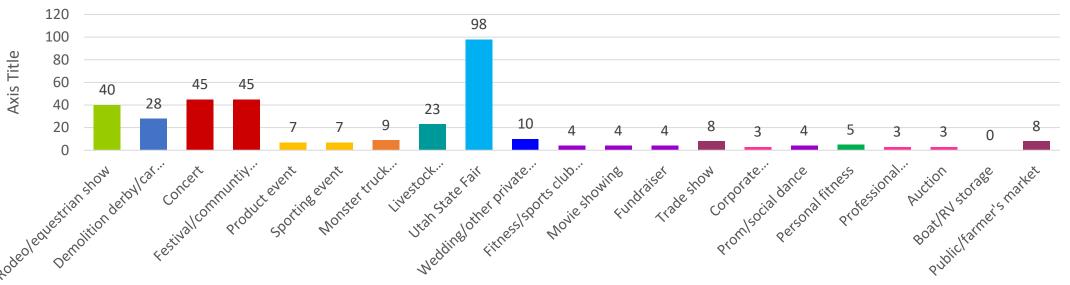






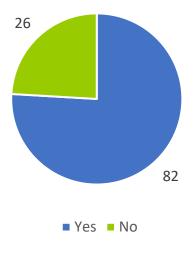


Which of the following have you experienced at the Fairpark?



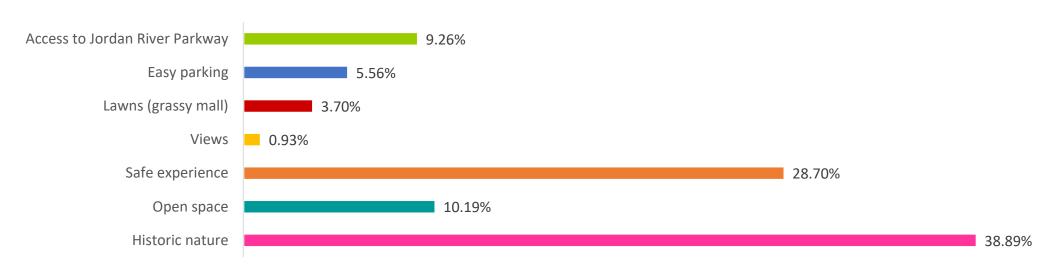


Are you surprised to find out that the Fairpark offers any of the activities/events listed in the question above?



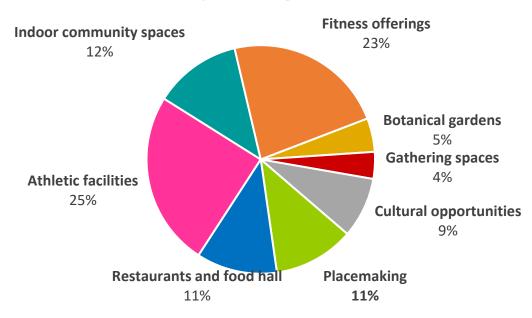


What is the most important aspect of the Fairpark that should be maintained or improved?



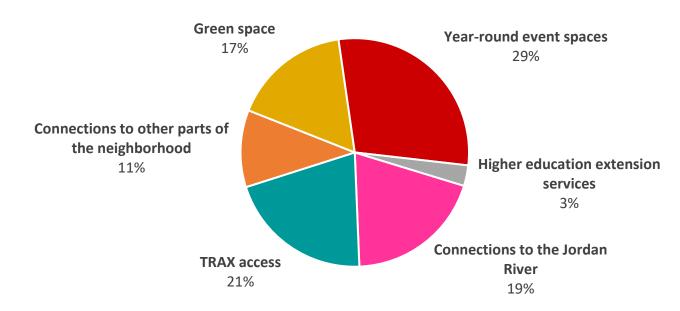


What does the Fairpark neighborhood need most?





What does the Fairpark neighborhood need most?







What would encourage you to go to the Fairpark in the winter/colder months?



Idea Wall

Ideas:

- Move Twilight Concert series to Fairpark
- Open up the Fairpark for access by nearby neighborhood
- Year-round amenities like dining, bars, music, dancing
- Commercial kitchens to use as incubators for local businesses
- Pedestrian paths throughout
- Expand green area and include amenities like games, picnic tables, playground, etc.
- Affordable apartments
- Open the parking lot to local street vendors
- Large petting zoo
- Husbandry education center
- Splash pad/reflection pool

- Kayak rental shop and more accessible ramp
- Bike rentals
- Dining with views of the Jordan River
- Add drought-friendly botanical garden
- Host 4th of July and New Year's Eve celebrations at Fairpark
- Disc golf course
- Add curling facility
- Build a water park
- Embrace turn-of-the-century design for new structures



Idea Wall

Comments:

- Protect the historical structures on the property
- Neighborhood needs more resources for unsheltered community
- Keep the skatepark
- Excited about the public market (needs more advertising)
- Fairpark needs more pedestrian friendly entrances
- Dislikes suggested acquisition of Constitution Park property/relocation of community garden
- Utilize property for planned hotel for other purposes until hotel is built (e.g. disc golf course)
- Development focused along Jordan River (similar to San Antonio River Walk)
- This area has a lot of potential



Focus Group Key Findings

- Preferred North Temple Expansion concept
- Integration of Jordan River Parkway is critical
- Current Fairpark layout is prohibitive to community access
- More and better-connected green spaces
- Service offering the complement Northwest Rec. and Constitution Park
- Questions on the need for and location of hotel
- Envision grounds as a "regional amenity" rather than "regional park"
- Debate over location and capacity of parking
- Desire to see partnership with nearby property owners cohesive area redevelopment
- Create more and prominent pedestrian access points
- Incorporate opportunities for active and passive art

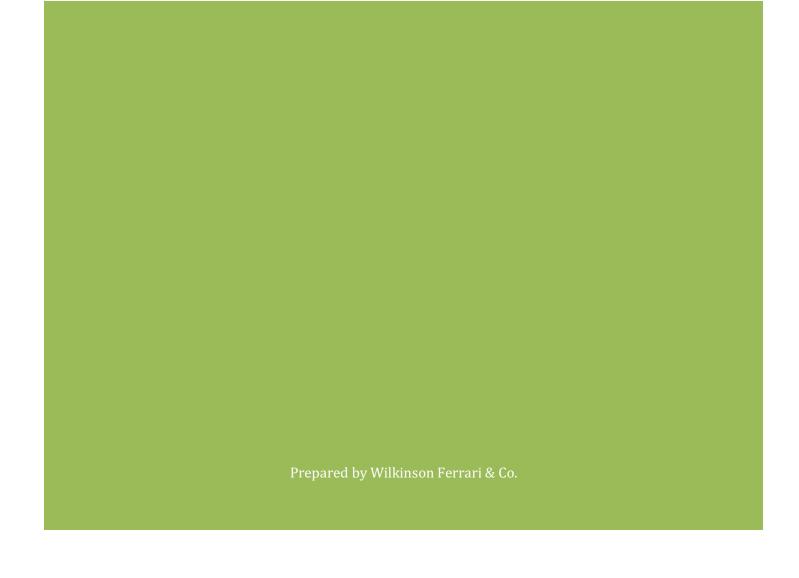


Appendix



UTAH STATE FAIRPARK

FUTURE OF THE FAIRPARK FOCUS GROUP REPORT



Summary:

The Utah State Fairpark is undergoing a master planning process to help shape its future and better service its mission as a permanent, year-round destination for neighbors, event-goers, and hundreds of people each day. As part of this process, the project team hosted a series of three focus groups to get more in-depth feedback from of the Fairpark's critical stakeholders. Below are the key themes that we identified during these meetings.

Main Themes:

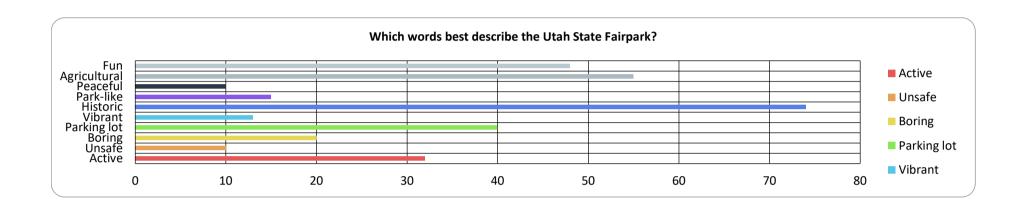
- Participants nearly all preferred the North Temple Expansion concept.
- Most believed that the project should capitalize on the proximity and unique access to the Jordan River – increase overall access to the river, improve and add amenities related to the river, plan future retail/restaurants to have river facing characteristics and create pedestrian paths along the river throughout.
- All felt that the current Fairpark layout is prohibitive to community access referencing fencing, lack of clear entrances and insufficient pedestrian paths as barriers.
- Many would like to see more and connected green spaces on the site with amenities like park benches, recreational assets (horseshoe courts, bocce, canoeing/kayaking docks, GreenBike rentals), and enhanced landscaping to encourage daily use.
- Most would like to see a connection made in access and service offerings with the nearby Northwest Recreation Center and Constitution Park. The idea of contiguous green space linking the two sites was appealing to most.
- There were questions over the need for and location of the hotel; some felt it would not be needed due to the types of site uses now and as indicated on the plan, but most thought it was feasible and would provide foot-traffic to new Fairpark restaurants and shops. Some would like to see the location moved to the South of North Temple with restrictions on the height.
- Some questioned the goal of creating a regional <u>park</u> and instead see the grounds functioning
 as a regional "amenity" hosting large-scale outdoor and indoor community events, providing
 access to the Jordan River, offering restaurants and shopping, etc.
- Participants approved of parking at the White Ball Park but felt it should be moved closer to North Temple to provide more access to the River. The residents were mixed on the issue of existing parking at the Fairpark – with some interested in adding capacity to the existing parking lot with the addition a structured parking lot while others wanted to decrease capacity. Most agreed that the structure should be no more than two-stories. Participants also expressed interest in a public parking lot on the west side of the river to improve recreational access.
- Many felt it was important to partner with nearby property owners (Salt Lake County, Salt Lake City, Rocky Mountain Power, Menlove) to ensure that plans for the area are cohesive and avoid redundancy.

- Most felt that the project should incorporate grander entrances, and more access points and pathways for pedestrians.
- One group felt strongly that incorporating art into the project (public art, performing arts spaces, flexible spaces for cultural organizations) would help activate the Fairgrounds yearround.
- Participants in all three groups liked the idea of programming the Fairpark with activities that
 would complement neighboring uses and serve the community. Ideas included garden plots,
 horse back riding lessons, agriculture classes

Created on Type	Comment Up	Votes Down Votes	Email	Phone P	ostcode Firstname	Lastname
Created on Type	I live a block away from Fairpark. I would like to see to see pedestrian paths throughout the park that can be	votes Down votes	Email	Phone P	ostcode Firstname	Lastname
	accessed year-round, and expansion of the grass area to include games and picnic tables with a walking					
5/20/2024 20 20 Harris I Consultant	path around the exterior and a play area for children. I would to see shops and restaurants along North	•	2: 1:			
5/20/2021 20:38 Ideas and Suggestions	Temple instead of homeless people.	6	3 j.doug.wolfe@ssa.gov			
	Embrace the cultural and architectural heritage and celebrate the look and feel of a turn-of-the-century					
	town not too dissimilar to what Walt Disney based his Mainstreet USA off of at Disneyland.					
	Then use that aesthetic to help guide the kind of events and programming attendant to that kind of					
	"Sunday in the Park with George" experience. Open the promenade. Host industry events around products					
6/2/2021 14:02 Ideas and Suggestions	that both fit in with this aesthetic and appeal to Utah audiences. Chocolate, Ice cream, board games.	1	2 jpetey12@gmail.com	703-786-8432	84116 Joseph	Peterson
			, , , ,		•	
	Greetings. I live in the neighborhood within easy walking distance to the fairground. First is access, it would					
	be fantastic to open up the neighborhood access gates so I can walk in, not having to walk around the					
	massive parking lot to get to the entrance is very frustrating.					
	massive parking for to get to the entrance is very massiveing.					
	I would love to have YEAR ROUND options, small local dinning, a bar! and weekend music and dancing. The					
4/27/2021 9:19 Ideas and Suggestions		c	0 caralmnauna@gmail.com	0015601245	94116 Carolina	Dayna
4/27/2021 8:18 Ideas and Suggestions	fairpark needs a local gathering place to bring our neighborhood together, and this is the perfect spot!	6	0 carolmpayne@gmail.com	8015601345	84116 Caroline	Payne
	It would be exciting to study the feasibility of perhaps using one of the historic barns for a seasonal facility					
	dedicated to the fast-growing sport of curling. While several ice arenas offer curling as one of many sports,					
	curling and its participants would benefit from having a dedicated playing surface. Use of the barn could be					
	from August to April/May, allowing time to be cleared for the State Fair. In addition to being a community	_				
6/21/2021 17:52 Ideas and Suggestions	facility, it could also host regional competitions.	2	1 rtolson@yahoo.com	530-321-4114	84401 Ryan	Olson
	Build a substantial water park on the premises. We don't even have one anywhere in Salt Lake County					
5/27/2021 12:49 Ideas and Suggestions	anymore, and the one in Provo is ancient and boring.	1	5 ross.amy.e@gmail.com		84093	
	I'd like to see the commercial kitchens where vendors sell food at the fair be used as commercial incubators					
7/8/2021 16:05 Ideas and Suggestions	for local businesses to make baked goods, brewed items or cheeses or whatever.	3	0 american.heritage.windows@gmail.com	8015486939	84116 Emoli	KEARNS
	I would like to see the twilight concert series moved to the fair park . It's a much nicer facility and would be					
	a great economic boon to the neighborhood. Unlike Pioneer park or the Galvin center, it has great access to					
	public transportation and ample parking.					
	Furthermore, I'd like to see pioneer park restored to the place where homeless people can spend their day					
7/8/2021 16:02 Ideas and Suggestions	instead of all over town	6	0 american.heritage.windows@gmail.com	8015486939	84116 Emoli	KEARNS
	And also have a New Years Eve celebration at fair park take place in a future	0	1 dankilp@yahoo.com	8015486939	84116 Emoil 84103 Daniel	Rhone
7/11/2021 20:29 Ideas and Suggestions			, - ,			
7/11/2021 20:26 Ideas and Suggestions	Have a 4 th of July festival held at Fair park in purseable future	1	0 dankilp@yahoo.com	8017550614	84103 Daniel	Rhone
7/21/2021 11:59 Ideas and Suggestions	Disk golf course. in the hotel space. until the hotel is needed	0	0 mholloway443b@gmail.com	8016473367	84116 Margaret	Holloway
	Make the apartments affordable to locals/people who currently live in the area. Affordable meaning they					
	also have money at the end of the month to put into savings AND spend on recreation. Use the additional					
7/21/2021 13:00 Ideas and Suggestions	income generated by the new Fairpark attractions to to subsidize rent if necessary.	3	1 sarah.gronlund@gmail.com	8014559632	84116 Sarah	Gronlund
	Make this forum accessible to people who speak Spanish and other predominant languages within the local					
7/21/2021 13:18 Ideas and Suggestions	community.	1	0 sarah.gronlund@gmail.com	8014559632	84116 Sarah	Gronlund
	A kayak rental shop and a ramp would be so much fun. Maybe four person bike rentals, too. I also think					
	adding dinning with views of the Jordan River would be delightful for the community as well as tourists.					
	g and the state of					
	I hope that the needs and desires or the community are considered in this plan. Our community does not					
	need a hotel. Keep and expand the community garden. Add a drought tolerant botanical garden. Make a					
7/21/2021 21:EE Ideas and Suggestions		2	1 a lucyhakor@gmail.com		84126	
7/21/2021 21:55 Ideas and Suggestions	sensory playground for the children. Add a community art museum and showcase local art	Δ	1 a.lucybaker@gmail.com		84120	
	The Fairpark is a historic gem in the heart of the city. It is important to protect the historical structures on					
	the property and the State Fair around which this facility was built. The Fairpark property is the cornerstone					
5/24/2021 15:24 Make a Comment	of this area and should be funded and maintained in a matter sensitive to its nature.	8	1 k.will1812@gmail.com	3852895164	84404 Katie	Williams
6/22/2021 18:20 Make a Comment	What ever happened to painting exhibits? I wanted to enter my paintings	2	0 cherylstevens18@yahoo.com	18015027751	84020 Cheryl	Stevens
	we need more resources for the neighborhood and unsheltered community and if we had a bigger area for				•	
	a community garde that would be great. also keep the skatepark please.					
7/1/2021 2:01 Make a Comment	open the parking lot to local street vendors too.	3	3 sage.w758@gmail.com	US	84116 Sage	Waddoups
., _,			- cage		0.220.000	тини и ро
	I am excited the public market is coming. You need to advertise more on your website. Update what is					
	· · · · · · · · · · · · · · · · · · ·					
	going on. I see activities and look at website.nothing noted.					
	The public market with food trucks will be exciting. It will bring out the different nationalities, cultures that					
	reside on the west. It will bring in young people to have the twilight series there. Lot better access. Movie					
7/11/2021 20:34 Make a Comment	night.on.largr screen. Have different activities. In the buildings. But advertise what is going on.	3	0 mholloway443b@gmail.com	8016473367	84116 Margaret	Holloway
	Please allow the city to decrease the lanes on 1000 W. The Fairpark needs more pedestrian friendly					
7/12/2021 14:53 Make a Comment	entrances and the Jordan River section needs some love. Thank you	1	0 nothanks132@gmail.com			
	I think the state has enough land on their own without taking land from constitution park and the					
7/15/2021 14:16 Make a Comment	community garden/tennis courts next to the fire station.	4	0 no587@gmail.com		David	
	Use the 66 acres that are already owned. Leave Constitution park alone. If you need space for animals put it					
7/21/2021 12:11 Make a Comment	where you want the hotel.	4	0 fairpark@gmail.com			
, ,	·					
	Please don't take away from existing community infrastructure! Respect and improve it! Constitution park,					
	the tennis courts, and the community garden are part if what makes the area feel like home to many					
	current residents. Going forward with a plan that rips out what is valued by the existing community with no					
7/21/2021 12:20 Malla - Carres	intention to recreate those spaces is the epitome of gentrification. It's critical to maintain spaces that	5	0 sarah.gronlund@gmail.com	0014550633	9/116 Corol	Grantund
7/21/2021 12:30 Make a Comment	neonle can enjoy and feel welcome in without having to next to get in	7	A Salah Shininininin Mahinan Com	8014559632	84116 Sarah	Gronlund
	people can enjoy and feel welcome in without having to pay to get in.	<u> </u>	o saran.gromana@gman.com			
		<u> </u>	o saran.gromana@gman.com			
	I understand the hotel vision maybe for later but a disc golf course built in the meantime woul enhance the		o saran.gromana@gman.com			
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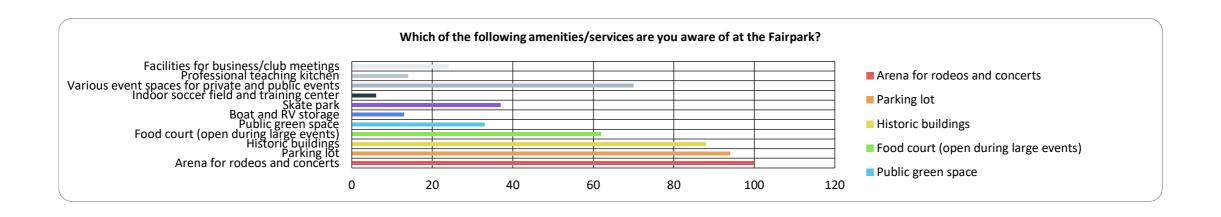
Future of the Fairpark Survey Which words best describe the Utah State Fairpark?

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Choice	Responses	s
Active	32	29.63%
Unsafe	10	9.26%
Boring	20	18.52%
Parking lot	40	37.04%
Vibrant	13	12.04%
Historic	74	68.52%
Park-like	15	13.89%
Peaceful	10	9.26%
Agricultural	55	50.93%
Fun	48	44.44%
Answered	108	
Skipped	0	

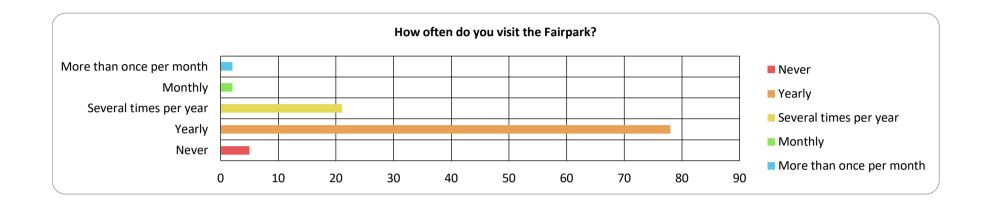


Future of the Fairpark Survey Which of the following amenities

ratare or the rampark our vey		
Which of the following amenities/services are you aware of at the Fairpark?		
Choice	Response	es
Arena for rodeos and concerts	100	92.59%
Parking lot	94	87.04%
Historic buildings	88	81.48%
Food court (open during large events)	62	57.41%
Public green space	33	30.56%
Boat and RV storage	13	12.04%
Skate park	37	34.26%
Indoor soccer field and training center	6	5.56%
Various event spaces for private and public events	70	64.81%
Professional teaching kitchen	14	12.96%
Facilities for business/club meetings	24	22.22%
Answered	108	
Skipped	0	

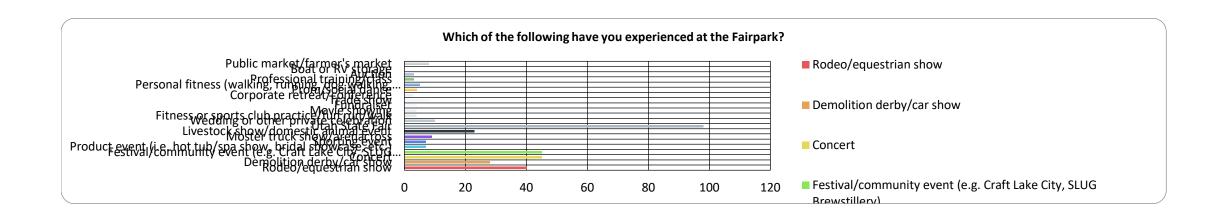


How often do you visit the Fairpark?		
Choice	Response	es
Never	5	4.63%
Yearly	78	72.22%
Several times per year	21	19.44%
Monthly	2	1.85%
More than once per month	2	1.85%
Answered	108	
Skipped	0	



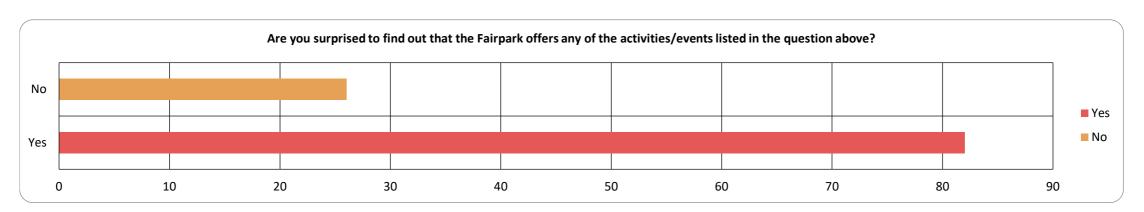
Skipped

i didie of the rampark out vey		
Which of the following have you experienced at the Fairpark?		
Choice	Response	s
Rodeo/equestrian show	40	37.04%
Demolition derby/car show	28	25.93%
Concert	45	41.67%
Festival/community event (e.g. Craft Lake City, SLUG Brewstillery)	45	41.67%
Product event (i.e. hot tub/spa show, bridal showcase, etc.)	7	6.48%
Sporting event	7	6.48%
Moster truck show/arenacross	9	8.33%
Livestock show/domestic animal event	23	21.30%
Utah State Fair	98	90.74%
Wedding or other private celebration	10	9.26%
Fitness or sports club practice/fun run/walk	4	3.70%
Movie showing	4	3.70%
Fundraiser	4	3.70%
Trade show	8	7.41%
Corporate retreat/conference	3	2.78%
Prom/social dance	4	3.70%
Personal fitness (walking, running, dog walking, skateboarding, etc.)	5	4.63%
Professional training/class	3	2.78%
Auction	3	2.78%
Boat or RV storage	0	0.00%
Public market/farmer's market	8	7.41%
Answered	108	

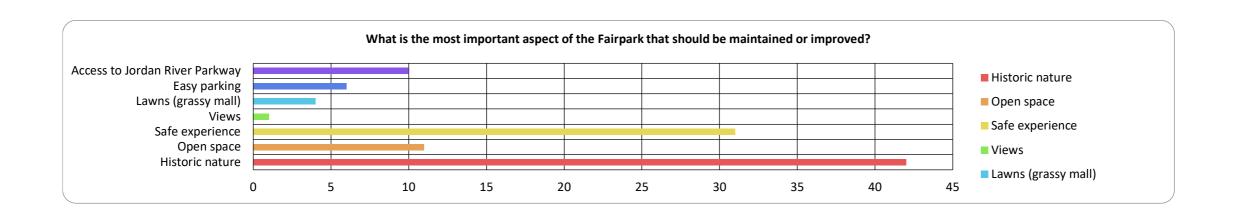


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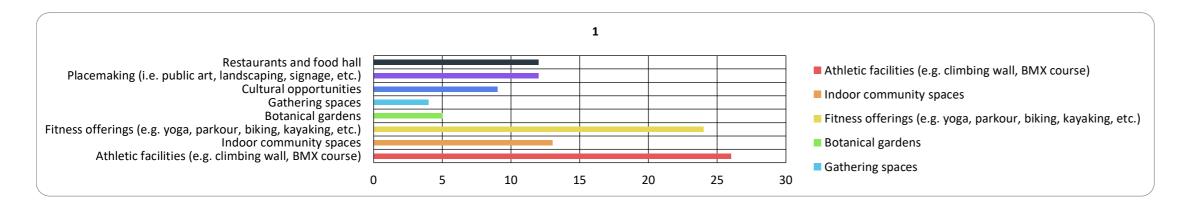


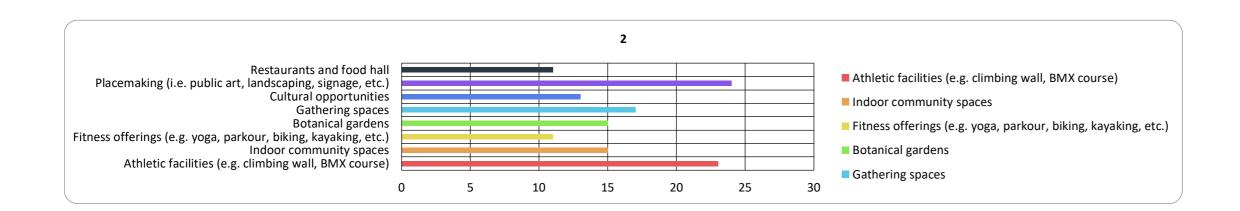
What is the most important aspect of the Fairpark that should be maintained or improved? Choice Responses 42 38.89% Historic nature Open space 10.19% 11 Safe experience 28.70% 31 0.93% Views 1 Lawns (grassy mall) 4 3.70% Easy parking 5.56% 6 Access to Jordan River Parkway 10 9.26% Answered 108 Skipped 0

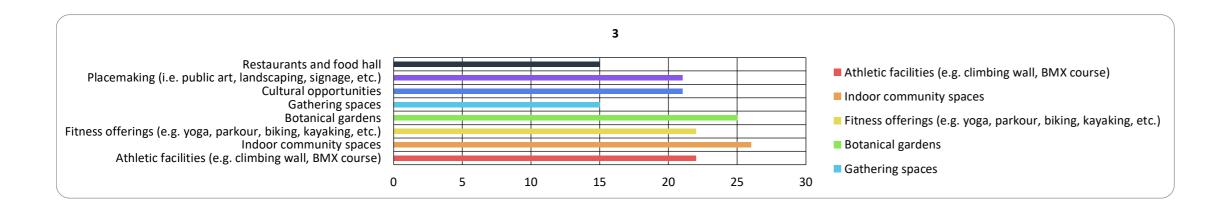


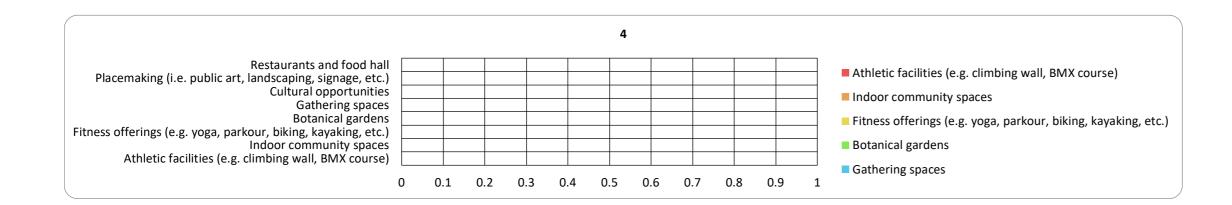
What does the Fairpark neighborhood need?

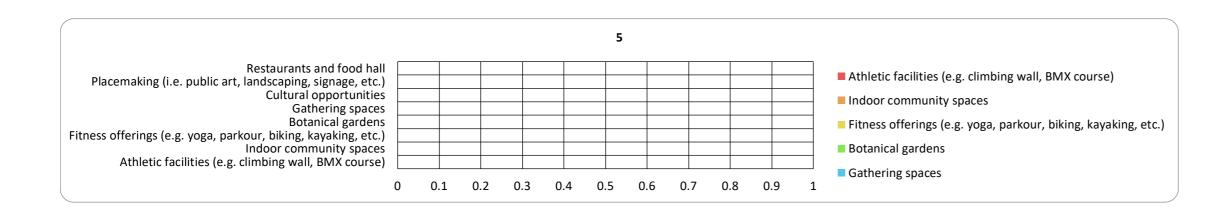
		1		2		3		4		5
Athletic facilities (e.g. climbing wall, BMX course)	26	24.07%	23	21.30%	22	20.	37%	0 0.00%	0	0.00%
Indoor community spaces	13	12.04%	15	13.89%	26	24.)7%	0 0.00%	0	0.00%
Fitness offerings (e.g. yoga, parkour, biking, kayaking, etc.)	24	22.22%	11	10.19%	22	20.	37%	0 0.00%	0	0.00%
Botanical gardens	5	4.63%	15	13.89%	25	23.	15%	0 0.00%	0	0.00%
Gathering spaces	4	3.70%	17	15.74%	15	13.	39%	0 0.00%	0	0.00%
Cultural opportunities	9	8.33%	13	12.04%	21	19.	14%	0 0.00%	0	0.00%
Placemaking (i.e. public art, landscaping, signage, etc.)	12	11.11%	24	22.22%	21	19.	14%	0 0.00%	0	0.00%
Restaurants and food hall	12	11.11%	11	10.19%	15	13.	39%	0 0.00%	0	0.00%
Answered	108									
Skipped	0									



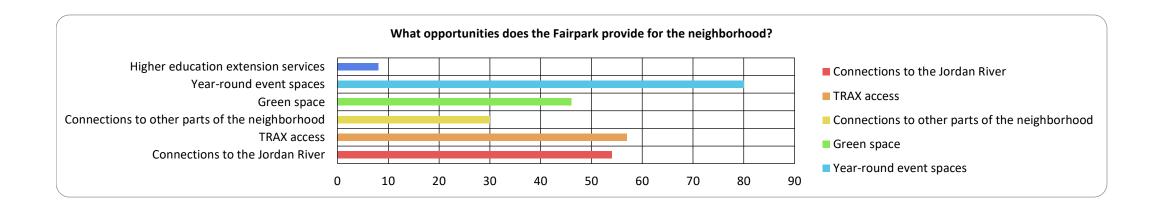






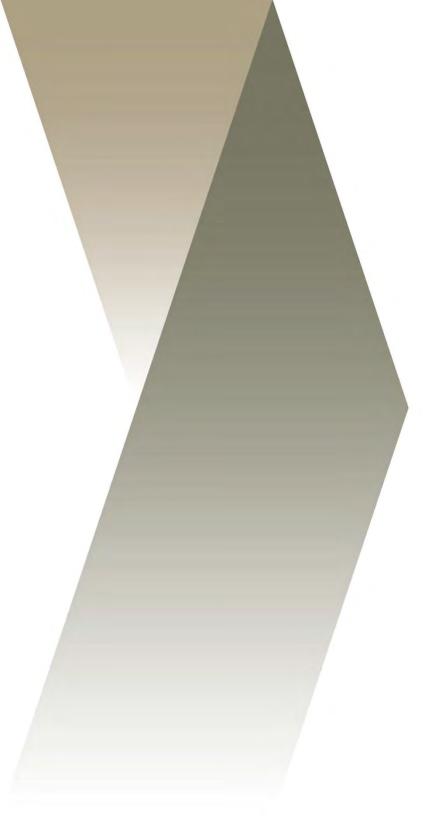


What opportunities does the Fairpark provide for the neighborhood? Responses Connections to the Jordan River 54 50.00% 57 52.78% TRAX access 27.78% Connections to other parts of the neighborhood 30 46 42.59% Green space Year-round event spaces 80 74.07% Higher education extension services 8 7.41% Answered 108 Skipped



Future of the Fairpark Survey What would encourage you to go to the Fairpark in the winter/colder months?

Response
Indoor activities like cultural stuff or service opportunitiesoutdoor things like ice sculpting or winter type games Indoor events, year-round restaurants, better access to/from North Temple cultural exhibits, educational opportunities (we homeschool and love to have local unique field trips) Winter type festival. Similar to the ones in London or Paris Under it's current building configuration, I can't think of much Bring back the Dicken's Festival!! the neighborhood is unsafe - will not go in the winter unless security is improved A welcoming public park that doesn't feel unused and gated off from the public. Markets, events, open gates that allows for use of the actual park (like a real park) could all be great steps forward. But for the love - please make use of this space - it has so much amazing potential - and it's nowhere close right now. Family activities in the buildings, cultural activities Indoor screenings, lectures, learning opportunities, markets, roller rink! When the food market is opened. I look forward to fresh food to purchase there along with the restaurant options. I've visited several markets in other cities (such as Cincinnati) and look forward to having one at the Fairpark. If they had food or a coffee shop. Also, having lights at Christmas. I'm not much of an outdoor person. Restaurants, an indoor gym, cultural events, concerts, school activities, swap meets, dances. DON"T LET Salt Lake City mess up 1000 W. Even when used are often with folks hanging around the 7-11 at 960 W North Temple St, the McDonald's parking lot, or the "self storage" business within that block. It would be great to see an alternative style resource center designed to help our youth and even adults. Like an art space you could use to paint or sculpt, take classes (for free) or anything the community is interested in. A doorway to a different perspective, something that is enlightening. Craft shows, market the website better and use some signage to notify the neighborhood of what the current event and looking it up that way. Get a proper event calendar online (with sort and looking it up that way. Get a proper event calendar online (with sort and looking it up that way. Get a proper event is literally live 2 blocks away and never knowing what's going on the event sing a concert 6 mo in the future), or by already knowing of the events are happening at the Fairpark event and looking it up that way. Get a proper event calendar online (with sort and looking it up that way. Get a proper event is literally live 2 blocks away and never know what's going on the event is literally live 2 blocks away and never know what's going on the event is literally live 2 blocks away and never know what is going on the event is literally live 2 blocks away and never know what is going on the event and looking it up that way. Get a proper event and look ing it up that way. Get a proper event is literally live 2 blocks away and never know what's going on the event is literally live 2 blocks away and never know what is going on the event and look ing it up that way. Get a proper event is literally live 2 blocks away and never know what's going on the event is literally live 2 blocks away and never know what's going on the event is literally live 2 blocks away and never know what's going on the event is literally live 2 blocks away and never know what's going on the event is literally live 2 blocks away and never know what's going and never know what's going on the event is literally live 2 blocks away and never know what's going on the event is literally live 2 blocks away and never know what's going on the event is literally live 2 blocks away and never know what's going on the event is literally live 3 blocks away and never know what's going a know and never know what's going a know and never know Indoor market Also keep 10th west 2 lanes but add a stop light at the fair entrance! Indoor events and activities, public market, services not available in City or neighborhood. Comment: When redoing the Fairpark, move the Jordan River trail so it is continuous on the east side of the River. This is the most important Trail in the Salt Lake Valley, and connecting to Davis County, Utah County and beyond. The configuration of the trail at the Fairpark does not work. Art exhibits, flea market, Christmas, winter solstice events/markets, indoor coffee shop. Winter market Year round farmers market! Restaurants, public gardens and or park space, biking paths on the Jordan river, and an overall more aesthetically pleasing environment (that parking lot. Yikes man) Improve section along Jordan River. Less reliance on parking and work to get more people to take Trax and other alternatives. 1000 W is unsafe for people. Some type of indoor market / food , holiday expos Indoor farmers market/swap meet Ice rink Affordable family friendly events Winter activities such as skating, fires, food, ice sculpture and other winter events. Festivals, community events, events to help the homeless Nicer grounds, modernization of interiors without compromising the historical character, more festivals, fairs and markets with adequate advertisement (I rarely have known of anything there beyond the State Fair, rodeo and hot tub sales. To watch something I'm interested in ! Something that happens at regular intervals. Also if the area was a little more open to walking/biking through. Ice rink? snowy parking lot drifting, sledding, rail garden (snowboard/ski) indoor activities, outdoor fire space, Christmas/new years activities Indoor farmers market :) Pumpkin patch and Christmas/holiday lights Indoor children events and weekly small classes like painting pottery cooking etc. Indoor spacesEvents Holiday events More events. May be like a Christmas village or something like that Knowing what is available. Classes in planning for xeriscaping and easier yardcare. Year-round resource for learning season-oriented cooking and pantry-management. A place to go eat soup or have coffee. safe, family friendly indoor activities Holiday based events It would be cool to have light shows (displays) with music, hot beverages, love entertainment, heaters, food trucks, etc during the colder months. Offering a lit and fun experience - that is affordable - would be a great option for the neighborhood during those month. To me affordable means low entrance fee - less than 5\$ per person if entertainment or offered. And then of course guests would pay for their own refreshment, and always provide free parking. Octoberfest event, Indoor farmers market, Ski swap, cross country track, coffee stand, cider mill, outdoor concerts are still great in the winter!, winterfest Winter festival Community building events I liked the festival of lights they had in the winter. Indoor events or outdoor snow events ie snowmobile rallies etc. holiday lights, decor and celebrations of all cultures around the world: secular, religious, kwanzaa, hanukkah, etc. inside gatherings with food, music, stories, tradition and dance; then may be carriage rides outside with lights/decor An indoor farmer's market, dining experiences, or a coffee shop. More indoor space. More advertised activities. More events based around holiday. iE Halloween, Christmas. (I'm thrilled the dickens festival is coming back this year) Indoor farmers market. They have one in Albany, New York in the middle of December. Some vegetables were sold. People mainly sold fried foods, assorted dairy products, and had arts and crafts stuff. More exposure in Utah County as to what is going on at the Fairpark. Indoor trade shows, concerts and events. Ice skating rink. Events, farmers market Swap meet Beautiful light shows indoor space and firing the rude ass mf that runs the skatepark and fairgrounds. fuck that guy Indoor craft markets or Community Art Shows. Larger holiday themed events that utilized both indoor and outdoor space, outdoor heating like fire pits could be neat! PartiesDance ConcertsConventions PartiesDance ConcertsConventions indoor activities Food festivals Depends on what is going on there. Indoor activities or specific snow activities. More "fun" events like the fair, car shows, etc. Holiday-themed events More exciting events Events with food and brews I don't really know. Maybe a sledding hill or something. Outdoor ever used brows on the seemingly never used proments and confee and companies of which utan book and confee and confee and companies of which utan book and confee and companies of the diverse cultures represented in the west side neighborhoods. African Christmas and winter book at light shows on the seemingly never used promentate and coffee and companies of which utan book at light shows on the seemingly never used promentate and coffee and companies by having an event that showcases them and the position of the diverse cultures represented in the west side neighborhoods. African Christmas market for example. Collaborate with local hot cocoa and other artisans, roasters, exhibitioners, retailers, etc. Really put SLC more on the many to do a winter long like a themed coffee and cocoa artisans, roasters, exhibitioners, retailers, etc. Really put SLC more on the many to do a winter long like a themed coffee and to companie and collaborate with local hot cocoa and other artisans when the many to do a winter long like a themed coffee and cocoa artisans, roasters, exhibitioners, retailers, etc. Really put SLC more on the many to do a winter long like a themed coffee and cocoa artisans, roasters, exhibitioners, retailers, etc. Really put SLC more on the many to do a winter long like a themed coffee and cocoa artisans, roasters, exhibitioners, retailers, etc. Really put SLC more on the many to do a winter long like a themed cocoa artisans, roasters, exhibitioners, retailers, etc. Really put SLC more on the many to do a winter long like a themed cocoa artisans, roasters, exhibitioners, retailers, etc. Really put SLC more on the many to do a winter long like a themed cocoa artisans, roasters, exhibitioners, retailers, etc. Really put SLC more on the many to do a winter long like a themed cocoa artisans, roasters, exhibitioners, retailers, etc. Really put SLC more on the many to do a winter long like a themed cocoa artisans, roasters, exhibitioners, retailers, etc. Really put SLC more on the many to do a winter l better visibility to events and activities, classes & enrollment information, basically a hub with info about what I can do there, and how to go about it. I had no idea there were spots and activity events, or which buildings serve which activities. Outdoor ice rink might be fun. Having appealing, low cost events Events like the lights at Christmas, or Pumpkin Nights. Indoor exhibits A varied calendar of events Indoor fairs/craft markets/concerts Heater lamps and great food and festive themed decor, lights Indoor facility rentals, trade shows Events like Christmas light walk through things any thing resembling fairs really Knowledge of what is going on. Art Exhibit, Christmas Festival or Boutique, winter sport events without having to travel to Olympic Park (ice skating, snowboarding expo), icecastles type outdoor event. Indoor events and or unique low cost outdoor events. Heated indoor and heated outdoor spaces. Crowd, max capacity control. I always feel as if I am being crushed by overcrowding. It makes getting from point A to B a major hassle. Fun activities, heating lamps and screened fire pits throughout the park Concerts. Events. More events, less restrictions May be a lights festival like the zoo has or thanksgiving point. FYI.... I could not scroll to the right in the section above to properly score my choices Parking close to nice indoor facilities. A place to go in to warm up Holiday events Something interesting to do. Ice sculptures and snow creations Bring back the Dickens festival. Gift or holiday expos. Indoor activities. Note on the option to rate 1-5... would only display 1 & 2 so could not rate higher than that! Ice Skating rink, year round dinning options, with indoor/outdoor seating, year round regular events i.e. local weekend music and dancing, encouraging multi cultural neighborhood participation (free access) Skipped





(DRAFT) SUMMARY OF MARKETDRIVEN DEVELOPMENT

UTAH STATE FAIRPARK
SALT LAKE CITY, UTAH

OPPORTUNITY

Prepared for EDA July 27, 2021

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KEY FINDINGS



REGIONAL & SUBMARKET OVERVIEW

The Wasatch Front—comprised of Davis, Salt Lake, Utah, and Weber Counties—has experienced staggering economic growth over the last decade, at significantly higher rates than the nation as a whole. Much of this job growth has been concentrated in high-paying industries like Professional & Business Services and Education & Health Services, in part due to the recent emergence of the Wasatch Front as a software and technology hub. These industries have attracted a growing number of young people to the region, triggering the transformation of neighborhoods across Salt Lake City. In recent years, an increasing amount of growth has moved outside of the historical urban core, towards up-and-coming areas like Gateway and the Granary District.

Similar to many of these neighborhoods, the Fairpark submarket has historically been characterized by industrial and rail/highway-oriented uses, in part due to its location near the airport and west of I-15. In 2010, the Salt Lake City Redevelopment Agency designated North Temple as a project area in an effort to catalyze its transformation. Shortly thereafter, the Airport TRAX line opened in 2013, creating opportunities for transit-oriented development. While this development has been slow to manifest, the planned improvements to the Utah State Fairpark and redevelopment of other nearby sites point to a promising future for the submarket.

With a future UTA Hub and several large-scale redevelopment parcels like the Rocky Mountain Power site, the Fairpark submarket is poised to undergo a transformation, similar to that which other submarkets—such as the Granary District—are experiencing at this time. However, this transformation is expected to take some time to occur, likely relying on the ability of future residential development to add more customers to the neighborhood. The good news is that a handful of multifamily communities are already under construction and/or planned to deliver in the near term, suggesting that there are already "first movers" in the neighborhood. However, most of the development pipeline remains speculative at this time, despite the large number of projects that are planned, and a more definitive plan and timeline for either the Rocky Mountain Power site or the State Fairpark is probably necessary to move the pipeline from speculative to true plans.

KEY FINDINGS CONT.



MARKET OVERVIEW BY LAND USE

- Rental Apartment: In recent years, new rental apartment development has moved outside of the traditional urban core of Salt Lake City, as land values and apartment rents have increased in established neighborhoods, and as new and existing renters have searched for value alternatives. This trend has triggered the transformation of several neighborhoods to the west and south of Downtown Salt Lake City, such as Gateway, the Granary District, and the Ballpark District. At this time, new product in all of those neighborhoods is priced above similar new product in locations further from the traditional urban core, highlighting the desirability of pioneering areas with growing urban amenities such as restaurants and transit and an increasing critical mass of residents. Today, Fairpark has a robust rental apartment pipeline, though one that is highly speculative. This pipeline suggests the submarket is piguing interest of developers and potential renters, but that it has yet to see a "first mover" to serve as a proof of concept for demand and pricing. A handful of communities are expected to deliver later this and next year, and they will likely increase opportunities for others to do the same moving forward.
- Affordable Housing: A number of mixed-income housing communities have opened in and around Salt Lake City in recent years, primarily funded by Low Income Housing Tax Credits (LIHTC). LIHTC projects can still be developed fairly easily in locations such as the area surrounding the Fairpark, given that the market-rate rental apartment market in the neighborhood is not yet fully active, and therefore developers can acquire the land to meet such needs with limited competition. Moreover, there is a significant population in the surrounding area at moderate income levels that would benefit from new housing options. Coupled with high occupancies at affordable housing properties today, projected growth moving forward points to sustained demand for this product type through the long term.
- Retail: In Salt Lake City, there are a few main lifestyle retail districts like Downtown, Trolley Square, and Sugarhouse, along with shopping centers offering suburban, big-box retailers to serve daily needs. Although auto-oriented goods and chain restaurants have historically represented most retail in the Fairpark submarket, there will likely be an opportunity to deliver more food, dining, and experiential retail as it transforms. The provision of appropriately scaled, positioned, and marketed "destination-worthy" retail is likely the most effective strategy in the Fairpark submarket in the near to mid term, given the need to familiarize users with the area and draw them to a specific activity/experience. Further down the line, there will likely be opportunities to deliver additional restaurants and/or neighborhood services, once the surrounding household base has grown.
- Hotel: The local hospitality market is strong, and it has fared relatively well during the pandemic. In particular, midscale and upper midscale flags are already nearing prepandemic occupancies, and the speediness of this recovery relative to other hotels nationally highlights both resiliency and demand. Along with some limited-service upscale flags, these hotels have already shown a willingness to gravitate toward less traditional visitor destinations, such as West Valley City. Hospitality development has typically occurred in such locations three to seven years after other nearby investments, suggesting a similar trajectory may be possible at the Fairpark, especially after the creation of any unique retail offerings and/or alongside the delivery of other event venues to generate visitor traffic.

KEY FINDINGS CONT.



SITE OPPORTUNITY BY LAND USE

While affordable housing is the clearest candidate for near-term development at the Fairpark, other product types are likely on the cusp of being supportable, especially if delivered alongside or following other redevelopment in the neighborhood. As a State-owned site, there are thus benefits to holding new development at the Fairpark until the neighborhood has started to mature, likely after some nearby multifamily product has delivered and the Rocky Mountain Power plans have solidified. This strategy will enable new development to build upon existing neighborhood momentum, rather than having to establish it in the first place. For more information on the opportunity and timing for each product type, see below:

- Affordable Housing (Near-Term Opportunity): There are already a plethora of affordable housing communities in locations similar to the Fairpark submarket, including one recent delivery less than one mile from the Fairpark itself. These projects are generally Low Income Housing Tax Credit ("LIHTC") deals, targeted to households that make between 40% and 80% of Area Median Income ("AMI"). A similar opportunity is likely already available at the Fairpark site today.
- Rental Apartments (Mid-Term Opportunity): Relative to affordable housing, market-rate rental apartments are less certain to be feasible at this time, given the combination of high construction costs and moderate supportable rents. Walk-up, surface-parked apartments are just becoming construction feasible as demonstrated by new deliveries along Redwood Road, and are likely the predominant building type for other apartment sites in the near-term. However, the markets, event space, and placemaking projects planned at the Fairpark—coupled with organic infill development and reinvestment in the surrounding area—has potential to fuel rent growth in the submarket, increasing the likelihood of higher quality product becoming feasible over the next five years. There are therefore benefits to waiting for other developments to establish pricing potential and market interest in the neighborhood through the mid term, even though demand is available in the near term. For this reason, RCLCO suggests that rental apartment development at the Fairpark should wait until a handful of other communities have delivered, and until more concrete plans and a development sponsor for the Rocky Mountain Power site have emerged. Even at that point, most communities in up-and-coming neighborhoods still offer surface or tuck-under parking though, suggesting that subsidies or gap financing are likely necessary to support structured parking, even in the mid to long term.
- ▶ **Retail**: Although the retail industry faced headwinds prior to and during the COVID-19 pandemic, there are likely to be compelling opportunities to introduce a differentiated, more destination-based environment within the Fairpark submarket:
 - Market / Other Adaptive Reuse (Near- to Mid-Term): In the near term, this portion of retail could serve as an effective "test concept" to put the submarket on the map generally, and to familiarize users with the site specifically. Even so, the scale of this component should be carefully managed, with no more than 20,000 to 25,000 square feet within the market and some additional space (15,000 to 20,000 square feet) for breweries and/or other "destination" users that could potentially be attracted to the historical architecture of the barns. Users should primarily include restaurants, breweries, local maker-type goods, services, and small-scale food vendors. Once this retail has garnered enough customers and helped to establish a sense of place, additional retail can then be considered.
 - New Construction Retail (Mid- to Long-Term): Going forward, the success of any additional retail will likely be predicated on the Rocky Mountain Power site, residential and hotel development on-site, and improved placemaking/access within the development. With this combination, the site can likely support up to an additional 20,000 to 30,000 SF. New retail can accommodate additional restaurants and services that require a more specialized build out than the barns allow. While there is likely demand for a traditional grocery store in the submarket, the Fairpark itself is unlikely to be the preferred location for this development given its lack of a four-way intersection.
- ▶ Hotel (Mid- to Long-Term Opportunity): Hospitality development is likely to be most successful in the mid to long term, once the industry has recovered from the pandemic, after a sense of place has been established at the Fairpark, and concurrent with or following the addition of any other event venues. While the proposed exhibition space is not expected to be critical for hotel development to proceed, it will be helpful in boosting the supportable scale and quality level. With this, the site can likely support one limited-service hotel between 100 and 125 keys, supported by a combination of event visitors plus some airport travelers and miscellaneous leisure travelers.

SUMMARY MATRIX



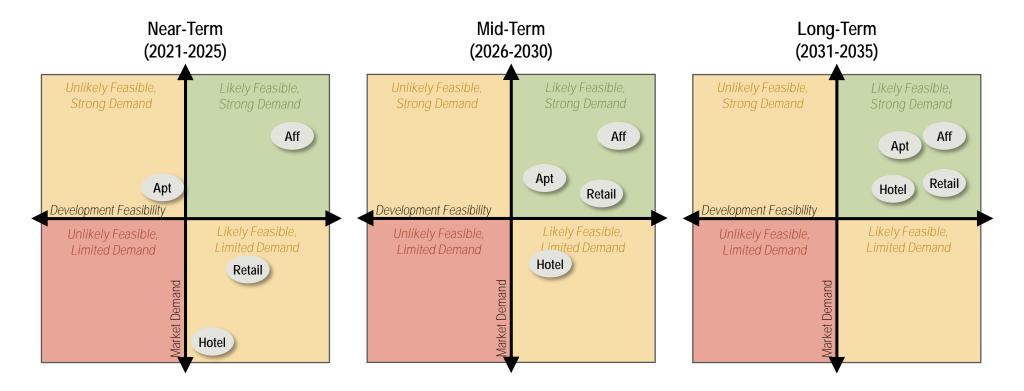
	CUMULA	UMULATIVE SITE DEMAND RENTS / ADR (IN Q2 2021 \$:						AL TO INT	RODUCE	
LAND USE	BY 2025	BY 2030	BY 2035	BY 2025	BY 2030	BY 2035	BY 2025	BY 2030	BY 2035	CRITICAL SUCCESS FACTORS
Rental Apartment	70 Units	200 Units	320 Units	\$1.65 / SF	\$1.75 / SF	\$1.90 / SF	MEDIUM	HIGH	HIGH	 High-quality unit finishes with expansive amenities to draw in renters searching for value alternative Deliver after some market-rate multifamily has started to open in the submarket, in order to minimize market uncertainty Presence of market / adaptive reuse retail to enhance sense of place
Affordable Housing	usual mai	mand not or rket forces be significa	, but likely	Likely arou	to 80% of a und \$1.20 / lar projects	SF based	HIGH	HIGH	HIGH	Decent sized units and quality that mirrors other nearby affordable developments
Market / Adaptive Reuse	41,000 SF	43,000 SF	46,000 SF	\$17.50 NNN	\$20.00 NNN	\$22.50 NNN	HIGH	HIGH	HIGH	 Preserve historical structures to provide unique sense of place High-quality public spaces to create destination, with more open access to North Temple Focus on market/food hall (no more than 20,000 to 25,000 SF), dining, brewery, and other destination retail (user-driven, potentially an additional 20,000 SF)
New Construction Retail	24,000 SF	25,000 SF	26,000 SF	\$17.50 NNN	\$22.50 NNN	\$25.00 NNN	MEDIUM	HIGH	HIGH	 Continued growth of surrounding household base Established visitor base on-site, particularly with the proposed exhibition space Historical / interesting architecture Mix of interesting retail concepts (food, beverage, and experiential)
Hotel	N/A		Hotel 25 Keys)	N/A	\$120 / Night	\$130 / Night	LOW	MEDIUM	HIGH	 Established sense of place on-site, with retail and entertainment offerings Oriented with easy accessibility in mind Delivered concurrently with or following the exhibition building

LIKELY FEASIBILITY



The assessment of the "potential to introduce" at the Fairpark, which is shown on the previous page, is governed by a combination of development feasibility (i.e., whether marketrate rents can support the development) and market demand (i.e., support at the site in any given year). Across the board, the potential to introduce market-rate rental apartment, retail, and hotel development at the Fairpark will only continue to strengthen in the mid to long term, given anticipated changes in the submarket. However, the drivers of this assessment vary by use.

- For example, in the near-term, market-rate rental apartments expected to have enough demand to be supported at the site. However, supportable asking rents are likely just below the threshold at which new construction is feasible, based on the prices of other recent deliveries across the market. As development takes place at the Fairpark and throughout the neighborhood, there will likely be price escalations that will improve the feasibility of market-rate apartments. In the long term, these trends are likely to play out even further, leading to even stronger demand, pricing potential, and—thus—feasibility.
- The development limitation for retail and hotel is the larger macroeconomic trends that limit market demand at the site, even though achievable rents may be able to support their development. However, these conditions are expected to change, especially in the long term as there is additional development and the market fully recovers from the pandemic.



EVENT VENUE OPPORTUNITY

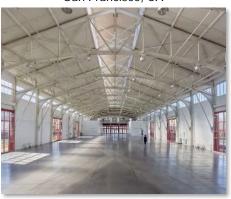


The previous Utah State Fairpark Master Plan and Market and Financial Feasibility Study, completed by Populous in April 2013, identified an opportunity for an exhibition building with 40,000 square feet of space at the Fairpark site. Populous recommended that this building be dividable into two to three separate spaces, and that it offer additional features such as a foyer for pre-function gatherings and a box office with multiple windows. To inform this recommendation, Populous identified potential events, and surveyed the market for other facilities with similar sizes and types of event spaces. Specifically, Populous identified just two exhibition and trade show venues: South Towne Exposition Center (now "Mountain State America Expo Center") and Salt Palace Convention Center.

Since then, RCLCO has observed the delivery of a handful of event venues, including the Riverbend Sports Complex and the Mid-Valley Performing Arts Center. However, these venues do not offer the type or size of space previously recommended for the Fairpark, and they are therefore unlikely to detract from the opportunity that Populous identified. In addition, a handful of hotels with event space have delivered or started construction in recent years, including the Hyatt Regency Salt Lake City. Expected to deliver in 2022, this convention center hotel will feature 60,000 square feet of meeting spaces, including a 23,000 square foot ballroom and a 15,000 square foot junior ballroom. Although potentially competitive with the previously recommended exhibition building in the case of events that only require part of the 40,000 square foot facility, these ballrooms are unlikely to be sufficient to accommodate the types of events that would require the full contiguous space (e.g., trade shows, consumer / public shows, etc.) based on information available at this time. For this reason, RCLCO does not expect that new deliveries since the time of the original study have detracted from the opportunity that Populous previously identified

While Salt Lake City has relatively few event venues with up to 40,000 square feet of contiguous exhibition space, RCLCO identified a handful of cities with similar types of venues. These examples include the Fort Mason Center for Arts and Culture in San Francisco, California; the Meydenbauer Center in Bellevue, Washington; the Shrine Auditorium and Expo Center in Los Angeles, California; Soho Studios in Miami, Florida; and The Barker Hangar in Santa Monica, California. For more information on each of these venues, please see Exhibit V-2.

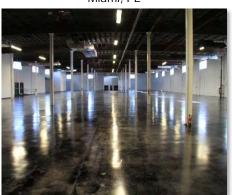
Fort Mason Center for Arts and Culture: San Francisco, CA



Shrine Auditorium & Expo Center; Los Angeles, CA



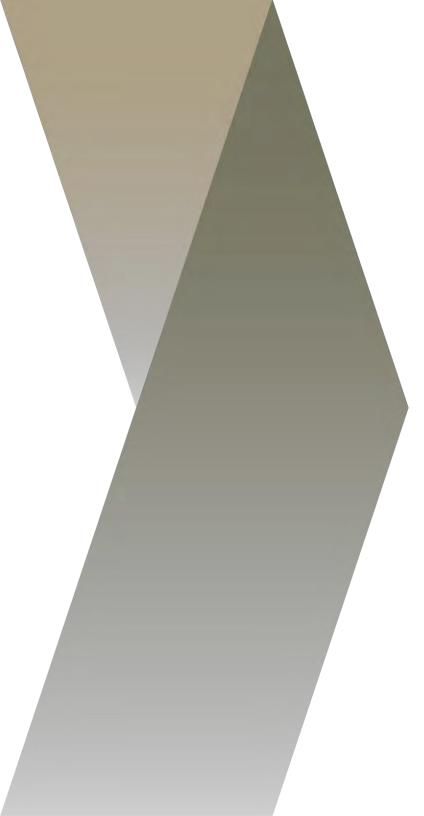
Soho Studios: Miami, FL



The Barker Hangar; Santa Monica, CA



Image Source: Jensen Architects; AEG Worldwide; Eventective; Soho Studios Miami; The Barker Hangar





DISCLAIMERS

CRITICAL ASSUMPTIONS



Our conclusions are based on our analysis of the information available from our own sources and from the client as of the date of this report. We assume that the information is correct, complete, and reliable.

We made certain assumptions about the future performance of the global, national, and local economy and real estate market, and on other factors similarly outside either our control or that of the client. We analyzed trends and the information available to us in drawing these conclusions. However, given the fluid and dynamic nature of the economy and real estate markets, as well as the uncertainty surrounding particularly the near-term future, it is critical to monitor the economy and real estate markets continuously and to revisit the aforementioned conclusions periodically to ensure that they are reflective of changing market conditions.

It has become increasingly clear that the U.S. economy is in a recession, and yet the extent of the damage to the economy and the ability to rebound from a still unfolding disruption are unknown. These events underscore the notion that stable and moderate growth patterns are historically not sustainable over extended periods of time, the economy is cyclical, and real estate markets are typically highly sensitive to business cycles. Further, it is particularly difficult to predict inflection points, including when economic and real estate expansions will end, and when downturn conditions return to expansion.

Our analysis and recommendations are based on information available to us at the time of the writing of this report, including the likelihood of a downturn, length and duration, but it does not consider the potential impact of additional/future shocks on the national and/or local economy, and does not consider the potential benefits from major "booms" that may occur. Similarly, the analysis does not reflect the residual impact on the real estate market and the competitive environment of such a shock or boom. Also, it is important to note that it is difficult to predict changing consumer and market psychology. As such, we recommend the close monitoring of the economy and the marketplace, and updating this analysis as appropriate.

Further, any project and investment economics included in our analysis and reports should be "stress tested" to ensure that potential fluctuations in revenue and cost assumptions resulting from alternative scenarios regarding the economy and real estate market conditions will not cause unacceptable levels of risk or failure.

In addition, and unless stated otherwise in our analysis and reports, we assume that the following will occur in accordance with current expectations by market participants:

- Tax laws (i.e., property and income tax rates, deductibility of mortgage interest, and so forth)
- Availability and cost of capital and mortgage financing for real estate developers, owners and buyers
- Competitive supply (both active and future) will be delivered to the market as planned, and that a reasonable stream of supply offerings will satisfy real estate demand
- Major public works projects occur and are completed as planned

Should any of the above change, this analysis should be updated, with the conclusions reviewed accordingly (and possibly revised).

GENERAL LIMITING CONDITIONS

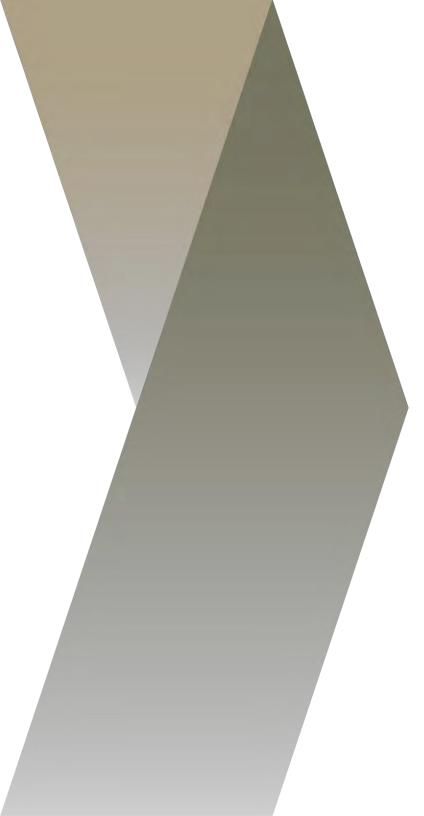


Reasonable efforts have been made to ensure that the data contained in this study reflect accurate and timely information and are believed to be reliable. This study is based on estimates, assumptions, and other information developed by RCLCO from its independent research effort, general knowledge of the industry, and consultations with the client and its representatives. No responsibility is assumed for inaccuracies in reporting by the client, its agent, and representatives or in any other data source used in preparing or presenting this study. This report is based on information that to our knowledge was current as of the date of this report, and RCLCO has not undertaken any update of its research effort since such date.

Our report may contain prospective financial information, estimates, or opinions that represent our view of reasonable expectations at a particular time, but such information, estimates, or opinions are not offered as predictions or assurances that a particular level of income or profit will be achieved, that particular events will occur, or that a particular price will be offered or accepted. Actual results achieved during the period covered by our prospective financial analysis may vary from those described in our report, and the variations may be material. Therefore, no warranty or representation is made by RCLCO that any of the projected values or results contained in this study will be achieved.

Possession of this study does not carry with it the right of publication thereof or to use the name of "Robert Charles Lesser & Co." or "RCLCO" in any manner without first obtaining the prior written consent of RCLCO. No abstracting, excerpting, or summarization of this study may be made without first obtaining the prior written consent of RCLCO. This report is not to be used in conjunction with any public or private offering of securities or other similar purpose where it may be relied upon to any degree by any person other than the client without first obtaining the prior written consent of RCLCO. This study may not be used for any purpose other than that for which it is prepared or for which prior written consent has first been obtained from RCLCO.







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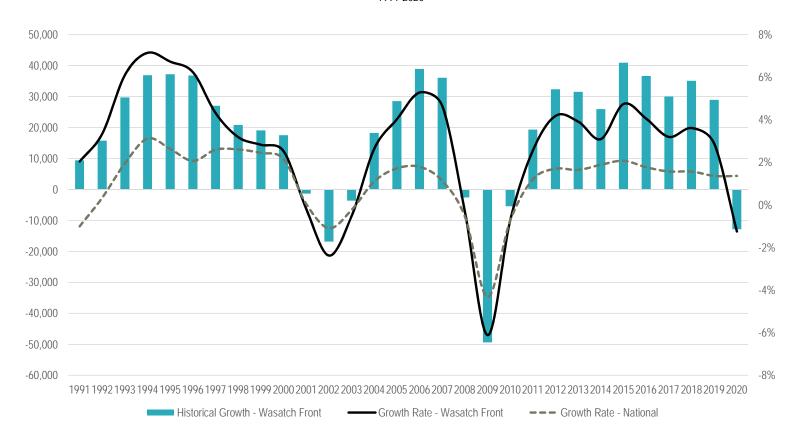


I. ECONOMICS & DEMOGRAPHICS



Exhibit I-1

Historical Employment Growth Trends Wasatch Front, UT 1991-2020

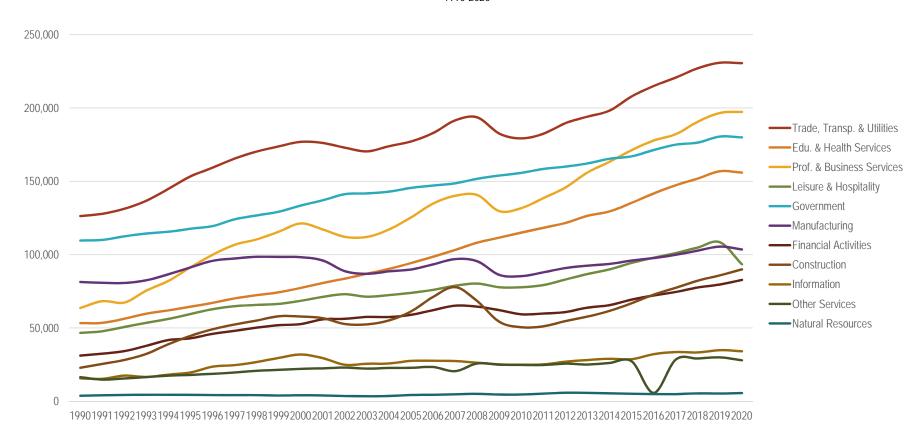


Source: Bureau of Labor Statistics; RCLCO



Exhibit I-2

Historical Non-Agricultural Employment by Industry
Wasatch Front
1990-2020



Source: Bureau of Labor Statistics; RCLCO



Exhibit I-3

Historical Non-Agricultural Employment by Industry Wasatch Front 2010-2019

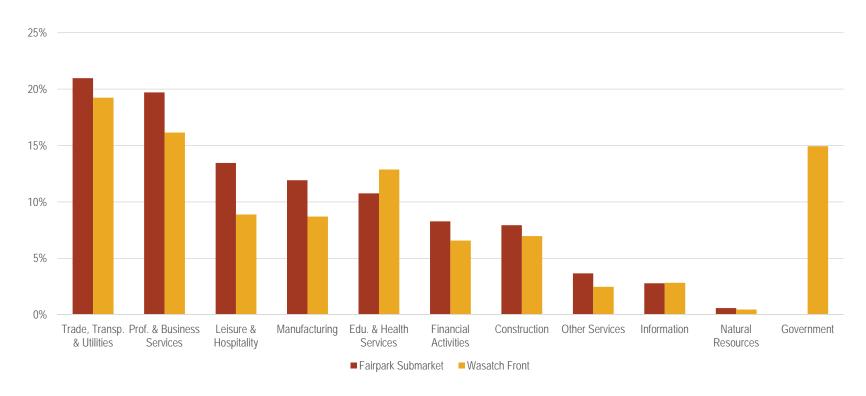
	TOTAL GRO	WTH (000s)	AVG. ANNI	JAL (000s)	DISTRIBUTION		
						GROWTH (2010-	
INDUSTRY	#	%	#	%	TOTAL (2019)	2019)	
Prof. & Business Services	64,878	49.3%	7,209	4.6%	16.2%	21.3%	
Trade, Transp. & Utilities	51,573	28.8%	5,730	2.8%	19.0%	16.9%	
Edu. & Health Services	41,806	36.3%	4,645	3.5%	12.9%	13.7%	
Construction	35,393	70.1%	3,933	6.1%	7.1%	11.6%	
Leisure & Hospitality	30,702	39.5%	3,411	3.8%	8.9%	10.1%	
Government	24,742	15.9%	2,749	1.7%	14.9%	8.1%	
Financial Activities	20,294	34.2%	2,255	3.3%	6.6%	6.6%	
Manufacturing	20,159	23.6%	2,240	2.4%	8.7%	6.6%	
Information	9,910	39.7%	1,101	3.8%	2.9%	3.2%	
Other Services	5,138	20.7%	571	2.1%	2.5%	1.7%	
Natural Resources	636	13.8%	71	1.4%	0.4%	0.2%	
TOTAL	305,231	33.6%	33,915	1.8%	100.0%	100.0%	

Source: Bureau of Labor Statistics; RCLCO



Exhibit I-4

Non-Agricultural Employment by Industry Comparison Fairpark Submarket and Wasatch Front 2018

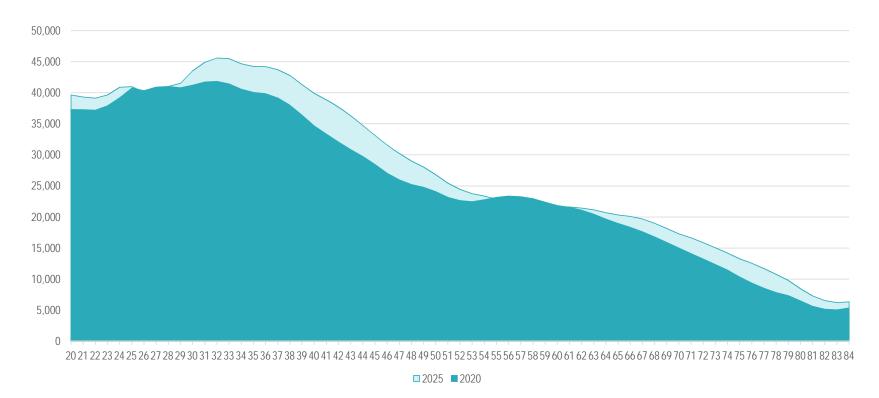


Source: Bureau of Labor Statistics; Census OnTheMap; RCLCO



Exhibit I-5

Population by 1-Year Increments Wasatch Front 2020-2025

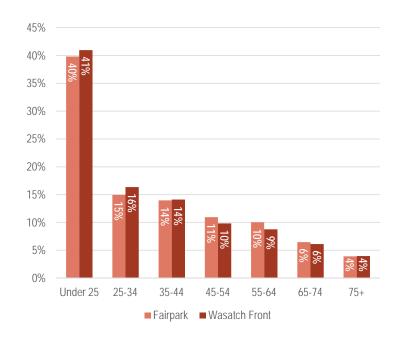


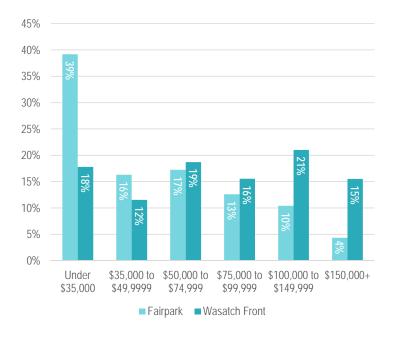
Source: Esri; RCLCO



Exhibit I-6

Age and Income Comparison Fairpark Submarket and Wasatch Front 2020



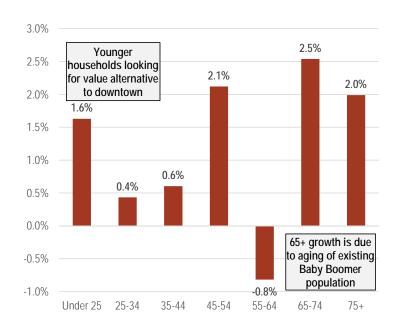


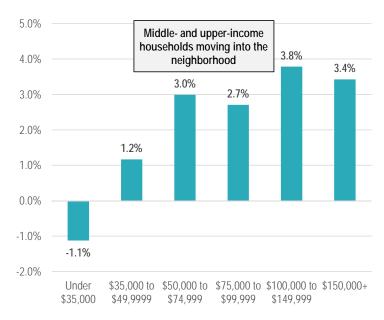
Source: Esri; RCLCO



Exhibit I-7

Household Growth by Age and Income Fairpark Submarket 2020-2025



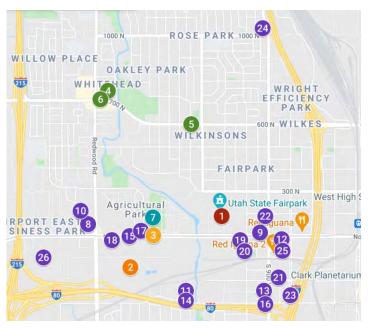


Source: Esri; RCLCO



Exhibit I-8

Submarket Pipeline Fairpark Submarket May 2021



MAP					TOTAL SF /	APARTMENT
KEY	NAME	TYPE OF DEVELOPMENT	ACRES	LIKELY TIMING	UNITS	TYPE
1	Fairpark Redevelopment	Mixed-Use	65	Existing / Long-Term	N/A	
2	Rocky Mountain Power Development	Mixed-Use	100	Long-Term	N/A	
3	UTA Hub	Transit	N/A	5-Year Plan	N/A	
4	1632 W 700 N	Retail	1.4	Mid-Term	14,904 SF	
5	600 N Oakley St	Retail (Fast Food)	N/A	2022	1,250 SF	
6	700 N Redwood Rd	Retail (Part of Redwood Plaza)	N/A	Mid-Term	2,500 SF	
7	KOA Campground	TBD	40	Long-Term	N/A	
8	The Hyve	Apartments	N/A	2021	304 Units	Market-Rate
9	Greenprint Fairpark	Apartments (Micro-Units)	N/A	2021	150 Units	Market-Rate
10	West Station III	Apartments	N/A	2022	299 Units	Market-Rate
11	The Yard	Townhomes	12	Near-Term	170 Units	Market-Rate
12	Greenprint North Temple	Apartments (23 Micro-Units)	N/A	Near-Term	113 Units	Market-Rate
13	AXIOMS	Townhomes	N/A	Near-Term	10 Units	Market-Rate
14	1230 West 200 South	Apartments	3.27	Mid/Long-Term	325 Units	Market-Rate
15	Power Station TOD	Apartments	N/A	Mid/Long-Term	285 Units	Market-Rate
16	Crossing at 9th	Apartments	N/A	Mid/Long-Term	206 Units	Market-Rate
17	SPARK!	Apartments	2.3	Mid/Long-Term	200 Units	89 Affordable Units
18	JAR North Temple	Apartments	0.57	Mid/Long-Term	111 Units	Market-Rate
19	The Lusso	Apartments	1.83	Mid/Long-Term	111 Units	Market-Rate
20	Esplanade Apartments	Apartments	N/A	Mid/Long-Term	101 Units	Market-Rate
21	Apartments at 850	Apartments	N/A	Mid/Long-Term	45 Units	Market-Rate
22	Villa Nueva	Apartments (Micro-Units)	N/A	Mid/Long-Term	35 Units	Market-Rate
23	The Myrna	Townhomes	N/A	Mid/Long-Term	35 Units	Market-Rate
24	Ville 9	Apartments	N/A	Mid/Long-Term	30 Units	100% Affordable
25	Emeril Studio Lofts	Townhomes	N/A	Mid/Long-Term	12 Units	Market-Rate
26	Village at North Station	Apartments	14.5	Mid/Long-Term	769 Units	100% Affordable

MAF	P KEY
	Subject Site
	Mixed-Use
	Transit
	Retail
	TBD
	Residential

SUMMARY	TOTAL UNITS / SF / ACRES
Mixed-Use	100 Acres
Transit	N/A
Retail	18,654 SF
TBD	40 Acres
Market-Rate Apartments	2196 Units
Affordable Apartments	888 Units
Townhomes	227 Units

Source: Building Salt Lake; CoStar; Axiometrics; RCLCO



II. RENTAL APARTMENT



Exhibit II-1

Map of Existing, Under Construction, and Planned/Proposed Communities

Salt Lake City, UT

May 2021

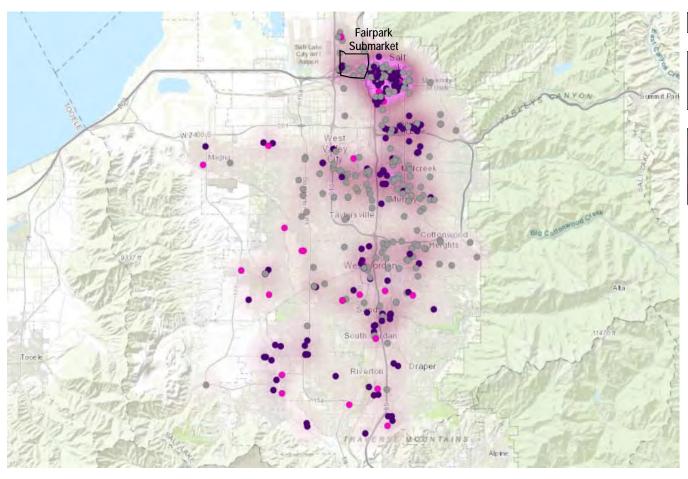
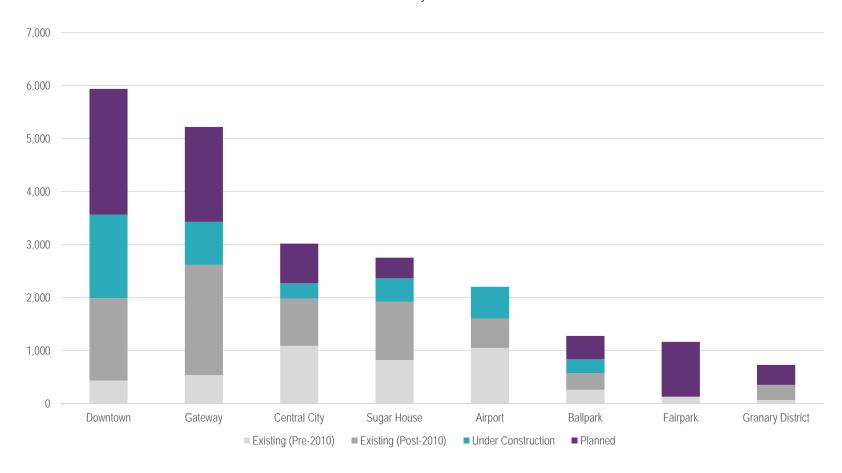






Exhibit II-2

Summary of Existing and Pipeline Projects by Submarket Salt Lake City, UT May 2021

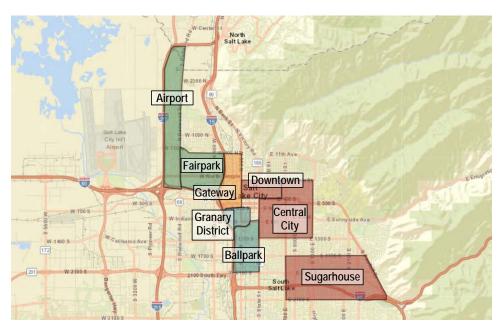


Note: Data is from Axiometrics and does not include additional pipeline information found through other resources, which is shown in Exhibit II-1 Source: Axiometrics; RCLCO



Exhibit II-3

Map of Multifamily Submarkets Salt Lake City, UT May 2021



SUBMARKET	AVG. ASKING RENT (POST-2010)	SUBMARKET MATURITY
Downtown	\$2.02 - \$2.20	Established
Sugarhouse	\$1.93 - \$2.13	Established
Central City	\$1.87 - \$2.13	Established
Gateway	\$1.88 - \$2.79	Newly Established
Ballpark	\$1.65 - \$1.81	Up and Coming
Granary District	\$1.69 - \$1.74	Up and Coming
Airport	\$1.58 - \$1.64	Untapped
Fairpark	\$1.35	Untapped

MAP KEY	
	Established
	Newly Established
	Up and Coming
	Untapped



Exhibit II-4

Pricing Comparison

New Rental Apartment Communities in Established and Emerging Locations

May 2021

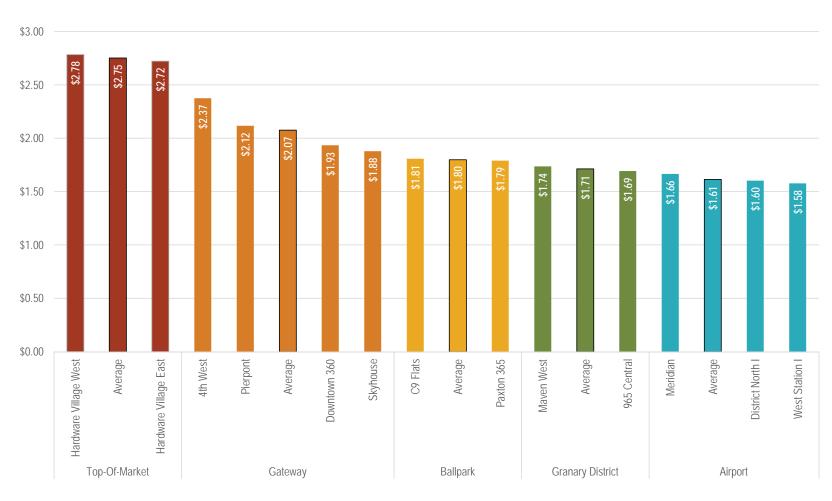
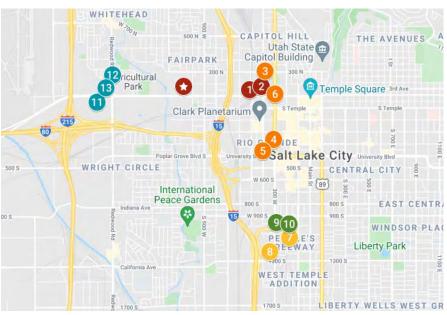




Exhibit II-5

Map of Comparable Apartment Communities Competitive Market Area May 2021



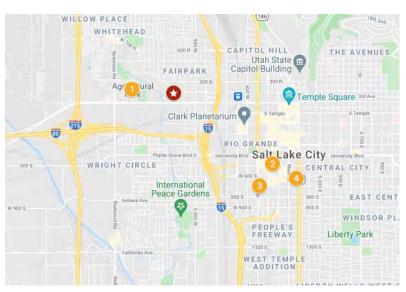
	MAP KEY	COMMUNITY NAME	YEAR BUILT	MARKET RATE UNITS	OCC. RATE	AVERAGE SIZE (SF)	AVERAGE ASKING RENT	AVERAGE ASKING \$/SF
ı	4		0010	0.17	000/	4.4.5	40.100	40.70
	1	Hardware Village West	2018	267	80%	1,145	\$3,189	\$2.79
	2	Hardware Village East	2020	186	38%	1,169	\$3,184	\$2.72
	3	4th West	2017	493	95%	918	\$2,134	\$2.32
	4	Pierpont	2019	87	67%	793	\$1,678	\$2.12
	5	Downtown 360	2017	151	82%	653	\$1,262	\$1.93
	6	Skyhouse	2019	240	91%	801	\$1,504	\$1.88
	7	C9 Flats	2018	97	98%	707	\$1,278	\$1.81
	8	Paxton 365	2020	121	94%	724	\$1,192	\$1.65
		Maven West	2021	30	45%	628	\$1,090	\$1.74
	10	965 Central	2018	50	100%	554	\$937	\$1.69
	11	Meridian	2018	261	94%	739	\$1,208	\$1.64
	12	District North	2018	148	98%	795	\$1,270	\$1.60
	13	West Station I	2015	145	99%	706	\$1,119	\$1.58
		AVERAGE	2018	253	86%	857	\$1,848	\$2.08

MAP KEY	
	Top-of-Market
	Gateway
	Ballpark
	Granary District
	Airport



Exhibit II-6

Map of Affordable Apartment Communities Competitive Market Area May 2021



						AVERAGE		TYPE OF	
MAP		AFFORDABLE	TOTAL	OCC.	YEAR	AFFORDABLE		AFFORDABLE	AFFORDABILITY
KEY	COMMUNITY NAME	UNITS	UNITS	RATE	BUILT	ASKING RENT	\$ / SF	HOUSING	THRESHOLD
1	Cornell Street Apartments	146	156	94%	2019	\$827	\$1.14	LIHTC	40% to 80% AMI
								LIHTC; Accepts	
2	Garden Lofts Apartments	272	272	99%	2020	\$1,044	\$1.21	Section 8 Vouchers	40% to 80% AMI
3	Moda Granary Place	124	124	96%	2018	\$938	\$1.38	LIHTC	60% AMI
								LIHTC; Accepts	
	600 Lofts	276	276	98%	2017	\$1,047	\$1.21	Section 8 Vouchers	40% to 80% AMI

Source: Axiometrics; Interviews with leasing agents; RCLCO



Exhibit II-7

Multifamily Absorption Analysis Salt Lake City, UT May 2021

DOWNTOWN AND DOWNTOWN-ADJACENT SUBMARKETS CAP	TURE OF WASATCH FRONT
Period	Capture
2000-2010	15%
2011-2015	21%
2016-2020	24%

COMPARATIVE SUBMARKET CAPTURE						
			Established / Newly			Up and Coming /
Period	Established	Newly Established	Established	Up and Coming	Untapped	Untapped
2000-2010	33%	50%	83%	18%	-1%	17%
2011-2015	78%	19%	98%	0%	2%	2%
2016-2020	37%	35%	72%	11%	17%	28%

ABSORPTION ANALYSIS			
	2021-2025	2026-2030	2031-2035
RCLCO Avg. Ann. Projected Demand in Wasatch Front ¹	4,213	3,989	4,134
Downtown and Downtown-Adjacent Submarkets Capture	28%	31%	34%
Avg. Ann. Absorption Activity in Downtown and Downtown-Adjacent Submarkets	1,162	1,235	1,419
Up and Coming / Untapped Capture ²	25%	30%	35%
Avg. Ann Absorption Activity in Up and Coming / Untapped	290	369	495
Fairpark Capture	25%	33%	33%
Avg. Ann Absorption Activity in Fairpark	72	123	165
Cumulative Absorption in Fairpark	362	978	1,803
Subject Site Capture	20.0%	20.0%	17.5%
Cumulative Units at Subject Site	72	196	316

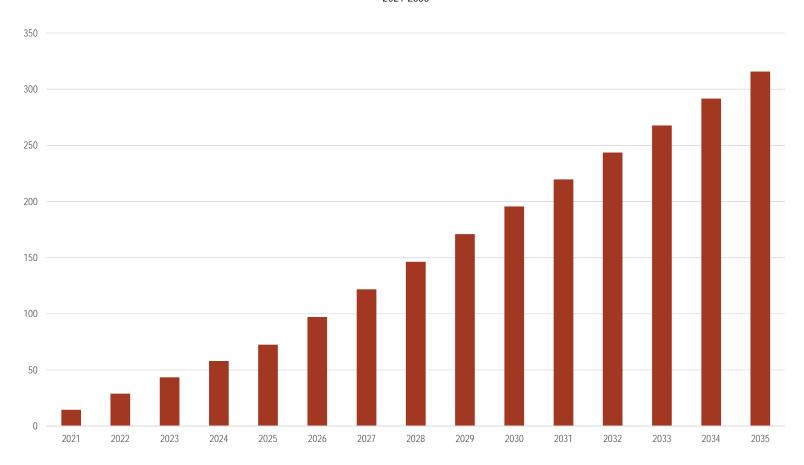
¹ Based on detailed household growth analysis conducted by RCLCO

² Based on long-term trend from 2003-2020



Exhibit II-8

Cumulative Site Demand Subject Site 2021-2035



Source: RCLCO

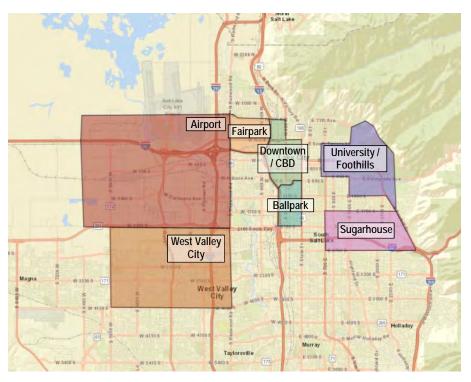


III. RETAIL



Exhibit III-1

Map of Retail Submarkets Salt Lake City, UT May 2021



SUBMARKET	TYPE OF RETAIL	TYPICAL CUSTOMER
Airport	Fast food and general goods stores	Visitors are those coming to and from the airport, as well as some blue collar business employees
Fairpark	Fast food and fast casual dining, as well as some general goods stores	Visitors are those who live in and around Fairpark; people likely do not cross the Interstate to shop
West Valley City	Traditional suburban and big-box retailers; food, beverage, and entertainment offerings near Maverik Center	Mostly local residents and employees
Downtown / CBD	Two major shopping centers with fashion, upscale dining, and entertainment	Visitors come from all over Salt Lake City, especially to Clear Creek Mall
Ballpark	Classic suburban retail offerings and growing number of food, beverage, and entertainment options	Visitors tend to live nearby and visit the area for their suburban shopping needs or are attending games at Smith's Ballpark
University / Foothills	Variety of offerings, including upscale grocers and home goods, casual dining, and university-oriented retail	Visitors tend to live nearby or attend University of Utah
Sugarhouse	Variety of upscale and casual retail, dining, and grocery	Visitors come from all over Salt Lake City, given that this is one of the primary retail cores

Source: RCLCO



Exhibit III-2

Map of Current Leases Salt Lake City, UT May 2021

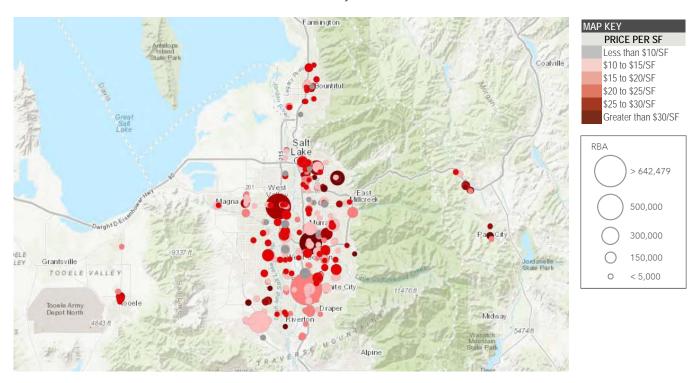




Exhibit III-3

Map of Current Leases with Rents Salt Lake City, UT May 2021



	CURRENT LEASE RATE / SF
SUBMARKET	MIN - MAX
Fairpark	\$15.00 - \$15.00
Airport	\$17.25 - \$17.25
Downtown / CBD	\$18.00 - \$25.00
University / Foothills	\$19.50 - \$30.00
Ballpark	\$13.23 - \$28.00



Exhibit III-4

Retail High-Level Case Studies Salt Lake City, UT May 2021

	The Beacon	Trinity Groves	R House	Camp North End	Subject Site ¹
LOCATION	Atlanta, GA	Dallas, TX	Baltimore, MD	Charlotte, NC	Salt Lake City, UT
РНОТО				Q Caseta	
TOTAL SF AT CASE STUDY	99,867	42,216	24,750	75,000	74,000 (Max Based on Case Studies)
SPENDING POTENTIAL IN 1-	\$424,665,231	\$227,579,650	\$1.094.770.939	\$390,289,080	\$367,207,379
MILE RADIUS OF CASE STUDY ²	\$ 12 1,000,201	\$227,017,000	Ψίζοντζίνοζίον	\$675,267,666	400.120.101.1
SPENDING POTENTIAL PER SF ³	\$4,252	\$5,391	\$44,233	\$5,204	\$4,949 (Avg. Based on Case Studies)
MIX OF USERS	Brewery; Entertainment (Bowling, Axe Throwing); Restaurant; Bars; Fitness & Salon; Small Offices	Restaurants; Bars; Edible Goods (cake shop); Event Spaces	Food Hall	Restaurants; Breweries; Local Goods (books, art, etc.)	Restaurants / Food Hall; Breweries; Entertainment

¹ Total SF is calculated based on the average retail spending per square foot of the other case studies (\$4,949) and applied to the total retail spending within a 1-mile radius of the subject site. Average excludes R House, which is less than one-mile from a major university.

Source: CoStar; Esri; Google Images; RCLCO

² Spending potential refers to the total annual budget expenditures for all households within a 1-mile radius of the case study.

³ Note that this is not actual spending per square foot at each case study, but an analysis of the square footage at the case study versus overall spending potential within the 1-mile radius.



Exhibit III-5

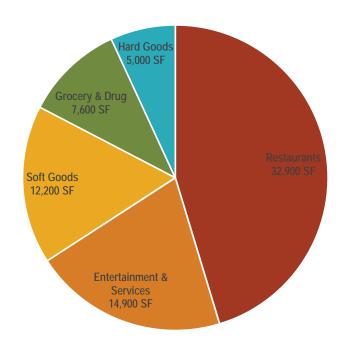
Summary of Demand Subject Site 2020-2030

STORE TYPE	2020	2025	2030
Grocery & Drug	6,800	7,100	7,600
Restaurants	29,500	30,800	32,900
Hard Goods	4,400	4,600	5,000
Soft Goods	10,800	11,300	12,200
Entertainment & Services	13,600	14,200	14,900
TOTAL	65,100 SF	68,000 SF	72,600 SF

BARNS	2020	2025	2030
Grocery & Drug	6,800	7,100	7,600
Restaurants	14,800	15,400	16,500
Hard Goods	4,400	4,600	5,000
Soft Goods	8,600	9,000	9,800
Entertainment & Services	6,800	7,100	7,500
TOTAL	41,400 SF	43,200 SF	46,400 SF

NEW CONSTRUCTION	2020	2025	2030
Restaurants	14,700	15,400	16,400
Soft Goods	2,200	2,300	2,400
Entertainment & Services	6,800	7,100	7,400
TOTAL	23,700 SF	24,800 SF	26,200 SF

Retail Demand - 2030 Subject Site



Source: Esri; Consumer Expenditure Survey; ICSC; RCLCO



Exhibit III-6

Retail Demand Subject Site 2020-2030

HOUSEHOLDS - AIRPORT / FAIRPARK															
	SPENDING	G PER HOU	SEHOLD ¹	% OF SPENDING _	ANNUA	L RETAIL EXPEND	ITURES	_ CAPTURE OF .	ANNUAL RET	AIL CAPTURE SITE	AT SUBJECT	_ SALES / SF		L RETAIL S DEMANDED	
STORE TYPE	2020	2025	2030	NOT ONLINE ²	2020	2025	2030	SPENDING ³	2020	2025	2030	THRESHOLD ⁴	2020	2025	2030
Grocery & Drug	\$5,217	\$5,146	\$5,075	96.5%	\$88,908,053	\$91,945,026	\$95,085,739	3.6%	\$3,232,496	\$3,342,914	\$3,457,103	\$600 / SF	5,400	5,600	5,800
Restaurants	\$2,653	\$2,617	\$2,581	100.0%	\$46,868,560	\$48,469,524	\$50,125,174	5.0%	\$2,343,428	\$2,423,476	\$2,506,259	\$450 / SF	5,200	5,400	5,600
Hard Goods	\$2,671	\$2,635	\$2,599	77.8%	\$36,723,472	\$37,977,894	\$39,275,165	2.2%	\$811,945	\$839,680	\$868,362	\$350 / SF	2,300	2,400	2,500
Soft Goods	\$2,671	\$2,634	\$2,598	75.2%	\$35,485,085	\$36,697,206	\$37,950,731	5.1%	\$1,817,931	\$1,880,028	\$1,944,248	\$400 / SF	4,500	4,700	4,900
Entertainment & Services	\$2,947	\$2,907	\$2,867	75.0%	\$39,043,860	\$40,377,543	\$41,756,783	4.2%	\$1,623,924	\$1,679,395	\$1,736,761	\$300 / SF	5,400	5,600	5,800
Auto & Gas	\$4,342	\$4,283	\$4,224	97.2%	\$74,561,335	\$77,108,245	\$79,742,154	0.0%	\$0	\$0	\$0	\$400 / SF	0	0	0
TOTAL DEMAND POTENTIAL	\$20,502	\$20,221	\$19,944		\$321,590,364	\$332,575,437	\$343,935,745		\$9,829,724	\$10,165,493	\$10,512,732		22,800	23,700	24,600

EMPLOYEES - AIRPORT / FAIRF	EMPLOYEES - AIRPORT / FAIRPARK														
	SPENDIN	IG PER EMI	PLOYEE ⁵	% OF - SPENDING -	ANNUA	L RETAIL EXPEND	ITURES	_ CAPTURE OF .	ANNUAL RET	AIL CAPTURE SITE	AT SUBJECT	- SALES/SF		L RETAIL S DEMANDED	
STORE TYPE	2020	2025	2030	NOT ONLINE	2020	2025	2030	SPENDING ³	2020	2025	2030	THRESHOLD ⁴	2020	2025	2030
Grocery & Drug	\$2,406	\$2,406	\$2,406	100.0%	\$46,712,491	\$48,891,872	\$60,297,177	1.8%	\$849,180	\$888,799	\$1,096,135	\$600 / SF	1,400	1,500	1,800
Restaurants	\$1,501	\$1,501	\$1,501	100.0%	\$29,135,995	\$30,495,341	\$37,609,175	5.0%	\$1,456,800	\$1,524,767	\$1,880,459	\$450 / SF	3,200	3,400	4,200
Hard Goods	\$1,300	\$1,300	\$1,300	100.0%	\$25,239,081	\$26,416,616	\$32,578,980	1.1%	\$279,014	\$292,032	\$360,156	\$350 / SF	800	800	1,000
Soft Goods	\$1,639	\$1,639	\$1,639	100.0%	\$31,811,338	\$33,295,502	\$41,062,547	2.6%	\$814,861	\$852,878	\$1,051,834	\$400 / SF	2,000	2,100	2,600
Entertainment & Services	\$774	\$774	\$774	100.0%	\$15,022,301	\$15,723,170	\$19,391,009	2.1%	\$312,406	\$326,981	\$403,258	\$300 / SF	1,000	1,100	1,300
Auto & Gas	\$1,959	\$1,959	\$1,959	100.0%	\$38,030,247	\$39,804,557	\$49,090,008	0.0%	\$0	\$0	\$0	\$400 / SF	0	0	0
TOTAL DEMAND POTENTIAL	\$9,578	\$9,578	\$9,578		\$185,951,452	\$194,627,058	\$240,028,896		\$3,712,261	\$3,885,458	\$4,791,842		8,400	8,900	10,900

HOUSEHOLDS - 15-MINUTE DRIVE TIME															
	SPENDING	G PER HOU	SEHOLD ¹	% OF SPENDING _	ANNUA	L RETAIL EXPEND	ITURES	_ CAPTURE OF	ANNUAL RET	AIL CAPTURE SITE	AT SUBJECT	_ SALES/SF		L RETAIL S DEMANDED	
STORE TYPE	2020	2025	2030	NOT ONLINE ²	2020	2025	2030	SPENDING ³	2020	2025	2030	THRESHOLD ⁴	2020	2025	2030
Grocery & Drug	\$6,796	\$6,624	\$6,458	96.5%	\$759,247,783	\$800,221,143	\$843,374,436	0.0%	\$0	\$0	\$0	\$600 / SF	0	0	0
Restaurants	\$3,456	\$3,369	\$3,284	100.0%	\$400,243,273	\$421,842,693	\$444,591,282	2.0%	\$8,004,865	\$8,436,854	\$8,891,826	\$450 / SF	17,800	18,700	19,800
Hard Goods	\$3,479	\$3,392	\$3,306	77.8%	\$313,607,302	\$330,531,349	\$348,355,817	0.1%	\$462,251	\$487,197	\$513,470	\$350 / SF	1,300	1,400	1,500
Soft Goods	\$3,479	\$3,391	\$3,306	75.2%	\$303,031,858	\$319,385,194	\$336,608,586	0.5%	\$1,552,457	\$1,636,237	\$1,724,474	\$400 / SF	3,900	4,100	4,300
Entertainment & Services	\$3,839	\$3,742	\$3,648	75.0%	\$333,422,710	\$351,416,110	\$370,366,824	0.6%	\$1,849,042	\$1,948,827	\$2,053,921	\$300 / SF	6,200	6,500	6,800
Auto & Gas	\$5,656	\$5,513	\$5,375	97.2%	\$636,731,170	\$671,092,832	\$707,282,660	0.0%	\$0	\$0	\$0	\$400 / SF	0	0	0
TOTAL DEMAND POTENTIAL	\$26,705	\$26,031	\$25,377		\$2,746,284,097	\$2,894,489,320	\$3,050,579,604		\$11,868,616	\$12,509,115	\$13,183,690		29,200	30,700	32,400



Exhibit III-6

Retail Demand Subject Site 2020-2030

HOTEL GUESTS															
	SPENDIN	IG PER VISI DAY	TOR PER	% OF — SPENDING -	ANNUA	L RETAIL EXPEND	ITURES	_ CAPTURE OF	ANNUAL RET	AIL CAPTURE SITE	AT SUBJECT	_ SALES/SF		L RETAIL S DEMANDED	
STORE TYPE	2020	2025	2030	NOT ONLINE	2020	2025	2030	SPENDING ³	2020	2025	2030	THRESHOLD ⁴	2020	2025	2030
Grocery & Drug	\$2.0	\$2.0	\$2.0	100.0%	\$2,961,428	\$2,961,428	\$2,961,428	0.0%	\$0	\$0	\$0	\$600 / SF	0	0	0
Restaurants	\$20.0	\$20.0	\$20.0	100.0%	\$29,614,275	\$29,614,275	\$29,614,275	5.0%	\$1,480,714	\$1,480,714	\$1,480,714	\$450 / SF	3,300	3,300	3,300
Hard Goods	\$0.0	\$0.0	\$0.0	100.0%	\$0	\$0	\$0	0.0%	\$0	\$0	\$0	\$350 / SF	0	0	0
Soft Goods	\$2.0	\$2.0	\$2.0	100.0%	\$2,961,428	\$2,961,428	\$2,961,428	5.1%	\$151,716	\$151,716	\$151,716	\$400 / SF	400	400	400
Entertainment & Services	\$5.0	\$5.0	\$5.0	100.0%	\$7,403,569	\$7,403,569	\$7,403,569	4.2%	\$307,931	\$307,931	\$307,931	\$300 / SF	1,000	1,000	1,000
Auto & Gas	\$5.0	\$5.0	\$5.0	100.0%	\$7,403,569	\$7,403,569	\$7,403,569	0.0%	\$0	\$0	\$0	\$400 / SF	0	0	0
TOTAL DEMAND POTENTIAL	\$34	\$34	\$34		\$50,344,268	\$50,344,268	\$50,344,268		\$1,940,362	\$1,940,362	\$1,940,362		4,700	4,700	4,700

SUBJECT SITE TOTAL DEMAND								
STORE TYPE	2020	2025	2030					
Grocery & Drug	6,800	7,100	7,600					
Restaurants	29,500	30,800	32,900					
Hard Goods	4,400	4,600	5,000					
Soft Goods	10,800	11,300	12,200					
Entertainment & Services	13,600	14,200	14,900					
Auto & Gas	0	0	0					
	65,100	68.000	72.600					

Source: Esri; Consumer Expenditure Survey; ICSC; RCLCC

¹ Based on 2016 Consumer Expenditure data, adjusting for the likely income levels within the area and at the subject site

² Based on 2016 Consumer Expenditure data

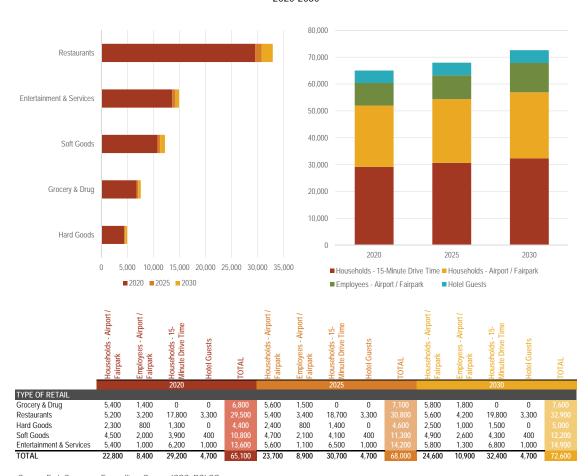
³ RCLCO assumption; site capture is based on competing locations in the market and likelihood of households to make store type expenditures at the property.

⁵ Based on 2012 ICSC office worker spending data



Exhibit III-7

Retail Demand by Type and Year Subject Site 2020-2030



Source: Esri; Consumer Expenditure Survey; ICSC; RCLCO

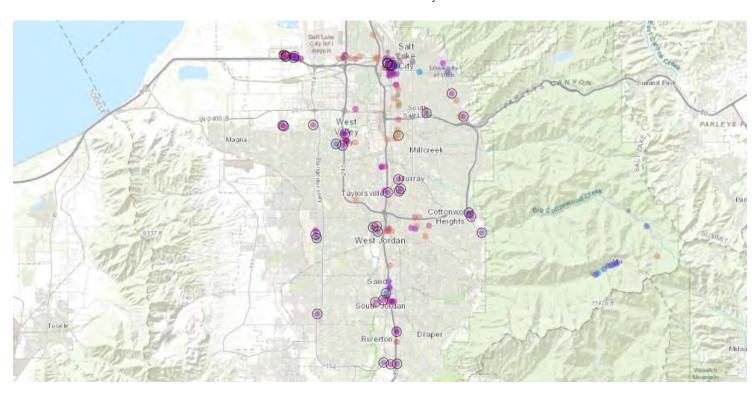


IV. HOTEL



Exhibit IV-1

Map of All Hotels Salt Lake County, UT May 2021



MAP KEY Luxury Upper Upscale Upscale Upper Midscale Midscale Economy Other



Exhibit IV-2

Map of New, Nearby Hotels Salt Lake County, UT May 2021



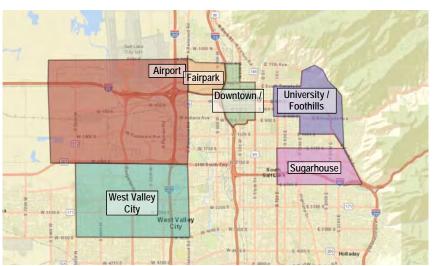
MAP KEY							
	Upper Upscale						
	Upscale						
	Upper Midscale						
	Midscale						
	Economy						

MAP		_		_	
KEY	HOTEL	SUBMARKET	YEAR BUILT	CLASS	KEYS
1	Embassy Suites by Hilton	West Valley City	2013	Upper Upscale	162
2	Courtyard Salt Lake City Downtown	Downtown	2015	Upscale	175
3	Hilton Garden Inn Salt Lake City Airport	Airport	2012	Upscale	172
4	AC Hotels by Marriott Salt Lake City Downtown	Downtown	2018	Upscale	164
5	Hyatt House Salt Lake City/Downtown	Downtown	2015	Upscale	159
6	SpringHill Suites Salt Lake City West Valley	West Valley City	2021	Upscale	133
7	SpringHill Suites Salt Lake City Sugar House	Sugarhouse	2019	Upscale	125
8	Homewood Suites by Hilton	Airport	2019	Upscale	105
9	Comfort Inn & Suites Salt Lake City Airport	Airport	2015	Upper Midscale	110
10	Home2 Suites by Hilton Salt Lake City East	Sugarhouse	2016	Upper Midscale	102
11	Hampton Inn West Valley Salt Lake City	West Valley City	2019	Upper Midscale	100
12	TownePlace Suites Salt Lake City Downtown	Downtown	2019	Upper Midscale	95
13	Home2 Suites by Hilton	West Valley City	2011	Upper Midscale	90
14	TownePlace Suites Salt Lake City West Valley	West Valley City	2015	Upper Midscale	87
15	Best Western Plus Airport Inn & Suites	Airport	2012	Upper Midscale	81
16	Hampton by Hilton	University	2012	Upper Midscale	81
17	My Place Hotel West Valley City	West Valley City	2016	Upper Midscale	63
18	Tru by Hilton Salt Lake City Airport	Airport	2018	Midscale	90
19	Siesta Motel	N/A	2012	Economy	22



Exhibit IV-3

Map of Hotel Submarkets Salt Lake City, UT May 2021

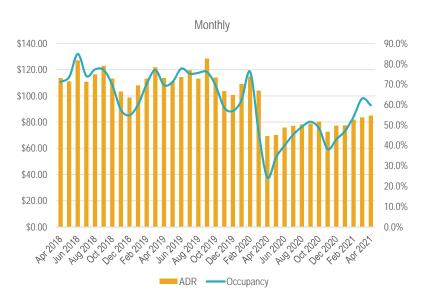


SUBMARKET	TYPE OF HOTEL	TOTAL KEYS	TYPICAL CUSTOMER
Airport	Mostly upscale and upper midscale flags serving the airport	3,113	Airport visitors
Fairpark	Mostly midscale and upper midscale, with one upscale hotel	593	Airport visitors
Downtown / CBD	Mostly upscale and upper upscale, with some more affordable options	7,161	Primarily business travelers
West Valley City	Mostly upper midscale, with a couple of upscale/upper upscale flag and some economy flags	1,387	People visiting for specific purposes, like the Maverik Center, USANA Amphitheater; or to be located near retail
University / Foothills	Upper upscale and upper midscale flags, with one luxury offering closer into Downtown	530	University of Utah visitors
Sugarhouse	Upscale and upper midscale flags	378	Leisure travelers; people looking for alternative to downtown Salt Lake City



Exhibit IV-4

Annual and Quarterly Hotel Occupancy and ADR Trends Salt Lake County, UT 2011-2021



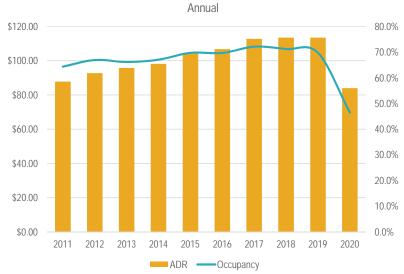
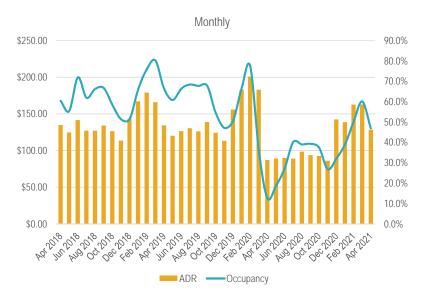




Exhibit IV-5a

Luxury Flag: Annual and Quarterly Hotel Occupancy and ADR Trends Salt Lake County, UT 2011-2021



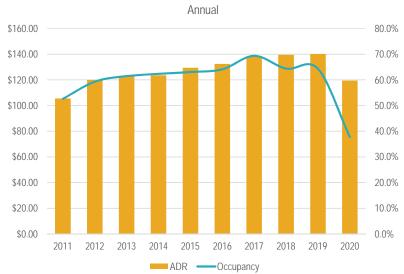
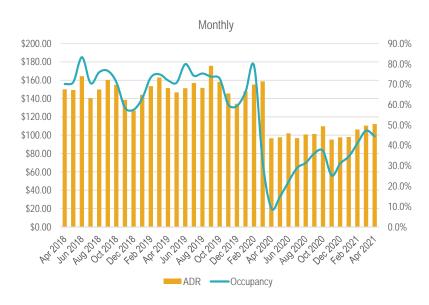




Exhibit IV-5b

Upper Upscale Flag: Annual and Quarterly Hotel Occupancy and ADR Trends Salt Lake County, UT 2011-2021



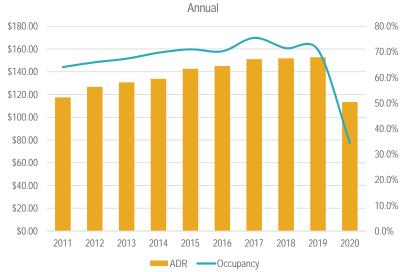
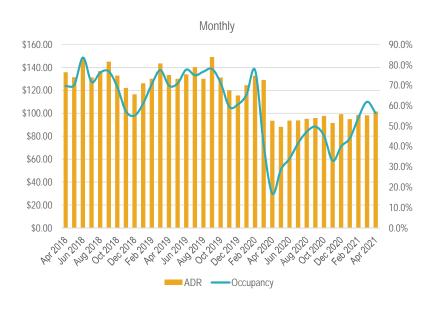




Exhibit IV-5c

Upscale Flag: Annual and Quarterly Hotel Occupancy and ADR Trends Salt Lake County, UT 2011-2021



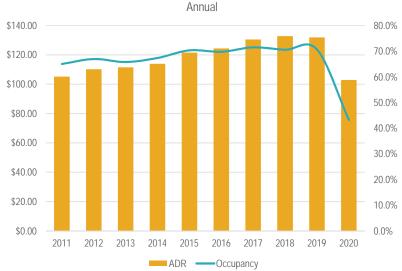
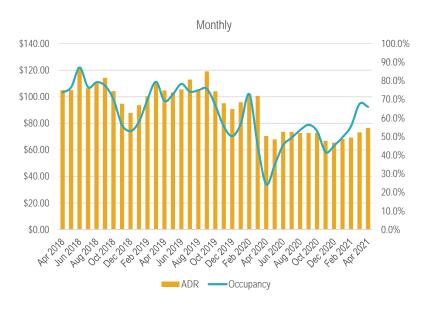




Exhibit IV-5d

Upper Midscale Flag: Annual and Quarterly Hotel Occupancy and ADR Trends Salt Lake County, UT 2011-2021



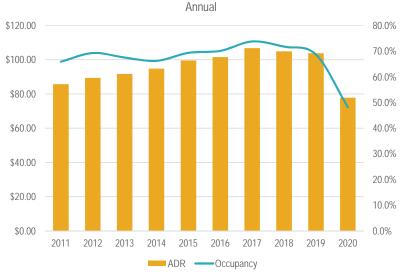
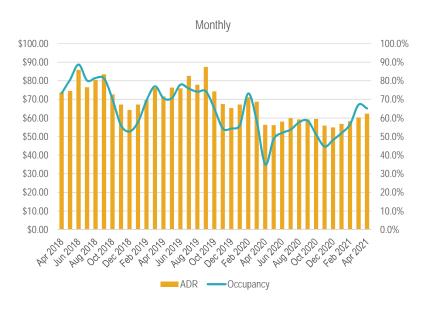




Exhibit IV-5e

Midscale Flag: Annual and Quarterly Hotel Occupancy and ADR Trends Salt Lake County, UT 2011-2021



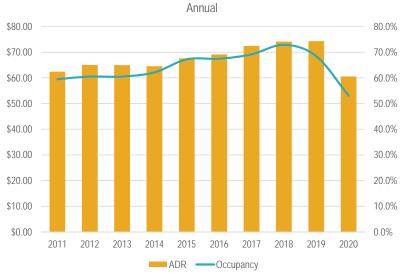
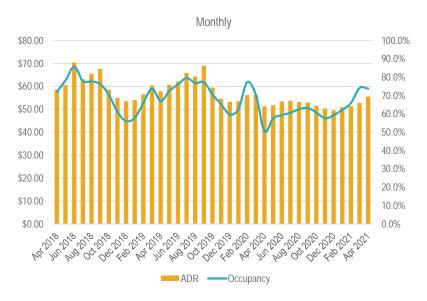




Exhibit IV-5f

Economy Flag: Annual and Quarterly Hotel Occupancy and ADR Trends Salt Lake County, UT 2011-2021





Source: CoStar. RCLCO

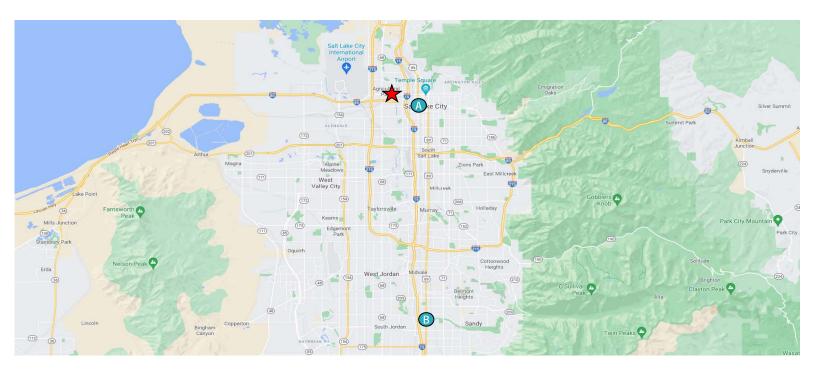


V. EVENT VENUES



Exhibit V-1

List of Exhibition and Trade Show Venues Salt Lake County June 2021



			EXHIBITION			MEETING			BALLROOM	
		TOTAL	LARGEST	NUMBER OF	TOTAL	LARGEST	NUMBER OF	TOTAL	LARGEST	NUMBER OF
	YEAR OPENED	SPACE	SPACE	HALLS	SPACE	SPACE	ROOMS	SPACE	SPACE	ROOMS
Salt Palace Convention Center	1995	510,600	130,300	9	115,320	3,240	57	45,000	45,000	10
Mountain America Expo Cente	2000	243,000	48,600	5	15,000	6,400	9			
Utah State Fairpark		50,600	25,792	4	14,728	8,214	2			

Note: RCLCO identified just two new event spaces: Riverbend Sports Complex and the Mid-Valley Performing Arts Center. Above map does not include these spaces, as neither is an exhibition center or trade show venue. Source: 2013 Utah State FairPark Master Plan; RCLCO



Exhibit V-2

Case Studies of Select Exhibition and Trade Show Venues National June 2021

VENUE	TOTAL MEETING SPACE	LARGEST MEETING SPACE	EXHIBIT SPACE	EXHIBIT SPACE FEATURES	EXHIBIT SPACE EVENTS	SUMMARY OF ALL SPACES
Fort Mason Center for Arts and Culture San Francisco, CA	68,904 SF	50,000 SF	Festival Pavillion (50,000 SF)	Capacity for 3,800 people Room for up to 180 10' x 10' exhibit booths Production office and storage rooms VIP, café, or reception mezzanine Direct vehicular access Catering prep or concessions area Wireless internet access Telecommunications services	Festivals Trade Shows Exhibits Conventions	Festival Pavillion (50,000 SF) General's Residence (6,000 SF) Cowell Theater (3,937 SF) Gallery 308 (3,835 SF) Meeting & Activity Spaces (2,900 SF) Firehouse (1,188 SF) Southside Theater (1,044 SF)
Meydenbauer Center Bellevue, WA	54,000 SF	36,000 SF	Center Hall A & B (36,000 SF)	31' high ceilings with full rigging grid Direct 3-bay loading dock access 36,000 SF of column-free space Divides into two sections Fully carpeted	Trade shows Consumer shows Gala celebrations Corporate presentations Concerts	Center Hall A (18,000 SF) Center Hall B (18,000 SF) 404 (2,000 SF) 405 (2,000 SF) 406 (2,000 SF) 401 (1,000 SF) 402 (1,000 SF) 403 (1,000 SF) 407 (1,000 SF) 408 (1,000 SF) 409 (1,000 SF)
Shrine Auditorium & Expo Center Los Angeles, CA	54,000 SF	30,000 SF	Expo Hall (54,000 SF)	5,000 standing capacity 2,200 seated capacity State of the art sound and lighting Adjacent to auditorium stage Adjacent to parking lot	Trade shows Banquets Conventions Electronic music festivals	Expo Hall Main Floor (34,000 SF) Expo Hall Mezzanine (20,000 SF) Plus a 6,300-Person Auditorium



Exhibit V-2

Case Studies of Select Exhibition and Trade Show Venues National June 2021

VENUE	TOTAL MEETING SPACE	LARGEST MEETING SPACE	EXHIBIT SPACE	EXHIBIT SPACE FEATURES	EXHIBIT SPACE EVENTS	SUMMARY OF ALL SPACES
Soho Studios Miami, FL	60,365 SF	33,000 SF	The Armory (33,000 SF)	Capacity for 2,186 people	Fashion shows Product launches Film shoots Galas Concerts Photo shoots Art exhibitions Meetings Private events	The Armory (33,000 SF) Courtyard (13,050 SF) Pavilion (6,582 SF) Parliament L2 (5,003 SF) Parliament L1 (2,730 SF)
The Barker Hangar Santa Monica, CA	41,000 SF	35,000 SF	Hangar (35,000 SF)	Vaulted ceiling up to 43' Two miles from I-10 and I-405 freeways Minutes from LAX Airport 3,000 standing capacity (indoors) 1,600 seated capacity Doors open to 130' wide 97,000 SF of outdoor space is available for tenting, parking, and support facilities	Events Exhibitions Awards shows Retail sales Entertainment productions Focal groups Film shoots Television production Gala dinners	Hangar (35,000 SF) Dressing, production, conference rooms (6,000 SF) Plus exterior areas totaling over 85,000 SF

Image Source: Jensen Architects; Urban Land Institute; Meydenbauer Center; AEG Worldwide; Eventective; Soho Studios Miami; The Barker Hangar Source: Cvent; property websites; RCLCO



VI. LAND VALUE & CASH FLOW ANALYSIS

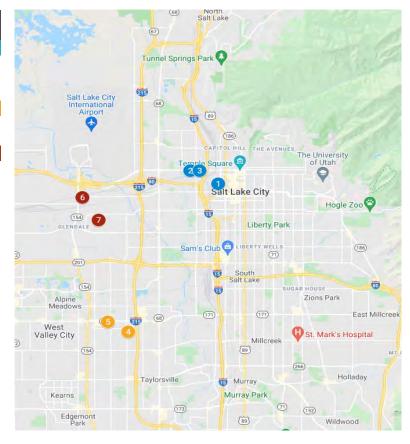


Exhibit VI-1

Summary of Select Land Transactions Salt Lake County 2019-2021

MAP					UNITS / SF	PRICE /	PRICE /
KEY	ADDRESS	ACRES	SALE PRICE	SALE DATE	PLANNED	ACRE	UNIT
RENT	AL APARTMENT						
1	210 S Rio Grande St	1.19	\$6,750,000	12/28/2020	200	\$5,672,269	\$33,750
2	1025 W N Temple	1.53	\$4,100,000	10/8/2020	271	\$2,679,739	\$15,129
3	837 W North Temple	0.52	\$1,450,000	12/5/2019	Unknown	\$2,788,462	
RETA	l <mark>L</mark>						
4	3717 S Constitution Blvd W	1.03	\$1,253,112	2/18/2021	Unknown	\$1,216,614	
5	3257 W 3500 S	0.43	\$468,275	6/22/2020	Unknown	\$1,089,012	
INDU:	STRIAL / WAREHOUSE						
6	3886 W Iron Rose Pl	1.05	\$425,000	3/29/2021	Unknown	\$404,762	
7	3510 W Directors Row	6.3	\$3,500,000	3/15/2021	Unknown	\$555,556	

ASSUMPTIONS FOR FAIRPARK	
Rental Apartment Land	\$20,000 / Unit
Hotel Land	\$1,200,000 / Acre
Retail Land	\$800,000 / Acre
Est. At 0.30 FAR	\$61 / Building SF



Source: RCLCO



Exhibit VI-2

Assumptions for Cash Flow Model Utah State Fairpark July 2021

		2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032	2033	2034	2035	2036	2037	2038	2039	2040
EXPOSITION HALL																					
Cost to Build Construction Cost Soft Cost (% of Hard) Year Construction Start	-\$28,530,000 (\$23,775,000) 20% 2023																				
Year Construction Finish	2023																				
NOI	2021	\$309,320	\$309,320	\$309,320	\$309,320	\$309,320	\$340,252	\$371,184	\$417,582	\$463,980	\$525,844	\$587,708	\$618,640	\$618,640	\$618,640	\$618,640	\$618,640	\$618,640	\$618,640	\$618,640	\$618,640
EXISTING BARNS																					
Cost to Renovate	-\$16,728,000																				
Renovation Cost (8, 9, 10, 11)	(\$13,940,000)																				
Soft Cost (% of Hard) Year Renovation Start	20% 2025																				
Year Renovation Finish	2026																				
NOI	2020	\$991.690	\$991,690	\$991,690	\$991.690	\$991.690	\$1,020,024	\$1.049.359	\$1.076.602	\$1 105 026	\$1 133 360	¢1 161 603	\$1,190,027	\$1 218 361	\$1 2/6 605	\$1 275 N20	\$1 275 N20	\$1 275 D20	\$1 275 N20	\$1 275 D2C	\$1 275 020
Rent		\$17.50	\$17.50	\$17.50	\$17.50	\$17.50	\$1,020,024	\$1,040,330	\$19.00	\$1,105,020	\$20.00	\$20.50	\$21.00	\$21.50	\$22.00	\$22.50	\$22.50	\$22.50	\$22.50	\$22.50	\$22.50
Vacancy (% of Rent)	-5%	(\$0.88)	(\$0.88)	(\$0.88)	(\$0.88)	(\$0.88)	(\$0.90)	(\$0.93)	(\$0.95)	(\$0.98)	(\$1.00)	(\$1.03)	(\$1.05)	(\$1.08)	(\$1.10)	(\$1.13)	(\$1.13)	(\$1.13)	(\$1.13)	(\$1.13)	(\$1.13)
Other Income (% of Revenue)	5%	\$0.83	\$0.83	\$0.83	\$0.83	\$0.83	\$0.86	\$0.88	\$0.90	\$0.93	\$0.95	\$0.97	\$1.00	\$1.02	\$1.05	\$1.07	\$1.07	\$1.07	\$1.07	\$1.07	\$1.07
Operating Expense Ratio	-5%	(\$0.87)	(\$0.87)	(\$0.87)	(\$0.87)	(\$0.87)	(\$0.90)	(\$0.92)	(\$0.95)	(\$0.97)	(\$1.00)	(\$1.02)	(\$1.05)	(\$1.07)	(\$1.10)	(\$1.12)	(\$1.12)	(\$1.12)	(\$1.12)	(\$1.12)	(\$1.12)
SF of Retail		59,800	59,800	59,800	59,800	59,800	59,800	59,800	59,800	59,800	59,800	59,800	59,800	59,800	59,800	59,800	59,800	59,800	59,800	59,800	59,800
WHITE BALLPARK			NORTHEAS	ST CORNER					EASTERN	BUILDINGS ¹											
Rental Apartments			Rental Apa	rtments					Cost to Der	nolish / Relo	cate	-\$3,0	63,600	•							
Year Start	2030		Year Start			2)24		Demoli	ition / Relocat	ion Cost	(\$2,5	53,000)								
Land Value	\$7,360,000		Land Value	;		\$2,2	50,000		Soft Co	ost (% of Hard	i)	2	0%								
Units	368		Floorp			33	,700			ruction Star			023								
Land Value / Unit	\$20,000		Floors				4		Year Const	ruction Finis	h	2	023								
Cap Rate	5.25%		GSF /	Unit			00														
Lease Rate	\$386,400	_	Units				50		HOTEL SIT	E											
Retail				/alue / Unit			,000		Year Sold				032								
Year Start	2030		Cap Rate				0%		Land Value	!			80,000								
Land Value	\$1,224,365		Lease Rate			\$11	2,500		Acres				2.4								
SF	20,000		Parking Ga			*0.4	10.100			'alue / Acre			00,000								
Land Value / Building SF Cap Rate	\$61 7.00 %		Cost to Bu	ruction Cost			42,400 84,000		Cap Rate Lease Rate				.0% 11,600								
Lease Rate	\$85,706			ost (% of Har	4)		04,000 0%		Lease Kale			\$20	11,000								
Parking Garage	\$63,700			truction Star)24		NEW BARN	IC				l							
Cost to Build	-\$22,917,400			truction Stat)25		Cost to Bui			-\$21/	429,600	l							
			i cai collsi	a dollon i IIII	JI I	2	120			uction Cost			858.000								
	-\$20 834 000									401.01. 0031		417,0	000,000								
Construction Cost	-\$20,834,000 10%								Soft Co	ost (% of Hard	1)	2	0%								
	-\$20,834,000 10% 2030									ost (% of Hard			0% 023								

¹ Includes Maintenance / Operations, Discovery Building, Driver's License Division / Guest Services, and Wasatch Building Source: RCLCO

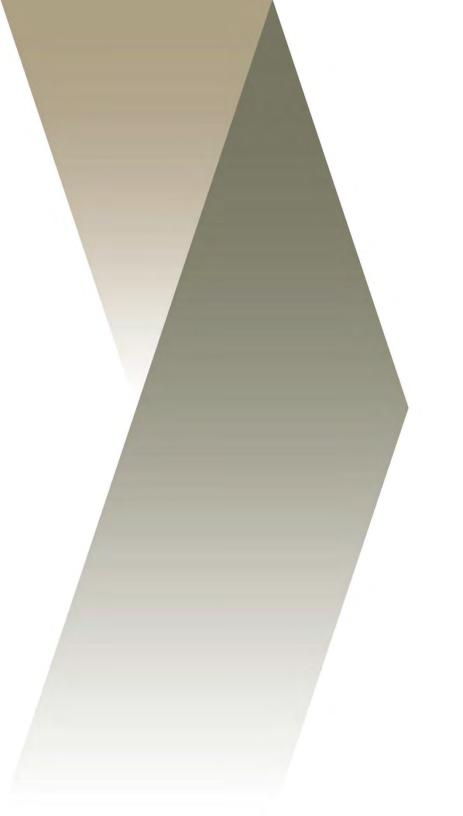


Exhibit VI-3

Cash Flow Model Utah State Fairpark 2021-2040

	ASSUMPTION	START	YEARS	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032	2033	2034	2035	2036	2037	2038	2039	2040
EASTERN BUILDINGS ¹																							
Demotion / Relocation	(\$3,063,600)	2023	1			(\$3,063,600)																	
EXPOSITION HALL																							
Construction	(\$28,530,000)	2023	2			(\$14,265,000)	(\$14,265,000)																
Net Operating Income		2025						\$309,320	\$340,252	\$371,184	\$417,582	\$463,980	\$525,844	\$587,708	\$618,640	\$618,640	\$618,640	\$618,640	\$618,640	\$618,640	\$618,640	\$618,640	\$618,640
EXISTING BARNS																							
Renovation	(\$16,728,000)	2025	2					(\$8,364,000)	(\$8,364,000)														
Net Operating Income		2027								\$1,048,358	\$1,076,692	\$1,105,026	\$1,133,360	\$1,161,693	\$1,190,027	\$1,218,361	\$1,246,695	\$1,275,029	\$1,275,029	\$1,275,029	\$1,275,029	\$1,275,029	\$1,275,029
NEW BARNS																							
Construction	(\$21,429,600)	2023	2			(\$10,714,800)	(\$10,714,800)																
WHITE BALLPARK																							
Rental Apartment Land Lease	\$386,400	2030											\$386,400	\$386,400	\$386,400	\$386,400	\$386,400	\$386,400	\$386,400	\$386,400	\$386,400	\$386,400	\$386,400
Retail Land Lease	\$85,706	2030											\$85,706	\$85,706	\$85,706	\$85,706	\$85,706	\$85,706	\$85,706	\$85,706	\$85,706	\$85,706	\$85,706
Parking Construction	(\$22,917,400)	2030	2										(\$11,458,700)	(\$11,458,700)									
HOTEL SITE																							
Hotel Land Lease	\$201,600	2032													\$201,600	\$201,600	\$201,600	\$201,600	\$201,600	\$201,600	\$201,600	\$201,600	\$201,600
NORTHEAST CORNER																							
Rental Apartment Land Lease	\$112,500	2024					\$112,500	\$112,500	\$112,500	\$112,500	\$112,500	\$112,500	\$112,500	\$112,500	\$112,500	\$112,500	\$112,500	\$112,500	\$112,500	\$112,500	\$112,500	\$112,500	\$112,500
Parking Construction	(\$9,442,400)	2024	2				(\$4,721,200)	(\$4,721,200)															
Total Investment	(\$102,111,000)			\$0	\$0	(\$28,043,400)	(\$29,701,000)	(\$13,085,200)	(\$8,364,000)	\$0	\$0	\$0	(\$11,458,700)	(\$11,458,700)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Revenue	\$34,334,080			\$0	\$0	\$0	\$112,500	\$421,820	\$452,752	\$1,532,042	\$1,606,774	\$1,681,506	\$2,243,809	\$2,334,007	\$2,594,873	\$2,623,207	\$2,651,541	\$2,679,875	\$2,679,875	\$2,679,875	\$2,679,875	\$2,679,875	\$2,679,875
TOTAL CASH FLOW	(\$67,776,920)					(\$28,043,400)	(\$29,588,500)	(\$12,663,380)	(\$7,911,248)	\$1,532,042	\$1,606,774	\$1,681,506	(\$9,214,891)	(\$9,124,693)	\$2,594,873	\$2,623,207	\$2,651,541	\$2,679,875	\$2,679,875	\$2,679,875	\$2,679,875	\$2,679,875	\$2,679,875

¹ Includes Maintenance / Operations, Discovery Building, Driver's License Division / Guest Services, and Wasatch Building Source: RCLCO





AUSTIN

100 Congress Avenue, Suite 2000 Austin, TX 78701

LOS ANGELES

11601 Wilshire Boulevard, Suite 1650 Los Angeles, CA 90025

ORLANDO

964 Lake Baldwin Lane, Suite 100 Orlando, FL 32814

WASHINGTON, DC

7200 Wisconsin Avenue, Suite 1110 Bethesda, MD 20814



257 East 200 South, Suite 200 Salt Lake City, Utah 84111 Tel 801.322.4307 Fax 801.322.4308 www.swca.com

TECHNICAL MEMORANDUM - DRAFT

To: EDA Architects Inc.

9 Exchange Place, Suite 1100 Salt Lake City, Utah 84111

From: Megan Daniels, Architectural Historian

Date: August 11, 2021

Re: Utah State Fairpark Master Plan: Historic Preservation Analysis of the Utah State Fair

Grounds Historic District and Guidance for Future Work

The State of Utah Division of Facilities Construction Management (the Division) is embarking on a master plan to assess the utility of existing facilities and infrastructure currently in use at the Utah State Fairpark (Fairpark). The master plan will identify ways in which the site, facilities, and infrastructure can be improved to better serve current and future users. The site includes buildings and structures associated with the Utah State Fair Grounds Historic District (the historic district) which is listed in the National Register of Historic Places (NRHP). The Fairpark may include areas that are outside of the boundary for the historic district. The term is used herein to reference the entire site that is being studied for the master plan whereas the term historic district is used to reference the area included in the boundary as defined in the NRHP nomination.

The Division and EDA have requested that SWCA Environmental Consultants (SWCA) assess historic preservation issues relating to the proposed design concept for the Fairpark, including a historic analysis of the site and its development, an outline of regulatory compliance issues and needs, and an identification of character defining features and general guidelines to provide direction on preserving high-priority historic features of the site and buildings.

ANALYSIS

The historic district was listed in the NRHP in 1981 as the Utah State Fair Grounds Historic District¹ and was roughly bounded by North Temple, 1000 West, 300 North, and the east bank of the Jordan River. At the time the historic district was listed, it consisted of 42 permanent buildings or structures constructed between 1902 and the 1970s. The period of significance for the historic district was 1902 to 1930 to correspond to the earliest construction date of extant buildings and the 50-year threshold for a building to be able to achieve historic significance. Buildings constructed during the period of significance were considered contributing; non-contributing buildings were constructed outside the period of significance or were not considered to have architectural or historic significance at the time of listing. The historic district consisted of 27 contributing and 15 non-contributing buildings.

¹ McCormick, John, and Diana Johnson. National Register of Historic Places Inventory–Nomination Form. Utah State Historical Society, Salt Lake City, Utah: 1980. Available at the Utah Division of State History

On March 16, 2021, SWCA attended a site tour with the master plan team and photographed extant buildings in the historic district. Tabular results of the site inspection are provided in Table 1 and Table 2. In summary:

- A total of 37 permanent buildings or structures are in the historic district today
- Of these, 13 are listed as contributing buildings in the NRHP nomination, 7 are listed as noncontributing buildings in the nomination, and 17 post-date the historic district nomination and are not listed.
- In total, 23 NRHP listed buildings have been demolished, of which 14 were contributing and 9 were non-contributing.
- Since 1980, 17 new buildings or structures have been constructed in the historic district.

Approximately half of the NRHP-listed buildings and approximately half of the contributing buildings remain extant in the historic district. Of the primary contributing buildings, which are the exhibition halls and barns, nearly all are extant. Most of the demolished contributing buildings were secondary buildings used to service and maintain the fairgrounds. The buildings constructed after the historic district was listed are predominantly at the periphery of the historic district in the northwest corner of the district boundary. New buildings that were constructed in the historic core surrounding the midway are generally smaller or similar in scale to the existing buildings and do not detract from the historic character. For these reasons, the historic district likely remains eligible for the NRHP.

One building, the Wasatch Building, was originally constructed as the Drivers License Bureau / DMV Testing Facility in 1967. It is currently listed in the NRHP as non-contributing to the historic district but may be eligible for the NRHP as an architecturally significant building designed by renowned Salt Lake City architect, John Sugden².

2

² Preservation Utah. Fairpark, SLC. Advocacy Alert. 2017. Available at: https://preservationutah.org/see-our-impact/our-advocacy/item/912-fairpark-slc. Accessed on July 23, 2021.

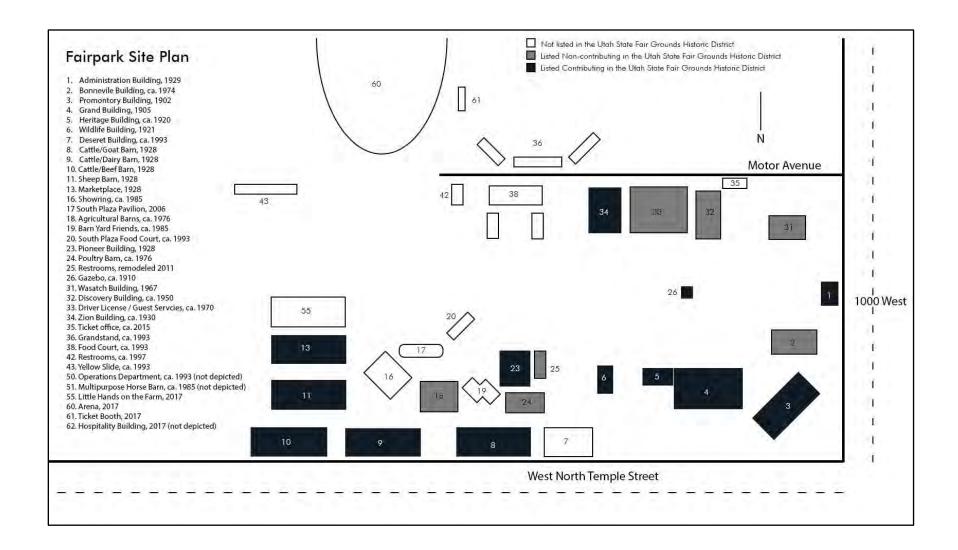


Table 1. Extant Buildings in the Utah State Fair Grounds Historic District, 2021

NRHP Historic Name	Current Name	No.	Date	NRHP Status*
Administration Building	Administration Building	1	1929	Contributing
Fine Arts Building	Bonneville Building	2	1974, ca.	Non-Contributing
Horticulture Building	Promontory Hall	3	1902	Contributing
Exhibition Hall	Grand Building	4	1905	Contributing
Floriculture Building	Heritage Building	5	1920, ca.	Contributing
Fish and Game Building	Wildlife Building	6	1921	Contributing
_	Deseret Building	7	1993, ca.	Not listed
Animal Exhibition Building	Cattle / Goat Barn	8	1928	Contributing
Animal Exhibition Building	Cattle (Dairy) Barn	9	1928	Contributing
Animal Exhibition Building	Cattle (Beef) Barn	10	1928	Contributing
Animal Exhibition Building	Sheep Barn	11	1928	Contributing
Animal Exhibition Building	Market Building	13	1928	Contributing
_	Showring	16	1985, ca.	Not listed
_	South Plaza Pavilion	17	2016	Not listed
Livestock Judging Buildings	Agricultural Barn	18	1976, ca.	Non-Contributing
-	Barn Yard Friends	19	1985, ca.	Not listed
_	South Plaza Food Court	20	1993, ca.	Not listed
Crafts and Photo Building	Pioneer Building	23	1928	Contributing
Livestock Judging Buildings	Poultry Barn	24	1976, ca.	Non-Contributing
-	Restrooms	25	2011, remodeled.	Non-Contributing
Bandstand	Gazebo	26	1910, ca.	Contributing
_	Gardens and Flagpole	28		Not listed
Driver's License Bureau	Wasatch Building	31	1967	Non-Contributing
Commercial Building	Discovery Building	32	1950, ca.	Non-Contributing
License Plate Distribution Center	Driver License / Guest Services	33	1970, ca.	Non-Contributing
Home Arts Building	Zion Building	34	1930, ca.	Contributing
_	Ticket Office	35	2015, ca.	Not listed
_	Grandstand	36	1993, ca.	Not listed
_	Food Court	38	1993, ca.	Not listed
_	Restrooms	42	1997, ca.	Not listed
_	Yellow Slide	43	1993, ca.	Not listed
_	Operations Department	50	1993, ca.	Not listed
_	Multipurpose Horse Barn	51	1985, ca.	Not listed
_	Little Hands on the Farm	55	2017	Not listed
_	Arena	60	2017	Not listed
-	Ticket Booth	61	2017	Not listed
_	Hospitality Building	62	2017	Not listed

*NRHP Contributing status is based on the Utah State Fair Grounds NRHP nomination form completed in 1980. A re-evaluation of the historic district and the extant resources may determine that additional buildings contribute to the district or are individually eligible.

Table 2. Non-extant Buildings Originally Part of the Utah State Fair Grounds Historic District

Historic Name	Date	Condition	NRHP Status
Maintenance Buildings (2)	1920, ca.	Demolished ca. 1985	Contributing
Hobbies Buildings (3)	1920, ca.	Demolished	Contributing
Grandstand	1925	Demolished	Contributing
Coliseum	1913	Demolished, 1994-1997	Contributing
Rest Rooms	1930, ca.	Demolished	Contributing
Horse Sheds (4)	1930, ca.	Demolished ca. 1985	Contributing
Swine Shed	1930, ca.	Demolished ca. 1985	Contributing
Exhibition Building	1928	Demolished ca. 1993	Contributing
Horse Sheds (2)	1950, ca.	Demolished	Non-contributing
Supervisors Office	1950, ca.	Demolished	Non-contributing
Horse stalls	1950, ca.	Demolished	Non-contributing
Café	1950, ca.	Demolished	Non-contributing
Storehouse	1950, ca.	Demolished	Non-contributing
Greenhouse	1950, ca.	Demolished	Non-contributing
Restrooms	1950, ca.	Demolished	Non-contributing
Future Farmers of America Building	1950, ca.	Demolished ca. 1985	Non-contributing

REGULATORY NEXUS

The Fairpark site is owned by the State Division of Facilities Construction and Management. The Utah State Fair Corporation (the Corporation) is a non-profit organization that operates and maintains the Fairpark in to Chapter 6 Utah State Fair Corporation Act of Title 63H Independent State Entities of the Utah Code.

Because future work would conducted under the master plan may include includes historic properties that are eligible and listed in the NRHP, the Utah State Historic Preservation Office (SHPO) would review projects in accordance with federal and state laws if under certain circumstances.

If federal funding, licensing, or permitting is required for the project, the UTSHPO would review the project in accordance with Section 106 of the National Historic Preservation Act and its implementing regulations (36 CFR Part 800).

Because the Fairpark site is owned by a state entity and the because the operation and maintenance of the facilities may require approval of a state entity, future work conducted under the master plan is more likely to be subject to the Utah State Historical Code. If a project is funded in whole or in part under the direct or indirect jurisdiction of a state agency or if any component of the project requires a state permit, license, or approval, Utah State Historical Code Section 9-8-404 is applicable.

Additional state code governs the physical operation and management of Fairpark by the Utah State Fair Corporation. Under Utah Code 63H-6-108:

(1) The corporation shall:

- (c) obtain approval from the division before the corporation commences capital developments or capital improvements on the state fair park that involve:
 - (i) a construction project that costs more than \$250,000; or
 - (ii) the construction of a new building that costs more than \$1,000,000
- (h) obtain approval from the State Building Board before the corporation demolishes a building or facility on the state fair park;
- (2) the State Building Board shall notify the State Historic Preservation Office of any State Building Board meeting at which the State Building Board will consider approval to demolish a facility on the state fair park.

For this reason, any projects stemming from the master plan may fall under the jurisdiction of Utah State Historical Code Section 9-8-404, which states:

- (1) (a) Before approving the project, the corporation / state agency shall:
 - (i) take into account the effect of the undertaking on any historic property; and (ii) provide the state historic preservation officer with a written evaluation of the undertaking's effect on any historic property.
 - (b) The state historic preservation officer shall provide to the corporation / state agency a written comment on the agency's determination of effect within 30 days after the day on which the state historic preservation officer receives a written evaluation described in Subsection (1)(a)(ii).
 - (c) If the written evaluation described in Subsection (1)(a)(ii) demonstrates that there is an adverse effect to a historic property, the corporation / state agency shall enter into a formal written agreement with the state historic preservation officer describing how each adverse effect will be mitigated before the agency may expend state funds or provide financial assistance for the undertaking.
 - (d)The state historic preservation officer shall make available to the Public Lands Policy Coordinating Office a list of undertakings on which an agency or federal agency has requested the state historic preservation officer's or the Antiquities Section's advice or consultation.
 - (e) The Public Lands Policy Coordinating Office may request the joint analysis described in Subsections (2)(c) and (d) of any proposed undertaking on which the state historic preservation officer or Antiquities Section is providing advice or consultation.

Compliance with Utah State Historical Code Section 9-8-404

If a project(s) resulting from the master plan involves construction within the boundary of the Utah State Fair Grounds Historic District or moving buildings potentially eligible for the NRHP (e.g., the Wasatch Building), the Corporation and/or its designees would consult with the SHPO to determine if aspects of the project would result in an adverse effect to the historic district or its contributing resources. Because the historic district has changed since initially listed in 1981, the it should be reevaluated and the NRHP nomination should be updated to assist with consultation and future planning. The update should:

- reflect the extant resources.
- expand and develop the historic context through the late twentieth century, and

• re-evaluate the resources within the expanded historic context, including the eligibility of the Wasatch Building both individually and as a contributing resource in the historic district.

A professional evaluation and updated recommendation of eligibility would be prepared for the historic district and its component resources by an architectural historian that meets the Secretary of the Interior's Professional Qualifications Standards. Once completed and approved by the Corporation and the State Building Board, the recommendation would be reviewed by the SHPO for a formal determination.

After one or more projects stemming from the master plan are defined, the Corporation and/or its designees would enter into consultation with the SHPO to determine if the proposed project would have an adverse effect on the historic district or its component eligible resources. To avoid mitigation and promote project efficiency, the Corporation and/or its designees should collaborate with the SHPO during the design phase to discuss issues that may result in adverse effects to the historic integrity and significance of historic district and its component eligible resources and identify options to avoid or mitigate those effects.

GENERAL GUIDELINES FOR TREATMENT

In general, future work should be guided by *The Secretary of the Interior's Standards for the Treatment of Historic Properties with Guidelines for Preserving, Rehabilitating, Restoring, and Reconstructing Historic Buildings.*³ Most exteriors of the buildings in the historic district have been altered to varying degrees, although the Pioneer Building has not undergone significant alteration and retains a high degree of integrity.

Based on the integrity of the existing contributing buildings, a combination of Preservation and Rehabilitation are the treatment philosophies recommended to preserve character-defining features of the individual contributing buildings and the historic district while allowing for compatible repairs and improvements to meet the needs and goals of the Corporation.

Character-defining features are the prominent or distinctive physical aspects of a building or district that remain from the period of significance and are related to the seven aspects of a building or a district's historic integrity: location, design, setting, materials, workmanship, feeling, and association. The retention of these features is what gives a property the historic significance and integrity that makes it eligible for listing in the NRHP. Not all features have the same importance in conveying the significance of the property, however, and character-defining features can be ranked by the degree to which their retention is important in any maintenance, preservation, or rehabilitation project. This ranking system helps guide where and what type of work can be done with the least effect to the historic integrity of the building or district while allowing for its continued use and improvement

Character defining features of the historic district are the extant contributing buildings, particularly the exteriors of those buildings, and the open, grassy midway or mall that the buildings surround. The overarching character-defining features of the buildings and the historic district are ranked in importance as either high, medium, low, or not important in Table 3, defined as follows:

High Importance

A prominent feature that is critical to understanding the history and early or original appearance of the building or landscape. These features are either original or restored in-kind to match

³ Anne E. Grimmer. 2017. The Secretary of the Interior's Standards for the Treatment of Historic Properties with Guidelines for Preserving, Rehabilitating, Restoring, and Reconstructing Historic Buildings. Washington, D.C.: U.S. Department of the Interior, National Park Service, Technical Preservation Services.

originals in material, design, scale, color, texture, and finish. If this feature is significantly altered or removed, the integrity of the building or district will be highly compromised or lost.

Always avoid, retain, maintain, or preserve a feature of *High Importance* in future work.

Medium Importance

A secondary feature that is important to understanding the history and early or original appearance of the building or landscape. If this feature is significantly altered or removed, the integrity of the building or district may be compromised but not lost.

To the greatest extent possible, future work should avoid, retain, maintain, or preserve a feature of *Medium Importance*. If replacement is required, every effort should be made to replace the character-defining feature in-kind.

Low Importance

A feature that contributes to the understanding of the history and early or original appearance of the building or landscape but that may not be visually prominent or may have been previously altered or replaced with historically compatible materials. If this feature is altered or removed, the integrity of the building or district will not be greatly compromised.

If possible, future work should avoid, retain, maintain, or preserve a feature of *Low Importance*. If replacement is required, every effort should be made to replace the character-defining feature in-kind.

No Importance

A feature that does not contribute to the understanding of the history and early or original appearance of the building or landscape because it has been greatly altered or it is a modern replacement or addition. If this feature is altered or removed, the integrity of the building or district will be unchanged.

Future work **does not need** to avoid, retain, maintain, or preserve a feature of *No Importance* and, whenever possible, alterations and improvements should be designed to be compatible with the historic character of the building.

Figure 2–Figure 31 provide comparison images of the extant contributing buildings in the historic district. The images reflect the changes that have occurred over time and depict the character defining features that remain from the historic period.

Table 3. Summary of Character-Defining Features of the Contributing Buildings in the Utah State Fair Grounds Historic District.

Character Defining Features	High Importance	Medium Importance	Low Importance	No Importance
Walls				
Cladding or construction material	Х			
Belt courses, pilasters, quoins, etc.	Х			
Decorative features and ornamentation	Х			
Roof Systems				

Character Defining Features	High Importance	Medium Importance	Low Importance	No Importance
Configuration and form	Х			
Slope	Х			
Eaves, rafters, and beams	Х			
Dormers and cupolas	Х			
Cladding material			Х	
Vents			Х	
Mechanical systems				Х
Windows				
Original windows	Х			
In-kind or replacements compatible with the historic character		Х		
Replacements incompatible with the historic character				Х
Original fenestration pattern and window openings	Х			
Doors				
Original doors	Х			
In-kind or replacements compatible with the historic character		Х		
Replacements incompatible with the historic character				Х
Original door openings	Х			
Original door surrounds, and transoms		Х		
Awnings			Х	
Site				
Midway and sightlines	Х			
Presence on North Temple	Х			



Figure 2. Administration Building, Building No. 1, 1947 (permission pending).



Figure 3. Administration Building, Building No. 1, 2021.



Figure 4. Promontory Hall, Building No. 3, circa 1980.



Figure 5. Promontory Hall, Building No. 3, 2021.



Figure 6. Promontory Hall, Building No. 3, circa 1980.



Figure 7. Promontory Hall, Building No. 3, 2021.



Figure 8. Grand Building, Building No. 4, circa 1905 (permission pending).



Figure 9. Grand Building, Building No. 4, 2021.



Figure 10. Grand Building, Building No. 4, 1926 (permission pending).



Figure 11. Grand Building, Building No. 4, 2021.



Figure 12. Heritage Building, Building No. 5, 1908 (permission pending)



Figure 13. Heritage Building, Building No. 5, 2021.



Figure 14. Heritage Building, Building No. 5, 1926 (permission pending).



Figure 15. Heritage Building, Building No. 5, 2021.



Figure 16. Wildlife Building, Building No. 6, 1911 (permission pending).



Figure 17. Wildlife Building, Building No. 6, 2021.



Figure 18. Cattle and Goat Barns, Buildings No. 8–10, circa 1980.



Figure 19. Cattle and Goat Barns, Buildings No. 8–10, 2021.



Figure 20. Sheep Barn and Market Building, Buildings No. 11 and No. 13, 1940 (permission pending.



Figure 21. Market Building, Building No. 13, 2021.



Figure 22. Sheep Barn and Market Building, window and dormer detail, 1940 (permission pending).



Figure 23. Market Building, Building No. 13, window and dormer detail, 2021.



Figure 24. Pioneer Building, Building No. 23, 1926 (permission pending).

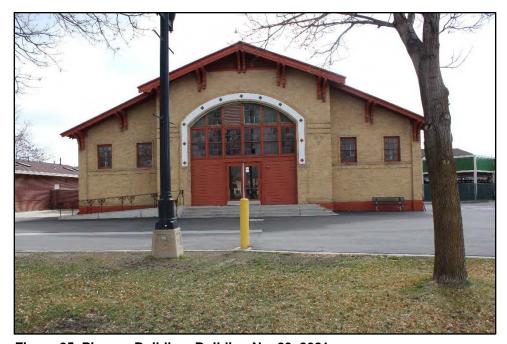


Figure 25. Pioneer Building, Building No. 23, 2021.



Figure 26. Gazebo, Building No. 26, circa 1980.



Figure 27. Gazebo, Building No. 26, 2021.



Figure 28. Zion Building, Building No. 34, circa 1980.



Figure 29. Zion Building, Building No. 34, 2021.



Figure 30. Utah State Fair Grounds, midway, 1940 (permission pending).



Figure 31. Utah State Fair Grounds, midway, 2021 (permission pending).



UTAH STATE FAIRPARK MASTER PLANNING

CIVIL NARRATIVE

Project: UTAH STATE FAIRPARK MASTER PLANNING

TCC Project #: 21-024

Date: OCTOBER 18, 2021

Site Overview

The existing Utah State Fairpark is located in Salt Lake City between North Temple and 300 North, and between 100 West and the Jordan River. The proposed site will develop within these boundaries as well as to the south of North Temple and west of the Jordan River. With the heritage of the area and the proximity to downtown Salt Lake City, this site has an extensive network of existing utilities. This civil portion of the Fairpark Masterplan is intended to examine the existing capacities of these utilities as they relate to the proposed upgrades considered within this masterplan.

The proposed upgrades for the Utah State Fairpark include multiple agricultural building additions including: an exposition hall, maintenance building, Ferris wheel, and new climbing center to name a few. This masterplan includes utility upgrade recommendations that will assist in these proposed upgrades. These recommendations are based off of existing utility information provided by EDA and the Utah State Fairpark staff, and proposed site plan provided by EDA (see ET00 Proposed Site Plan).

Utilities

Culinary Water: The existing culinary water supply was upgraded as recently as 2003 and was considered to be in good condition (see 'Utility Assessment Report' by NOLTE, June 18, 2010, Appendix A). Salt Lake City Public Utilities (SLCPU) supplies the water to the site through a 12" water main that runs east and west along North Temple Road. Two lateral connections, a 10" and a 12" feed the existing water system at the Fairpark from the SLCPU main. It is assumed for this report that the stadium culinary water system is a stand alone system.

Additional supply lines and fire hydrants to the proposed development will most likely be required, see attached ETO1 – Proposed Water, however, this should not be an issue given the recent report on the utility ('Utility Assessment Report' by NOLTE, June 18, 2010). This report states that "the existing culinary water system was upgraded as recently as 2003 as is in good condition. It provides adequate capacity and pressure throughout the Fairpark". The proposed development to the south of North Temple will require service laterals that will tie in to the existing 12" water main that runs east and west along North Temple Road. Once design is finalized, a full culinary water report should be completed to ensure compliance with local governing agencies.



Secondary Water (Irrigation): The existing irrigation system is assumed to be currently fed by the Jordan River. For the purpose of this narrative, it is assumed no irrigation water is pulled from the existing culinary water system. As long as proper maintenance is performed, the existing system should be adequate to supply the proposed upgrades. Additional lines may be installed where required, but no major overhall of the system is anticipated.

Natural Gas: The existing gas system throughout the Fairpark appears to have adequate capacity to handle the proposed conditions. Most of the existing gas throughout the Fairpark is owned and operated by Questar Gas Company (Dominion Energy). According to *Utility Assessment Report* by NOLTE, June 18, 2010, 'There is approximately 200 linear feet of privately owned exterior gas piping installed and maintained by the Fairpark.'

It was the recommendation of the previous report, and the recommendation holds true, that this section of pipe be replaced and allow Questar/Dominion to completely take over ownership and maintenance of the gas line to allow for a streamlined ownership and maintenance agreement with the utility. Additional gas laterals, within the Fairpark, as well as to the south of North Temple, will be required to feed the proposed additions to the site (see ETO2— Proposed Gas).

Storm Drain and Detention: It is TCC's understanding, after speaking with Fairpark grounds staff, that the current storm drain system within the Fairpark has very little slope, and drainage is noted as an issue. This existing system is currently being upgraded by the Fairpark staff to allow for better drainage and flow. The existing storm drain system to the south of North Temple was not analyzed for this report.

The addition of the proposed structures should not have an effect on the current sizing or drainage system of the Fairpark. As long as continued maintenance is performed, the existing system should be adequate to hold future storms. Once design is finalized, a full storm water report should be completed to ensure the existing system is adequate.

Sanitary Sewer: According to *Utility Assessment Report* by NOLTE, June 18, 2010, there were significant issues with the existing sanitary sewer line that discharges at both the north main and south main at 1000 West Street. It is our understanding that these issues were remedied with a 2013 sanitary sewer line fix at these locations. A full sanitary sewer report should be completed to ensure capacity once design is finalized. It is also our understanding that the sanitary sewer systems were updated with the recent stadium upgrade project. Information about this project was not provided by city officials and is not a part of this narrative.

Additional sanitary sewer laterals and manholes will be required at the new proposed building locations to allow for proper sewer removal conditions (see ET03 – Proposed Sanitary Sewer). The existing sewer main running east and west through the middle of the site will need relocating to accommodate for the proposed site of the new exposition hall. Any additional sanitary sewer lines connecting to the proposed buildings south of North Temple Road should be able to tie in to the existing sanitary sewer main running east and west through North Temple Road. A new sanitary sewer lateral will be needed for the development south of North Temple as there is currently no existing infrastructure. Once design is finalized, a full sanitary sewer water report should be completed to ensure capacity is adequate.



Electrical Utility System: It is TCC's understanding that the current electrical system has sufficient capacity to supply the addition of the agricultural building additions. However, with the addition of the proposed Ferris wheel, and an increase in off-season Fairpark use, there may need to be some improvements to ensure adequate supply. A full electrical assessment be completed once design is finalized.

Overall Site and Grading

ADA: The existing site of the Utah State Fairpark is considered to be very flat. While this topography does not bode well for surface water drainage, it is ideal for ADA accessibility.

There should be care taken to ensure proper ADA routes to and from the proposed amenities, however, TCC believes that these designs can be implemented.

Conclusion

Full utility analysis are required as designs finalize for the new Fairpark Development, or if existing building uses change. New service lines will need to be added to proposed buildings, however, based on the assumptions above, the existing base utility systems are adequate to provide utility services to the proposed Fairpark development. With the relocations of the east/west sanitary sewer main, the line may need to be resized to accommodate the proposed development. For the construction of the new areas to the south of North Temple and West of the Jordan River, new utility services will be required. The above analysis is intended as a starting reference for these analysis and not to be used for design. Careful coordination will also be required with jurisdictions in the area, including Utah Transit Authority, and Salt Lake City for these improvements.

We appreciate the opportunity to work with you on this project. If there are further questions, or if we can assist you in any other way, please do not hesitate to call.

Sincerely,

Talisman Civil Consultants, LLC

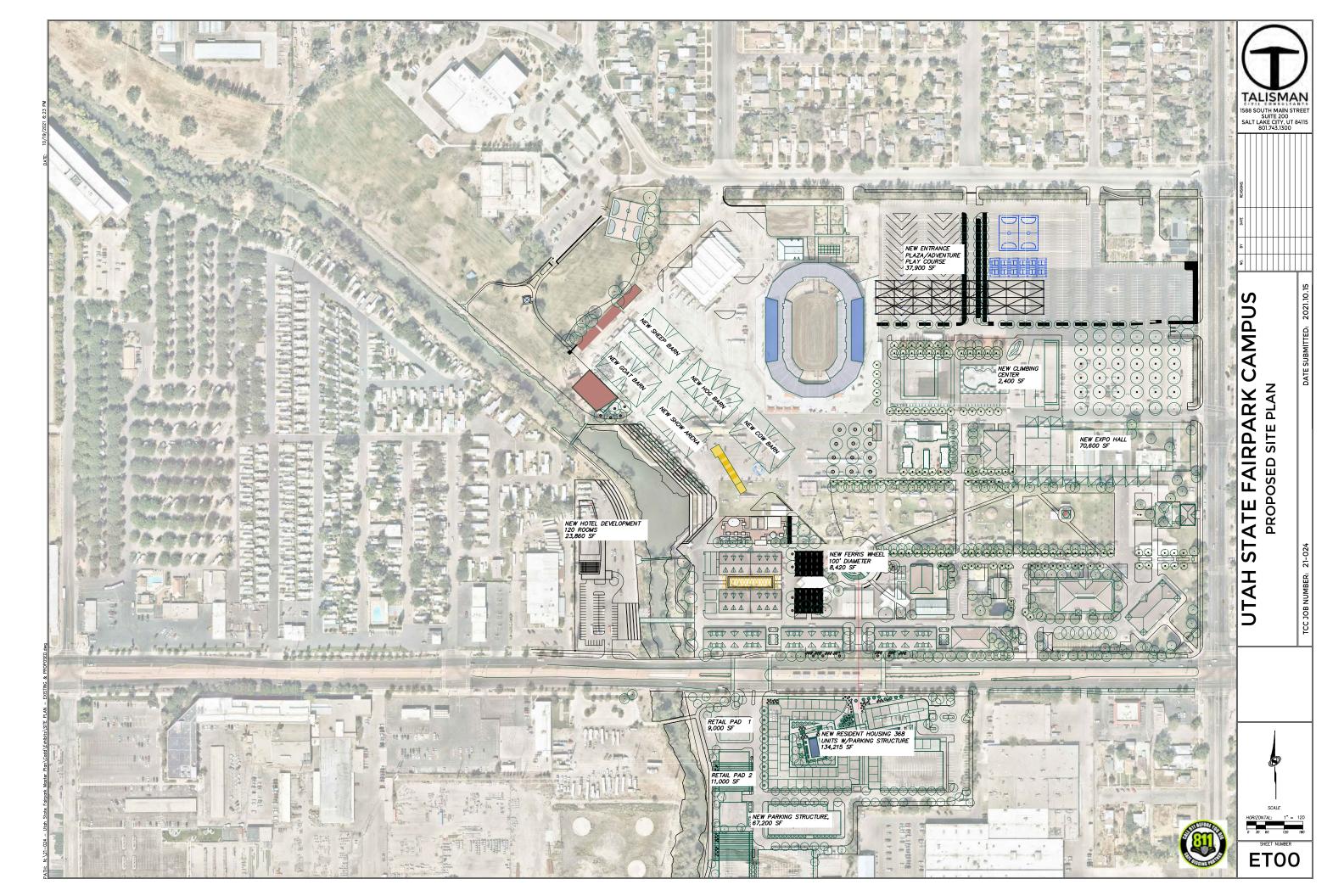
Jeff Palmer, PE

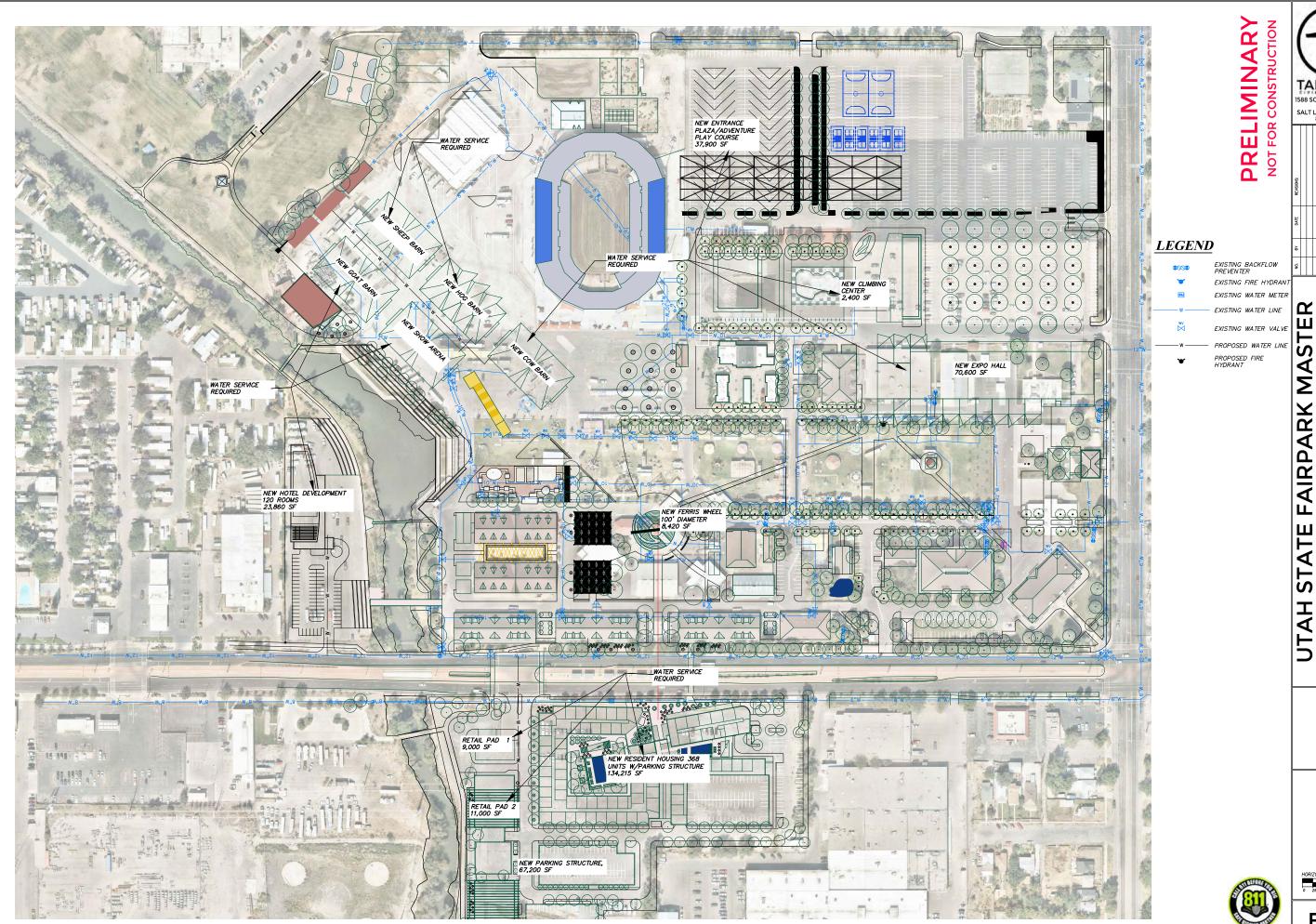
Director of Civil Engineering
Talisman Civil Consultants, LLC

Talisman Civil Consultants, LLC

Dustin Kimbrough, EIT

Assistant Engineer

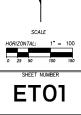






UTILITIES EXHIBIT

PROPOSED WATER





UTAH STATE FAIRPARK MASTER

UTILITIES EXHIBIT

PROPOSED





UTAH STATE FAIRPARK MASTER

UTILITIES EXHIBIT

ET03

APPENDIX A



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June 18, 2010

Utah State Fairpark Board 155 North 1000 West Salt Lake City, UT 84116

Attention: Mr. Andrew Carlino

Dear Mr. Carlino:

The Nolte Team is pleased to transmit the assessment, recommendations and prioritization of utility infrastructure projects necessary for the Utah State Fairpark facility to continue to operate smoothly and efficiently. In addition, Nolte includes recommendations for future projects to upgrade the utilities to generate more revenue and promote growth during the annual State Fair and off-season activities. The Nolte Team includes staff from the Murray and Cedar City, Utah offices of Nolte Associates and Laurie Clark, P. E. of Clark Engineering LLC of Pueblo, Colorado.

The process used to obtain information and set priorities included interviews with the USF staff, retired staff, Salt Lake City Public Utility and other public utility company staff. We combined the information with compilations of the existing construction plans library, onsite observations and field surveys. The USF construction plan library included the following plan sets, utilized in the preparation of the Utility Assessment:

- 2003 CRS; Utah State Fairpark General Map; All Utilities
- 2006 CRS; Utah State Fairpark Water Line Replacement; Water
- 2000 Hart, Fisher, Smith & Associates; Utah State Fairpark Infrastructure Improvements; Electrical
- 2001 HFS Architects; Utah State Fairpark Mall Extension and Improvements; Electrical

It is expected that market conditions, availability of funds, governmental regulations and other factors may shift the priorities of the projects and scopes, from those presented in this report. However, this is a starting point. The Fairpark Board can begin to identify the urgency, schedule, funding sources and other parameters necessary to continue their good stewardship of the Fairpark property.

Several environmental issues arose during the assessment including, potential discharge of surface pollutants to the storm drain system, discharge of surface water to the sanitary sewer system through the animal wash stations, and sanitary sewer mains that have both horizontal and vertical displacements. Fortunately the high infiltration from the



surrounding groundwater results in sewage discharging down the sewer main system and not polluting the surrounding soils.

The proposed project list addresses these and other deficiencies in the current utility infrastructure and proposes improvements that will allow for reasonable savings through efficiencies of operation and promote growth of off-season revenue. The scope of each recommended project allows for a single construction disruption and impact on an area by combining work on all identified infrastructure within that area, and completing the construction under one contract. This will also address the piecemeal asphalt patching that has occurred over the years and allow for a finished product that should weather well for years. Some projects can be divided up without affecting the efficiency of the work.

We look forward to assisting the Utah State Fairpark Board and Staff in development of future projects. Please call on our team to assist your Board in preparing requests for projects to the State of Utah and for all your design needs.

Sincerely,

NOLTE ASSOCIATES, INC.

Jon Sebba, PE for / Rod Mills, PE, Vice President



Existing Utility Assessment

BY UTILITY

This study was developed based on maps and information provided from record drawings, and from information gathered during site visits, inspections and surveys. In the Appendix we provide many maps which graphically show the utilities referred to in the text. Map 1 shows the Utah State Fairpark, and the names of building s and roads. Map 2 shows the overall locations of existing utilities.

Electrical Utility System

The Electrical Utility System (see Map 3) is in good condition and has capacity to serve the existing Utah State Fairpark operation. The power grid and transformers appear to be operating smoothly during the yearly fair and for current off-season users. In order for the Fairpark to increase some off-season and State Fair uses, there are a few improvements needed to supply electricity in areas that do not currently have any supply lines or need additional transformer service to increase the loads in the area. These needs will be discussed under the Recommendations section of this report.

Information Technology (IT) and Telephone Systems

The IT system within the Fairpark (shown on Map 3) consists of hard wiring to the administrative offices and DMV rental space for high speed DSL connection. Other buildings within the Fairpark access the internet through telephone dial-up systems. At this time no secured WiFi is available within the Fairpark property. The Fairpark has identified the slow download speeds for this dial up as an issue in the smooth operation of the Fairpark, especially to the staff in the Maintenance Building #50 at the northwest end of the property. In general the internet access for the Administrative staff and the current renters is sufficient. However, it might increase vendor satisfaction and attract off-season events to have a secured or unsecured WiFi system which could translate into additional revenue and repeat business.

Telephone service throughout the Fairpark was described as adequate and no requests to upgrade or expand this system were identified with this project. Most vendors and off-season RV users use cell phones for credit card and telephone service.

Natural Gas System

The natural gas system (see Map 4) throughout the Fairpark is mostly owned and operated by Questar Gas Company. There is approximately 200 linear feet of privately owned exterior gas piping installed and maintained by the Fairpark. We would recommend that



this piping be replaced by the Questar to allow that Utility to take over complete ownership and maintenance of the natural gas system within the Fairpark. This will greatly reduce the issues of contracting with certified repair companies for this piping and the liability for same. Beyond this issue of the private piping there were no areas requiring more service or lacking in capacity to serve the current and proposed future changes within the Fairpark.

There are existing gas meters along the exterior walls of the animal barns along the south side of the Fairpark along North Temple Street, that should be relocated within the Fairpark boundary to avoid damage or conflict with proposed improvements associated with the Light Rail within the street. This would require rerouting of the gas service lines with the four buildings being served from these meters.

Culinary Water System

The existing culinary water system (see Map 5) was upgraded as recently as 2003 and is in good condition. It provides adequate capacity and pressure throughout the Fairpark. The water is supplied by Salt Lake City Public Utilities and is connected to City water mains in North Temple Street at the southwest corner of the property, in 1000 West Street east of the Fine Arts Building #2 and in 300 North Street between the two Rodeo Arena driveways. The Fairpark has backflow preventers throughout the grounds to prevent cross contamination. The Fairpark staff identified areas of water main to be looped with new construction and new vendor service areas to be completed. These needs will be discussed under the Recommendations section of this report.

Non-Culinary Water System (Irrigation)

The irrigated areas are fairly concentrated within the Fairpark. Main irrigation connections have been shown on the Existing Utilities Water Plan. No additional areas of irrigation are proposed at this time requiring expansion or remodeling of the current system. The Irrigation System appears to require a standard amount of repair and replacement annually and should have an amount budgeted for this purpose under yearly maintenance.

Sanitary Sewer System

Currently the Fairpark staff has identified the south sewer main as having backups during the State Fair event as the major capacity or maintenance issue for the Sanitary Sewer System (see Map 6). Unfortunately this is one of the systems in great need of repair and replacement. We used a video camera system to evaluate the condition of the major mains within the Fairpark. The sanitary sewer main discharging to 1000 West Street at the main gate to the Fairpark and running north of the Conference Center building to near the Rodeo



Arena, had both vertical and horizontal displacements of pipe joints. The movement has dislocated some joints and substantially reduced the opening. There is significant infiltration of groundwater in some of the mains from these separations, but due to the hydrostatic pressure from the groundwater, sewage stays in the pipe system. The pipe is mostly Vitrified Clay Pipe (VCP) which over time deteriorates and tends to pull apart with the forces associated with ground movement. Some methods of cleaning and clearing of blockages or backups, like high pressure jetting, can also lead to displacement of the VCP.

Additionally the north main discharges into the 1000 West Street sewer through both vertical and horizontal bends, similar those connections used for a service line. As these pipes are essentially mains serving multiple buildings, the connection should be at a manhole, in order to facilitate discharge, and allow for cleaning and checking of the mains.

Some of what has been stated about the north main holds true for the south main, which lies north of the animal barns and then diagonals northeast to north of the Grand Building and out to 1000 West Street. This main serves all of the buildings south of the Malls. This system appears to be in worse shape from infiltration and displacement and has a history of backing up under high loads during the State Fair. This should be replaced immediately, as the separations may cause the main system to fail.

The connection to the City main in 1000 West Street should also be replaced with a manhole, to eliminate the 45 degree horizontal and vertical bends. The large number of buildings on this Fairpark main dictates it be treated as a major collector with a manhole connection.

The improvements in the mains north and south should provide adequate capacity for the existing Fairpark uses to date. However, the current system is lacking in coverage and potential revenue generation within the Fairpark. With the construction of the Light Rail in North Temple Street, the buildings and main along the south portion of the Fairpark should be connected to the City main in the street. This will reduce the load to the main south of Mall #1 and should be done as a part of the street demolition and reconstruction. Having up to date connections will greatly improve the system performance. These needs will be discussed under the Recommendations section of this report.

Storm Drain System



Standard storm drain design typically addresses the 2-, 5- or 10-year storm event. However, the Fairpark (see Map 7) would become inundated in many areas during the 100-year storm event. Thus the design storm used to develop the drainage infrastructure should be the 100-year event. This may seem excessive, but efficient functioning of the Fairpark requires the quick discharge of storm runoff from areas of high traffic. The existing storm drain system is inadequate to effectively drain storm runoff from some areas of the Fairpark.

The site in general is flat and it is difficult to tell by eye or by the available topographic contours what the boundaries are and how areas drain. Based on site visits to the Fairpark, a ridge appears to exist near the southern edges of the four malls, with runoff to the north and south of this divide. Generally speaking, there is a ridge down the road between Malls #1 and #2 with the area to the east of this road draining to storm water lines that connect east to 1000 West Street. To the west of this ridge, water drains to storm drains that discharge to the Jordan River. The Stage and associated Bleachers, as well as the dirt and gravel parking to the north, drain to the storm water system in 300 North.

The existing storm water infrastructure is undersized such that runoff from large storm events do not drain quickly, but pond at low point storm drain inlets. In many places the existing grading of the site has low points in asphalt, grassy, dirt, and gravel areas without catch basins. On one site visit, water could be seen puddling in some of these low areas, from a prior rain. The Jordan River flows along the west side of the main portion of the Fairpark and surrounding City storm drains discharge to it.

The Fairpark has four discharge points to the Jordan River. Storm drains also discharge to the north to 300 North Street and to the east through two separate pipes to the storm drain in 1000 West Street. The northeast paved parking lot has a storm drain system that has an orifice plate on the discharge pipe which creates detention storage in the parking lot, which has caused damage to parked vehicles.

Deficiencies will be discussed from south to north. The existing storm drain between the animal barns frequently fills with wood chips and straw plugging up the small diameter pipe and causing runoff to back up into the paved area between the barns and back to the Fish and Game building. This creates a two-fold issue of not efficiently draining the paved area and potentially backing runoff into buildings, but also discharging solid waste into the Jordan River.

There is no storm drain south of the Grand Building to drain the runoff from the paved area. This area is subject to shallow ponding in Barn Street south of the building and north of the



grassed vendor area. This results in disruption of the vendor areas adjacent to the Grand Building and on the grass along the south Fairpark fence. Until this runoff either evaporates or soaks in the vendors are negatively affected by loss of revenue.

There is no storm drain south of Mall #1 or #2 in Grand Street and the buildings to the south. There is curb along the landscape areas of the adjacent buildings and the grassed mall areas. Runoff from the roofs of the buildings discharges through downspouts to the landscape areas and flows through vendor booths and out onto the paved area. This results in disruption of the vendor booths along both sides of the paved due to standing water. This area is a main income source for the Fairpark during the Fair. Having the access limited and vendors impacted by standing storm water is not desirable.

The same conditions also occur south of the Malls to the north of the grassed areas. Runoff from the Home Arts, Conference Center and Discovery Buildings drains to the south and into Midway Street north of Mall #1. This results in standing storm water along the Mall curb at the front of the vendor tents.

Additionally the Mall areas are essentially flat grassed areas that allow for infiltration of the runoff within the mall areas over time, but not fast enough to allow use of these areas following a storm event.

The area south of and between Malls #1 and #2 has a French drain system of catch basins to drain the paved area at this intersection. This system is reported to be working fairly well. A similar French drain catch basin system between Malls #3 and #4 at the north end, does not work well and drain down of this area does not occur in a timely manner.

There is reported ponding of storm water around the area of the big yellow slide venue and to the east of this structure. Some catch basins along the north of the large paved area are not adequately sized or placed to drain this area at this time.

The entire drainage system within the Rodeo Arena and Maintenance Building areas were the subject of the State Water Quality Division review and subsequently a geotechnical fabric was placed under all the inlet grates in the area to prevent discharge of manure and gravel into the storm drain system. This system is connected to an underdrain system below the arena surface and drains well through this system since surface pollutants have been reduced. This system drains to a manhole west of the Maintenance Building, through the system immediately south of the Stables and then towards the west to the river. The major parking area for the Fairpark is in the northeast corner of the property and can be divided into three separate conditions. The original paved parking areas to the east of



the Grandstand Area and north of the Conference Center have storm drains that drain this parking lot. The paved parking to the north of this area was more recently constructed and contains a storm drain system that creates detention storage and has an orifice restriction on the outfall pipe to the storm drain in 1000 West Street. This results in damage to vehicles at times or loss in parking revenue when this area might be affected by storms. The third parking area is a large native grass and/or gravel area north of the Grandstand. This area is served by a storm drain system along 300 North Street which discharges to the storm drain in the City street. This area can become a bit of a quagmire during storm events, but is mostly used by the Rodeo and Horse Show competitors who are accustomed to dealing with this condition. For the most part the grass or gravel surface is preferred for horse use over pavement.

Attached to the Appendix of this report is a discussion of the Methodology used to analyze the Storm Drainage in the Fairpark. We divided the Fairpark into ten drainage basins based on the outfall storm drains and points of discharge. The existing storm drain systems do not have the capacity to handle the 100-year storm event per the drainage evaluation. The Fairpark also lacks any storm drain in much of the property to address storm water capture and discharge. Additionally, there is little infrastructure in place to address water quality discharge issues or current regulations.

In general the Fairpark is a flat area with minor flooding issues resulting in loss of revenue both during the fair and in off-season uses. Upgrading the storm drain systems to include both water quality improvements as well as additional points of interception would greatly enhance the overall functioning of the Fairpark and significantly improve revenue as a result.

SUMMARY OF UTILITY ASSESSMENT

In summary we rate the utility systems on the Utah State Fairpark property from good to dysfunctional. Thus the news is good and not so good, but all deficiencies can be addressed over time with upgrades and replacement programs. Following is a summary of the above evaluation:

I. Electrical Utility System

a) Current system is adequate for Fairpark operation at current levels.



- b) Add new transformer in the northwest corner of the property to provide additional power for future development of a trash transfer station is desired.
- c) Add power pedestals and "J" boxes throughout the four Mall areas, north of the Malls #3 and #4, along Main Street and in a grid in the gravel parking lot on the north would increase the available vendor spaces and allow for off-season RV, street rods and similar events.

II. Information Technology (IT) and Telephone Systems

- a) Current DSL system for Administration and State Lease is adequate
- b) Current phone dial up Internet service for the Maintenance Building is operating but slow which can result in disconnection and other use issues.
- c) Current telephone system is adequate.
- d) No additional telephone system expansion is needed to serve the Fairpark use at this time.
- e) Installation of a WiFi system for Internet service would provide increased access for vendors and staff throughout the Fairpark and allow for increased use of mobile units by staff, vendors or off-season event patrons.

III. Natural Gas System

- a) Current natural gas system is adequate to serve the needs of the Fairpark.
- b) The Fairpark owns a couple of hundred feet of natural gas pipe which the staff has to maintain.
- c) The existing meters in the right-of-way of North Temple Street may need to be relocated to avoid conflicts with the reconstruction of said street for the Light Rail project.
- d) The Questar Gas Company should replace the existing private Fairpark piping with their own and take over all maintenance of the natural gas systems to the meters.



IV. Culinary Water System

- a) The Culinary Water System was recently upgraded with new mains throughout the Fairpark and thus the Fairpark has adequate pressure and capacity.
- b) Some additional connection of the new main is desired to create some looping of the water main within the Fairpark to facilitate shut downs during repairs.
- c) Additional fire hydrants are recommended to increase the overall fire protection of the Fairpark.
- d) Additional water service lines and vendor services are desired to increase the number available places with full service or for off-season events needing full RV hookups.
- e) Existing water valves that have been abandoned still have valve cans showing their location. Removing these cans will eliminate future confusion about the location of existing water lines.

V. Non-Culinary Water System (Irrigation)

a) The current irrigation system is adequate and no areas of main construction or extension have been planned or requested.

VI. Sanitary Sewer System

- a) The major north and south mains are vitrified clay pipe and have long runs of pipe with both horizontal and vertical displacements and are subject to excessive infiltration from groundwater.
- b) The south main had a backup during the Fair in 2007 2008.
- c) The north and south mains have two 45-degree bends at the connection to the main in 1000 West Street which may result in discharge backups and maintenance issues.
- d) The north Rodeo Arena sanitary sewer system has had no operational issues to date.
- e) The proposed Light Rail construction on North Temple Street affords the opportunity to install several service connections to serve buildings along the south perimeter of the Fairpark while the street is under reconstruction. This would help disperse the sanitary sewer loading from the Fairpark and reduce on-site sanitary sewer main tear up and repair.
- f) The west end of the central Fairpark campus has no restroom facilities and there is no sanitary sewer in this area to serve a new restroom.
- g) Additional sanitary sewer service connections for vendor services would allow for greater flexibility in locations of vendors during the fair and use for RV full hook-ups for off-season events.



VII. Storm Drain System

- a) Storm drainage systems have been installed piecemeal to address very specific ponding issues but do not have the capacity or coverage to handle the 100-year storm event.
- b) The storm drains around the animal barns fill with wood chips and manure.
- c) There is no storm drain south of the Grand Building.
- d) There is no storm drain in Grand Street, between Malls #1 and #2 and the Grand Building.
- e) There is no storm drain in Midway Street between the Malls and the buildings to the north.
- f) There is no storm drain in the grassed Mall areas which are essentially flat.
- g) Two locations within the Fairpark have storm drains on French drain systems. One French drain works well while the second does not and results in ponding during most rain events.
- h) There is insufficient storm drain catch basins and pipe capacity around the big yellow slide and south of the horse barns to handle the 100 year storm event.
- i) The storm drain system around the Rodeo Arena and Maintenance Building and yard has a non-functioning water quality protection system of geotechnical fabric under all the inlet grates. Drainage of surface runoff in this area is slow to non-existent.
- j) None of the storm drain systems in the Fairpark adequately addresses water quality.
- k) The storm drain in the northeast parking lot was designed to address insufficient capacity in the 1000 West Street storm main by limiting the discharge from the storm drain and forcing detention ponding in the parking lot to several feet of depth.



Utility Assessment - Recommendations

BY UTILITY

Electrical Utility System (see Map 8)

- 1. Install two new power panels in Mall # 1 to more fully utilize the available power in the stage basement and allow for installation of additional "J" boxes for vendor services or RV hook-ups.
- 2. Install "J" boxes in Malls #1, #2, #3 and #4 and along Main Street for vendor services or RV hook-ups.
- 3. Install "J" boxes in north gravel parking lot area for RV hook-ups.
- 4. Install "J" boxes between restroom building and food court just south of the Grandstand area.
- 5. Install power service at the northwest corner of the Grandstand area for vendor service near for the Entertainment Tent.
- 6. Install new transformer in area southeast of Hay Barn #41 to supply power for a trash recycling center.
- 7. Install "J" boxes along the north property line north of the Multi-purpose Building and Rodeo Arena for horse trailer hook-ups.

Information Technology (IT) and Telephone Systems

- 1. Install secure WiFi system for staff use and associated transceivers.
- 2. Install unsecured WiFi system for vendor and guest use within the Fairpark.

Natural Gas System (see Map 9)

- 1. Contract with Questar Gas Company to replace about 300 feet of Fairpark-owned piping which will make all natural gas service lines on the main side of the meters owned and maintained by the Questar.
- 2. Contract with Questar to relocate the four -existing gas meters in the right-of-way of North Temple Street to within the Fairpark property. This will include some interior re-piping to accommodate the change in delivery locations from the meters.

Culinary Water System (see Map 10)

- 1. Construct 8" water line from the main at the south of the Horse Stable #46 to the main near the southeast corner of the triangle grass area southeast of the Rodeo Arena.
- 2. On the water main that was abandoned in place in the 2003 work, remove existing valve boxes and valves, or cut valves down.



- 3. Connect water fountain on west side of Administration Building to culinary water system.
- 4. Install nine new fire hydrants to provide additional fire fighting protection.
- 5. Install vendor water service grid in the north gravel parking lot with connections every 40 feet.
- 6. Install vendor water service lines in the area north and south of the Yellow Slide with connections every 40 feet.
- 7. Install vendor water service line in center of Malls #3 and #4 from west to east with connections every 40 feet.
- 8. Install vendor water service lines in Mall #2 with connections every 40 feet.
- 9. Install vendor water service lines in Mall #1 with connections every 40 feet.
- 10. Install vendor water service lines along the north property line north of the Multipurpose Building and Rodeo Arena for horse trailer hook-ups.
- 11. Remove abandoned valve cans.

Non-Culinary Water System (Irrigation)

1. Maintain a reasonable maintenance budget to allow for replacement of sprinkler heads, valves and piping on an annual basis. This type of water system in this environment is subject to significant wear and tear, and requires replacement or repair of parts frequently.

Sanitary Sewer System (see Map 11)

- 1. Install 6" sanitary service connection from Beef Barn #10 to the sewer main in North Temple Street and cover and curb around the wash rack area to prevent surface runoff from entering the sanitary sewer.
- 2. Install 6" sanitary service connection from Dairy Barn #9 to the main in North Temple Street and cover and curb around the wash rack area to prevent surface runoff from entering the sanitary sewer.
- 3. Install 6" sanitary service connection from Cattle Barn #8 and the Pavilion, new Swap Meet Building, Ticket Booth and Storage Building #19 to the main in North Temple Street.
- 4. Replace south sanitary sewer main between Malls #1 and #2 and the Grand Building #4 from the Restroom/Food Park Building to connection with the City sewer main in 1000 West Street. This work includes building a manhole for the connection over the public collector main.
- Replace north sanitary sewer main between Malls #1 and #2 and the Conference Center from the Rodeo Arena to connection with the City main in 1000 West Street.
 This work includes building a manhole for the connection over the main and a



- connection for restrooms on both east and west sides of the Grandstand seating areas.
- 6. Construct sanitary service for new restrooms for both the west and east Grandstand seating areas.
- 7. Install new8" sanitary sewer from the southwest corner of Mall #4, flowing north under the Yellow Slide between Horse Stables #47 and #48, northeast past the Multipurpose Building #51 to the existing 12" flowing north to 300 North Street.
- 8. Construct new dual purpose restroom with showers for carnival workers on one side and restroom for Fair goers on the other.
- Construct sanitary service lines from east to west along the north side of the Yellow Slide and cover and curb the horse wash rack and connect into the service line. This would include installing vendor service connections every 40 feet along the length of the line.
- 10. Construct sanitary service lines from east to west in the open paved area between Mall #4 and the Yellow Slide including vendor service connections every 40 feet to even with the east edge of Mall #3.
- 11. Construct sanitary service lines from east to west in Malls #3 and #4 along the north and south perimeter and two runs in the middle including vendor service connections every 40 feet to the east edge of Mall #3.
- 12. Construct four sanitary service lines across Mall #2 and connect into existing sanitary sewer service line along the east edge of the Mall.
- 13. Construct two sanitary service lines across Mall #1 to the north and south of the Stage Building and connect to the main sewer line in Main Street.
- 14. Construct sanitary service lines around the triangle grass area to the southeast of the Rodeo Arena. Install vendor connections every 40 feet and connect to the existing sanitary sewer service from the Grandstand Tour Bus area.
- 15. Construct five sanitary service sewers across the Entertainment Tent area for vendor sewers every 40 feet and connect to the Grandstand Tour Bus service sewer to the north.
- 16. Construct sanitary service sewer grid in the gravel parking lot area. Sewers to be approximately 55 feet apart with five runs of pipe laid east to west and a main service sewer from the southernmost service sewer to the north and then west to the existing 12" sanitary sewer main which discharges north to 300 North Street.
- 17. Construct sanitary service line along the north property line north of the Multipurpose Building and Rodeo Arena with Horse Trailer service connection every 40 feet. Service lines to be connected into the existing 12" sanitary sewer main.

Storm Drain System (see Map 12)

1. Construct 24" diameter storm drain from the Creative Arts Building #3 along the Barn Street south of the Grand Building #4 to connect with the existing storm drain at the



- south of Storage Building #18. Install 30" storm drain line from the catch basin south of Storage Building #18 to a water quality protection pond at the south end of Barn Street. Install catch basins every 100 feet. Install concrete "V" waterways over the storm water pipe down the entire length of Barn Street. Connect existing roof drains from all adjacent buildings (where possible) into this storm drain.
- 2. Install water quality protection vaults on the storm drains discharging from the catch basins between the Cattle and Dairy Barns and the Dairy and Beef Barns to intercept and remove manure and wood chips that may wash into the catch basins from wash down and surface runoff.
- 3. Install a water quality/detention pond along the park area on the west bank of the Jordan River, just west of the Beef, Sheep, and Market Barns. Change the storm drains from the southwest corner of the Beef Barn, the storm drain line between the Beef and Sheep Barns and the storm drain from north of the Market Barn to discharge into this grassy detention/water quality pond. The water will be detained and released through a water quality protection filter for low flows and a snout structure for high flows to the three existing discharge points into the Jordan River. Reconstruct the outlets to the Jordan River as necessary to provide a clean, unobstructed discharge from the water quality protection/detention pond. If this pond happens to overtop in a major storm event, the storm water will sheet flow across the pavement to the north and then west into the Jordan River.
- 4. Construct a 24" storm drain down the center of the Grand Street between the Malls and the buildings to the south, with catch basins every 100 feet. Regrade and reconstruct the street to create a center line "V" and install a 4-foot wide concrete waterway from one catch basin to the next, to direct runoff away from the perimeter of the street and channel flows to the catch basin. This work includes tying the roof drains from the adjacent buildings into the storm drain. Extend the storm drain construction to tie into the existing storm drain at the northwest corner of the Market Building #13. This storm drain will then discharge into the water quality protection pond, before discharging into the Jordan River.
- 5. Construct a 24" storm drain about 15' north of Malls #2, #3 and #4. Connect this storm drain into the existing outfall storm line from the catch basin at the northwest corner of Mall #4. Install a water quality protection pond near this catch basin to provide an open discharge from the storm drain into this pond prior to discharging to the Jordan River. Upgrade the existing discharge to the Jordan River from the existing storm pipe to accommodate flows from the water quality protection pond. Install a water quality filter on the outfall from the pond. Construct 18" storm drain down the center of the Midway Street north of Mall #1. Reconstruct this street to create a centerline "V" and install a 4' wide concrete waterway to direct runoff away from the perimeter of the street to catch basins. Remove and replace the storm drain north of

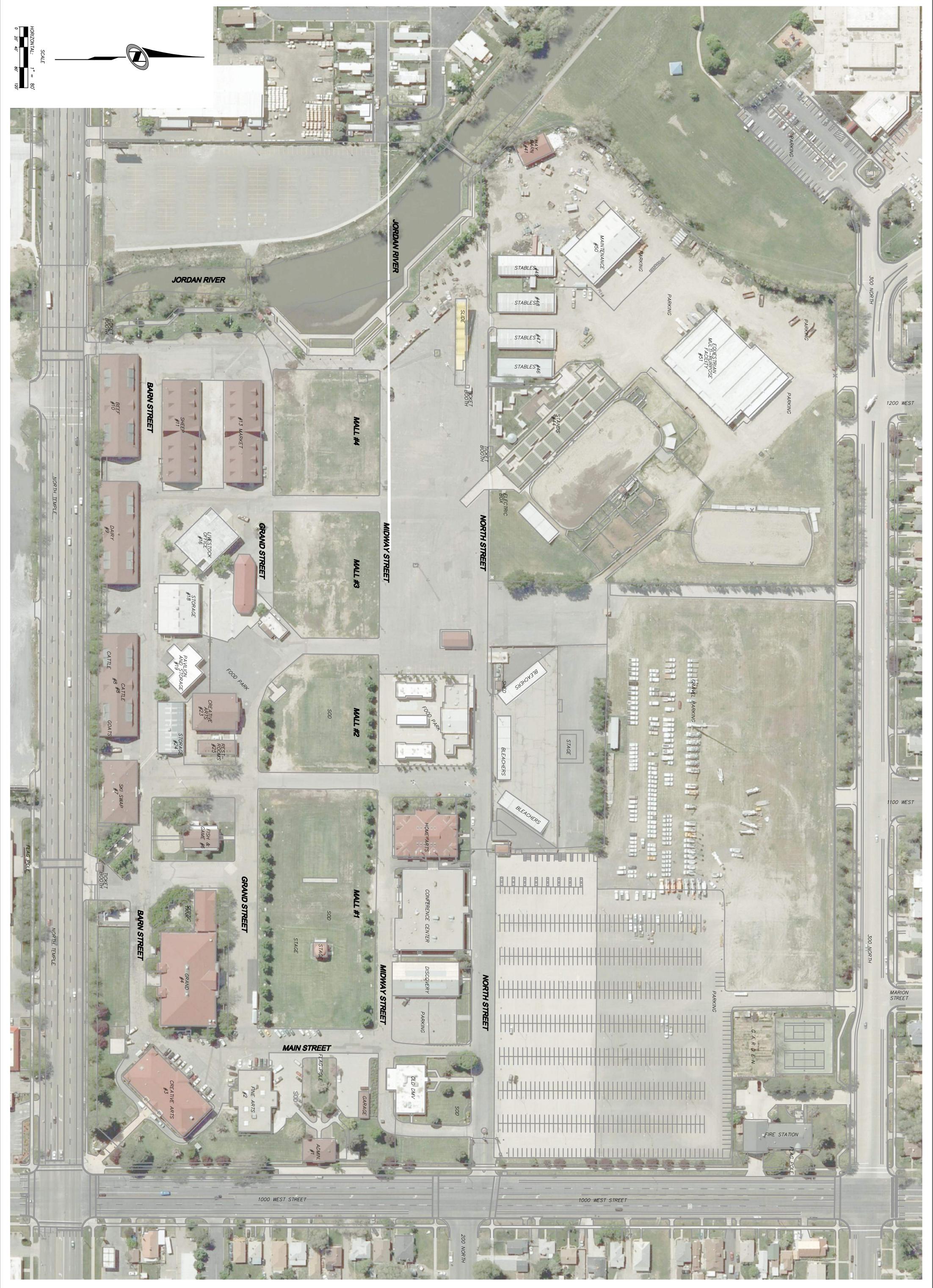


the Yellow Slide and large paved area, with 30" storm drain. Construct 24" pipe to drain from the middle of this large paved area and connect to the reconstructed storm drain northwest of the slide. Install a water quality protection pond northwest of the slide area to provide an open discharge of the storm drain into this pond prior to discharging to the Jordan River. Upgrade the existing discharge to the Jordan River from the existing storm pipe to accommodate discharge from the water quality protection pond. Install a water quality filter on the outfall of the pond. Connect all catch basins in this large paved area with 4' concrete "V" waterways to direct discharge to the inlets. Reconstruct the poorly graded large asphalt area north of Malls #3 and #4. In addition, reconstruct the asphalt between the Bleachers, Food Park, and Home Arts Buildings. Space catch basins every 100 feet along all storm drain lines. This work includes tying the roof drains from adjacent buildings into the storm drain.

- 6. Tie existing catch basins at the north end of the street between Malls #3 and #4 to the new storm drain in Item #5 above.
- 7. Add additional catch basins from the area around the Yellow Slide and service lines to the existing storm drain to the north.
- 8. Construct a linear water quality protection pond to the north and west of the Maintenance Building #50 and west of the Equestrian Multi-purpose Building #51 along the fence line adjacent to the grassy park, northwest of the Fairpark property. This water quality protection pond will allow discharge of all the catch basins in the Rodeo Arena/Maintenance Building yard to flow freely through the inlet grates without any geotechnical fabric. Solid waste such as manure and gravel will settle out in the pond and cleaner runoff will be discharged through a filtered outlet structure to the storm drain to the south.
- 9. Construct additional catch basins from the livestock holding pens and along the northern border of the property and connect to the existing storm drain system through this area.
- 10. Construct a storm drain down the center of the Malls from east to west and connect into the south storm drain line near the Market Barn. Install catch basins every 100 feet.
- 11. Construct a new linear water quality/detention pond at the north edge of the gravel parking area along the property line abutting 300 North Street, and reconstruct the catch basins, pavement, and existing storm drain pipe in the paved area on the northwest portion of the Fairpark to discharge water into this pond. Construct a water quality outlet structure to filter and discharge at an allowable rate to the existing storm drain catch basin in 300 North Street.
- 12. Replace the existing storm drain joining the existing catch basins in the north end of the asphalt paved parking lot in the north east corner of the Fairpark, to drain to the



- west instead of east. From there they will flow to a new detention pond in the gravel parking area. Regrade the existing drainage basins to raise them up and eliminate the deep ponding in the parking lot area.
- 13. Regrade and repave all disturbed and poorly graded asphalt.
- 14. Install water quality protection structure at the new outlet for the north detention pond.
- 15. Cut and plug the existing storm discharge from the existing northeast paved parking lot to the City storm drain in 1000 West Street.
- 16. Install an 18" storm drain line from the northeast asphalt parking lot southward to collect water that stands at the existing low point at the seam of the concrete and asphalt pavements. Install new catch basin at top end of storm drain line.



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UTAH STATE FAIRPARK CAMPUS
SITE PLAN

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PREPARED FOR: UTAH STATE FAIRPARK

DATE SUBMITTED: JUNE 2010



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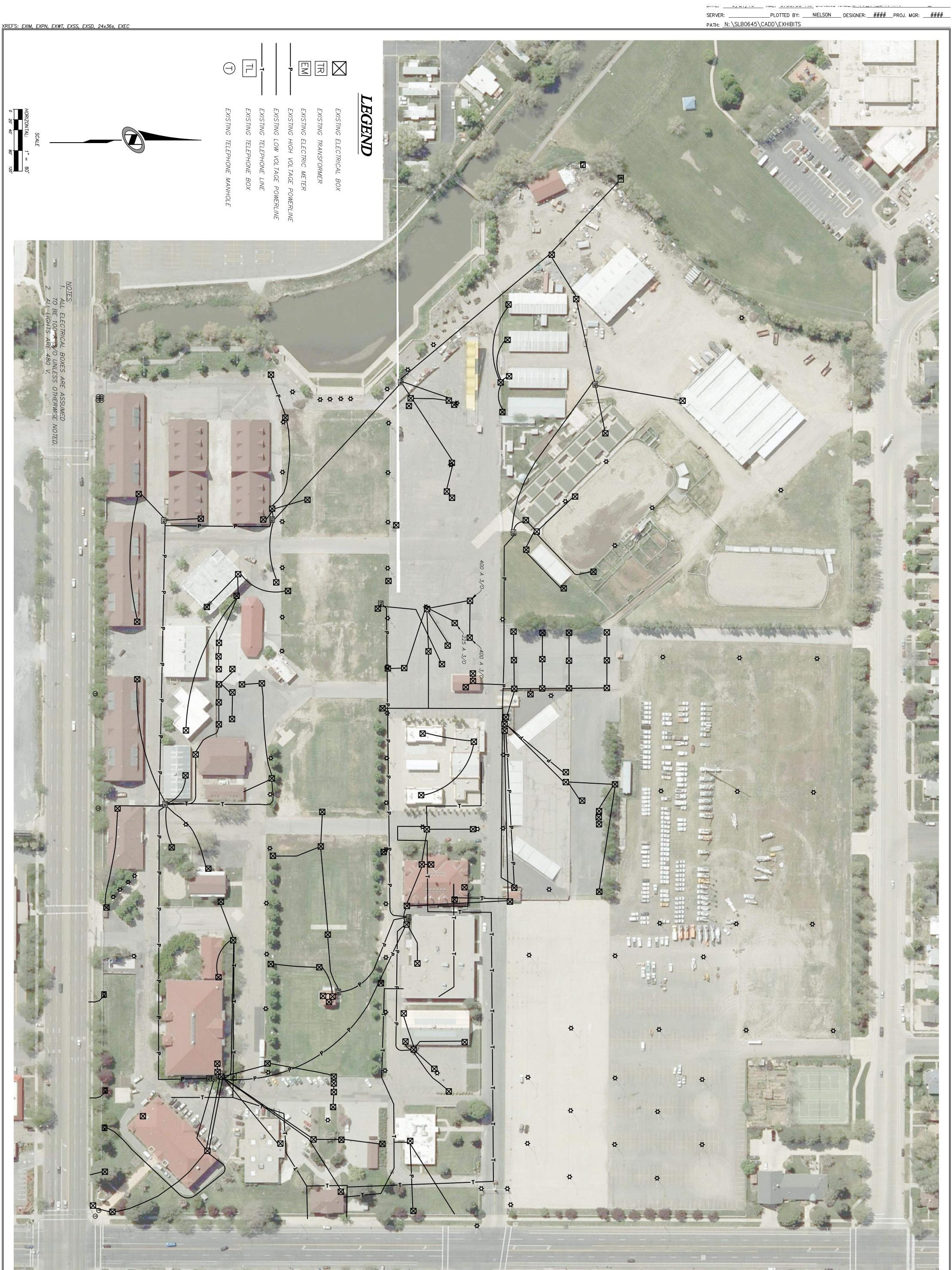
UTAH STATE FAIRPARK CAMPUS

EXISTING UTILITIES

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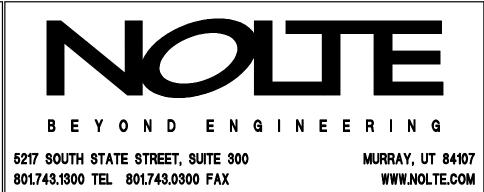
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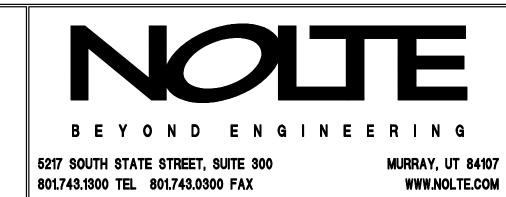
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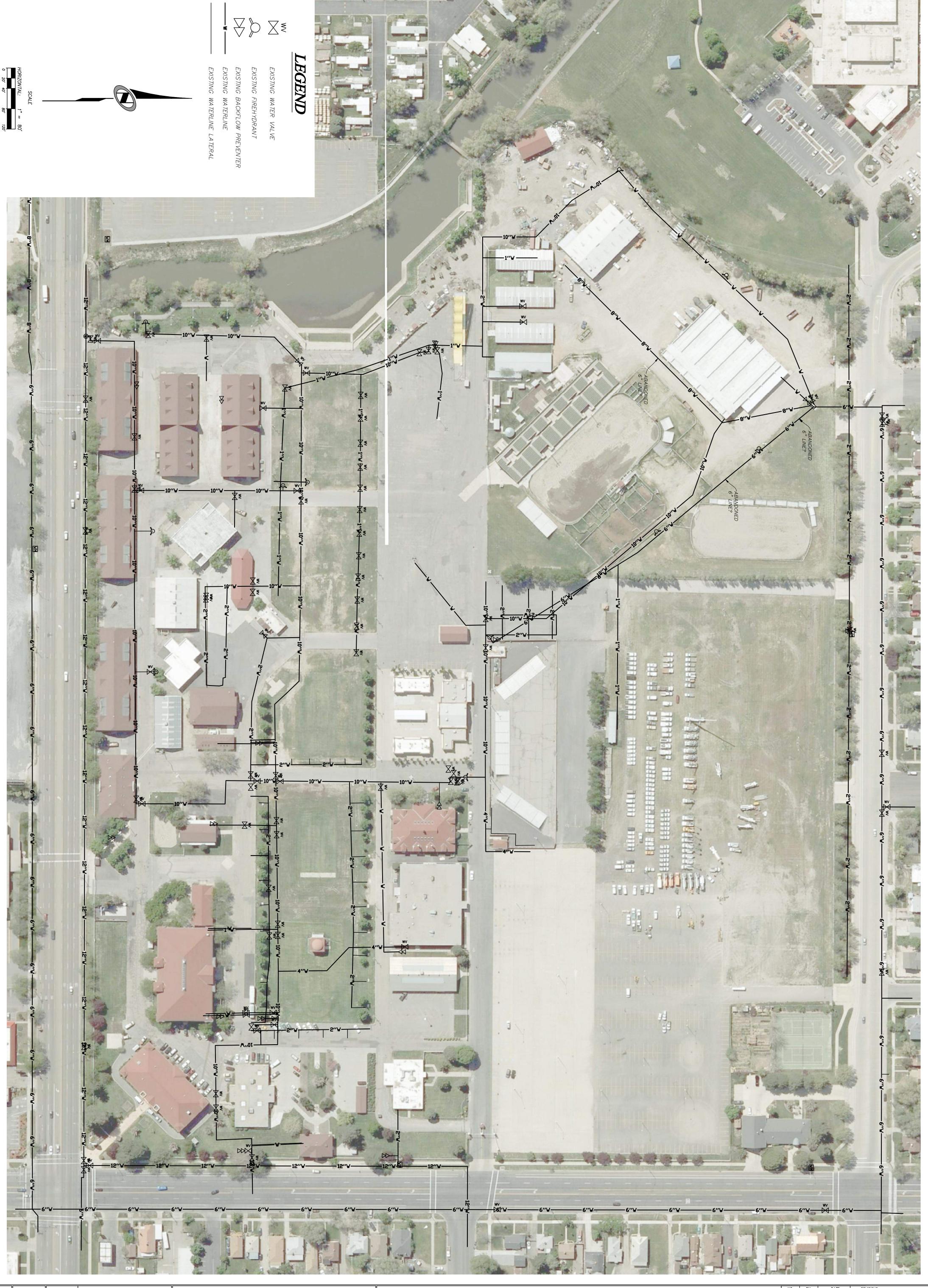
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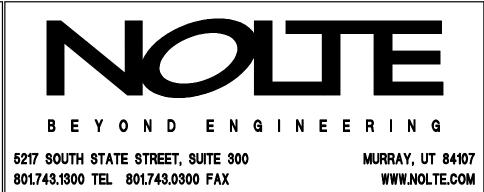
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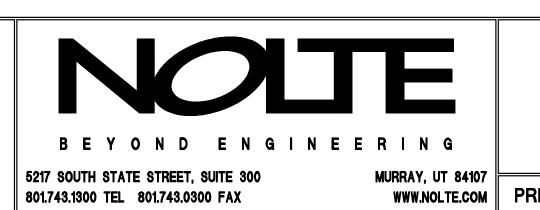


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EXISTING UTILITIES
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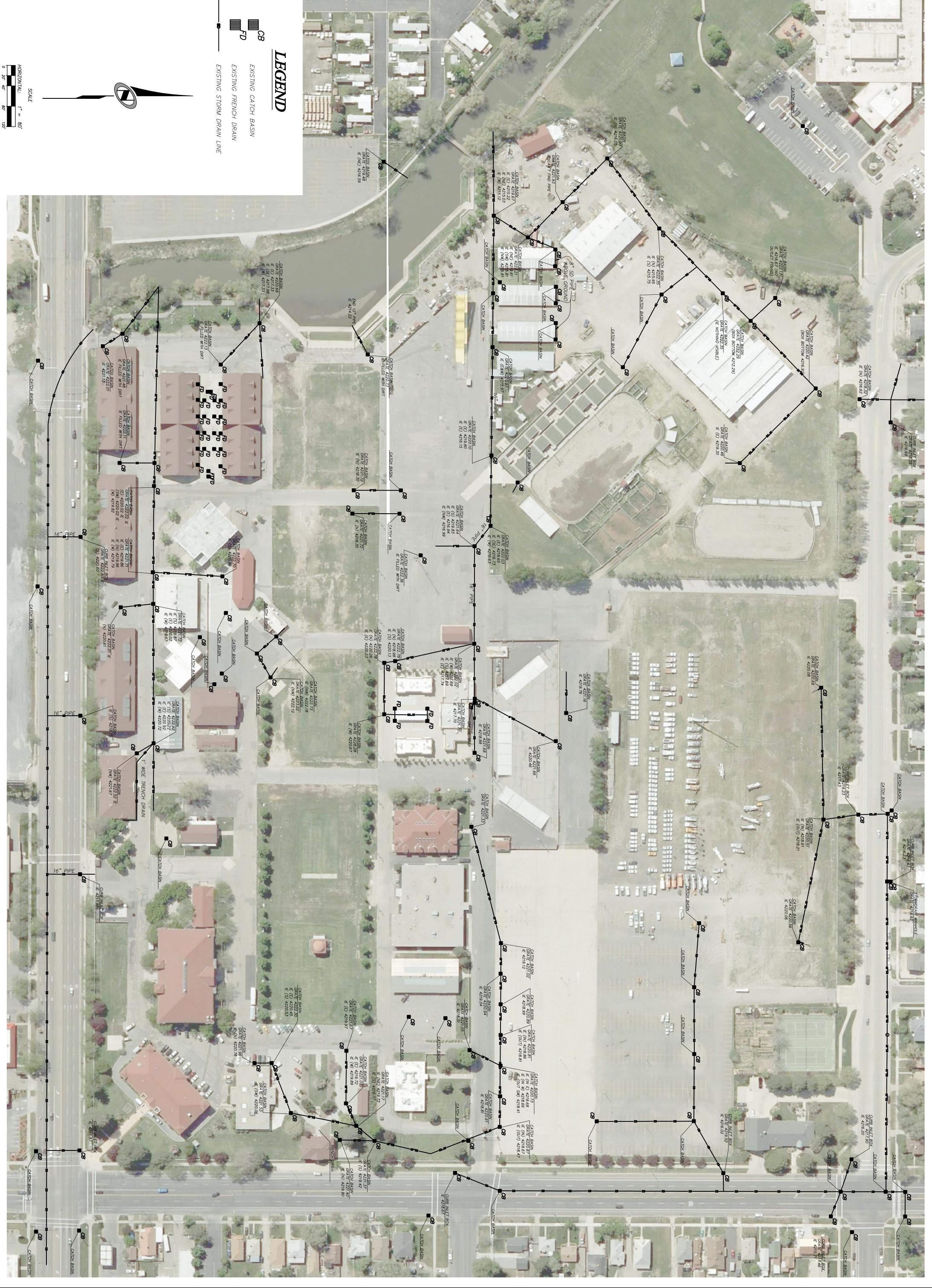


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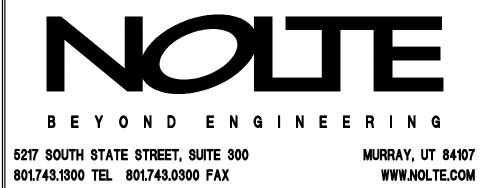
STORM DRAIN

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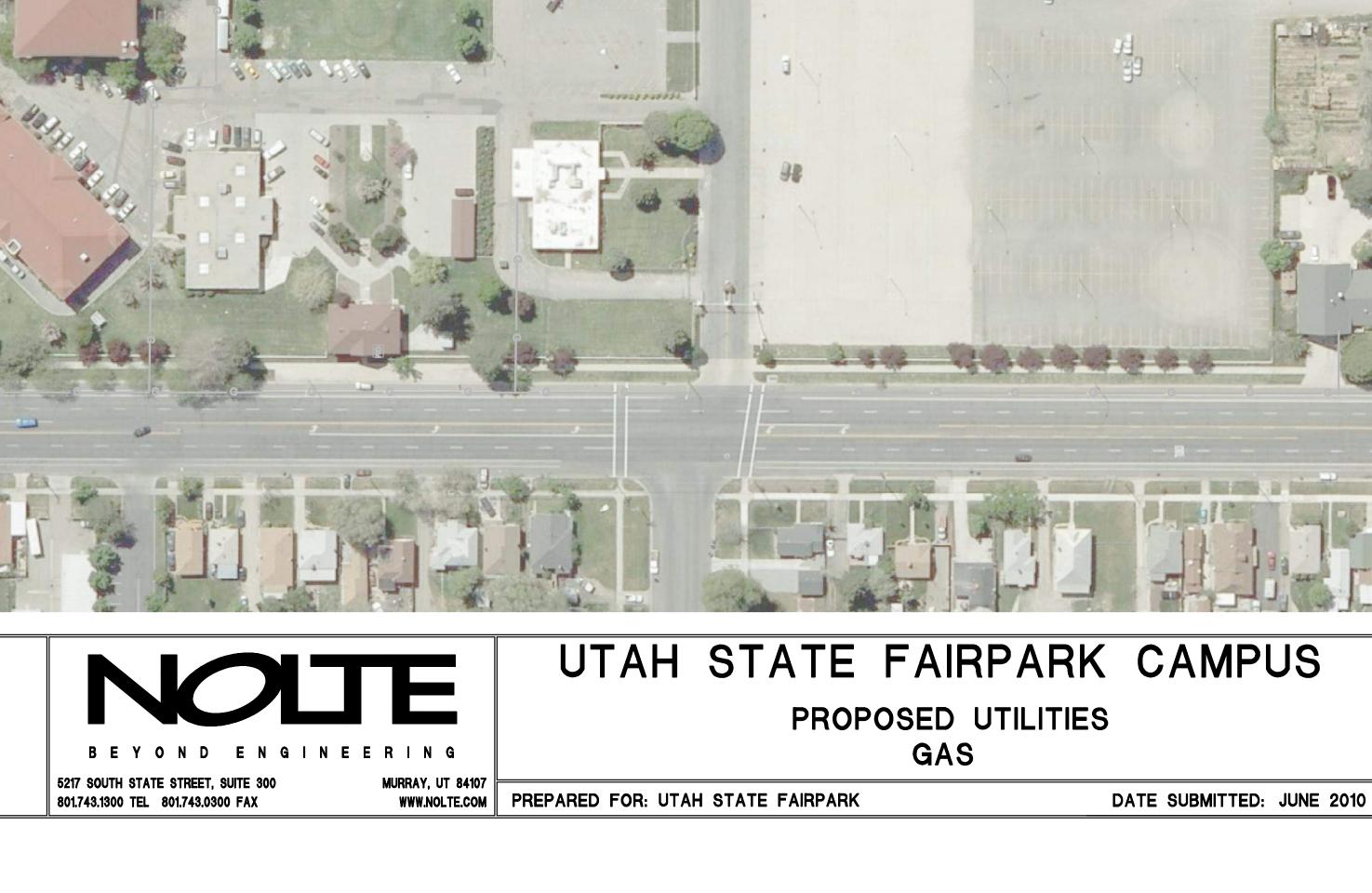


UTAH STATE FAIRPARK CAMPUS PROPOSED UTILITIES

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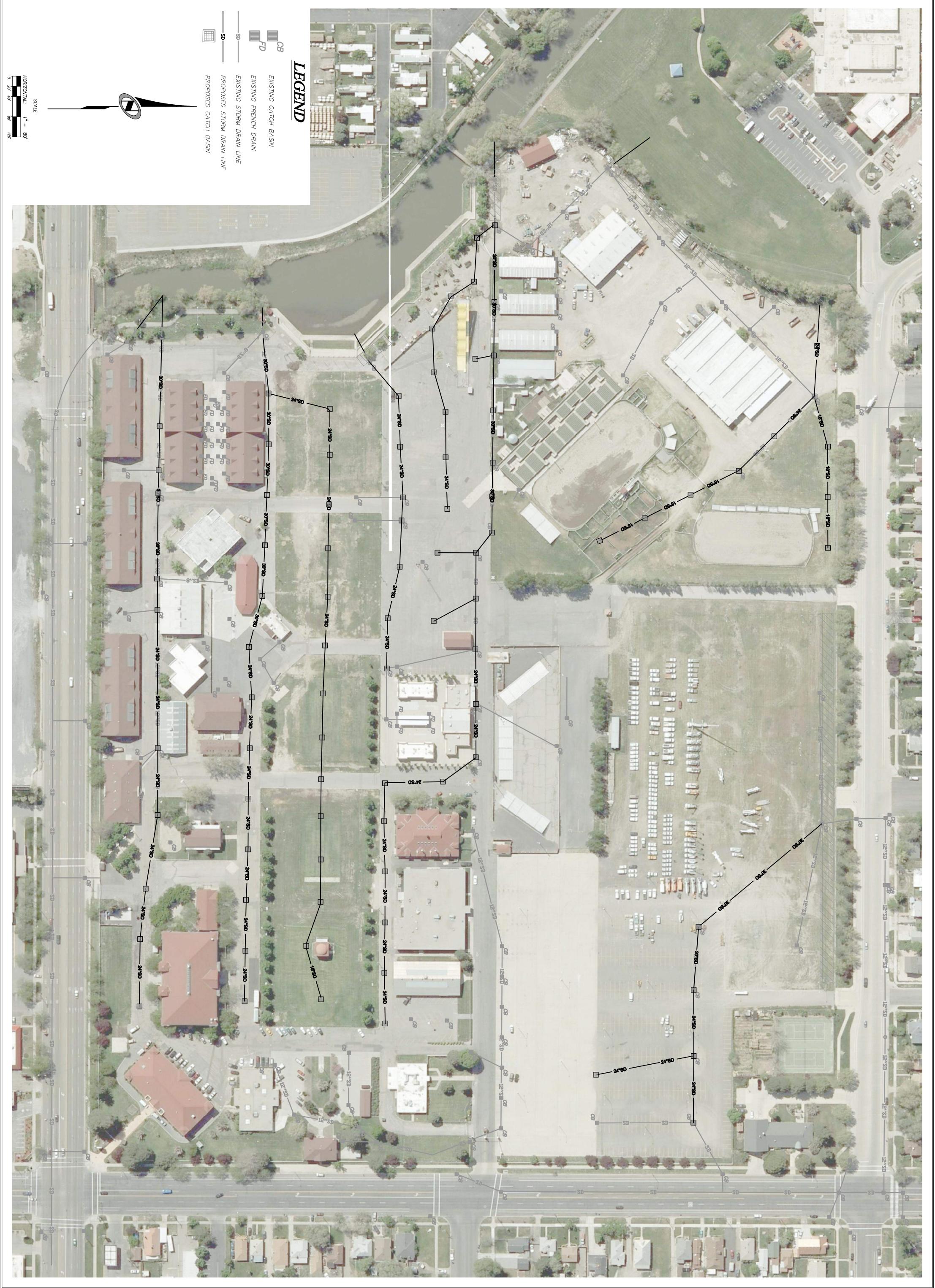
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PROPOSED UTILITIES STORM DRAIN

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