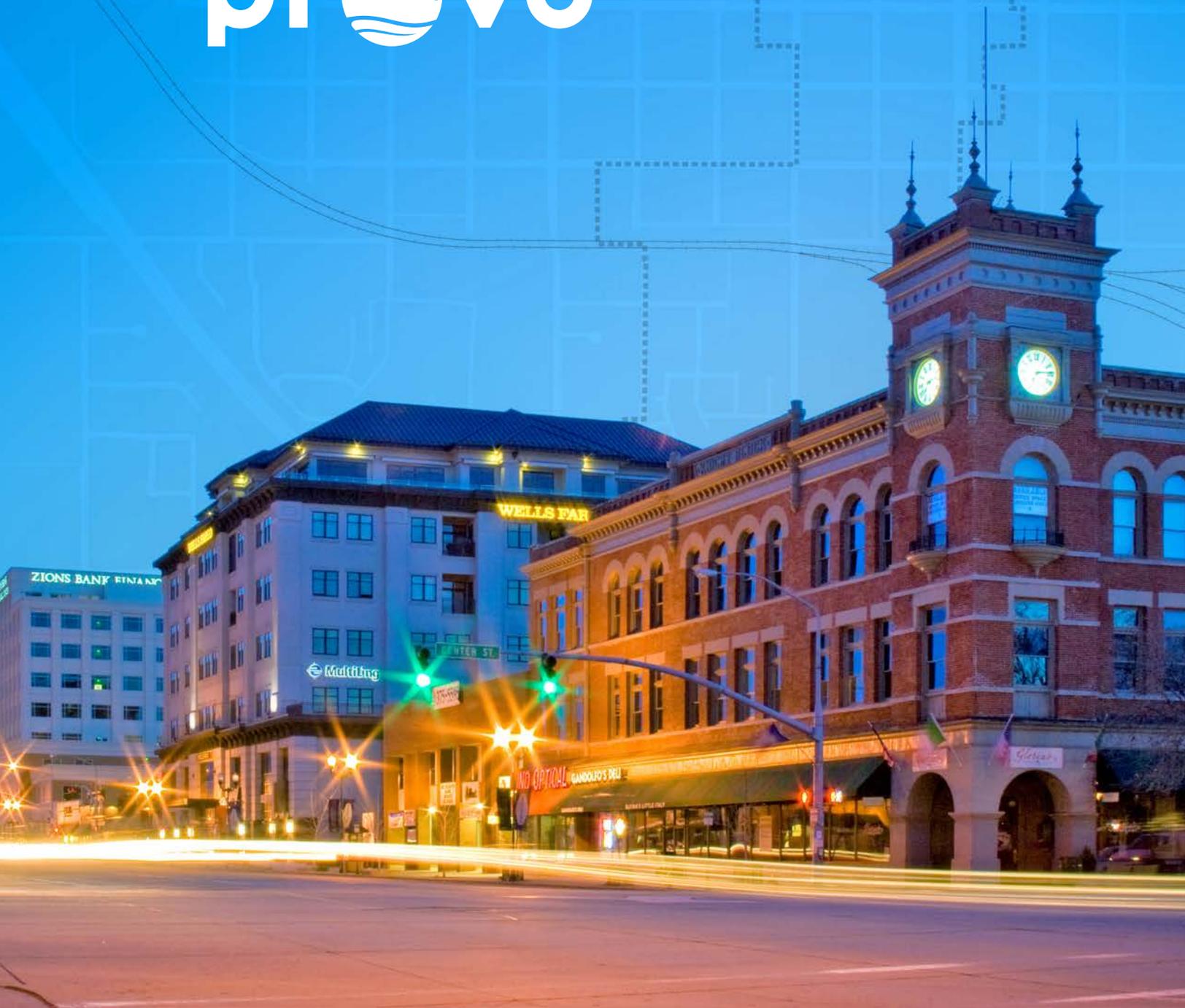


Downtown Master Plan

prvo





Downtown Area Master Plan

Produced 2012 - 2013

Provo Community Development

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Cover photo of University Ave.

March, 2010 by Joseph Sharpe

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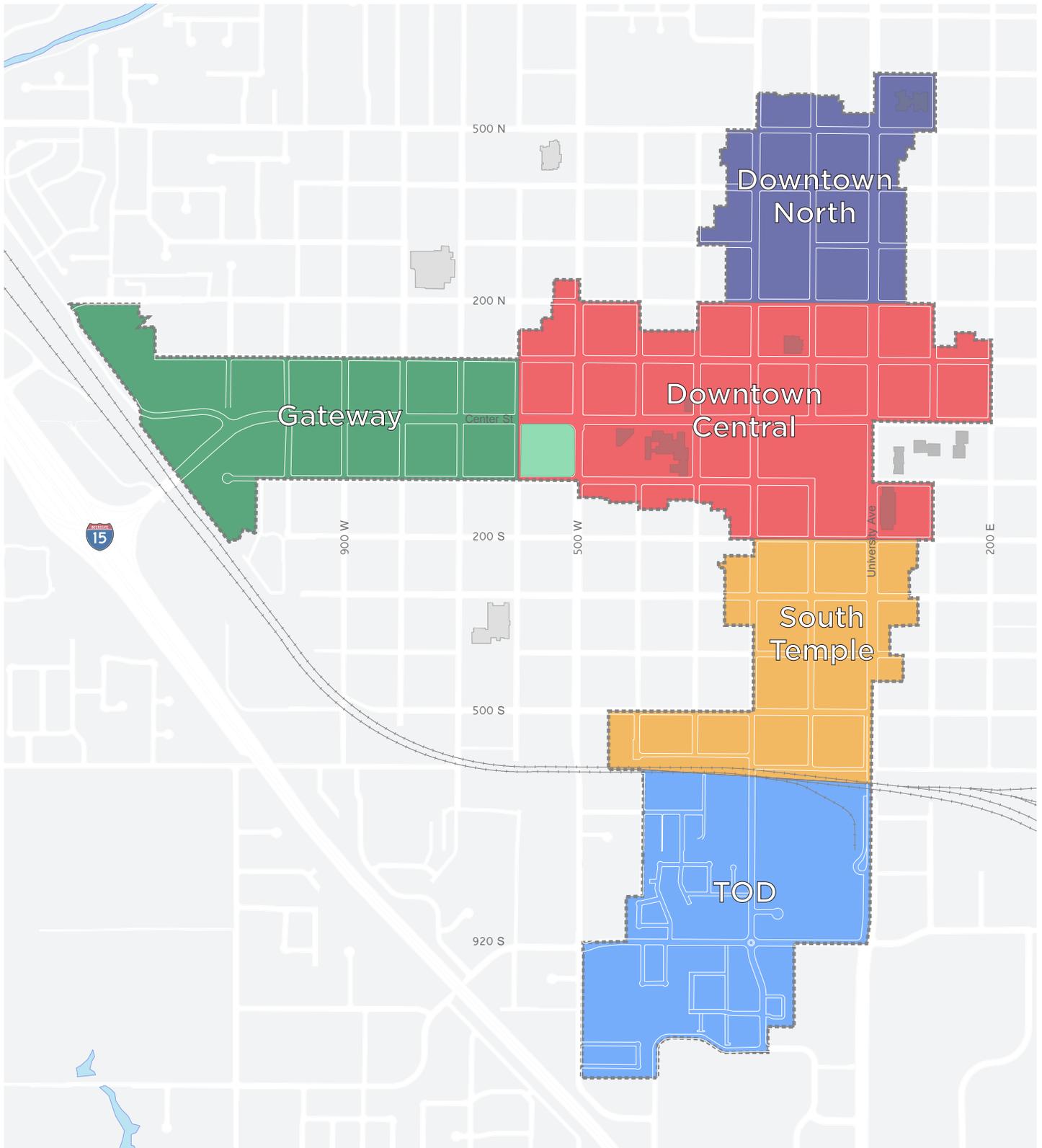


Figure 1.1 - Downtown Master Plan boundaries and sub-districts.

The Downtown Master Plan is a guide for the future of Downtown Provo. The Plan encompasses five planning districts; each district has unique characteristics that separate one from another. This plan is adopted as a supplement to the Provo City General Plan and as such reinforces and extends the goals and policies of the General Plan. Future development plans and improvements to the public realm must be consistent with both the General Plan and this Downtown Master Plan.

This plan has been developed in accordance with the goals of VISION 2030, an aspirational document outlining Provo's vision for its future. This document has as a stated aim that specific area plans be developed for the delineated neighborhoods within Provo. This is the first of these neighborhood plans.

A. BOUNDARIES

The Downtown Master Plan applies to the areas shown in Figure 1-1 left. This boundary roughly coincides with the boundaries of the current downtown zoning districts and reflects the current and planned extent of downtown commercial development within Provo.

This area of Provo is the commercial, civic, and cultural center of the City and Utah County. Within its boundaries are classic historic buildings, cultural institutions, key shopping and dining destinations, large office buildings, parks, a variety of residential properties and Utah County's only convention center. Downtown also includes the new Provo City Center Temple of the Church of Jesus Christ of Latter-day Saints and the expanded Nu Skin corporate office campus.

Downtown Provo truly stands among Utah's central business districts as a wonderfully distinctive place.



B. ANALYSIS OF EXISTING CHARACTERISTICS

DOWNTOWN NORTH DISTRICT:

The first of these districts is Downtown North, which includes the Provo Library and a variety of commercial and residential land uses. This district extends from 200 to 600 North and lies in parts of the Timp, North Park, CBD, and Joaquin neighborhoods. The zones for this district are the General Downtown (DT1) and the Downtown Core (DT2) zones as indicated in Figure 1.4.

The Downtown North District can be divided by the three North-South streets within its borders. On University Avenue the district is filled with an assortment of restaurants, medium-density residential buildings, and small offices. 100 West is a mix of low-density and medium-density residential buildings and some retail

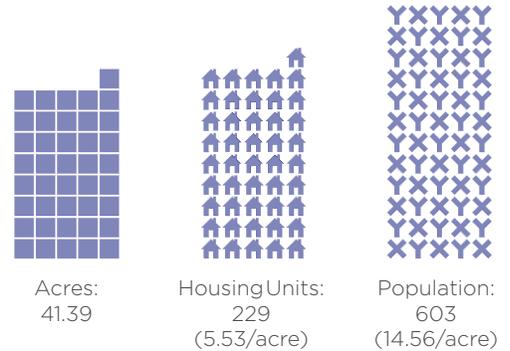
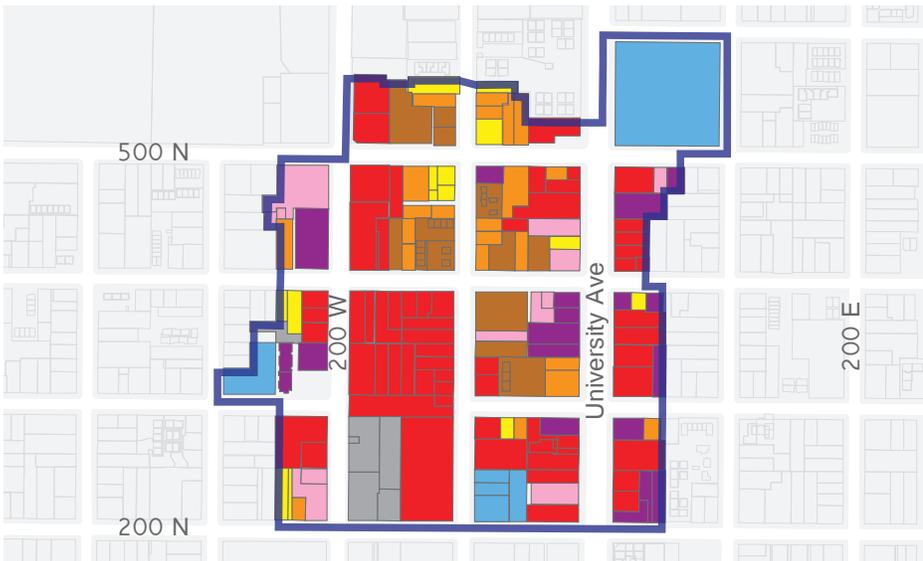


Figure 1.2
2010 Downtown North Demographics

properties. The final north-south street is Freedom Boulevard which includes a combination of offices, entertainment destinations, and small retail stores.

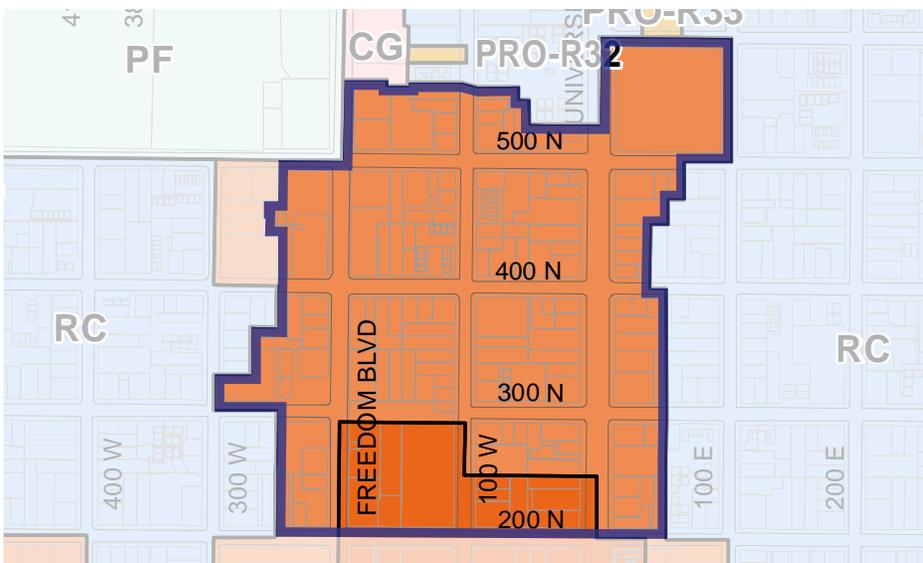


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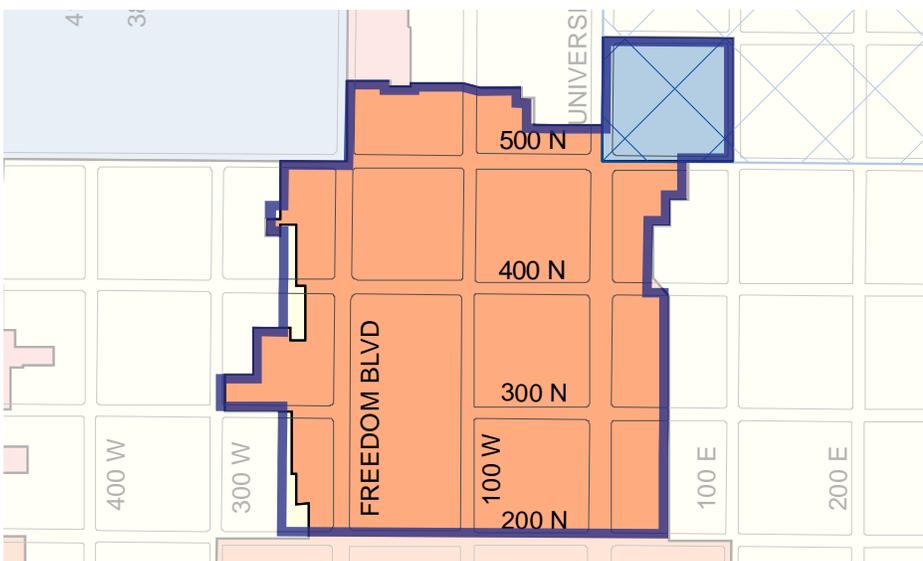
- Retail
- Office
- Mixed Use
- Government / Institutional
- One-Family Residential
- 2-4 Unit Residential
- Apartment
- Vacant

Figure 1.3
Existing Land Use of
Downtown North as of
October 2012



- Downtown 1
- Downtown 2

Figure 1.4
Existing Zoning of
Downtown North as of
October 2012



- Public Facilities
- Residential
- Downtown

Figure 1.5
General Plan Designations
of Downtown North as of
October 2012

DOWNTOWN CENTRAL DISTRICT:

The Downtown Central District is the heart of Provo City. This district includes the Provo City Center, Utah State and County Offices, the Provo City Center Temple, and the Utah County Convention Center. In addition to these key sites, this district houses the Wells Fargo, Nu Skin, and Zions Bank towers. Downtown Central includes parts of Dixon, Timp, CBD, Franklin, and Joaquin neighborhoods.

The Downtown Central District is a unique portion of Downtown due to its combination of historic storefronts, tree-lined streets, and extraordinary variety of land uses as seen in Figure 1.7 below. This district includes an assortment of restaurants, modern office buildings, and civic institutions. Center Street is the main corridor of Downtown and the historic center of Provo City. This landscaped thoroughfare travels by unique retail shops, services, and Provo's historic district. It is home to some of Utah's most

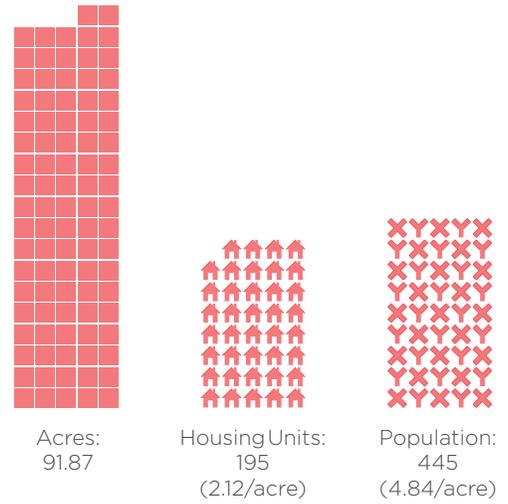
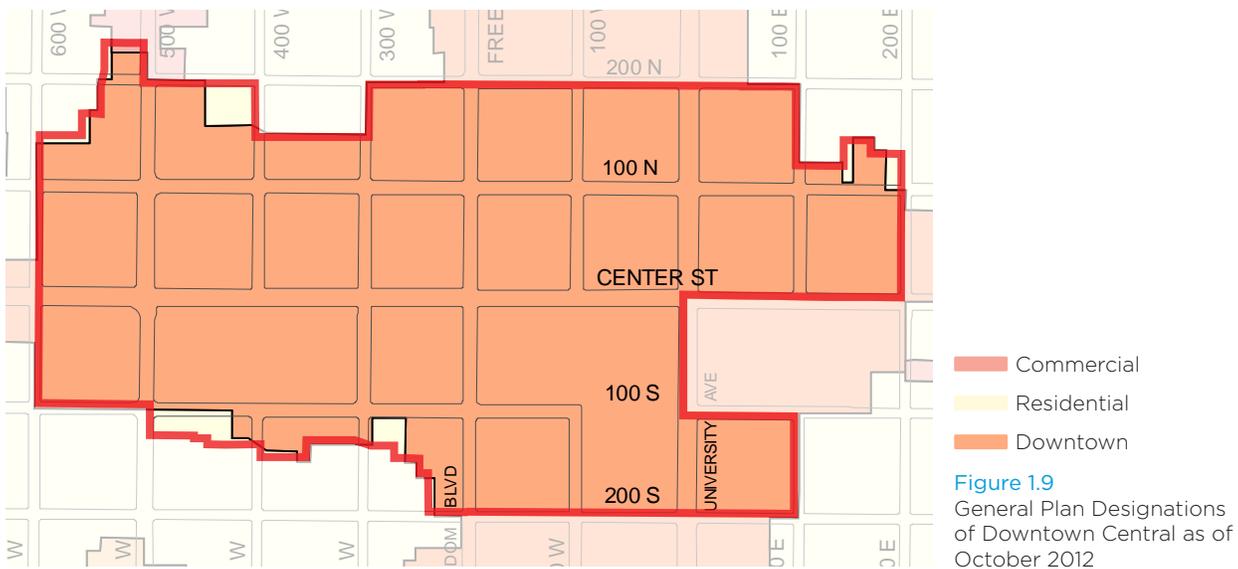
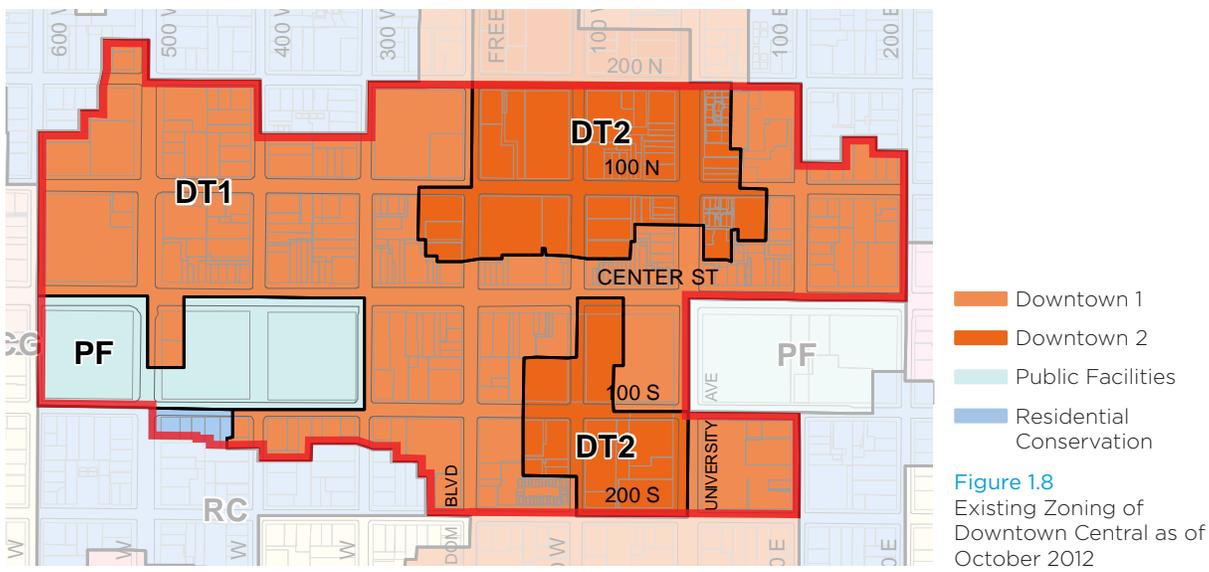


Figure 1.6
2010 Downtown Central Demographics

historic buildings, dating back to the late 1800's. The Downtown Central District also comprises a variety of housing types, including the Huntington Apartments on 200 South, which holds most of the housing units for the district.





GATEWAY DISTRICT:

The Gateway District is the front door to Downtown Provo. As a transitional area, this district provides a buffer from the I-15 Freeway to the center of the City. Being made up of the Dixon and Franklin neighborhoods, this district is currently strongly residential in nature with a few commercial uses along Center Street (Figure 1.11).

It is anticipated that land uses will shift over time from single-family residential and industrial to multi-family residential and commercial. The disparity between existing development and the vision for this area of downtown is a significant challenge. However, with the new zones, freeway entrance, and landscaped medians; it is easy to see how this area

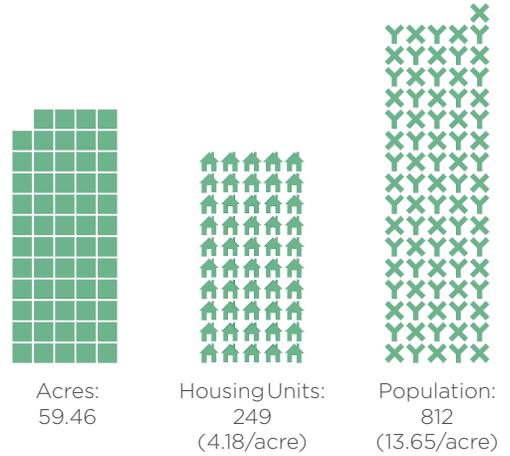
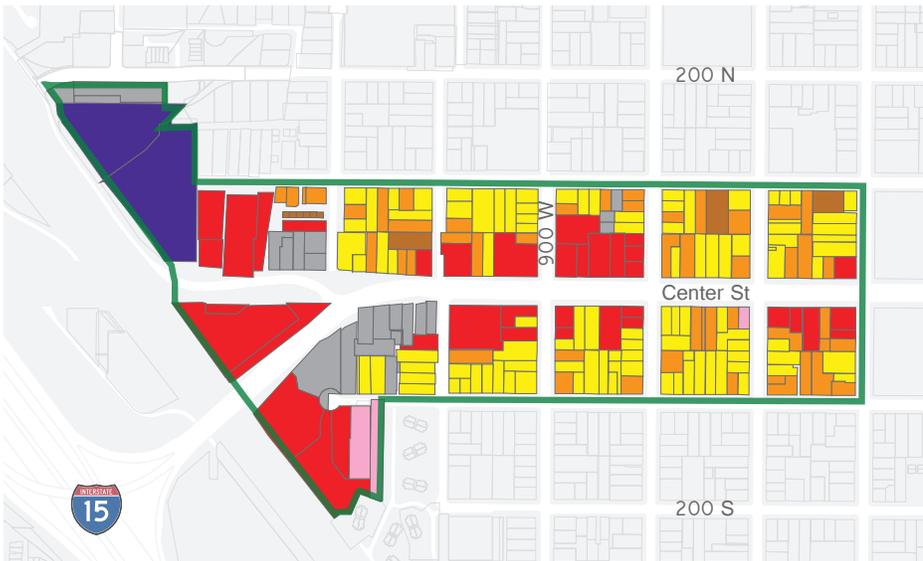


Figure 1.10
2010 Downtown Gateway Demographics

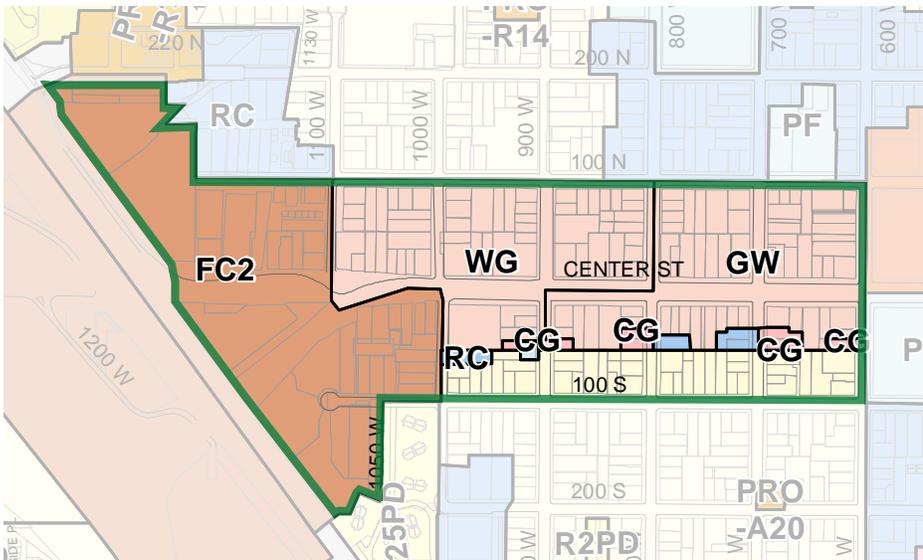
can truly become an interesting and attractive entrance into Downtown Provo.





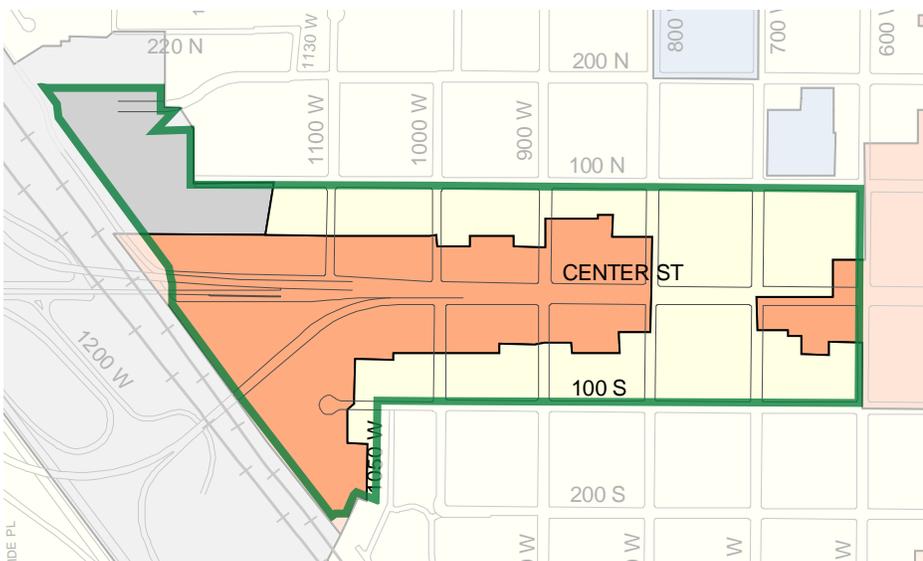
- Retail
- Industrial
- Mixed Use
- One-Family Residential
- 2-4 Unit Residential
- Apartment
- Vacant

Figure 1.11
Existing Land Use of the Gateway District as of October 2012



- Freeway Commercial 2
- West Gateway
- Gateway
- General Commercial
- Residential 1.6A
- Residential Conservation

Figure 1.12
Existing Zoning of the Gateway District as of October 2012



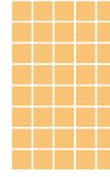
- Industrial
- Residential
- Downtown

Figure 1.13
General Plan Designations of the Gateway District as of October 2012

SOUTH TEMPLE DISTRICT:

The South Temple District sits in the General Downtown (DT1) zone and Interim Transit Oriented Development (ITOD) zone. Most of the district is in the CBD neighborhood with western segments extending into the Franklin neighborhood.

The South Temple District is distinctive in its land uses compared to the other Downtown districts, in that it primarily consists of commercial and warehouse properties (Figure 1.15). Also, a high amount of vacant and undeveloped land exists in this district. Other aspects that separate this district from the other four is the lack of single-family housing and



Acres:
40.35



Housing Units:
120
(2.97/acre)



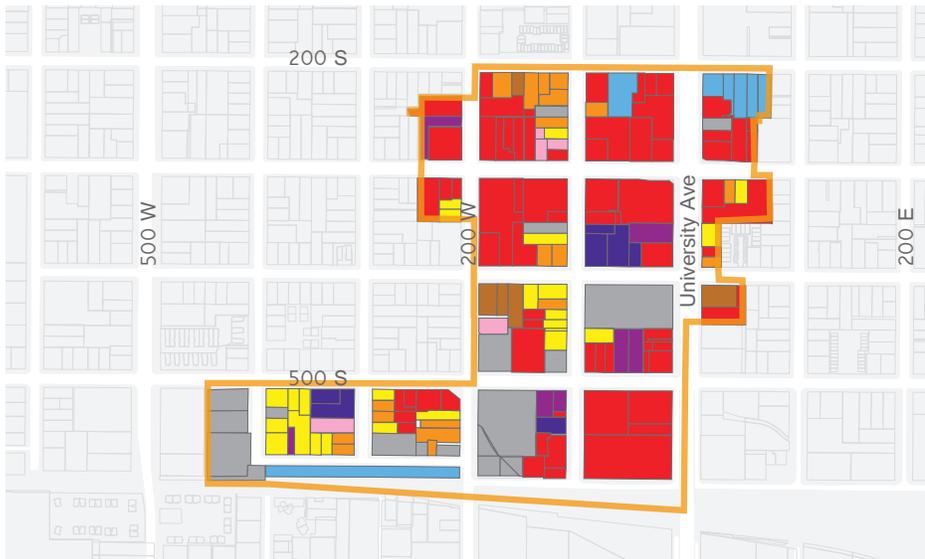
Population:
326
(8.08/acre)

Figure 1.14

2010 South Temple Demographics

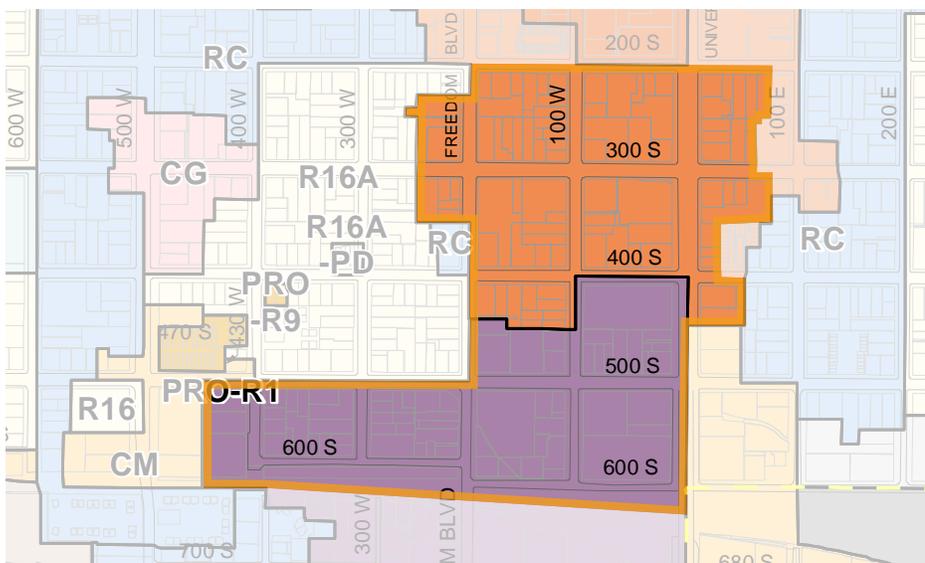
residential properties, with most housing being older apartment projects. The district also houses a number of older motels and large areas of surface parking lots. All of these factors make the South Temple district ripe for development.





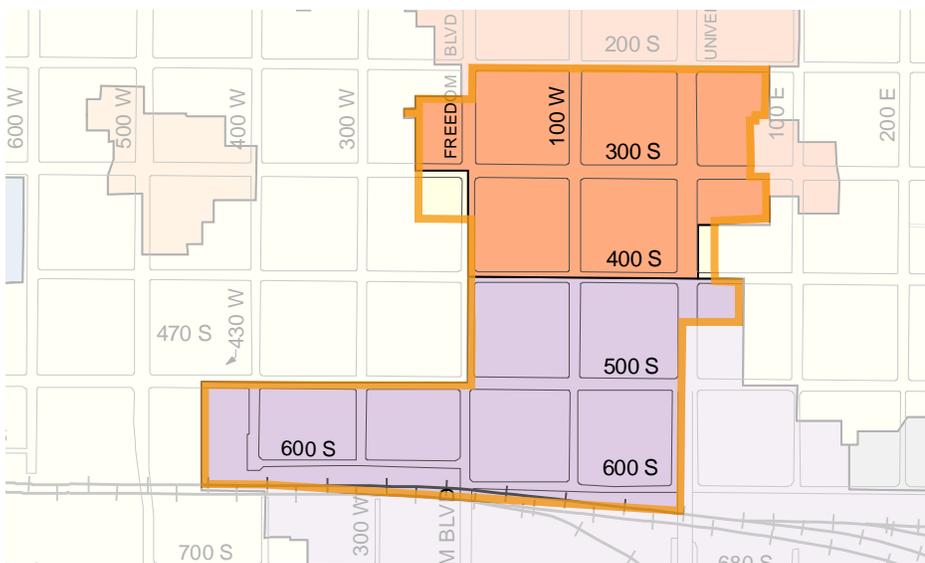
- Retail
- Office
- Mixed Use
- Government
- Industrial
- One-Family Residential
- 2-4 Unit Residential
- Apartment
- Vacant

Figure 1.15
Existing Land Use of South Temple District as of October 2012



- Downtown 1
- I-TOD

Figure 1.16
Existing Zoning of South Temple District as of October 2012



- Transit-Oriented
- Residential
- Downtown

Figure 1.17
General Plan Designations of South Temple District as of October 2012

TRANSIT (TOD) DISTRICT:

The Transit District runs from the railroad tracks south to the entrance of Provo Towne Center Mall and lies in the East Bay and Franklin South neighborhoods. This district includes the greatest variety of zones with four different residential zones and the Interim Transit Oriented Development (ITOD) zone within the district boundaries.

Currently, the Transit District is defined by manufactured home parks and multi-family housing developments. Commercial uses and single family residences are very limited in the district (Figure 1.19). Large tracts of vacant or under-utilized land, which include the UTA Frontrunner station and parking lot, provide opportunity for development.

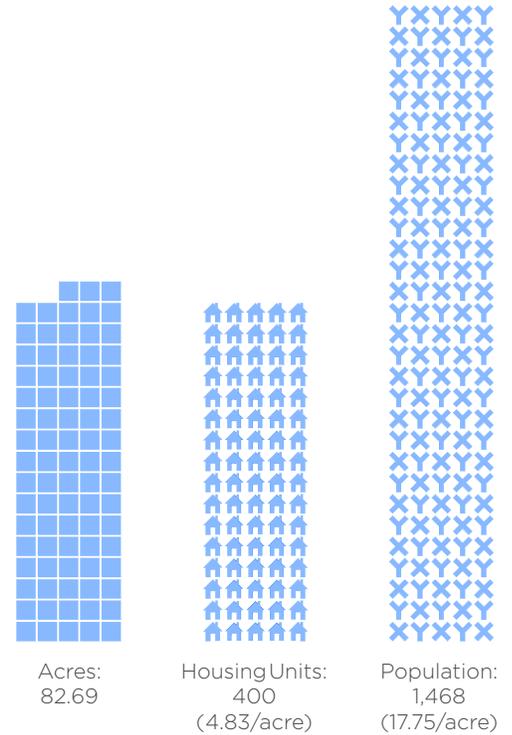
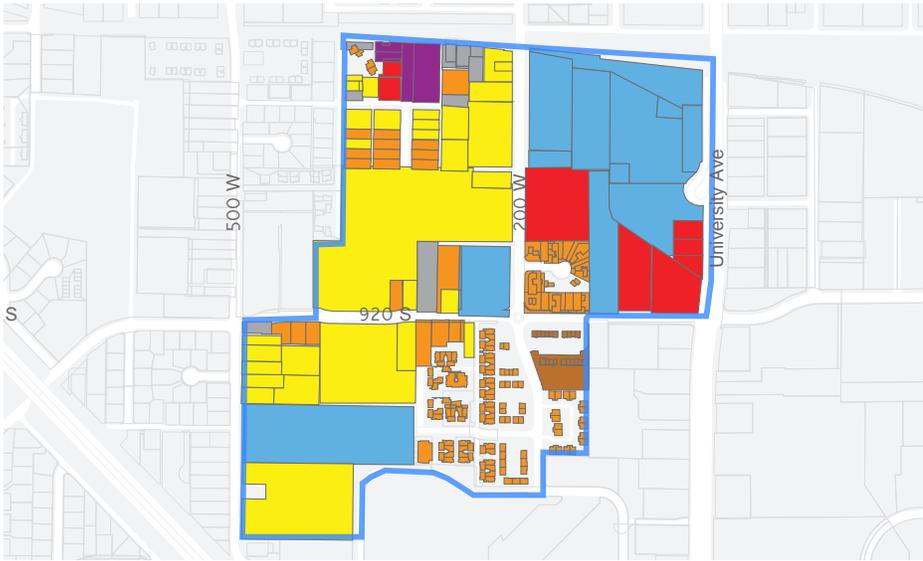


Figure 1.18
2010 Transit District Demographics

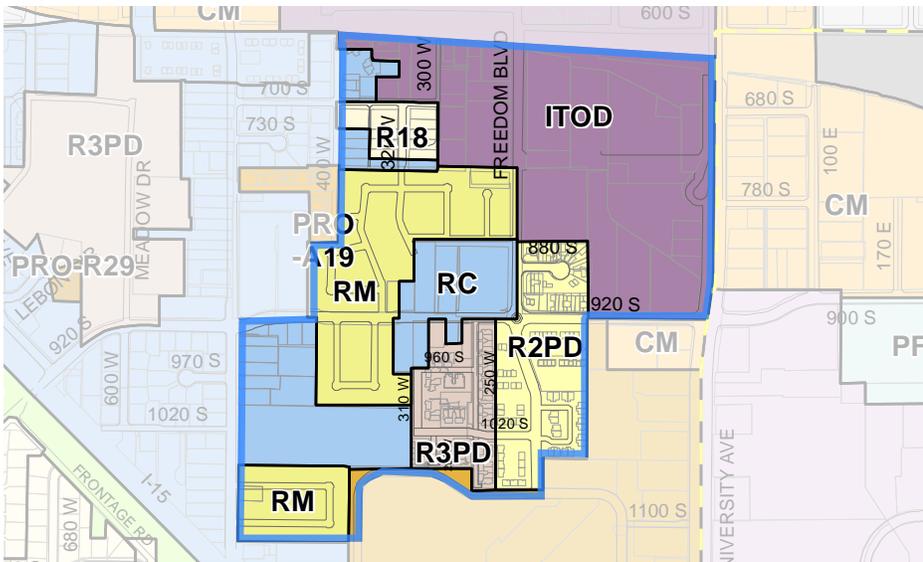


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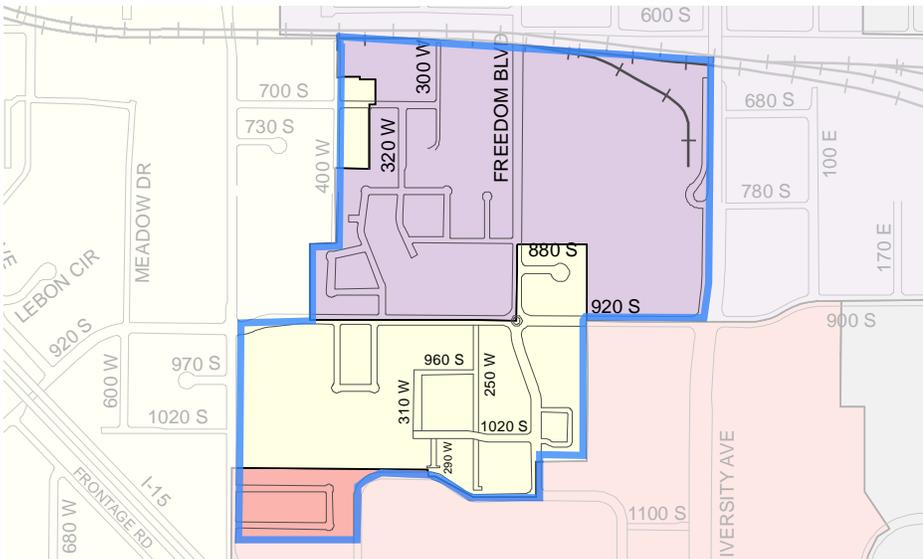
- Retail
- Office
- Government / Institutional
- One-Family Residential
- 2-4 Unit Residential
- Apartment
- Vacant

Figure 1.19
Existing Land Use of the TOD District as of October 2012



- I-TOD
- Residential 3-PD
- Residential 2-PD
- Residential M
- Residential R1.8
- Residential Conservation

Figure 1.20
Existing Zoning of the TOD District as of October 2012



- Transit-Oriented
- Residential
- Commercial

Figure 1.21
General Plan Designations of the TOD District as of October 2012

C. REDEVELOPMENT POTENTIAL

There are nearly 23 acres of land under public ownership within Downtown, with about 16 acres slated for redevelopment.

These redevelopment plans include:

- » Relocating the Provo City Center.
- » Catalyzing redevelopment of the current City Center property into a downtown entertainment district.
- » Spurring construction of a new downtown hotel.
- » Creating more residential units downtown.
- » Providing more parks and open space downtown.

In addition to these areas under public control there are a number of opportunities found in vacant, under-utilized, and undervalued land. These parcels present attractive prospects for private development, even more so where they are contiguous.



Figure 1.22 - Vacant Redevelopment Agency owned property on Center Street in the Downtown Central District.

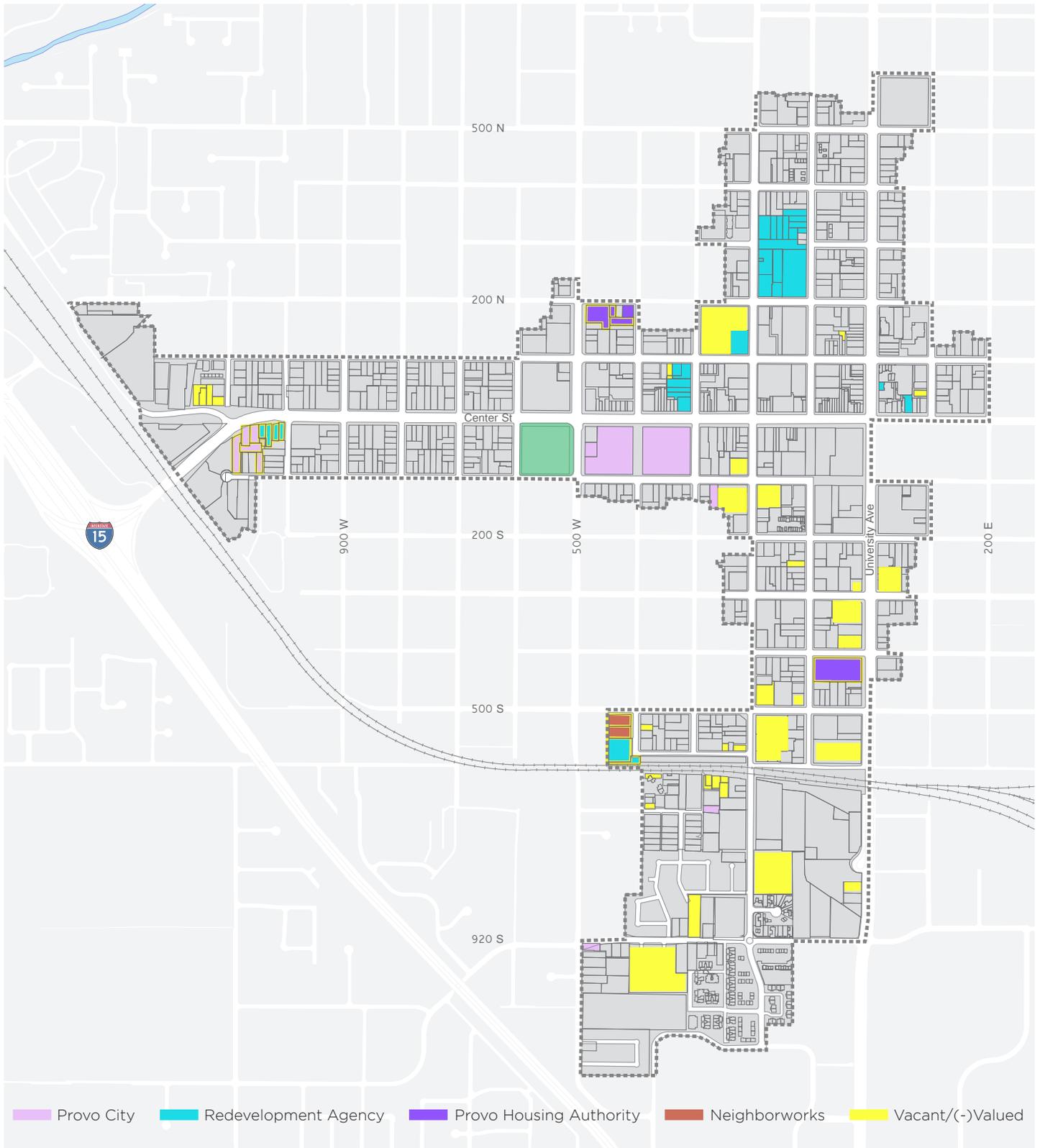


Figure 1.23 - Publicly and Privately owned Land with High Redevelopment Potential.

D. SUMMARY OF EXISTING GOALS AND POLICIES

GENERAL PLAN

The current Provo City General Plan calls for planning efforts in the Downtown area to include:

- » Increasing owner-occupancy, and establishing one-family dwellings as the principal residential use except in areas designated for higher-density.
- » Integrating the future intermodal transportation center.
- » Planning for appropriate transit-oriented redevelopment (TOD), to focus new development and redevelopment along transit corridors.
- » Developing better road infrastructure and access to the Downtown.
- » Designing areas that will encourage walking and bicycling as a means to access transit and for travel independent of transit.
- » Completing sidewalks and off-site improvements to provide walkability throughout the Downtown and adjoining neighborhoods and communities.
- » Implementing freeway-oriented commercial zoning for property adjacent to Interstate 15.
- » Creating an adequate transition from protected low-density areas to regionally centered business towers and envisioned high-density mixed-use development with the existing Provo Central Business District.

PIONEER NEIGHBORHOODS

The Pioneer Neighborhoods Plan from 2002 aims to:

- » Integrate a new transit station into a framework of transit and pedestrian-oriented developments.
- » Enable moderately priced owner occupied housing products in South Franklin.
- » Increase street connectivity to encourage walking, while creating streets that are safe for pedestrians.
- » Increase home-ownership.
- » Revitalize neighborhoods.
- » Have a practical strategy to implement the plan.
- » Reduce automobile use and traffic problems.
- » Attend to the social needs of the current and future residents.

VISION 2030

The Provo City Vision 2030 Plan calls for planning efforts in the Downtown area to:

- » Improve neighborhood inter-connectivity.
- » Encourage a pedestrian-friendly environment throughout Provo.
- » Create neighborhood gathering places and social spaces that draw people from their homes and encourage interaction, awareness, and interdependence.
- » Develop pocket parks and green spaces.
- » Encourage neighborhood-oriented retail areas.
- » Increase safety by planning for “eyes on the street” by creating mixed-use clusters within neighborhoods to encourage walkability.
- » Consider design standards that encourage interaction in new and existing neighborhoods.
- » Identify areas in Downtown, the proposed Intermodal Hub, and along transit corridors for higher density housing.
- » Provide enhanced opportunities and facilities for the arts, entertainment, and museums.
- » Establish a central arts and entertainment district surrounding the Covey Center for the Arts where citizens can congregate to enjoy arts, entertainment, programs, and concerts in a well-designed and landscaped setting.
- » Vacate Provo City Offices and re-designate the existing facilities for folk arts, exhibit space, lectures, recitals, performances, dance, story-telling, and other ancillary spaces.
- » Provide space for dining, specialty boutiques, and theaters which will move into the central arts district.
- » Encourage mixed-use development and well-designed street plans, including complete street design parameters in conjunction with building new developments.
- » Implement the goals and objectives related to trails throughout the city in the Parks Master Plan.
- » Create attractive sign designs that enhance Provo City and promote easier navigation.
- » Provide street connections from the Provo Municipal Airport to the Inter-modal hub and the I-15 freeway.
- » Provide direct routes to and from the Airport and alternative methods for public transportation.

A. FUTURE LAND USE

The future land use map for the Downtown Districts was produced by examining existing land uses, current and projected needs, and redevelopment potential. These projections were then combined with the neighborhood goals and the vision for the Downtown Districts as a whole.

This map (Figure 2.1) is meant to guide future development and redevelopment, but does not specify all of the detailed requirements, densities, or intensities that might be placed on a future land development. Rather, it is designed to provide a generalized representation of the land use concepts embodied in the goals, objectives, and policies of this document.

A good balance of land use types throughout the districts is recommended to provide a greater diversity of employment opportunities and to provide additional sources of tax revenue to the city.

DOWNTOWN NORTH

The future plans for the Downtown North District consist of medium-density commercial and office lots along Freedom Boulevard and University Avenue. With the district's proximity to BYU, the residential focus will be on student housing projects along 100 West supported by nearby neighborhood services. The priority property in this district is the Smith's/RC Willey block between 200 and 400 North, and Freedom Boulevard and 100 West. This block is largely city-owned and has potential to be a great gateway into the downtown core.

DOWNTOWN CENTRAL

The greatest amount of future growth for the city is occurring in this district. Current codes allow the area to be built six to twelve stories with medium and high-density commercial, office, and residential uses. As the blocks develop and new uses enter into this district it will become the

business, entertainment, and recreation destination for the city of Provo.

GATEWAY

The west end of this district will be built out with regional commercial uses that transition eastward to local shopping and services. To protect the pioneer neighborhoods around this new development, there will be a low density residential buffer on the north and south edges of the district. This will be complemented by transitional neighborhood services and amenities on the cross-streets. Center Street will provide buildings oriented to the road and create an inviting corridor into Downtown.

SOUTH TEMPLE

The concept for the future of this district complements the development of the LDS temple property and the UTA station with higher end housing along 100 West. This new medium- and high-density residential area will meet the increased demand for near-downtown housing. The district will also hold a variety of Government and office buildings along University Avenue and connect Downtown to the UTA station. New parks and open space will further enhance this area of downtown.

TOD

A large portion of this district's future is already set in motion. The UTA Frontrunner station will encourage surrounding development, including new office and residential buildings. With projections for more housing demand in the area, plans include more medium-density residential projects and neighborhood commercial uses. The plan also provides areas for a new park and all of the district will allow for residential projects to combine with commercial and office uses.

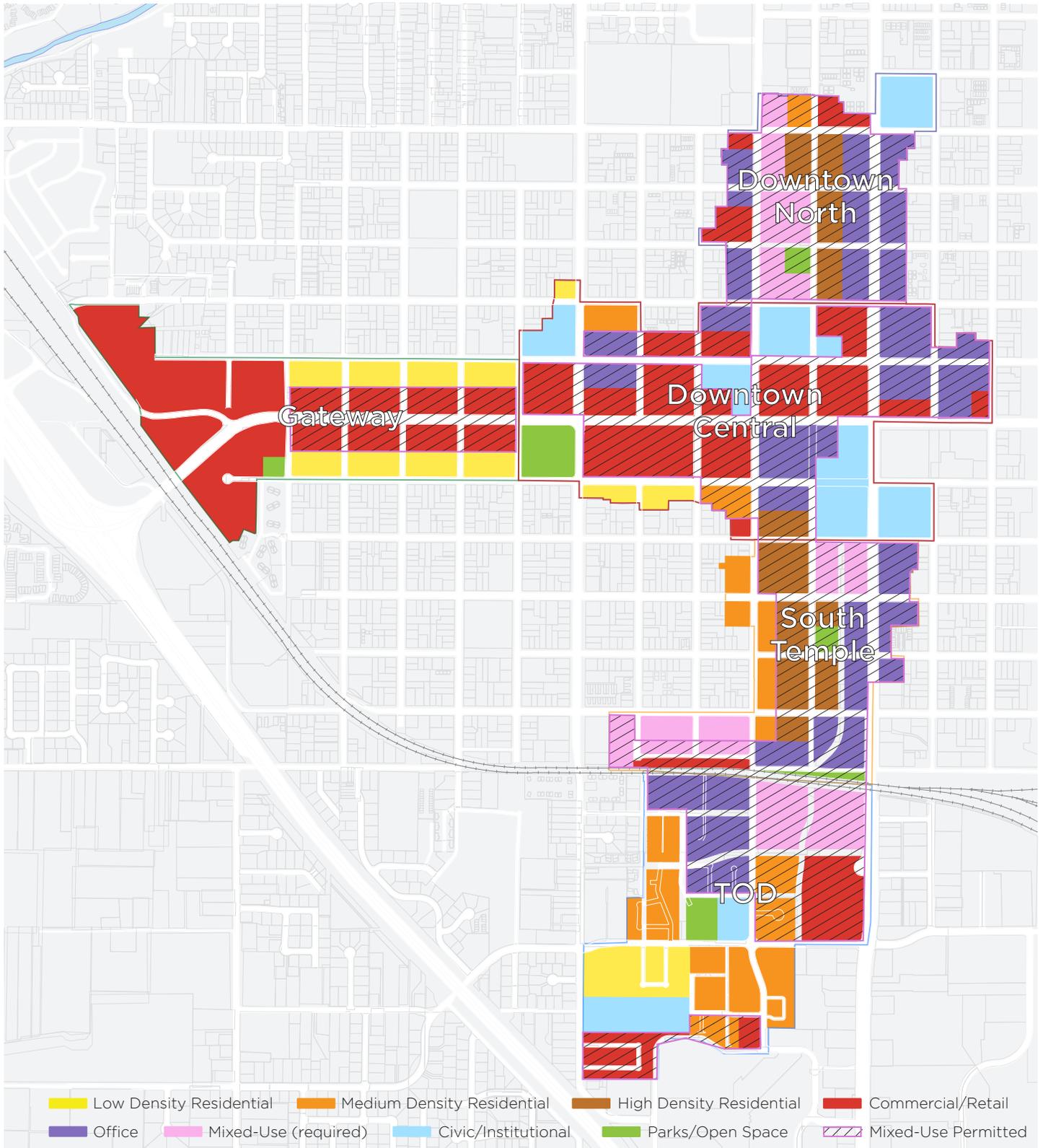


Figure 2.1 - Provo Downtown Future Land Use.

B. LAND USE CLASSIFICATIONS

RESIDENTIAL

More residential uses in the Downtown Districts are needed to support retail and increase ridership base for proposed transit uses. The residential component has been broken down into three classifications: low, medium, and high densities.

LOW DENSITY RESIDENTIAL

Allows up to 15 dwelling units per acre. In some areas LDR will serve as a transitional use from more intense urban uses into existing pioneer neighborhoods.

MEDIUM DENSITY RESIDENTIAL

Allows for multi-family dwellings at a maximum of 30 dwelling units per acre. Small retail businesses could be located in some developments to support the need of the nearby residents. Live-work units could also be incorporated in some of the MDR areas.

HIGH DENSITY RESIDENTIAL

Provides for a range of residential uses with no maximum density. The higher density multi-family residential developments would support retail and transit in the downtown area.

COMMERCIAL

The areas designated for commercial allow for commercial uses that would range from neighborhood commercial to heavy commercial. Retail would generally occupy the ground floor of a development, with additional levels occupied by residential or office uses.

OFFICE

The office designations may also include some other uses, such as residential or main floor retail space. This designation will consist of a variety of office uses as the primary use on the remaining floors.

MIXED USE

The mixed-use areas can be a mix of commercial, office, or residential together in any combination. The maximum density should not exceed 50 units per acre, as permitted in the High Density Residential areas. Moderate to high density residential would be appropriate if a residential component is to be included in the mixed-use development.

C. GOALS AND OBJECTIVES

1. Utilize the General Plan to foster preferred future land uses Downtown.
 - a. Update the General Plan to reflect the future land use map for Downtown.
2. Require that all future development complies with the future land use map.
 - a. Determine which zones are inconsistent with the future land use map.
 - b. Amend the zoning map to be consistent with the future land use map.
 - c. Develop a standard operating procedure to review each land use proposal within the downtown area for its compliance to the goals.
3. Coordinate the surrounding future neighborhood plans to be complementary to the Downtown future land use map.
 - a. Develop the surrounding neighborhood plans.
 - b. Review project proposals adjacent to Downtown to ensure complementary development.



Figure 2.2
Low Density Residential



Figure 2.3
Medium Density Residential

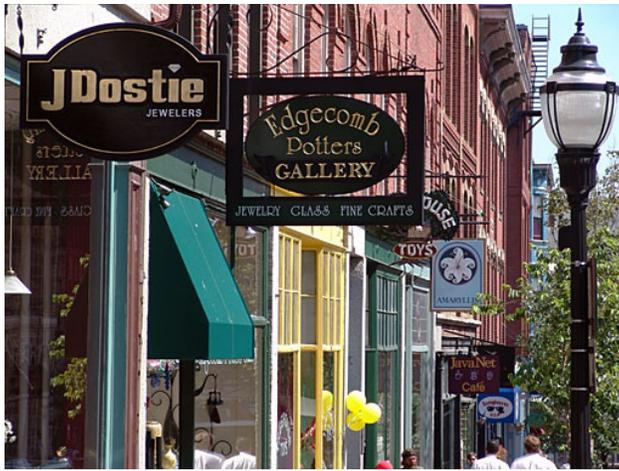


Figure 2.4
Mixed Use Residential

A. SIGN ORDINANCE

CURRENT REGULATIONS

The current landscape for signs throughout the downtown districts allows for some flexibility when compared to other parts of the City. The idea is to provide the public easier identification of the services available to them in these areas.



Wall Signs are allowed on any business fronting a public street and are limited to one sign only on the first or second floor, limiting the size to two square feet for every linear foot of the building's facade. Signs are allowed to project out from the building eighteen inches and be internally or externally lit.

Projecting Signs or blade signs are allowed one per building facade. Blade signs are allowed for those with building entrances directly onto the street and are limited to nine square feet. These signs are only to be lit externally and be architecturally compatible with the building facade.

Parking Entry Signs or pole signs may be used on any surface parking lot entry. The pole sign is restricted to one per public entry and may not be larger than nine square feet or taller than twelve feet.

Awning Signs located on canopies or marquees over the first floor are allowed

as long as the signage is located on the vertical valence of the awning and is no larger than twelve inches in height. Awnings are allowed to extend six feet from the property line, as long as ten feet of pedestrian clearance is maintained.

Window Signs are restricted to no more than twenty-five percent coverage inside any window that faces a public street.

Monument Signs are allowed in the landscaped yard of any property within the Gateway or General Downtown zones and are limited to one fifty square foot sign, with ten more square feet allowed per additional tenant.

FUTURE SIGN REGULATIONS

The downtown districts may be better served by allowing larger and more diverse signs, specifically blade signs. Allowing larger dimensions and a greater number of signs, while at the same time regulating design, will invite more businesses and consumers to downtown services and restaurants. Flexibility in sign regulations will also help to give downtown and individual businesses a recognizable identity.





B. AESTHETICS

STREET FURNITURE

Downtown has a variety of street furniture. The majority of what exists at this time is dilapidated and of poor design. The Downtown districts should add and improve upon current furniture, based on a design palette.



STREET ART

Public art pieces complement an area, making it more lively and interesting. More attention should be paid to current and future art pieces and, creating a sense of place for Downtown districts.



LANDSCAPING

The use of more water wise landscaping downtown can help bring more green to the area, while conserving City resources. Incorporating street drainage and grey watering systems will create an easily managed form of landscaping for Downtown, complementing what already exists.



LIGHTING

A well-lit Downtown will invite people and provide a sense of security for a growing nightlife in Provo. Focusing attention on efficiency of light, while still respecting style of the fixtures is a priority. Lighting will need to include pedestrian-scale lights to truly improve the Downtown districts.

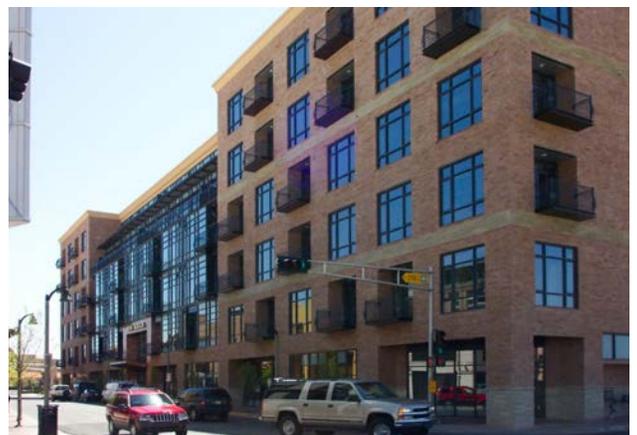


C. BUILDING DESIGN

DESIGN STANDARDS

Provo currently has a set of design standards for Downtown development. Though some below have been altered to allow more variety, these standards provide a good framework to begin from when establishing a standard for building design.

- » **Building Entry.** One primary entrance door shall be provided for every fifty feet of building frontage.
- » **Clear Glass.** Each structure along a primary street shall have a minimum of 50% transparent glass on the main floor, 40% for secondary streets, and 20% for residential main floor.
- » **Facade Coverage.** Windows and doors above the first story should cover between 25%-75% of the building wall area.
- » **Balconies.** Residential buildings must have balconies on 50% of all residential units, those may be inset or projecting.
- » **Materials.** Building wall materials should be complementary to surrounding structures and not consist of vinyl, plywood, or stone.
- » **Windows.** All windows and doors above the first floor shall be square or vertical in proportion.
- » **Roofs.** If a pitched roof is used, it shall be symmetrically sloped no less than 5:12.
- » **Mechanical Equipment.** All necessary mechanical equipment should be placed behind the primary structure, when feasible, or be screened with similar building materials.





D. OUTDOOR DINING AND RETAIL

Increased outdoor dining in the Downtown area will create a more social atmosphere where people congregate, bringing more people Downtown to eat and shop at nearby businesses. Allowing for more downtown restaurants to provide outdoor dining will result in economic growth.

Below are some changes that should take place along Center Street between 500 West and 100 East. These changes will provide more opportunities to create public spaces with outdoor dining.



Curb Extensions also known as “bulb-outs,” along Center Street are located at each intersection and mid-block crossing. These areas play an important role for safety and aesthetics along this corridor. The curb extensions help to calm traffic, buffer parking, and shorten walking distances across roadways. Extending these bulb-outs to cross-streets, like 100 West, will help create more outdoor dining and retail space.

Additionally, creating large corner bulb outs on Center Street cross-streets will provide more room for outdoor dining and retail, as well as creating great public gathering spaces. This design enhancement should also be able to provide more on-street parking on the streets that cross Center Street.



Planter Boxes have been placed within the curb extensions to provide additional needed landscape elements to the corridor. Planter boxes enhance the look of Downtown and serve as safety barriers between the road and sidewalks.

Currently, Center Street is one of the only areas with planter boxes. More areas of Downtown can be improved by adding this element. The current layout of the planter boxes on Center Street needs to be altered to enhance the area and provide more public spaces. Reducing the amount of space the planter boxes consume and redesigning the planters by reducing the space they consume on the sidewalk will create space for dining. Creating benches as part of the planter boxes will also serve the public when dining is not using the space.



Parks and public spaces add to the beauty of the built environment by providing open spaces, gathering places, and recreational opportunities for people to enjoy. Open spaces play an important role in helping any area thrive at the community level and maintain a strong social fabric. Using a variety of these spaces can define and strengthen a true sense of place for Downtown Provo.

The National Recreation and Parks Association (NRPA) recommend ten acres of park space for every 1,000 people. Provo City currently exceeds that mark, however additional pocket parks would enhance the quality of life downtown. The right combination of open space, parks, and public gathering places distributed over Downtown Provo will enhance and beautify this important section of the City.

A. GATHERING PLACES

The Downtown area needs more places where people can and want to gather in each district. Existing gathering places should be identified and improved. New spaces should be established where such areas do not currently exist. A gathering place is defined as any place where people are able to congregate, and may include any or all of the following elements.

- » **Angled Parking** creates an easy and safe way to access businesses along city streets. This type of parking invites the driver to visit Downtown due to easy access and works as a buffer between pedestrians and travel lanes.
- » **Public Plazas** are not only gathering places, but focal points for an area. Creating public plazas Downtown will invite more pedestrians to spend time in the area and fuel local businesses. With 100 West closed between Center Street and 100 South, design of this intersection could allow for an inviting public space and still allow for efficient traffic movements.
- » **Food Vendors** in a public area attract more people to use that space. City codes should allow food vendors to have locations within the Downtown area.
- » **Seating** will generally attract more people to congregate in an area. Having options of where to sit is just as important as the actual seating design. Additional seating areas should be placed around plaza locations.
- » **Kiosks** are a great amenity for gathering places, and should be placed in key locations where utilization is maximized. Current information kiosks should be moved, updated, and expanded to provide better use for visitors to Downtown.





B. POCKET PARKS

Throughout the Downtown Districts there should be a good variety of parks. Pocket parks fit well in the built environment. Several downtown locations have vacant lots that have sat for years. Redevelopment of these underdeveloped areas as parks will add value to adjacent properties and to the rest of the street, mend the urban fabric, and give people an area to relax Downtown. Providing a variety of pocket parks can serve different interests.

PASSIVE POCKET PARKS

These are the most common type of small downtown parks. These parks can serve as picnic areas, social squares, or nature and art exhibits with options to be open all hours or secured at night. Temporary test parks should be used to determine park locations and types.

Pocket parks may include the following features:

- » **Grade Change.** Pocket parks between buildings can be raised above the sidewalk to enhance safety and draw the attention of passers-by.
- » **Furniture.** Every pocket park should have benches, tables, and chairs. Other things to consider are garbage cans, lighting, public art, and points of interest.
- » **Landscaping.** Depending on the style of the park, an addition of trees, flowers, or ivy walls can be incorporated. Landscaping helps control temperature in the park and creates a buffer from neighboring building walls.

ACTIVE POCKET PARKS

These parks provide small spots for recreational activities in a downtown. Below are some types of active pocket parks that can be included Downtown.



- » **Playground.** Playgrounds create a destination for those with children who live, work, or visit Downtown. They can help keep people in the area longer, helping businesses thrive. Pocket playgrounds should be well lit and highly visible.
- » **Sport Courts.** Whether it is basketball, handball, racquetball, or tennis; a sports court will provide a recreational aspect in the Downtown area. These areas should be separated from the sidewalk with fencing and should post curfews.
- » **Outdoor Activities.** A park with outdoor games can be more passive or active, depending on how people choose to use the space. Providing chess tables, cafes, community gardens, or free wi-fi will serve many purposes for many people.

C. TRAILS AND PEDESTRIAN CONNECTIONS

Having pedestrian trails and connections in the Downtown Plan addresses some of the goals in the General Plan (ch. 8, pg. 11) and Vision 2030 (pg.33) to have complete streets and ensure pedestrian friendly options. Providing these connections is essential in creating a vibrant and inviting Downtown.

Incorporating different surfaces and amenities along these pedestrian ways will enhance the experience for those who travel by foot and will beautify the area.

Pedestrian trails are proposed along 600 South, 500 West, and Center Street. These proposed trails should connect with the existing Provo River Trail and other pedestrian routes to create a working trail network through Downtown Provo.



D. GOALS AND OBJECTIVES

1. Encourage a downtown with public gathering places, open spaces, parks, and a strong social fabric.
 - a. Improve the existing public gathering spaces.
 - b. Require construction of new public spaces in conjunction with new development.
 - c. Identify and acquire property for planned parks and public spaces.
 - d. Institute a coordinated program of signage and information kiosks throughout downtown parks and public spaces.
2. Provide a variety of parks and public spaces that accommodate a wide range of activities and attract a diverse population.
 - a. Amend current downtown zones to provide opportunities for food carts, trucks, and sidewalk vendors in strategic areas.
 - b. Create activities and programs to be held in select public spaces.
 - c. Enhance safety through design and attract the general public.
 - d. Establish a network of community garden spaces.
3. Create a variety of spaces that define and strengthen a sense of place.
 - a. Shape specific activities and design elements in each public space to harmonize with adjacent land uses.
 - b. Provide each public space with a distinct identity that reinforces the character of the surrounding district.
4. Implement a network of pedestrian corridors and connections to promote walkability and diverse pedestrian experiences.
 - a. Develop connections between individual public spaces.
 - b. Require pedestrian connections as amenities to private development.

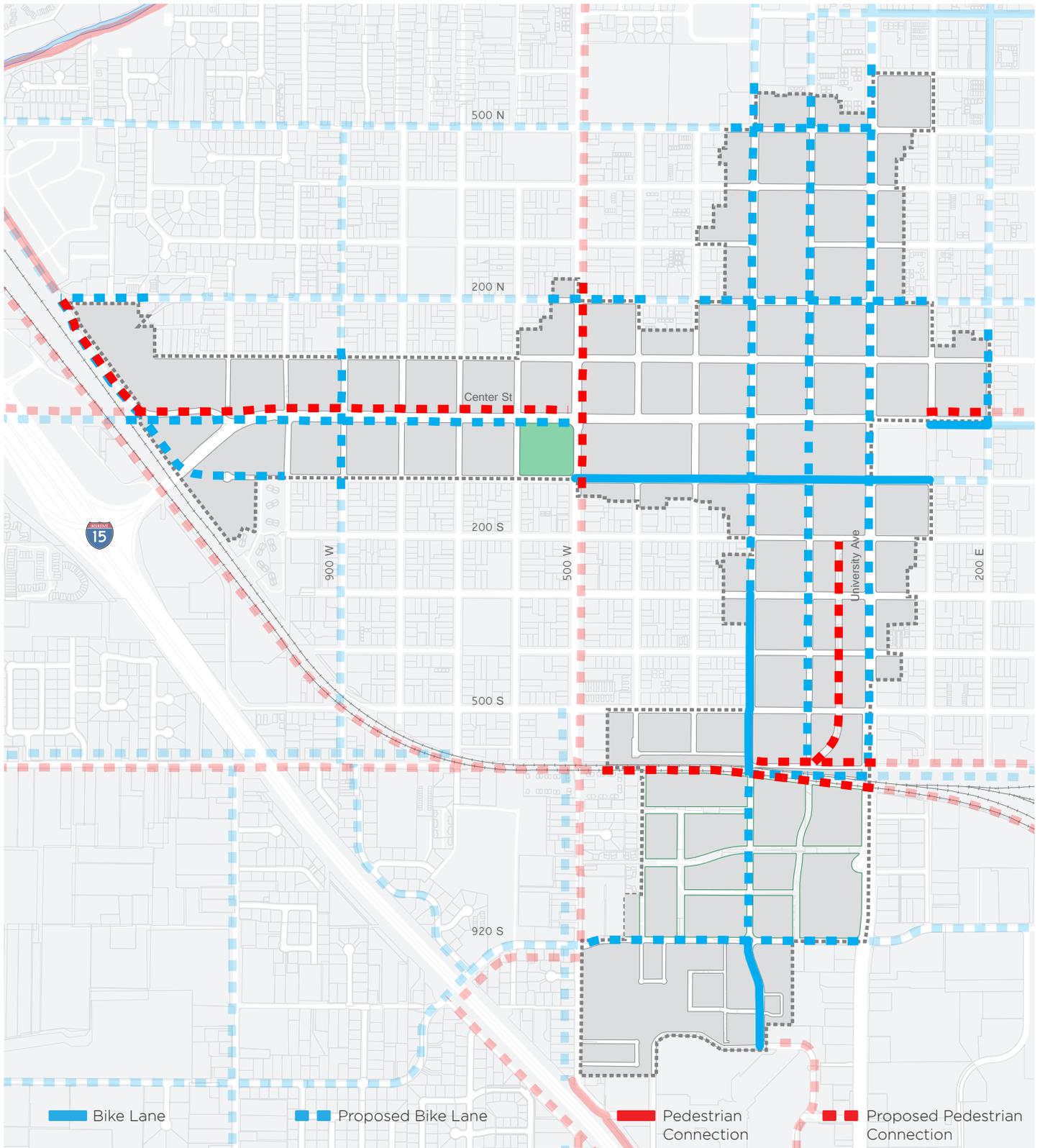


Figure 4.1 - Bike Lanes and Enhanced Pedestrian Connections

The Governor's Office of Planning and Budget (GOPB) forecasts Utah County's total population to double by 2040 at a 2.7% annual increase and employment in the County to grow at an annual 2.2% rate. Figure 5.1 & Figure 5.2 display a breakdown of population and employment growth from 2007 and 2040 for Provo and Orem. The projected regional population and employment growth will have an impact on travel demand in Provo. The growth in Provo's Downtown will create challenges to move people and goods more efficiently, along with opportunities for improving the quality of life.

An increased urban housing and employment density Downtown will support various non-vehicular modes of transportation like transit, walking, and bicycling. This plan promotes opportunities for complete streets and various modes of transportation by addressing key locations within the Downtown area for future transit, pedestrian ways, and bicycle lanes as part of the transportation network.

This section contains goals and objectives that can be implemented to accommodate the future transportation needs of the Downtown area while enhancing the livability of the Downtown streetscape.

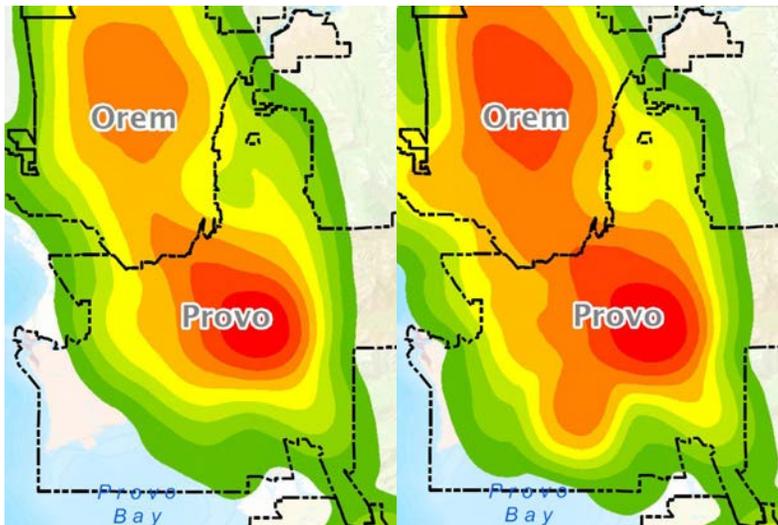


Figure 5.1
Population growth by
density 2007-2040

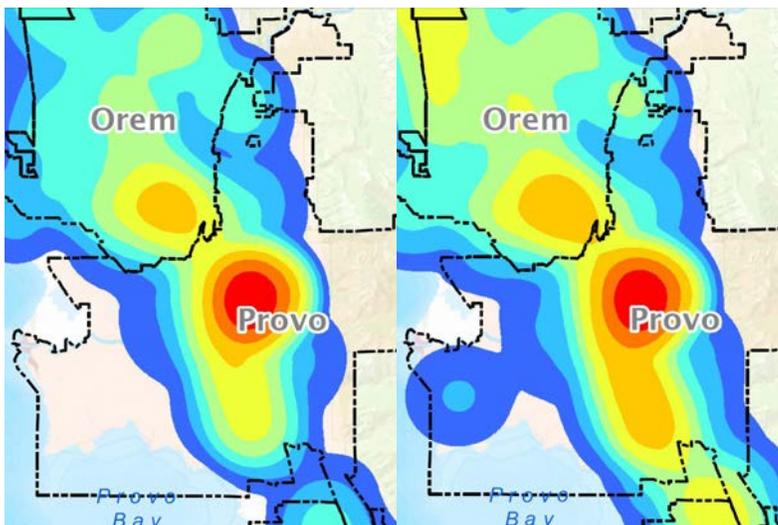


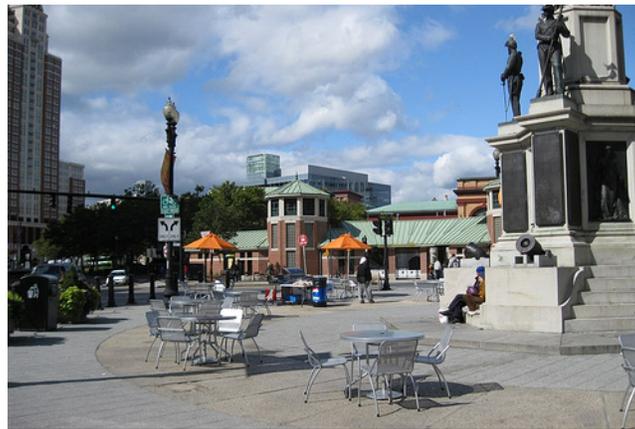
Figure 5.2
Employment growth by
density 2007-2040



A. STREETScape PLAN

Increased demand on the transportation system, due to population growth and Downtown revitalization, will create opportunities to improve Provo’s streetscape. Establishing new public spaces within the districts and connecting the spaces through good design, will enhance travel Downtown.

Some downtown streets accommodate pedestrian use fairly well; however, there is room to improve the streets that do not. Focusing the priority on pedestrian, cyclist, and transit use will create streets that are more functional and lively. Key streets could be re-designed and re-conceptualized as places where people will feel more comfortable and safe.



Promoting walkability will help reduce the number of vehicle trips and parking demand, and establish healthier alternatives for the community. The transformation from a regular sidewalk into a great public amenity can be as simple as widening some sidewalks, increasing landscaping, providing street furniture, or promoting outdoor dining options. This section will provide strategies to achieve these goals.

COMPLETE STREETS

Complete streets accommodate and promote walking, bicycling, and better access to public transit options which are goals of both the General Plan (ch.6, pg. 11) and Vision 2030 (pg.34). Prioritization should be given to walking, bicycling, and transit in future street design. More streets within the Downtown area could support these additional modes.

Policies:

- » Emphasize pedestrian improvements on commercial and transit streets.
- » Connect open spaces with pedestrian corridors/streets.
- » Expand the bicycle network.
- » Support the transit network.
- » Implement neighborhood/district area wide planting programs.
- » Increase and improve landscaping along streets where feasible.

STREETS FOR NEIGHBORHOODS

Streets could be designed to provide community uses in the public rights-of-way where feasible, while minimizing the impact of thru-traffic. These community uses could include gathering, recreation, and local commercial uses. The streets should reflect and reinforce the identifiable sense of place for each Downtown District. Neighborhood streets should prioritize pedestrians, bicyclists, and safety.

SAFETY AND MAINTENANCE

Safety and maintenance should be emphasized for all users. By providing adequate lighting and visibility, as well as buffering from automobile conflicts, safety is improved. Existing street amenities should be well maintained, and future improvements should have a maintenance plan to ensure proper upkeep.

GATEWAYS AND FOCAL POINTS/NODES

These features are identified on the streetscape plan, showing current and possible future locations. Current locations should be enhanced to create a better visual and functional space, while new locations should be established to enhance the image of community within the Downtown Districts.

Gateways are areas where a strong identity is present, one that provides a visual statement about the character of the downtown area. These entrances into the Downtown should be located along major corridors at or near the border of the defined Downtown area, and establish a sense of arrival.

Focal Junction Points can be areas within the city where people and paths cross and converge. These points often have a physical element such as a plaza area. Enhancing these areas can be a catalyst for redevelopment in the surrounding properties.

PARKING

Parking in downtown is sufficient for current needs, as new projects are built they should supply sufficient parking for related increased demand. Parking permit programs should be evaluated to protect adjacent neighborhoods from parking spillover from downtown uses.



Figure 5.3
Photo simulation of the development of an intersection node at 300 South University Avenue, looking south-east

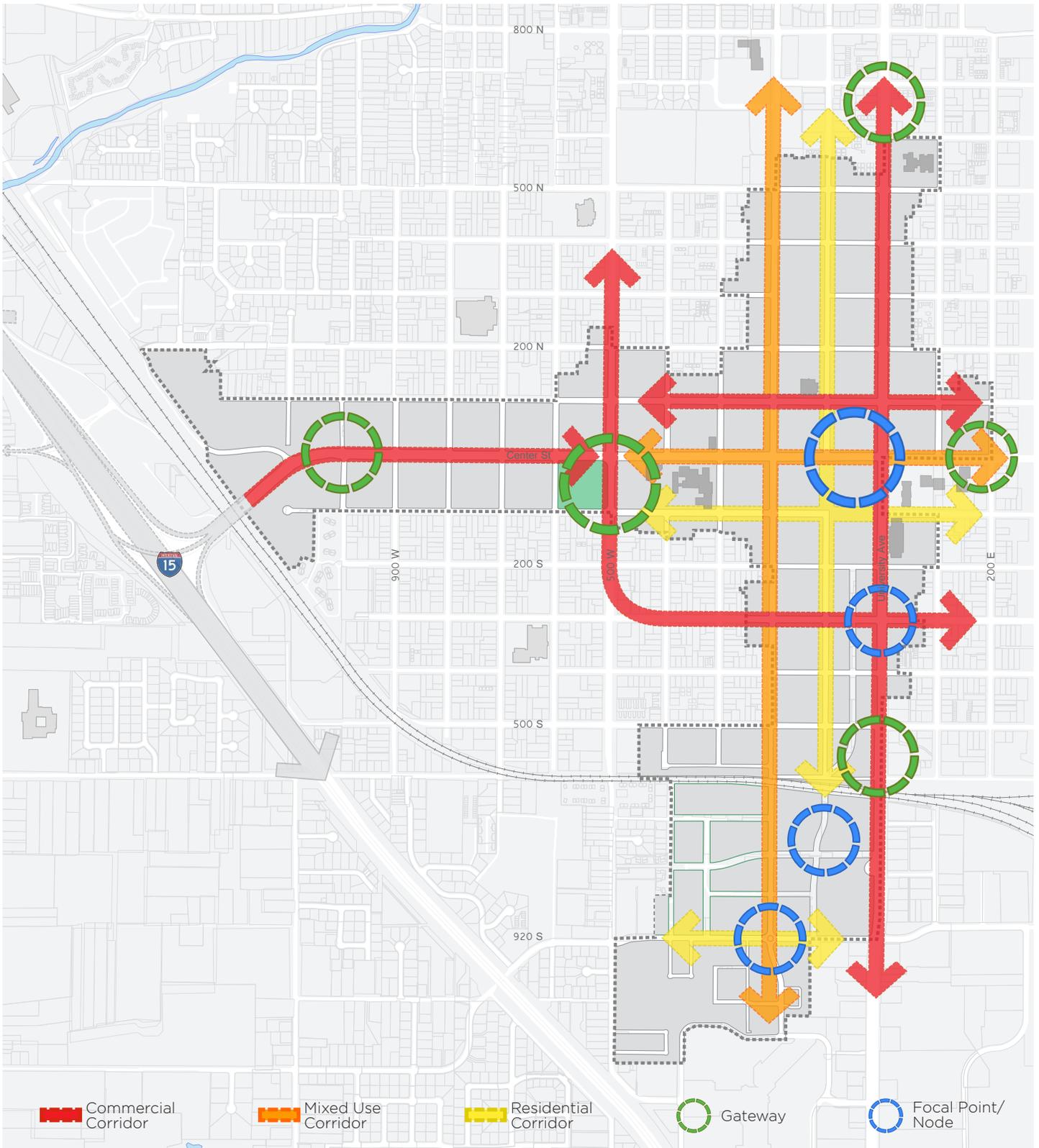


Figure 5.4 - Key corridors and intersections

A. STREET DESIGNS

100 NORTH

Downtown is not always the destination for drivers in this area. Some just pass through towards a different destination. These drivers will be better served by avoiding slower speeds on Downtown Center Street when going to or coming from I-15. Using 100 North as the east and west collector, vehicles will be able to travel at a more appropriate speed and avoid a section of road that was not designed as a collector. Diverting the traffic off of Center Street will also help in the efforts in calming and keeping the street pedestrian friendly, while still allowing drivers to reach downtown services.

100 WEST

The closure of 100 West to vehicles between 100 South and Center Street creates an opportunity for the remainder of south 100 West. This street, from 100 South to the Intermodal Hub, is a prime location for a high density residential corridor supporting local vehicle traffic and ample pedestrian ways. Mixed use developments would complement this corridor as well. This area is permitted for buildings up to six stories, and future demand may call for additional building height in years to come.



Figure 5.5 - 100 West illustrative and schematic street sections (facing north).

UNIVERSITY AVENUE

Bus Rapid Transit (BRT) will be running through four of the five Downtown Districts, mainly along University Avenue. Because of this new amenity and the addition of dedicated bus lanes and stations, the streetscape will change and provide opportunity for improvement. Land uses along University Avenue should be intensified to capture the benefits BRT will bring. The cross section below shows the station platform running down the middle of the road. Many sections along University Avenue would be ideal for new office developments, due to the proximity to transit.

University Avenue should be reconfigured to allow pedestrian refuges within the landscaped medians provided by the BRT in the downtown planning area. This configuration, shown below, will result in a vastly more livable and pedestrian friendly University Avenue corridor within the downtown. Designed in this manner, BRT will not only be a valuable transit asset, but will contribute positively to the downtown streetscape.



Figure 5.6 - University Avenue illustrative and schematic street sections (facing north).

100 SOUTH

A great design opportunity exists with the closure of 100 South between 100 West and University Avenue, to provide a more pedestrian oriented and pleasant street. Reducing the street to one traffic lane in each direction by eliminating the center lane and removing the north parking lane will create space for a linear park or promenade that spans from 100 West to 500 West.

Shifting the lanes of vehicular traffic to the south side of the corridor would provide a ample width for the creation of the pedestrian promenade on the north side of the corridor. The promenade will contain an intermittent stream water feature fed by irrigation water and street runoff. Seat walls, multiple rows of trees creating an alley, benches and movable seating all along a corridor marked by special paving, raised pedestrian crossings and enhanced street furnishings will provide a great urban amenity. Locating the promenade on the North side of the corridor allows for the residential and mixed uses fronting the street to be tied together from 100 West all the way to Pioneer Park, connecting two anchoring open spaces and reducing the number of streets pedestrians have to cross.

This corridor expands the urban character of downtown, reinforces the green axis of Center Street to the North and provides enhanced connectivity to Center Street through improved cross streets and mid block walkways.



Figure 5.7 - 100 South illustrative and schematic street sections (facing east).



Current condition



After street reconstruction



After future development

Figure 5.8 - Photo-simulation of 100 South development looking East from 500 West.

C. PEDESTRIAN WAYS

Making streets more pedestrian friendly is a common theme in the other plans and studies that have been completed in the City.

With the street closures on 100 South and 100 West, there will be a lot less thru-traffic, making these street function better as pedestrian ways and residential corridors. Enhanced design could benefit all, using any of the features below.

- » Water features could run the length of the street next to the sidewalks, using a storm water collection runoff and then collected into landscaped beds.
- » Raised crossings on the cross-streets will help increase safety and create a priority for pedestrians and bicyclists.
- » Shared bike lanes on either the pedestrian way or minor street create ample room for a bicyclist to ride where they feel comfortable.
- » Maintenance for this area and other important pedestrian ways can lead to more people walking and using public transit options, as well as connecting neighborhoods.

D. BICYCLE LANES

CURRENT BIKE LANES

Bike lanes in the Downtown exist on Freedom Blvd. between 300 South and 600 South, and again from 920 South to the Provo Towne Centre Mall. Bike lanes also run on both sides of 100 South from 500 West to 100 West.

FUTURE PLANS

Plans show bike lanes running all the way through Downtown on Freedom Blvd., 900 W, and most of University Avenue. The Master Bike Plan shows the University lanes breaking from 200 S to 200 N. Other plans for the future include a bike boulevard circling downtown on 300 W, 200 N, 700 W, 200 S, 400 S, and 200 E. The plan also proposes a sidepath on 300 S.





E. BUS RAPID TRANSIT

According to the Wasatch 2040 study, the average household will have a 45% higher transit use than today. In addition, population and growth projections indicate that by 2030 travel demand in the area BRT serves will be greater than the existing capacity.

The proposed Provo/Orem Bus Rapid Transit (BRT) line will run through Downtown Provo, allowing the bus to bypass traffic and signals with little delay. This better transit service should increase ridership and relieve travel demand concerns. BRT will not only be an valuable transit asset, but will contribute positively to the downtown streetscape.



Figure 5.7 - Illustration of University Avenue with center lane BRT lines and stops, from UTA website.



Figure 5.8 - Illustration of University Avenue showing center lane BRT, from UTA website.

F. FUTURE TRANSPORTATION AND TRANSIT

During implementation of this plan, it will be important to continue long range planning efforts, being mindful of potential future mobility corridors. Some effort has been taken to look beyond the scope of this plan and consider other transportation needs. Through this exercise, additional transit routes and connections have been identified.



Using these potential connections, quarter mile buffers can be created where good transit oriented design practices should be employed. These buffer zones will guide future development for important transit crossing points.

Provo's transit oriented development (TOD) surrounding the Provo Station will function best if people are able to access it by all modes of transportation. Walkability will be a key component of the design. Rail crossings need to allow all modes of transportation to cross safely and efficiently. Connectivity to surrounding neighborhoods is also important in making the site more walkable.

Figure 5.9 - Transit Oriented Development at Provo Station, from the UTA website

Planned Development at UTA's Provo Station is a good example of TOD. There is close proximity to transit, retail, and office uses which are important elements of any TOD site. Better connections between 300 and 200 West from 600 to 920 South will benefit transit users and nearby residents.

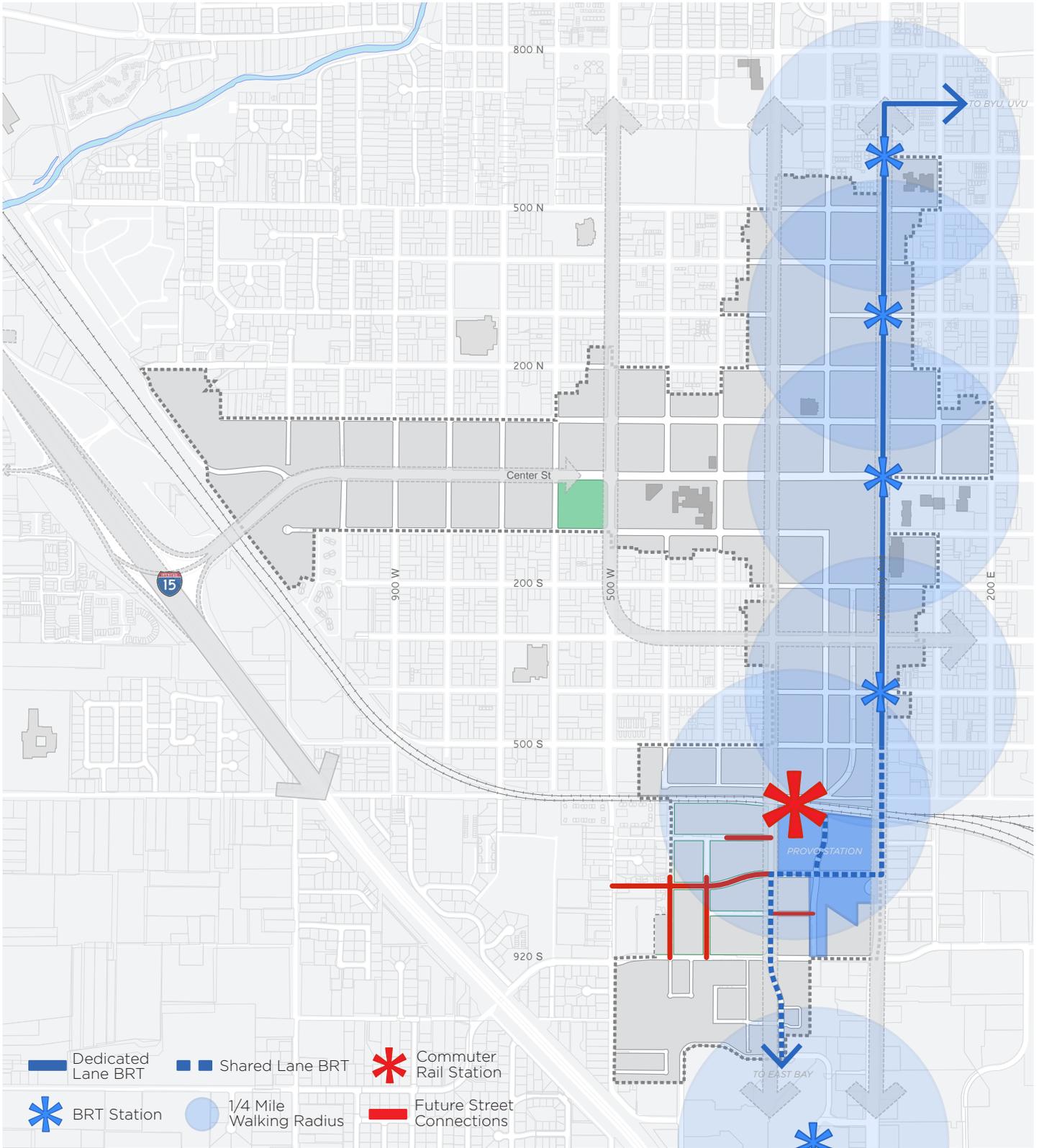


Figure 5.10 - Future bus rapid transit and future street connections

G. GOALS AND OBJECTIVES

1. Improve network connectivity to provide safe passage and amenities for all users.
 - a. Formulate a complete streets plan that gives priority to walking, bicycling and transit in future street design.
 - b. Emphasize pedestrian improvements on commercial and transit streets.
 - c. Connect open spaces with pedestrian corridors and streets.
 - d. Expand the bicycle network.
 - e. Support the transit network.
 - f. Implement neighborhood and district wide street tree planting programs.
 - g. Increase and improve landscaping along streets.
2. Enhance neighborhood streets.
 - a. Utilize traffic calming devices at gateways and key entrances.
 - b. Discourage automobile traffic in protected residential areas.
 - c. Encourage socially engaging and dynamic sidewalks.
 - d. Incorporate public art into core neighborhood streets.
 - e. Reconfigure excess right of way for community use and pedestrian amenities.
3. Foster safety and increase maintenance on public streets.
 - a. Shorten and improve pedestrian crossings.
 - b. Identify locations for traffic calming.
 - c. Utilize pedestrian scale street lighting where appropriate.
 - d. Develop maintenance plan for street amenities and improvements.
 - e. Recognize safety and maintenance as an ongoing priority.
 - f. Identify synergies with capital improvement schedules to integrate street enhancements into routine maintenance.
4. Encourage streets that reflect and reinforce each downtown districts sense of place.
 - a. Coordinate signage and street furnishings to reflect the identity of each district.
5. Develop a comprehensive bicycle network.
 - a. Adopt a phasing schedule to implement bicycle lanes.
 - b. Integrate bikeway installation with routine maintenance.
6. Consider a connected and high frequency network of multi-modal transit.
 - a. Enhance the streetscape of BRT corridors.
 - b. Implement BRT as a multi-way boulevard on University Avenue from 500 North to 600 South.
 - c. Design for walkability within ¼ mile of BRT stations.
 - d. Add amenities to local bus service stops.
 - e. Integrate transit information into wayfinding.



A majority of Provo's historic commercial and civic buildings are located within the boundaries of the Downtown Planning Area. These resources include civic landmarks such as the former Utah Stake Tabernacle, Utah County Courthouse and Provo Library at Academy Square, as well as commercial buildings including the Knight Block, Taylor Brothers Building, and the Startup Candy Company Factory. Many historic homes are also found in the downtown neighborhood.

Downtown Provo's historic resources are not limited to individual buildings or sites. The basic spatial character of the Downtown area is a result of choices made over 150 years ago when the city was surveyed and the first plat drawn. Today, downtown streets, blocks, parcels, and open spaces all have their root in those first surveys and plats. These elements then are all defining features of downtown's historic character.

Provo is unique among early Mormon settlements in that while its layout is derived from the prototypical 'Plat of Zion', its blocks measure only 400 feet square instead of the typical 660 feet square. These smaller blocks enhance the urban nature of Provo's downtown and are a key feature of the city's historic character.

The pioneer plats also dedicated some of these blocks to civic or quasi-public uses. These blocks include Pioneer Park, the former Utah Stake Tabernacle, and the historic Utah County Courthouse.

A. PAST EFFORTS

Provo City has long demonstrated high regard for its historic resources. An initial survey of historic resources was conducted in 1980 in cooperation with the Utah State Historical Society.

Since then, multiple surveys and studies have been conducted, resulting in the

adoption of a landmarks preservation ordinance, a local landmarks register, three National Register Historic Districts, and one local historic district.

The Provo Downtown Historic District is the single local historic district adopted by Provo City. This district comprises properties fronting both sides of Center Street from 100 East to 300 West as well as properties fronting University Avenue from approximately 55 North to 100 South Street.

This boundary is contiguous with the boundary of the Downtown Provo Historic District listed on the National Register of Historic Places in 1980. The boundary was drawn narrowly to include only contiguous historic structures and excludes contiguous but non-contributing buildings and property.

A number of properties within the Downtown Planning Area have been individually listed on the Provo Landmarks Register and the National Register of Historic Places. These properties and those designated within the Downtown Historic District constitute all the properties within the downtown neighborhood that have been recognized for their historic significance.

Title 16 of the Provo City Code establishes the Provo Landmarks Commission and adopts guidelines for the nomination of individual properties and districts to the Provo Landmarks Register. This title also provides protection for listed properties in the form of permits for exterior alterations and demolition restrictions.

The title adopts some specific guidelines for new construction within historic districts and applies the Secretary of the Interior's Standards for the Rehabilitation of Historic Buildings as guidelines for the treatment of historic buildings.

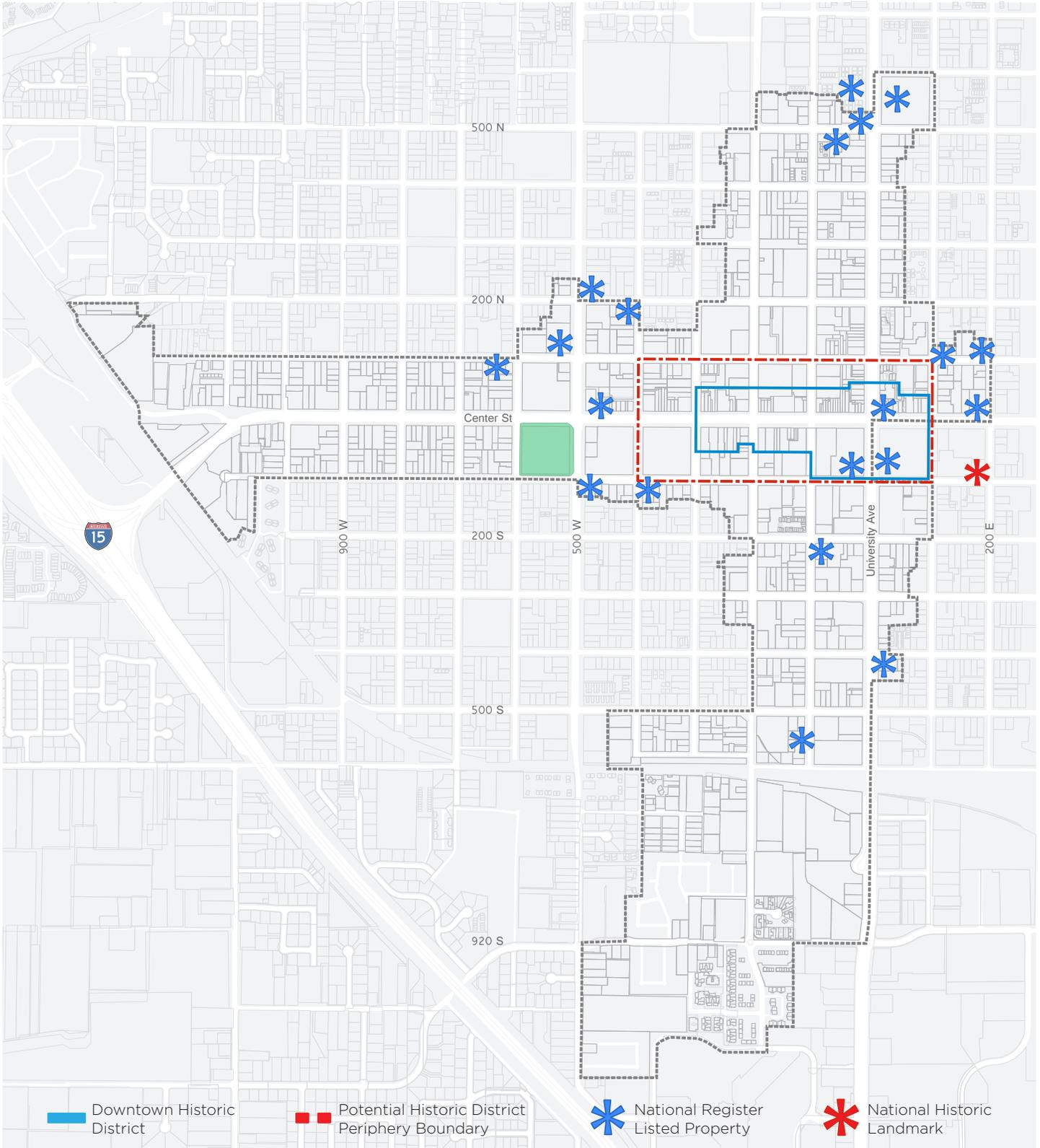


Figure 6.1 - Historic resources within Downtown

B. ISSUES

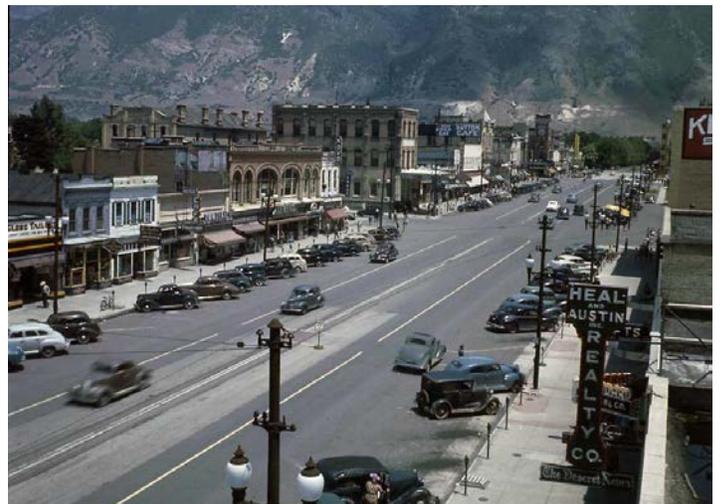
While past efforts have done much to document and assess historic resources within the Downtown, much more needs to be done. The narrowly drawn boundaries of the Downtown Historic District and less than comprehensive individual register listings have left a number of significant historic resources unrecognized and unprotected.

The narrowly drawn boundaries of the Downtown Historic District exclude significant historic properties and prevent the application of the district's design guidelines and review processes to immediately adjacent development. This deficiency compromises the spatial and visual integrity of the historic district. Although a property adjoining a historic building within the district may not itself be historic, the development of such a property affects the historic building. The margins of the district need to be expanded to protect the edges of the district from incompatible development and to establish the area as a true district instead of a strictly construed collection of specific historic properties.

Currently, the boundaries of the Downtown Historic District are codified in the resolution that established the district and are based on the boundaries of the National Register of Historic Places Provo Downtown Historic District. These boundaries are not easily available to the public and are not clearly represented on any existing map. In addition, records of

specific designation of each property within the district are incomplete and unsubstantiated. Both of these deficiencies need to be corrected and an updated listing of property designations and district boundaries need to be maintained and easily available to the public.

Recently, public streets within the downtown neighborhood have been conveyed to private parties to be integrated into the development projects. Because Provo City was built with a grid street system and relatively small blocks, road closures can easily be accommodated by adjacent streets.



Downtown Provo 1949, LIFE Magazine



C. PRESERVATION GOALS AND OBJECTIVES

GOALS:

1. Maximize the retention, adaptive reuse, and preservation of historic resources within the Downtown.
2. Rationalize the boundaries of the Downtown Historic District.
3. Increase the legibility and identity of the historic district at the street level.
4. Capitalize on historic properties as landmarks and focal points to enhance the development of distinct district identities within the Downtown.
5. Use historic properties as development catalysts and as unique focal points for the revitalization of Downtown.

OBJECTIVES:

1. Identify and document the historic resources within the Downtown.
2. Review and revise current historic designations to reflect changes that have occurred since the original designations were adopted.
3. Review the sufficiency of the Downtown Historic District boundaries to:
 - a. Protect significant properties and assemblages of properties that together contribute to the historic character of Downtown.
 - b. Provide appropriate design regulation of contiguous properties.
 - c. Conform to the publicly and visually perceived boundaries of historic Downtown.
4. Review the design guidelines within the Provo City Code Title 16 pertaining to new construction in the historic district. Assess their appropriateness and compatibility with the goals, objectives and recommendations of this plan.
5. Develop a consistent system of physical identification for historic properties within the Downtown Historic District and throughout the Downtown.
 - a. Capitalize on the upcoming wayfinding program to reinforce the Downtown Historic District as a unique area and destination.
 - b. Employ a consistent set of urban design guidelines to enhance the visual cohesion of the district.
6. Revise and update the National Register of Historic Places Provo Downtown Historic District nomination.
7. Increase the prominence of key historic properties through coordination with private development, enhanced public way design and wayfinding, and integration into neighborhood district identities.
8. Develop design guidelines for the integration of historic properties into new development projects throughout the Downtown.

A. RESOURCES

PROCESS

This document is a guide for future development for a specific area. It should be added to regulatory checklists to ensure plans incorporate the ideas in this document and help achieve the vision laid out within its pages. Funding for the plans in this document can be achieved through the following means.

Capital Improvement Plan (CIP)

It is intended that a proposed series of improvements be included in the city's Five-year Capital Improvement Plan during future budget meetings in order to allocate funding for specific projects within the Downtown districts. This plan helps the City to know what funding is needed in the future and will ensure a budget for proposed changes in the Downtown Master Plan.

Annual Budget

A new classification could be added to the annual budget, designating the Downtown districts as its own project. Having a separate budget item and discussion each year will help the Downtown to see continued improvement throughout forthcoming political terms. This yearly budget discussion will help keep Downtown a priority in regards to funding allocation.

INCENTIVES

In addition to City budgets, creating an impact-free zone or implementing tax break plans to encourage development within the Downtown districts can help fulfill the plans in this document.

Impact Fee Reduction Zone dismisses some costs associated with developing and may persuade developers to create the projects that the City wants to see Downtown.

Tax Increment Financing is another way to reduce costs by subsidizing desired projects. This can be done by offsetting initial development costs.

B. PROSPERITY

To ensure that the Downtown Master Plan continues to be a guiding document in City planning, it is important to make it widely available and visible to City Administrators and the public. This document should be available on the City website and at the front counter of City offices.



C. IMPLEMENTATION SCHEDULE

Phase Priority	Phase 1		Phase 2		Phase 3	
	1	2	1	2	1	2
Adopt Downtown Master Plan (City Council)						
Land Use						
Update the General Plan (Com. Dev.)						
Amend Zoning Map (Com. Dev.)						
Add Downtown Plan to PPA Review (Com. Dev.)						
Urban Design						
Improve Existing Gathering Spaces (P.W., Com. Dev.)						
Amend Regulations for New Development (Com. Dev.)						
Coordinate New Public Spaces w/ Development (Com. Dev.)						
Identify Property for Acquisition (Redevelopment)						
Implement New Signage Program (P.W., Com. Dev.)						
Adopt Ordinance for Public Vending (Com. Dev., Econ. Dev.)						
Program Activities for Downtown (Admin., Econ. Dev., D.P.I.)						
Employ Unique Design Elements to Identify Districts (Com. Dev.)						
Develop New Connections Through Downtown (P.W., Com. Dev.)						
Parks and Public Space						
Adopt Complete Streets into Transportation Plan (P.W., Com. Dev.)						
Enhance Existing Pedestrian Corridors (P.W.)						
Implement Street Tree Planting Program (Urban Forester)						
Increase and Improve Street Landscaping (Parks, Com. Dev.)						
Transportation and Circulation						
Install Traffic Calming Devices at Key Gateways (P.W.)						
Program Public Art Program (Econ. Dev., D.P.I.)						
Implement Bicycle Master Plan (Engineering)						
Historic Resources						
Update Provo Downtown Historic District National Register Nomination (Com. Dev.)						
Realign Downtown Historic District Boundary (Com. Dev.)						
Develop Consistent System of Physical Identification of Historic Properties (Com. Dev.)						
Revise and Adopt Improved Design Guidelines (Com. Dev.)						

