Team Members

Economic Planners/Market Analysts

Land Use Planners/Urban Designers

Transportation Planners
Broad Approach
As We Take a Walk Down the Corridor . . .
10 Overall Themes and Findings . . .

1. Connect with the Canyons

A place that reflects natural systems, materials & environments
2. Increase as the Premiere Suburban Class A Employment Center in the State of Utah

3. Recapture Lost Sales Tax Leakage

4. Capitalize on Favorable Demographic Characteristics

5. Increase Housing Opportunities
6. Respect Existing Nodes and Neighborhoods

7. Consider Fort Union’s Connective Ability
8. Consider the Limited Right-of-Way

9. Decide Whether Fort Union is a Regional or Local Corridor
10. Create Something Unique
ALTERNATIVE 2

LAND USE ALTERNATIVE TWO
- Wasatch Boulevard as Transit Corridor/ Development Focus
- Fort Union Boulevard as Main Street/ Local Flavor

COTTONWOOD HEIGHTS CORRIDOR PLAN
TAKE A WALK DOWN THE CORRIDOR . . .

Market Demand Driving Land Use
FOCUS ON LARGER-SCALE / REGIONAL RETAIL USES

• Increase large-scale retail density at District #1

• Add entertainment options, dining and plaza area

• Condense parking areas (reduce requirements, multi-story, etc.)

• Improve visibility, signage, attractiveness

• Capitalize on ease of access compared to Family Center in Midvale
Focus on larger-scale retail in District #1

- District #1 is ideal for larger-scale retail, such as general merchandise, big box, furniture, etc. Nearly half of all sales take place in District #1.

<table>
<thead>
<tr>
<th>District</th>
<th>Total Sales</th>
<th>Share of Total Sales Citywide</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rest of City</td>
<td>$35,941,248</td>
<td>9.55%</td>
</tr>
<tr>
<td>1</td>
<td>$170,634,560</td>
<td>45.35%</td>
</tr>
<tr>
<td>2</td>
<td>$22,481,184</td>
<td>5.98%</td>
</tr>
<tr>
<td>3</td>
<td>$44,666,728</td>
<td>11.87%</td>
</tr>
<tr>
<td>4</td>
<td>$153,159</td>
<td>0.04%</td>
</tr>
<tr>
<td>5</td>
<td>$147,356</td>
<td>0.04%</td>
</tr>
<tr>
<td>6</td>
<td>$29,531,393</td>
<td>7.85%</td>
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<tr>
<td>7</td>
<td>$28,437</td>
<td>0.01%</td>
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<tr>
<td>8</td>
<td>$1,403,259</td>
<td>0.37%</td>
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<tr>
<td>9</td>
<td>$37,620,886</td>
<td>10.00%</td>
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<tr>
<td>10</td>
<td>$132,913</td>
<td>0.04%</td>
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<tr>
<td>11</td>
<td>$9,583,515</td>
<td>2.55%</td>
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<tr>
<td>12</td>
<td>$479,799</td>
<td>0.13%</td>
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<tr>
<td>13</td>
<td>$22,218,903</td>
<td>5.91%</td>
</tr>
<tr>
<td>14</td>
<td>$1,228,602</td>
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</tr>
<tr>
<td>Total</td>
<td>$376,251,942</td>
<td>100.00%</td>
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# Recapture Lost Leakage Citywide

<table>
<thead>
<tr>
<th>Retail Category</th>
<th>2013 Leakage</th>
<th>2013 Capture Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Motor Vehicle and Parts Dealers</td>
<td>-$72,431,250</td>
<td>7.68%</td>
</tr>
<tr>
<td>Accommodation</td>
<td>-$18,040,442</td>
<td>10.79%</td>
</tr>
<tr>
<td>General Merchandise Stores</td>
<td>-$16,698,928</td>
<td>81.79%</td>
</tr>
<tr>
<td>Miscellaneous Store Retailers*</td>
<td>-$16,003,204</td>
<td>33.05%</td>
</tr>
<tr>
<td>Repair and Maintenance</td>
<td>-$13,686,242</td>
<td>12.80%</td>
</tr>
<tr>
<td>Furniture and Home Furnishings Stores</td>
<td>-$11,145,721</td>
<td>6.15%</td>
</tr>
<tr>
<td>Clothing and Clothing Accessories Stores</td>
<td>-$9,654,085</td>
<td>61.23%</td>
</tr>
<tr>
<td>Sporting Goods, Hobby, Book, and Music Stores</td>
<td>-$7,628,974</td>
<td>49.59%</td>
</tr>
<tr>
<td>Gasoline Stations</td>
<td>-$6,652,381</td>
<td>54.45%</td>
</tr>
<tr>
<td>Food Services and Drinking Places</td>
<td>-$6,019,939</td>
<td>89.41%</td>
</tr>
<tr>
<td>Amusement, Gambling, and Recreation Industries</td>
<td>-$4,502,581</td>
<td>25.10%</td>
</tr>
<tr>
<td>Food and Beverage Stores</td>
<td>-$3,825,111</td>
<td>93.49%</td>
</tr>
<tr>
<td>Personal and Laundry Services</td>
<td>-$1,888,194</td>
<td>60.92%</td>
</tr>
<tr>
<td>Performing Arts, Spectator Sports, and Related Industries</td>
<td>-$1,659,124</td>
<td>4.68%</td>
</tr>
<tr>
<td>Museums, Historical Sites, and Similar Institutions</td>
<td>-$424,631</td>
<td>0.00%</td>
</tr>
<tr>
<td>Nonstore Retailers</td>
<td>$185,694</td>
<td>102.31%</td>
</tr>
<tr>
<td>Electronics and Appliance Stores</td>
<td>$2,401,368</td>
<td>118.98%</td>
</tr>
<tr>
<td>Building Material and Garden Equipment and Supplies Dealers</td>
<td>$5,921,960</td>
<td>117.18%</td>
</tr>
<tr>
<td>Health and Personal Care Stores</td>
<td>$16,563,916</td>
<td>341.76%</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>-$165,187,870</td>
<td><strong>66.09%</strong></td>
</tr>
</tbody>
</table>
More Retail Opportunity from Recapturing Lost Leakage than from Growth

<table>
<thead>
<tr>
<th>Cottonwood Heights</th>
<th>Buying Power</th>
<th>SF Supportable</th>
<th>Average SF Supportable per Year 2013-2030</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population Growth 2013-2030*</td>
<td>$58,822,193</td>
<td>196,074</td>
<td>7,262</td>
</tr>
<tr>
<td>Leakage 2013</td>
<td>$165,187,870</td>
<td>550,626</td>
<td>20,394</td>
</tr>
<tr>
<td>Total</td>
<td>$224,010,064</td>
<td>746,700</td>
<td>27,656</td>
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</tbody>
</table>

*Based on population growth of 4,179 persons
Buying Power Analysis – Competitive Sites
## Buying Power Analysis – Competitive Sites – 3 Miles

<table>
<thead>
<tr>
<th>Location</th>
<th>2015</th>
<th>2020</th>
<th>2030</th>
<th>2040</th>
</tr>
</thead>
<tbody>
<tr>
<td>Canyon Entrance</td>
<td>48,744</td>
<td>47,260</td>
<td>48,895</td>
<td>49,815</td>
</tr>
<tr>
<td>Cottonwood Corporate</td>
<td>76,466</td>
<td>74,722</td>
<td>77,950</td>
<td>80,691</td>
</tr>
<tr>
<td>Fort Union and 1300 E</td>
<td>140,041</td>
<td>139,543</td>
<td>148,709</td>
<td>157,557</td>
</tr>
<tr>
<td>Fort Union and 2300 E</td>
<td>110,630</td>
<td>108,140</td>
<td>113,145</td>
<td>117,370</td>
</tr>
<tr>
<td>Fort Union and Highland Drive</td>
<td>124,502</td>
<td>122,067</td>
<td>128,053</td>
<td>133,173</td>
</tr>
<tr>
<td>Midvale – Fort Union and State</td>
<td>142,821</td>
<td>149,236</td>
<td>165,877</td>
<td>181,974</td>
</tr>
<tr>
<td>Sandy - 9400 S and 2000 E</td>
<td>126,286</td>
<td>123,652</td>
<td>129,581</td>
<td>134,133</td>
</tr>
<tr>
<td>South Towne Mall</td>
<td>119,518</td>
<td>126,603</td>
<td>143,316</td>
<td>159,426</td>
</tr>
<tr>
<td>Fashion Place Mall</td>
<td>146,892</td>
<td>151,357</td>
<td>165,515</td>
<td>178,477</td>
</tr>
<tr>
<td>Brickyard</td>
<td>167,882</td>
<td>164,800</td>
<td>171,280</td>
<td>176,114</td>
</tr>
</tbody>
</table>
## Retail Density Comparison

<table>
<thead>
<tr>
<th>Shopping Area</th>
<th>Floor Area Ratio (FAR)</th>
</tr>
</thead>
<tbody>
<tr>
<td>West end of Fort Union</td>
<td>0.28</td>
</tr>
<tr>
<td>Holladay Village</td>
<td></td>
</tr>
<tr>
<td>NE</td>
<td>0.45</td>
</tr>
<tr>
<td>SE</td>
<td>0.46</td>
</tr>
<tr>
<td>SW</td>
<td>0.41</td>
</tr>
<tr>
<td>NW</td>
<td>0.57</td>
</tr>
<tr>
<td>Farmington Station</td>
<td>0.37</td>
</tr>
</tbody>
</table>
Mixed use infill within 1/4 to 1/2 mile of intersection

Node 1:
1300 East Becomes a Special Place

Reduce pedestrian barriers on all corners – convert the area into a walkable place for those living in proximity to it or within the area.

This can be achieved through the formation of discernable pedestrian zones within the parking lots, and strong linkages with future streetside walkways, sidewalks, and bikeways.

Pursue larger-scale businesses

Increase large-scale retail density

Condense parking areas (reduce parking requirements, develop multi-story parking, etc.)

Capitalize on ease of access in comparison to the adjacent Family Center in Midvale

Improve visibility, signage, and attractiveness

Add entertainment options, including dining and plaza areas
Node 1

Diversify Uses:
Entertainment, dining, etc.

Treat parking lots like good Streets

Create attractive entryways & and linkages with public ways

Convert parking areas into examples of sustainable local habitats

A place for people to shop & linger

Densify, increase height of buildings and incorporate meaningful places to wander and participate
Example:

1300 East/Fort Union Boulevard

Existing Site Layout
Concept 1: Internal Densification
Concept 2: Densify the Edges
Incorporating Both Concepts

1. Convert 1300 East into a walkable shopping zone
2. Create a focal courtyard/outdoor activity area with food service
3. Convert large parking lots into an internal commercial “street”
4. Provide 10’-20’ pedestrian access along existing commercial frontage
5. Centrally located entrance includes pedestrian streetscape and wide walkways
6. Provide mid-block crossings where possible
7. Extend pedestrian oriented commercial into the site to create an internal “destination”
8. Create front/retail pedestrian access opportunities
9. Break up “sea of asphalt” into discernible, well landscaped and pedestrian friendly parking courts
10. Provide small courtyards and meeting places between and behind buildings

- Existing Office/Commercial
- New Commercial
CENTRAL - FOCUS ON NEIGHBORHOOD AND COMMUNITY MARKETS

- Actively recruit recreation-related businesses such as cycling shops, angling shops, etc.
- Develop lunchtime eating
- Redesign nodes to reduce asphalt parking and create walkability; use interiors of blocks
- Bring businesses out to the street; “street wall”
- Recapture lost sales leakage in smaller-scale businesses at nodes
INCLUDE EVENTS AND HOUSING – CITY CENTER

• Create community events that bring visitors down into Fort Union
  o Trail and road running series
  o Cycling center of the Valley

• Increase housing densities at nodes along the Corridor – Highland; 2300 East
THERE IS AN ECONOMIC VALUE TO PLACEMAKING:

Michigan Municipal League: “Streetscape improvements increase storefront occupancy rates, encourage private sector investments, and have shown to improve commercial trading by up to 40 percent.”

Lancaster, CA: $10M redesign with new lighting, landscaping, street furniture and promotions. Within 2 years, it spurred $125 M in private investment, a 26% increase in sales tax revenues, and 800 new jobs

Lodi, CA: $4.5M invested to retrofit five main street blocks with sidewalk widening, curb bump-outs, colored paving stones, street furniture, lighting, and other amenities. Resulted in 60 new businesses, drop in vacancy rate from 18% to 6% and a 30% increase in sales tax revenues in 3 years
AND MORE BENEFITS . . .

Boarnet Study: “In LA, walkable, densely-built shopping districts saw retail activity up to 4 times greater than strip shopping.”

West Palm Beach, FL: Improvements in pedestrian crossings, traffic calming and streetscape. Property values increased from $10-$40/ sq ft to $50-$100/sq ft. $350M in new private investment.

Urban Land Institute: “Walkable retail areas with unique […] qualities provide competitive advantages. Their ‘place-making dividend’ attracts people to visit often, stay longer and spend more money.”
Summary of Multi-Family Housing Market:

• Existing multi-family product is fairly old; only 12 units constructed since 2005
• 3-4 story buildings at nodes along Fort Union; if rents rise in next few years, could be potential for 5-6 stories
• Addition of light rail along Fort Union would accelerate residential development and could increase densities
• For-sale townhomes would fit well between the nodes; short-term demand is more for rental units
• Absorption of 100 to 150 units of multi-family units annually; represents 8% - 12% of all multi-family units countywide
• Average sale price: $185,000 - $190,000; upper tier of $250,000
Unique Connection Qualities

• No other street in the area connects as effectively as Fort Union
• An argument for a complete street/complete corridor?
Fort Union has Limited Right-of-Way
ALTERNATIVE 1

LAND USE ALTERNATIVE ONE
- Fort Union as Transit Boulevard/Development Focus
- Wasatch Boulevard as Regional Link

COTTONWOOD HEIGHTS CORRIDOR PLAN

Legend
- transit boulevard
- major nodes
- infill connector nodes
- freeway access
- residential areas
- neighborhood trail links

Legend
- regional recreational transportation link
- CANYON ENTRANCE... DRAWS PEOPLE IN
- TO SLC, I-80, PARK CITY
- TO ALTA, SNOWBIRD
- TO BRIGHTON, SOLITUDE
- 1-15
- MURRAY
- HOLLADAY

OFFICE DISTRICT
HIGH-DENSITY MIXED USE DISTRICT
CITY CENTER
RETAIL CENTER

35
The Boulevard
The Mountainyard
ALTERNATIVE 2

LAND USE ALTERNATIVE TWO
- Wasatch Boulevard as Transit Corridor/Development Focus
- Fort Union Boulevard as Main Street/Local Flavor

Legend:
- main street
- major nodes
- transition street/segment
- freeway access
- residential areas
- neighborhood trail links
- area of influence

COTTONWOOD HEIGHTS CORRIDOR PLAN
The Main Street
Main Street and City Center
Light Rail Conversion
FORT UNION BLVD.
Main Street

This concept proposes the re-imagining of Fort Union Boulevard as Cottonwood Heights’ “Main Street” between just east of 2300 East and just east of Highland Drive. This would occur by reducing the number of vehicle travel lanes from 5 to 3, and using the extra space within the existing curbs for on-street parking and bicycle lanes, both of which would promote a walkable central business district and community gathering center for Cottonwood Heights. Streetscape improvements such as street trees, street furniture, and pedestrian scale lighting, as well as a 25 mile-per-hour speed limit and mid-block crossings would also help transform the character of this segment of Fort Union to that of a Main Street.

1. THREE VEHICLE LANES
This concept for Fort Union Blvd. reduces the number of vehicle lanes from 5 to 3. Traffic flow will flow smoothly because friction is reduced by plentiful turn lanes.

2. BIKE LANES
With the extra room yielded by the lane reduction, bike lanes can be integrated into the street design, creating a key east-west bike connection for Cottonwood Heights.

3. ON-STREET PARALLEL PARKING
The lane reduction also makes room for on-street parking, which will help businesses as well as the pedestrian life of the street.

4. PEDESTRIAN CROSSINGS
This concept reduces the curb radii at major intersections like this one to reduce crossing distance and leverage the City’s high-visibility crosswalks.

5. PLANTED MEDIANS/TURN POCKETS
In place of the continuous center turn lane, medians and focused turn pockets would be built. While medians help create a more pedestrian scale for the street and provide more opportunity for trees and landscape, turn pockets allow left turns with fewer conflict points than the continuous lane.

6. MID-BLOCK CROSSINGS/PEDESTRIAN REFUGES/BULB-OUTS
This concept encourages more frequent pedestrian crossings of Fort Union, whether signalized, pedestrian-activated signalized, or unsignalized. These crossings can be shortened by median refuges and extensions of the curb, called bulb-outs. Here, bulb-outs are created by islands in the parking lanes connected to the sidewalk by trench drains.

7. STREETSCAPE IMPROVEMENTS
While this concept does not widen sidewalks, it does add new street trees as well as pedestrian-scale lighting and street furniture like benches and bike parking.

8. BUS PULL-OUT
At bus stops placed at the far side of intersections, buses can pull out of traffic and into a lane shared with bicyclists.

9. GREEN PAINT IN CONFLICT ZONES
Urban bicycle facility best practices say that conflict areas between cyclists and other modes should be marked by green coloring.

10. GATEWAY SIGN
At the entry to this area, a gateway sign or monument can welcome people to Cottonwood Heights.

11. MULTI-USE PATH TRANSITION
The project team has developed a concept for a multi-use path (for pedestrians and cyclists) extending to Wasatch Boulevard. At the entry to Downtown Cottonwood Heights, this path can transition to sidewalks and bike lanes.
Nodes 2 & 3
Town Center is Centered Around Highland Drive and 2300 East

- Create lunchtime dining linkages with nearby employment centers (Cottonwood Corporate Center) and with the Fort Union bookends (West and East ends)
- Create community gathering areas
- Incorporate high capacity transit, as possible
- Focus on local history and flavor when creating new uses
- Create community events that bring visitors into the heart of Fort Union
- Encourage new mixed-use development and increased housing densities at the nodes
- Redesign the nodes to reduce asphalt and create walkable environments
- Encourage potential bike and pedestrian connections

- Bring businesses out to the street – create a “street wall”
- Recapture lost sales leakage in smaller-scale businesses throughout this area
- Balance high traffic volumes with large pedestrian realm and placemaking enhancements

Map showing Civic & Cultural Campus Nodes 2 & 3, Town Center, Highland Drive, and 2300 East.
Town Center Concept

- Buffer existing residences from commercial and similar uses through the use of “green screens” and transitional land uses.
- Convert each node into a distinct yet unified place.
- Extend City Center to the west as a traditional use, re-develop the properties into a “hard edge” boulevard with a mix of existing and redeveloped buildings.
- Create a “green boulevard” transition to the east, connecting City Center with the Big Cottonwood Canyon and other natural features along a generous bike/ped.
Create a unified town center through quality design, architecture, site design and layout

Incorporate legible entryways

Link private and public streets

Provide “24/7” places & uses

A place to meet & come together

A balance of quality built & open spaces that attract drivers, riders, pedestrians and bikers alike
Envisioned Conversion of Fort Union into a Town Center “Main Street”
Node 4: 3000 East “Local Center”

A “Green Boulevard” lines both sides of Fort Union Boulevard, leading visitors to the City Center along pleasant pathways suitable for pedestrians and bikers alike.

Take every opportunity to link Fort Union with the surrounding neighborhoods using green corridors and trails.

Redevelop this site into a “green commerce” area with cafes, bike shops and generously landscaped trails and parkways.

Re-develop the gas station and small offices on the north side of this intersection into a neighborhood commercial center that is unified.
Node 4

comparable images & ideas

Scale/balance between buildings and spaces

Develop a special/unified design and look

A genuine neighborhood destination & uses

Details and design that shout “local” & high-quality experiences

Neighborhood scales & uses for residents & others
Transition Nodes:
Converting edges between the nodes as part of a Unified Boulevard Experience

- Extend City Center to the west as a traditional use, re-develop the properties into a “hard edge” boulevard with a mix of existing and redeveloped buildings.
- Create a “green boulevard” transition to the east, connecting City Center with the Big Cottonwood Canyon and other natural features along a generous bike/ped.
Transition Nodes East of Town Center:
Converting Variable Conditions into a Unified Boulevard Experience

Existing Condition:
Narrow right-of-way, narrow front yards and frequent driveways limit opportunities to create a meaningful pedestrian-friendly transition area.

Phase 1:
Utilize front yards to establish continuous pedestrian pathways and related amenities on both sides of roadway.

Phase 2:
Strategically merge adjacent lots in larger properties suitable for residentially-scaled businesses with controlled access points/driveways, shared parking and unified street presence.
EAST END – NICHE MARKETS

• Strong office market and resort proximity create strong opportunities for lodging and restaurant clusters
• Become “THE NODE” for resort development up the Canyons
• Upper-end retail; unique
• Demographics - take advantage of resident incomes, employee wages, resort visitors
EAST END – EXTEND CANYON FEEL INTO FORT UNION

- Extend Canyon down Fort Union through design, recreation-related development, trails, bike paths, transit options, etc.
- Make a gateway to Fort Union:
- Reason to enter Fort Union from the East (clock tower, Olympic monument, name change of road, etc.)
Office Market Analysis – Gravel Pits

- 500,000+ sf per year in suburban areas
- Most competitive site in Salt Lake Valley for premiere Class A Office space
- 3-4 story heights on Fort Union at nodes; 15+ story potential by gravel pits
  - Orem University Place: 9-story office building;
  - Sandy The Cairns: 25-story residential tower.
- Rents for Class A office are high at Millrock (similar to downtown Class A)
- Class A absorption of 100,000 – 150,000 sf per year in City
- WFRC projections for over 11,000 new jobs in City by 2040
Vacant Land Concentrated at Gravel Pit
## LODGING MARKET

<table>
<thead>
<tr>
<th>Accommodation</th>
<th>Leakage</th>
<th>Capture Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bed &amp; Breakfast &amp; Other Accommodation</td>
<td>$1,572,099</td>
<td>0.00%</td>
</tr>
<tr>
<td>Hotels &amp; Motels</td>
<td>-$19,110,686</td>
<td>2.99%</td>
</tr>
<tr>
<td>RV Parks &amp; Recreational Camps</td>
<td>-$466,912</td>
<td>0.00%</td>
</tr>
<tr>
<td>Rooming and Boarding Houses</td>
<td>-$34,942</td>
<td>35.46%</td>
</tr>
<tr>
<td><strong>Subtotal</strong></td>
<td><strong>-$18,040,442</strong></td>
<td><strong>10.79%</strong></td>
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## COMPARATIVE LODGING

<table>
<thead>
<tr>
<th>Area</th>
<th>2013 Sales</th>
<th>Per Capita</th>
<th>Per Employee</th>
<th>Per Capita &amp; Employee</th>
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<tr>
<td>Park City</td>
<td>$220,058,942</td>
<td>$29,158</td>
<td>$16,678</td>
<td>$11,235</td>
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<tr>
<td>Cottonwood Heights</td>
<td>$2,181,180</td>
<td>$63</td>
<td>$162</td>
<td>$47</td>
</tr>
<tr>
<td>Sandy</td>
<td>$28,929,265</td>
<td>$320</td>
<td>$671</td>
<td>$224</td>
</tr>
<tr>
<td>Holladay</td>
<td>$5,500,000</td>
<td>$201</td>
<td>$977</td>
<td>$172</td>
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<tr>
<td>Midvale</td>
<td>$12,339,350</td>
<td>$420</td>
<td>$851</td>
<td>$294</td>
</tr>
<tr>
<td>Murray</td>
<td>$7,146,437</td>
<td>$147</td>
<td>$166</td>
<td>$81</td>
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</table>
## RESTAURANTS

<table>
<thead>
<tr>
<th>Food Services and Drinking Places</th>
<th>2013 Leakage</th>
<th>2013 Capture Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-Service Restaurants</td>
<td>-$2,975,689</td>
<td>94.09%</td>
</tr>
<tr>
<td>Limited-Service Eating Places</td>
<td>$0</td>
<td>0.00%</td>
</tr>
<tr>
<td>Caterers &amp; Other Special Food Services</td>
<td>-$2,250,402</td>
<td>0.54%</td>
</tr>
<tr>
<td>Drinking Places (Alcoholic Beverages)</td>
<td>-$793,848</td>
<td>48.93%</td>
</tr>
<tr>
<td><strong>Subtotal</strong></td>
<td><strong>-$6,019,939</strong></td>
<td><strong>89.41%</strong></td>
</tr>
</tbody>
</table>
## COMPARATIVE RESTAURANT SALES

<table>
<thead>
<tr>
<th>Food Services</th>
<th>2013 Sales</th>
<th>Per Capita</th>
<th>Per Employee</th>
<th>Per Capita &amp; Employee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Park City</td>
<td>$97,443,588</td>
<td>$12,912</td>
<td>$7,385</td>
<td>$4,975</td>
</tr>
<tr>
<td>Cottonwood Heights</td>
<td>$50,812,165</td>
<td>$1,470</td>
<td>$3,780</td>
<td>$1,094</td>
</tr>
<tr>
<td>Sandy</td>
<td>$152,397,628</td>
<td>$1,685</td>
<td>$3,534</td>
<td>$1,179</td>
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<tr>
<td>Holladay</td>
<td>$28,327,857</td>
<td>$1,034</td>
<td>$5,034</td>
<td>$887</td>
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<tr>
<td>Midvale</td>
<td>$69,994,504</td>
<td>$2,382</td>
<td>$4,827</td>
<td>$1,667</td>
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<td>Murray</td>
<td>$112,038,364</td>
<td>$2,298</td>
<td>$2,605</td>
<td>$1,268</td>
</tr>
</tbody>
</table>
Node 5:
Wasatch Boulevard/Fort Union Boulevard
Niche Development

Negotiate with water utility to transform this area into a highly visible public park/open space.

Extend the gateway experience of the Wasatch Boulevard/Fort Union intersection to the Old Mill and the "gravel pit" development site to the north.

Utilize Big Cottonwood Canyon, the Wasatch Foothills and Big Cottonwood Creek environments as design motifs for this area.

Develop this underutilized intersection into a unique destination and "gateway" entrance to world-class recreation to the east and commercial/cultural opportunities along Fort Union to the west.
Node 5

Buildings and spaces that reflect local needs and conditions

Big Cottonwood granite expressed in the corridor design

A mix of built and open spaces

Locally-inspired design and architecture

A place where nature and city meet
A place that reflects natural systems, materials & environments
Wasatch Boulevard Example: Existing Site Layout
Convert the Intersection into a Great Place and an Inviting Entry for Visitors and Locals Alike
FORT UNION BLVD.
Big Cottonwood Canyon Mouth

This concept for the far east end of the Fort Union corridor, just west of Wasatch Boulevard, pulls the recreational aspects and mountain flavor of the Cottonwood Canyons into Fort Union while creating a more walkable environment for the row of businesses—and perhaps future mixed-use center—on the south side of the street.

1. THREE VEHICLE LANES
   This concept for Fort Union Boulevard retains the existing three lane structure but narrows the lanes, eliminates the westbound receiving/tum lane and formalizes/adds more on-street parking.

2. SOUTH SIDE: WIDER URBAN SIDEWALKS
   Sidewalks on the south side of the street are widened and streetscape amenities such as trees, lighting and street furniture are added, in order to encourage walking and buildings fronting the street.

3. NORTH SIDE: BIG COTTONWOOD CANYON TRAIL
   The centerpiece of this concept is a multi-use trail extending from Cottonwood Heights down Fort Union Boulevard to a potential "Downtown" Cottonwood Heights between 2300 East and Highland Drive. Here, the trail transitions from a mountain recreation trail in the canyon to a more urban trail west of Wasatch Boulevard. The 20-foot-wide trail has designated lanes for bicycles and pedestrians as well as streetscape amenities like trees, lighting, and benches. This trail is designed to draw mountain visitors and recreationalists into Cottonwood Heights.

4. FORT UNION PEDESTRIAN CROSSINGS
   A key part of this concept is increasing and improving the opportunities for pedestrians to cross Fort Union Boulevard between Wasatch Boulevard and Big Cottonwood Canyon Road. This concept shortens crossings by reducing lane widths, extending "bulb-outs" into the parking lane and using wide, high-visibility crosswalk markings.

5. ON-STREET BIKE FACILITIES
   Even though this concept would add a multi-use trail for cyclists, it retains the eastbound (uphill) bike lane and bike turn lane. Westbound, the travel lane is marked with the green-backed "sharrow" as a shared lane for cyclists and motorists.

6. WASATCH BLVD. PEDESTRIAN CROSSINGS
   Pedestrian crossings of Wasatch Boulevard are improved by pulling back from the corners to be as short as possible and align with sidewalks. High-visibility markings are added. On the northern crossing, the existing "pork chop" at the free right turn is enlarged to increase pedestrian and cyclist comfort and safety.

7. MOUNTAIN PLAZA
   The multi-use path running through this segment of Fort Union Boulevard can create small public spaces emphasizing gathering, spectating, commerce, and public information. Amenities could include food trucks (7a), seating and benches for spectating races or people watching (7b), and electronic information boards with snow reports, community info, race results or a public strava display (7c).
Tier Opportunities & Intensity of Development
Intensity of Development and Distribution of Uses
If We Don’t Do Anything, What Happens?