

Fairpark Master Plan

15-Year Master Plan Summary

January 14, 2022

Total Fairpark Investment: \$121,663,320*

Total Developer Investment: \$92,536,000

The Fairpark is an important cultural icon with underutilized potential, and Utah would not be the same without it - it is living proof of Utah's industrious past and vibrant future.

This master plan seeks to:

- Strengthen and diversify the Fairpark with architectural and planning strategies that make it financially sustainable
- Enhance the Fairpark as an active and unique amenity on a local, regional, and state-wide scale

This master plan researches and addresses the Fairpark's opportunities and challenges related to:

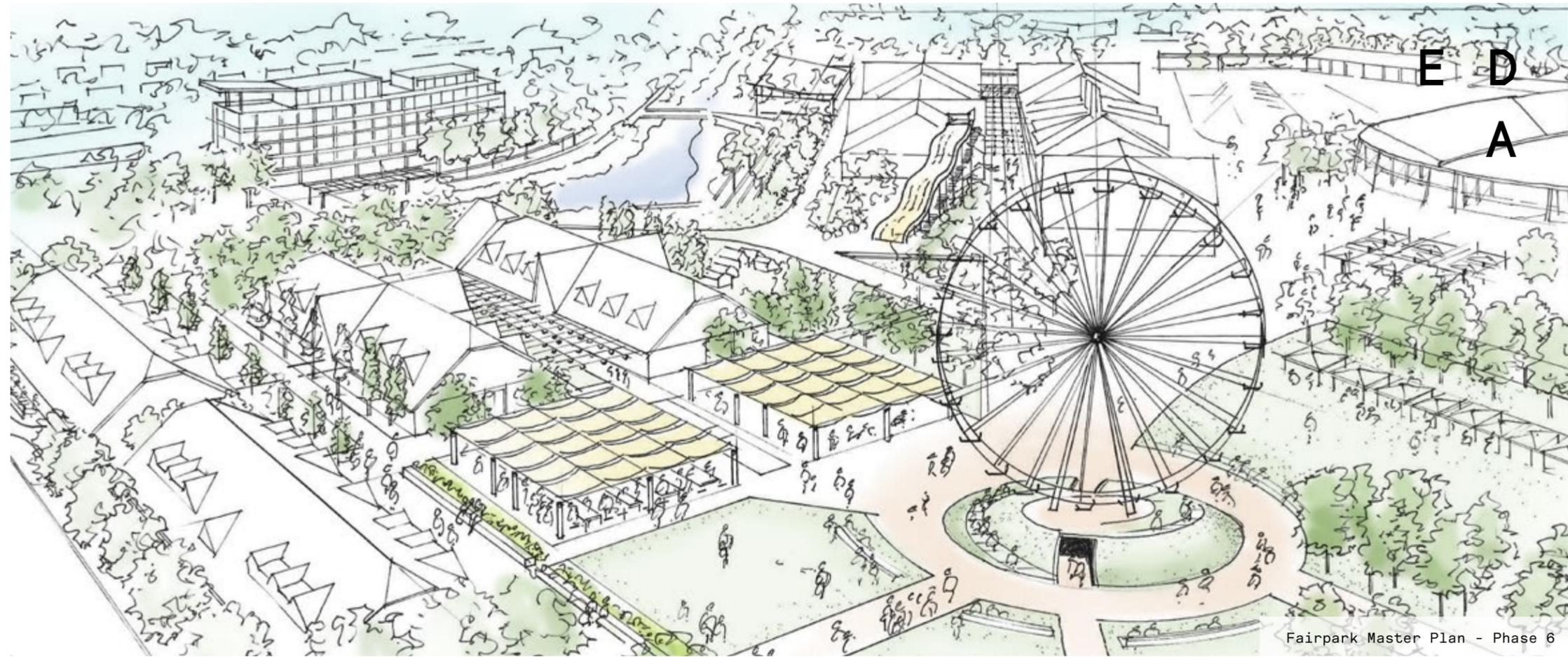
- Surrounding developments and their influence
- Public input and further integration of local interest
- Optimization of the Fairpark's layout and operational flow
- Improving and better utilizing the White Ballfield
- Integration of the Jordan River into the grounds
- Strategies for parking, transit,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

Two challenges facing the Fairpark are:

- Relatively small physical area (compared with other fairs)
- Fair's space needs that create an 11-month/1-month scheduling cycle

The master plan addresses these challenges by optimizing the layout of the Fairpark within its boundaries and recommends synergistic solutions that support the Fair's schedule-based needs by utilizing more of the Fairpark's capacity year-round. Still, a 5% increase in the Fairpark's core area is recommended to adequately meet the needs of the growing Fair and the community.

The master plan looks out to 2036, but the most important steps are recommended bore 2028.



Proposed Master Plan Implementation Schedule

Phase	Project	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032	2033	2034	2035	2036
1	The White Ballfield - New Mixed-use development Pilot a new remote shuttle parking program and re-stripe the existing parking lot; also consider developing an RFP for White Ballfield Developer or land sale	Planning		Project Cost: \$76,716,000												Developer Investment: \$75,980,000 Fairpark/State Investment: \$736,000**
2	Exposition Hall - New Events Building Conduct a feasibility and programming study concerning the Exposition Hall and any affected elements		Project Cost: \$46,556,000													Fairpark/State Investment: \$46,556,000*
	Greening the Park - Landscaping improvements On-going upgrades that reduce water use and heat-island effect		Project Cost: \$347,200													Fairpark/State Investment: \$347,200**
3	New Livestock Barns - High-quality maintenance and animal facilities Continue conversations with Salt Lake County about a partnership and/or land swap		Project Cost: \$37,516,000													Fairpark/State Investment: \$37,145,000**
4	Historic Livestock Core - Barn renovations and plaza Perform a feasibility and programming study for the new Livestock Barns and Historic Core projects			Project Cost: \$27,278,000												Fairpark/State Investment: \$27,278,000**
	Jordan River and Trail - General upgrades Improve the trail with more river access and amenities that enhance the Fairpark's character				Project Cost: \$1,295,000											Fairpark/State Investment: \$1,295,000**
5	Adventure Play Area - Program expansion Explore the potential of private partnerships for a climbing gym and ropes course		Project Cost: \$7,026,000													Fairpark/State Investment: \$1,468,120** Developer Investment: \$5,558,000
6	Hospitality - Hotel on Lot A Assess market demand for a hotel 5 and 10 years from now															Fairpark/State Investment: \$644,000* Developer Investment: \$10,998,000 Project Cost: \$11,642,000

*Projects are phased based on market demand, available funding, and need. The estimates shown include 1 year of escalation at 8% and project soft costs. This does not include costs associated with optional relocation the Drivers License Division

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

Fairpark Master Plan

The Master Plan addresses the Fairpark's challenges by:

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

Jordan Riverwalk District

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

Historic Core District

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

Conference and Expo District

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

Adventure District

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

Animal Experience District

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

Hospitality District (Lot A)

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

White Ballfield District

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



Map showing the complete build-out of the Fairpark in 2036

Fairpark Exposition Hall

Project Summary

January 14, 2022

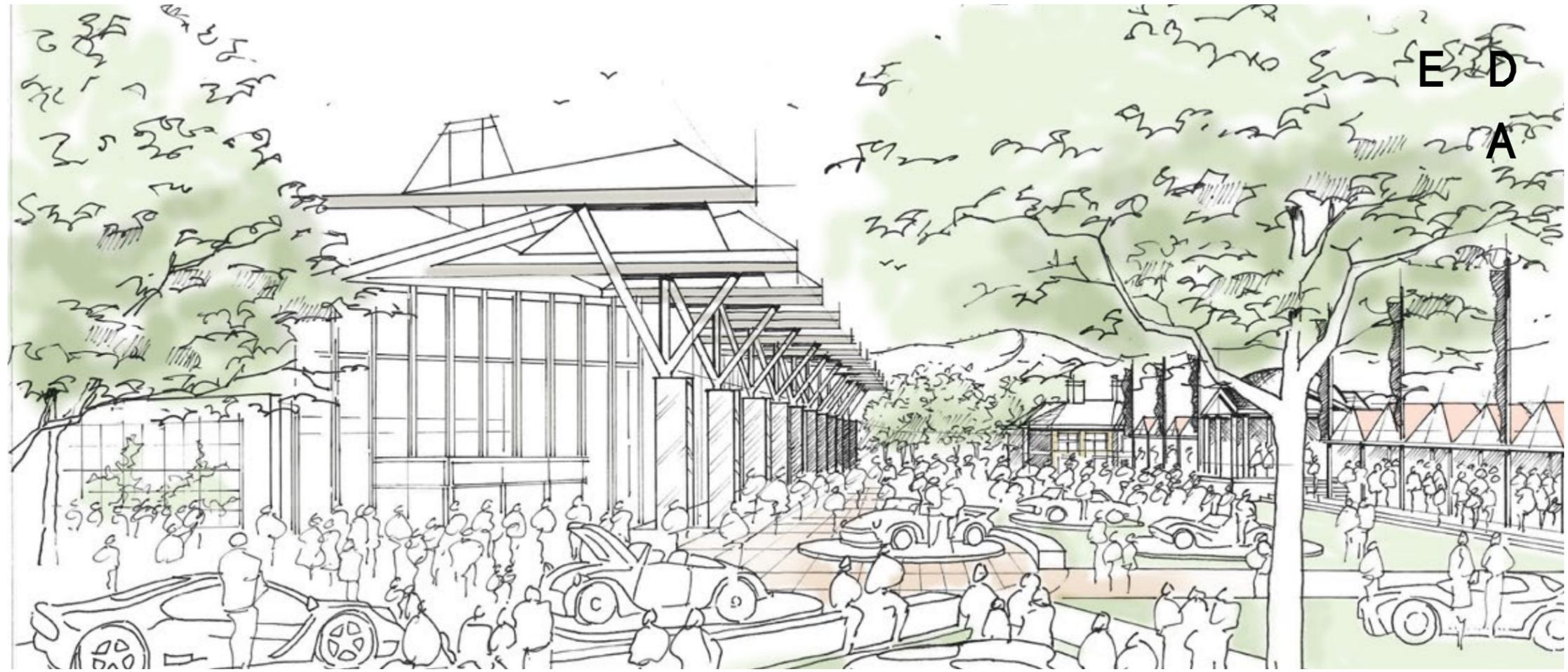
Project Budget: \$46,556,000

The new Exposition Hall concept significantly improves the Fairpark's ability to generate income over the 11 months outside of the Fair. The new facility is a vital piece of the 2021 master plan, and it will bring bigger events to the Fairpark. It also allows multiple events to occur at the same time comfortably. The increased ability to host events may also optimize staffing by allowing seasonal staffers from the Fair to remain employed year-round.

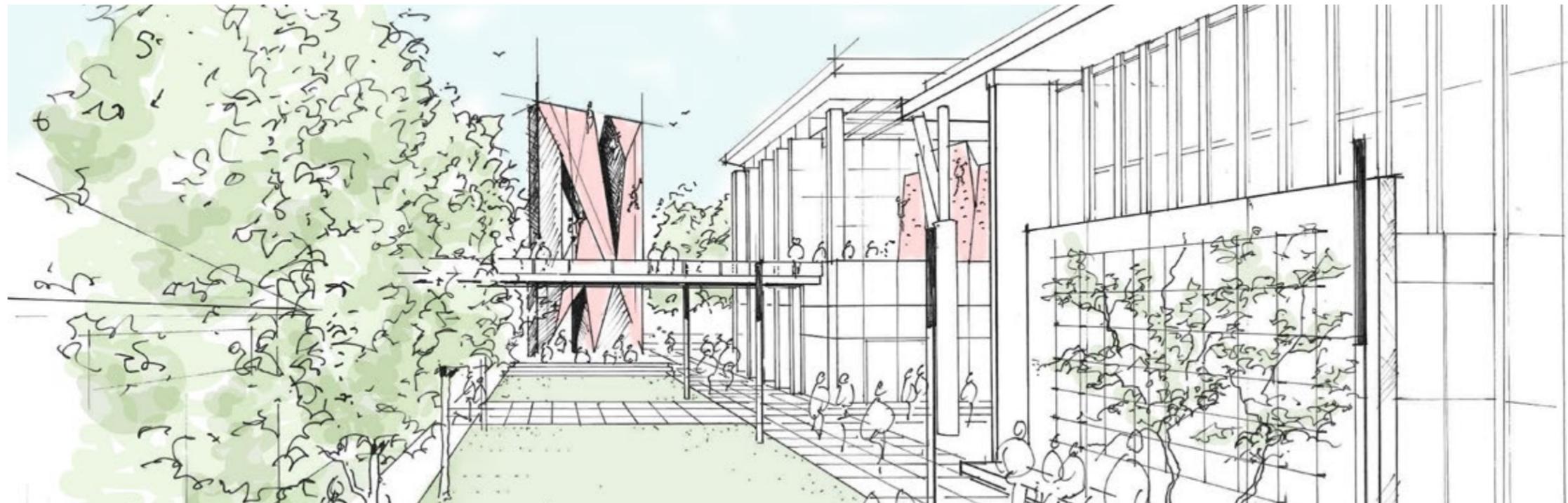
A 30,000 - 50,000 square foot indoor space significantly improves the Fairpark's capacity to host and retain a more comprehensive array of indoor and outdoor events. In addition, an ample indoor space may act as an alternative venue for the State Fair and other events in case of bad weather, for instance. A similar venue was proposed in the 2013 master plan, and this master plan recommends it as a top priority for the Fairpark.

A feasibility and programming study of the Exposition Hall will explore many of the ideas in the master plan in greater depth. For example, the study of the Exposition Hall should include the space needed for the Hall, the number and type of accompanying spaces, and the functional relationships of the Hall to the site. Furthermore, the study will collaborate with other State agencies, like the DLD and SHPO, to understand their needs and assess the feasibility of related state-funded projects that may spin-off from the Exposition Hall and how any changes will benefit the larger community.

The new Exposition Hall mitigates the Fairpark's most considerable risk: complete reliance on revenue from the Fair for financial solvency. This project is the top recommendation of the master plan and will set the Fairpark on course to be a regional destination with more services for the local community.



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



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

Fairpark Exposition Hall

The multiple interlocking projects cannot be completed at once without closing the Fairpark for construction, so they are planned between 2022 and 2036. The combination of all proposed projects is designed to accomplish the Fairpark's financial sustainability goals and create an exciting year-round, community-oriented destination. The Exposition Hall is the first recommended building project in the master plan, and collaboration with the DLD and SHPO must occur to balance each agency's needs with the larger community's needs. Listed below are four critical steps related to the Exposition Hall that will improve operations and the visitor experience.

Critical Steps Preceding the Exposition Hall

A. Removing and Relocating Driver License Division (DLD) / Guest Services

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

B. Remove Wasatch Building

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

C. Remove Discovery Building

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

D. Remove Bonneville Building

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

New Building Project

E. Exposition Hall

The next step toward a new Exposition Hall is to conduct a feasibility and programming study that completely defines the requirements of the building. The master plan explores the location of the Exposition Hall relative to a preliminary understanding of program requirements and provides 30,000-50,000 SF of contiguous indoor event space in a 100,000 SF footprint. Further programming efforts will define the project according to the exact needs of the Fairpark.

Flexible Schedule Projects

F. Administration Building Addition and Remodel

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

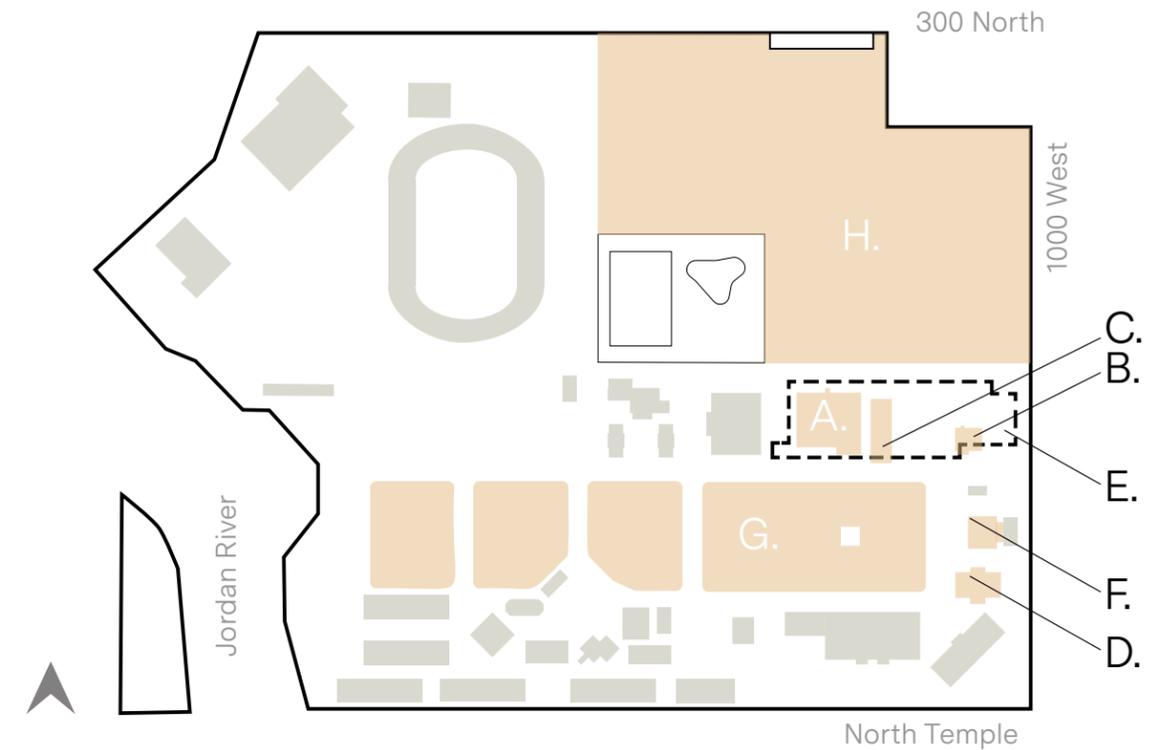
G. Greening the Park (On-going Improvements)

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

H. Parking and Transit Improvements

Minor parking lot improvements will increase the capacity of the grounds to park cars and trailers, relieving some stress on neighborhood streets. The upgrades should occur before those at the White Ballfield and the Adventure District:

- Smaller parking stalls in main parking lot
- Rideshare pick-up/drop-off area on 300 North
- Striping for either trailers or cars near the Arena
- Amenities for year-round pedestrian use
- Improvements to encourage micro-mobility use
- Adding trees parking areas to reduce heat island effect



Cost Estimate Summary

Project	Construction Cost (w/o Escalation)	One Year Escalation (8%) Estimate	Soft Cost Estimate	Soft Costs (% of Construction Cost)	Fairpark Funding Responsibility	State Funding Responsibility
A. Drivers License Division New Building*	\$ 5,718,000	\$ 457,000	\$ 1,199,000	19%		\$ 7,374,000
B.-E. Exposition Hall	\$ 36,216,700	\$ 2,897,000	\$ 7,442,000	19%	\$ 46,556,000	
Feasibility Study/Programming			\$ 150,000			
Design and Construction Soft Costs			\$ 7,291,000			
Facility Construction Costs	\$ 33,719,700					
Remove Existing DLD/Guest Services Building (A.)	\$ 137,000					
Remove Wasatch (B.)	\$ 45,700					
Remove Discovery Building (C.)	\$ 92,000					
Remove Bonneville Building (D.)	\$ 100,600					
Site Improvements	\$ 2,121,700					
F. Administration Building Expansion and Remodel	\$ 4,383,000	\$ 351,000	\$ 1,089,000	23%	\$ 5,823,000	
G. Greening the Park (on-going)	\$ 290,000	\$ 23,200	\$ 34,000	11%	\$ 347,200	
H. Parking and Transit Improvements	\$ 1,214,000	\$ 97,120	\$ 157,000	12%	\$ 1,468,120	
Total	\$ 47,822,000	\$ 3,825,320	\$ 9,921,000		\$ 54,194,320	\$ 7,374,000

*Not including the removal of the existing building. The exact location of a new building is to be determined.

White Ballfield - Conceptual Draft

Project Summary

January 14, 2022

Project Budget: \$ \$76,716,000

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Development Possibilities

The conceptual draft of the White Ballfield development creates opportunities for new businesses and restaurants to address the need for more local food options, economic opportunity, and community enrichment. The exact mix of uses will not be known until a development partner is selected.

Partners

A great fit for the Fairpark is a partner that:

- Shares the potential for "cross-selling" offerings at the Fairpark because of a related user base or mission
- Activates the Fairpark during off-hours or non-peak times
- Offers a unique community destination or hangout spot
- Enhances the experience and character of the Fair
- Has a viable business model and plan

Market Factors

A combination of considerations affect development feasibility, including whether market-rate rents and the market demand. The drivers of this assessment vary by use, but we predict feasibility and market demand will grow stronger as time passes.

Sustainability

Feedback gathered about sustainability includes:

- Maintaining and enhance connections to the Jordan River
- "Re-wilding" the Jordan River, improving the riparian zone
- Increasing Jordan River trail safety
- LEED, Well Building, or other high-performance standard

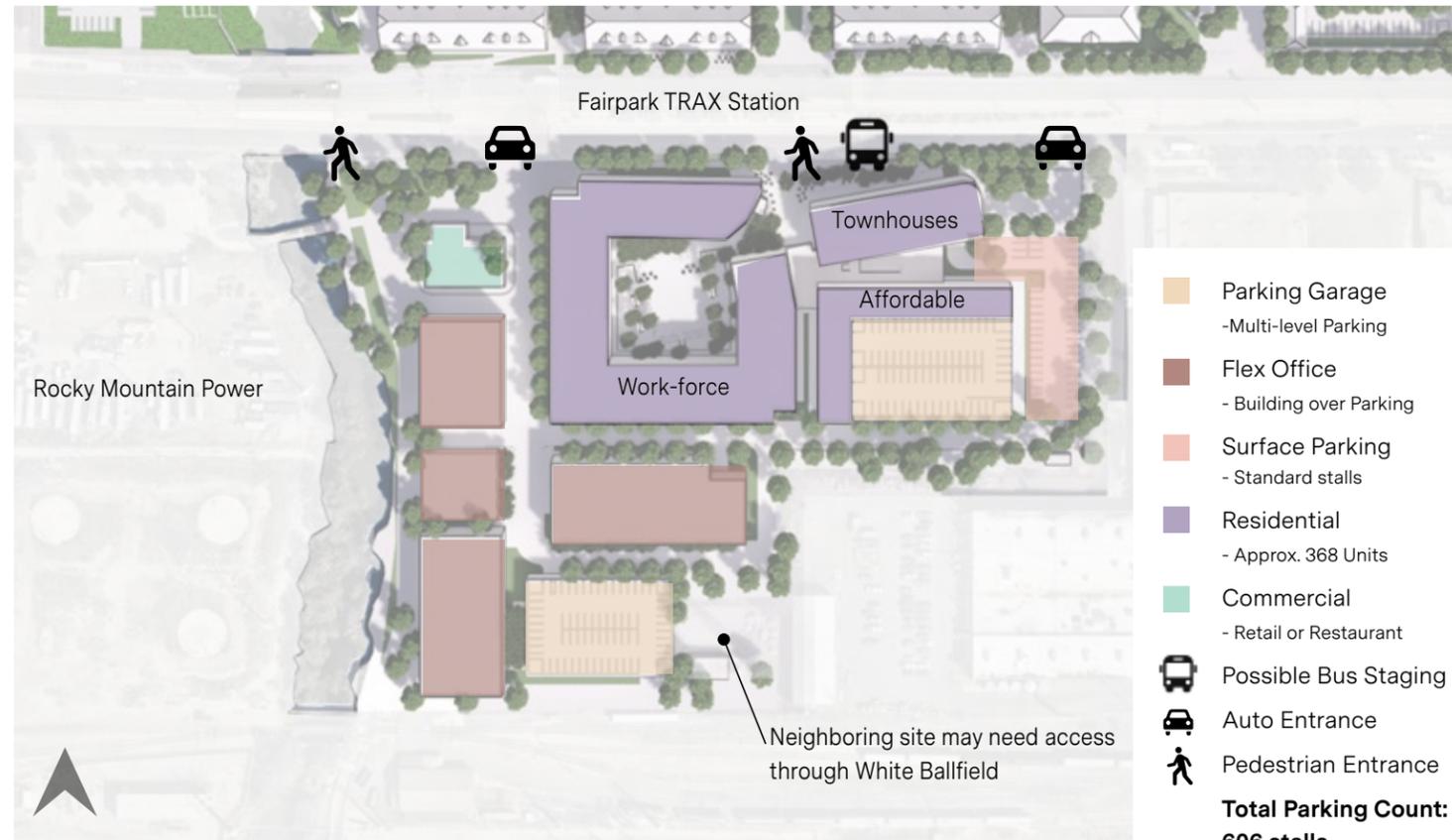


Above: View from historic core across TRAX to the White Ballfield

Below: Image of similar developments and plaza spaces



The White Ballfield site may host a mixed-use development that complements the ever-changing Fairpark. It could have housing, ground floor retail, and flexible office space. The office space might be suited for a technology or light production company, creating a dynamic relationship between the marketplace, brewery, and event spaces.



Above: Conceptual draft of parking capacities, counts, and entry points

White Ballfield - Conceptual Site Program Draft

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1. Mixed-use

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

Square Feet: 134,215
Cost per Square Foot: ~ \$232 / varies
Non-Fair Function: Mixed-use Residential
Fair Function: N/A
Neighbors and Context: Power District, commercial, railways
Character: Precedent setting TOD
Sustainability: HPBS (High Performance Building System) or similar - depending on owner

2. Flex Office

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

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

Square Feet: 90,000
Cost per Square Foot: ~ \$234.50
Non-Fair Function: Flex office
Fair Function: N/A
Neighbors and Context: Power District, commercial, railways, River
Character: Precedent setting TOD
Sustainability: HPBS or similar - depending on owner

3. Retail/Restaurant

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

Square Feet: 9,000
Core and Shell Cost per Square Foot: ~\$189.50
Non-Fair Function: Retail/restaurant
Fair Function: N/A
Neighbors and Context: Power District, commercial, railways, River
Character: Precedent setting TOD
Sustainability: HPBS or similar - depending on owner

4. Parking Garage/Parking

Serving the residential units and Flex Office, the parking garage would park around 336 cars, however, the entire site will park 606 cars. This scheme provides 1 stall per housing unit and 2.5 stalls per 1,000 SF of commercial space. The Parking Garage(s) may be located in a four-story or hybrid configuration. The exact parking needs will depend on the mix of uses throughout the entire development, and it is not likely that the garage will accommodate any Fair parking.

Some of the other buildings on the site may also include some ground-level parking.

Square Feet: 23,860 (336 cars - parking garage only)
Cost per Square Foot: ~\$52 (Parking garage only)
Non-Fair Function: Private parking
Fair Function: N/A
Neighbors and Context: Power District, commercial, railways, River
Character: Precedent setting TOD
Sustainability: HPBS or similar - depending on owner

