



# Utah State Fairpark

## Master Plan

2021

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# Acknowledgments

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# Contents

|    |                          |
|----|--------------------------|
| 1  | Introduction             |
| 2  | Approach                 |
| 3  | Building the Master Plan |
| 4  | Context                  |
| 5  | Space                    |
| 6  | Transportation           |
| 7  | Economic                 |
| 8  | Experience               |
| 9  | Cost Estimate            |
| 10 | Appendix                 |



Left: Utah State Fair Rodeo  
Atmosphere

# 1 Introduction



|                     |  |
|---------------------|--|
| Executive Summary   | Need, Opportunity, and Master Plan Description |
|                     | Master Plan Site View                          |
| Master Plan Preview | Exposition Hall and Conference Space           |
|                     | Historic Core                                  |
|                     | Historic Core (During the Fair)                |
|                     | Historic Core and Little Hands on the Farm     |
|                     | Jordan Riverwalk                               |
|                     | Exposition Hall and Climbing Center            |
|                     | Adventure District                             |
|                     | New Livestock Barns                            |
|                     | White Ballfield                                |
|                     | Next Steps                                     |

Left: Rodeo Rider at the Fairpark's Days of '47 Arena



Above: Utah State Fair

## Executive Summary

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

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

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

Two of the biggest challenges facing the Fairpark are its relatively small physical area and the Fair's space needs that create an 11-month/1-month scheduling cycle. Therefore, the master plan optimizes the layout of the Fairpark within its boundaries and recommends synergistic solutions that support the Fair's schedule-based needs and utilize more of the Fairpark's capacity year-round.

Broadly, the recommendations include:

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

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

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

# Master Plan Site View

## Jordan Riverwalk District

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 and Re-striping in Parking Lot
32. New Rideshare Pick-up/Drop-off
33. Zion Building
34. Food Court

## Adventure District

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

## Animal Experience District

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

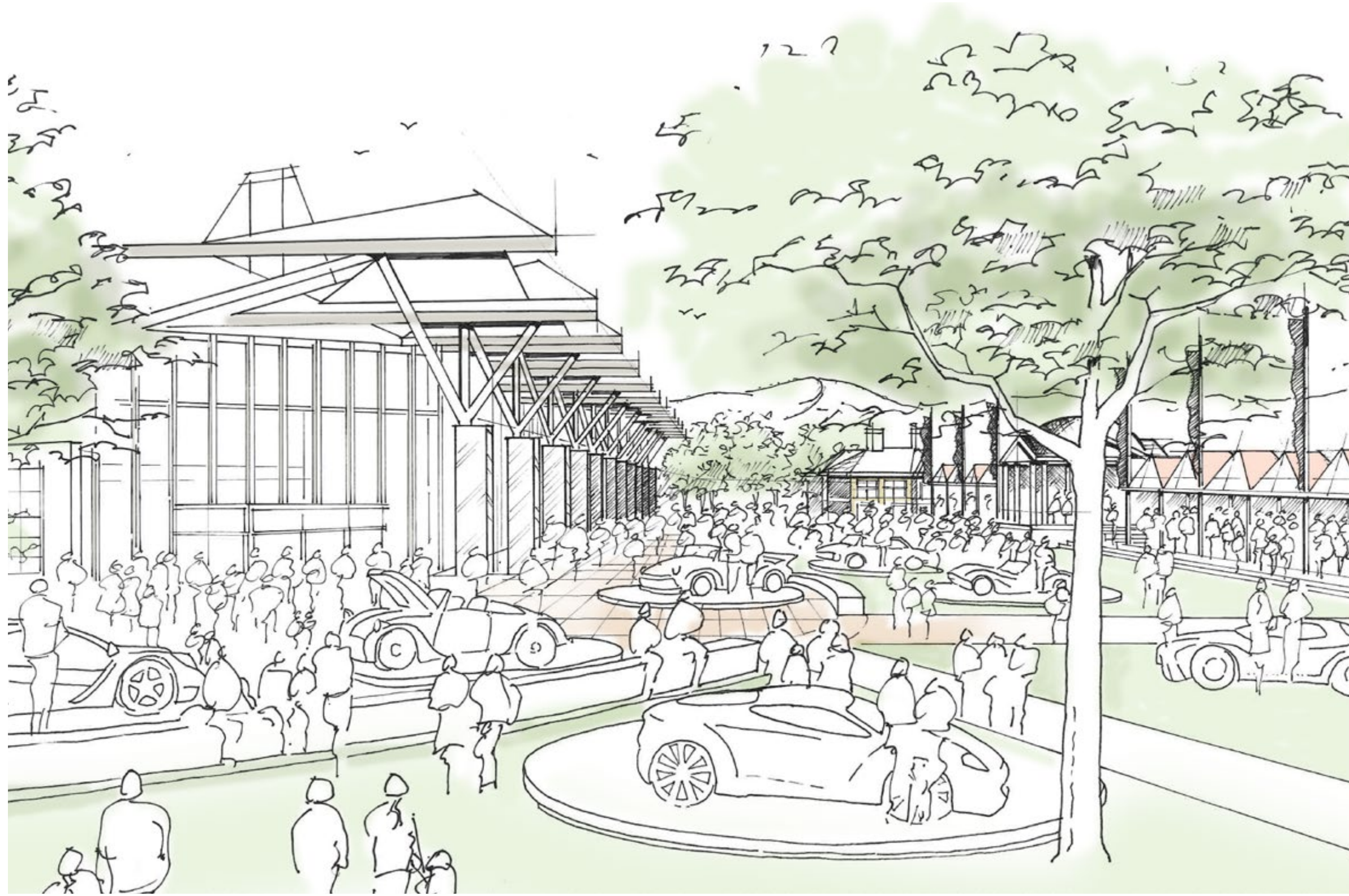
## Hospitality District (Lot A)

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

## White Ballfield District

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





Above: Rendering of auto show outside the Exposition Hall

## Exposition Hall and Conference Space

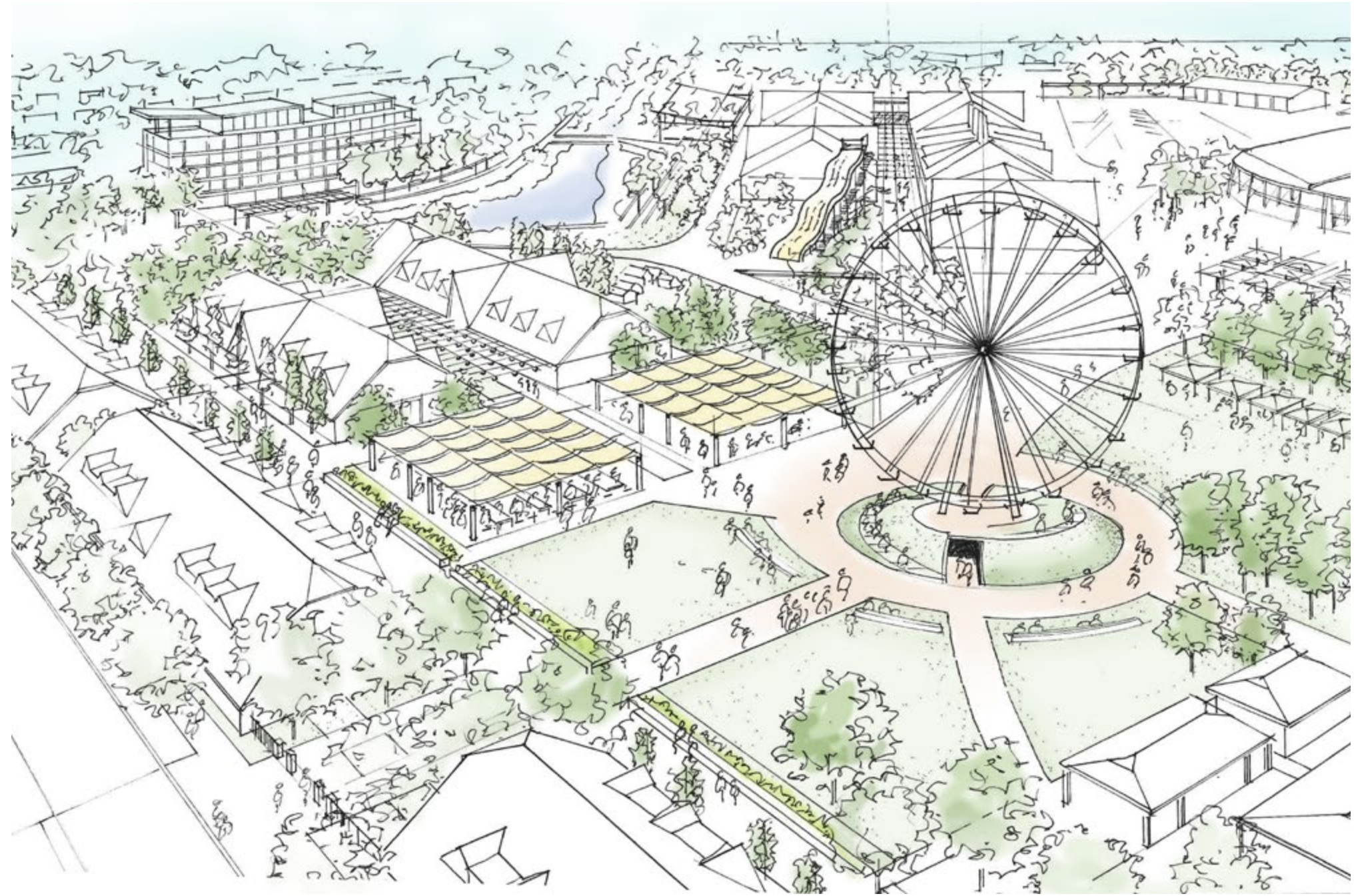
The new Exposition Hall offers 30,000 to 50,000 SF of event and flex exhibition space to the Fairpark. It provides adaptable event space and defines the northern edge of the Grass Mall. Indoor and outdoor exhibition spaces are ideal for special exhibits and shows, including boat, RV, auto, art, home/garden,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



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

# Historic Core

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



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

Above: Artist rendering looking northwest toward the Jordan River

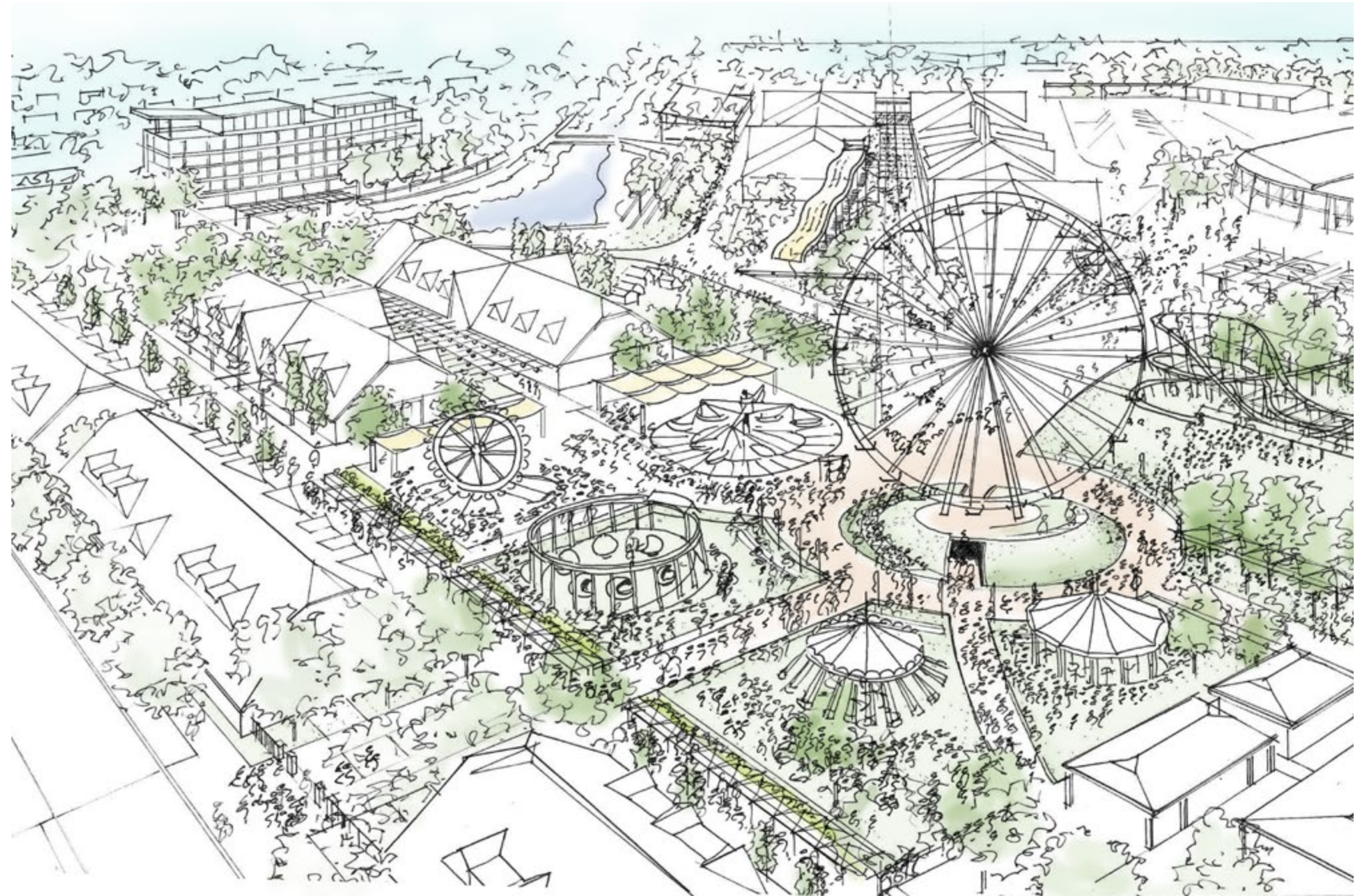


# Historic Core (during the Fair)

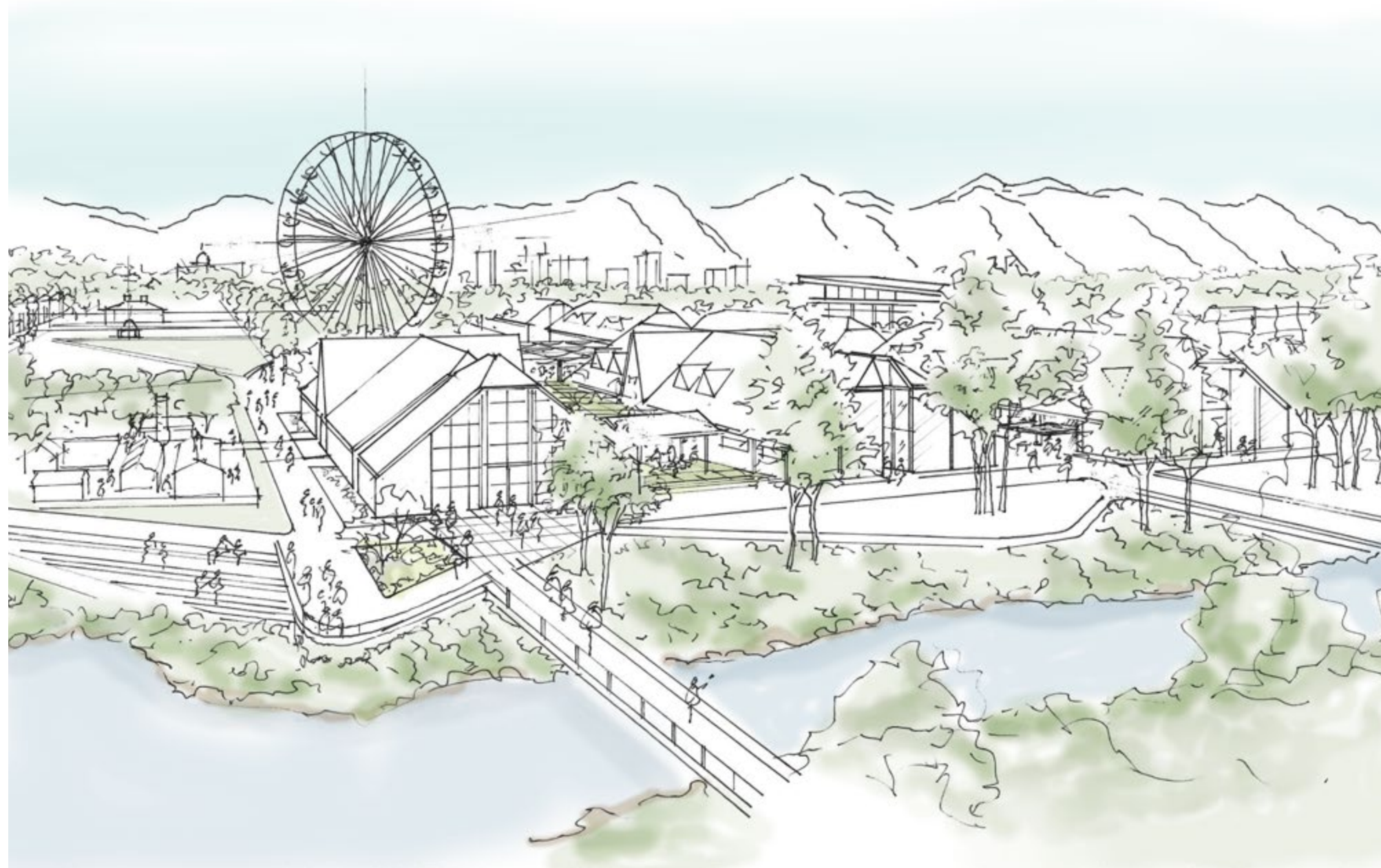
Removing the plaza's shade structures around the Ferris wheel transforms the plaza into space for Fair rides. In addition, the new configuration for the Fair draws support from its surroundings to create memorable experiences for visitors.



Above: Utah State Fair



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



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

## Historic Core and Little Hands on the Farm

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



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

# Jordan Riverwalk

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



Above: Similar grass mall and river-front projects



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



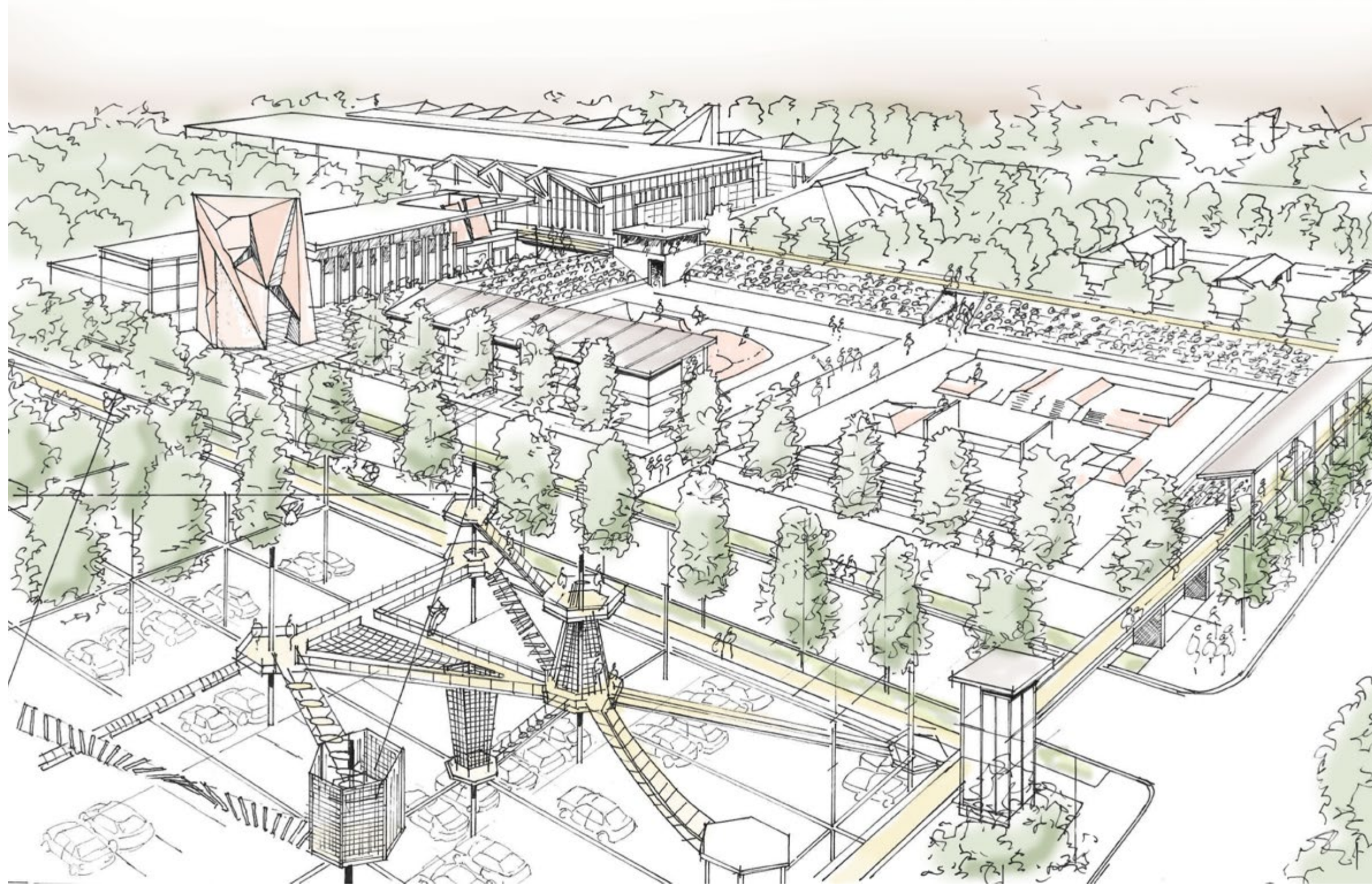
## Exposition Hall and Climbing Center

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



Above: View showing a grand scale outdoor climbing wall adjacent to the envisioned Climbing Center.

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



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

## Adventure District

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



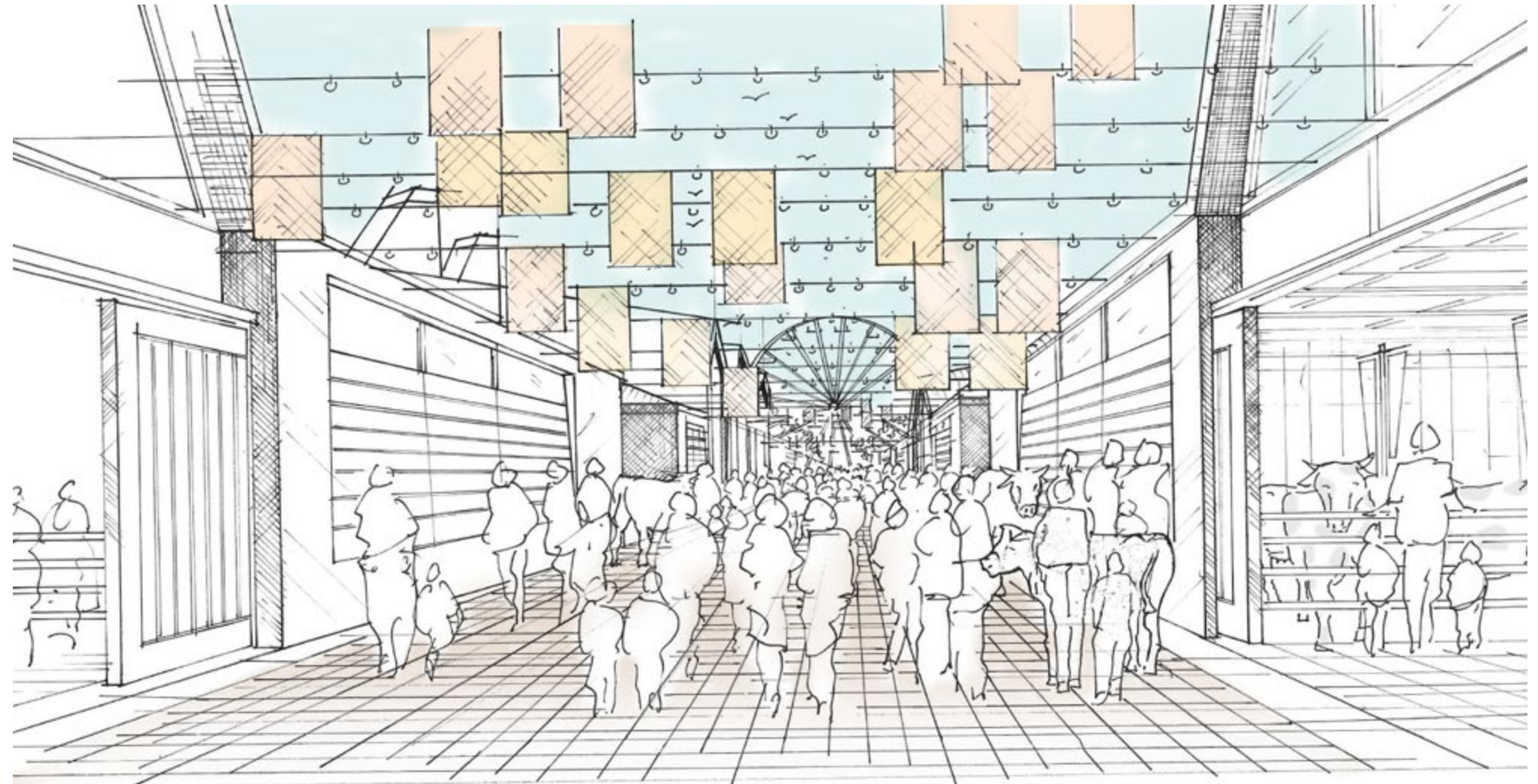
**Above:** Adventure and sports activities similar to those imagined in the Adventure District

# New Livestock Barns

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



Above: Multi-purpose barns may be used for more than just livestock



Above: View looking towards the Historic Core as imagined during the Fair

# White Ballfield

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



Above: Images of similar developments and plaza spaces



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

## Next Steps

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

### 1. Exposition Hall

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

### 2. New Livestock Barns and Show Arena

- Continue conversations with Salt Lake County about partnerships

### 3. Historic Core

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

### 4. White Ballfield

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

### 5. Adventure Play

- Continuing conversations with recreation partners

\* Greening the Park is involved in all of these projects

\*\*New Hotel - Developing the above amenities and plans will make way for a new hotel. The Fairpark Board is encouraged to perform another market study in 5-10 years.

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1. Updating the Business Plan will create actionable steps to accomplish the master plan recommendations, and a feasibility and programming study of the Exposition Hall will explore many of the assumptions made in the master plan. For example, the study of the Exposition Hall should include the space needed for the Hall, the number and type of accompanying spaces, and the functional relationships of the Hall to the site. Furthermore, the study will collaborate with other State agencies, like the DLD and SHPO, to understand their needs and assess the feasibility

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

2. A primary consideration is to ensure that the development enhances the community's access to the Jordan River and the County's overall goals. The master plan shows new Livestock Barns around 20% larger than the current barns.

3. The new Livestock Barns and Historic Core renovation involve many components, and a feasibility and programming study needs to be conducted near the beginning of the project's implementation. A primary consideration is construction cost because the factors impacting costs are unpredictable.

4. Vetting the shuttle parking program is an essential step prior to planning the new White Ballfield development. The new development replaces overflow parking for the Fair. Thus, it is critical to ensure that the parking strategy is effective and that the shuttle system runs smoothly before changing parking capacity.

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

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

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

## 2 Approach

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Site Organization

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Phasing and Costs

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Phasing and Considerations

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Below: Fairpark Districts



## Site Organization

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

The master plan conceives of the Fairpark as a series of distinct yet interconnected and complimentary districts. The districts contain the major elements of the master plan, which are:

### Conference and Expo District

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

### Adventure District

- Ropes course and climbing gym

### Animal Experience District

- New livestock Barns
- Improved Maintenance Area

### Jordan Riverwalk District

- Enhanced river front areas and river access

### Hospitality District

- Hotel
- Flex space

### Historic Core District

- Renovated Historic Barns
- Improved Plaza and permanent fair attractions

### White Ballfield District

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

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

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

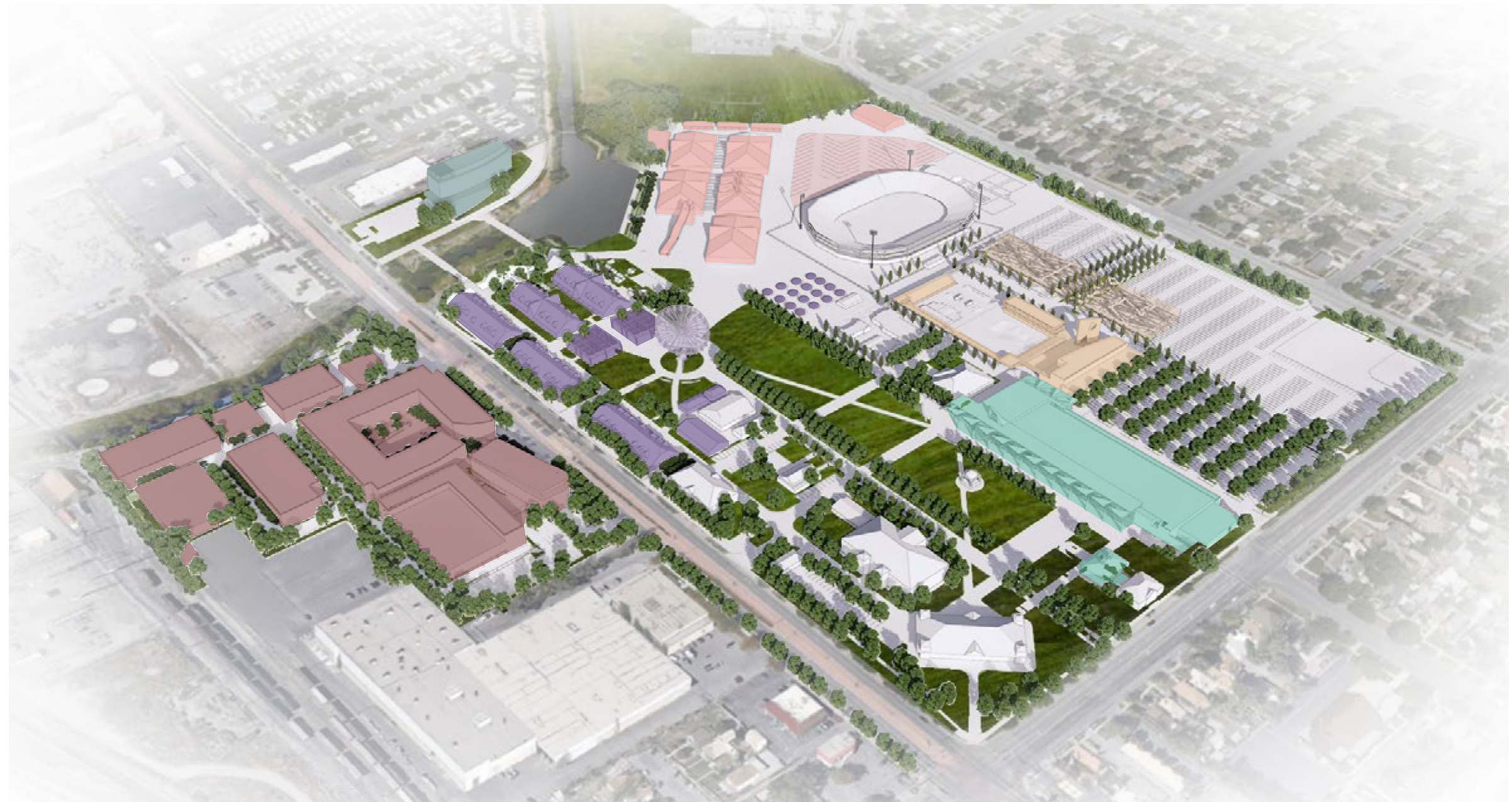
## Site Organization

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

The Fairpark's land-locked edges amplify nearly all the challenges facing the Fairpark. The Fairpark's 65-acre site is small by comparison to other fair parks, like the Minnesota State Fair, which contains over 300 acres of land. The slight increase in the Fairpark's acreage impacts the space available to each of the projects listed in here.

A core planning strategy within these concepts is building new livestock barns that allow the renovation of the Historic Core without affecting the function of the Fair. The Historic Core and its development as a transit and entertainment hub that supports the International Market, daily use of the Fairpark, and improved Jordan River access.

Any new development of must beautify the edge of the Fairpark along Constitution Park and the Jordan River. That includes creating better sightlines to improve security surveillance, opportunities for public art, increased vegetation, and a new gateway into the Fairpark from Constitution Park.



## Phasing Considerations

### Exposition Hall

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

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

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

# Phasing and Costs

| Phase  | 2022  | 2023 | 2024   | 2025 | 2026 | 2027 | 2028 | 2029 | 2030 | 2031 | 2032 | 2033 | 2034 | 2035 | 2036 |  |
|--|---|------|--|------|------|------|------|------|------|------|------|------|------|------|------|--|
| 1<br><b>The White Ballfield</b><br>Mixed-use development and parking | Planning Phase  |      | Project Cost: \$76,716,000<br>Fairpark Investment: \$736,000<br>Developer Investment: \$75,980,000 |      |      |      |      |      |      |      |      |      |      |      |      |  |
| 2  | <b>Exposition Hall</b><br>New building and relocation of existing program(s)                                  |      | Project Cost: \$46,556,000<br>Fairpark Investment: \$46,556,000                                    |      |      |      |      |      |      |      |      |      |      |      |      |  |
|  | <b>Greening the Park</b><br>Landscape improvements and water use reduction                                    |      | Project Cost: \$347,200<br>Fairpark Investment: \$347,200  |      |      |      |      |      |      |      |      |      |      |      |      |  |
| 3  | <b>New Livestock Barns</b><br>Fairpark maintenance building, arena staging and trailer parking, and new barns |      | Project Cost: \$37,516,000<br>Fairpark Investment: \$37,145,000                                    |      |      |      |      |      |      |      |      |      |      |      |      |  |
| 4  | <b>Historic Livestock Core</b><br>Barn renovation, Ferris wheel, plaza upgrades                               |      | Project Cost: \$27,278,000<br>Fairpark Investment: \$27,278,000                                    |      |      |      |      |      |      |      |      |      |      |      |      |  |
|  | <b>Jordan River and Trail Improvements</b><br>General upgrades  |      | Project Cost: \$1,295,000<br>Fairpark Investment: \$1,295,000                                      |      |      |      |      |      |      |      |      |      |      |      |      |  |
| 5  | <b>Adventure Play Area</b><br>Ropes course, parking re-striping, climbing gym                                 |      | Project Cost: \$7,026,000<br>Fairpark Investment: \$1,468,120<br>Developer Investment: \$5,558,000 |      |      |      |      |      |      |      |      |      |      |      |      |  |
| 6  | <b>Hospitality</b><br>Hotel on Lot A  |      | Project Cost: \$11,642,000<br>Fairpark Investment: \$644,000<br>Developer Investment: \$10,998,000 |      |      |      |      |      |      |      |      |      |      |      |      |  |

Total Fairpark Investment: \$121,663,320<sup>abc</sup>

Total Developer Investment: 92,536,000

<sup>a</sup> Projects are estimated to start within the periods shown based on market demand, available funding, and need. The estimates shown include 1 year of escalation at 8% and project soft costs

<sup>b</sup> Not including costs associated with optional relocation the Drivers License Division

<sup>c</sup> Possible funding sources: Fairpark issued revenue bonds, Fairpark issued tax-free revenue bonds, and other conventional sources of funding.

# Phasing Considerations

## Historic Core

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

## White Ballfield

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

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

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

## Phasing and Market Condition Considerations

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

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

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

The types of developments studied are:

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

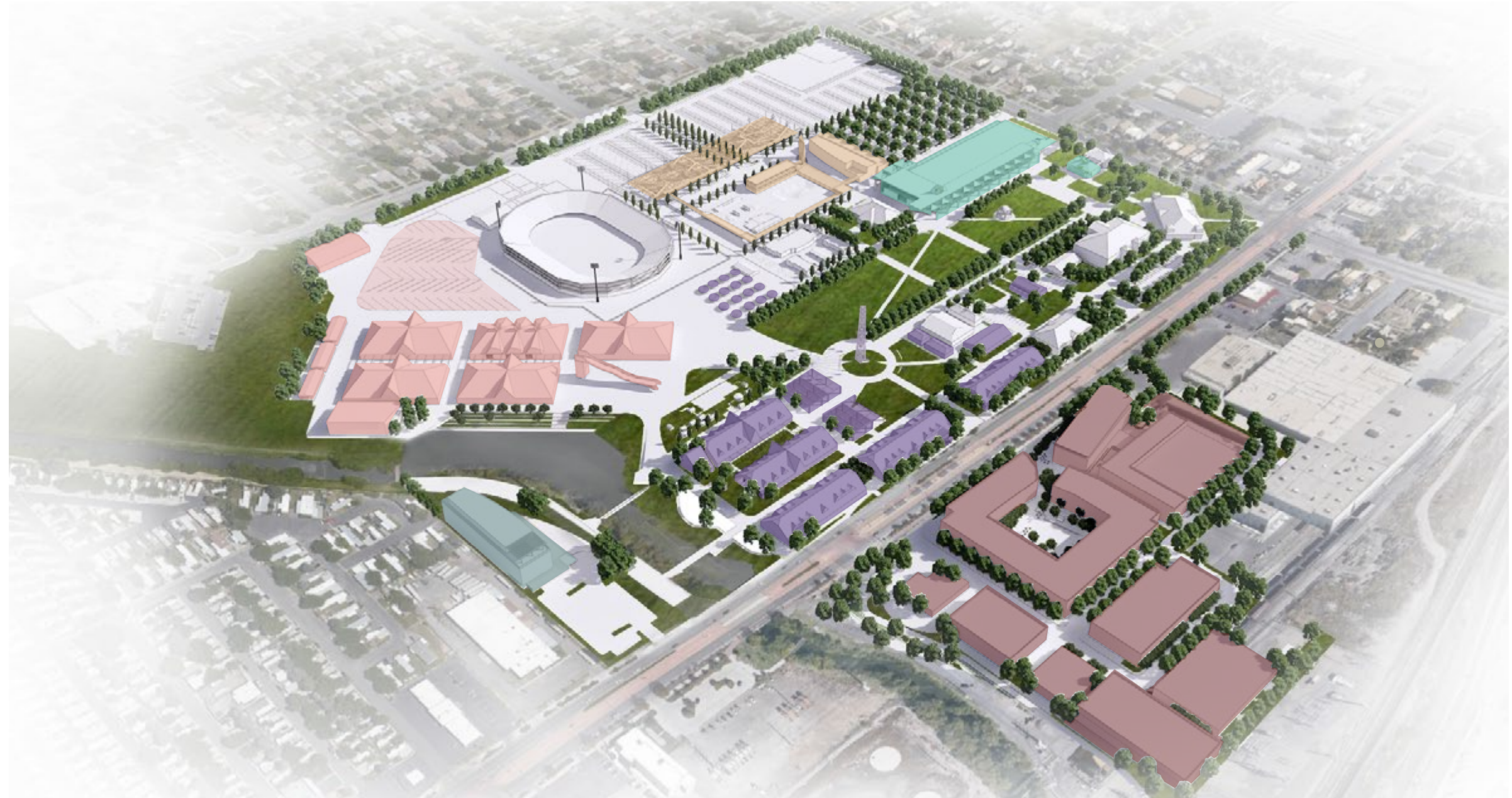
## Phasing Considerations

### Adventure District and Climbing Gym

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

### Hotel (Lot A)

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



Above: Aerial rendering showing the Fairpark from the southwest

Below: Skater performs at Van's skate competition



## 3 Developing the Master Plan

Developing the Plan

Goals

Vision

Principles

Findings and Opportunities

Recommendations

Context

Public Engagement

Historic Preservation

Infrastructure

Site Organization

Program

Phasing and Cost Estimate

Phasing Considerations and Dependencies

Cost Estimate Summary

Next Steps

Below: Planning meeting sketch



## Developing the Plan

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

## Master Plan Goals

1. Identify architectural and planning strategies that strengthen and diversify the Fairpark and make it financially sustainable
2. Produce a high-quality solution that enhances the Fairpark as an active and unique amenity on a local, regional, and state-wide scale

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

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

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

# Master Plan Vision



**Community Destination**

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



**Complimentary Development**

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



**Amplifying the Fair and Fairpark**

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

# Master Plan Principles

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

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

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

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

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

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

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

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

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

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

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

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



Above: Utah State Fair

## Master Plan Findings

The following findings are the result of:

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

### Space

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

**Land Locked** - The Fairpark is significantly smaller than many of its peer institutions and does have room to grow.

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

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

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

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

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

### Parking

**Limited Public Transit Use** - Most Fairpark visitors do not use public transit even though the Fairpark is near downtown and the Airport.

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

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

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

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

### Economic

**Over-reliance on the State Fair Revenue** The Fair's revenue may be 4-5 times higher than that from non-Fair activities.

**Event-related Risks** - Without an alternative indoor space, events are susceptible to cancellations from the weather.

**Underutilized Real Estate** - The White Ballfield and Lot A have higher and better uses that benefit the community and the Fairpark.

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

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

### Experience

**Inhibited Character** - Many existing structures do not enhance the character or experience of the Fairpark

**Lack of Green Space** - Limited greenscape results in the heat-island effect and lack of shade

**Un-engaged River** - Neither the east nor west banks for the Fairpark substantially engage the Jordan River and Trail

**High-security Needs** - The Fairpark's fence is required for events and security but presents as a "closed" facility.

**Diversity of Uses** - The Fairpark has many offerings, some of which are not necessarily complementary or well-known

**No Back-of-house** - 'Un-beautified' maintenance areas are adjacent to prime, high-visibility civic space



## Master Plan Opportunities

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

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

### Space

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

### Parking

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

- Develop partnerships and infrastructure that incentivize alternative transportation

### Economic

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

### Experience

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

# 4 Context

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The Utah State Fairpark - Recent History and Context

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Surrounding Area

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Utah and the Westside

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Rocky Mountain Power Power District

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Historic Preservation

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Public Engagement

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Below: Historic aerial photo of the Fairpark, circa 1956



## Utah State Fairpark - Recent History and Structure

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

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

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

### **The Fairpark's Organizational Structure**

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

### **The Fairpark's 2015 business plan lists five objectives:**

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

## Surrounding Area

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

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

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

Right: Map of the Westside



# Utah and The Westside

## Market Overview

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

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

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

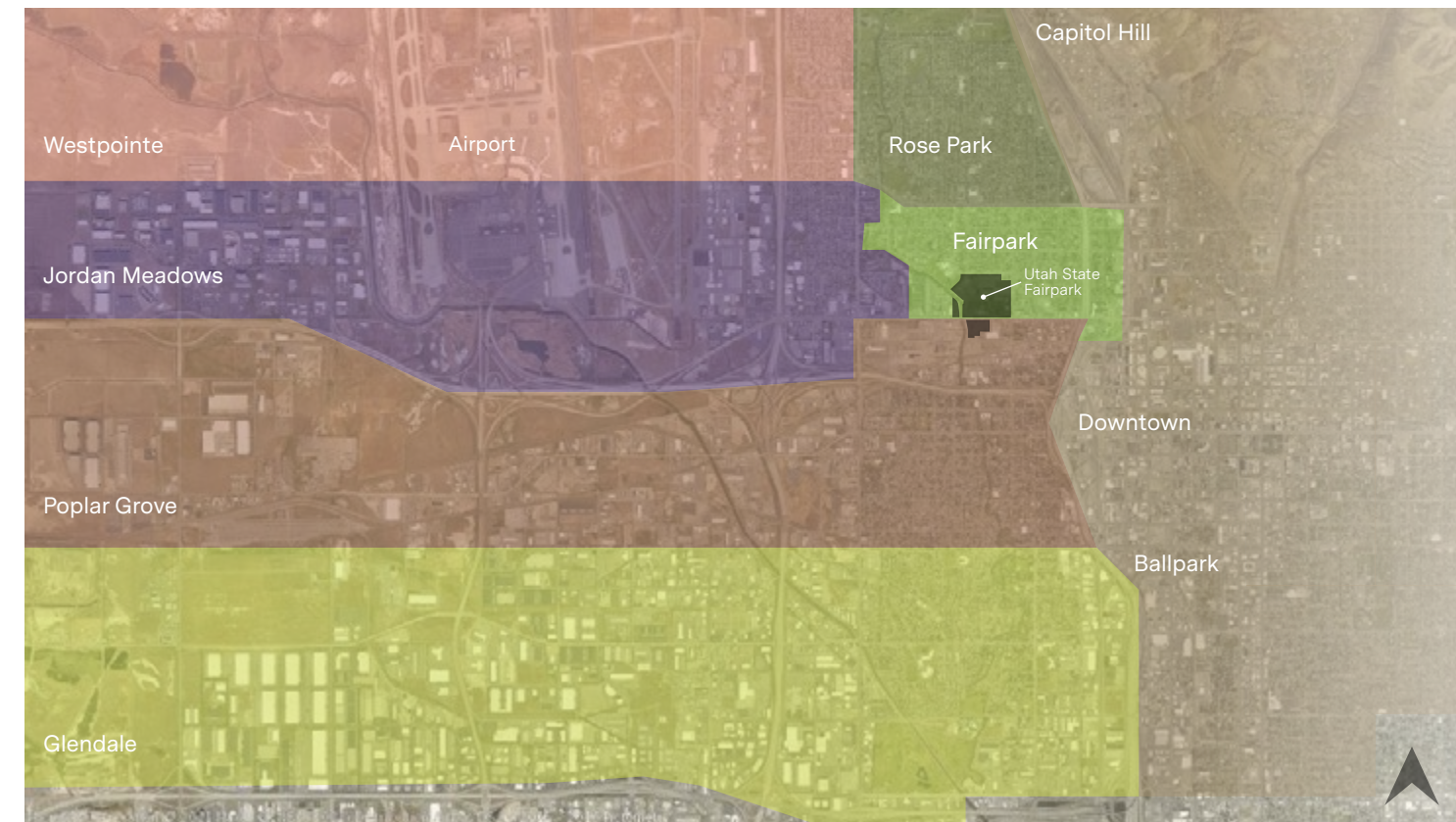
The good news is that a handful of multifamily communities are already under construction and/or planned to deliver in the near term, suggesting that there are already "first movers" in the neighborhood. However, most of the development pipeline remains speculative at this time, despite the large number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

## The Westside

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

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

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



Above: Map showing different neighborhoods that make up the Westside

# Rocky Mountain Power Power District

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

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

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

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

The Power District has five goals:

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

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

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

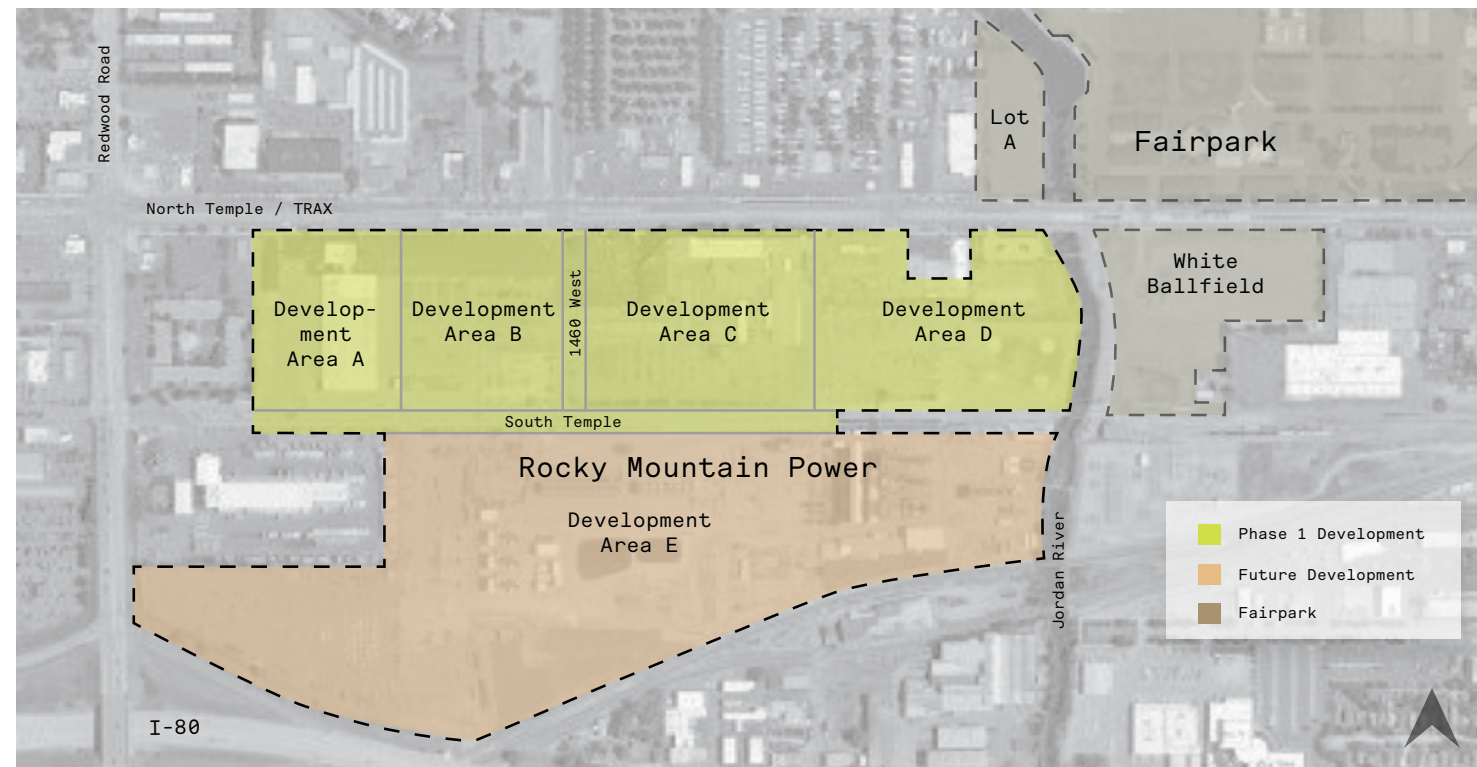
**Catalytic** - The Power District should become a destination for the community, business, recreation, and leisure. Highlights should include: Greenspace, river access, retail, dining, and places for gathering.

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

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

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

Bottom: Conceptual site map showing Rocky Mountain Power Development Areas



# Historic Preservation

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

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

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

### Analysis Summary

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

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

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

Changes over time in Fairpark consists of:

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

### Summary of Historic Preservation Considerations

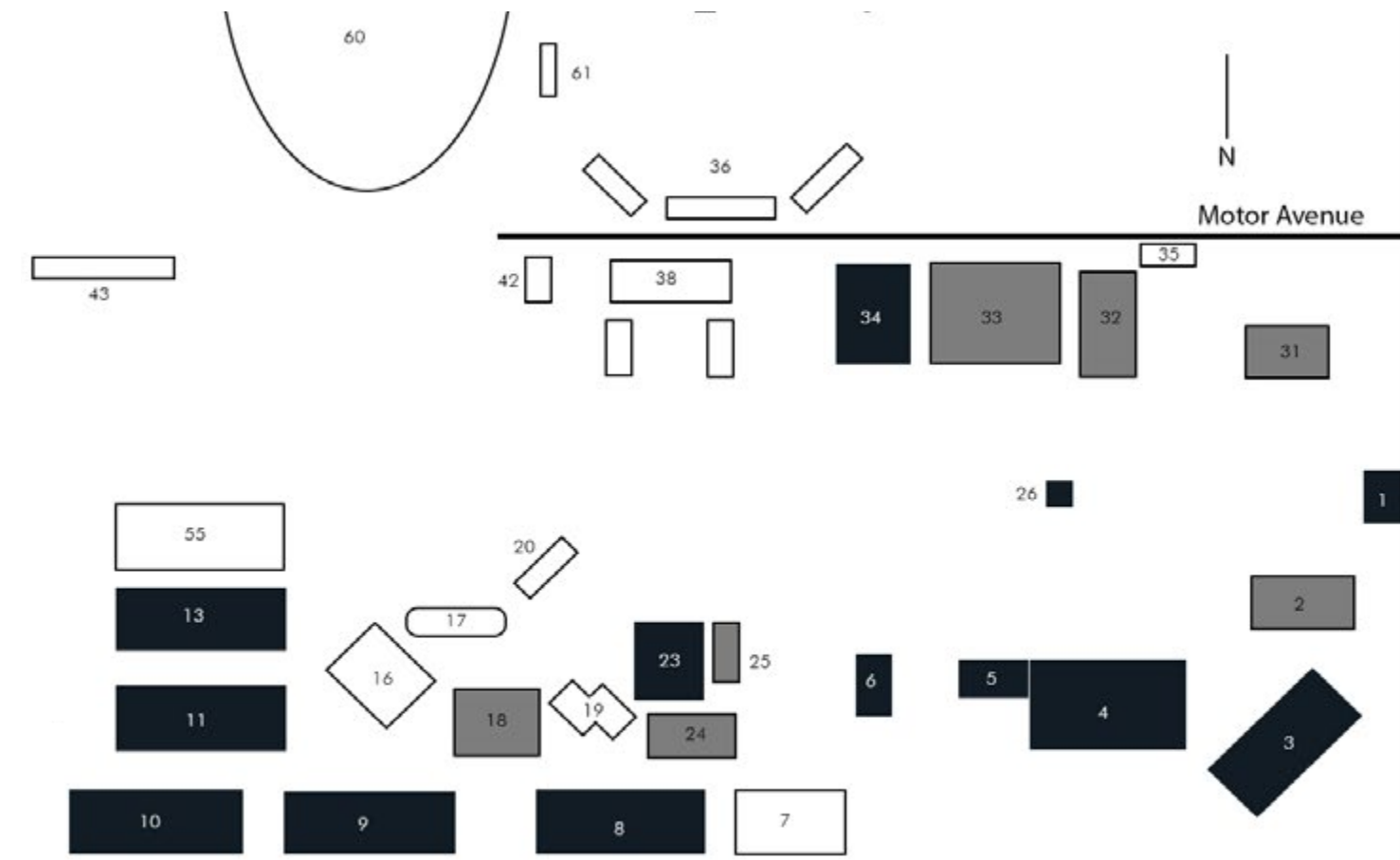
- Re-evaluate the NRHP nomination
  - Updating the extant resources
  - Expanding and developing the historic context through the late twentieth century
  - Re-evaluating the resources within the expanded historic context
- Update the recommendation of eligibility for the historic district and its component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

# Fairpark Buildings

- Administration Building, 1929
- Bonneville Building, ca. 1974
- Promontory Building, 1902
- Grand Building, 1905
- Heritage Building, ca. 1920
- Wildlife Building, 1921
- Deseret Building, ca. 1993
- Cattle/Goat Barn, 1928
- Cattle/Dairy Barn, 1928
- Cattle/Beef Barn, 1928
- Sheep Barn, 1928
- Marketplace, 1928
- Showring, ca. 1985
- South Plaza Pavilion, 2006
- Agricultural Barns, ca. 1976
- Barn Yard Friends, ca. 1985
- South Plaza Food Court, ca. 1993
- Pioneer Building, 1928

- Poultry Barn, ca. 1976
- Restrooms, remodeled 2011
- Gazebo, ca. 1910
- Wasatch Building, 1967
- Discovery Building, ca. 1950
- Driver License/ Guest Services, ca. 1970
- Zion Building, ca. 1930
- Ticket office, ca. 2015
- Grandstand, ca. 1993
- Food Court, ca. 1993
- Restrooms, ca. 1997
- Yellow Slide, ca. 1993
- Operations Department, ca. 1993 (not depicted)
- Multipurpose Horse Barn, ca. 1985 (not depicted)
- Little Hands on the Farm, 2017
- Arena, 2017
- Ticket Booth, 2017
- Hospitality Building, 2017 (not depicted)

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



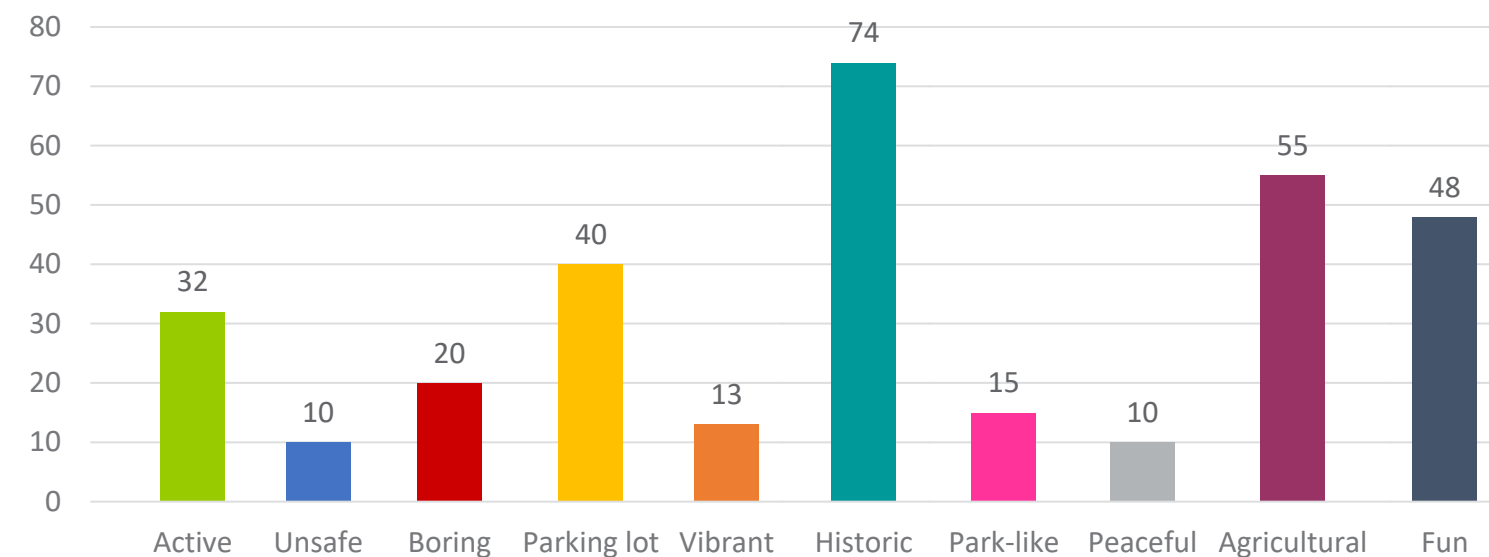
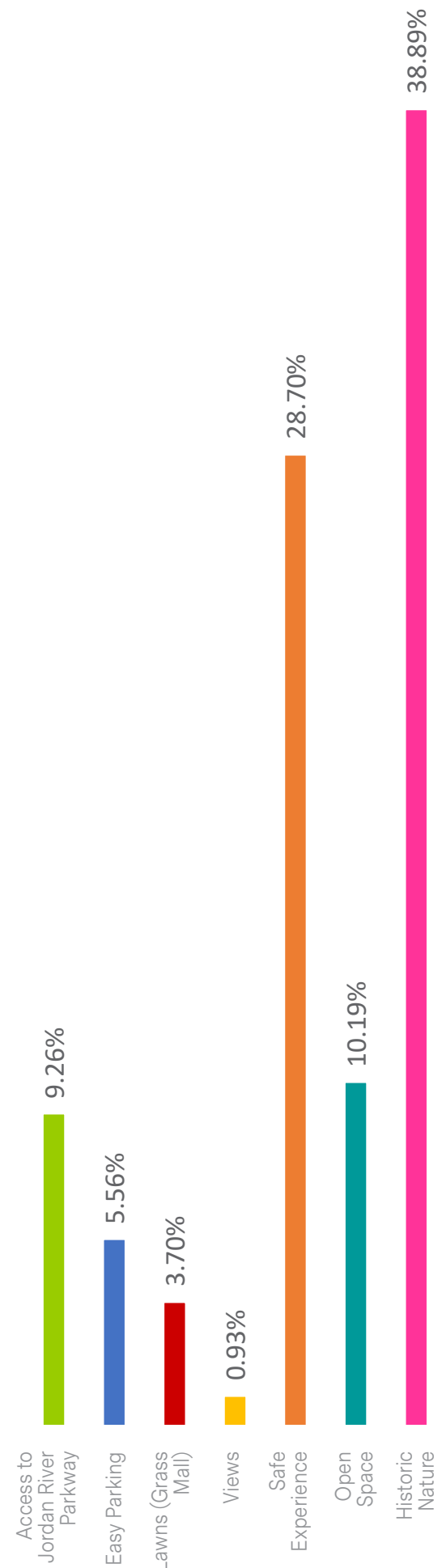
# Public Engagement

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

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

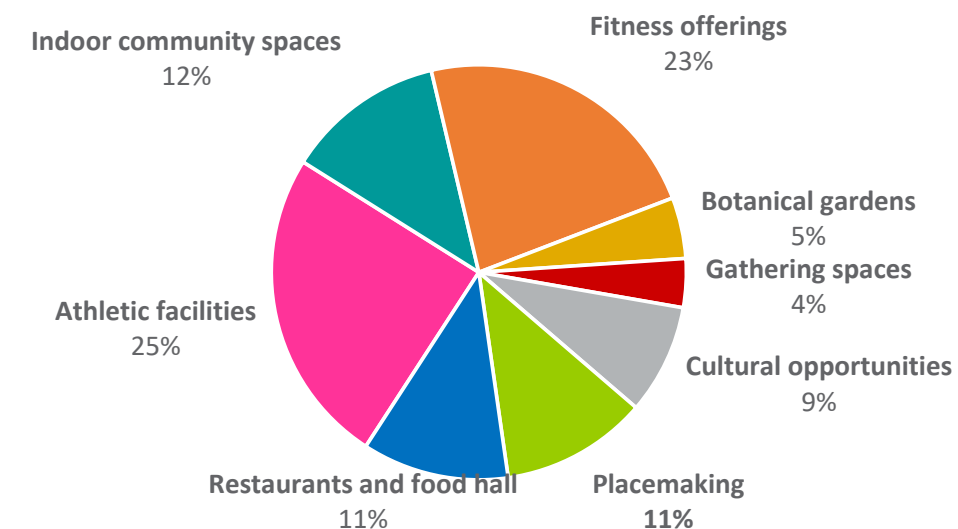
While some of the feedback is outside of the Fairpark's vision, several ideas appear to align with the Fairpark's mission and its goal to strengthen its economic situation and its connection to the community. Common themes center on a Fairpark that is more connected to its neighbors and nature with enhancements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

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

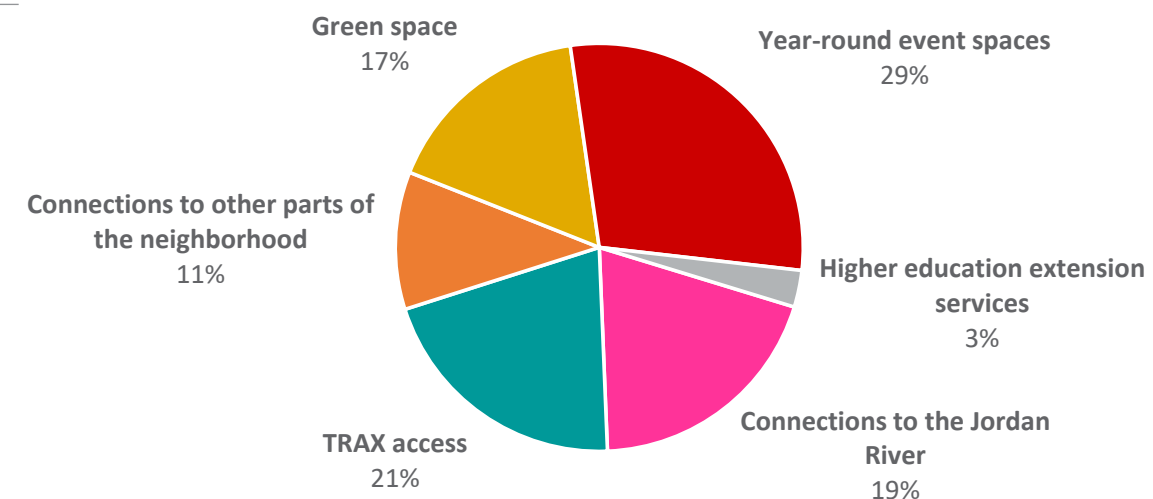


Above: "Which words best describe the Utah State Fairpark?"

Right: "What does the Fairpark neighborhood need most?"



Right: "What opportunities does the Fairpark provide for the neighborhood?"



## Public Engagement

### Below are the key themes identified from the research:

- Most believed the project should capitalize on the proximity and unique access to the Jordan River – increase overall access to the river, improve and add amenities related to the river, plan future retail/restaurants to have river-facing characteristics, and create pedestrian paths along the river.
- All felt that the current Fairpark layout is prohibitive to community access, referencing fencing, lack of clear entrances, and insufficient pedestrian paths as barriers.
- Many would like to see more and connected green spaces on the site with amenities like park benches, recreational assets (horseshoe courts, boccie, canoeing/kayaking docks, GreenBike rentals), and enhanced landscaping to encourage daily use.
- Most would like to see a connection in access and service offerings with the nearby Northwest Recreation Center and Constitution Park. The idea of contiguous green space linking the two sites was appealing to most.
- There were questions over the need for and location of the hotel; some felt it would not be needed due to the types of site uses now and as indicated on the plan, but most thought it was feasible and would provide foot traffic to new Fairpark restaurants and shops. Some would like to see the location moved to the South of North Temple with restrictions on the height.
- Some questioned the goal of creating a regional park and instead saw the grounds functioning as a regional “amenity” – hosting large-scale outdoor and indoor community events, providing access to the Jordan River, offering restaurants and shopping.
- Participants approved of parking at the White Ballfield but felt it should be moved closer to North Temple to provide more access to the River. The residents were mixed on the issue of existing parking at the Fairpark – with some interested in adding capacity to the existing parking lot with the addition of a structured parking garage while others wanted to decrease capacity. Most agreed that a potential structure should be no more than two-stories. Participants also expressed interest in a public parking lot on the west side of the river to improve recreational access.
- Many felt it was important to partner with nearby property owners (Salt Lake County, Salt Lake City, Rocky Mountain Power, Menlove) to ensure that plans for the area are cohesive and avoid redundancy.
- Most felt that the project should incorporate grander entrances and more pedestrian access points and pathways.
- One group felt strongly that incorporating art into the project (public art, performing arts spaces, flexible spaces for cultural organizations) would help activate the Fairgrounds year-round.
- Participants in all three groups liked the idea of programming the Fairpark with activities that would complement neighboring uses and serve the community. Ideas included garden plots, horseback riding lessons, agriculture classes.

# 5 Space

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## Considerations

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## Recommendations

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## Existing Building Ranking

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## Proposed Building Projects

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### Exposition Hall and Related Projects

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### New Livestock Barns and Maintenance

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### Historic Core

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### White Ballfield

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### Adventure District and Climbing Gym

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Below: Existing Fairpark layout



## Space

### Considerations

#### General Layout

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

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

#### Paths and flow through the Fairpark

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

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

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

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

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

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

#### Land-locked

The Fairpark faces limited options for expansion, a campus of dispersed event facilities, and variable demand for venue space. Growth beyond the Fairpark's main campus is limited or impossible in most situations, and the area around the stadium where an increase is needed is one of the most constrained. In addition, four of the five edges on the main campus are "hard" edges, meaning the edges abut a street or a river.

#### Capacity

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

Below: Grand Building during a special event



### Historic Barns

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

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

### Historic Core

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

### Maintenance Facilities

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

### Grouping Like Functions

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

### Potential for Growth

The new barns should be optimized to improve the function of the Fairpark. The new barns may significantly improve the Fairpark's ability to:

- Accommodate the Fair with more space for livestock - a favorite attraction
- Build new appropriately sized livestock barns that may be 60% larger than the existing barns
- Optimize the maintenance yard and area

## Recommendations

### New Exposition Hall

A 30,000 - 50,000 square foot indoor space would significantly improve the Fairpark's capacity to host a wider array of indoor and outdoor events, potentially simultaneously. In addition, a large indoor space may act as an alternative in the event of rain or bad weather. This venue was proposed in the 2013 master plan, and this master plan recommends it has a top priority.

### Renovate the Historic Barns

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

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



### **Create the Historic Core**

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

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

The improvements in the Historic Core are an upfront investment in an amenity for the neighborhood that is a catalyst for a hub of entertainment, commerce, and recreation. The Historic Core is imagined to have an ADA kayak launch; access to an improved river walk; space for the International Market to grow; full-time commercial, retail, or restaurant tenants; and an improved public plaza adjacent to TRAX. The result is a year-round destination.

### **Potential for Growth - New Livestock Barns**

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

campus into distinct districts.

Ideally sized new livestock barns may give room for five 23,800 SF barns with the ability to house 174 8'x8' animal pens or 84 12'x12' pens. These new barns are close to 60% larger than the Historic Barns in use now. The scenario presented in this master plan does not include this ideal scenario. Each of the ideal new barns are 39% larger than the existing ones. Each new barn is 20,800 SF and able to contain around 150 8'x8' pens or 76 12'x12' pens.

The Fairpark's destination-type improvements also serve the surrounding businesses by increasing the value of their services or opportunities similar to other civic centers, like Gallivan Plaza. Located in the middle of Salt Lake's Central Business District (CBD), Gallivan Plaza is a tremendous resource and urban node that provides the infrastructure for events and daily use that feed into the richness of the downtown area. Food Truck Thursdays and the Excellence in the Community concert series are examples of two regular events that amp up the plaza's use during different times of the day and year. Gallivan plaza accomplishes many of the same visionary ideas of the Fairpark by functioning as a community destination, encouraging complementary developments, and generally amplifying the activity in the area. People come downtown in the winter to ice skate and visit a local cafe or take a break from work in the summer and eat lunch on the plaza.

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

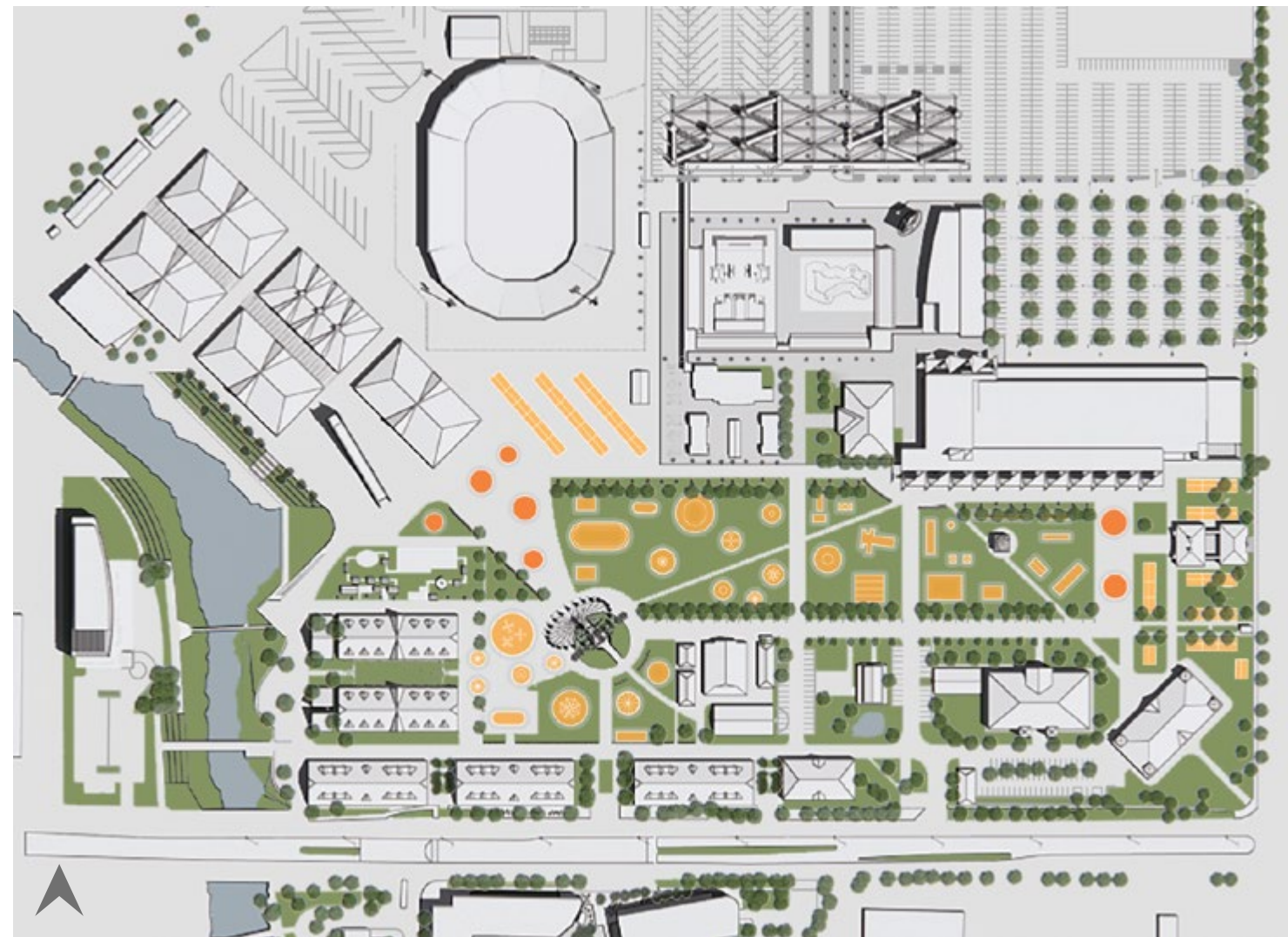
defining upgrades.

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

**Fire Lanes and Service Drives**

The master plan proposes reducing the existing 32' wide lanes that frame the 'Mall' to 26' wide to improve the overall

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



park' concept described in the Experience section under "Sustainability."

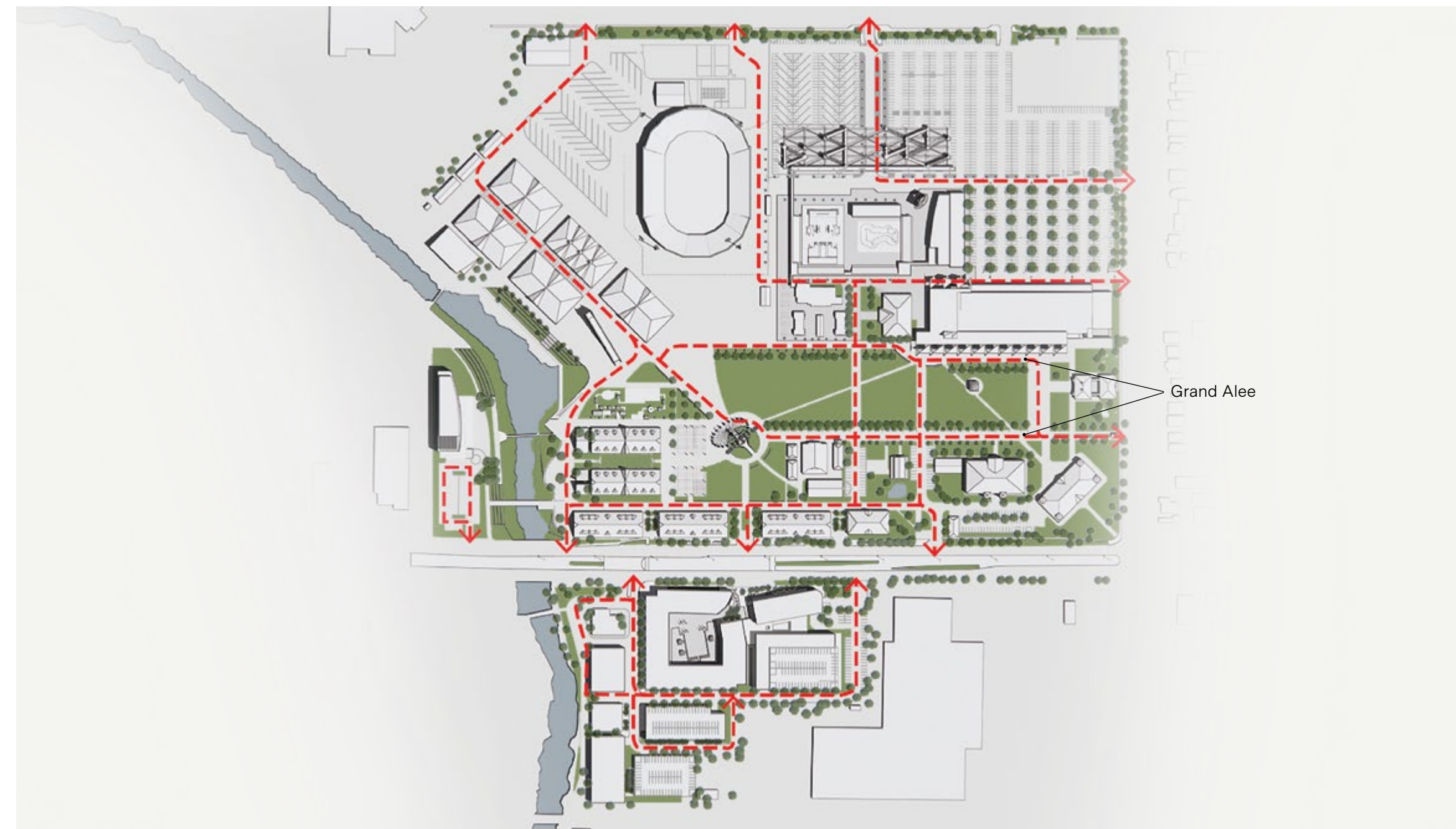
**Master Plan Space Program**

The following pages contain a brief listing of the primary

Right: Fairpark fire lane diagram

Left: Example of a ride layout scheme for the Fair

Below: Retailers at the Outdoor Adventure Expo





**Existing Fairpark  
Recommended Subtractions**

- A. Remove Wasatch Building
- B. Remove Discovery Building
- C. Remove Driver License (DLD)/Guest Services
- F. Remove Bonneville Building
- I. Remove Multi-purpose Horse Barn
- M. Remove Under-performing Buildings
  - Livestock Show Ring
  - South Plaza Pavilion
  - Storage / Soccer and Fair Agriculture Pavilion and Storage [Barnyard Friends]
  - Storage/Fairground Poultry Barn and Rabbit Facility

\*See the following pages for detailed descriptions on each item

architectural and planning program elements in the master plan. The map on the left shows the Fairpark's existing layout and buildings that are recommended for removal. The map on the right shows the proposed master plan and new buildings.

**Remove Structures Inhibiting Optimization**

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

**Maintenance Facilities**

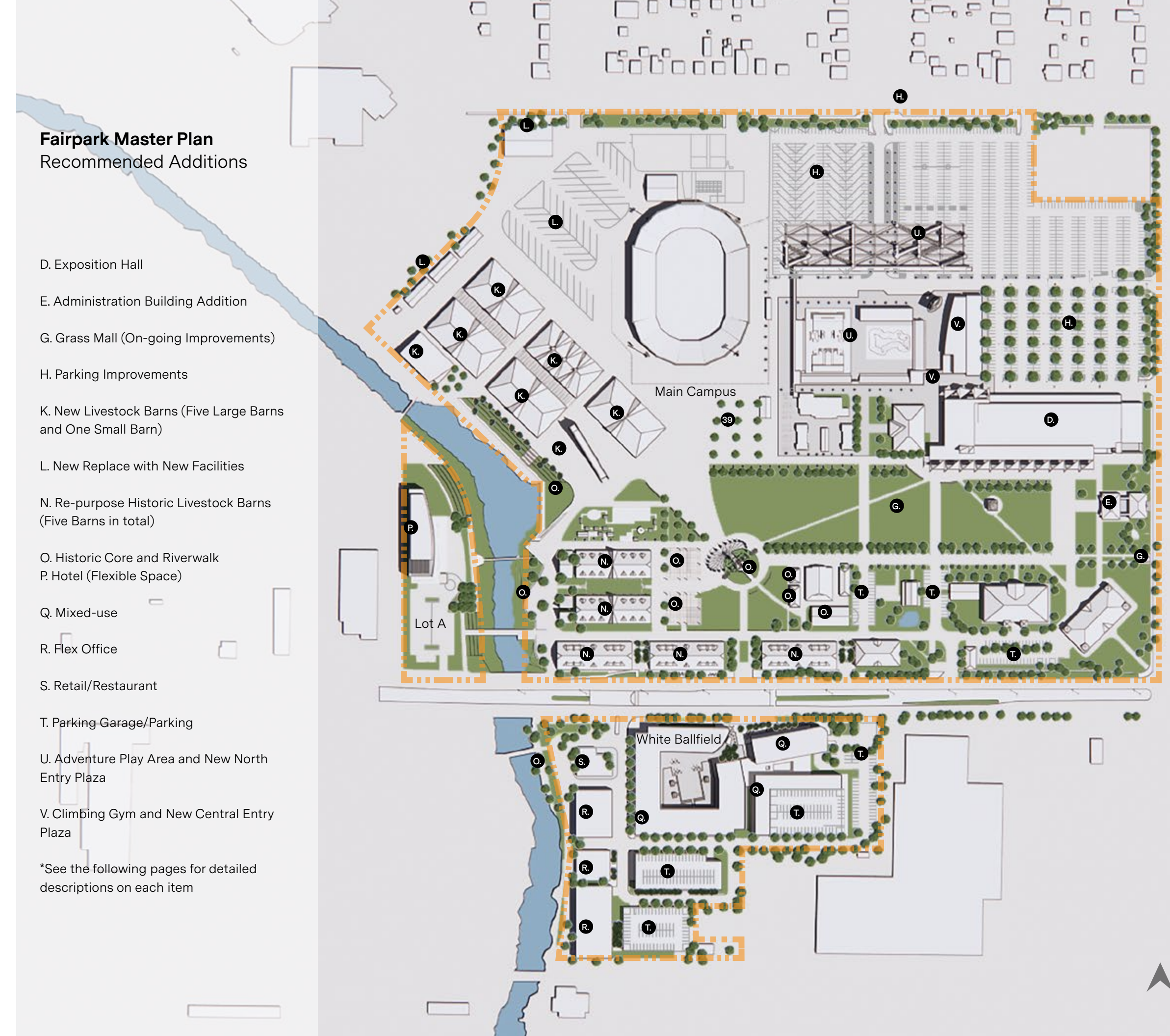
Better distribution of maintenance capabilities and storage throughout the Fairpark could also help make maintenance operations more efficient. An example might be including an area for carpentry or a small shop in the Exposition Hall. That may allow for quick maintenance work for events using the Hall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

The northwest maintenance area contains heavier equipment, longer-term storage items, and waste management space.

There is also an advantage to creating new agricultural barns for manure and feed and livestock-related supplies could be stored directly adjacent. All of these strategies aim to reduce travel time between work and storage areas.

**Site Features**

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



**Fairpark Master Plan  
Recommended Additions**

- D. Exposition Hall
- E. Administration Building Addition
- G. Grass Mall (On-going Improvements)
- H. Parking Improvements
- K. New Livestock Barns (Five Large Barns and One Small Barn)
- L. New Replace with New Facilities
- N. Re-purpose Historic Livestock Barns (Five Barns in total)
- O. Historic Core and Riverwalk
- P. Hotel (Flexible Space)
- Q. Mixed-use
- R. Flex Office
- S. Retail/Restaurant
- T. Parking Garage/Parking
- U. Adventure Play Area and New North Entry Plaza
- V. Climbing Gym and New Central Entry Plaza

\*See the following pages for detailed descriptions on each item

# Existing Building Ranking

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

| Current Name                    | NRHP Historic Name                | No. | Date             | NRHP Status*     | Fair Function                          | Non-Fair Function             | Approximate Square Footage | Estimated % Utilized by Non-Fair use per Year | Adaptive Reuse Potential | Alignment with Fairpark's Vision | Total Points | Master Plan Priority |
|---------------------------------|-----------------------------------|-----|------------------|------------------|--|-------------------------------|----------------------------|---|--------------------------|----------------------------------|--------------|----------------------|
| Cattle / Goat Barn              | Animal Exhibition Building        | 8   | 1928             | Contributing     | Cattle / Goat Barn                     | RV/Boat Storage               | 14,950                     | 92%   | 4                        | 5                                | 9            | High                 |
| Cattle (Dairy) Barn             | Animal Exhibition Building        | 9   | 1928             | Contributing     | Cattle (Dairy) Barn                    | RV/Boat Storage               | 14,950                     | 92%   | 4                        | 5                                | 9            | High                 |
| Cattle (Beef) Barn              | Animal Exhibition Building        | 10  | 1928             | Contributing     | Cattle (Beef) Barn                     | General Storage/Public Market | 14,950                     | 92%   | 4                        | 5                                | 9            | High                 |
| Sheep Barn                      | Animal Exhibition Building        | 11  | 1928             | Contributing     | Sheep Barn                             | RV/Boat Storage               | 14,950                     | 92%   | 4                        | 5                                | 9            | High                 |
| Market Building                 | Animal Exhibition Building        | 13  | 1928             | Contributing     |  | Events                        | 14,950                     | 80%   | 4                        | 5                                | 9            | High                 |
| Grand Building                  | Exhibition Hall                   | 4   | 1905             | Contributing     | Photography/Shopping                   | Events/Meetings               |                            | 80%   | 4                        | 5                                | 9            | High                 |
| Gardens and Flagpole            | -                                 | 28  |                  | Not listed       | Gardens and Flagpole                   | Bottle Launch                 |                            |   | 4                        | 5                                | 9            | High                 |
| Administration Building         | Administration Building           | 1   | 1929             | Contributing     | Administration Office                  | Administration Office         |                            | 1%  | 4                        | 5                                | 9            | High                 |
| Promontory Hall                 | Horticulture Building             | 3   | 1902             | Contributing     | Creative Arts                          | Events/Meetings               |                            | 80%   | 3                        | 4                                | 7            | High                 |
| Heritage Building               | Floriculture Building             | 5   | 1920, ca.        | Contributing     | Shopping                               | Events/Meetings               |                            | 30%   | 3                        | 3                                | 6            | High                 |
| Wildlife Building               | Fish and Game Building            | 6   | 1921             | Contributing     |  | Events                        |                            | 20%   | 3                        | 3                                | 6            | High                 |
| Pioneer Building                | Crafts and Photo Building         | 23  | 1928             | Contributing     | Survival of the Slowest Animal Exhibit | Events/Meetings               |                            | 50%   | 2                        | 3                                | 5            | High                 |
| Gazebo                          | Bandstand                         | 26  | 1910, ca.        | Contributing     | Gazebo/Bandstand                       | Gazebo/Bandstand              |                            | 92%   | 2                        | 3                                | 5            | High                 |
| Zion Building                   | Home Arts Building                | 34  | 1930, ca.        | Contributing     | Home Arts                              | Events/Meetings               |                            | 80%   | 2                        | 3                                | 5            | High                 |
| Arena                           | -                                 | 60  | 2017             | Not listed       | Arena                                  | Arena                         |                            | 80%   | 1                        | 4                                | 5            | High                 |
| Barn Yard Friends               | -                                 | 19  | 1985, ca.        | Not listed       | Barn Yard Friends                      | Events/Meetings/Apiary        | 4,465                      | 100%  | 1                        | 1                                | 2            | Low                  |
| Yellow Slide                    | -                                 | 43  | 1993, ca.        | Not listed       | Yellow Slide                           | Yellow Slide                  |                            | 0%  | 1                        | 3                                | 4            | Medium               |
| Hospitality Building            | -                                 | 62  | 2017             | Not listed       | Rodeo/Green room                       | Events/Green room             |                            | 70%   | 2                        | 2                                | 4            | Medium               |
| Restrooms                       | -                                 | 25  | 2011, remodeled. | Non-Contributing | Restrooms                              | Restrooms                     |                            | 40%   | 2                        | 2                                | 4            | Medium               |
| Little Hands on the Farm        | -                                 | 55  | 2017             | Not listed       | Little Hands on the Farm               | Little Hands on the Farm      |                            | 92%   | 1                        | 3                                | 4            | Medium               |
| Deseret Building                | -                                 | 7   | 1993, ca.        | Not listed       | 4-H Exhibits                           | Events/Meetings               |                            | 15%   | 1                        | 2                                | 3            | Medium               |
| Ticket Office                   | -                                 | 35  | 2015, ca.        | Not listed       | Ticket Office                          | Ticket Office                 |                            | 80%   | 1                        | 2                                | 3            | Medium               |
| Grandstand                      | -                                 | 36  | 1993, ca.        | Not listed       | Grandstand                             | Grandstand                    |                            | 80%   | 1                        | 2                                | 3            | Medium               |
| Food Court                      | -                                 | 38  | 1993, ca.        | Not listed       | Food Court                             | Food Court                    |                            | 40%   | 1                        | 2                                | 3            | Medium               |
| Restrooms                       | -                                 | 42  | 1997, ca.        | Not listed       | Restrooms                              | Restrooms                     |                            | 60%   | 1                        | 2                                | 3            | Medium               |
| Ticket Booth                    | -                                 | 61  | 2017             | Not listed       | Ticket Booth                           | Ticket Booth                  |                            | 70%   | 1                        | 2                                | 3            | Medium               |
| South Plaza Food Court          | -                                 | 20  | 1993, ca.        | Not listed       | Food Court                             | Food Court                    | 1,800                      | 30%   | 1                        | 1                                | 2            | Low                  |
| Bonneville Building             | Fine Arts Building                | 2   | 1974, ca.        | Non-Contributing | Fine Arts                              | Events/Meetings               | 9,582                      | 50%   | 1                        | 1                                | 2            | Low                  |
| Showring                        | -                                 | 16  | 1985, ca.        | Not listed       | Showring                               | N/A                           | 9,220                      | 50%   | 1                        | 1                                | 2            | Low                  |
| South Plaza Pavilion            | -                                 | 17  | 2016             | Not listed       | Live Music                             | Events/Storage                | 3,860                      | 80%   | 1                        | 1                                | 2            | Low                  |
| Poultry Barn                    | Livestock Judging Buildings       | 24  | 1976, ca.        | Non-Contributing | Barn Yard Friends                      | Storage                       | 5,095                      | 80%   | 1                        | 1                                | 2            | Low                  |
| Wasatch Building                | Driver's License Bureau           | 31  | 1967             | Non-Contributing | Storage                                | N/A                           | 6,700                      | 20%   | 1                        | 1                                | 2            | Low                  |
| Discovery Building              | Commercial Building               | 32  | 1950, ca.        | Non-Contributing | Shopping                               | Utah Auctions                 | 8,800                      | 92%   | 1                        | 1                                | 2            | Low                  |
| Driver License / Guest Services | License Plate Distribution Center | 33  | 1970, ca.        | Non-Contributing | Guest Services                         | Drivers Licence Division      | 20,000                     | 92%   | 1                        | 1                                | 2            | Low                  |
| Multipurpose Horse Barn         | -                                 | 51  | 1985, ca.        | Not listed       | Horse Barn                             | Horse Barn/COVID testing      | 27,000                     | 80%   | 1                        | 1                                | 2            | Low                  |
| Agricultural Barn               | Livestock Judging Buildings       | 18  | 1976, ca.        | Non-Contributing | Agriculture/horticulture/floriculture  | Indoor Soccer                 | 8,115                      | 50%   | 1                        | 1                                | 2            | Low                  |
| Operations Department           | -                                 | 50  | 1993, ca.        | Not listed       | Operations                             | Operations                    | 11,700                     | 92%   | 1                        | 1                                | 2            | Low                  |

## Existing Building Ranking

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

### Ranking

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

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

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

## Proposed Buildings and Projects

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

### New Projects

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

### Infrastructure

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

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

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

# Exposition Hall and Related Projects

## A. Remove Wasatch Building

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

|  |
|--|
| Square Feet: 6,700   |
| Cost per Square Foot: ~ \$12 (demo)/\$330 (relocate)                     |
| Non-Fair Function: Storage and some administrative functions during Fair |
| Fair Function: Administrative  |
| Phase: Phase 1 - Remove (or relocate for other use)                      |
| Neighbors and Context: On site proposed for Exposition Hall              |
| Character: Non-contributing historic building                            |
| Sustainability: Building has energy performance issues                   |
| Flexibility: Uses limited primarily to office space                      |
| Historic Preservation: Collaborate with SHPO                             |



## B. 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.

|   |
|---|
| Square Feet: 8,800  |
| Cost per Square Foot: ~ \$10.50 (demo)                      |
| Non-Fair Function: Part-time rental space/Storage           |
| Fair Function: Shopping                                     |
| Phase: Phase 1 - Remove                                     |
| Neighbors and Context: On site proposed for Exposition Hall |
| Character: Non-contributing building                        |
| Sustainability: Building has energy performance issues      |
| Flexibility: Uses limited primarily to storage              |
| Historic Preservation: N/A                                  |



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

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

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

|  |
|--|
| Square Feet: 20,000  |
| Cost per Square Foot: ~ \$6.75 (demo)                          |
| Non-Fair Function: Storage and part-time rental space          |
| Fair Use: Administrative/DLD                                   |
| Phase: Phase 1 - Remove  |
| Neighbors and Context: On site proposed for Exposition Hall    |
| Character: Non-contributing building                           |
| Sustainability: Building has energy performance issues         |
| Flexibility: Uses limited primarily to storage or office space |
| Historic Preservation: N/A                                     |



## D. 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 30,000-45,000 SF of contiguous indoor event space in a 100,000 SF footprint. Further programming efforts will define the program according to the exact needs of the Fairpark.

|   |
|---|
| Square Feet: 105,000  |
| Cost per Square Foot: ~ \$372   |
| Non-Fair Function: Year-round event and conference venue                |
| Fair Function: Potential for home arts and/or agricultural exhibits     |
| Phase: Phase 1 - New Construction                                       |
| Neighbors and Context: Sits next to entry of Fairpark from parking lot  |
| Character: Flagship building hosting local and regional events          |
| Sustainability: HPBS (High Performance Building System)                 |
| Flexibility: Accommodates simultaneous small events or one large event  |
| Historic Preservation: Collaborate with SHPO regarding Wasatch Building |



# Exposition Hall and Related Projects

## E. Administration Building Addition

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

|   |
|---|
| Square Feet: 5,600  |
| Cost per Square Foot: ~ \$492   |
| Non-Fair Function: Administrative Offices   |
| Fair Function: Administrative Offices   |
| Phase: Phase 1 - New Construction   |
| Neighbors and Context: Adjoins historic Administration Building                         |
| Character: Modern building that blends new and old to welcome guests                    |
| Sustainability: HPBS  |
| Flexibility: Offices for year-round and seasonal or event-based staff                   |
| Historic Preservation: Collaborate with SHPO regarding existing Administration Building |



## F. 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 with opportunities for outdoor seating, games, and connection to 1000 W.

|   |
|---|
| Square Feet: 9,582  |
| Cost per Square Foot: ~ \$10.50                                       |
| Non-Fair Function: Small meetings and events                          |
| Fair Function: Displaying fine arts entries                           |
| Phase: Phase 1 - Remove   |
| Neighbors and Context: Between historic Administration and Promontory |
| Character: Non-contributing building                                  |
| Sustainability: Building has energy performance issues                |
| Flexibility: Uses limited primarily to meetings space; low ceilings   |
| Historic Preservation: N/A  |

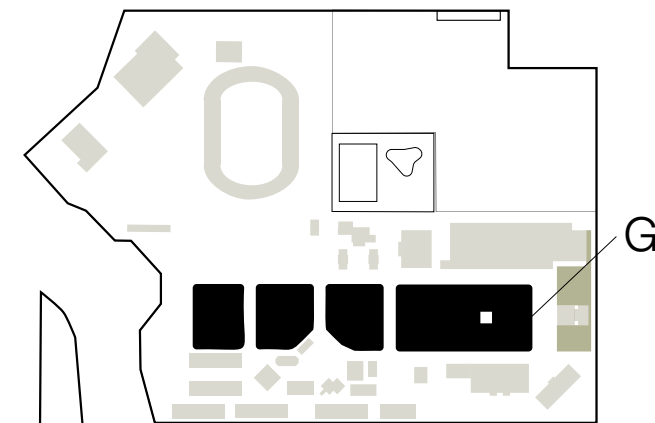


## G. Grass Mall (On-going Improvements)

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

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

|  |
|--|
| Square Feet: 40,000 (2.3 acres)  |
| Cost per Square Foot: ~ \$7.50   |
| Non-Fair Function: Public amenity, events, rental space                                    |
| Fair Function: Rides and displays  |
| Phase: Ongoing   |
| Neighbors and Context: Central area of the Fairpark  |
| Character: Open space  |
| Sustainability: Continue implementing water saving strategies                              |
| Flexibility: Maintain single level for main body of the Mall                               |
| Historic Preservation: Collaborate with SHPO on preservation requirements for the district |



## H. Parking Improvements

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

|   |
|---|
| Square Feet: 395,000 (9 acres)  |
| Cost per Square Foot: ~ \$2.50  |
| Non-Fair Function: Parking (Free depending on the event)                  |
| Fair Function: Patron, Vendor, and/or VIP Parking                         |
| Phase: Phase 1 or 5 - New Construction (or when partner identified)       |
| Neighbors and Context: East side of Fairpark                              |
| Character: Add trees, crosswalks, and planting where appropriate          |
| Sustainability: Consider light colored materials; partially shade parking |
| Flexibility: Used for parking and auto time trials                        |
| Historic Preservation: N/A  |





# New Livestock Barns and Maintenance

## I. Remove Multi-purpose Horse Barn

Prioritizing the new livestock barns and the redevelopment of the historic core requires making space for trailer parking and staging in the area around the Arena. A new horse barn could be located near the new livestock barns.

|  |
|--|
| Square Feet: 27,000  |
| Removal Cost per Square Foot: ~ \$6.50                                   |
| Non-Fair Function: Storage, COVID 19 testing, animal boarding            |
| Fair Function: Livestock   |
| Phase: Phase 2 - Remove  |
| Neighbors and Context: Constitution Park, Arena, Maintenance, 300 N      |
| Character: N/A   |
| Sustainability: HPBS, considerations for drainage and proximity to River |
| Historic Preservation: N/A   |

## J. Remove Existing Maintenance/Operations

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

|  |
|--|
| Existing Square Feet to remove: 11,700 (Maintenance)   2,800 (Storage)     |
| Removal Cost per Square Foot: ~ \$10.50 (Maintenance)   ~\$13.00 (Storage) |
| Non-Fair Function: Maintenance   |
| Fair Function: Maintenance   |
| Phase: Phase 2 - Remove  |
| Historic Preservation: N/A   |

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

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

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

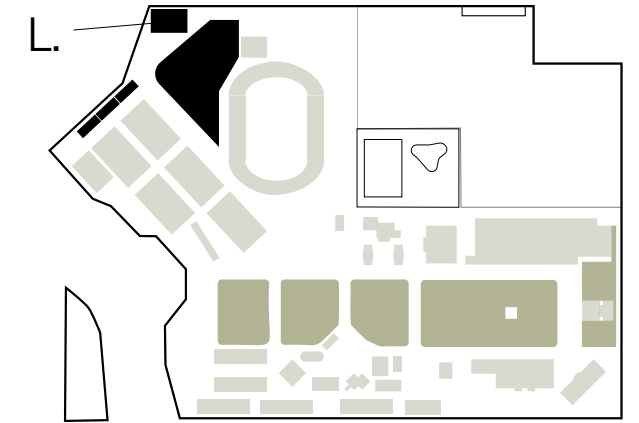
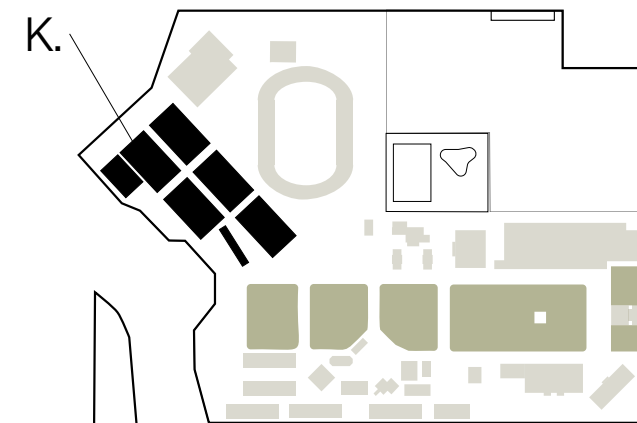
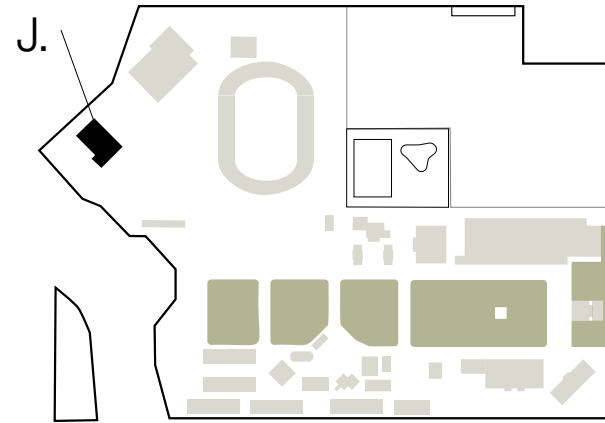
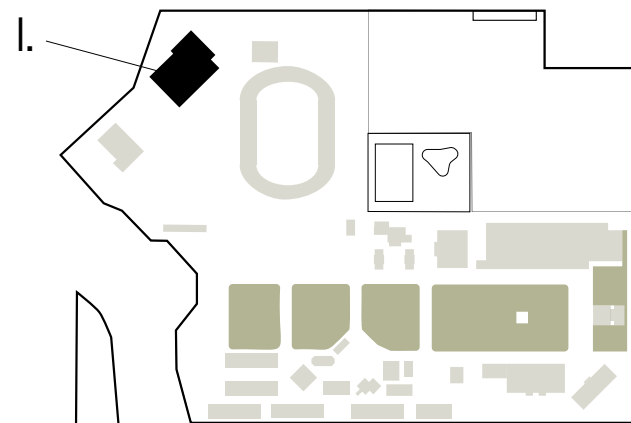
|  |
|--|
| Square Feet: 22,055 (each)   |
| Cost per Square Foot: ~ \$205  |
| Non-Fair Function: Storage and rental storage space, Equestrian          |
| Fair Function: Livestock   |
| Phase: Phase 2 - New Construction  |
| Neighbors and Context: Abuts Constitution Park, Jordan River, and Arena  |
| Character: Modern conditioned clear-span metal buildings                 |
| Sustainability: HPBS, considerations for drainage and proximity to River |
| Flexibility: Accommodates livestock and similar events                   |
| Historic Preservation: Modern design aesthetic inspired by Fairpark      |

## L. New Maintenance Facilities and Staging Area

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

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

|  |
|--|
| New Square Feet: 10,500 (Maintenance)   7,500 (Storage)                  |
| Cost per Square Foot: ~ \$213 (Maintenance)   ~\$75 (Storage)            |
| Non-Fair Function: Maintenance   |
| Fair Function: Maintenance   |
| Phase: Phase 2 - New Construction  |
| Neighbors and Context: Abuts Constitution Park, livestock, and Arena     |
| Character: Metal building with special care for public facing facades    |
| Sustainability: HPBS, considerations for drainage and proximity to River |
| Flexibility: Able to support all Fair maintenance needs                  |
| Historic Preservation: N/A   |

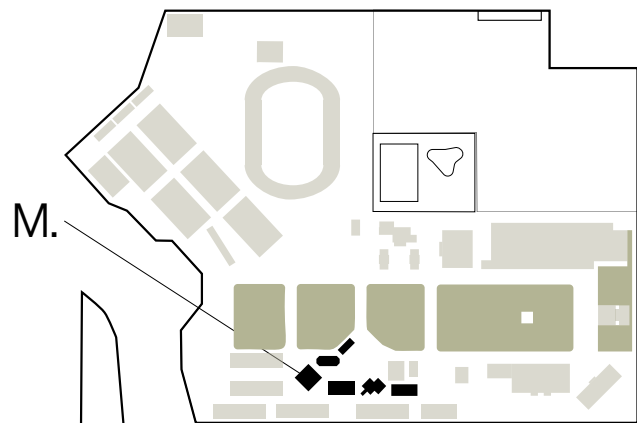


# Historic Core

## M. Remove Under-performing Buildings

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

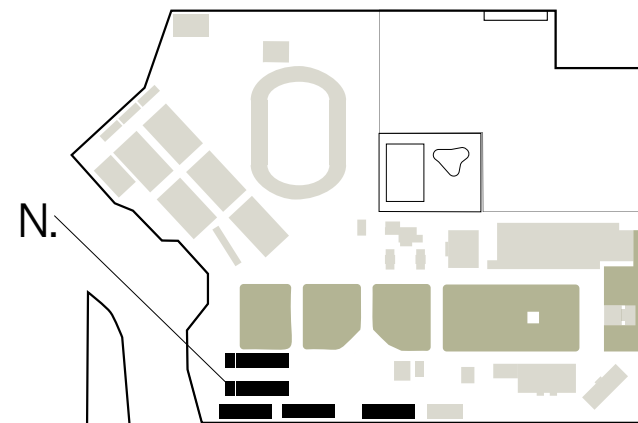
|   |
|---|
| Square Feet: ~32,555 (total)  |
| Cost per Square Foot: ~ \$12  |
| Non-Fair Function: Storage and rental storage space, Market         |
| Fair Function: Livestock, Agriculture, Concessions                  |
| Phase: Phase 3 - Renovation   |
| Neighbors and Context: Abuts Jordan River, North Temple, TRAX, Mall |
| Character: Metal Buildings  |
| Sustainability: N/A   |
| Flexibility: Will make space for new plaza and other programming    |
| Historic Preservation: N/A  |



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

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

|   |
|---|
| Square Feet: 14,950 (each)  |
| Cost per Square Foot: ~ \$233   |
| Non-Fair Function: Storage and rental storage space, Market   |
| Fair Function: Livestock  |
| Phase: Phase 3 - Renovation   |
| Neighbors and Context: Abuts Jordan River, North Temple, TRAX, Mall   |
| Character: Historic brick buildings   |
| Sustainability: HPBS, considerations for drainage and proximity to River, insulation and/or core and shell upgrades |
| Flexibility: May house restaurants, office space, and/or events   |
| Historic Preservation: Preserve, clean, and maintain  |

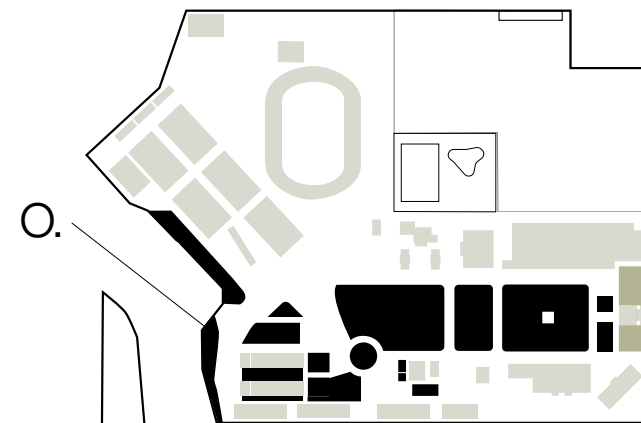


## O. Historic Core and Riverwalk

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

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

|   |
|---|
| Square Feet: 98,420 (2.3 acres)   |
| Cost per Square Foot: ~ \$29 (+ ~\$100/SF for new Storage Buildings)  |
| Non-Fair Function: Rental space, public amenity, International Market   |
| Fair Function: Rental space, Rides, Storage, Concessions  |
| Phase: Phase 3 - New Construction/Renovation  |
| Neighbors and Context: Sits between TRAX/North Temple, Jordan River, and other areas                                  |
| Character: Water saving strategies and reduce heat-island effect  |
| Sustainability: HPBS or similar - depending on owner  |
| Flexibility: Able to be partitioned for public use, private events, private tenants                                   |
| Historic Preservation: Collaborate with SHPO on preservation requirements for contributing buildings and the district |



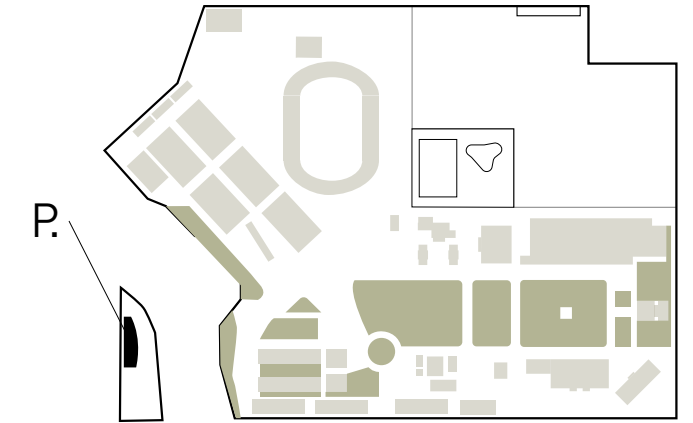
# Hotel (Lot A)

## P. Hotel (Flexible Space)

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

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

|  |
|--|
| Square Feet: 23,860  |
| Cost per Square Foot: ~ \$371  |
| Non-Fair Function: Hotel   |
| Fair Use: N/A; Hotel   |
| Phase: Phase 6 - New Construction  |
| Neighbors and Context: Sits on Jordan River between Fairpark and commercial property |
| Character: Mid-range hotel   |
| Sustainability: Integrate design with Jordan River and Trail                         |
| Flexibility: Site may be used for parking until hotel is developed                   |
| Historic Preservation: N/A   |



# White Ballfield

## Q. Mixed-use

The primary user element of the White Ballfield development is a residential mixed-use facility. Estimated at four stories with 368 units, the transit-oriented development would potentially activate the Fairpark throughout the day with residential units and 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  |
| Phase: Phase 4 - New Construction                           |
| Neighbors and Context: Power District, commercial, railways |
| Character: Precedent setting TOD                            |
| Sustainability: HPBS or similar - depending on owner        |
| Flexibility: N/A  |
| Historic Preservation: N/A                                  |

## R. Flex Office

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

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

|  |
|--|
| Square Feet: 90,000  |
| Cost per Square Foot: ~ \$234.50                                   |
| Non-Fair Function: Flex office                                     |
| Fair Function: N/A   |
| Phase: Phase 4 - New Construction                                  |
| Neighbors and Context: Power District, commercial, railways, River |
| Character: Precedent setting TOD                                   |
| Sustainability: HPBS or similar - depending on owner               |
| Flexibility: N/A   |
| Historic Preservation: N/A   |

## S. Retail/Restaurant

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

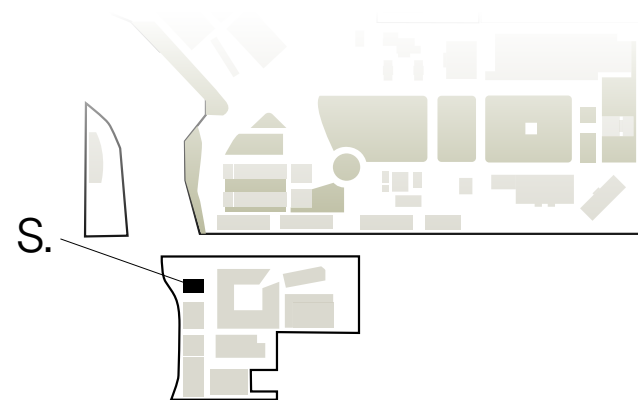
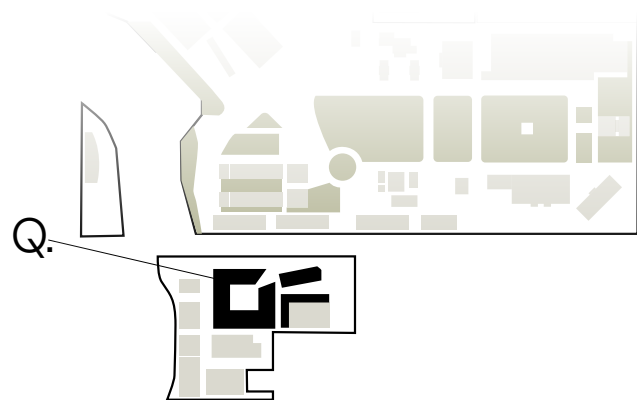
|  |
|--|
| Square Feet: 9,000   |
| Cost per Square Foot: ~\$189.50                                    |
| Non-Fair Function: Retail/restaurant                               |
| Fair Function: N/A   |
| Phase: Phase 4 - New Construction                                  |
| Neighbors and Context: Power District, commercial, railways, River |
| Character: Precedent setting TOD                                   |
| Sustainability: HPBS or similar - depending on owner               |
| Flexibility: N/A   |
| Historic Preservation: N/A   |

## T. Parking Garage/Parking

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

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

|  |
|--|
| Square Feet: 23,860 (336 cars - parking garage only)               |
| Cost per Square Foot: ~ \$371 (Parking garage only)                |
| Non-Fair Function: Private parking                                 |
| Fair Function: N/A   |
| Phase: Phase 4 - New Construction                                  |
| Neighbors and Context: Power District, commercial, railways, River |
| Character: Precedent setting TOD                                   |
| Sustainability: HPBS or similar - depending on owner               |
| Flexibility: N/A   |
| Historic Preservation: N/A   |



## Adventure District and Climbing Gym

### U. Adventure Ropes Course and New North Entry Plaza

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

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

Square Feet: 58,000 (1.33 acres)

Cost per Square Foot: ~ \$23

Non-Fair Function: Adventure Course

Fair Function: Adventure Course

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

Neighbors and Context: On site proposed for Exposition Hall

Character: Non-contributing building

Sustainability: Consider rentable materials; partially shade parking

Flexibility: Allows parking underneath system

Historic Preservation: N/A



### V. Climbing Gym and New Central Entry Plaza

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

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

Square Feet: 20,400

Cost per Square Foot: ~ \$55.50

Non-Fair Function: Private Climbing Gym

Fair Function: Private Climbing Gym and potential Fair partner

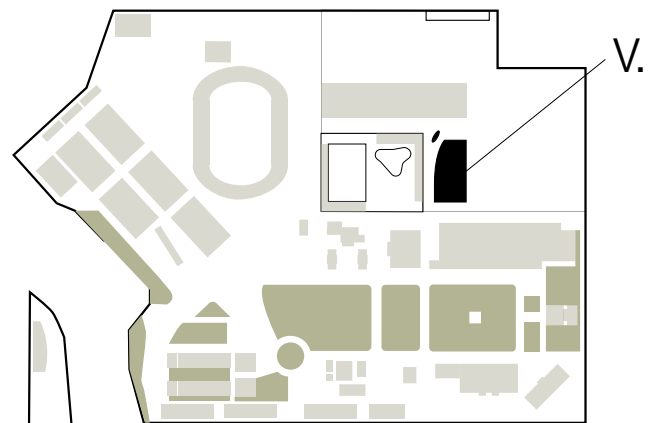
Phase: Phase 5 - New Construction (or when partner identified)

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

Character: Modern building that enhances entry plaza area

Sustainability: Consider LEED depending on owner

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



## 6 Transportation

Considerations

Parking and Alternative Transit

Other Alternatives

Recommendations

Below: Car Show at the Fairpark



## Transportation

### Considerations

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

#### Pinch Points

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

### Parking and Alternative Transit

This study evaluates the viability of several options for on-site surface parking, including:

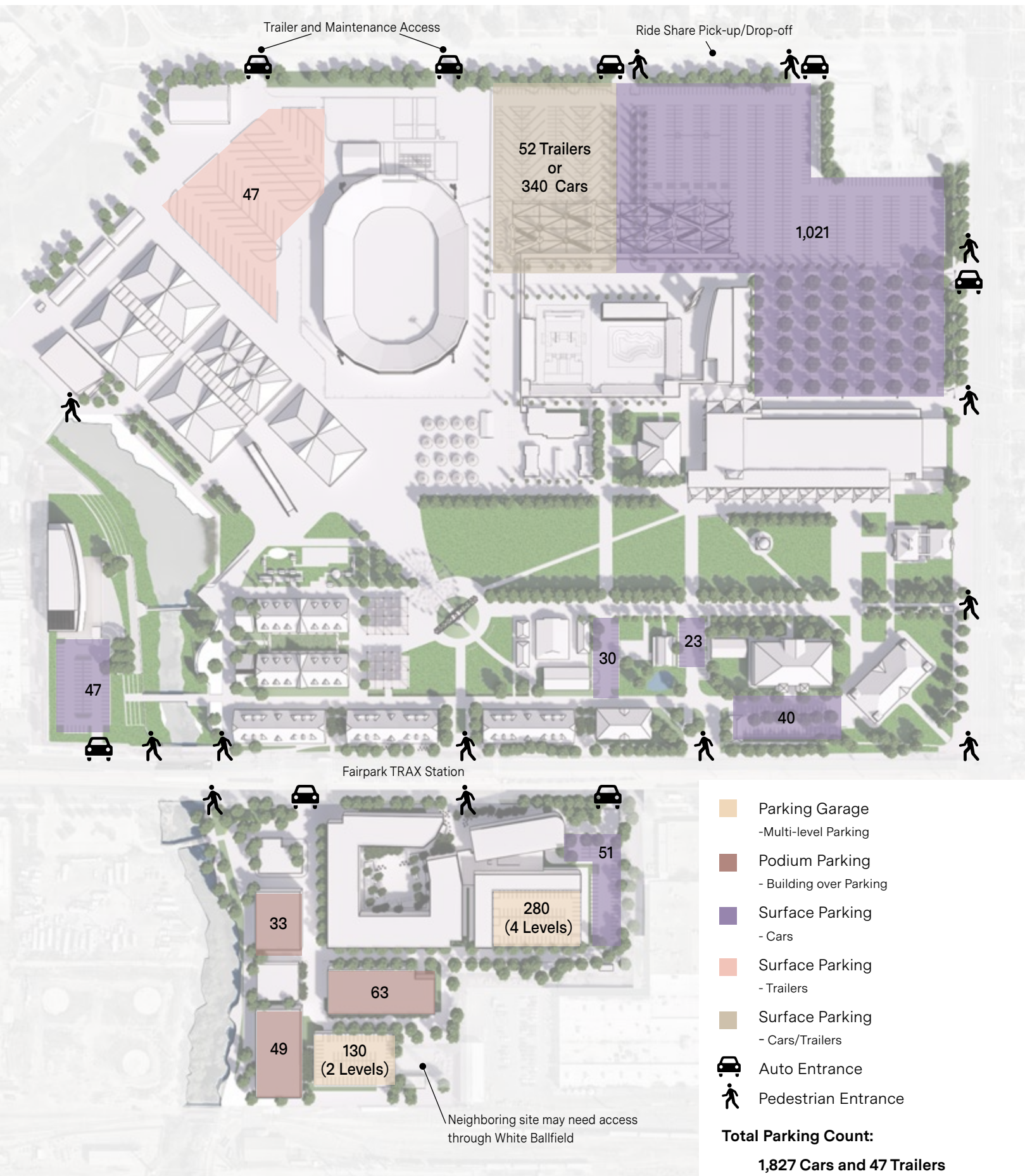
- On-site structured parking
- Off-site parking with a shuttle system for large events
- Alternatives to personal vehicle transportation

#### On-Site Structured Parking

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

#### Off-Site Parking

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



Above: Map of parking capacities and counts and entry points

# Transportation

## Other Alternatives

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

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

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

## Recommendations

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

### Vehicular and Trailer Parking Alignment Strategy

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

# Transportation

## Rideshare Zones

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

## Partnerships

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

## Shuttle System

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

Below: Sample shuttle map



# 7 Economic

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Considerations and Recommendations

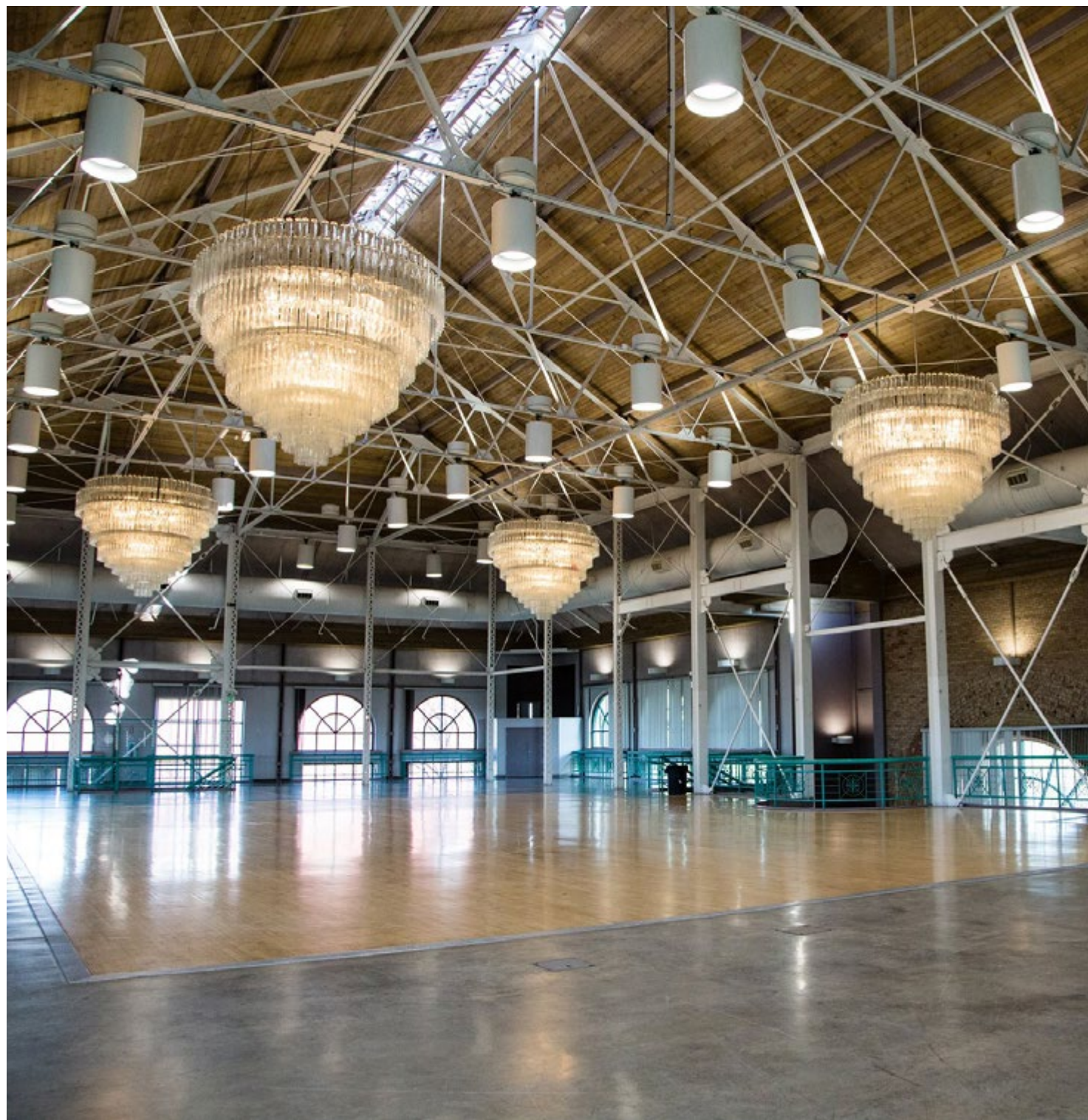
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Market Factors by Type

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Exposition Hall

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## Economic

### Considerations

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

#### Partnerships and Tenants

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

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

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

Left: The Grand Building

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

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

### Recommendations

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

#### Partnerships

##### Assessing Partner and Tenant Fit

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



# Economic

A great fit for the Fairpark is a partner that:

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

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

## Historic Core

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

## Fair Rides and Attractions

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

## White Ballfield

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

## Drivers License Division (DLD)

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

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

## International Market

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

# Market Factors by Type

## Potential to Introduce

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

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

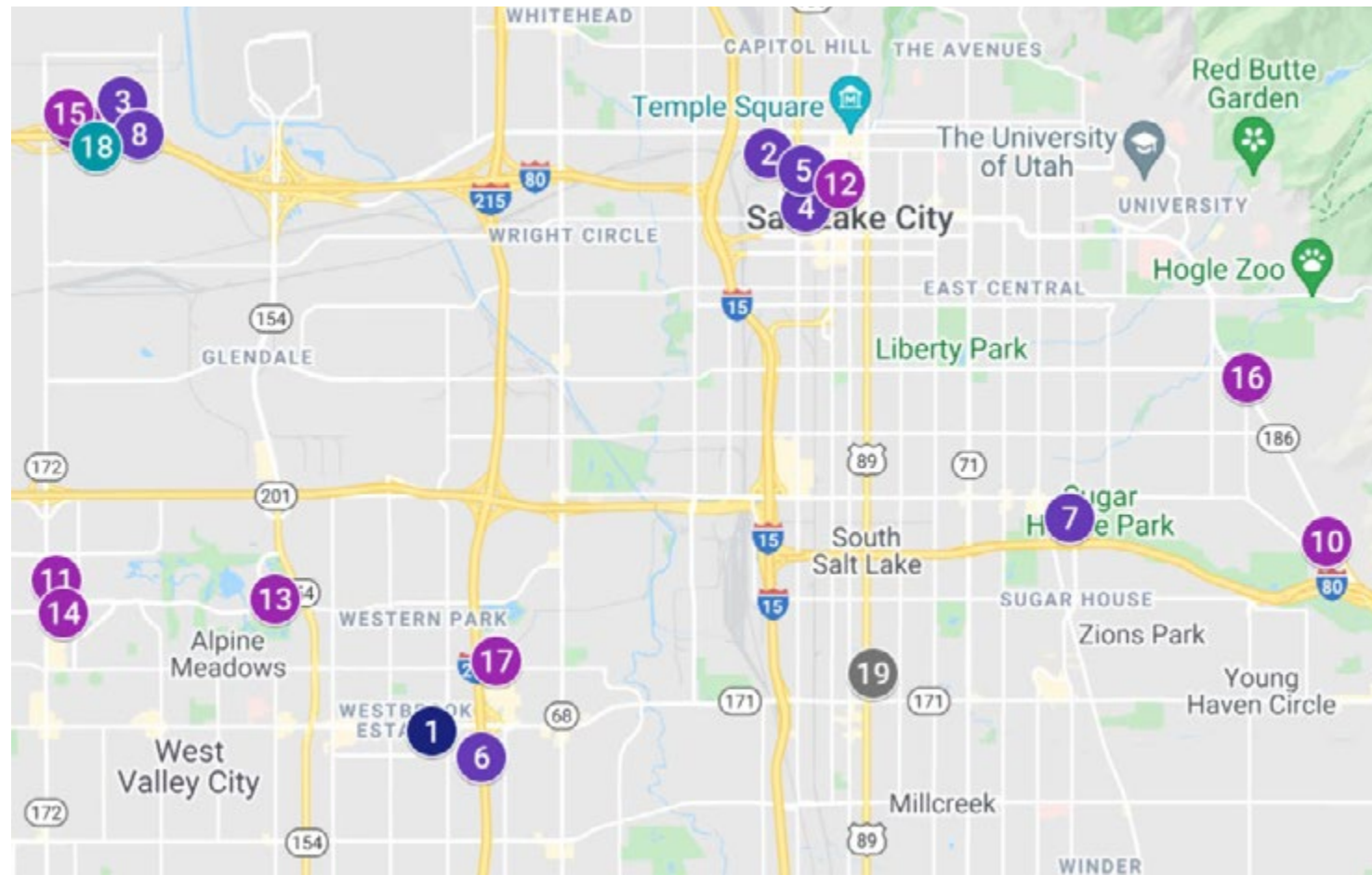
of market-rate apartments. These trends are likely to play out even further in the long term, leading to even stronger demand, pricing potential, and-thus-feasibility.

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

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



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



| MAP KEY   |                |
|---|----------------|
| <span style="background-color: #d9ead3; border: 1px solid #ccc; padding: 2px;"> </span> | Upper Upscale  |
| <span style="background-color: #f4cccc; border: 1px solid #ccc; padding: 2px;"> </span> | Upscale        |
| <span style="background-color: #fce4d6; border: 1px solid #ccc; padding: 2px;"> </span> | Upper Midscale |
| <span style="background-color: #fff2cc; border: 1px solid #ccc; padding: 2px;"> </span> | Midscale       |
| <span style="background-color: #fff2cc; border: 1px solid #ccc; padding: 2px;"> </span> | Economy        |

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

Above: Map of hotels in the Salt Lake area

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

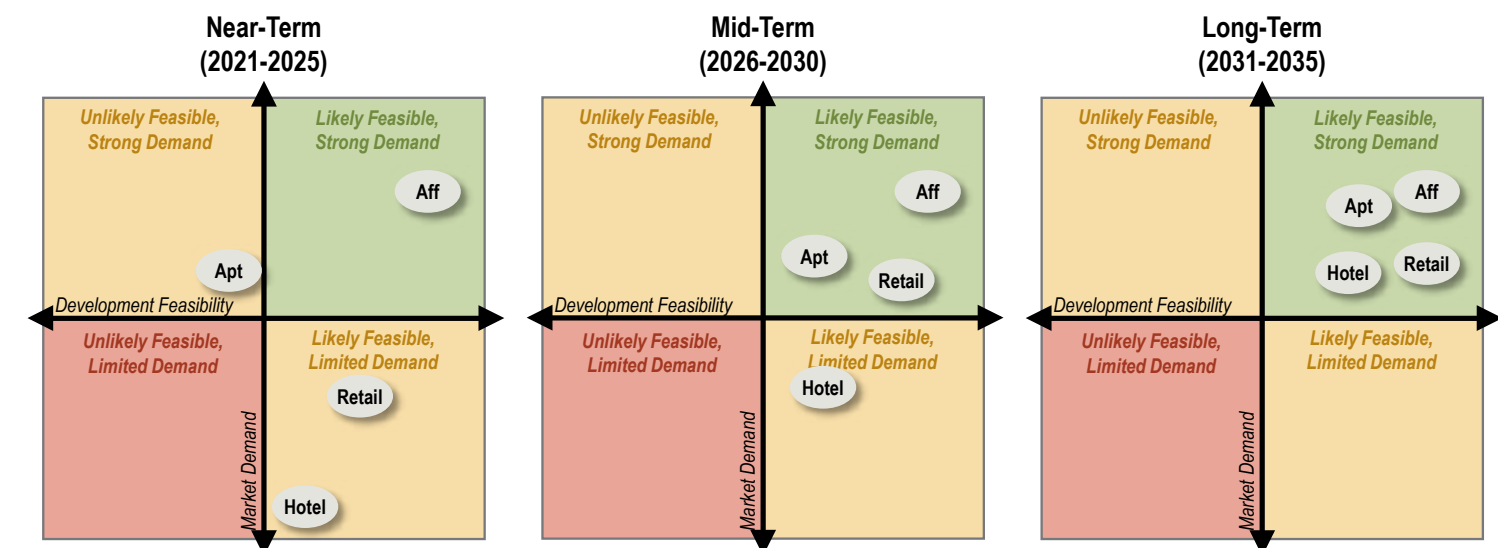
**Affordable Housing:** Many mixed-income housing communities have opened in and around Salt Lake City in recent years, primarily funded by Low Income Housing Tax Credits (LIHTC). LIHTC projects can still be developed relatively quickly in locations such as the area surrounding the Fairpark, given that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

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

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

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

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



# Exposition Hall

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

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

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

# 8 Experience Overview

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Overview

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Character

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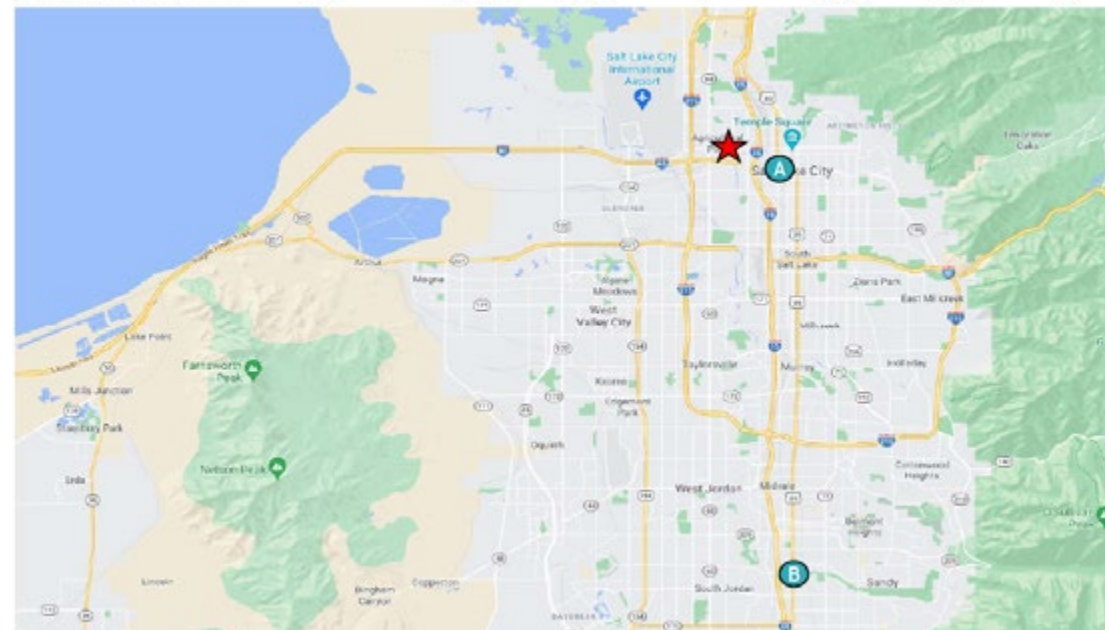
Sustainability

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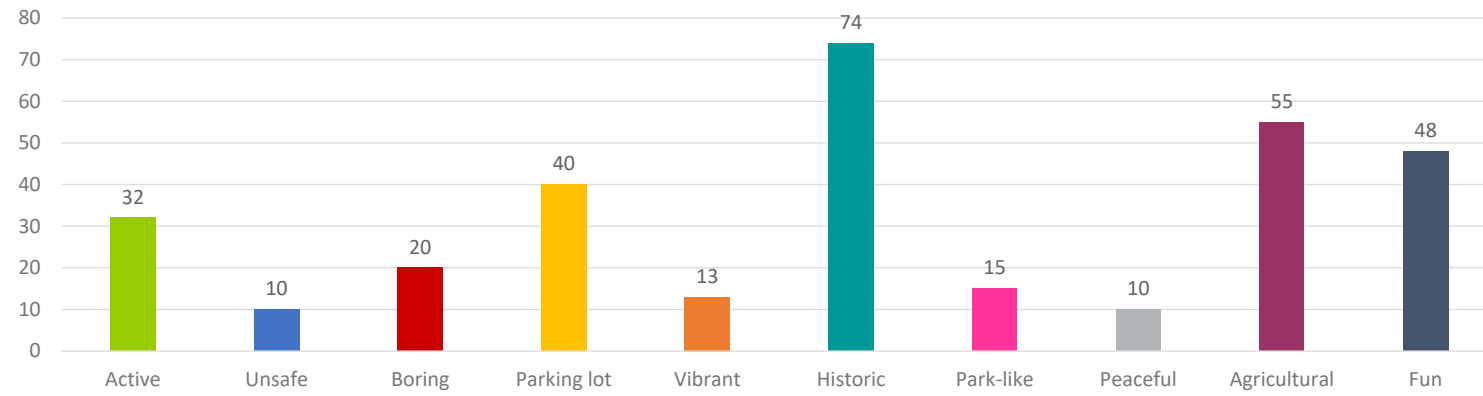
Safety

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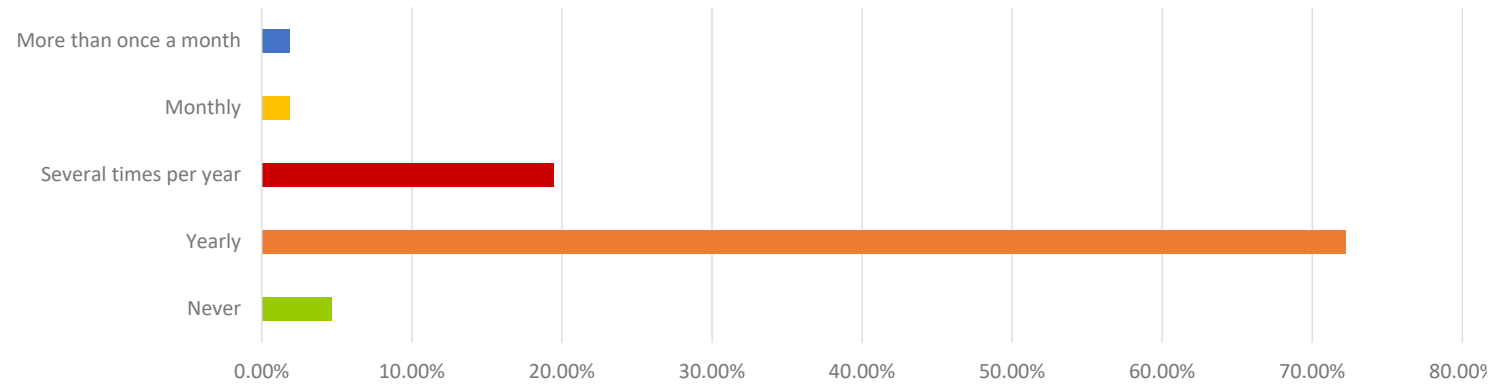
|                               | YEAR OPENED | EXHIBITION  |               |                 | MEETING     |               |                 | BALLROOM    |               |                 |
|-------------------------------|-------------|-------------|---------------|-----------------|-------------|---------------|-----------------|-------------|---------------|-----------------|
|                               |             | TOTAL SPACE | LARGEST SPACE | NUMBER OF HALLS | TOTAL SPACE | LARGEST SPACE | NUMBER OF ROOMS | TOTAL SPACE | LARGEST SPACE | NUMBER OF ROOMS |
| Salt Palace Convention Center | 1995        | 510,600     | 130,300       | 9               | 115,320     | 3,240         | 57              | 45,000      | 45,000        | 10              |
| Mountain America Expo Center  | 2000        | 243,000     | 48,600        | 5               | 15,000      | 6,400         | 9               |             |               |                 |



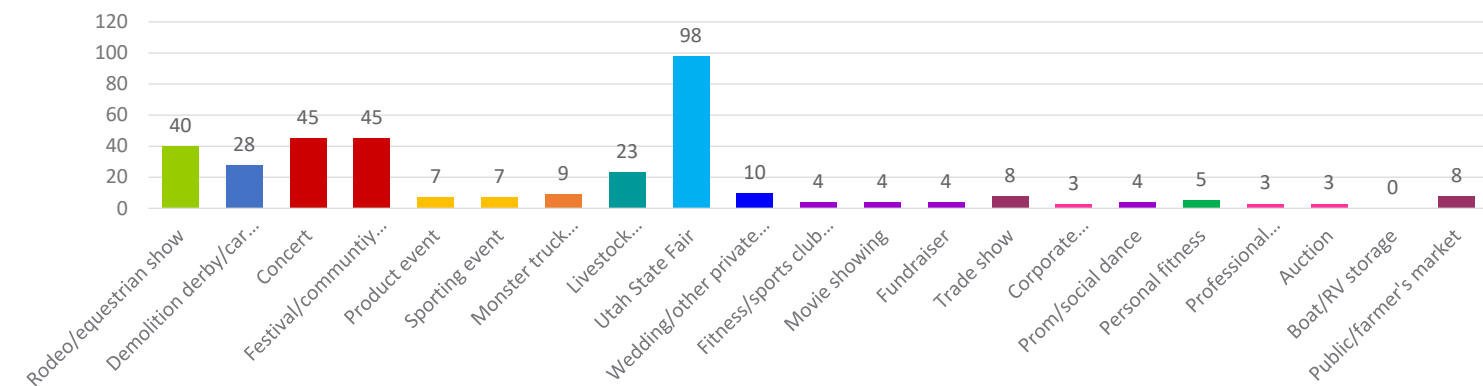
Above: While Salt Lake City has relatively few event venues with up to 40,000 square feet of contiguous exhibition space, RCLCO identified a handful of cities with similar types of venues.



Above: Words that best describe the Utah State Fairpark?



Above: How often do you visit the Fairpark?



Above: What experiences have you had at the Fairpark?

# Experience Overview

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

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

The master plan answers that question by identifying three elements:

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

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



Above: Special event at the Fairpark

# Character

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

### Considerations

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

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

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

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

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

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

### Recommendations

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

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

### Enhancing the Fair and Daily Use

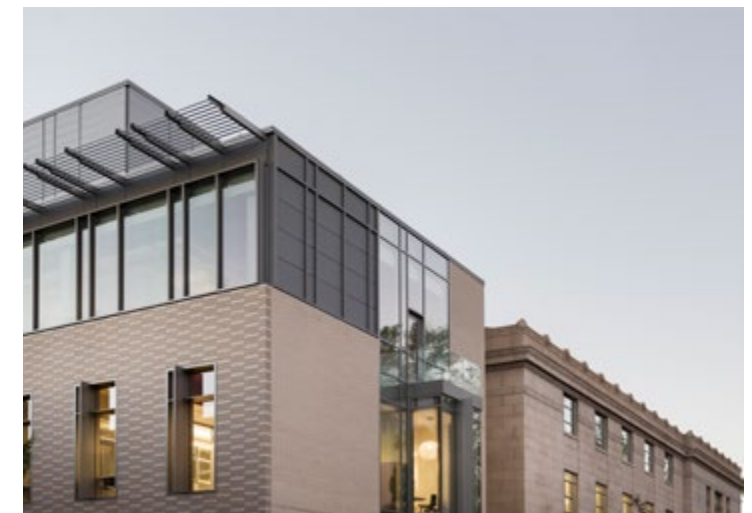
The master plan leans into the nostalgic ideas that make the Fairpark a special place in local's hearts with recommendations designed to bring some of the Fair's quintessential elements year-round. For example, an investment in a Ferris wheel has the potential to save money on ride rental in the long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

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

Entrances to the park should be portals of celebration appropriately scaled to their use. For instance, the auto entrances will be wider and taller than those used for

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

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



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

# Character

## Master Plan Guideline

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

### Wayfinding and signage standards

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

### Landscaping and planting standards

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

### Architectural character

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

### Experiential and campus standards

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



Above: Example of guidelines that illustrate pathway standards

# Sustainability

## Considerations

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

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

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

## The Jordan River

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

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

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



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



Left: Master plan with new landscaped layout

## Sustainability

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

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

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

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

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

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

## Recommendations

### Greening the Park

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

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

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

### The Jordan River integration plan

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

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

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

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

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

#### Return on Investment

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



Above: Map showing Jordan River and the Salt Lake Valley

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

#### Environmental Return on Investment

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

#### Social Return on Investment

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

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

#### Economic Return on Investment

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

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



## Safety

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

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

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

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

### Safety and the Fairpark's Character

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

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

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

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

## 9 Cost Estimate

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Cost Estimate Summary

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Cost Estimates by Project

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Below: "Racing Pigs" at the Fair



# Cost Estimate Summary

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

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

## Methodology and Definitions

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

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

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

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

## Conclusion

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

| PHASE                       | PROJECT ELEMENT                               | CONSTRUCTION COST (W/O ESCALATION) | ONE YEAR ESCALATION (8%) | SOFT COSTS   | SOFT COSTS (% OF CONSTRUCTION COST) | PROJECT COST          | FAIRPARK FUNDING RESPONSIBILITY | NON-FAIRPARK FUNDING RESPONSIBILITY |
|-----------------------------|---|------------------------------------|--------------------------|--------------|-------------------------------------|-----------------------|---------------------------------|-------------------------------------|
| Exposition Hall Phase 1     | Exposition Hall                               | \$ 36,217,000                      | \$ 2,897,000             | \$ 7,442,000 | 19%                                 | \$ 46,556,000         | \$ 46,556,000                   |                                     |
|                             | Administration Building Expansion and Remodel | \$ 4,383,000                       | \$ 351,000               | \$ 1,089,000 | 23%                                 | \$ 5,823,000          | \$ 5,823,000                    |                                     |
|                             | Greening the Park                             | \$ 290,000                         | \$ 23,200                | \$ 34,000    | 11%                                 | \$ 347,200            | \$ 347,200                      |                                     |
|                             | Drivers License Division New Building*        | \$ 5,718,000                       | \$ 457,000               | \$ 1,199,000 | 19%                                 | \$ 7,374,000          | \$ 7,374,000                    |                                     |
| New Livestock Barns Phase 2 | New Livestock Barns and Maintenance Area      | \$ 29,929,000                      | \$ 2,394,000             | \$ 4,822,000 | 15%                                 | \$ 37,145,000         | \$ 37,145,000                   |                                     |
|                             | Trailer Parking                               | \$ 312,000                         | \$ 25,000                | \$ 34,000    | 10%                                 | \$ 371,000            | \$ 371,000                      |                                     |
| Historic core Phase 3       | Repurpose Historic Livestock Barns and Core   | \$ 21,936,000                      | \$ 1,755,000             | \$ 3,587,000 | 15%                                 | \$ 27,278,000         | \$ 27,278,000                   |                                     |
|                             | Riparian and Trail Improvements**             | \$ 1,070,000                       | \$ 86,000                | \$ 139,000   |                                     | \$ 1,295,000          | \$ 1,295,000                    |                                     |
| White Ballfield Phase 4     | Developer-led Mixed-use Project***            | \$ 68,326,000                      | EXCLUDED                 | \$ 8,390,000 | 12%                                 | \$ 76,716,000         | \$ 736,000                      | \$ 75,980,000                       |
| Adventure District Phase 5  | Ropes Course and Climbing Gym                 | \$ 4,361,000                       | \$ 349,000               | \$ 848,000   |                                     | \$ 5,558,000          |                                 | \$ 5,558,000                        |
|                             | Parking Lot Improvements                      | \$ 1,214,000                       | \$ 97,120                | \$ 157,000   | 12%                                 | \$ 1,468,120          | \$ 1,468,120                    |                                     |
| Hospitality (Lot A) Phase 6 | 120 Room Hotel                                | \$ 9,501,000                       | N/A                      | \$ 2,141,000 | 23%                                 | \$ 11,642,000         | \$ 644,000                      | \$ 10,998,000                       |
| <b>Totals</b>               |   | <b>\$ 177,539,000</b>              |                          |              |                                     | <b>\$ 214,199,320</b> | <b>\$ 121,663,320</b>           | <b>\$ 92,536,000</b>                |

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

\*\*Improvements at Lot A and the White Ballfield are included in the line items.

\*\*\*This estimate includes 5 years escalation at 8% per year.

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

**Building Area** 105,000 SF

| Cost Summary   | \$ Amount            | Cost Per SF     | Notes |
|--|----------------------|-----------------|-------|
| Facility Cost  | \$ 33,719,700        | \$321.14        |       |
| Utility Fee Cost   | Included in Site     | -               |       |
| Wasatch Building Demolition                              | \$ 45,728            | \$0.44          |       |
| Drivers License/Guest Services Building Demolition (#33) | \$ 137,000           | \$1.30          |       |
| Discovery Building (#32) Demolition                      | \$ 92,000            | \$0.88          |       |
| Bonneville Building Demolition                           | \$ 100,611           | \$0.96          |       |
| Site Cost  | \$ 2,121,750         | \$20.21         |       |
| High Performance Building                                | Included             | -               |       |
| <b>Subtotal Construction Cost</b>                        | <b>\$ 36,216,789</b> | <b>\$344.92</b> |       |
| 12 Months Escalation (8%)                                | \$ 2,897,343         | \$27.59         |       |
| <b>Escalated Construction Cost</b>                       | <b>\$ 39,114,132</b> | <b>\$372.52</b> |       |

| Soft Costs:   | \$ Amount           | Cost Per SF    | Notes |
|---|---------------------|----------------|-------|
| Hazardous Materials                                     | TBD                 |                |       |
| Pre-Design/Planning                                     | \$ 150,000          |                |       |
| Design  | \$ 2,288,177        |                |       |
| Property Acquisition                                    | N/A                 |                |       |
| Furnishings & Equipment                                 | \$ 1,564,565        |                |       |
| Information Technology:                                 | \$ 129,077          |                |       |
| Utah Art (1% of Construction Budget)                    | \$ 391,141          |                |       |
| Testing & Inspection                                    | \$ 391,141          |                |       |
| Contingency   | \$ 1,955,707        |                |       |
| Moving/Occupancy  | N/A                 |                |       |
| Builder's Risk Insurance (0.15% of Construction Budget) | \$ 58,671           |                |       |
| Legal Services (0.05% of Construction Budget)           | \$ 19,557           |                |       |
| DFCM Management   | \$ 122,000          |                |       |
| User Fees   | TBD                 |                |       |
| High Performance Building Standard (HPBS)               | \$ 371,584          |                |       |
| Other Costs   | TBD                 |                |       |
| <b>Total Soft Costs</b>                                 | <b>\$ 7,441,620</b> | <b>\$70.87</b> |       |

**TOTAL PROJECT COST** \$ 46,555,752 \$443.39

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

**Project Name:** Administration Building Renovation and Expansion  
**Agency/Institution:** Utah State Fairpark  
**Project Manager:**

**Building Area** 10,600 SF

| Cost Summary                       | \$ Amount           | Cost            |  | Notes |
|------------------------------------|---------------------|-----------------|--|-------|
|                                    |                     | Per SF          |  |       |
| Renovation Cost                    | \$ 1,750,000        | \$165.09        |  |       |
| Expansion Cost                     | \$ 1,815,016        | \$171.23        |  |       |
| Site Cost                          | \$ 818,000          | \$77.17         |  |       |
| High Performance Building          | Included            | -               |  |       |
| <b>Subtotal Construction Cost</b>  | <b>\$ 4,383,016</b> | <b>\$413.49</b> |  |       |
| 12 Months Escalation (8%)          | \$ 350,641          | \$33.08         |  |       |
| <b>Escalated Construction Cost</b> | <b>\$ 4,733,657</b> | <b>\$446.57</b> |  |       |

**Soft Costs:**

|   |            |                     |                 |
|---|------------|---------------------|-----------------|
| Hazardous Materials                                     | TBD        |                     |                 |
| Pre-Design/Planning                                     | \$25,000   |                     |                 |
| Design  | \$ 355,024 |                     |                 |
| Property Acquisition                                    | N/A        |                     |                 |
| Furnishings & Equipment                                 | \$ 285,201 |                     |                 |
| Information Technology:                                 | \$ 11,765  |                     |                 |
| Utah Art (1% of Construction Budget)                    | \$ 35,650  |                     |                 |
| Testing & Inspection                                    | \$ 35,650  |                     |                 |
| Contingency   | \$ 236,683 |                     |                 |
| Moving/Occupancy  | N/A        |                     |                 |
| Builder's Risk Insurance (0.15% of Construction Budget) | \$ 7,100   |                     |                 |
| Legal Services (0.05% of Construction Budget)           | \$ 2,367   |                     |                 |
| DFCM Management   | \$ 50,000  |                     |                 |
| User Fees   | TBD        |                     |                 |
| High Performance Building Standard (HPBS)               | \$ 44,970  |                     |                 |
| Other Costs   | TBD        |                     |                 |
| <b>Total Soft Costs</b>                                 | <b>23%</b> | <b>\$ 1,089,410</b> | <b>\$102.77</b> |

**TOTAL PROJECT COST** \$ 5,823,068 \$549.35

**Project Name:** Drivers License Replacement Building  
**Agency/Institution:**  
**Project Manager:**

**Building Area** 15,000 SF

| Cost Summary                       | \$ Amount           | Cost            |  | Notes                 |
|------------------------------------|---------------------|-----------------|--|-----------------------|
|                                    |                     | Per SF          |  |                       |
| Facility Cost                      | \$ 4,800,000        | \$320.00        |  |                       |
| Utility Fee Cost                   | Included in Site    | -               |  |                       |
| Site Cost                          | \$ 917,873          | \$61.19         |  | 2.5 acre site assumed |
| High Performance Building          | Included            | -               |  |                       |
| <b>Subtotal Construction Cost</b>  | <b>\$ 5,717,873</b> | <b>\$381.19</b> |  |                       |
| 12 Months Escalation (8%)          | \$ 457,430          | \$30.50         |  |                       |
| <b>Escalated Construction Cost</b> | <b>\$ 6,175,302</b> | <b>\$411.69</b> |  |                       |

**Soft Costs:**

|   |            |                     |                |
|---|------------|---------------------|----------------|
| Hazardous Materials                                     | TBD        |                     |                |
| Pre-Design/Planning                                     | TBD        |                     |                |
| Design  | \$ 377,929 |                     |                |
| Property Acquisition                                    | TBD        |                     |                |
| Furnishings & Equipment                                 | \$ 247,012 |                     |                |
| Information Technology:                                 | \$ 20,378  |                     |                |
| Utah Art (1% of Construction Budget)                    | \$ 61,753  |                     |                |
| Testing & Inspection                                    | \$ 61,753  |                     |                |
| Contingency   | \$ 308,765 |                     |                |
| Moving/Occupancy  | N/A        |                     |                |
| Builder's Risk Insurance (0.15% of Construction Budget) | \$ 9,263   |                     |                |
| Legal Services (0.05% of Construction Budget)           | \$ 3,088   |                     |                |
| DFCM Management   | \$ 50,000  |                     |                |
| User Fees   | TBD        |                     |                |
| High Performance Building Standard (HPBS)               | \$ 58,665  |                     |                |
| Other Costs   | TBD        |                     |                |
| <b>Total Soft Costs</b>                                 | <b>19%</b> | <b>\$ 1,198,606</b> | <b>\$79.91</b> |

**TOTAL PROJECT COST** \$ 7,373,909 \$491.59

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

**Project Name:** New Livestock Barns and Maintenance Facility  
**Agency/Institution:** Utah State Fairpark  
**Project Manager:**

**Building Area** 137,500 SF

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

**Project Name:** Historic Barns Adaptive Reuse (Core and Shell Improvements)  
**Agency/Institution:** Utah State Fairpark  
**Project Manager:**

**Building Area** 83,150 SF

| Cost Summary   | \$ Amount            | Cost Per SF         | Notes          |
|--|----------------------|---------------------|----------------|
| Renovate Beef Barn                                       | \$ 3,489,100         |                     |                |
| Renovate Dairy Barn                                      | \$ 3,489,100         |                     |                |
| Renovate Goat Barn                                       | \$ 3,489,100         |                     |                |
| Renovate Sheep Barn                                      | \$ 3,489,100         |                     |                |
| Renovate Market Barn                                     | \$ 3,489,100         |                     |                |
| Demolish Live Stock Showring (Building #16)              | \$ 117,000           |                     |                |
| Demolish South Plaza Pavilion (Building #17)             | \$ 41,000            |                     |                |
| Demolish Soccer/Fair Agriculture Building (Building #18) | \$ 102,000           |                     |                |
| Demolish Pavilion and Barnyard Friends (Building #19)    | \$ 47,000            |                     |                |
| Demolish Storage (Poultry & Rabbit Building #24)         | \$ 64,000            |                     |                |
| Demolish South Plaza Food Stand (Building #20)           | \$ 22,000            |                     |                |
| New Storage For Sheep Barn                               | \$ 407,000           |                     |                |
| New Storage For Market Barn                              | \$ 407,000           |                     |                |
| New Storage Building #1                                  | \$ 175,000           |                     |                |
| New Storage Building #2                                  | \$ 231,000           |                     |                |
| New Storage Building #3                                  | \$ 647,425           |                     |                |
| New Ferris Wheel Landmark                                | \$ 1,762,000         |                     |                |
| Site Historic Core Improvements                          | \$ 468,000           |                     |                |
| High Performance Building                                | Included             | -                   |                |
| <b>Subtotal Construction Cost</b>                        | <b>\$ 21,935,925</b> |                     |                |
| 12 Months Escalation (8%)                                | \$ 1,754,874.00      |                     |                |
| <b>Escalated Construction Cost</b>                       | <b>\$ 23,690,799</b> | <b>\$284.92</b>     |                |
| <b>Soft Costs:</b>                                       |                      |                     |                |
| Hazardous Materials                                      | TBD                  |                     |                |
| Pre-Design/Planning                                      | \$ 25,000            |                     |                |
| Design   | \$ 1,194,016         |                     |                |
| Property Acquisition                                     | TBD                  |                     |                |
| Furnishings & Equipment                                  | \$ 236,908           |                     |                |
| Information Technology:                                  | \$ 78,180            |                     |                |
| Utah Art (1% of Construction Budget)                     | \$ 236,908           |                     |                |
| Testing & Inspection                                     | \$ 236,908           |                     |                |
| Contingency  | \$ 1,184,540         |                     |                |
| Moving/Occupancy   | N/A                  |                     |                |
| Builder's Risk Insurance (0.15% of Construction Budget)  | \$ 35,536            |                     |                |
| Legal Services (0.05% of Construction Budget)            | \$ 11,845            |                     |                |
| DFCM Management  | \$ 122,000           |                     |                |
| User Fees  | TBD                  |                     |                |
| High Performance Building Standard (HPBS)                | \$ 225,063           |                     |                |
| Other Costs  | TBD                  |                     |                |
| <b>Total Soft Costs</b>                                  | <b>15%</b>           | <b>\$ 3,586,904</b> | <b>\$43.14</b> |
| <b>TOTAL PROJECT COST</b>                                | <b>\$ 27,277,703</b> | <b>\$328.05</b>     |                |

**Project Name:** Miscellaneous Fairpark Improvements  
**Agency/Institution:** Utah State Fairpark  
**Project Manager:**

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

Parking and Transit Improvements

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

Jordan Riverfront/Riparian area and Trail Improvements

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

**Project Name:** White Ballfield Mixed-use Development  
**Agency/Institution:**  
**Project Manager:**

| Building Area   | SF         | Cost                 |               |                            |
|---|------------|----------------------|---------------|----------------------------|
| <b>Cost Summary</b>                                     |            | <b>\$ Amount</b>     | <b>Per SF</b> | <b>Notes</b>               |
| Housing (368 units)                                     |            | \$ 25,612,800        |               |                            |
| Retail (20,000 sf)                                      |            | \$ 3,105,000         |               |                            |
| Flex / Life Sciences Office (90,000 sf)                 |            | \$ 26,472,483        |               |                            |
| Structured Parking (336 stalls)                         |            | \$ 8,316,000         |               |                            |
| Site Development  |            | \$ 4,084,000         |               |                            |
| Riparian/Trail Improvements                             |            | \$ 736,000           |               | 800' x 50' x \$16/sf *1.15 |
| High Performance Building                               | N/A        |                      |               |                            |
| <b>Subtotal Construction Cost</b>                       |            | <b>\$ 68,326,283</b> |               |                            |
| 12 Months Escalation                                    |            | Excluded             |               |                            |
| <b>Total Construction Cost</b>                          |            | <b>\$ 68,326,283</b> |               |                            |
| <b>Soft Costs:</b>                                      |            |                      |               |                            |
| Hazardous Materials                                     |            | TBD                  |               |                            |
| Pre-Design/Planning                                     |            | TBD                  |               |                            |
| Design  |            | \$ 3,416,314         |               |                            |
| Property Acquisition                                    |            | TBD                  |               |                            |
| Furnishings & Equipment                                 |            | \$ 683,263           |               |                            |
| Information Technology:                                 |            | \$ 225,477           |               |                            |
| Utah Art (1% of Construction Budget)                    |            | N/A                  |               |                            |
| Testing & Inspection                                    |            | \$ 512,447           |               |                            |
| Contingency   |            | \$ 3,416,314         |               |                            |
| Moving/Occupancy  |            | N/A                  |               |                            |
| Builder's Risk Insurance (0.15% of Construction Budget) |            | \$ 102,489           |               |                            |
| Legal Services (0.05% of Construction Budget)           |            | \$ 34,163            |               |                            |
| DFCM Management   |            | NOT INCLUDED         |               |                            |
| User Fees   |            | TBD                  |               |                            |
| High Performance Building Standard (HPBS)               |            | N/A                  |               |                            |
| Other Costs   |            | TBD                  |               |                            |
| <b>Total Soft Costs</b>                                 | <b>12%</b> | <b>\$ 8,390,467</b>  | <b>N/A</b>    |                            |
| <b>TOTAL PROJECT COST</b>                               |            | <b>\$ 76,716,750</b> | <b>N/A</b>    |                            |

**Project Name:** Hotel (Lot A)  
**Agency/Institution:** Utah State Fairpark  
**Project Manager:**

| <b>Building Area</b>                                    |                     | <b>23,860 SF</b>     |                           |
|---|---------------------|----------------------|---------------------------|
| <b>Cost Summary</b>                                     | <b>\$ Amount</b>    | <b>Cost Per SF</b>   | <b>Notes</b>              |
| Hotel (120 Rooms)                                       | \$ 8,094,850        |                      |                           |
| Site Development  | \$ 762,450          |                      |                           |
| Riparian/Trail Improvements                             | \$ 644,000          |                      | 700' x 50' x \$16/sf *.15 |
| High Performance Building                               | N/A                 |                      |                           |
| <b>Subtotal Construction Cost</b>                       | <b>\$ 9,501,300</b> |                      |                           |
| 12 Months Escalation                                    | Excluded            |                      |                           |
| <b>Total Construction Cost</b>                          | <b>\$ 9,501,300</b> |                      |                           |
| <b>Soft Costs:</b>                                      |                     |                      |                           |
| Hazardous Materials                                     | TBD                 |                      |                           |
| Pre-Design/Planning                                     | TBD                 |                      |                           |
| Design  | \$ 570,078          |                      |                           |
| Property Acquisition                                    | TBD                 |                      |                           |
| Furnishings & Equipment                                 | \$ 950,130          |                      |                           |
| Information Technology:                                 | \$ 31,354           |                      |                           |
| Utah Art (1% of Construction Budget)                    | N/A                 |                      |                           |
| Testing & Inspection                                    | \$ 95,013           |                      |                           |
| Contingency   | \$ 475,065          |                      |                           |
| Moving/Occupancy  | N/A                 |                      |                           |
| Builder's Risk Insurance (0.15% of Construction Budget) | \$ 14,252           |                      |                           |
| Legal Services (0.05% of Construction Budget)           | \$ 4,751            |                      |                           |
| DFCM Management   | NOT INCLUDED        |                      |                           |
| User Fees   | TBD                 |                      |                           |
| High Performance Building Standard (HPBS)               | N/A                 |                      |                           |
| Other Costs   | TBD                 |                      |                           |
| <b>Total Soft Costs</b>                                 | <b>23%</b>          | <b>\$ 2,140,643</b>  | <b>\$89.72</b>            |
| <b>TOTAL PROJECT COST</b>                               |                     | <b>\$ 11,641,943</b> | <b>\$487.93</b>           |

# 10 Appendix

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Survey Responses

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Economic Analysis

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Historic Preservation Memorandum

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Civil Engineering Analysis\*

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