



GATEWAY DISTRICT

The Gateway District offers superb shopping, entertainment and dining experiences, all in a professional, entrepreneurial, lively and inventive setting. It is the place where artisans, writers, entrepreneurs and others congregate. The Gateway District's excellent transit connections, supply of warehouse structures, premier shopping and undeveloped land make this area a center of focus for Salt Lake City's growing downtown.



SALT PALACE DISTRICT

The Salt Palace District feels welcoming, friendly and gracious as it hosts visitors at the Salt Palace Convention Center at its core. It is the place for conventions and trade shows and their related hotels and services. Because of its focus on visitors, the Salt Palace District is closely intertwined with and overlaps the Broadway District, and could serve as home for a large performing arts center to house professional traveling shows and other events, as well as a future convention-headquarters hotel.

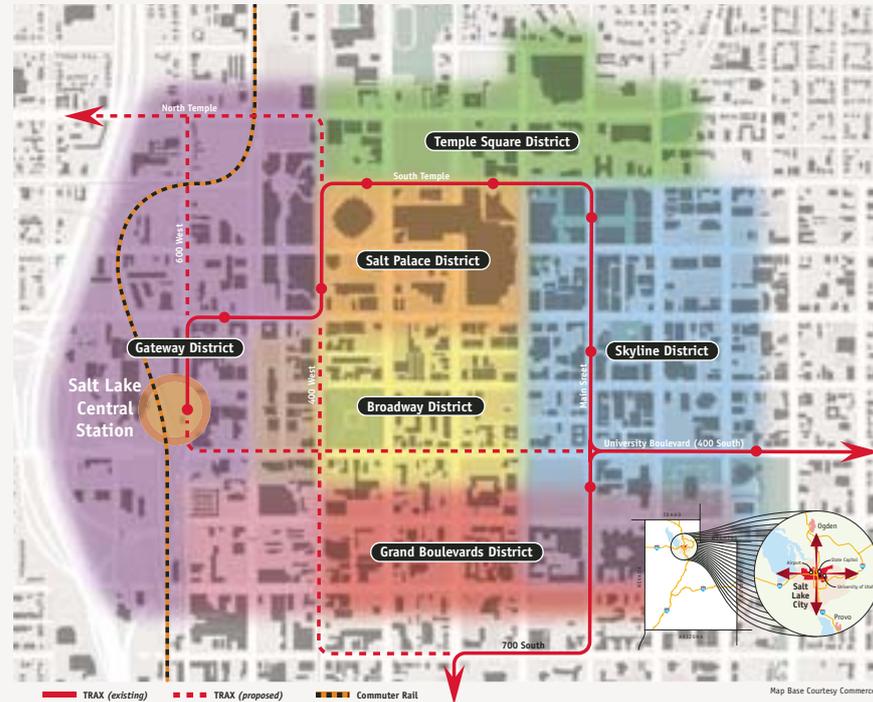


BROADWAY DISTRICT

The Broadway District serves as the lively epicenter for the arts, culture, entertainment and hospitality. It is animated, bold and vivacious. Carrying the historical name for 300 South and the quintessential home for theater and entertainment in New York, the Broadway District contains the theaters, art galleries, restaurants and bars that make downtown the cultural center of Utah.

THE SOUL OF OUR CITY

CHARACTER DISTRICTS



"It can be done... by many combinations of easy steps."

The authors of the Second Century Plan issued these instructions as they set out to achieve their vision. We desire to build upon their legacy by leaving behind a superb and significantly improved downtown. We have a remarkable capital city, born as a master-planned community, located in a stunning natural setting, and endowed with prime economic and cultural assets. Salt Lake City is on the rise and has the potential for greatness. With spirited commitment and entrepreneurial energy, we commit our collective efforts to make the Downtown Rising vision a reality and invite others to join us.

Lane Beattie
Lane Beattie
 President and CEO, Salt Lake Chamber

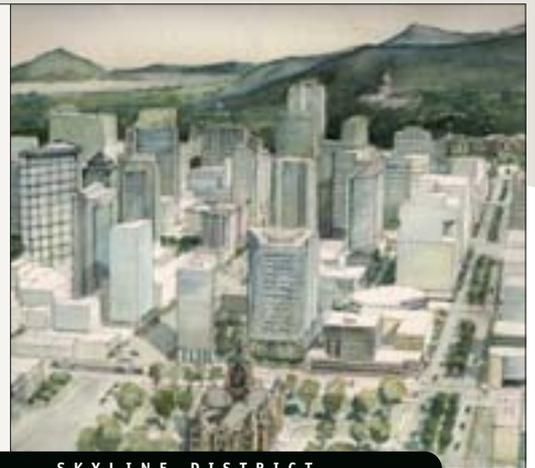
Keith Rattie
Keith Rattie
 Chairman and CEO, Questar Corporation
 Chair, Salt Lake Chamber Board of Governors

The calm and tranquil Temple Square District is green, contemplative and at a slight remove from the material world. Centered on the majestic Salt Lake LDS Temple, it is the historical spiritual heart of downtown. It contains not only the important religious buildings on Temple Square itself – the city's and state's largest visitor attraction – but also a major employment center at the The Church of Jesus Christ of Latter-day Saints office complex, and a new higher-education center composed of the LDS Business College and Brigham Young University's Salt Lake City extension.



TEMPLE SQUARE DISTRICT

The cosmopolitan Skyline District bustles with activity and purpose. Home to downtown's traditional business center along Main Street, the Skyline District is the place for tall buildings, commerce, government activity, entertainment and unique shopping. It includes downtown's largest concentration of office workers and a growing number of residents. Corporate headquarters and tall buildings feel at home here.



SKYLINE DISTRICT

The Grand Boulevards welcome the world to downtown Salt Lake. This district includes the foremost entry corridor from the airport and is also home to many of downtown's hotels. The Grand Boulevards offer an outstanding first impression with stately landscaping that hints to the beauty further within downtown. The dominant features of this district are 500 South and 600 South leading to the doorstep of the Grand America Hotel. The urban design is monumental, befitting the width and character of these Grand Boulevards.



GRAND BOULEVARDS DISTRICT

A NEW VISION FOR SALT LAKE CITY

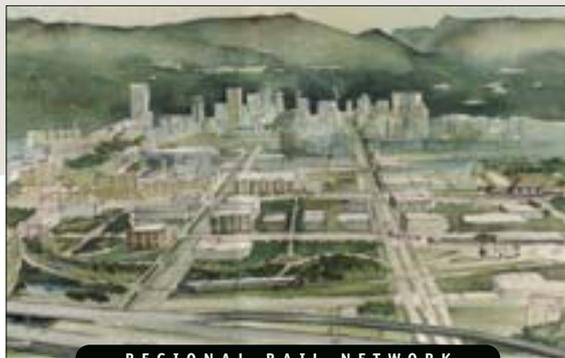
WE, THE DOWNTOWN RISING PARTNERS, ENVISION A BEAUTIFUL, PROSPEROUS, COMMUNITY-FOCUSED AND GREEN DOWNTOWN. OUR VISION INCLUDES TEN ASPIRATIONS:

❖ **A BUSTLING AND DYNAMIC CITY** We envision a lively, fun and energetic downtown with unique character districts that serve as the soul of our city. ❖ **NECKLACE OF GREEN** We envision a “range to river” network of paths, parks and trails that form a necklace of green connecting the Wasatch Mountains to the Jordan River regional parkway and extending north to Liberty Park. These greenways form a green loop around downtown. ❖ **DIVERSE, WELCOMING, AND URBAN** We envision downtown as the region’s premier urban neighborhood, welcoming everyone and providing plentiful housing opportunities. ❖ **WORLD CITY** We envision

a globally aware, engaged and connected city. ❖ **CITY OF LEARNING/UNIVERSITY CITY** We envision a city of learning for people of all ages, backgrounds and interests. Downtown builds upon its proximity to the University of Utah and other institutions of higher learning to become a University City. ❖ **TRANSPORTATION HUB** We envision a state of the art transportation system that converges downtown, making downtown accessible and convenient. The system includes a vibrant international airport, superior roadways, a premier rail system (Frontrunner commuter rail and TRAX light rail) and first rate bikeways, trails and walking paths.

❖ **CENTER FOR ARTS, ENTERTAINMENT AND CULTURE** We envision downtown’s continuance as the foremost center for arts, entertainment and culture in the state. ❖ **GREEN CITY** We envision a city that thinks, looks and acts green. ❖ **GREAT URBAN DESIGN** We envision an undeniable sense of place created by our public amenities, historic preservation and great urban design. ❖ **SEAT OF GOVERNMENT AND CENTER OF COMMERCE** We envision downtown to remain the anchor location for commerce and the state’s principal venue for city, state and federal government functions.

S I G N A T U R E P R O J E C T S



REGIONAL RAIL NETWORK

1 Downtown thrives with close proximity to an international airport, excellent highway connections, and exceptional rail transit. With planned TRAX spurs to western, southwestern and southeastern parts of

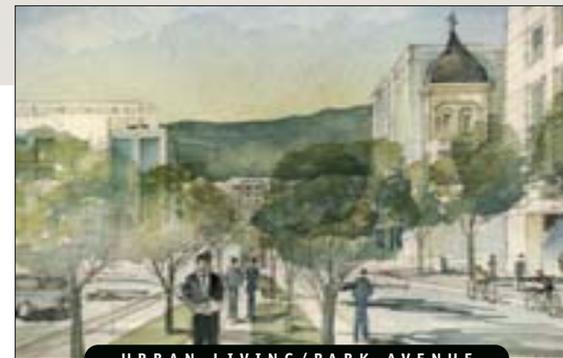
the valley – combined with commuter rail service to Ogden and Provo – new ways of travelling downtown will strengthen the city’s connection to surrounding areas.



GREEN LOOP

2 Downtown enjoys an enviable closeness to both the foothills and the Jordan River Parkway. Few cities can claim a downtown as close to a mountain environment as ours is to City Creek Canyon. We envision a “range to river” connection between the Wasatch Range and the Jordan River through

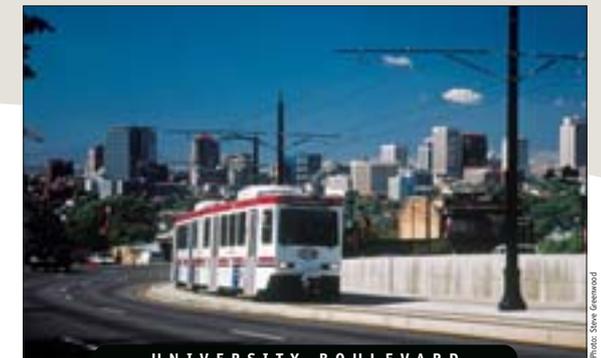
downtown that will create a necklace of green. Critical components are City Creek Canyon, the Bonneville Shoreline Trail, the Jordan River Parkway, Liberty Park, linear and pocket parks and an array of tree-lined and landscaped streets, paths, trails and bikeways.



URBAN LIVING/PARK AVENUE

3 The opportunities for dynamic urban living abound. Downtown will thrive with a growing population of residents living in new condos, converted loft-style flats and mid-rise and high-rise residential buildings. Second East, for example, can serve as a

core urban neighborhood bordering downtown’s Skyline District. Imagine mid-rise residential buildings lining 200 East in a “Park Avenue” concept featuring a highly landscaped, pleasant, pedestrian-oriented environment.



UNIVERSITY BOULEVARD

4 University Boulevard, the light rail corridor also known as 400 South/500 South, connects the University of Utah, Research Park and the Foothill Cultural District with the Central Business District. Salt Lake Community College’s downtown location is also on University Boulevard, making it the perfect location for higher-density development focused on

this corridor of learning. The University will feel closer as more residents, offices and retail shops congregate along an evolving, walkable University Boulevard. The creative vibrancy of the University will permeate downtown and downtown’s wealth of culture, entertainment, retail, and housing will become tied in with a greater University City.



GLOBAL EXCHANGE PLACE

5 Globalization offers exciting opportunities for regions that are globally aware and engaged. Salt Lake City will benefit by creating a central location to showcase Utah’s international abilities and strength into a “Global Exchange Place.”

■ A **conflict resolution and peace studies center** will build upon our Olympic legacy of friendship and goodwill to create a university-associated conflict resolution, mediation and peace studies center.

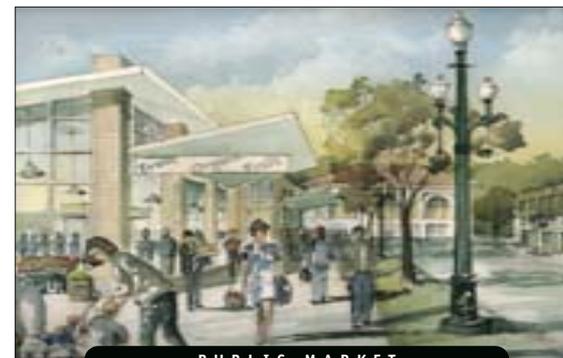
■ An **International Institute** will house an international university campus downtown. This “park-like” campus could include a foreign language institute, international student housing, a conference center and central commons area.



PERFORMING ARTS CENTER

6 Salt Lake City has always been a center of the arts in the Intermountain West. A new theater located in the heart of downtown will accommodate professional touring shows and musical and family shows not currently able to schedule in this market. Integrating a large, new theater into downtown’s

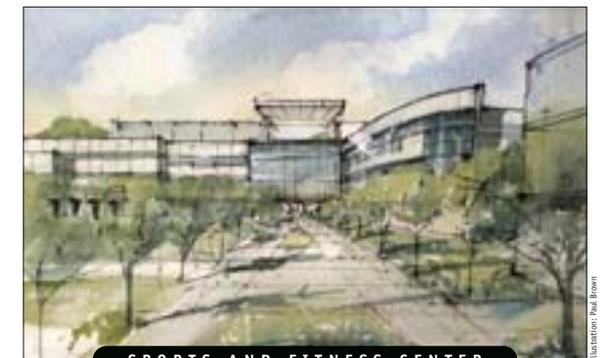
performing arts repertoire will increase the excitement of the public for the arts, become a catalyst for growth and redevelopment downtown, and bring people downtown to enjoy the full array of cultural offerings.



PUBLIC MARKET

7 Imagine a great open pavilion in downtown Salt Lake City filled with hundreds of people shopping at dozens of booths and stalls brimming with locally grown fruits and vegetables, meats, cheese, specialty food items from around the world, flowers, and the freshest baked goods available. The centerpiece of

this enclosed pavilion is a massive fireplace, made from granite from the nearby Wasatch Mountains, where people socialize, sample products and listen to local performers. A permanent public market will serve as a community gathering place for residents and visitors alike.



SPORTS AND FITNESS CENTER

8 Health and fitness comes naturally to Salt Lakers who live at the footsteps of the 11,000 foot Wasatch Mountains and who have access to canyon wilderness and wide open spaces. A metropolitan health and fitness center located downtown will complement Utahns’ healthy lifestyles and provide a valued

amenity to those who work and live downtown. This flagship health and fitness facility would ideally be located along the Green Loop and near a TRAX line and include a public gymnasium for our region – complete with swimming pools, tennis courts, basketball courts, running track and weight room.