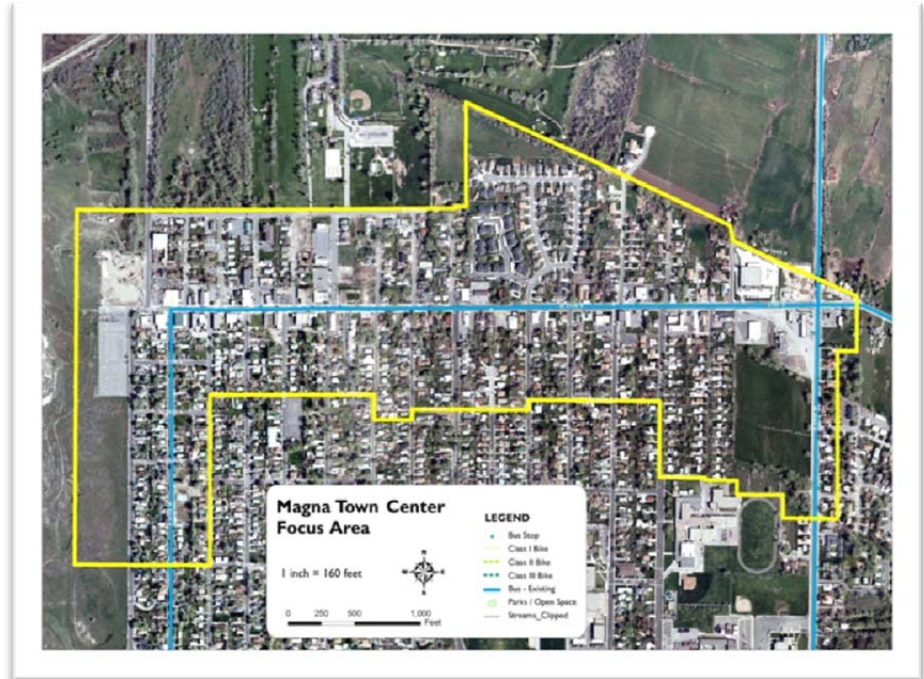


Magna Main Street Case Study

1. Study Area

Over the last few years, Magna's historic Main Street has seen many improvements. These include new sidewalks, lampposts, curb and gutters, curb bulbouts, street leveling, and a Bus Rapid Transit (BRT) line. A new library and Senior Center have also added to the revitalization of Magna's Main Street. Although Magna Township added population in the 2010 census, Magna's growth rate is less than the Salt Lake



County average. Much of the growth in Magna has moved away from Main Street as many retail opportunities have moved along 3500 South, but the goal of revitalizing Main Street remains.

Magna has been and continues to be area of change and transition. In the early 1900s, copper mining activity in the Oquirrh began transforming the area from an agricultural hamlet to an industrial community. In the early 1900s the Utah Copper Company (later Kennecott Copper) built and operated copper processing mills, which brought many workers and their families to bustling Magna. Again Magna is undergoing substantial changes. The new investments have given a much needed update to Magna Main Street and will hopefully act as a catalyst to spark development and reinvestment along one of the most used BRT lines in the Salt Lake Valley. The new BRT line and a form based code will offer many opportunities for transit oriented development which will reduce automobile vehicle trips and help to improve the air quality in the Salt Lake Valley and help Magna become an example of a sustainable community to rest of the Wasatch Front.

2. Demand for Development

If our goal is to revitalize Magna Main Street, then it is important to understand the demand and capacity for residential and commercial development. Some of the key factors to consider include: population projections, employment projections, housing projections, market conditions and infrastructure and land constraints.

The Figure below shows the current and future (2040) household, employment and population projections for Magna Main Street study area. This data was compiled utilizing TAZ data from the Wasatch Front Regional Council.

| | Households | Employment | Population |
|----------------|-------------------|-------------------|-------------------|
| Current | 710 | 510 | 2026 |
| 2040 | 1081 | 762 | 2642 |

This data suggests that growth will continue on Magna Main Street and the demand for day to day goods and services will increase. For example, Magna Main Street currently has approximately 375,000 sq/ft of retail space, while the demand for retail space on Magna Main is approximately 530,000 sq/ft. This shortfall of 155,000 sq/ft of retail space suggests that Magna residents are going outside of the study area to purchase needed goods and services. An informal survey of Magna residents confirmed that the majority of folks who live in Magna travel outside of Magna for day to day goods and services.

A GIS analysis confirmed that there are over 8,000 households within 1 mile of Magna Main Street. Current national catchment data suggests that 8,000 households will support many types of businesses, including many that could flourish in a main street style setting. A main street style built environment generally includes smaller building footprints and smaller scale, this coupled with the demand for goods and services could equate too many new business and employment opportunities on Magna Main and support the goal of revitalizing Magna Main Street.

3. Developing Scenarios-

We held two mapping exercises to gather input for this catalytic site, one stakeholder mapping exercise and one public mapping exercise. A public mapping exercise was held since turnout at the stakeholder meeting was lower than expected. We created 4 scenarios with varying land uses and densities for the Magna Main Street study area. Many maps focused development on the western portion of Main Street, the area that exemplifies a traditional Main Street, and the eastern end of Main Street. Some maps also showed new developments extending from the western traditional Main Street to 8400 West.

We created 1 baseline scenario which is created from current code and development patterns and we created 3 scenarios that were derived from stakeholder mapping exercises. The first scenario focused on the idea of developing a gateway at the ends of Main Street to draw resident to Main Street. The second scenario focused on development to “fill in the missing teeth” for vacant lots and unused buildings and continuing the look and feel of the western portion of Main Street along the eastern portion of Main Street. The third scenario built upon the first and second scenarios, with development expanding to surrounding areas off Main Street.

These scenarios were presented to the public and residents of Magna provided their feedback. An online survey was available to collect responses from those unable to attend. Walkabout surveys were also conducted within the study area to gather additional information....

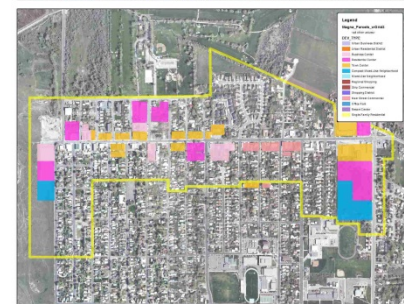
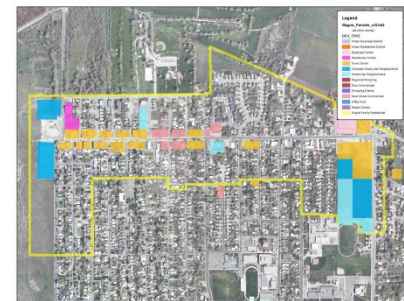
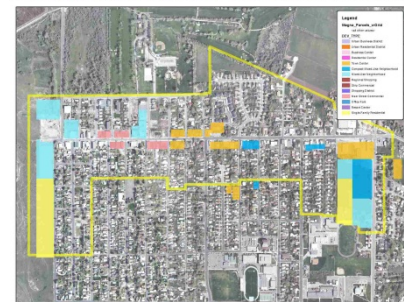
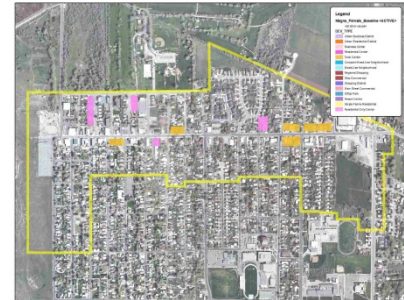
Scenarios Descriptions-

Baseline Scenario: This scenario focuses on continuing current suburban trends along Main Street. The empty spaces between buildings along Main Street develop in line with current zoning code and development patterns. Town center development fill empty parcels along Main Street and residential-only centers develop in empty parcels off Main Street. This baseline scenario adds about 334 households and 181 jobs.

Scenario 1: "Gateway to Magna Main Street" - This scenario focuses on developing gateways at the Eastern and Western ends of Main Street in order to draw people to Main Street. The majority of development occurs at the gateways with a mix of single family and multifamily dwelling units. This development adds 844 households and 645 jobs.

Scenario 2: "Filling in Magna Main Street" – This scenario focuses on filling in the vacant parcels and the empty buildings with development and continuing Main Street development to along the eastern portion of Main Street. The extension of Main Street to the East will allow for a livelier and more fluid Main Street. The infill development will maintain a similar historic look and feel of Main Street with 2-story buildings lining Main Street. This scenario increases density a bit relative to Scenario 1. This development adds 1,257 households and 1,711 jobs.

Scenario 3: "Expansion off Main Street" - This scenario focuses on development in the neighborhoods off Main Street. This scenario, containing many 4-6 story developments, is the densest development of all the scenarios. Most of the denser development lay at the western and eastern ends of Main Street. This development adds 1,762 households and 2,535 jobs.



4. Modeling the Scenarios in Envision Tomorrow-

We used Envision Tomorrow to model the 4 scenarios. Some findings can be found below.

| | Baseline | Scenario 1 | Scenario 2 | Scenario 3 |
|----------------------------|----------------|----------------|----------------|----------------|
| Developed Acres | | | | |
| Vacant | 1 | 22 | 14 | 15 |
| Developed / Infill | 6 | 23 | 33 | 33 |
| Total Acres | 7 | 45 | 47 | 48 |
| Population | | | | |
| People | 405 | 1,180 | 1,593 | 2,471 |
| Average Household Size | 1.21 | 1.40 | 1.27 | 1.40 |
| Housing Mix | | | | |
| Single Family | - | 173 | 18 | - |
| Townhome | - | 71 | 35 | - |
| Multifamily | 334 | 600 | 1,204 | 1,762 |
| Mobile Home | - | - | - | - |
| Total Housing Units | 334 | 844 | 1,257 | 1,762 |
| Financial | | | | |
| | \$ @ Build Out | \$ @ Build Out | \$ @ Build Out | \$ @ Build Out |
| Land Cost | \$ 5,106,991 | \$ 22,316,649 | \$ 27,078,721 | \$ 34,168,932 |
| Improvement Value | \$ 54,945,300 | \$ 156,979,879 | \$ 272,141,613 | \$ 427,740,846 |
| Fiscal | | | | |
| | \$/yr | \$/yr | \$/yr | \$/yr |
| Property Tax Revenue | \$ 231,964 | \$ 674,337 | \$ 1,235,937 | \$ 1,963,727 |
| Sales Tax Revenue | \$ 377,491 | \$ 1,200,312 | \$ 2,816,713 | \$ 4,073,957 |

The number of new housing units and new jobs range from 334 (baseline) to 1,762 (scenario 3) and 181 (baseline) to 2,535 (scenario 3), respectively. The scenarios also show a range in the value of new construction ranging from \$54,945,300 (baseline) to \$403,639,299 (scenario 3). The scenarios also highlight the increase in sales tax revenue, ranging from \$377,000 (baseline) to nearly \$4.3 million. The addition of more jobs and housing along with additional sales tax revenue and new construction value will further help revitalize Main Street.

5. Developing a Vision Scenario

After the public meeting, we developed a vision scenario using the feedback from the public meeting and the online survey. After a series of meetings in Magna, we found that Magna residents were less concerned with land use and potential numbers that resulted from a potential plan, but more concerned with ensuring that these ideas turn into action. The vision scenario presents a more phased approach of

What's important?

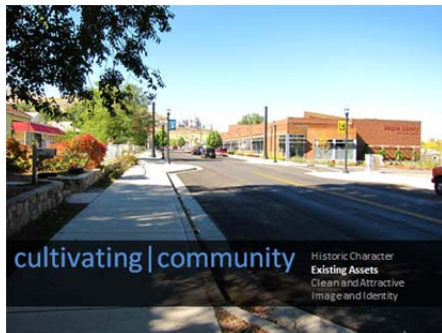
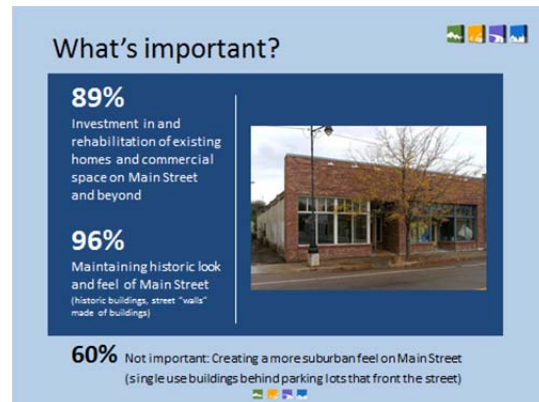
95%

Sparkling activity and investment at the gateways to Main Street (east and west ends) important



segments from the original scenarios. We tailored the content at our final public meeting to ensure that challenges of implementation were addressed.

According to public feedback, residents felt strongly about maintaining the historic look and feel of Main Street, creating a gateway to Main Street, making Magna Main Street a destination, and providing day-to-day services and dining options along Main Street. The vision scenario begins with developing the gateways at the east and west ends of Main Street with town center and mixed-use type development that will attract citizens to Main Street as well as allow for a variety of housing and job options. Next, town center development lines the eastern half of Main Street to extend the historic look and feel of Main Street to 8400 West. This development also occurs in vacant areas on the western half of Main Street in order to “fill in the missing teeth.” As the gateway and extension of Magna’s historic Main Street take place, mixed-use and compact mixed-use developments begin to spring up off of Main Street.



The vision focused on two main points: 1). building community and 2). creating an attractive Main Street. Elements important to building Magna’s community include maintaining the historic character of Main Street, building on existing assets, cleaning up and creating an attractive community, and re-branding Magna’s image and identity. Components of creating an attractive Main Street include establishing a family-friendly environment on Main Street, investing in theatres and restaurants, providing day-to-day shopping opportunities, attracting jobs and economic opportunity, and making Magna Main Street a regional destination.



A last public meeting was held to present the vision scenario. This meeting allowed the public to weigh in on implementation strategies including community building, leadership development, code change, and policy updates to achieve this vision.

Due to the immense interest in ensuring that changes will begin to occur on Main Street, an implementation group comprised of interested residents, leaders, and stakeholders will begin meeting to guide the development on Magna’s Main Street.





6. Conclusions

Many good ideas came from the Magna Main Street Scenarios process. Below are a few key ideas and conclusions that will help us reach the goal of revitalizing Magna Main Street.

1. 1-2 story Main Street style mixed-use development is appropriate for the area. This will help to maintain the historic feel and character of Main Street and will be supported by the residents.
2. Townhomes, compact single family, apartments and condos are appropriate for the area.
3. Compact single-family developments are walkable/bikeable and will help support ridership on the BRT line.
4. Urban parking standards significantly reduce unit costs and meet parking demand.
5. Code enforcement is needed to help promote and maintain property values and to minimize risk of investments.
6. A home “clean up” program is needed to help residents improve their properties.
7. A method of communication needs to be established and maintained to get people involved with the Magna community.
8. An “implementation group” needs to be formed to energize the community and implement ideas that have come from the Scenarios process.
9. Investing in community amenities such as open space, trails, bike lanes, etc. will make the area more desirable and in turn more attractive to investors.
10. There are 8,000 Households within 1 mile of Magna Main Street which are going outside of the area to purchase their daily goods and services. Magna needs to capture this business.

11. Any additional households will further support commercial, retail, and entertainment destinations on Magna Main Street.
12. Magna residents need to know of the services offered by Salt Lake County. An effective communication tool is necessary.