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Fairpark Vicinity Master Plan

Date:	05/30/14
To:	Taylor Maxfield, DFCM
From:	CRSA - Kathy Wheadon, Kelly Gillman, Ryan Wallace
CC:	Joshua Haines, DFCM
Re:	Progress Report # 3

Hello Taylor,

Attached please find Progress Report # 3 for the Fairpark Vicinity Master Plan. The contents of this PDF transmission include:

- Executive Summary
- Outreach Findings
- Site Analysis
- Peer Review
- Facility Programming
- Comprehensive Utility Impact
- Market Findings
- Land Appraisal Research
- Scenario Concepts
- Next Steps

PROGRESS REPORT # 3
MAY 30, 2014

The intention of this progress report is not to include all relevant project-specific information which has been developed, but rather to provide an update on progress since the previous progress report at the end of April. Basic context for some of the topics discussed in this progress report will be provided, however for a more thorough review of specifics and details the reader should visit Progress Report # 2 (4/30/2014) available through DFCM's website.

Please note that the attached PDF document includes bookmarks for your convenience in reviewing the report. Please feel free to contact us via email or phone with any questions you may have.

Thanks,
Ryan

Ryan Wallace
Deputy Project Manager
CRSA
649 East South Temple
Salt Lake City, Utah 84102
801-355-5915 Main

CRSA

UTAH STATE FAIRPARK
&
WHITE BALL PARK PROJECT

Progress Report #3

May 30, 2014

PROGRESS REPORT # 3

UTAH STATE FAIRPARK
&
WHITE BALL PARK PROJECT

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REPORT # 3

UTAH STATE FAIRPARK
&
WHITE BALL PARK PROJECT

1. Executive Summary

ESS REPORT #3

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Fairpark Vicinity Master Plan

Date:	05/30/14
To:	Taylor Maxfield, DFCM
From:	CRSA - Kathy Wheadon, Kelly Gillman, Ryan Wallace
CC:	NA
Re:	Project status overview

PROJECT STATUS OVERVIEW

The consulting team has been busy in the 30-days since Progress Report # 2 was issued. Work has included completing elements remaining from Phase One assignments, including hosting a public open house in the Rose Park neighborhood where well over 100 project stakeholders, neighbors, civic leaders, activists and the media were in attendance. An online survey engine has been designed and has been collection public input for over 20 days. The team continues to complete outreach interviews with project stakeholders, an outreach effort that currently includes 70 formally arranged appointments with civic leaders, stakeholder groups, business partnerships and community organizations and leaders.

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In addition, the team has been preparing for work Phase Three by compiling the Universe of Options, by summarizing the hundreds of design, planning and development ideas raised by project stakeholders and the public. Those options have been initially screened by the consultant team in a process based on site and market conditions and in coordination with ongoing work being completed by the project team. Initial scenario concepts are being developed and will be presented in the Scenario Concepts section of this document (Section 9).

Work is on-going on the Title Report/Patent Search and Land Appraisal. This work will be incorporated into the summary findings and may also have an impact on scenario planning work. In addition, the Historic Structures Report is also underway. Work to date includes a building assessment by a consulting staff historian and historic architect.

Facilities programming is underway to address the utilization and maintenance costs of the existing Fairpark facilities, assessing potential replacement cost scenarios and state office space projections. In order to make meaningful decisions about the future of the Utah State Fairpark, the consulting team is working diligently to gather and analyze meaningful data, understand current conditions, and assess a series of future development scenarios, including the retention of the Fairpark for State Fair use.

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Fairpark Vicinity Master Plan

Date:	05/30/14
To:	Taylor Maxfield, DFCM
From:	CRSA - Kathy Wheadon, Kelly Gillman, Ryan Wallace
CC:	NA
Re:	Goals and Objectives Memo

GOALS AND OBJECTIVES UPDATE

As outlined in the scope of work between CRSA and DFCM, a primary objective of the Fairpark project is to detail the goals and objectives that will guide the decision making process. This memo provides an update to this process. The overall project goals and objectives have not changed since Progress Report #2. Rather, the CRSA team has catalogued numerous ideas, named the "Universe of Options Tracking Sheet" for consideration at the Fairpark site and compared them to the goals and objectives to determine viability. This initial "screening" process has been completed to about the 95% level, and has identified ideas that could be considered in the scenario planning that will take place in the last phase of the project. Those ideas that do not meet the goals and objectives have not been progressed into scenario planning, the reasons for this decision are summarized in the table associated with the Universe of Options Tracking Sheet. These summary comments should be considered as preliminary, and at times subject to change. When investigation is complete the matrix and scenario outcomes will be modified as required.

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SCREENING RESULTS

A more detailed breakdown of the ideas that passed the initial screening process is found in the Scenario Concepts section, (Section 9). The Universe of Options Tracking Sheet is included here for reference, those ideas that have met the goals and objectives are indicated in a column in the spreadsheet. At this point, no weighting has been applied to any ideas listed. The process of determining which ideas fit best will take place in the scenario planning exercise that will be outlined in Progress Report #4 to the Utah State Legislature. As this process unfolds, and as certain ideas are tested, the matrix may be updated with additional columns to describe which scenarios support specific matrix ideas.

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Re:	Goals and Objectives Memo

SUBLEASING UPDATE

As outlined in Progress Report #2, there are leases in places that govern the use of the Utah State Fairpark by the Fairpark Corporation. The Fairpark Corporation, as outlined in its lease with DFCM, has the authority to sub lease its facilities to other parties. This option is available year - round. CRSA is aware of two long-term arrangements that currently affect the property. These subleases are held by the State of Utah Department of Motor Vehicles and the State of Utah Division of Natural Resources.

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The Division of Motor Vehicles occupies a portiong of what is known as the Conference Center Builidng, and is open for business year-round except for approximately 14 days when the Fair is in operation. No other data concerning this lease is currently available. It should be noted that the DMV was previously located in a smaller building just to the east, which has sometimes been called the Old DMV Building.

The Department of Natural Resources uses the Wildlife Building (or DNR Building) to showcase the natural resources of the State of Utah to Fair goers, including a fishing pond. No other data concerning the ownership/lease agreements of this facility are available at this time.

The Fairpark subleases other facilities to entities throughout the year, but are not considered leases that have significant impact on the long-term use of facilities or on the the operations of the Utah State Fair. Many of these uses are referenced in the previous Fairpark Master Plan completed by Populous in 2013. These lease holders are expected to vacate the facilities during the Fair operations.

The Fairpark Corporation is actively seeking additional opportunities to lease existing facilities, in short and long-term sublease agreements. Addtionally the Fairpark is seeking opportunities for tenants who may require long-term lease arrangements. At such time, DFCM may consider extending the lease for the Fairpark to the Utah State Fairpark Corporation to facililitate long-term sublease agreements.

CRSA

FAIRPARK PROPERTY MASTER PLAN

Universe of Options Matrix

#	IDEA / CONCEPT	BRIEF DESCRIPTION	EXAMPLE / PRECEDENT	BUILDING OPTIONS		SUBMITTED BY?	ORGANIZATION / TITLE	ASSIGNMENT	FEASIBILITY	INITIAL SCREENING RESULTS
	Element to place in scenario planning	*What is it? How would it work?*	*Was an example given, or can one be found?*	*Re-use/Rehab*	*New Construction*				*Note Relevant Findings*	SELECTED FOR SCENARIOS
1	Student housing for LDSBC or other local academic institutions	Housing specifically designed for students and families, with a focus on the international student population at LDSBC			X	Carlton Christensen & Christina Oliver	Salt Lake County Economic Development	Susie Becker to contact partners at local institutions to determine interest	Market rate housing feasible, partnering with local institutions a possibility but no partners in place.	X
2	Corporate Campus	A major company could develop multiple facilities on the site as a corporate campus that has needs of access to Downtown SLC and the International Airport	Employer such as Adobe in Lehi who has plans to develop their entire digital media campus on their site		X	Carlton Christensen & Christina Oliver	Salt Lake County Economic Development	Susie Becker to contact partners at local institutions to determine interest	A single user to take down entire site is possible, but not considered likely at this time.	X
3	Bird Sanctuary	Restore habitat along the river for migratory bird flyway stopover point.				Ray Wheeler	Jordan River Restoration project	Team	For the overall site, this does not meet the goals and objectives of the project. Any new development will respect required setbacks along the river, which may include some aspsects of this idea.	
4	Office(s)	Rehab existing buildings to office space	FFKR Architecture Office	X		SHPO/UHF mtg.	SHPO/UHF mtg.		Certain buildings on site may be suitable for this use, but would not likely co-exist with fair uses. New fair space would be required	X
5	Bike Manufacturing Business	Warehouse style business, possible retail component?	Ogden Business Depot	X		SHPO/UHF mtg.	SHPO/UHF mtg.		Certain buildings on site may be suitable for this use, but would not likely co-exist with fair uses. New fair space would be required	X
6	Micro-brewery	Brewery with possible restaurant/consumption component	Epic Brewing; Squatters/Wasatch Brewing Cooperative on 300 West	X		SHPO/UHF mtg.	SHPO/UHF mtg.		A retail/restaurant pad would likley only be succesful in a scenario where critical mass is also included.	X
7	Retail uses ie restaurants	Renovate barns along North Temple for retail uses	Denver Lower Downtown warehouse conversions to retail uses	X		Lee Fairbourn	DFCM Real Estate	Determine feasibility of moving much of Fair facilities elsewhere on site	A retail/restaurant pad would likley only be succesful in a scenario where critical mass is also included.	X
8	Multi-generational housing	Housing which is specifically designed to accommodate more than a single nuclear family, typically 2-3 generations of one family including grandparents, children and grandchildren.			X	Christina Oostema & JP Goates	UU Westside Studio / Envision Utah	Determine market for this type of use	Market rate housing feasible.	X
9	Mixed-income housing	A deliberate effort to construct and/or own a multifamily development that has the mixing of income groups as a fundamental part of its financial and operating plans			X	Christina Oostema & JP Goates	UU Westside Studio / Envision Utah	Determine market for this type of use	Market rate housing feasible. No partners currently available to change from a market mix.	X
10	Year-round Farmer's Market	Provide facilities to house Salt Lake City (or additional) farmer's market year-round including retail spaces, storage and shelter for adverse weather conditions		X	X	Fairpark Community Council	Fairpark Community Council	Determine if market exists for this type of use	Many current facilities could potentially fit this need.	X
11	Concert Series	Explore the idea of a weekly/monthly (regularly occuring) concert series	Twilight concert series, Red Butte Concert Series in Salt Lake	X	X	Fairpark Community Council	Fairpark Community Council	Determine if market exists for this type of use	If existing stadium, or upgraded stadium, met this need, this could be feasible.	X
12	Niche / light manufacturing	Could the site be used for small scale manufacturing (boutique crafting / art / making) which wouldn't be disruptive to adjacent residential and take advantage of site location near freeway and airport	ADX Portland	X	X	Michael O'Malley	Governor's Office of Economic Development	Determine if this already exists somewhere in SLC? Workhive?	Light industrial is not considered an economically viable option for this site considering other more likley options.	
13	Parking structure	Parking deck to allow the Fair to continue to generate revenue from stacked parking, while allowing for more of the site to be developed for year-round uses. UTA also has needs of 170 stalls for park and ride in the vicinity of the light rail station as well			X	Carlton Christensen & Christina Oliver	Salt Lake County Economic Development	Determine cost and total parking required for the site to see if there is a need and if repayment is feasible	A funding mechanism has not been selected, however a parking structure seems like a viable option at this site.	X
14	Recreational Campus	Create a year-round branded sports, entertainment and amusement center. This could include new construction year-round draws such as Ferris Wheel, museums, water park, kayaking water parking, amusement / theme park. Renovations could allow for indoor soccer, basketball, trampoline house, indoor / outdoor climbing wall, and other similar uses.	Fort Worth, TX; Denver, CO - Elitches and Lower Downtown redevelopment including Confluence Park; Ogden, UT branding as active, outdoor city	X	X	Molly Robinson	Salt Lake City Urban Designer	Determine if market and partners exist for these types of uses	A provider for this, and a market for this, has not been identified at this point.	
15	Office buiildings	New office building(s) could be suitable to bring jobs to the area, utilize public transit investment and accommodate State Agency needs if it is respectful of the site specifically the Jordan River by leaving space to allow the river to function naturally			X	Laura Hanson	Jordan River Commission	Kathy Wheadon conducting facility programming to determine State agency needs	This demand appears to be likely after initial investigation with state agencies.	X
16	Agriculture outreach / education	The site could be used to further educational goals from the agricultural community, Utah State could be a potential partner. May include interpretive / exhibition site for urban farming.		X		Laura Hanson	Jordan River Commission	Research precedent & potential partnering opportunities	No partners have expressed interested to date, but could certainly be hosted if the State holds the parcel for public use.	X
17	Transit-oriented mixed-use development	Adjacent to light rail station (walking distance) high density mixed-use development to maximize transit investment with office space for jobs and housing for local residents			X	Matt Sibul	Utah Transit Authority	Contact UTA to learn more about development contacts they have	Marked studies suggest this may be feasible, however phased in over multiple years.	X
18	Hotel	Likely on the White Ball Park site, a large hotel of a recognizable brand to service visitors, businesspersons, etc. coming into downtown from Airport	HYATT hotel at Gateway?		X	Jill Wilkerson-Smith	SLC Redevelopment Agency	Determine if market exists for this type of use	A mid range hotel has been studied and may have some viability if an overall vision for property can be identified.	X
19	High-density multifamily housing	Could market-rate. high-density, multi-family housing be located at this site because of its proximity to public transportation, the Jordan River Parkway and other basic needs and services			X	Jill Wilkerson-Smith	SLC Redevelopment Agency	Determine if market exists for this type of use	High density housing is likely not feasible in the short term, medium density seems more likley to be in demand.	

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20	Additional conventions / Fairs	Due to existing facilities, could other agricultural conventions or fairs be accommodated on the site. Or could it serve as satellite overflow space for conventions such as outdoor retailers.		X		Carlton Christensen & Christina Oliver	Salt Lake County Economic Development	Contact potential partners to determine if market exists	Facility upgrades could support this use.	X
21	University Research Park	Satellite site for University of Utah Research Park expansion due to access to Airport, Downtown and University via TRAX			X	Carlton Christensen & Christina Oliver	Salt Lake County Economic Development	Speak with University Representatives to determine if need/desire exists	No partners have expressed interested to date, but seems viable if the State had interest in this use.	X
22	Joint-Fair with Salt Lake County	Explore the potential of combining the State and County Fairs to maximize available funds and potential visitors		X	X	Carlton Christensen & Christina Oliver	Salt Lake County Economic Development	Contact SMG / USFC to determine if conversations have taken place	In the short term this does not seem viable. The County fair, but not equestrian uses, could fit at State Fair. The State Fair could not fit at County Fair.	
23	Movie Studio	Large acreage near airport and downtown would be idea for a movie studio/film lot		X	X	Michael O'Malley (although has been discussed by others as well)	Governor's Office of Economic Development		No partners have expressed interest, however this use would be viable.	X
24	Rodeo Arena completion	The rodeo arena on the Fairpark property is only about 1/3 complete - what would it cost to complete and how much revenue might it generate?		X	X	Josh Haines	DFCM	Susie Becker to determine market for this type and size of venue	Ongoing analysis to determine the cost.	X
25	Jordan River Marina w/ hotel & recreation node	Water sports based recreation catalyzed by widening of Jordan River to create marina w/ promenade includes high-end hotel, fine-dining, seasonal pavilions and shops. Rentable paddleboats and kayaks for use in marina.	San Antonio Riverwalk		X	Maria Garcias et al., North Temple Corridor Economic Development Plan	Neighborworks		Marina does not appear to be financially viable as a private enterprise, but as part of an overall vision could be a positive amentity. Hotels and restaurants seem viable as part of an overall vision, but not as standalone uses on site.	X
26	International Center / Marketplace	A destination marketplace which serves diverse local community, valley residents as well as tourists by car, train or plane. This would be a year-round market for local food, products, and services. It would reflect community diversity and ethnicities and give them an opportunity to express their culture and sell goods.	Toronto, Embarcadero		X	Maria Garcias et al.	Neighborworks		It appears that only limited retail would be feasible in this area. A small market may be successful as part of a larger implemented vision.	X
27	Parking structure on White Ball Park property	In order to provide parking for adjacent uses, possibly even the Fair as well as park and ride for TRAX, a multistory parking structure allows more of the Fairpark property to be utilized by other uses.			X	Multiple	North Temple Economic Revitalization Plan		No funding mechanism has been identified, however a parking structure would provide many benefits	X
28	Small group conference center	Small conference center to be marketed to local conferences, featuring state of the art high tech videoconferencing capabilities, with linguistics and translation services. Not to compete with other venues such as Salt Palace or Southtown Expo centers.			X	North Temple Corridor Economic Development plan	North Temple Economic Revitalization Plan		No funding mechanism has been identified, however this facility would provide many benefits	X
29	Regional recreation venue	Climbing wall and extreme sports competition venue.			X	North Temple Corridor Economic Development plan	North Temple Economic Revitalization Plan		A provider for this, and a market for this, has not been identified at this point.	
30	Vocational / computer education and counseling center	Public or private enterprise campus to serve the local community that functions during times of year when the Fair is not in session.			X	North Temple Corridor Economic Development plan	North Temple Economic Revitalization Plan		A provider for this, and a market for this, has not been identified at this point.	X
31	Major high-density housing community	High-density, market-rate, income-mixed housing on one or two of the properties. Could also cater to pilots, flight attendants and others who travel frequently and need quick access to the airport.			X	Neighborworks, North Temple Corridor Economic Development plan	North Temple Economic Revitalization Plan		Highest density housing does not seem likley in the near term. Medium range seems more likley	
32	Local area youth athletic tournaments	In conjunction with the Northwest Community Center and using its facilities as well as facilites on Fairpark property, this idea would focus on facilities to host local youth athletic tournaments and events.			X	Neighborworks, North Temple Corridor Economic Development plan		Contact Travel & Tourism State Office to discuss; Utah's Own website	If State would like to keep property in public use, this could be an option	X
32	Utah Marketplace Showplace	Place for innovators, Utah technology and Utah products. Would allow visitors one place where they could "experience" Utah. People with long layovers at the airport could take TRAX 10 min. to this site; show the high-tech side of UT.		X	X	EDCUtah	EDCUtah	Contact Travel & Tourism State Office to discuss; Utah's Own website	A provider for this, and a market for this, has not been identified at this point.	X
33	High Tech Research Park	Aviation focus to capitalize on clusters at 2300 West and in the general area; also life sciences potential cluster with TRAX to connect with U of U research park; partnering opportunities		x (keep some like BDO; then add modern)	X	EDCUtah	EDCUtah	Contact Beth Colosimo at EDCUtah	A provider for this, and a market for this, has not been identified at this point. However, this type of use could be hosted	X
34	Mixed-use enterainment center	Year-round amusement and recreation uses such as IMAX, amphitheatre, sports arenas, gardens, etc.	LA Live, The Grove LA	X	X	River District Business Alliance	River District Business Alliance	Research precedent for potential	It appears that only limited retail would be feasible in this area. A small market may be successful as part of a larger implemented vision.	X
35	Expo Center	Site for all types of expositions and exhibits a la Exposition Park in LA which includes sports arenas, museums, interpretive facilities, gardens, monuments, art and a host site for festivals and all types of concerts and other events.	Exposition Park in LA	X	X	River District Business Alliance	River District Business Alliance	Research precedent for potential	This represents, possible, an upgraded fairpark. This could be a good option as funding is available	X
36	Walkable historic lifestyle center / destination shopping area	Retaing much of the historic property to renovate for re-use as retail for boutique, gallery-type shops and cafes representing area's ethnic diversity. Open up much of the site for walkability, while expanding the Jordan River at this site for water sports recreation. The Fair footprint could be made more compact and moved elsewhere on the site or elsewhere altogether. Offices could be located elsewhere on site, and parking could be vertical rather than horizontal.	Open-air Trolley Square with international flair incorporating more offices	X	X	River District Business Alliance	River District Business Alliance	Research relevant precedents	It appears that only limited retail would be feasible in this area. A small market may be successful as part of a larger implemented vision.	X
37	Daylight City Creek	Bring City Creek to the surface at the Fairpark site or along tracks south of North Temple through Euclid district	City Creek in Downtown Salt Lake City		X	River District Business Alliance, Joshua Stewart LDS Church Special Projects Department	River District Business Alliance, Joshua Stewart LDS Church Special Projects Department	Research plans for daylighting City Creek along UP tracxks through Euclid neighborhood	SCL RDA is planning this for the Folsom Ave Corridor, not at Fairpark site	

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38	Utah Racing Museum	A museum placed on the site that is dedicated to history of racing in utah			X	Tom Dickerson			If State would like to keep property in public use, this could be an option. A provider for this, and a market for this, has not been identified at this point. However, this type of use could be hosted	X
39										
40										

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UTAH STATE FAIRPARK
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2. Outreach Findings

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Fairpark Vicinity Master Plan
Public Open House Overview

EVENT:

On Wednesday May 14th the design team held a public open house in collaboration with the Fairpark Community Council. Approximately 2,000 invitations were sent out to members of the Fairpark community inviting them to "come share your thoughts on the future of the Fairpark and White Ball Park properties" at a public open house to be held at the Northwest Community Center gymnasium from 5:30 -7:30. The flyer included Spanish translation, and translation services were available at the event. The Fairpark Community Council also coordinated providing refreshments at the event for attendees. In addition, the flyer was distributed to neighborhood organizations such as Neighborhworks, local media outlets, agricultural groups and several neighboring community councils to notify as many potentially interested groups or individuals as possible.

The intent of the public open house was to inform the community of the current project and solicit feedback in a drop-in format. The format of the event was selected as it has the ability to accommodate the diversity of schedules reflected in community members, including families with children. The format of the event included five stations:

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1. Welcome and sign-in station including sign-in sheets, project overview and handouts.
2. "What do you like?" & "What would you change?" station included two separate basemaps with writable borders. The first basemap asked "what are things you would like to stay" while the other asked "what things would make this space function better?"
3. Visioning station asked attendees to share their vision for the future of the Fairpark. Two basemaps solicited feedback for the future of the Fairpark and White Ball Park properties. The first basemap asked attendees what should at the Fairpark in 5 to 25 years and the second basemap asked the same questions from 25 to 50 years. At this station visitors were able to write / sketch their thoughts and precedents, as well as utilize interactive objects to depict their thoughts in a tactile, 3-dimensional manner.
4. Precedents station shows ideas from other Fair precedents to spark ideas & reactions. Visuals with bullet point descriptions showed other fairparks in Arizona, New Mexico and Texas that have a mix of uses during the Fair, as well as year-round.
5. Comment station was the opportunity for visitors to return completed comment cards, ask follow-up questions, record comments via video and access translation services.

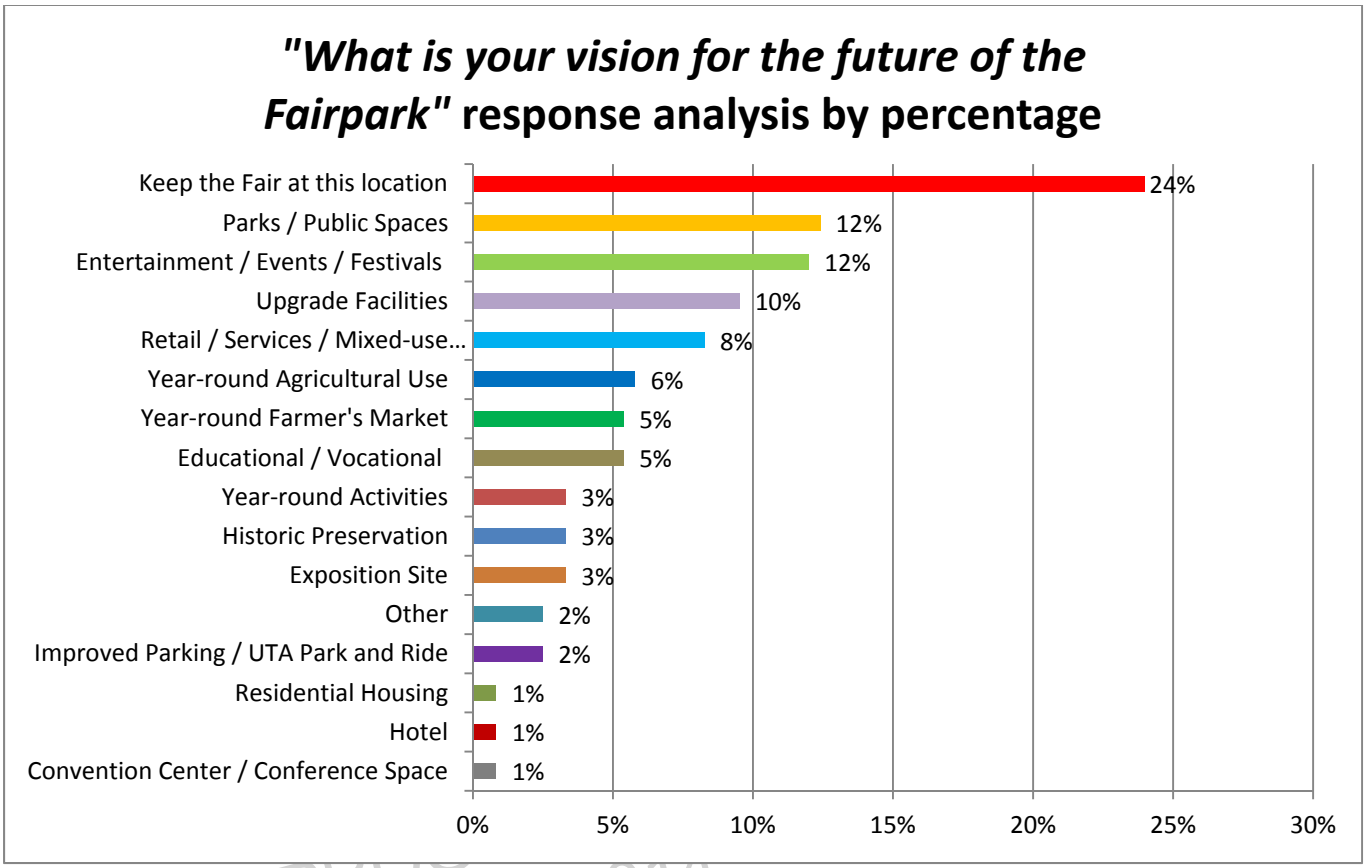
This image shows residents interacting with design team staff at one of the open house stations

COMMENT ANALYSIS:

The event was attended by over 100 local residents, business owners, community representatives, as well as members from several local media outlets. A complete list of all ideas provided through the outreach efforts of this project can be found in the scenario concepts section of this document in the universe of options matrix. The intent of this section is to provide a brief analysis of the feedback received at the public open house event.

Over 120 unique comments were collected at the open house, many of which were repeated numerous times. In total, 242 comments were received for the purposes of this analysis. The following trends emerged from an analysis of the comments regarding the future of the Fairpark site.

The following chart describes the major topics / trends of each of the responses offered regarding the vision of the future of the Fairpark and White Ball Park properties. The chart graphs responses as a percentage of the 242 total comments gathered.



PROC
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Of the responses given, keeping the Fair in place long-term was the top comment for the future of the Fairpark property with almost 25% of all responses. Several other major trends were desires to devote more of the site to parks and public spaces, as well as to further develop the identity of the site as an entertainment venue. Upgrading the existing facilities and development of retail, services and mixed-use development are two other top responses.

Under the parks and public spaces category, many comments focused on providing more community access to the site year round when the Fair is not in session, as well as enhancing the connection to Jordan River for water sports recreation and wildlife protection and education. Enhancing the identity of the site as an entertainment center included ideas such as completing the existing rodeo arena, constructing amphitheaters and coliseums to host indoor and outdoor events, such as sporting events, festivals, concerts and conventions as well as building year –round iconic amusement rides such as Ferris Wheels.

Notable for the lack of support at the public open house were the options to develop standalone office space (zero responses) and residential housing (two responses) as part of the vision for the site.

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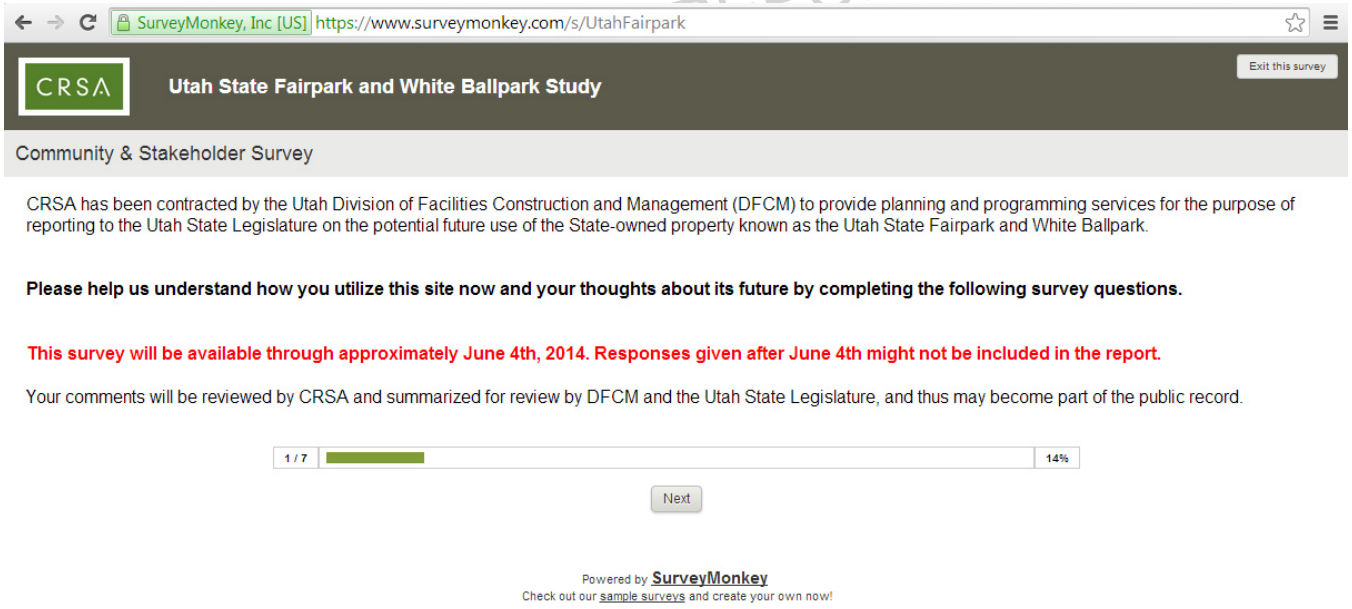
Fairpark Vicinity Master Plan
Online Survey Status Update

OVERVIEW:

Due to the truncated nature of the master plan study, and the potential influence on members across the State of Utah, an online survey has been developed to gather comments for those who are unable to meet with the design team at the public open house or in private interviews. The survey is comprised of 17 questions including a variety of multiple choice, short answer and long-form open response questions.

In order to collect as many responses as possible from interested parties regarding the future of the Fairpark and White Ball Park properties, CRSA has developed an online survey through the web-based service Survey Monkey. The survey link was distributed through DFCM's website, neighborhood organizations such as Neighborworks and others, local media outlets, agricultural groups and several neighboring community councils to notify as many potentially interested groups or individuals as possible.

REPORT # 3



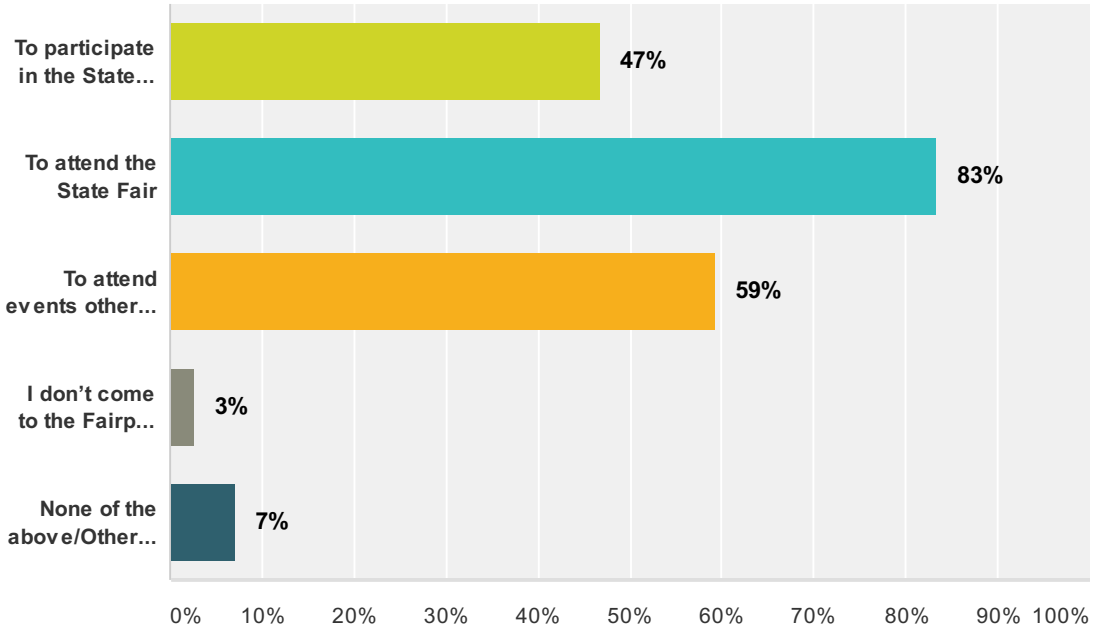
This image shows the homepage for the project's online survey available at www.surveymonkey.com/s/UtahFairpark

STATUS UPDATE:

Although the survey is ongoing through June 4th a limited status update of the findings at this time are provided below. These are subject to change, however it is unlikely that these trends change significantly before the survey is closed for public comment. At the time of this report, 293 unique surveys have been completed which comprise the following tables.

Q4 Why do you come to the Fairpark? (check all that apply)

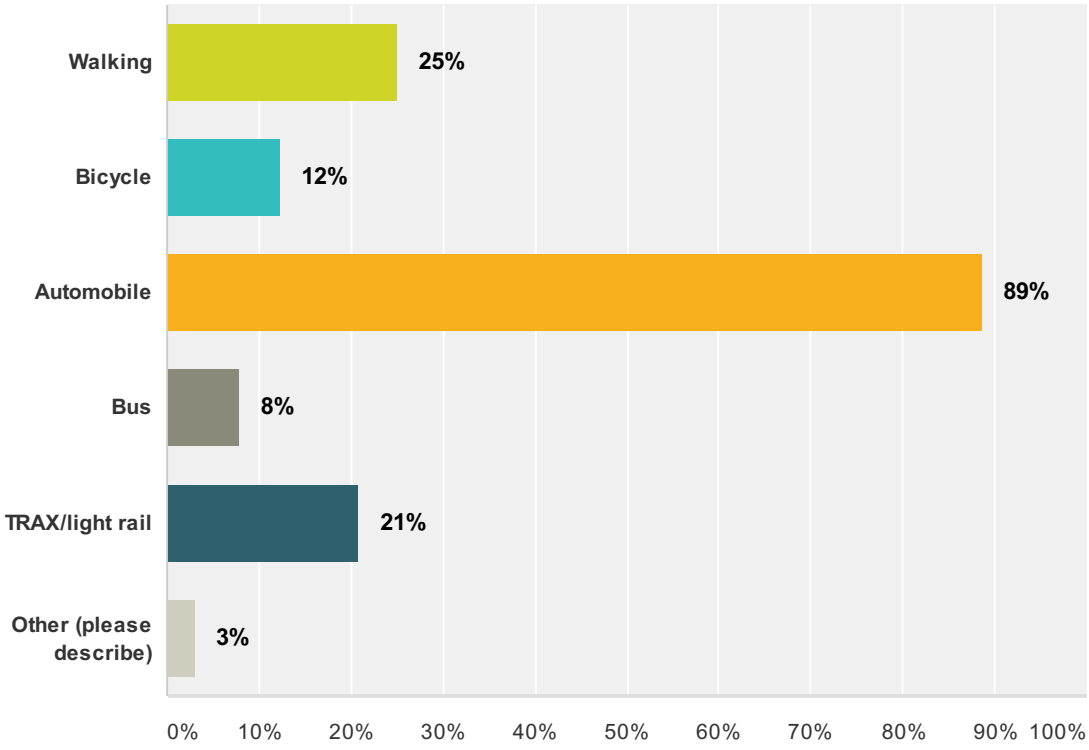
Answered: 293 Skipped: 3



Answer Choices	Responses	
To participate in the State Fair	**47%**	137
To attend the State Fair	**83%**	244
To attend events other than the State Fair	**59%**	174
I don't come to the Fairpark at all	**3%**	8
None of the above/Other (please describe)	**7%**	21
Total Respondents: 293		

Q5 What form of transportation do you use to access the Fairpark, either for the State Fair or other events? (check all that apply)

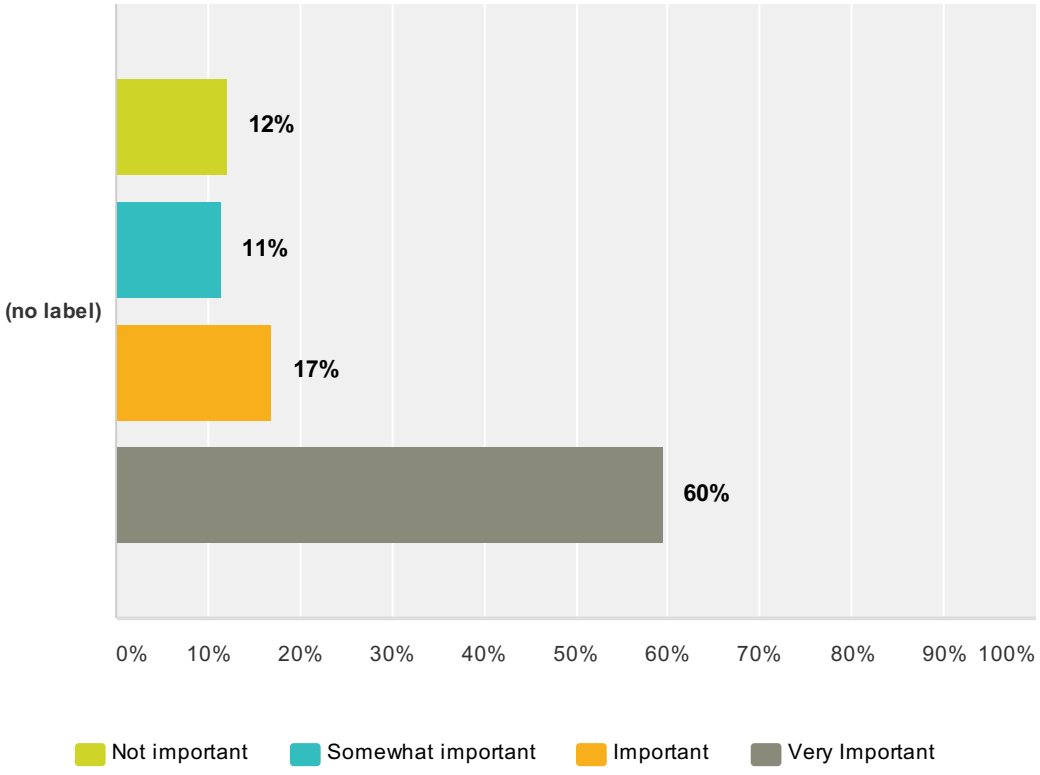
Answered: 291 Skipped: 5



Answer Choices	Responses	
Walking	25%	73
Bicycle	12%	36
Automobile	89%	258
Bus	8%	23
TRAX/light rail	21%	61
Other (please describe)	3%	9
Total Respondents: 291		

Q8 How important is it to you to have the State Fair at this location?

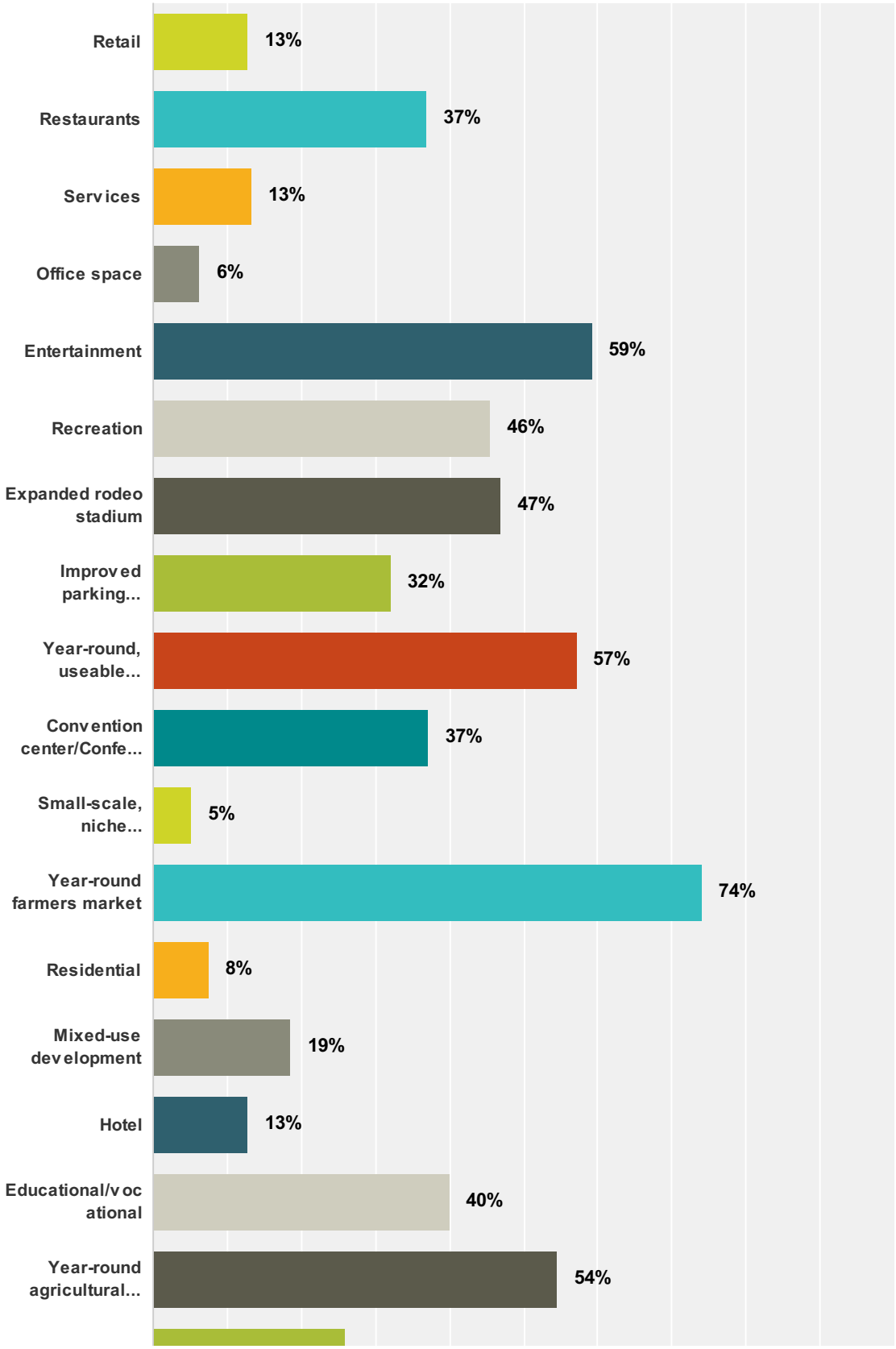
Answered: 289 Skipped: 7

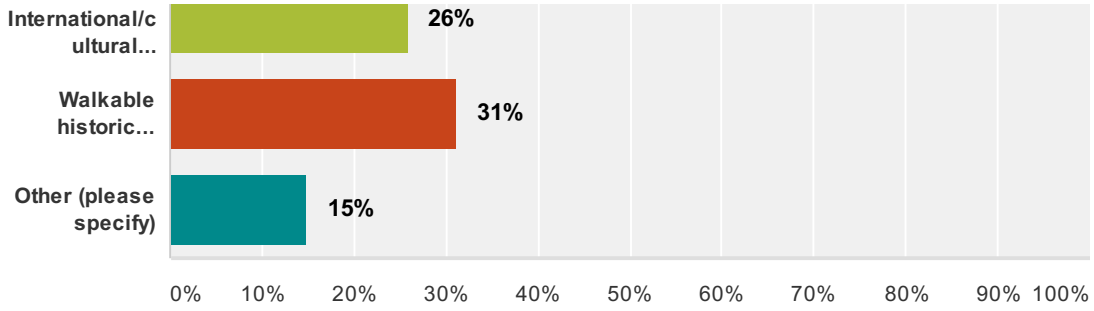


	Not important	Somewhat important	Important	Very Important	Total	Average Rating
(no label)	**12%** 35	**11%** 33	**17%** 49	**60%** 172	289	3.24

Q10 What general uses and/or elements would be of benefit to the Fairpark site and surrounding community? (check all that apply)

Answered: 290 Skipped: 6

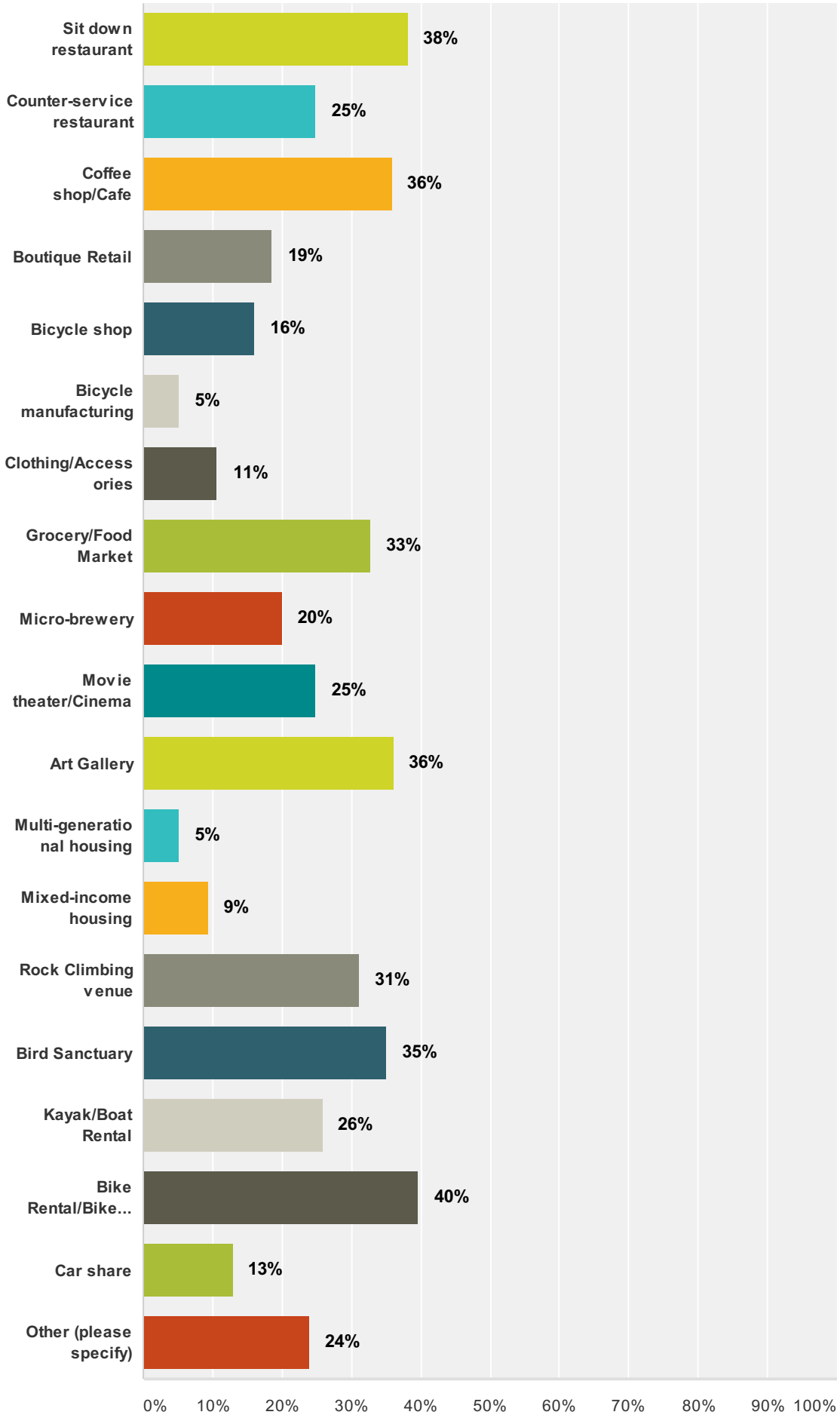




Answer Choices	Responses	
Retail	13%	37
Restaurants	37%	107
Services	13%	39
Office space	6%	18
Entertainment	59%	172
Recreation	46%	132
Expanded rodeo stadium	47%	136
Improved parking facilities	32%	93
Year-round, useable green/park space	57%	166
Convention center/Conference space	37%	108
Small-scale, niche production/manufacturing	5%	15
Year-round farmers market	74%	215
Residential	8%	22
Mixed-use development	19%	54
Hotel	13%	37
Educational/vocational	40%	116
Year-round agricultural showcase/education center	54%	158
International/cultural marketplace	26%	75
Walkable historic lifestyle center/destination shopping	31%	90
Other (please specify)	15%	43
Total Respondents: 290		

Q11 Which of the following specific uses would be of benefit to the site and surrounding community? (check all that apply)

Answered: 254 Skipped: 42


Sit down restaurant
38%
Counter-service restaurant
25%
Coffee shop/Cafe
36%
Boutique Retail
19%
Bicycle shop
16%
Bicycle manufacturing
5%
Clothing/Accessories
11%
Grocery/Food Market
33%
Micro-brewery
20%
Movie theater/Cinema
25%
Art Gallery
36%
Multi-generational housing
5%
Mixed-income housing
9%
Rock Climbing venue
31%
Bird Sanctuary
35%
Kayak/Boat Rental
26%
Bike Rental/Bike...
40%
Car share
13%
Other (please specify)
24%
0%
10%
20%
30%
40%
50%
60%
70%
80%
90%
100%

Answer Choices	Responses	
Sit down restaurant	**38%**	97
Counter-service restaurant	**25%**	63
Coffee shop/Cafe	**36%**	91
Boutique Retail	**19%**	47
Bicycle shop	**16%**	41
Bicycle manufacturing	**5%**	13
Clothing/Accessories	**11%**	27
Grocery/Food Market	**33%**	83
Micro-brewery	**20%**	51
Movie theater/Cinema	**25%**	63
Art Gallery	**36%**	92
Multi-generational housing	**5%**	13
Mixed-income housing	**9%**	24
Rock Climbing venue	**31%**	79
Bird Sanctuary	**35%**	89
Kayak/Boat Rental	**26%**	66
Bike Rental/Bike Share	**40%**	101
Car share	**13%**	33
Other (please specify)	**24%**	61
Total Respondents: 254		

FAIRPARK PROPERTY MASTER PLAN

OUTREACH CONTACT LIST

Entries in **bold** reflect a status update since Progress Report # 2.

#	ORGANIZATION / TITLE	CONTACT STATUS
	STATE REPRESENTATIVES & AGENCIES	
1	**Utah State Senate Rep. - Natural Resources, Agriculture, and Environmental Quality Appropriations Subcommittee**	**Reports, Subcommittee meetings**
2	State of Utah House of Representatives District 23, House Minority Leader	Ongoing
3	**DFCM, Real Estate and Debt Manager**	**Complete, ongoing**
4	Governor's Office of Management & Budget - Budget, revenue and policy analyst(s)	Complete
5	Utah State Auditor's Office - Performance Audit Manager	Complete
6	Governor's Office of Economic Development Marketing Director	Complete
7	Jordan River Commission Executive Director	Complete
8	State of Utah Dept of Agriculture	Email
9	State of Utah Dept of Heritage & Arts (SHPO- State Historic Preservation Office)	Complete
10	**Economic Development Corporation of Utah**	**Complete**
	COUNTY REPRESENTATIVES	
11	Salt Lake County Economic Development Director	Complete
12	Salt Lake County Director of Regional Development	Complete
13	Salt Lake County Mayor's Office Designee	Email
14	**Salt Lake County Department Director of Community Services**	**Email**
	CITY REPRESENTATIVES	
15	**Salt Lake City Council - District 1**	**Ongoing**
16	**Salt Lake City Council Chairman**	**Public meeting**
17	Salt Lake City RDA Project Manager	Complete
18	**Salt Lake City Downtown Alliance**	**Complete**
19	Salt Lake City Planning Department - Senior Planner	Complete
20	Salt Lake City Planning Department - Planning Manager	Complete
21	SLC Senior Historic Preservation Planner	Complete
22	Salt Lake City Urban Designer	Complete
	COMMUNITY REPRESENTATIVES	
23	**Fairpark Community Council**	**Complete, ongoing**
24	**Glendale Community Council**	**Email**
25	**Rose Park Community Council**	**Email**
26	**Poplar Grove Community Council**	**Email, meeting**
27	**Jordan Meadows Community Council**	**Email**
28	**West Pointe Community Council**	**Email, meeting**
	NON-PROFIT & LOCAL BUSINESS REPRESENTATIVES	
29	**Mestizo Institute of Arts & Culture**	**Email**
30	**Westside Leadership Institute**	**Complete**

FAIRPARK PROPERTY MASTER PLAN

OUTREACH CONTACT LIST

31	**Unity Center**	**Email**
32	**Centro Civico Mexicano**	**Email**
33	**University Neighborhood Partners**	**Meeting**
34	**Neighborworks Salt Lake**	**Complete, ongoing**
35	**Red Iguana**	**Complete**
36	**River District Business Alliance**	**Complete**
37	**Camp VIP / Salt Lake KOA**	**Complete**
38	**Jordan River Restoration Project**	**Complete**
	OTHER STAKEHOLDERS, INSTITUTIONS & AGENCIES	
39	Fairpark - Executive Director	Complete
40	Fairpark - Director of Facilities	Complete
41	Fairpark - Director of the Board	Complete
42	**Utah Transit Authority Planning & Development Board**	**Complete**
43	Utah Transit Authority - Manager, Long Range & Strategic Planning	Complete
44	Utah Transit Authority - Chief Planning Officer	Complete
45	Utah Transit Authority - Strategic Planner II	Complete
46	**University of Utah Associate Dean - David Eccles School of Business**	**Complete**
47	**Chief Strategy Officer and Secretary to the University of Utah**	**Complete**
48	Utah Heritage Foundation Executive Director	Complete
49	Envision Utah Planning Director	Complete
50	Envision Utah Lead Planner	Complete
51	Salt Palace Management Group (SMG)	Email
52	Visit Salt Lake President & Executive Director	Email
	AGRICULTURAL GROUPS	
53	**Future Farmers of America**	**Email**
54	**Utah Farm Bureau**	**Email**
55	**Western AgCredit**	**Email**
56	**4 H**	**Complete**
57	**2014 Fair registrants/attendees**	**Complete**

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MEMORANDUM

Date: 04/21/14
To: Taylor Maxfield; DFCM
CC: Kathy Wheadon, Ryan Wallace, Susie Petheram; CRSA
From: Ryan Wallace; CRSA

RE: Interview w/ Lee Fairbourn, CCIM

MEETING SUMMARY

Lee Fairbourn is DFCM's State Real Estate and Debt Manager. He is relatively new to the position and is currently focusing his efforts on understanding the State's leased properties as his top priority, and will move thereafter to State-owned property. It is likely that one or more of the final scenarios include State offices on the Fairpark property; the intent of this meeting is to gain a preliminary understanding of the State's needs and potential opportunities which the site may present in this regard.

PROGRESS REPORT #3
MAY 30, 2014

The following points were offered by Lee Fairbourn of DFCM.

- Which State Departments could be appropriate for the Fairpark property including White Ball Park?
- Lee provided initial listing of leases for State agencies in downtown SLC area that could potentially be located at a building at White Ball Park. The spreadsheets provided reflect immediate needs, Lee will work to try to extrapolate long-term spatial projections.
- CRSA to provide Lee combined spreadsheet of the tables he provided once facility programming begins.
- The Department of Agriculture is likely the lead contender for relocation from their current location, although there have been plans over the past year from them to relocate to a site in Taylorsville.
- The Office of Recovery Services would be another likely relocation candidate. They are currently located downtown in a leased space and they don't necessarily need to be in the downtown area.
- State agencies typically only charge support costs when working with state-owned facilities or when working with other counties. However to lease space at a new facility on the Fairpark in a new office building at market rates would not be considered a favorable option. Based upon discussion of leasing space on the site if the Fairpark develops a building with leasable office space.

- State Fair lease will not be extended until all options are considered and decisions are made. White Ball Park lease was extended but it includes an early termination option. Lee to confirm the status of each lease.
- Ideally Lee would like to see how the Fair can become self-sustaining, likely by including some form of private sector use. For example the North Temple frontage could be retail including restaurants which could also support the fair, while the other Fair facilities could be moved north on the site. This allows the Fair to remain in place while maximizing the potential utility of this prominent site. In order to do this USFC may need to become a quasi-governmental agency that is highly independent requesting very little funding for infrastructure upgrades from the State.
- Department of Human Services in Murray has already been slated for relocation to a new facility and is not to be considered for relocation in this study.
- In an ideal world (from State office needs perspective) the White Ball Park should be the location for a state office park as well as provide parking for during the Fair as well. This way it can meet two needs simultaneously. The Fairgrounds site could also feature some type of year-round use such as a water park or some use that is active during a different time of year than the Fair. Especially if the North Temple frontage is activated with retail. Anything that could provide a 365 day use of the site would be great.
- The Fairpark buildings currently have no appeal; it creates a scary sense along the property boundary with North Temple and provides no access into the property. If some of the parking could be accommodated at the White Ball Park site visitors could easily cross the street. Some entrance adjacent to the TRAX station would open the Fairpark up to the street would also be desirable.
- How many physical buildings need to remain for the Fairpark to operate? Could they use tents or canopies during the Fair to meet their needs?
- Some agencies and departments are given freedom to agree or disagree about any potential relocations. This is primarily because it is their responsibility to forward their own needs or causes if they require relocation or new facilities. Typically the most financially advantageous solution is to develop state-owned building facilities for agencies to use.
- Multiagency building at North Temple and 1900 W is a good model to look at for this type of future development. Lee will coordinate an informational tour of the Multiagency building.
- Lee has no knowledge of any formal CC&R besides State Statute that would emburden the site such as deed restrictions.
- CRSA to include Lee on progress reports and scenario development when feasible.
- Lee to determine employee counts for agencies listed in the audit. He will also determine space utilization per employee for future projections.

PROGRESS REPORT # 3
MAY 30 2014

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MEMORANDUM

Date:	05/08/14
To:	Taylor Maxfield; DFCM
CC:	Kathy Wheadon, Ryan Wallace, Susie Petheram; CRSA
From:	Kelly Gillman; CRSA
RE:	Interview w/ EDCUtah

MEETING SUMMARY

The following points were offered by Jeff Edwards, Brad Baird, Jorge Sanchez, Donna Kessler:

Potential film production site. Could remove interior buildings but keep historic buildings on the perimeter. Keep historic buildings like BDA. But would need modern buildings as well. Is Orbit Irrigation doing a sound studio at Quinn's Junction?

PROGRESS REPORT # 3
MAY 30, 2014

- Potential as an office site (2-3 stories); not high-rise
- Capitalize on the aviation corridor at 2200 West. Boeing was looking at this area and would have gone in this area if we had won that one. Would have done Class A or A- space.
- Keep the Fairpark name, but have modern office space there as well.
- Call Beth Colosimo re tech park possibilities.
- U of U Research Park is out of space. Make a connection with this site and TRAX that connects to Research Park.
- Barns could be re-used for retail.
- Potential for life science park and advertising agencies. Visual appearance of the area is an issue.
- Have an innovations park where we showcase, year-round all of the emerging technologies in Utah. Have a section and area for startup companies and inventors. Fair should reflect a high tech side – what our economy does now. Would be great for EDCUtah to have one place to take visitors to "experience" Utah.
- Solvang – give each ethnicity a part of the park
- Vendors pay to use space – could expand their Internet sales – can reach out-of-state customers

- Do an Embarcadero like in San Francisco – Toronto has an international market too. Would be another place for convention visitors. We need more for people to do.
- Colisimo Sausage, Utah's Own website, Morgan Valley Lamb, Blendtec in Orem, Bullfrog Spas
- Talk to Dept. of Travel & Tourism
- Supplement outside in good months
- Model of the Fair may need to change – scale down
- People at airport have long layovers; could they hop on TRAX and use airline ticket as free pass to ride?

PROGRESS REPORT # 3
MAY 30, 2014

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MEMORANDUM

Date: 05/06/14
To: Taylor Maxfield; DFCM
CC: Kathy Wheadon, Ryan Wallace, Susie Petheram; CRSA
From: Ryan Wallace; CRSA

RE: Interview w/ Maria Garciaz et al. at Neighborworks

MEETING SUMMARY

Neighborworks is a non-profit organization whose mission is to revitalize neighborhoods and create affordable housing by providing dynamic and creative leadership through partnerships with residents, youth, businesses and government entities. This meeting was to discuss their thoughts and perspective of the future of the Fairpark & White Ball Park property.

The following points were offered by Maria Garciaz, Ana Valdemoros, Sonya Martinez, and Tham Soekotjo.

PROGRESS REPORT #3
MAY 30, 2014

- Population of 54,000 with roughly 18,000 households. Neighborworks is developing middle income and lower income housing to preserve existing housing stock.
- When people see new investment (there has been a serious period of divestment in the area) they are concerned about gentrification.
- Lack of economic base, but high level of jobs here causes local residents to support commuters who come in to work.
- Neighborworks opened an additional office in Murray several years ago.
- Be sure to include the North Temple Revitalization plan 1990, 2007 prepared by Richard Chong & Associates in our existing documentation review. Ana can assist us with a PDF.
- North Temple is a main corridor for potential economic development, not just a thoroughfare. West side can be an economic engine other than just the industrial park.
- 75,000 office workers in NW quadrant but few of them live or shop while here. Fairpark is a major anchor, the boulevard should be more than just a corridor. Concerned that if the site becomes more State office buildings it won't truly contribute to the community from an economic perspective.
- Neighborworks developed Cityfront apartments to catalyze private development. The hope is to see this type of development spread toward the Fairpark. They do what others developers will not do to try to incent development.
- Neighborworks has been working with State Fairpark for several decades.

- One former opportunity was for the site to become a film studio and educational campus for film training. It was also going to accommodate the Fair as well.
- Jobs and local economy are important to the site long-term.
- The local neighborhood is emotionally attached to the Fairpark as an anchor. They are also worried about gentrification or offices. Accessibility to the site year-round is also a key issue. Authentic outreach will be very important to the process.
- 600 West and North Temple is a model of what the area could look like, Fairpark property could be the end anchor (west) of the boulevard.
- RDA increment will not increase significantly if the land is developed as State offices; generating revenue for the renewal area to reinvest in the corridor is important from an RDA perspective.
- Fairpark has been here on this site since 1907.
- Other Fairs have found ways to be successful, Texas is an example of this. There is potential for the Utah State Fair to be successful, at this location or another. However it needs to given the opportunity to become what it needs to become.
- It will be highly expensive to move the Fair, or is it better to invest in the existing site and 'class up the Fairpark' and let it be successful there? More of a policy question.
- It was nice to see riders using the light rail during the Fair in 2013. People who normally don't come to the west side of town due to perception were arriving on TRAX. Pedestrian traffic since light rail has increased.
- Economic Development Corporation of Utah may be a potential partner.
- State Fairpark doesn't seem to understand their demographics of the area given their scheduling.
- Salt Lake City KOA & Camp VIP are owned by the Menlove Family, combined with Fairpark property they make almost 100 acres. They may be a potential partner. Could we partner with KOA and create walkability with Fairpark with a marina on the properties combined?
- North Temple Revitalization Plan calls for high-end hotel, marina and other ideas. Other ideas that area residents are discussing are things such as an international market or small conference venues for meetings.
- Concerts at the Fairpark can cause traffic, noise and other nuisances to the local residents. The design of the space could focus noise away from residential areas in the future.
- Adaptive reuse of existing buildings will be important. One important distinction in the process will be keeping Fair in place versus protecting the Fairpark. Both have value but are different.
- Could the Fair be more condensed during the 10 days? Possibly there is some way that the block could be broken in some way. The barns and fence seem institutional almost, too impervious.
- Shortening of the viaduct was instrumental inviting people into the neighborhood.
- Utah arts festival moved into the Fairpark for two years, but many wouldn't come due to perception of area safety. Public perception of safety is the elephant in the room.
- What will be a draw at the location which is reflective of the area's demographics?

PROGRESS REPORT #3
MAY 30, 2014

- Mixed use versus just retail along North Temple, there is demand for housing, likely multifamily. Students, professionals, flight attendants, is a niche that exists that could be filled. Retail should reflect demographics such as international markets, or one of a kind destination businesses. Currently the destination of the west side is Red Iguana.
- Big box would not be a popular idea for this site.
- LDSBC has a very large international population that would shop at grocery markets or other such businesses along North Temple.
- If the Fairpark stays in place, could still develop some sort of international center with consulates, businesses, etc. People passing through the airport could visit the international center. A 4 star hotel on the west side would also be useful.
- West side has multiple barriers, but this new site needs to become a destination or magnet to break down barriers.
- How might this type of development occur elsewhere outside the US? (With this type of transit access)
- North Temple is a fine-dining food desert.
- Lack of public bus service makes it hard to move within the neighborhood.
- People visit Neighborworks to make copies, send faxes, etc. Many basic services are missing such as coffee shops, copy shops, fitness centers besides NW Rec Center, daycare, hobby shops, bookstore.
- Grocers send more expensive, older food to the stores on the west side. This causes a fair amount of leakage for shopping.
- West side of Salt Lake City is the valley's most affordable area, but the range of prices is from $125,000-$400,000. More young professionals, families and middle income are moving in. Schools are getting overcrowded. Charter schools are beginning to show up and find demand.
- What is disposable income in the area? And where is the leakage? What are the real demographics of the neighborhood?
- State offices might be a small solution in terms of economics, other alternatives likely would help the tax bottom line the most.

PROGRESS REPORT #3
MAY 30, 2014

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MEMORANDUM

Date: 05/07/14
To: Taylor Maxfield; DFCM
CC: Ryan Wallace, Susie Petheram; CRSA
From: Ryan Wallace; CRSA

RE: Meeting with Community Representatives at Neighborworks

MEETING SUMMARY

Neighborworks is a non-profit organization whose mission is to revitalize neighborhoods and create affordable housing by providing dynamic and creative leadership through partnerships with residents, youth, businesses and government entities. This meeting was to discuss introduce the Fairpark & White Ball Park property to community leaders include Community Council chairs, City Council members and State Legislative Representatives.

PROGRESS REPORT #3
MAY 30 2014

The following points were offered during the meeting:

- Consider including video recording as a method for feedback at the public open house. This could provide perspective from long-time community residents, as well as providing accessibility for commenting from those who feel uncomfortable writing down their thoughts.
- The context of open house questions is important. CRSA commits to use open-ended questions, rather than leading questions which target specific feedback. For instance, asking "what is your vision for the future of this site" rather than including "*if the Fair were to move*, what would you want to see on this site?" In this way, residents are not forced to answer a questions in a context in which they are uncomfortable (with forced assumptions).
- The Fair is the community anchor, huge part of its identity. "The great and wonderful Fair."
- Comment cards should include some form of survey for some basic data from the meeting.
- How will online feedback be recorded from those unable to attend the open house? Could we use a Facebook page or online survey? Neighborworks is already using their Facebook page to get the word out about the open house.
- Can we provide some precedents at the open house for visitors to review? It would assist with context and may spark ideas for area residents. This is one way to include a breadth of information which will be important to collecting useful feedback at the meeting.
- CRSA to provide the flyer to USFC Director Michael Steele for him to distribute to registrants of the Fair.'
- CRSA to contact Western AgCredit for outreach.

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MEMORANDUM

Date: 05/12/14
To: Taylor Maxfield; DFCM
CC: Kathy Wheadon, Ryan Wallace, Susie Petheram; CRSA
From: Ryan Wallace; CRSA

RE: Interview w/ River District Business Alliance

ATTENDEES

Dan Stanger – Bridge Investment Group partners
John Robinson – longtime area resident
Cecily Buehl – Zions Bank Public Finance
Jorge Fierro – owns several businesses including Frida Bistro
Bryce Garner – Fairpark neighborhood resident and Community Council member
Maria Garciaz – Neighborworks Executive Director
Tham Soekotjo – Neighborworks Assistant Director
David Galvan – Real estate broker, local resident, area business owner
Bill Coker – Red Iguana owner, area resident, heavily involved with TRAX development to ensure proper alignment of line to further assist growth and development
Ashleigh Easterling – SLC RDA
Michael Stott – Mayor's Office liaison

PROGRESS REPORT # 3
MAY 30, 2014

MEETING SUMMARY

A brief description of the project process was presented to members of the River District Business Alliance. Thereafter they provided their thoughts and perspective on the site, including opportunities, risks, etc.

The following points were offered by the members present:

- This site is very strategic to City, State and neighborhood. What happens in the future heavily affects the neighborhood and community for members and local businesses, whose interests often align.
- Corridor between SL Intl Airport and Downtown Central business district is very valuable now with TRAX. Salt Lake is one of a few major cities that have an airport so close to its central business district. From a business perspective of access this is important.
- East and west have long been divided in the City; a project such as this could help to begin to bring them together if there is a year-round destination bringing people to the site.

- Perspective of what other major metropolitan areas have done with this type of opportunity should be considered.
- General feeling of the group is that the Fair is underutilized; heavily used during a short period of time, but fallow the rest of the year. A footprint this large should have a more robust use year-round.
- Mayor Becker's main interest in the process is that the community be heard through this process.
- Question about how the Populous master plan 2013 will be incorporated in the process.
- What happens to the study before it goes to the Legislature? Will community members get a chance to weigh in more times before this study is reported?
- 90 days seems too fast for such an important study. A shotgun technique such as this leads to garbage in, garbage out.
- Community is very active both for positive and negative issues in the area. A partnership must be formed with area residents or they could resist anything that is proposed. This diverse community of residential and commercial enterprises currently lack a symbiotic relationship with one another.
- The Fairpark site is a diamond in the middle which can catalyze the future economic revitalization of North Temple as a boulevard.
- River District Business Alliance believes that the Jordan River has important, strategic opportunities both economically and ecologically that the businesses can support and build around. Several potential projects underway could daylight City Creek and provide downtown access to the Jordan River and biking and pedestrian opportunities, as well as connecting the entire downtown area with its amenities via the Folsom Corridor.
- Enhancing this site could enhance the quality of life for residents, employees, businesses – this a big deal.
- Regarding historic properties, some have no current value but abut along North Temple and thus have great potential.
- North Temple Boulevard plan should be a starting point for the discussion. How could this site contribute to the goals of the neighborhood and community businesses? Ask more specific questions in the survey to target things like contributing to community goals?
- Value could be added to the State, City, community and businesses. There is a huge vision coming together with previous plans, the history should dictate some of the outcomes, let's make sure that we develop something that compliments the area for future generations. Even though it costs money annually let's think generationally of the history of the area and try to come up with the best long-term scenarios for future generations. This is a legacy opportunity.
- Environmental concerns will be an important voice to consider as the study moves forward.
- Fairpark Community wants to see the Fair remaining, it is a central part of the neighborhood history and identity. They would like it to remain with little change but more investment in its success.
- Question about how the Fair is utilizing the property during and after the Fair? Parking could be vertical rather than horizontal to reduce the need.
- Frontage along Jordan River, North Temple and 1000 West have the greatest area for potential impact. This is a great opportunity to activate the river's edge.
- The site could be approached from a perspective of making the site more useful year-round and not bend over backwards to continue accommodating the Fair at this location if it doesn't make sense.

PROGRESS REPORT #3
MAY 30, 2014

- This part of the City could really benefit from an attraction or a destination. Think about Inglewood in Los Angeles and the Forum that draws people into the neighborhood. What if it was more like Exposition Park in Los Angeles with a sports arena, museum, music venue, IMAX, and rose garden. LA Live is another option to review. This could be a cultural destination with the river such as Echo Park in LA. Create year-round usable public, cultural space. Parks get used, make this a cultural destination and an amenity for residents. Salt Lake is missing that. Who are the partners that could be involved such as universities? USC was heavily involved in Exposition Park; who locally could be a partner in this site? This needs to have a community feel and have access year-round –otherwise it acts like a boarded-up building the rest of the year.
- Northwest Quadrant has 75,000 office workers in the area, but many commute in and commute out and don't spend money or time here in the community.
- Arts festival was lost from the Fairpark because of public perception – this came from surveys conducted after the festival moved.
- Existing historic buildings are walkable from the street. The Fairpark site could be a boutique, walkable gallery spaces and destination retail marketplace. Expand the area of the Jordan River at North Temple to allow paddleboats and kayaks, with cafes and shops. Offices could located on the north end of the site including State or private. Include an amphitheater for music, and go vertical with parking. Destination retail by reusing many of the existing buildings with walkable retail along North Temple. Folsom Corridor attaches to back of White Ball Park site to create linkage to this area. It's a dynamic of real-estate that currently doesn't exist in Salt Lake City.
- The Grove in Los Angeles or downtown Farmers Market in New Orleans are precedents.
- If any of the site is redeveloped privately more money would become available to the RDA to work on the redevelopment of the North Temple area (for the next 25 years).
- Waterways in cities provide dynamic public spaces and make the land very desirable – this is the bigger redevelopment perspective. The Riverwalk in San Antonio should be considered as a precedent.
- The site is so key to Salt Lake City, such as great opportunity in the heart of the City.
- TRAX line investment must be leveraged. 65 acres along the light rail waiting for opportunity to be realized, which could become 80 if Salt Lake KOA / Camp VIP become involved in redevelopment once the State property begins to show change.

PROGRESS REPORT #3
MAY 30, 2014

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MEMORANDUM

Date:	05/08/14
To:	Taylor Maxfield; DFCM
CC:	Kathy Wheadon, Ryan Wallace, Susie Petheram; CRSA
From:	Kelly Gillman; CRSA
RE:	Interview w/ USU 4 H

MEETING SUMMARY

The following points were offered by Laurie Maxfield, Kevin Kesler, and Vernon Parent:

QUESTIONS:

- When was the site purchased?
- Why is the State upgrading and yet studying at same time?
- How do you measure the value of what you can't see? FFA programs help the community, and help our citizens become better people.

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COMMENTS:

- 4H is very concerned that the Fair may not continue. 3,000 kids each year participate in the Fair, developing exhibits as part of their programs. It's their state Olympics, Deseret building and livestock buildings, and Auction Barn. Everything along the south side of the Fairpark site. And quite a bit of the traffic is coming to see these events, and see their kids' exhibits.
- It's a family tradition for these families, and feel the state should understand these traditions.
- A lot of the structures are historic and interesting and lend to the quality of the Fair. Re-establishing this elsewhere is not likely to happen.
- 36,000 kids are in 4H clubs, with 110,000 volunteers involved in clubs. The best come to the Fair. Thousands more in the FFA programs, exact numbers not known. The kids in these programs work hard and are positive contributors to the community. A story of a family in Cedar City was shared about kids who learned a lot about life in their efforts in 4H.
- State needs to set a policy about the Fair. It should not make money, it should be about tradition and history. It should be OK to spend some money on these programs. It celebrates what's right about Utah. It should be in State Capitol, it brings people into the City. It shows we value these traditions.
- It's the road to the State Fair that makes the difference for the kids, the Fair is the end of the road. To say you are the State Champion means something to the kids.
- As a mother, Laurie does not feel safe in the area for their families. Some folks leave the Fair to buy food at McDonalds to avoid paying Fair food prices. They don't feel safe anymore leaving the Fair to do this. Working to make the entire area safe would be an important part of the process.

- Feel it is difficult for the Fair to make money other parts of the year… only require the Fair to be liable for the Fair itself. Separate the rest of the year operations from the state. Why not build something that would support Days of 47?
- Washington County does well on their facility year round, but may not make money on the Fair. Almost all Counties have a Fair, some very small. But they treat them as parks and don't expect them to make money.
- 4H could theoretically operate at other Fairparks, Golden Spike a good candidate. However, you would loose the rich tradition of the Utah Fairpark. But, there is not one facility that could host the entire Utah State Fair.
- The animals attract the people, which is why the Fair requires the animals stay on site until a certain day even after the programs with the animals are done.

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MEMORANDUM

Date:	05/08/14
To:	Taylor Maxfield; DFCM
CC:	Kathy Wheadon, Ryan Wallace, Susie Petheram; CRSA
From:	Kelly Gillman; CRSA
RE:	Interview w/ Jordan River Restoration Project

MEETING SUMMARY

A brief description of the project process was presented to Ray Wheeler, a representative from the Jordan River Restoration Project. The following points were offered by Ray Wheeler.

- Blueprint Jordan River funded by County and 8 of the 15 cities along the river. Its recommendations should be adhered to during the Fairpark study. The plan attempts to protect all remaining undeveloped land. Moreover, it identified 7,800 acres of open space, recommended to protect all of these acres include 3,800 which were then recommended for development.
- One of the primary reasons for protecting significant portions of the Jordan River Parkway is to protect the international flyway for migratory birds (urban barrier gives them no location to land).
- River Park Corporate Center may be the model for the type of development at the Fairpark site. This is building in the flood plain which negatively impacts the needs of migratory birds and puts the riparian zone at risk. This must not be allowed to happen at the Fairpark.
- Survey produced during the Blueprint Jordan River process showed that residents preferred 33/1 a vision for preserving open space along the river over encouraging job growth, more shopping, promoting tourism and others.
- The reason Utah is getting interest from outside jobs is the high level of amenities (natural and recreational) in the region. Evidence points to the fact that people want to live near rivers, open green space, etc.
- Light rail corridor runs roughly 1.5 miles from Jordan River, and beginning to see high density development along the corridor. Similar development is encroaching in the river flood plain, and we are beginning to lose the open space that citizens value.
- The County also recommends / encourages not to building in the flood plain.
- Ray's recommendation would be to leave the Fairpark intact as a defacto open space. Alternatively to make as much of the property as open green space protected from encroaching development and to act as a wildlife buffer as well.
- There are economic, ecological values to protecting the open space and avoid the 'canyon wall' of development.
- Jordan River Restoration Project is representing the views of many other environmental groups, avoid dense residential right to the river's edge.

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- Move the trail away from the river, give wildlife a natural corridor. Too thin of a strip the wildlife will not gain any habitat. The further the development boundary is from the river's edge the better for animals and ecology. This adds economic value, not losing it.
- Surface parking could become open space to connect with Constitution Park to continue the greenbelt through the City along the Jordan River.
- Salt Lake City is creating a 'poster child' for protecting the Jordan River at the detention pond near the 900 South oxbow in the river. This is vision and wisdom from planners to restore this site.
- Volunteer participation is a good way to give residents and inner city kids a chance to learn about nature and plants. Provides a great educational value.
- Community gardens are another potential value of this Fairpark site.
- FEMA has condemned the dike system protecting homes in the Rose Park neighborhood. Beginning at North Temple and headed north through Rose Park. If we could move dikes and development boundary further away from the river, this would allow space to create wetlands for migratory birds. Even 100' gives some room for swales, riparian habitat and so on. 200' or 1/8 of a mile would be better.
- Green corridors have a measurable value for adjacent development within 500' = 20% increase in rental value.
- Citizens often support un-developing land for open space as we have recently seen in Salt Lake County.

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MAY 30, 2014

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MEMORANDUM

Date: 05/07/14
To: Taylor Maxfield; DFCM
CC: Kathy Wheadon, Ryan Wallace, Susie Petheram; CRSA
From: Kelly Gillman; CRSA

RE: Interview w/ Utah Transit Authority (UTA) representatives and Board Members at With DFCM and State Fairpark at UTA.

AGENCY RELATIONSHIP TO FAIRPARK

In 2013, Utah Transit Authority's Airport TRAX line (now known as the Green line) opened for business. The line connects airport users via North Temple Street to Downtown Salt Lake City and the Salt Lake Central Station, UTA's intermodal hub connecting light rail, FrontRunner and buses. This line connects several top destinations and employment centers with the rest of the Wasatch Front. This includes the Fairpark station at 1150 W. North Temple, and UTA is willing to think creatively / partner with other agencies to increase ridership at this station.

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MEETING SUMMARY

- A brief description of the project process was presented to representatives of the Fairpark, DFCM, Introduction by Kelly on the background and process as well as the scope of work
- Q. What are the range of options?
- DFCM: From the legislative standpoint, if the Fairpark can stand on its own, that solves a lot of concerns So options are being considered to see if there is a way to stop losing money. Perhaps an office building could go on the White Ball Field, this has been a target location for a few years.
- Discussion on goals: What are the State's Goals; What are UTA's goals.; What is the shared vision? UTA has invested $400m in the corridor.
- STATE GOALS
    - More Revenue Generation
    - Preserve Office Space
    - Keep Fair?
    - Concern about parking revenue during the Fair
- SHARED VISION (Keith Bartholomew)
    - Clean Air
    - State Employee transit usage
    - Very few offices located in relation to transit
    - Try relating scenarios to air quality (Perhaps preliminary 'back of envelope' analysis)
- UTA GOALS (in no particular order of priority)
    - Increasing Ridership
    - Street Facing Development

- Connectivity to Jordan River parkway
- Year Round Destination
- Mixed Uses
- Neighborhood Connections
- Bus Connectivity
- To be a partner
- We are motivated

- Residents in the area requested a park and ride to gain access to the system, SLC is involved in this discussion.
- Some wonder if Redwood Road station be best for park and ride considering other development potential. However UTA noted that the park and ride potential in the study area was identified in environmental document.
- UTA noted one reason the TRAX station was located near Fairpark was because of the possibility of creating a future TOD at its context.
- Michael Steele: Ridership for TRAX was good last year during the fair. About 100 Rental events during the year, those don't generate much use of TRAX however. DMV loves being there. Parking lot is flipped 4 times a day during the Fair, rarely filled the rest of the year.
- TOD is being developed at 5th west on the TRAX line. Residential micro units are being planned for the area
- Keith: Consider visitor oriented uses. Agencies that expect to see visitors regularly should be placed here if the State does choose to place a structure.
- Property to the immediate right of the White Ball Field has some history and most of it is still vacant. State had tried in the past to purchase it but owner is still holding on to it. Street off of 10th west comes into the south east corner lot and serve as a good access point to the White Ball Field area.
- Kelly: Are there potential developers or developments that UTA wants to let the State know?
- UTA and DFCM note that they would be a joint venture development between the State and UTA, if allowed by legislature.
- Michael Steele: The Grande building is 24,000 sf. A proposal to have an expo building of 50,000 sf (on one level) with office above was proposed in previous market study.
- Utah has a Top 10 Fairpark location in the Nation but it is underutilized the rest of the year.
- Why 50,000 SF in new building? That's what can be supported as per market study.
- Rodeo grandstand area is 1/3 finished. First part opened in 1988 and never finished
- Amphitheater on the Jordan River 1/3 to ½ done as well.
- Colosseum taken down, those 4000 seats never replaced.
- Fairpark separated from State in 1995, after that nothing much has been done. Unfinished projects need to be tackled. Most unsure if the legislature even remembers the projects that were promised and not completed.
- UTA asked if CRSA could evaluate if there will be revenue generated if the unfinished projects are completed. CRSA will investigate the feasibility before June deadline.
- Discussed ways that UTA could help process, offers of support and ongoing dialog made by UTA.

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MEMORANDUM

Date:	05/08/14
To:	Taylor Maxfield; DFCM
CC:	Kathy Wheadon, Ryan Wallace, Susie Petheram; CRSA
From:	Kelly Gillman; CRSA
RE:	Interview w/ Salt Lake KOA / Camp VIP

MEETING SUMMARY

A brief description of the project process was presented to Preston Menlove, a representative from the Salt Lake KOA & Camp VIP. The following points were offered by Preston Menlove.

- The property for Camp VIP (east portion) was acquired in the 1970s and west portion in the 80's (KOA). The two together comprise about 42 acres turning more towards year-round RV usage and less mobile home. Currently the property is about 70% RVs right now.
- It is truly a year-round business remaining 60% occupied during the winter as well. There are two primary groups as clientele:
  1. Construction workers and other seasonal workers come frequently.
  2. Firebirds (people from warmer climates i.e. Phoenix) who come north in the summer.
- The RV business is quite successful currently and there are not too many plans to change it in the near future. However in the long run its likely that the market merits higher density on the site. However that is probably pretty far out in the future, maybe 25 years.
- Surrounded by other large property holders such as State and Rocky Mountain Power.
- Greatest desire for the area would be to see sprucing up the south side of the site and tie together the several State office buildings in the area connected along the Jordan River with an improved trail and open spaces.
- The Highland Golf building property is also owned by Menlove family, they would like to see some type of partnering opportunity there in the future. It could be a great mixed-use development creating entry into the river parkway.
- As far as basic services, visitors likely shopping at Smiths on 600 North.
- Once visited a precedent outside of Houston Texas. It was a massive redevelopment area, including State type properties that created a cohesive campus with housing included and other retail, schools, etc. Also included convention space and high-end corporate hotel.
- Walkability of the area is an issue, many basic services are not within walking distance. Minimal impact from completion of TRAX station. Large parcels of land cause difficulties in moving about on foot.
- Any State building along North Temple frontage should include some retail.
- North side of the river is better developed for pedestrian and cycling near Constitution Park.
- Better connection to neighborhoods to the north in ways other than 1000 West and Redwood Road would be good. With the freeway barrier on the south, people will never be able to walk up from there.
- Noise from the trains is really the only ongoing concern that causes any issues for them.

PROGRESS REPORT #3
MAY 30, 2014

Date: May 16, 2014
Re: Minutes from Meeting with Maura Carabello and Dina Blaes

MEETING SUMMARY

Susie Becker of ZBPF spoke with Maura Carabello and Dina Blaes

- Need to carefully distinguish between Fairpark and the Fair (which is only 11 days)
- Need to explore this type of community asset in an urban area. What are the expectations for the asset?
- Needs a private anchor; not a State building
- Prior studies that use can grow significantly at existing site
- Site is antiquated
- Urban living opportunities such as LoDo should be explored, especially with amenities such as TRAX and Jordan River Parkway
- Fair is only 11 days – what to do with the 65 acres during the remaining year
- Fair itself has been successful; site has not
- Fair needs to be located in an urban population; 91 percent of population in Utah is on the Wasatch Front
- Needs a different orientation than it currently has
- South Towne Expo is the second busiest expo facility in the USA; more expo opportunities
- 65-acre vision should thematically relate to the site – Farmer's Market, family activities, Red Butte concerts, could use a cultural theme; doesn't need to do agriculture as the theme
- Don't underestimate the northwest quadrant of the Valley
- Need to emphasize business aspects of the site in the report – not just Fair operations
- Winter Market – explore Finley Market in Cincinnati; Saturday Market in Portland
- Potential for expansion of Outdoor Retailers along the Jordan River
- Explore structural organization – zoo, Heritage Park
- Just because something is historic doesn't mean it has to be maintained forever; there is a point of functional obsolescence
- See Fair as valued anchor tenant
- Create an urban gathering place

PROGRESS REPORT # 3
MAY 30, 2014

Date: May 23, 2014
Re: Minutes from Meeting with Patti Ross, University of Utah President's Office

MEETING SUMMARY

Kathy Wheadon of CRSA and Susie Becker of ZBPF spoke with Patti Ross.

- Two parcels are remaining at the University's Research Park
- Typical land leases are 25 years; some are 40 years; not a lot of movement in the leases
- Do not anticipate another UStar building as the existing building is underused
- IT space at Research Park is higher-priced than Class A office space downtown
- Vision is not to extend toward the airport, but rather up and down I-15
- Other than the cluster at the research park, where the vision is to remain a true research park, other university uses can be scattered at office buildings throughout the Valley – not a need to cluster at another site such as the Fairpark.

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UTAH STATE FAIRPARK
&
WHITE BALL PARK PROJECT

3. Site Analysis

ESS REPORT # 3

Site Information:

The State Fairpark (also described as the State Fair Grounds) consists of approximately 60 acres. This acreage is comprised of 40 acres of land originally platted as Blocks 65, 66, 67, and 68 of Plat C, minus a 1.38 acre portion at the northeast corner of Block 68, which is owned by Salt Lake City Corporation. Additionally, the acreage includes land originally designated as rights of way for 200 North, 1100 West, and 1200 West within and adjacent to Blocks 65 through 68, which totals 12.8 acres. It also includes land west of the 1200 West right of way and adjacent to Blocks 66 and 67 over to the Jordan River, estimated to be 7.6 acres. The legal description indicates that the northwest corner of the site is 'more or less' the old Jordan River channel, while the western boundary is the present Jordan River channel. The Salt Lake County Assessor's information lists the parcel at 50 acres, with the following legal description:

> BEG AT THE SE COR LOT 1, BLK 65, PLAT C, SLC SUR: N 1252.0 FT; W 300.0 FT; N 200.0 FT; W 1422.0 FT M OR L TO OLD JORDANRIVER CHANNEL; SW'LY ALG SD OLD CHANNEL TO THE INTERSECTION OF THE PRESENT JORDAN RIVER CHANNEL; SE'LY ALG SD PRESENT CHANNEL TO THE NORTH LINE OF NORTH TEMPLE STREET; E 1552.0 FT M OR L TO BEG. (BEING THE UTAH STATE FAIRGROUNDS) 6307-1513

Additional parcels owned by the State of Utah and part of this study include an approximately 2 acre site on the west side of the Jordan River across from the State Fairpark; and two parcels south of the State Fairpark on the south side of North Temple Street, totaling approximately 10 acres. The below table summarizes information on these four parcels from the Salt Lake County Assessor.

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TABLE 1: Parcel Information from Salt Lake County Assessor

Parcel	Acreage	2013 Value – Land	2013 Value - Building	2013 Final Value
08353290010000	50* (parcel map measurement reveals closer to 60)	$ 6,098,400	$ 5,000,000	$ 11,098,400
08353510080000	2.06	$ 262,700	$ 50,400	$ 313,100
08353760150000	4.55* (parcel map measurement reveals closer to 3.8)	$ 942,400		
08353760130000	6.04	$ 1,108,600		
TOTALS:	***62.65* (71.9 based on measurements)***	***$8,412,100***	***$5,050,400***	***$11,411,500***

Site History:

The following information provides some brief chronological details regarding the site of the current State Fairpark and the State Fair prior to and including the year 1902. This is not to be construed as a complete and/or thorough history of the site or the State Fair, but offers additional insight into its evolution prior to becoming the permanent home of the Utah State Fair in 1902.

1849: Plat C of Salt Lake City is recorded. The fairpark is located on the platted 10-acre blocks 65, 66, 67, and 68. Blocks 66 and 67 are the western edge of Plat C. The boundary of Salt Lake City is indicated to be the River Jordan.

1856: The Deseret Agricultural and Manufacturing Society (D.A.M.S.) is chartered on January 17, 1856 by an act of the territorial legislature. Its purpose was to promote the arts of domestic industry and to encourage the production of articles from the native elements, primarily through the establishment of an annual exhibition of products.

1860: A survey conducted by Thomas Bullock for Cap. Richard F. Burton with a date of September 20, 1860 indicates only 24 of the Plat C blocks as 'occupied'. The occupied blocks are drawn on the survey and do not include Blocks 65, 66, 67, and 68. The western edge of occupied blocks along North Temple Street is at 900 West.

1860: The "State Fair" commenced on Wednesday, October 3, 1860. It was held in three rooms of the Deseret Store in Salt Lake City. ["Affairs in Utah," Correspondence of the New-York Times, October 5, 1860.]

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1873: The Deseret Agricultural and Manufacturing Society refers to the site of the current Fairpark as having been "secured" in their 'Rules, Regulations, and list of Premiums' for the year 1873. The site is referred to as the "Fair Grounds".

> *The Deseret Agricultural and Manufacturing Society has secured the naturally fine Fair Grounds lying on North Temple Street near Jordan Bridge and have already constructed a half mile Track and a mile Carriage Drive. There will be suitable Pavilions Stalls and Stands for the exhibition of the Arts, Manufactures, Stock, Farm, Garden and other products. Places for legitimate and pleasing Sports, Plowing, Matches, Ball Playing, Archery and Target Practice and Nursery Exercise will not be forgotten. The Society intends to make the Fair Grounds a place of general resort for the public in quest of relaxation and pleasure. It is expected that in due time the Street Cars will run regularly to and from the Grounds.* [DAM Society, 'Rules, regulations and list of premiums of the Desert Agricultural and Manufacturing Society : for the eleventh exhibition to be held in Salt Lake City, on the 2nd, 3rd, 4th, 6th, 7th and 8th of October 1873', 1873.]

1874: The Committee on Agriculture, Trade and Manufactures takes into consideration the report of the DAM Society, and recommends $10,000 be placed on the appropriation bill to pay the indebtedness incurred by the Society in the purchase and improvement of its grounds, and to still further perfect them. ['Legislative Assembly', Salt Lake Herald, pg. 3, February 14, 1874.]

1888: In a resolution dated March 20, 1888, Salt Lake City donates all of Block 25, Plat B *(current site of Trolley Square)* for the Territory of Utah to use as the site of the territorial fair buildings. Cost of $1. The city requires that $20,000 be appropriated by the governor and legislative assembly of the Territory and expended in 1888 and 1889 to construct permanent Territorial or State fair buildings and improve the land. The buildings are to be used exclusively for fair purposes. Any land not devoted to buildings is to become a public park. Said land reverts to the city when no longer used for a fair. [Salt Lake City, Utah, compiled by George L. Nye, City Attorney. 'Revised Ordinances of Salt Lake City, Utah,' 1903.]

1892: The DAM Society reports to the Legislative Assembly of the Territory of Utah on the real estate in its custody, including:

- "The property known as the Utah Exposition Grounds located on Block 25, Plat B – which include the Exposition Building (partially completed), grand pavilion, sheds, fences, pens, wells, etc. all in good order and repair."
- "The property known as the Agricultural Park Grounds consisting of 46 acres of land in Plat C, bounded by the Jordan River and North Temple – which contains a judges' stand, two race tracks, horse stables, fencing, etc. all in a state of decay more or less." In the report, the Agricultural Park Grounds are referred to as being originally designed as the location for the Territorial Fair Grounds. The stables, sheds, and fencing are described as having been constructed "many years ago" and being in a dilapidated state.

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Also in this report, the DAM Society is evaluating whether to abandon the Block 25, Plat B site (which is too small for the outdoor and livestock portions of the expositions and containing no suitable speeding track) and establish the Fair at the Agricultural Park Grounds; or whether to locate the stock portion of the fairs at the Agricultural Park Grounds and maintain the other features at the Tenth Ward site; or sell the Agricultural Park Grounds (valued at $75,000) and purchase a site elsewhere ("where land is cheaper") for the stock and outdoor portions of the shows and use remainder of money to upgrade the Expo site. The DAM also considers the option of selling only a portion of the Agricultural Park Grounds site now ("during the somewhat depressed condition of real estate"), sufficient to supply current needs and sell the remainder as the circumstances of the society require. [Council and House Journals of the Thirtieth Session of the Legislative Assembly of the Territory of Utah, 1892, The Irrigation Age Press, Salt Lake City.]

1898: The Volume 2 key of the 1898 Sanborn Maps identifies the four platted blocks (65, 66, 67, and 68), collectively, as the Deseret Agricultural Park. The site is not included on a detailed sheet of its own for this year of maps.

1901: The Utah state fair association is "…on the road to accomplish more and better results now than ever before in its history. This feeling is due in good part to the liberality of the legislature, which makes it possible to move out to Agricultural park and lay the foundation for a first class exposition of the resources of the state." The legislature appropriates $10,000 for the purpose of building at Agricultural park and $15,000 for the fair. Along with the proceeds from the sale of the exposition grounds on Block 25, Plat B back to Salt Lake City ($20,000), the association is given a "good start in the way of building on

the new ground. Agricultural park includes forty-six acres of ground…It has a good half-mile track and it is considered that speeding will add very much to the attractiveness of the state fairs." ["Expanding Plans for State Fair," Salt Lake Herald, pg. 5, March 20, 1901.]

1902: The twenty-fifth annual exhibition of the Deseret Agricultural & Manufacturing Society was held at the Agricultural Park. A "vast amount of work" was necessary to get the grounds into condition to hold the fair at all. About $30,000 was spent improving the property, although fair managers were not able to accomplish all the accommodations they had hoped to finish. ["State Fair is to Open Today", Salt Lake Herald, pg. 5, September 30, 1902; "Big Throng Sees the Pumpkins and Races," Salt Lake Herald, pg. 1, October 1, 1902.]

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Historic Building Evaluation

A brief survey of key buildings on the State Fairpark site was conducted on May 8, 2014. The condition of the buildings from a historic preservation perspective is summarized below.

1. Promontory Building: Originally the Horticulture Building, this was the first building constructed at the site, 1902. Designed by William Ware and Alberto Treganza, its siting is important and was intended as the gateway building to the fairgrounds. The building is "one story, hipped roof, frame and stucco exhibition hall ..."[i] The Promontory building is listed as contributing to the National register nomination.

    a. Exterior: Although originally clad in stucco, the exterior has been altered significantly with an EIFS (exterior insulation finished system) cladding over the original stucco. Designed in the Mission Revival style, the building is adorned with a wood / Plaster-of-Paris decoration at the arched entrances, offset against plain EIFS clad walls, and elaborate curvilinear gables. The wood decoration is deteriorating under the peeling paint and open joints. The EIFS, though adding insulative value to the envelope, has altered the depth of the decoration against the wall. In some cases the EIFS has been damaged and is exposed to the weather and moisture. The doorway entrances have been replaced with an aluminum storefront system, and although in good overall condition, these are not compatible with the historic character of the building.

    The original arched windows have all been replaced with aluminum windows. There are two original wood frame quatre-foil transom windows at the two north and south entrances to the building, though the wood and paint is in poor condition.

    There are a series of flagpoles under the wood bracketed eaves on the main façade facing the corner of north temple and 1100 west.

    The roofing over the main entrance on the east façade is a faux-red clay tile metal roof, which contrasts with the asphalt roof over the main building. There are a series of painted aluminum gutters and downspouts on the face of the building.

    Some drainage issues exist as seen in pooled water at the south entrance.

    b. Interior: The interior is a one story exhibition hall with textured plaster walls and a new sealed concrete floor. The walls have a new wood base trim and chair rail with a textured plaster wainscoting. The plank wood roof, joists and purlins are supported by a steel truss system. Gas heaters are suspended from the steel trusses above with the exhaust ducts rising vertically through the roof. There is a primary round main duct system that is tied to the mechanical room in the north east corner. The roof is uninsulated. Florescent lighting is suspended from the steel trusses with exposed conduit. New restrooms have been installed against the south wall of the building.

2. The Grand. Originally the Exhibition Hall. This was designed by Ware and Treganza in 1905 and is a "two story, hipped roof brick hall."[ii] This structure is now the most prominent building at the fairgrounds since the demolition of the coliseum. The characteristic features of the structure are the yellow brick façade with the accented red brick quoins at the corners of the

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building, the square medievelesque towers flanking the entrances on the south, the gabled entrance portico on the north and the large arched windows surrounding the building. A large monitor window sits atop the ridge of the asphalt shingle roof.

a. Exterior: The original brick façade appears to be in fair condition overall. There is some deterioration of the mortar below windows, at pilasters, etc. The brick face appears to have been sandblasted as the surfaces are heavily pitted and spalled. The windows have all been replaced with an historic replica aluminum window system. The original wood mullion between the lower window and the arched window above is still intact.

b. Interior: The interior of the structure has been significantly altered with the addition of a steel framed 2nd story on the inside of the spacious exhibition hall. The original steel columns, formed with two wide c-channels with steel cross bracing are still intact and support the original steel trusses supporting the roof. The roof consists of exposed, finished pine wood planking above the steel trusses, which extends onto the walls in some cases and appears to be modern. There are some exposed purlins which have been painted. Round ductwork runs the perimeter of the ceiling below the roof trusses and modern lighting has been installed below the trusses to light the second floor space. A series of chandeliers with round glass tubes hang from the trusses. In some areas, tectum paneling has been installed on the underside of the wood planking, as well as on the walls. The flooring of the second floor is plank wood flooring. The tops of the arched windows are visible from the second floor space. The guardrails meet the height requirements of the current code but the openings in the guardrails exceed the 4" round limit.

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On the main level, the flooring on is sealed concrete. The underside of the metal deck of the second floor is exposed from below and the entire steel structure of the second floor has been painted white. Tectum paneling is suspended from the underside of the deck in some cases.

3. The Heritage. Originally the Floriculture Building. Built ca. 1920, this is a "one story brick and frame exhibition hall with cross gable roof whose stylistic scheme reflects Craftsman influence."[iii]
   a. Exterior: The original brick façade appears to be in fair condition overall. There is some deterioration of the mortar below windows, at pilasters, etc. The brick face appears to have been sandblasted as the surfaces are heavily pitted and spalled. There is some cracking in the brick joints around the windows and some step cracking is evident in the wall. The stone blocks supporting the wood brackets under the eaves are showing signs of deterioration, spalling, etc. The stone window sills are heavily deteriorated, with spalling, etc. The original wood windows on the west façade (12 over 1 single hung sash) are still in place and appear to be in fair condition given their age. Elsewhere, the single hung 1 over 1 wood sash windows are still intact and appear to be in fair condition as well. There is a modern aluminum framed and glass connection to the Grand building on the east side. The roofing is asphalt shingle. An accessible ramp has been installed on the west side and the original west entrance has been replaced with an aluminum storefront system.

b. Interior: The interior of the building has a sealed concrete floor. The walls are furred out with wood framing and gypsum board and painted white. There is an existing steel truss roof structure with wood purlins above. The roof deck has been covered with a tectum paneling. Modern florescent lighting and faux, cut glass chandeliers are suspended from the steel trusses.

4. Fish and Game Building. Built in 1911*[iv], this is a "one story, gable roofed exhibition hall of cobblestone and frame. Side wings have flat roofs and entrances have rounded arched openings"[v] The structure is one of the most unique buildings at the Fairgrounds, with its river rock cladding on the wall of the building and the cobbled arched entryway on the north and south façades. (*the National Register nomination lists its construction date as 1921, however recent research indicates a 1911 construction date).

   a. Exterior: The rock cladding appears to be in good overall condition, however, there are some apparent step cracks in both the larger boulder cladding and the small cobble cladding at the arched entry. The original entry way has been replaced with a hollow metal double door system with a ventilation fan in the transom above. The brackets under the eaves have been covered with a painted wood sheathing. The wood sheathing is painted and appears to be in good condition. The roofing is an asphalt shingle. Original wood frame windows are still intact on the west side of the building though they have been covered on the interior.

   b. Interior: The interior appears to be largely intact though the exhibition areas inside the lower shed areas of the east and west sides of the building have been covered, as have the windows of the main floor in the interior. The original wood trusses are still in place with the steel tension rods. The clerestory windows above have been modified and exist as ribbon windows between the wood trusses. The walls are uninsulated.

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5. Animal Exhibition Buildings (Goats, Dairy, Beef): These three structures were constructed in 1928. These buildings, "similar one story, brick exhibition halls with jerkin-head gable roofs, triangular roof dormers, and multi-pane windows." [vi] These structures are purely utilitarian in nature, with some elaboration on the exterior. The brick is embellished with corbelling at the eaves and pilasters. These structures are all undergoing a structural, roofing and masonry restoration, with new steel being installed on the interior and repointing of the exterior masonry.

   a. Exterior: The exterior brick is in fair condition overall, but shows signs of deterioration with some spalled faces, deteriorated mortar joints, step cracking, etc. The brick corbeling under the eaves on the east and west end defines the distinct character of the structure. There are a series of large dormer windows on the north and south sides which have been removed and covered over. The original wood windows are still intact, though there is a significant amount of deterioration and broken glass. There is a large 12 over 12 wood window in the east and west gable ends above the doorway which has been covered over with the sign indicating the animal housed in the structure. Two large garage door openings are on the east and west ends, the original doors have been replaced with a modern garage door. The connection between the wood roof structure and the brick wall is jagged, with many missing brick.

b. Interior: The interior is highly utilitarian, yet the combination of the dormer windows with the side wall windows create a very light, open space. The flooring is all unsealed concrete and the brick walls are unfinished and uninsulated. The roof is supported by a series of wood trusses which clear span the space and extend down to the bottom of the windows. New interior steel columns are being added to the space which will affect the open nature of the existing space.

6. Animal Exhibition Buildings: (Sheep, Market) These two buildings were constructed in 1928. Similar to the animal exhibition buildings to the south, these are one story, brick exhibition halls with the same jerkin head gable roofs, with triangular roof dormers and a prominent cross gable.
   a. Exterior: The exterior brick is in fair condition overall, but shows signs of deterioration with some spalled faces, deteriorated mortar joints, step cracking, etc. The brick corbeling under the eaves on the east and west end defines the distinct character of the structure. There are a series of large dormer windows on the north and south sides which have been removed and covered over. The original steel windows are still intact, though there is a significant amount of deterioration and broken glass. There are two large 18 pane steel windows in the east and west ends. Two large garage door openings with a geometric arch matching the shape of the gable are on the east and west ends, the original doors have been replaced with pair of man doors and the space above the doors filled with a painted plywood sheathing. There is a large steel window in the east and west gable ends which has been covered over with the sign indicating the animal housed in the structure.

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   b. Interior: The interior is highly utilitarian, yet the combination of the dormer windows with the side wall windows create a very light, open space. The flooring is all unsealed concrete and the brick walls are unfinished and uninsulated. The roof is supported by a series of wood trusses, supported at their mid-span by an open web truss beam and a series of steel columns. The trusses terminate into a vertical wood support at the sides of the windows.

7. Crafts & Photo Building (Building 23): This building was constructed in 1928 and is "a one story brick hall with a gable roof with coupled wood brackets under the eaves and segmentally arched entrance opening…"[vii] The structure has a carved decorative fascia, yellow brick with decorative coursings and inlaid tile.

   a. Exterior: The exterior brick is in fair condition. There is some deterioration of the mortar below windows, at pilasters, etc. The brick face appears to have been sandblasted as the surfaces are heavily pitted and spalled. There is some cracking in the brick joints around the windows and some step cracking is evident in the wall. Some of the mortar has been replaced with an inappropriate cement based mortar which contrasts to the lime based mortar. The original 6 over 6 single hung wood sash windows are intact and appear to be in fair condition given their age.

   b. Interior: The interior space is a large open space with a plank wood flooring which appears to be original. The lower portion of the wall has been furred out and likely insulated. The interior space is outfitted with modern florescent lighting, electrical and

mechanical systems. There is a bathroom area located in the northeast corner of the space. The roof is supported by a series of steel trusses, and purlins, the decking appears to be a decorative wood plank , installed at the time when the ceiling below the trusses was removed.

8. Home Arts Building(Zion): The building was constructed ca. 1930 and is a "one story, brick exhibition hall with a gabled roof, flat roofed wall dormers, bellcast hipped cupola, and hipped roof entrance pavilion in the west."[viii]
    a. Exterior: The structure is clad in a red brick and is trimmed out in white with new aluminum windows, aluminum gutters and downspouts, and white aluminum storefront. The roofing is a red asphalt tile. The exterior appears to be in good overall condition.
    b. Interior: The flooring is a sealed concrete and tile flooring and the walls are furred out with painted gypsum board. There are a series of wood columns in the interior space which support a wood purlin. It appears that the steel (or wood) trusses have been concealed with a decorative wood decking on the underside of the structure. A series of skylights penetrate the roof structure, thought the cupola is no longer open. The interior space is out fitted with modern electrical, lighting and mechanical systems.

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[i] Utah State Fairgrounds National Register Nomination, 1980.
[ii] Ibid.
[iii] Ibid.
[iv] Salt Lake Herald, October 3, 1911.
[v] Utah State Fairgrounds National Register Nomination, 1980.
[vi] Ibid.
[vii] Ibid.
[viii] Ibid.

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SITE ISSUES & CONSTRAINTS

TITLE REPORT ISSUES
Unknown conditions in the title report for the parcels in question are being researched to determine if any restrictions exist preventing future changes to the land use.

SLC ZONING
Salt Lake City zoning for much of the site is Special Purpose Transit Station which intends to support a large scale regional activity, in this case the State Fairpark. It calls for developing underutilized parcels to create land uses which support the dominant land use.

PERCEPTION OF SAFETY
Perception of safety of the area around the property does impact its value and limit some of the potential uses or activities proposed initially for the site.

UNKNOWN SITE CONDITIONS BELOW GRADE
Due to unknown subterranean conditions excavation on the site could potentially be more difficult and expensive than a previously undeveloped site.

DIFFICULTY OF UTILITIES CROSSING NORTH TEMPLE
Due to the presence of underground utilities, crossing North Temple to connect utilities from the Fairpark site to White Ball Park is not recommended.

HISTORIC BUILDINGS
The Fairpark site is listed on the National Register of Historic Places, and many of the buildings on the site are contributing structures due to their historic, cultural and architectural significance.

HAZARDOUS MATERIALS
It is unknown if there are hazardous materials below the surface of the site which could be mobilized by excavation or other site disturbances.

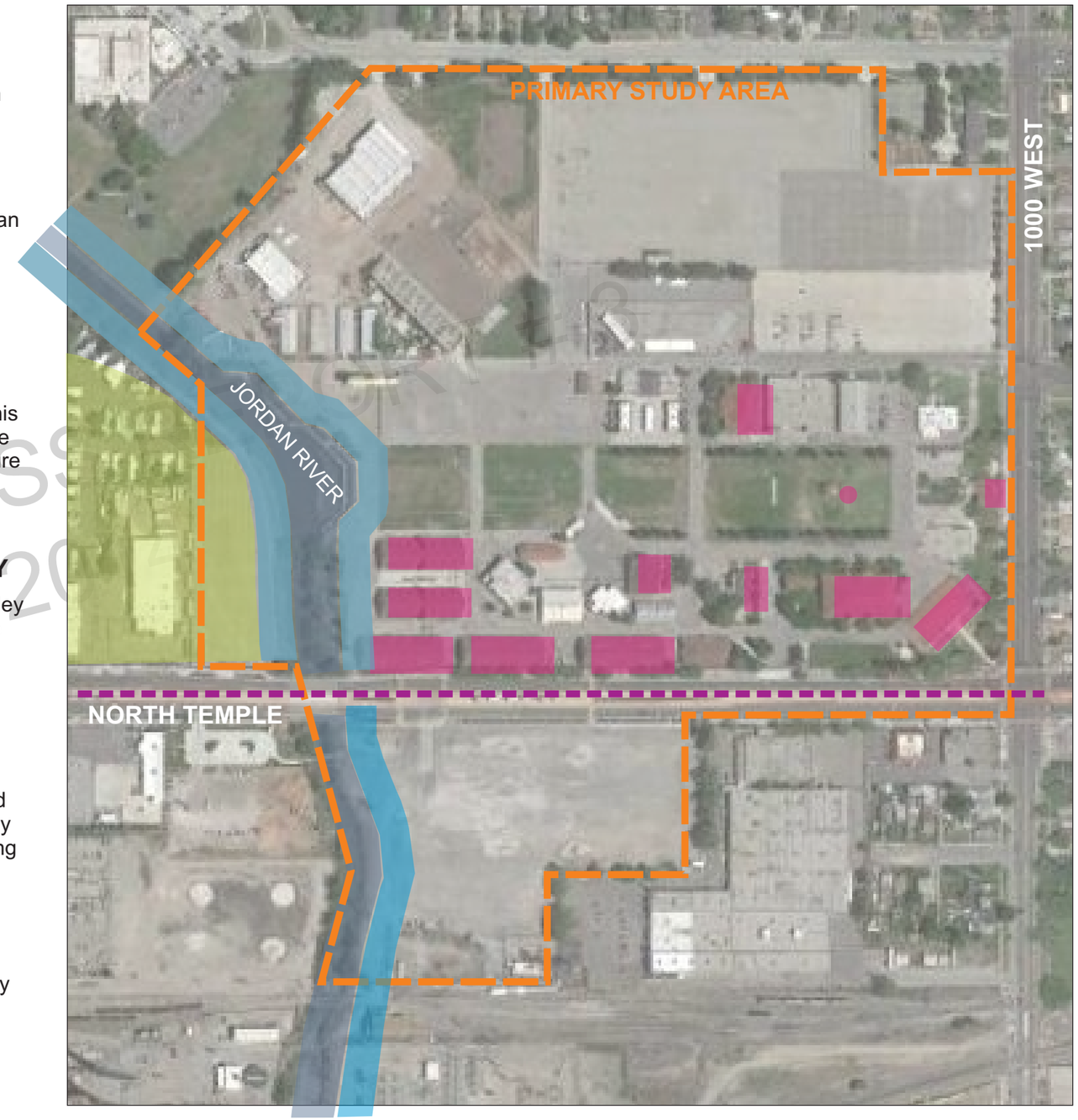
FLOOD PLAIN AREA
Immediately north and west of the Jordan River the FEMA 100 year floor plain encroaches near the Fairpark site, however levees protect the site from floor inundation.

HIGH WATER TABLE
The presence of a high water table in this area presents difficulties to site drainage and excavation and foundations for future construction and development.

LIQUEFACTION / SOIL QUALITY
The soil in this part of the Salt Lake Valley is prone to liquefaction which should be considered when determining future development on the site.

100' RIPARIAN CORRIDOR
A 100' riparian corridor buffer is required on both sides of the Jordan River for any new development which may occur along the river.

DIFFICULT DRAINAGE
Due to flat topography of the site, gravity driven drainage becomes difficult and must be carefully considered.



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SITE OPPORTUNITIES & STRENGTHS

JORDAN RIVER
The Jordan River is the primary river system running through the entire Salt Lake Valley and beyond. It is an excellent amenity for area residents, businesses and wildlife who utilize it often. Its proximity to the Fairpark property presents an excellent opportunity.

PROXIMITY TO DOWNTOWN
With its central location along North Temple the Fairpark Site enjoys close relative proximity to Downtown Salt Lake. It is accessible via multiple modes including bike, bus, car, and TRAX.

LARGE SITE
The Fairpark and White Ball Park properties combined total around 62 acres. A large site such as Fairpark property in an urban setting provides flexibility for a wide variety of opportunities.

POTENTIAL FUTURE TRAIL
The White Ball Park property is adjacent to a proposed future trail known as the City Creek Trail. If the trail is realized, it would connect the site with Downtown along an abandoned rail corridor which runs roughly along 100 South.

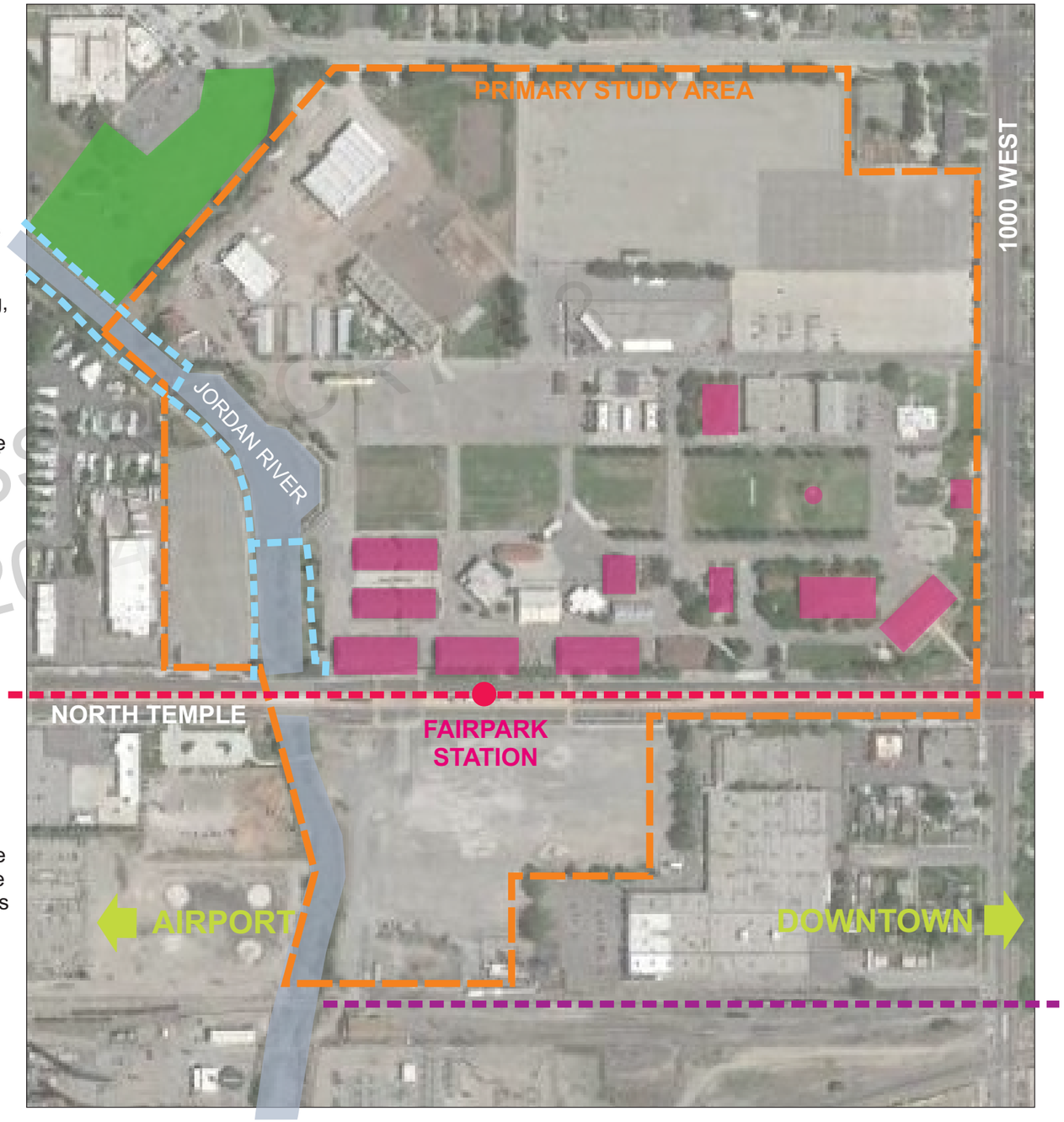
TRANSIT ACCESS
With the completion of UTA's Green Line, Downtown Salt Lake is now connected to the airport via TRAX. This connection also serves multiple residential neighborhoods along the North Temple Corridor and the Fairpark & White Ball Park properties.

PROXIMITY TO AIRPORT
With its central location along North Temple the Fairpark Site enjoys close relative proximity to Salt Lake International Airport. It is accessible via multiple modes including, bus, car, and TRAX.

HISTORIC BUILDINGS
The Fairpark site is listed on the National Register of Historic Places, and many of the buildings on the site are contributing structures due to their historic, cultural and architectural significance.

COMMUNITY RESOURCES
Adjacent to the Fairpark site are several community resources including the Northwest Community Center, as well as Constitution Park.

JORDAN RIVER PARKWAY
The Jordan River Parkway Trail runs along the western boundary of the Fairpark site and provides excellent access. Although the trail currently does not exist along the White Ball Park property, planning and discussions are currently underway to complete this missing section of the trail.



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UTAH STATE FAIRPARK
&
WHITE BALL PARK PROJECT

4. Peer Review

ESS REPORT # 3

Fairpark Matrix Summary and Findings

To better understand how the Utah State Fair and fairpark compare to other fairs and fairparks, we created a comparison matrix of a variety of fairs across the country, primarily focusing in the West and Midwest. The following is a list of the fairs included in the matrix:

- Idaho – East
- Idaho – West
- Arizona
- Oregon
- Washington
- Montana State Fair
- Montana Fair
- Colorado
- Oklahoma
- Texas
- Kansas
- Nebraska
- New Mexico
- South Dakota
- North Dakota

Though additional information regarding each fair and fairpark is forthcoming, we do have preliminary findings in several areas, including fair locations, prices and finances, government relations, marketing, and non-fair use. Please refer to the attached matrix for further information.

Fair Location

While most state fairs are not held in the state's capitol, they are typically held in one of the four most populated cities in the state. However, there are several instances, including in Idaho, Wyoming, Colorado, Kansas, and South Dakota, in which the fair is held more than 100 miles from the capitol and not in a highly populated area. Fairparks are typically owned by a government entity, including a state, county, or city.

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Prices

Utah State Fair ticket prices are slightly above average for adults and youth and below average for seniors. The average admission price for adults is $9.47, $6.06 for youth, and $7.38 for seniors, with Utah's prices being $10.00 for adults and $7.00 for youth and seniors.

Admission Prices				
	Max	Min	Average	Utah
Adult	$17.00	$6.00	$9.47	$10.00
Youth	$13.00	$2.00	$6.06	$7.00
Senior	$13.00	$4.00	$7.38	$7.00

Eight of the fairs in the matrix provide free parking for patrons or tiered parking rates depending on the location of the lot. The Utah State Fair has a fixed cost of $8 for parking while the average price for paid parking at other fairs is roughly $10, with a max of $20.

Finances

The financial position of individual fairs differs significantly. States indicating profits include Idaho, Washington, and Kansas, with profits ranging from $12,000-$600,000. Montana, Nebraska, and New Mexico reported losses between $1.5-2.0 million.

The use of government subsidies also varies. Because of their regional nature, the Idaho fairs do not receive funding from the State, and the Kansas State Fair only receives a $300,000 annual match for capital improvements. The majority of fairs, however, do receive funding through the State.

Government Relations

While the majority of state fairs operate under a state agency - parks and recreation or agriculture being the most common - some fairs have very little to no association with the state government. The Washington State Fair, for example, is a private, not-for-profit corporation, and receives no government subsidy. This year the Oregon State Fair is being removed from the Department of Parks and Recreation and will become a private corporation with a governor-appointed council.

Furthermore, some states, like Idaho and Montana, have regional fairs that take the place of a state fair. These regional fairs typically do not receive assistance from the state, and operate more like county fairs but carry the name of a state fair.

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Marketing

Several fairs indicated the difficult nature of maintaining the livestock nature of the fair while catering to the interests of a growing urban population. Most fairs have started using various forms of social media to promote the fair, with Facebook and Twitter being the most commonly used.

Non-Fair Use

Each of the fairparks in the matrix utilizes the fairpark year-round, renting out the facilities to host a variety of events. The types of events held at the various parks include:

- County fairs
- Concerts
- Rodeos
- Conventions, conferences, and expos
- Dog, horse, and car shows
- Circus
- Markets
- Graduations
- Elections
- Athletic events
- Demolition derbies, motocross, and monster truck rallies
- Weddings and banquets
- 5k runs

Parks average 54 days of non-fair use throughout the year, with some having as high as 133 days of such use (May-December 2014). These events prove to be a solid source of revenue for the parks, with revenues of up to $1.5 million. Conversely, the Utah State Fairgrounds currently has 20 days of non-fair events for the same time period.

State	Idaho - East	Idaho - West	Arizona	Nevada	Oregon	Washington	Wyoming
General							
Dates of Fair	Aug 30 - Sep 6	Aug 15-24	Oct 10 - Nov 02 (Wed-Sun)	Closed in 2010. Will return in 2015.	Aug 22 - Sep 1	Sep 5-21	Aug 9-16
Attendance		250,000	FY13: 1.8 million FY12: 1.4 million FY11: 1.1 million				
Fair Location	Blackfoot	Boise	Phoenix	Reno	Salem	Puyallup	Douglas
Distance from Capitol	260 miles	0 miles	0 miles	32 miles	0 miles	36 miles	129 miles
Fair Park Size		240 acres	96 acres				
Surrounding uses/neighborhoods		Commerical and Residential					
Fair ownership/operating structure		The Western Idaho Fair is a totally self-supporting entity of Ada County. No taxpayer dollars are used. Report to the board of county commissioners.	The Arizona Exposition and State Fair is a self-supporting state agency, and receives all monies from the state's General Fund.		Until this year, the fair has operated under the Oregon State Parks and Recreation Department. Legislation was passed to move it to a private corporation, with a governor-appointed council. This year the fair will operate under Don Hillman, a consultant.	The Washington State Fair is a private, not-for-profit, 501-C3 corporation. It receives no government subsidy, and pays city and state taxes. Any proceeds are invested back into the Fair for improvements.	
Finances							
Admission Ticket Prices	Adult Gate: $6 Youth Gate: $2 Child Gate: Free Senior Gate: $4 Gate Admission and Unlimited Carnival Rides for 9/2. 9/3, or 9/4: $25 Carnival wristband: $30 30 Ride Tickets: $20 Entire week's fair & horse races admission: $40	Adult Gate: $8 Youth Gate: $5 Child Gate: Free Senior Gate: $6 Carnival wristband: $30 25 ride tickets: $23 80 ride tickets: $70 Individual ride ticket: $1	Adult: $10 Youth: $5 Seniors: $5 Child: Free		Adults: $8 Youth: $6 Child: Free Senior: $6	Adult: $12.50 Youth: $9 Seniors: $9 Kids: Free Rides & Games: $.50 per ticket	Carnival prices to be announced soon. All: $1 (toddlers free) Season pass: $10
Annual Revenues		3.5-3.6 million			Pretty much self supporting.	$ 346,537.00	
Net Profit (Loss)		500,000-600,000			Katie said that the numbers from the state aren't entirely accurate and are difficult to obtain.	$ 12,700.00	
Ticket Revenues		1.5 million					
Revenues associated with gambling, horse racetrack, or other betting-type events		105,000					
Financial Assistance							
Government assistance		None			7.5% of lottery funds were given to the Parks Department, of which a portion would go to the fair.		FY13-14: 80% from the General Fund, the remained from a Special Revenue Fund FY15-16: 81% from the General Fund, the remainder from a Special Revenue Fund
Amount of assistance or subsidy		None					FY13-14: $3,545,524 FY15-16: $3,658,445
Facilities							
Capital improvements/structures at Fair site		Exposition building, reception hall, banquet hall, barns and arenas, gazebos.	Arena, grandstand, exhibit halls, reception halls		Reception halls, exhibit halls, concert pavilion, arena, livestock pavilions, ampitheater, barns	Reception halls, exhibit halls, concert arena, livestock arenas, barns, conference rooms	Arenas, cafeteria, campground, exhibit halls, barns, dormitories, playground, picnic areas
General physical condition of buildings/appearance of site		Buildings are nearly 40 years old but in decent condition.					
Facilities Owner		Ada County	Arizona Exposition & State Fair				
Parking							
Parking fees		Free parking	$0, $5, $10, $20 (based on lot)		General: $5 VIP: $20		
Parking structures and availability	There are various parking areas that are more expensive the closer you are to the gates. For those who park farther away, there are two free trams that drop-off at the Main Entrance on Park Street.	5,000 spaces					
Non-Fair Use							
Other uses of the site year-round (key revenue-generating events and amounts)	High school rodeo, Dog show, Horse show, Diesel truck pull, RV Park (year-round), Winter storage	Garage sale, Gun show, Autocross racing, Car sale, Music festival, baseball games	High school graduation		Concerts, Markets, Tattoo expo, Dairy goat show, High school graduations, Military mobilization ceremony, Dog training, County fair, Horse show, Car show, 5k run	Spring Fair, RV show, Markets, Auction, Homeless services, Conferences, Expos, Banquets, Car sale, Festivals, Dog show, High school graduation, Tradeshows	
Revenues from other events		1.5 million					
Number of days of non-fair use	7	36			30	38	
Percent of revenue originating from non-fair events		30%					
Facility rentals	Yes	Yes				Yes	
Fair Events							
Key events/activities associated with the Fair	Schedule to be released in June.	Concerts, ground acts, carnival, competitive exhibits	Concerts, ground acts, petting zoo, competitive exhibits. CHECK BACK FOR UPDATES ON SCHEDULE		Concerts, food and wine pairings, competitive exhibits, ground acts, carnival	Rodeo, concerts, carnival, competitive exhibits, fine arts displays and exhibits, shops, ground acts	Concerts, rodeo, ground acts, carnival, competitive exhibits
Role of agriculture/livestock in fair activities		Primary role of the fair					
Marketing							
Marketing strategies		Raised ticket prices to be more comparable with other fairs. They use an advertising agency. They prefer using an agency rather than having someone on staff.	Slogan: You belong here			Theme changes annually.	
Marketing budget		$ 250,000.00					
Marketing media used	Facebook, Twitter	Facebook, Twitter, Pinterest, Google +				Facebook, Twitter, Instagram, Google +	Facebook
Identity of the Fair		Primarily for livestock, food, and carnival and entertainment (in that order)					
Have you done anything recently that has proven to be successful?		Can't say if anything has helped.					
Mobile App?						Yes	

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State	Montana State Fair	Montana Fair	Colorado	Oklahoma	Texas	Kansas	Nebraska
General							
Dates of Fair	July 25 - Aug 2	Aug 8-16	Aug 22 - Sep 1	Sep 11-21	Sep 26 - Oct 19	Sep 5-14	Aug 22 - Sep 1
Attendance			FY11: 515,995			Steady.	
Fair Location	Great Falls	Billings	Pueblo	Oklahoma City	Dallas	Hutchinson	Grand Island
Distance from Capitol	90 miles	239 miles	112 miles	0 miles	196 miles	176 miles	95 miles
Fair Park Size	130 acres				277 acres	280 acres	
Surrounding uses/neighborhoods						Residential in three directions, light comercial in the fourth	
Fair ownership/operating structure	Operates as a county fair for Cascade County.	Operates as a county fair for Yellowstone County.	The State Fair is designated as a Type 1 agency. It is administered by the eleven member State Fair Authority. The division is entirely cash funded from the Colorado State Fair Authority Cash Fund, Agriculture Fund, and revenue is from fees collected during the fair and non-fair events held at the fairgrounds.	501c3	State agency. 501c3	State Agency	The Nebraska State Fair Board is the official title of the "agency" as established by Nebraska Statutes. The board is essentially a nonprofit corporation established by State Statute.
Finances							
Admission Ticket Prices	Adult: $8 Youth: $5 Seniors: $5 Children: Free	Adult: $8 Seniors: $5 Youth: $5 Children: Free	$7 Children: Free Carnival season pass: $90 Carnival day pass: $30 Individual ride tickets: $1	Adult: 10 Youth: 5 Kids: Free	Adult: $17 Youth: $13 Senior: $13 Kids: Free	Adult: $10 Senior: $6 Youth: $4 Kids: Free	Adult: $10 Youth: $3 Child: Free Carnival $22-$25 Season: $85
Annual Revenues	$ 2,283,490.00					5 million	
Net Profit (Loss)	$ (1,573,785.00)					200,000-300,000	$ (950,499.00)
Ticket Revenues						1.4 million	
Revenues associated with gambling, horse racetrack, or other betting-type events						None	
Financial Assistance							
Government assistance	FY12: Taxes and Intergovernmental FY12: Taxes and Intergovernmental	2013: Cash received from taxes, licenses, permits, and intergovernmental revenue 2012: Taxes, intergovernmental revenue, other revenue, contribution from grant fund	None from the General Fund			Max match of $300,000 for capital improvements.	No appropriations from the General Fund. The Fair is a benefactor of proceeds from the Nebraska Lottery.
Amount of assistance or subsidy	FY11: $786,480 FY12: $841,059	FY12: $2,778,425 FY13: $2,517,077	FY11-12: $8,388,818 FY12-13: $8,396,790			$ 300,000.00	Each State Budget has $2.5 million appropriated for the fair. Later budgets indicate higher actual ammounts appropriated (FY10: $8,004,596; FY12: $3,450,499)
Facilities							
Capital improvements/structures at Fair site	Reception hall, arenas, livestock pavillion, exhibit hall, grandstand,	Arena, pavillion, expo hall, grandstands, barns, reception halls	4H auditorium, dining hall, pavillion, exhibit hall, arena, events center, reception hall, livestock pavilions	Exhibit halls, pavillions, barns, arenas	Stadium, exhibit halls, stage, pavilions	Arena, grandstand, exhibit halls, reception halls, barns, livestock pavillions	Race track, Expo center, Arenas, Barns, Livestock pavilions, Events center, Grandstand
General physical condition of buildings/appearance of site						Very good. Several improvements have been made during the past several years.	
Facilities Owner	Cascade County				City of Dallas (Parks and Recreation)	State	Hall County Livestock Improvement Association
Parking							
Parking fees	$5	$10 Free	$10 $7	$10 $5 Free	$15	Free	$10 Free
Parking structures and availability					20,000 spaces	55 acres second lot 50-60 acres	
Non-Fair Use							
Other uses of the site year-round (key revenue-generating events and amounts)	Demolition derby, Roller derby, Clinics, Expos, Racing, Elections, Winter storage	Horse show, High school graduation, Antique show, Truck driving competition, Expositions, Roller derby, BBQ, 5k, Concerts, Fashion show	Rodeo, Circus, Festival, Car show	Graduations, Dog show, Rodeo, Horse show, Market, Expo, Shows (art, antique, etc), 5k, Roller derby, Concerts, Convention	Theater, Market, Shows, Powder-puff football, Soccer match, Rodeo, 5k, Festivals, Food truck frenzy, Dog park, Concerts. The Fair maintains the midway area (carnival space) of the facilities year-round. Starting in May 2013, the Fair began operating Summer Adventures in the Fair Park, a pay-one-price event with rides, shows, and educational attractions.	Expos, Markets, Weddings, Parties, Elections, Church, Shows, RV rally, Conventions, Auction, Reunions, Trainings, Festivals, Banquets, County fair, RV park	Elections, Graduations, Shows, Horse racing, Concerts, Truck driving competition, Conferences, County fair, Receptions, Trainings, Markets, Football
Revenues from other events					The fair receives revenues from parking, admissions, concessions, and exhibit space rental at Fair Park during the annual fair. The Agreement also provides that the Fair may receive revenue from operation of the midway (carnival space) during non-fair periods, although no such operations occurred during 2012 or 2011.	$ 500,000.00	
Number of days of non-fair use	5	22	14	128	60	133	119
Percent of revenue originating from non-fair events							
Facility rentals	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Fair Events							
Key events/activities associated with the Fair	Concerts, ground acts, competitive exhibits, contests, carnival, rodeo, horse racing,	Concerts, competitive exhibits, livestock shows, contests, rodeo, carnival, ground acts, motocross	Concerts, carnival, rodeo, ground acts, competitive exhibits,	Concerts, Disney on Ice, carnival, competitive exhibits, auto show, petting zoo, antique tractor display, art exhibits	Concerts, competitive exhibits, shows, ground acts, college football, carnival, contests	Concerts, Demolition derby, truck and tractor pull, competitive exhibits, ground acts, contests, spelling bee and debates, petting zoo, carnival	Competitive exhibits, concerts, shows, contests, ground acts, carnival, motorsports, exhibits, petting zoo
Role of agriculture/livestock in fair activities						Still very primary. Biggest industry in Kansas.	
Marketing							
Marketing strategies				"Get your fair on"		Not getting people to the fair if you only focus on agriculture. Demographic focus is 18-34 (family friendly focus). Focus on getting them when they're young. Field trip program for schools (teach agriculture, get young attendees to the fair): 5-6k kids in field trips, 5-6k marching band members to perform.	
Marketing budget						175,000	
Marketing media used	Facebook	Facebook, Twitter	Facebook, Twitter	Facebook, Twitter, Pinterest	Facebook, Twitter, Instagram, Pinterest	Facebook, Twitter, Instagram, Pinterest	Facebook, Twitter
Identity of the Fair							
Have you done anything recently that has proven to be successful?						Social media, evaluate effectiveness of traditional media (very little print media is used)	
Mobile App?						Developing one. Interactive website	Yes

PROGRESS REPORT # 3
MAY 30, 2013

State	New Mexico	South Dakota	North Dakota
General			
Dates of Fair	Sep 10-21	Aug 28 - Sep 1	July 18-26
Attendance	FY13: 377,123		
Fair Location	Albuquerque	Huron	Minot
Distance from Capitol	62 miles	116 miles	110 miles
Fair Park Size			
Surrounding uses/neighborhoods			
Fair ownership/operating structure			
Finances			
Admission Ticket Prices	Adult: $10 Senior: $7 Youth: $7 Children: Free		Adult: 8 Youth: 4 Child: Free
Annual Revenues	$ 13,831,000.00		
Net Profit (Loss)	$ (2,284,000.00)		
Ticket Revenues			
Revenues associated with gambling, horse racetrack, or other betting-type events			
Financial Assistance			
Government assistance	No appropriations from the General Fund	Receives appropriations from the General Fund and Other Funds (~89% from Other Funds)	Receives appropriations from the General Fund
Amount of assistance or subsidy	FY12 - State Fair - ($13,251,200) FY13 - State Fair: ($11,645,600) FY14 - State Fair: ($12,376,500) FY15 - State Fair: ($12,141,200)	FY15 - State Fair ($2,786,299) FY14 - State Fair Exhibit Hall ($4 million). State Fair ($2,741,176) FY13 - State Fair Housing Unit ($100,000). State Fair: ($2,566,839) FY12: State Fair ($2,271,980)	FY13-15 - State Fair ($546,000) FY13-15 - Flood damage repair ($2.7 million) FY11-13 - State Fair ($730,000)
Facilities			
Capital improvements/structures at Fair site	Pavilions, barns, exhibit halls, arena, reception halls	Speedway, barns, auditorium, reception hall, exhibit hall, grandstand	
General physical condition of buildings/appearance of site			
Facilities Owner			
Parking			
Parking fees	Free		Free
Parking structures and availability		6 parking lots	Parking lot
Non-Fair Use			
Other uses of the site year-round (key revenue-generating events and amounts)	Flea market (every weekend), Shows, Sales, Athletic events, Exhibits, Festival, Rodeo, Expo	Races, rodeos, 4-H, 5k, shows, weddings, concerts, expos, festivals, clinics,	
Revenues from other events			
Number of days of non-fair use	80	54	
Percent of revenue originating from non-fair events			
Facility rentals			
Fair Events			
Key events/activities associated with the Fair	Competitive exhibits, shows, competitions, rodeo, carnival		
Role of agriculture/livestock in fair activities			
Marketing			
Marketing strategies			
Marketing budget			
Marketing media used	Facebook, Twitter	Facebook, Twitter	Facebook, Twitter
Identity of the Fair			
Have you done anything recently that has proven to be successful?			
Mobile App?			

PROGRESS REPORT # 3
MAY 30, 2014

UTAH STATE FAIRPARK
&
WHITE BALL PARK PROJECT

5. Facility Programming

ESS REPORT #3

PHASE TWO: EXISTING CONDITIONS ANALYSIS

Facility Programming

The Fairpark consulting team's work in establishing a facilities programming approach is three-fold. First, the consulting team is assessing the existing conditions of and uses for the Fairpark. Second, the consulting team is understanding space needs should a replacement fair site and facilities be desired. And third, understanding state space needs and future demands for a future single or multi-agency office building(s).

Existing Conditions and Fairpark Utilization

Existing Conditions are detailed Section 3 Site Analysis, but as a brief review the current almost 70-acre site consists of two distinctly defined spaces: the approximately 10-acre White Ball Field site south of North Temple and the approximately 60-acre the Fairpark site which spans the Jordan River on its western side. There are currently no physical structures on the White Ball Field site and numerous facilities on the Fairpark site, as summarized on the chart below.

FAIRPARK BUILDING NO.	BUILDING NAME	GSF	NSF	EFFICIENCY	GROSS FACTOR	NON-FAIR USE
1	Fairpark Administration	5,700		0%		N/A
2	Bonneville Building	9,760	6,517	67%	1.5	Rental Facility
3	Promontory Hall Building	11,539	10,013	87%	1.2	Rental Facility
4	Fairpark Grand	31,620	25,792	82%	1.2	Rental Facility
5	Heritage Building	2,208	2,027	92%	1.1	Rental Facility
6	Wildlife Building	3,470	1,809	52%	1.9	Rental Facility
7	Deseret Building	7,488	6,592	88%	1.1	Rental Facility
8	Goat Barn	16,000	16,000	100%	1.0	RV Storage
9	Dairy Barn	16,000	15,636	98%	1.0	RV Storage
10	Beef Barn	16,000	15,808	99%	1.0	RV Storage
11	Sheep Barn	16,000	16,000	100%	1.0	RV Storage
12	Pig Pavilion	9,500		0%		Temporary Facility
13	Market Building	16,000	16,000	100%	1.0	Rental Facility
15	Storage Building	8,000		0%		Rental Facility
16	Livestock Show Ring	7,742	5,255	68%	1.5	Rental Facility
18	Rabbit Barn	7,950		0%		Rental Facility
19	FFA Friends / Pavilion & Storage	4,450		0%		
20	South Food Court	1,670		0%		N/A
23	Pioneer Building	5,460	4,880	89%	1.1	Rental Facility
24	Pigeon/Poultry Barn	4,752	4,752	100%	1.0	Rental Facility
25	Restroom South	1,535		0%		N/A
26	Gazebo	832	670	81%	1.2	N/A
31	Wasatch Building	3,249	2,758	85%	1.2	Rental Facility
32	Discovery Building	7,260	6,972	96%	1.0	Rental Facility
34	Zion Building	9,282	8,214	88%	1.1	Rental Facility
36	Grandstand Bleachers	89,200	51,241	57%	1.7	Rental Facility

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35	Grandstand Ticket Trl	435		0%		N/A
37	North Food Court	19,738	4,672	24%	4.2	Rental Facility
38	Fairpark Cafeteria	10,240		0%		N/A
41	Hay Barn	1,378		0%		N/A
42	Restroom					N/A
44	Rodeo Arena	107,400	43,270	40%	2.5	Events
46	Horse Barn	4,255	4,255	100%	1.0	Rental Facility
47	Horse Barn	4,255	4,255	100%	1.0	Rental Facility
48	Horse Barn	4,255	4,255	100%	1.0	Rental Facility
49	Horse Barn	4,255	4,255	100%	1.0	Rental Facility
50	Maintenance Shop	10,500		0%		N/A
51	Multi Purpose Building	25,704	22,644	88%	1.1	RV Storage, Rental Facility
33	Conference Center	20,500		0%		State of Utah DMV uses eastern half year round
	Ticket Booths (15)	125		0%		average size is 125 gsf
	Arena Seating	19,765		0%		N/A
	Practice Arena	24,675	24,675	100%	1.0	Rental Facility
	Total Temporary Buildings	10,332				
	Total Permanent Building Area	348,040				
	Total Outdoor Facilities	151,840				

Cells highlighted in yellow provide approximate figures derived from AutoCAD site plan

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Although this study does not include building assessment or conditions reporting, the findings of the recent Faithful and Gould Facilities Condition Assessment, dated April 2014, along with visual inspection of buildings and discussions with Fairpark staff indicate that average conditions of the buildings is good for their current use. This is an important distinction, as buildings designed and built for agricultural and animal display are not easily reused during the off-season for high revenue commercial ventures. If it is desired for the Fairpark Corporation to be self-sustaining, buildings must be in a condition suitable to their highest and best use. Currently, minor modifications to HVAC systems and restroom facilities in a number of buildings intended to add a modicum of environmental control and accessibility makes the buildings suitable for short term use, but are inadequate for most long-term commercial ventures. Thus, the Fairpark Corporation is limited both in quality faculties, a backlog of major maintenance projects and limited capital to fund major building upgrades.

Maintenance Cost versus Total Project Cost

The Faithful and Gould Facilities Condition Assessment illustrates the minimum annual capital project investment necessary to repair existing deficiencies. While from year to year the amount seems reasonable, it is important to note that this study does not survey structural deficiencies, major utilities infrastructure planning needed to accommodate future planning, or accessibility issues. The difference between maintenance planning and facilities planning is best illustrated with the recent three barn upgrades. Maintenance planning defined the scope of repairs to these three buildings at $606,000,

while the actual project, which included seismically upgrading the buildings, will cost $2 million, or a little more than an order of magnitude of 3 difference. Thus, it is reasonable to expect that facilities maintenance project cost will be at minimum of $1.9 million and at the most $6 million, although it would be more accurate to refer to total project cost range of $2.47 million to $7.5 million. This excludes making any changes to building aesthetics, function or addressing seismic deficiencies.

Fairpark Major Maintenance Projects*			
Fiscal Year	Escalation Rate	Estimated Project Cost	Total Project Cost (with 30% overhead)
FY-15	2%	$ 10,598	$ 13,777
FY-16	4%	$ 295,595	$ 384,274
FY-17	4%	$ 6,950	$ 9,035
FY-18	4%	$ 2,065	$ 2,685
FY-19	4%	$ 770,519	$ 1,001,674
FY-20	4%	$ 375	$ 487
FY-21	4%	$ 104,315	$ 135,609
FY-22	4%	$ 143,011	$ 185,915
FY-23	4%	$ 144,491	$ 187,839
		$ 1,477,919	**$ 1,921,295**

* data derived from 2014 Faithful & Gould Facilities Condition Assessment

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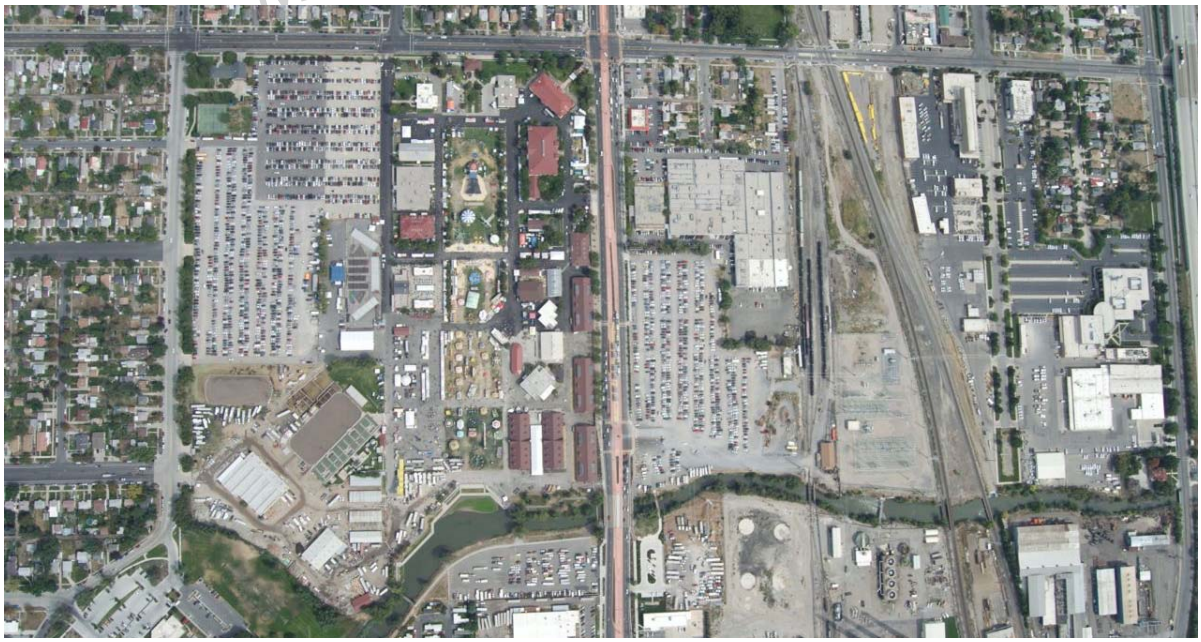
Existing Fairpark Utilization

It is clear that the Fair can and does utilize all of the approximately 70-acres during a State Fair site during the 11-day Fair. Currently leases, excluding the State DMV, vacate their leased space during the duration of the fair and the space is used for fair activities. During the remainder of the year space in existing buildings is leased. Well defined space utilization has been addressed in Section 7 Market Findings.



State of Utah Facility Needs Assessment

The Fairpark consulting team has worked to coordinate with the State of Utah to develop an understanding of the long term needs of State Agencies that may find relocation to new facilities constructed on the Fairpark site as a viable option. The consultants have developed a baseline understanding for employee growth across multiple state agencies within a ten mile radius of the state capital. Extrapolating from the growth and baseline conditions, a potential future configuration for employee growth can be established, which can be used in the scenario planning exercise in Phase Three. In order to understand demand, both space needs and priorities of the Fairpark, but also those of the State of Utah, the consultant team is working with Lee Fairbourn, DFCM Real Estate and Debt Manager and other State Agencies to understand space demand and planning for all non-higher education agencies.

Our work in this phase, started in April 2014 and is ongoing as of late-May 2014, includes the following:

- Review of published materials provide by DFCM or by open records access,
- Benchmark consolidate state-owned office building spaces with building managers,
- Research projected employee growth rates with the Department of Human Resources,
- Review of State Fairpark Studies, toured facilities, and held on-going discussions with Fairpark staff, and
- Discussions with staff of DFCM.

As was thoroughly noted in Performance Audit No. 14-01, Performance Audit of State Buildings and Land, there is no current single resource documenting non-higher education space holdings, leased or owned, available at this time from DFCM, the Division of Risk Management, the Department of Human Resource Management, or individual state entities. Trends have been established through a review of Audit 14-01 data and findings and discussions with staff. The Fairpark Masterplan consultant has utilized trending data which provides a general picture of needs for this study, although more detailed data would be beneficial for the long term accuracy of decision making.

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Space Needs Projections

Fourteen leases for office space in Salt Lake County could potentially be consolidated into a state-owned office building, as per information found in Audit 14-01 plus additional information from DFCM. These leases total $5,121,000 in annual lease expense that could possibly be saved by the state. Lease expiration dates range from 2013 to 2020. While leased office space may be beneficial for an agency whose needs may change rapidly, the state may benefit from housing agencies with more stable needs in state-owned buildings. The list that follows summarizes 14 leases that could potentially be consolidated in a multi-agency state office building.

Agency	Building Function	City	Square Feet	Annual Lease	# FTEs from Lease DF9
Health	IT Development	SLC	25,000	$ 203,000.00	
DHS	Resource Recovery	SLC	72,000	$ 1,635,000.00	
GOED	Administration	SLC	24,000	$ 509,000.00	
Insurance	Admin / Fraud Division	SLC	5,253	$ 99,807.00	14
MedEd		SLC	2,383	$ 49,566.40	7
SITLA	Administration	SLC	22,226	$ 450,409.38	55

CCJJ	Crime Victims Reparations	SLC	9,000	$	121,000.00	
Education	DDS-Rehab	SLC	27,000	$	708,000.00	
Gov Office	Gov Council - Peoples with Disabilities	SLC	2,000	$	41,000.00	
DFI	Administration	SLC	10,543	$	176,199.89	51
USOR		SLC	9,484	$	254,290.63	15
USOR		SLC	27,300	$	701,337.00	120
CCJJ		SLC	7,974	$	120,566.88	15
DSPD		SLC	3,487	$	51,956.30	8
Total			**247,650**	**$**	**5,121,133.48**	**285**

Lease space typically does not include all necessities and amenities, such as lobby, restrooms, mechanical and electrical rooms, etc. utilized by lessees. Thus, by applying a net to gross ratio of 1:1.35 the state would need approximately 87,000 square feet of space for a total of 334,328 gross square feet. In 2011 DFCM constructed a multi-agency office building in Salt Lake City at an average cost of $224 per square foot, excluding the land. Assuming DFCM could construct a similar building to fulfil space needs of all leases noted above at a similar cost, the building would cost approximately $75 million.

The Fairpark consultant will continue to compile a summary of both leases, as information becomes available. To date these fourteen leases provide data that have been compared to state owned facilities. The goal of this comparison is to understand differences in space use between leased and state-owned space. This information was couple with data from two Salt Lake City facilities, the DNR and Multi-Agency Office Building, to illustrating averages from a cross section of state owned facilities.

PROGRESS REPORT #3
MAY 2014

Agency	Building Function	City	Net Square Feet	# FTEs from Lease DF9	Gross Square Feet	GSF/ FTE
Insurance	Admin / Fraud Div.	SLC	5,253	14	7,092	507
MedEd		SLC	2,383	7	3,217	460
SITLA	Administration	SLC	22,226	55	30,005	546
DFI	Administration	SLC	10,543	51	14,233	279
USOR		SLC	9,484	15	12,803	854
USOR		SLC	27,300	120	36,855	307
CCJJ		SLC	7,974	15	10,765	718
DSPD		SLC	3,487	8	4,707	588
Total			**247,650**	**285**		**532**

Building	Building Function	City	# FTEs	Gross Square Feet	GSF/ FTE
DNR	Dept Natural Resources	SLC	480	175,311	365
Multi-Agency	DHS, DEQ	SLC	780	257,390	330
					348

The data illustrates that currently buildings built for the specific purpose, to house state employees and the functions of departments and divisions, are more space efficient than leased space per employee. The average gross square feet per fulltime employee (GSF/FTE) is 532 gsf in lease space and 348 gsf in state-owned space. This efficiency may be able to be duplicated thru the construction of a new multi-agency office building(s), and thus the projected 334,328 gross square feet to replace lease space noted above may be smaller.

Ongoing Work

The Fairpark consulting team in currently gathering data representing average space utilization of state-owned non-higher education properties. In addition to potential office space demand from limited future leases, the consulting team is also working to project office space demand within the SLC area out to 2050. Under study is a review of employee growth projections from the Department of Human Resources and the implications of growth within the Salt Lake City on potential office space demand at the Fairpark site. The goal is to understand any pent up demand that exists with agencies in state-owned buildings, which may need to be added to the demand from lease space totals.

Currently, the State has developed a building design to accommodate three state agencies at a new State Unified Laboratories, Module Two building in Taylorsville, adjacent to Module One adjacent to the Calvin Rampton Complex. This facility will accommodate the State Office of the Medical Examiner (OME), Department of Agriculture and Foods labs, and Department of Public Safety Forensic Services Division. None of these entities have been included in the current summary of space needs.

There is only one other current request for replacement space. As noted in the Utah State Building Board Five Year Building Program for State Agencies and Institutions - General Session 2014, the Department of Agriculture and Foods request for a replacement administration, seed lab, motor fuels, and metrology lab is covered in the requested 52,000 sf. This potential construction project will be aggregated with other state-owned space needs as they become available.

FRC PROGRESS REPORT #3
MAY 30, 2014

Fairpark replacement space needs is also being research and will be presented in the Phase Three findings. This will include a range of options to address the potential of the Fair becoming a traveling exhibition, a guest at other county fair sites, or a newly developed permanent Fairpark in another location.

UTAH STATE FAIRPARK
&
WHITE BALL PARK PROJECT

6. Comprehensive Utility Impact

ESS REPORT #3

ENSIGN

Civil Engineering
Structural Engineering
Water-Wastewater Design
Transportation Design
Land Surveying
Urban Design
Planning

May 28, 2014

CRSA State Fairpark design Team
649 East South Temple
Salt Lake City, Utah 84102

RE: State Fairpark Progress Report #3.

Through our meetings and discussions a new idea for aspects of Utilities and Site Infrastructure is emerging as an outcome from this study. Potential development scenarios that included the possibility of high density housing, multiple story office/retail and parking structures ranging all the way to leave things as they are in a sort of land bank option are being proposed.

The wide spectrum of land use possibilities forced a non-traditional approach to Utilities and Site Infrastructure because our goal from the beginning of the study has been to develop plans that would work, from a utilities perspective, for any possible land use outcome. The utility infrastructure that already exists on the perimeter of the site(s) becomes the real back bone of any potential utility site improvements. The future utility planning will incorporate this perimeter first philosophy even in the short term renovation projects needed to sustain the Fairpark Operation.

PROGRESS REPORT #3
MAY 30, 2014

Utilities, essentially surrounding the site, have been mapped. This includes 300 North Street on the north, 1000 West Street on the east and North Temple Street on the south side of the Fairpark block. North Temple, of course, is also the north boundary of the While Ball Park site.

See Existing Utility perimeter Map-Exhibit

This map is very schematic and identifies utility size and location based on information that we have available from previous studies, and that we have received from various support agencies. This information is somewhat limited specifically in the gravity flowing utility systems, such as sanitary sewer and storm drain systems. The information that we have for depths and grades of these utility systems is incomplete. Although the utility map does represent these utilities at the perimeter of the site the depth of these utilities and elevations of the property may limit the ability to service the property. Some of this information may not become evident until a detailed survey is done. Our preliminary conclusions are based on proximity to the site, which may have limitations based on the depth and grade of these utilities.

Using the existing perimeter utilities on the east; west south and to the north, we can create utility corridors to reach potential service locations under a wide variety of development scenarios, even the existing Fairpark renovation option, Scenario 1. In the "New" proposed layout options, Scenarios 2 and 3, corridors that help to form a new plan for how and where to place utility infrastructure have been provided. However, the

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sizes of the perimeter utilities have some limitations, and for all scenarios upgrades to the existing “public” utility system will be required.

For example, on the White Ball Field site, the North Temple perimeter corridor has water lines on both the north and south side of the road. The 12-inch waterline on the south side of North Temple has capacity to service any of the scenarios. There is also a 12-inch sewer line that exists close to the northeast corner of the White Ball Field site that could likely service those scenarios also. Both of these utility systems do not extend along the length of the property and will most likely need to be extended across the length of the property.

The Fairpark property on the north side of North Temple and a portion of the west side of 1000 West is also well supported by Water and Sewer infrastructure. A 12-inch water line exists on the west side of 1000 West from North Temple to 300 North. There are a series of sewer stubs in 1000 West that are currently servicing the Fairpark property and would be able to continue to provide service for scenarios 2 or 3.

An example of a perimeter utility service backbone that will not handle major improvements to the property is the water infrastructure on the northern portion of the site. Along 1000 West at 200 North the 12-inch water line ends. There is a 6-inch water line existing on the east side of 1000 West and north side of 200 North, but this would not be large enough to service scenarios 2 or 3. A new culinary water system would likely be required on the Fairpark side of the road.

PROGRESS REPORT #5
MAY 10, 2014

Onsite utility limitations are generally related to site surface storm drainage and runoff infrastructure. Existing surface and subsurface drainage systems are very minimal or nonexistent on all portions of the property. The existing Fairpark improvements have major drainage problems. Any long term improvements and permanent scenarios will require the installation of a trunk line to properly provide drainage to the site.

As we continue to progress into the details for the proposed scenarios the details of utility service and availability will become more definite. We will be able to define more specific what improvements will be necessary and what utilities are adequately sized to service the property. We look forward to continuing to working with you. If you have any questions or comments related to this please do not hesitate to contact us.

Sincerely,

Brady Morris

Brady Morris P.E.
Ensign Engineering

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FOR:
UTAH STATE FAIR PARK

CONTACT:

PHONE:

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SALT LAKE CITY, UTAH

NO.	DATE	REVISION	BY
1		FOR REVIEW	
2			
3			
4			
5			
6			
7			
8			

EXISTING UTILITIES

PROJECT NUMBER: SU1013
PRINT DATE: ----
DRAWN BY: JTN
CHECKED BY: CLN
PROJECT MANAGER: KWC

E-1

UTAH STATE FAIRPARK
&
WHITE BALL PARK PROJECT

7. Market Findings

ECS REPORT # 3

TO: CRSA
FROM: ZBPF
DATE: May 28, 2014
RE: Potential Development Scenarios for Fairpark Site

Introduction

ZBPF has conducted a market analysis for the Fairpark site, including two development scenarios that are based on the assumption that the Fair will move to another site and that the entire Fairpark site will be redeveloped. Of course, in addition, there is always the option that the Fair will continue to take place at the current site. These three scenarios are as follows:

- Fair remains at current North Temple Fairpark site;
- Fair moves to another location and site is redeveloped as:
  - Mixed use, transit-oriented development; or
  - Office/technology park.

If the Fair moves to another site, a review of broker data, as well as interviews with brokers and developers, suggests that the most likely uses for the Fairpark site range from office, technology park, higher-density housing, hotel, recreation and limited retail use. Industrial development is not considered to be a viable use for this site due to: 1) integration with surrounding neighborhoods; and 2) high visibility on the North Temple corridor that serves as a gateway to downtown Salt Lake City.

This Memorandum first summarizes current conditions in the office, retail and housing markets, followed by potential development scenarios, including absorption timeframes and densities of development.

PROGRESS REPORT # 3
MAY 30, 2014

Current Conditions

Office. A review of broker data provided by Commerce Real Estate Solutions suggests that office market conditions are improving considerably in the northwest section of the City. Office vacancy rates have decreased from a high of 23 percent in 2010 to 8.2 percent in 2013 in the northwest sector. After two years of negative absorption (2009 and 2010), absorption picked up to nearly 250,000 square feet of space in 2012, followed by approximately 178,000 square feet in 2013. Class A and Class B rents have increased since 2009, although Class C rents have not reached their former levels.

Table 1: Northwest Office Market and Salt Lake Valley Comparables

Office Market	2009	2010	2011	2012	2013	Average
Vacancy	21.39%	23.00%	16.81%	11.80%	8.20%	16.24%
Absorption SF	(94,154)	(60,687)	57,341	248,767	177,889	65,831
Class A Rents	$19.54	$19.12	$19.17	$21.26	$22.84	$20.39
Class B Rents	$17.25	$17.22	$17.18	$17.52	$17.96	$17.43
Class C Rents	$15.48	$14.86	$15.10	$12.93	$13.81	$14.44
Overall Rents	$17.31	$16.97	$16.99	$16.48	$16.61	$16.87
2013	Northeast	Northwest	Centraleast	Centralwest	Southeast	Southwest
Vacancy	7.6%	8.2%	13.6%	17.9%	9.0%	4.6%

Office Market	2009	2010	2011	2012	2013	Average
Absorption SF	98,117	177,889	292,874	66,298	200,174	17,170
Class A Rents	$28.89	$22.84	$29.01	$21.00	$23.53	$23.18
Class B Rents	$20.15	$17.96	$19.21	$19.00	$19.24	$18.00
Class C Rents	$14.46	$13.81	$15.15	$13.61	$16.88	NA
Overall Rents	$19.61	$16.61	$19.13	$17.55	$21.23	$22.40

The northwest sector has shown strength in the office market - even when compared with the Centraleast and Southeast sectors that are fueled by significant development at Old Mill, Minuteman IV in Draper and Sandy Park Center. Office development in the northwest sector should be attractive given the short distance to downtown and the easy access (10-minute drive) to the Airport.

Further, the recent development of mixed use space in the downtown City Creek Center, may serve to increase the attractiveness of the overall downtown area and shift some demand away from suburban development. While demand has increased significantly over the past three years (2011 – 2013), interviews with brokers suggest that much of the demand has been in the suburban markets.

Retail. In contrast, the northwest retail market has not seen much absorption of space since 2009. Vacancy rates are lower in 2013 than they were from 2010 - 2012, decreasing slightly from rates of over ten percent from 2010 through 2012.

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Table 2: Northwest Retail Market and Salt Lake Valley Comparables

Northwest Retail Market	2009	2010	2011	2012	2013
Total Market SF	876,650	876,650	876,650	892,089	892,089
Vacancy	5.65%	10.25%	10.22%	10.20%	9.40%
Retail Sector – 2013	**Market SF**	**Vacancy**	**New Construction**	**Absorption SF**	
Northeast	5,578,911	5.0%		116,537	
Centraleast	6,266,157	12.3%		129,298	
Southeast	9,864,249	5.9%	4,957	160,612	
Northwest	892,089	9.4%		6,718	
Centralwest	7,386,752	11.0%	39,029	207,264	
Southwest	8,863,505	1.6%	30,507	131,892	
TOTAL	38,851,663	6.9%	74,493	752,321	

The northwest sector is lacking in retail space when compared with the other geographic sectors in the City. This may be due to several factors, including the proximity of goods and services in the downtown area (I-15 is the dividing line with the Northeast sector) and generally lower household incomes for households surrounding the Fairpark.

As the map below shows, there is a small cluster of retail businesses at 900 West, but no significant, defined retail shopping destinations along North Temple.

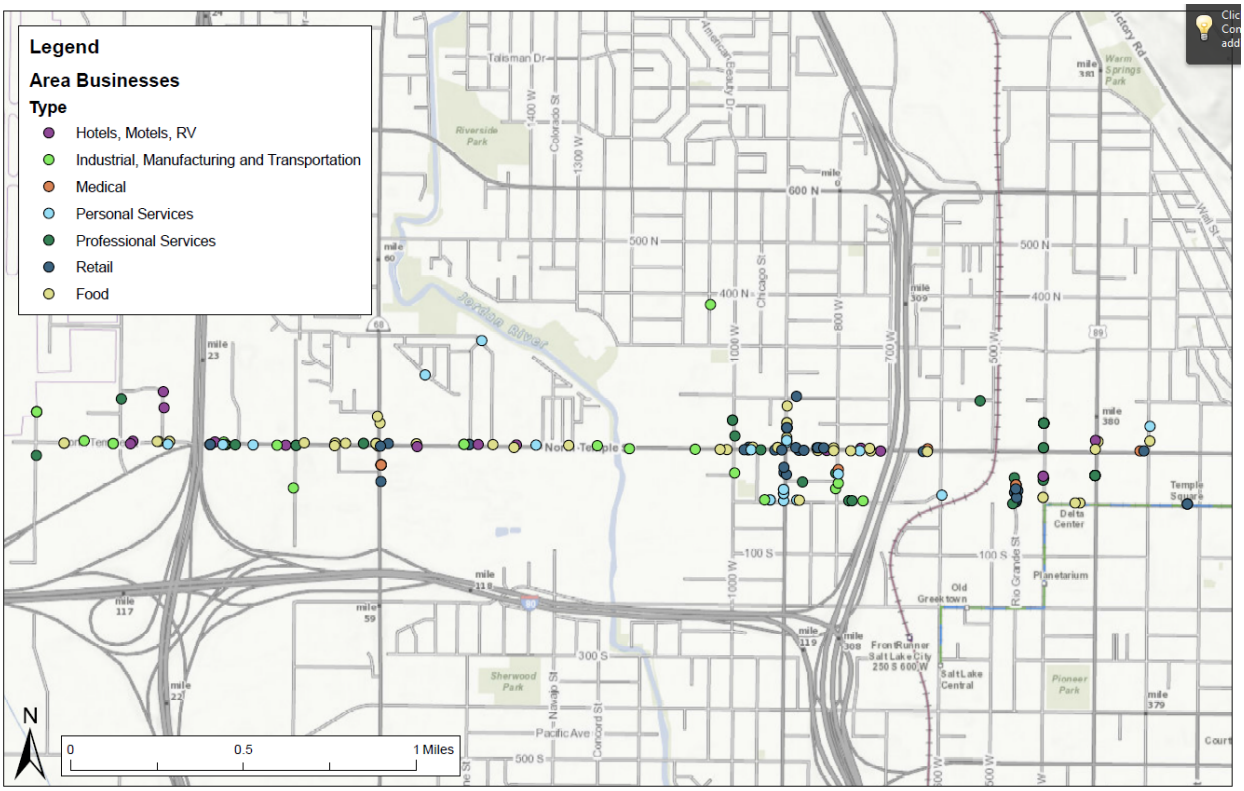

Figure 1: North Temple Corridor Area Businesses

Eating places are scattered along the corridor but, with the exception of Red Iguana, there are no retail food outlets that draw people into the area from outside the area.

DRAFT
MAY 30, 2014

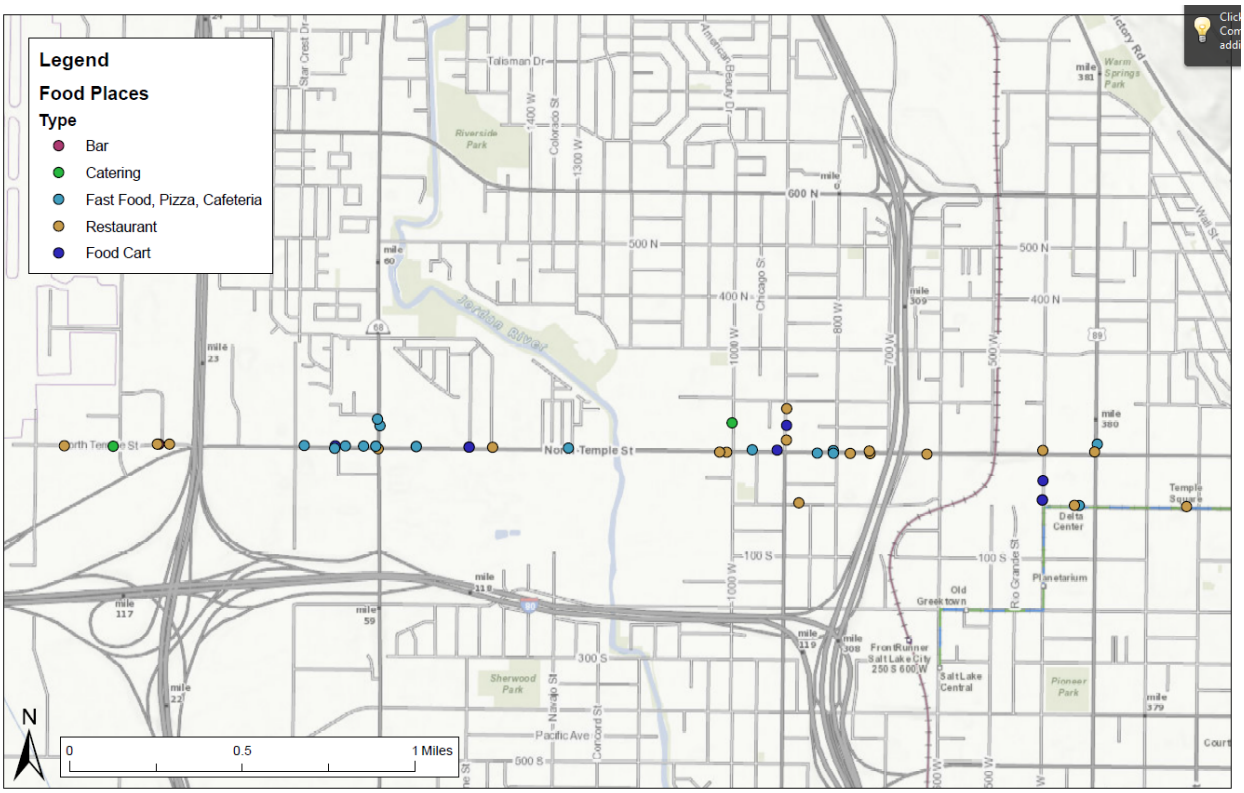

Figure 2: North Temple Corridor Food Places of Business

PROGRESS
MAY 30, 2014

Housing

Population density maps are included for 2015 and 2030 in the following tables. The 2015 population of the neighborhoods surrounding the Fairpark is 11,436 persons. The population is projected to increase to 13,191 persons by 2030 based on the area shown in the map below. This is a very slow growth rate that averages less than one percent growth per year. This is due to the fact that the area is largely built out and future growth will need to come from increased densities in development.

Table 3: Population Growth along North Temple Corridor, 2015-2030

	2015	2030
Population	11,436	13,191

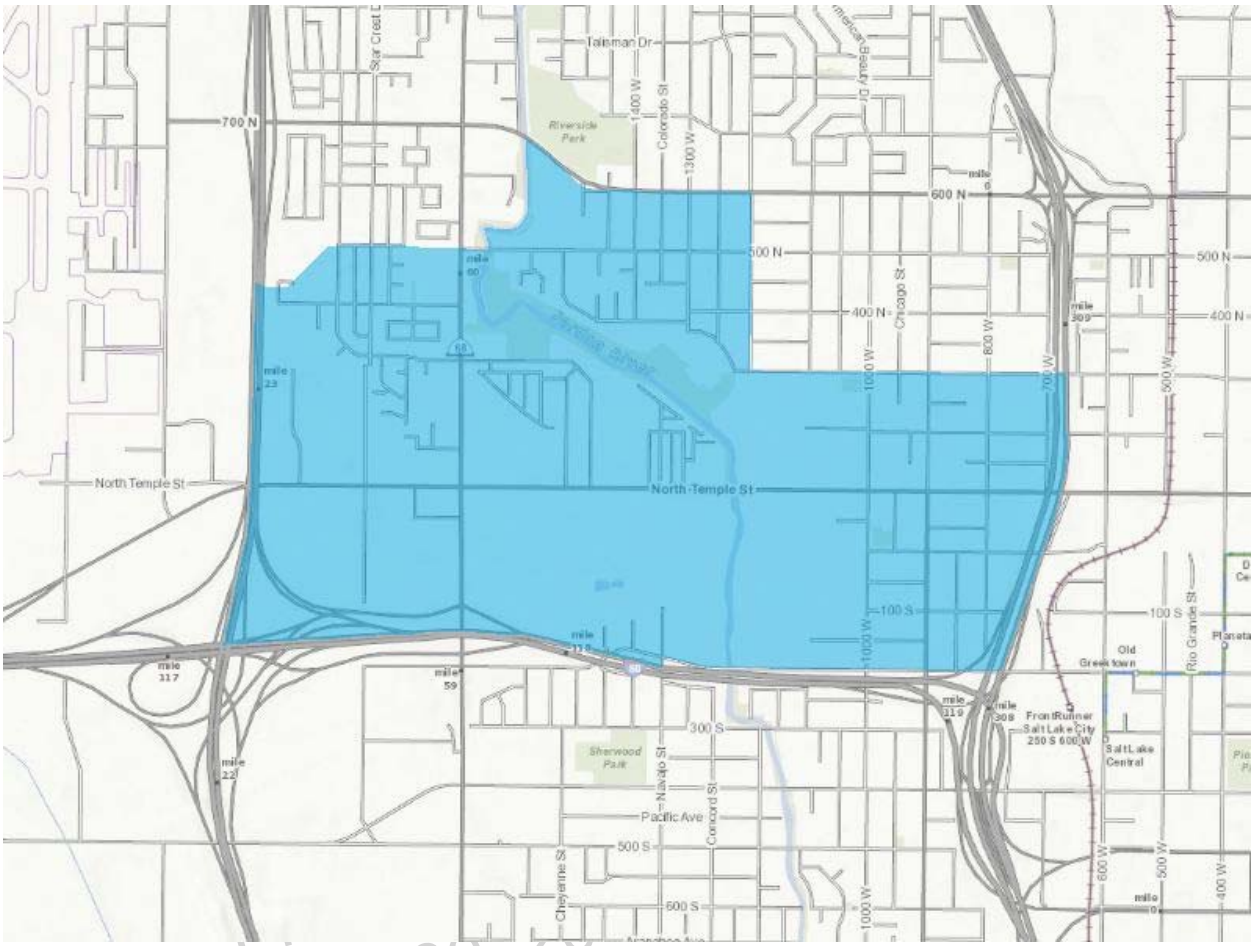

Figure 3: North Temple Corridor Study Area for Population and Employment

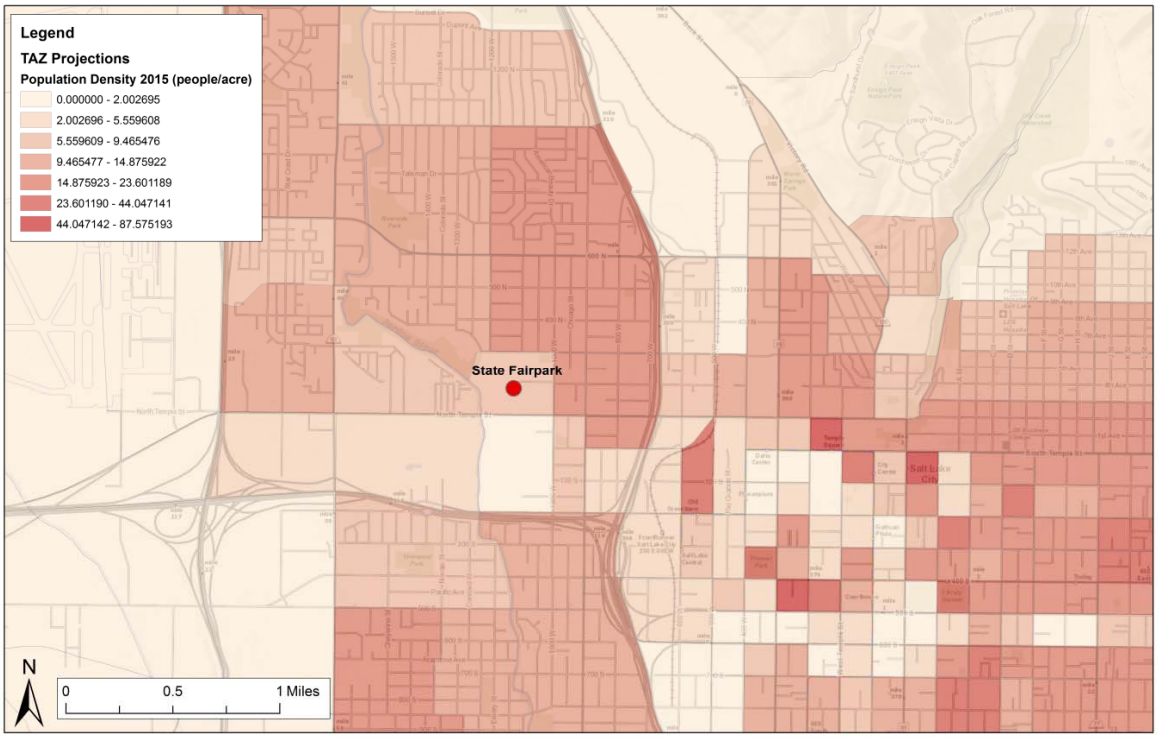

Figure 4: Population Density 2015

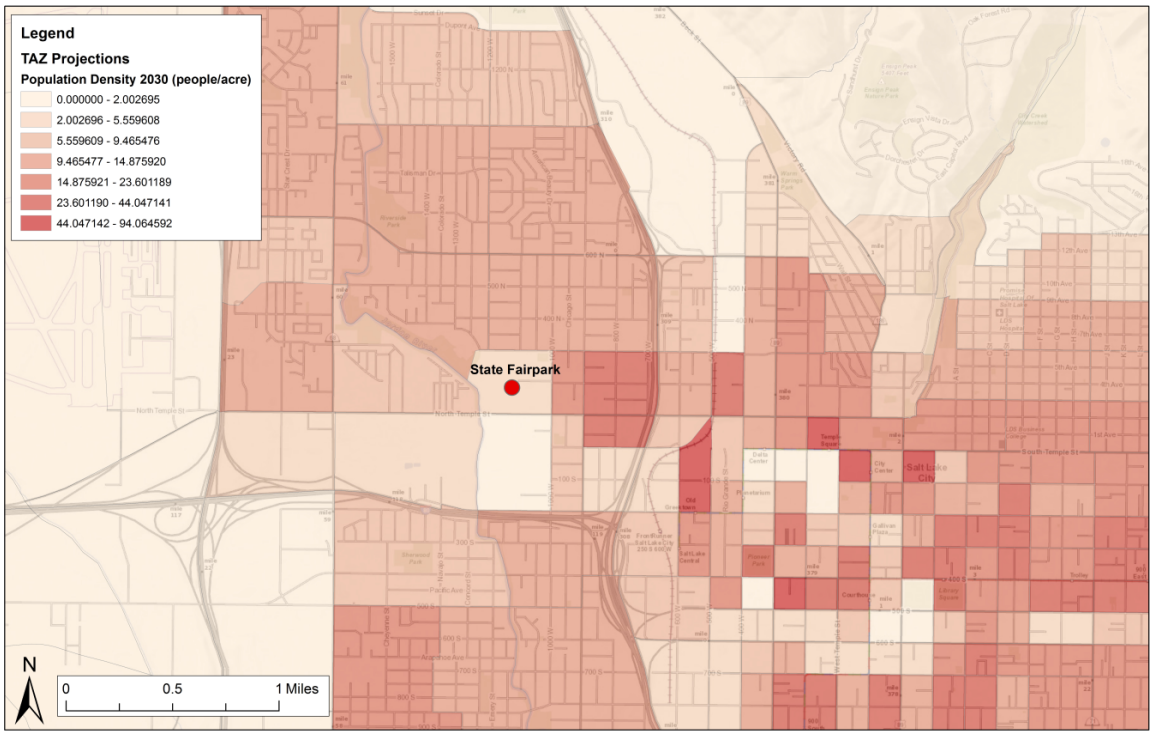

Figure 5: Population Density 2030

On average, since the year 2000, there has been an average of 1,711 building permits issued annually, with an average vacancy rate of 5.6 percent. The highest number of permits issued was 3,568 in 2009, with the lowest year in 2013, with 442 permits issued.

Table 4: Multi-Family Building Permits, Salt Lake County, 2000-2013

Year	Building Permits	Vacancies
2000	1,343	4.7%
2001	1,871	4.6%
2002	1,610	8.0%
2003	2,407	6.8%
2004	1,571	7.4%
2005	2,335	5.7%
2006	1,576	5.7%
2007	1,950	4.3%
2008	2,408	5.0%
2009	3,568	7.2%
2010	901	6.5%
2011	1,136	4.8%
2012	841	4.1%
2013	442	3.8%
Average	1,711	5.6%

Source: University of Utah Bureau of Economic and Business Research; REIS

PROGRESS REPORT # 3
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Employment

Employment in the study area is anticipated to increase at the slightly faster rate of 1.34 percent per year from 2015 to 2030. However, because most of this area is built out, the employment density projections for 2030 show very little increase from those of 2015. The 2015 employment along the North Temple Corridor stretching between I-15 and I-215 is 9,870. This number is projected to increase to 12,051 employees by 2030.[1] There are many State office buildings located along North Temple and the larger area (beyond the North Temple corridor) brings in many employees daily.

Table 5: Employment Growth along North Temple Corridor, 2015-2030

	2015	2030
Employment	9,870	12,051

[1] Wasatch Front Regional Council TAZ projections

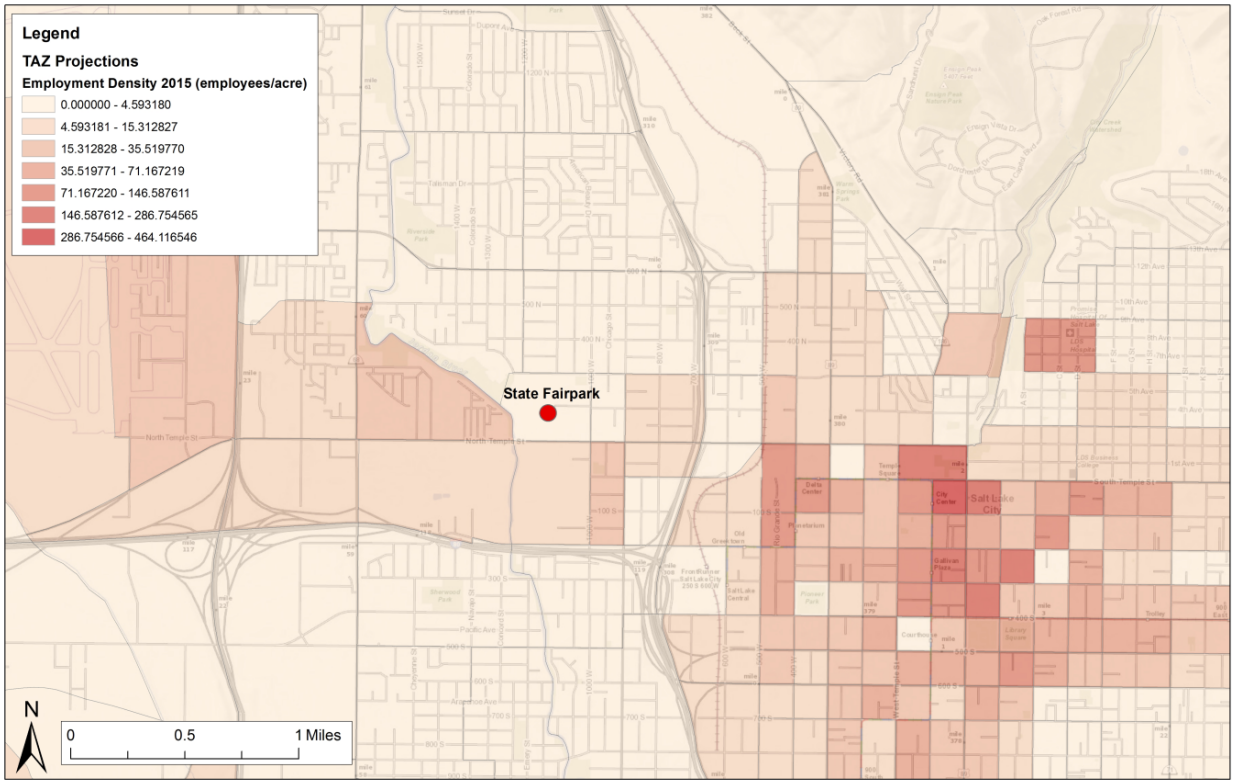

Figure 6: Employment Density 2015

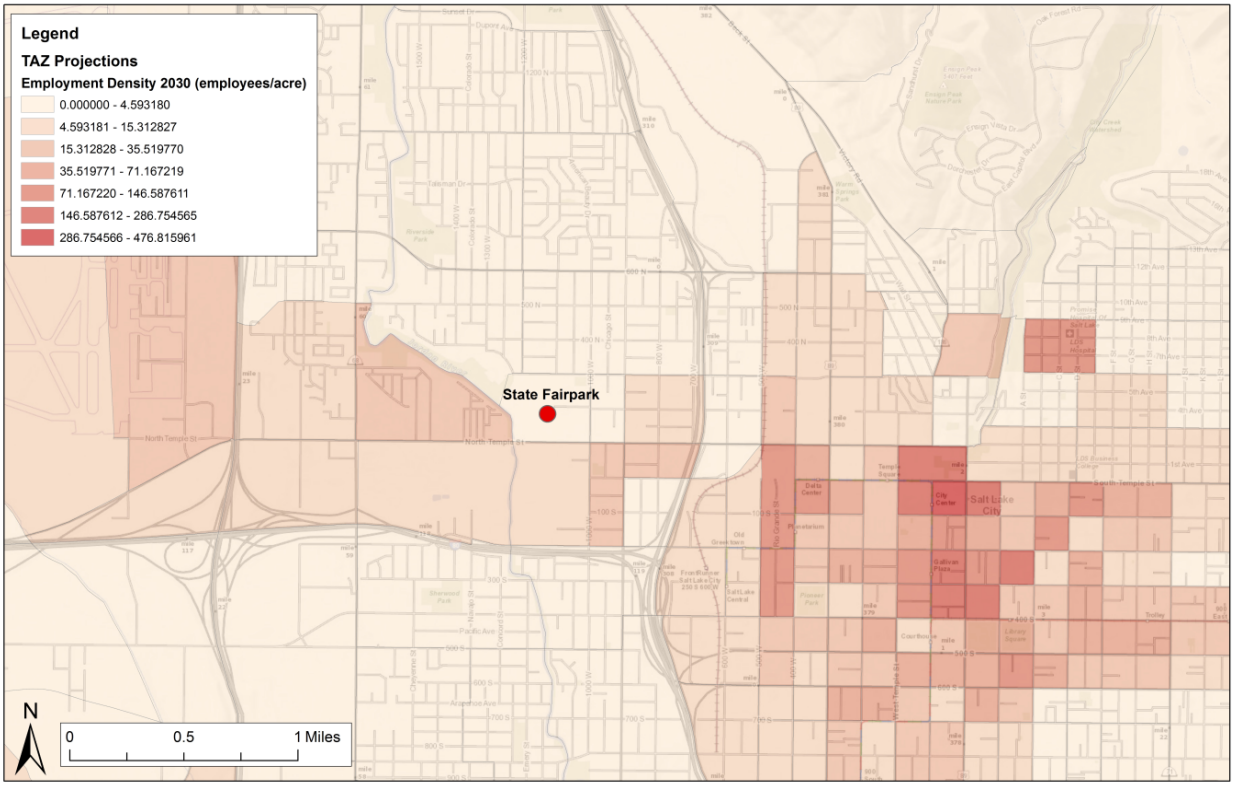

Figure 7: Employment Density 2030

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8. Land Appraisal Research

ECS REPORT # 3

Integra Realty Resources
Salt Lake City

5107 South 900 East
Suite 200
Salt Lake City, UT 84117

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dliddell@irr.com
www.irr.com

May 29, 2014

SUBJECT: End of May Project Summary
State Fairpark and White Park Properties, Approximately 1100 West North Temple Street
Salt Lake City, Utah 84116 (the "Subject Properties")

PROGRESS REPORT # 3
MAY 30, 2014

Dear Client:

Integra Realty Resources – Salt Lake City ("IRR – Salt Lake City"), appreciates the opportunity to provide valuation and counseling services for the Subject Properties. As requested, the purpose of this letter is to summarize the current progress of the appraisal assignment.

During the past month we have been researching, and analyzing market information. This information includes land sales and real estate market reports. We have been performing research and analysis based on the valuation scenarios described in the April progress report. To date we have identified, and are analyzing, a number comparable land sales to be used in the appraisal reports under the different valuation scenarios.

Recall from the April progress report, the first valuation scenario will include an estimate of the land value as if the property were vacant and available for sale. This estimate of value will be based on the hypothetical condition that the site improvements have been razed, including underground improvements, and that the property is vacant and ready for sale and development. This valuation scenario will reflect the current zoning and will be reflective of the rezoning and entitlement risk a potential buyer would face. We have been working on the appraisal report for this valuation scenario.

The other valuation scenarios will be based on specific conclusions of the project team and the direction of the client. These scenarios will be based on a mix of commercial and multi-family development. Part of the scope of the Utah State Fairpark and White Ball Park Project is to identify possible redevelopment and/ or reuse possibilities for the project land areas. In addition to our research and analysis, we have been sharing information with the rest of the team and discussing the potential valuation scenarios and possible development densities for the site. This work has been very useful and based on our recent meetings we believe that the team is close to finalizing potential development scenarios and the development densities to be used as the basis for valuation in our appraisal reports. It is expected that these conclusions will be finalized soon.

As the team's initial conclusions come together our upcoming work will focus on using the market information we have gathered to estimate the value of the subject land areas based on the concluded development scenarios. These scenarios will likely be based on a combination of commercial and multi-family development potential. As discussed in the April progress letter, these value estimates will be based on a hypothetical as if complete valuation estimating the value of the subject property as if re-zoned and entitled to allow for the various types of development.

In conclusion, we have been making good progress both on our specific scope of work and in our work with the team. Although there is still much to be done, the last month has been very effective in evaluating potential uses for the property and valuation scenarios for our appraisal reports.

Thank you for the opportunity to work on this assignment and we look forward to working with you.

Sincerely,

INTEGRA REALTY RESOURCES – SALT LAKE CITY

Darrin W. Liddell, MAI, FRICS, CCIM
Senior Managing Director

Benjamin D. LeFevre, MAI, MRICS
Managing Director

PROGRESS REPORT # 3
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9. Scenario Concepts

ESS REPORT #3

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Fairpark Vicinity Master Plan

Date:	05/30/14
To:	Taylor Maxfield, DFCM
From:	CRSA - Kathy Wheadon, Kelly Gillman, Ryan Wallace
CC:	NA
Re:	Goals and Objectives Memo

SCENARIO CONCEPTS OVERVIEW

The bulk of the effort by the CRSA team in May and June will be the administering of the scenario planning process. The scenario planning exercise takes various ideas and tests their viability as a potential use of the site. In some cases, certain ideas might be tested in multiple scenarios. In some cases, the idea outlined is too specific to be tested. For example, it is beyond the scope of work to determine if a specific type of museum would be viable. However, it may be possible to study placing a public use such as a museum on the site. This section outlines the general framework that has been developed for each scenario, which will be fully tested for the final Progress Report, scheduled for June 30th 2014. The last Progress Report will include a more robust discussion of each scenario, outline the market analysis opportunities, historic and cultural impacts and consider potential costs, or opportunity costs to the State of Utah. Illustrative graphics will be generated to provide a representation of what the property may look like if a scenario was chosen and implemented.

PROGRESS REPORT #3
MAY 30, 2014

Each scenario that is outlined has been designed to test certain ideas (see Section 1 for Universe of Option Matrix) which respond to the site opportunities and constraints analysis (see Section 3) and a plan for State space needs (see Section 5). It is very possible that aspects of each scenario could be mixed with other scenarios. As the CRSA team is unable to test all potential scenarios, three representative scenarios have been devised to account for as many opportunities as possible within a streamlined review process. The key aspects of each scenario being considerd are outlined as follows, including a brief introduction to financial aspects. A review of the cost to the State for relocation of the Fair has not yet been completed.

SCENARIO #1: BASELINE

The purpose of this scenario is to study the option of the Utah State Fairpark remaining as the primary use of the primary study area. Facility upgrades to support the Fair are considered. Secondary uses may be introduced in the study area to provide additional revenue to the Fairpark Corporation, as well as to meet specific needs of the State of Utah.

The most likely addition to the site to support the Fair operations is a new structure that may host additional conference space on the site throughout the year. This has been referenced in previous

studies as “expo space, or expo center.” Additionally, an upgraded or expanded rodeo will also be considered under this scenario, which may host larger events throughout the year.

Other secondary uses are also being considered. These uses, as follows, are not designed to primarily support Fairpark operations, but will add revenue to the Fair and/or mitigate for space that is no longer available to the Fair.

- State office building(s)
- Parking structure(s)
- Additional sublease opportunities that may be negotiated by the Fairpark Corporation

The most likely secondary use that may be added to coexist with the Fairpark is a State office building. The office space may be configured in multiple buildings, but all are anticipated at the White Ball Park site, on the south side of North Temple. This location will have limited affect on the operations of the Utah State Fair (with the important exception of permanent loss of parking) and can be easily accessed by the adjacent TRAX station. Analysis on this proposal is ongoing, including the inclusion of a parking structure to support the office building, transit station access, and Fair operations, mitigating the loss of parking at White Ball Park. A State office facility could be developed by the State or a private developer who leases to the State. The second option could result in additional tax increment for Salt Lake City whereas State ownership may not.

Currently there are numerous events hosted by the Fairpark throughout the year, however these subleases with the Fairpark are primarily considered short-term. A certain number of longer term subleases with the Fairpark exist (See Section 1), but lease holders must vacate the premises during operation of the Utah State Fair (with exception of the Utah Division of Wildlife and the State of Utah DMV). The Fairpark Corporation is actively seeking additional sources of revenue that may result in new long-term subleases, some potentially could occupy large portions of property year-round. To date, no specific additional tenants have signed sublease agreements for use of property at the Utah State Fairpark. This study may contemplate the affects of such an opportunity in the final progress report, primarily to understand the impacts on Fairpark operational concerns such as additional permanent loss of parking.

PROGRESS REPORT # 3
MAY 30, 2014

Existing facilities on the site, including historic structures, would be retained under this scenario, perhaps with upgrades considered as some are in poor condition or unsuitable for commercial operations. Existing utility infrastructure on site, as has been noted in previous studies, is in poor condition. It is anticipated that for the development of this scenario many utilities will likely require replacement, including upgrades to the site drainage. With the exception of recent upgrades in limited areas, there is a significant backlog of major maintenance and replacement projects. The scenario planning will consider this issue in more detail in the final progress report. No utilities exist at White Ball Field. See Section 6 for more information on existing utilities.

SCENARIO #2: OFFICE CENTER

The purpose of this scenario is to study the option for the leasing of the Utah State Fairpark and White Ball Park by the State of Utah to private and/or public office/research uses. Discussions with potential tenants suggests that over time there may well be demand for this type of use. Whether

the property is configured as a research park, or perhaps a corporate office park, the property could support a fairly large complex of facilities.

Under this scenario, the main Fairpark property (subtract a 100 foot buffer along the Jordan River) would host the office/research use and the White Ball Park property could also be considered for State Office (similar to Scenario #1). However with so much land dedicated to office at the main Fairpark site, the White Ball Park property is also being studied for commericial/retail use in this scenario. A medium range hotel with limited retail may be feasible at this location to support the office/research use across North Temple. A parking structure is also being considered to support development and transit station parking needs, but may not be as critical under this scenario as parking for the Fair is no longer required. This option introduces some low to medium residential options as a buffer between the existing neighborhoods and the office park uses.

This option is being considered as a long-term land lease. Initial market analysis suggests that an office/research park would not be considered, from a financial aspect the highest and best use. Thus, this option considers the State retaining the land and partnering to develop the property. This scenario may create opportunities to retain certain portions of the land for public use, such as park or museum space. It may also be the best option for integrating the site into the Jordan River Parkway and Trail as well as adjacent community center and park facilities. This scenario may generate tax increment for Salt Lake City, depending on the nature of the development. Research park use may generate limited tax revenue, but could generate long-term lease revenue for the State. Business park uses may be more beneficial for tax increment.

PROGRESS REPORT # 3
MAY 30, 2014

Some of the existing Fairpark buildings could be re-purposed under this scenario, and may be viable as office space if mixed with new structures of similar use. Existing utility infrastructure on site, as has been noted in previous studies, is in poor condition. It is anticipated that for the development of this scenario all utilities will likely require replacement. The scenario planning wil consider this issue in more detail in the final progress report. No utilities exist at White Ball Park and will need to be extended across North Temple to make appropriate connections. See Section 6 for more information on existing utilities.

SCENARIO #3: TRANSIT-ORIENTED DEVELOPMENT (TOD)

The purpose of this scenario is to study the option for the sale of the Utah State Fairpark and White Ball Park for private development interests. Transit-oriented development has been identified by various agencies and stakeholders as the best option for private redevelopent. Although it is possible that a private developer could save certain building on site for historic value, it is not anticipated that any existing structures will remain financially viable on its own under this option. Thus total replacement of all facilities is being studied, including a mix of medium density residential and commercial/office use. Some retail will be considered, although a high-density of retail is not considered viable at this location.

Under this scenario, the main Fairpark (subtract a 100 foot buffer along the Jordan River) would become the TOD residential and commercial area while the White Ball Park Property is being studied for State office building(s). This scenario will also consider the White Ball Park for

commercial/retail use, a medium range hotel with a parking structure, possibly shared by office use, will be studied. Some housing may be located in close proximity to the TRAX station, with the bulk of the housing located to the rear of the site, buffering existing residential from new commercial/office uses. The North Temple frontage would be populated mostly with commercial/office uses, with limited retail opportunities.

This option is being considered as a land sale. Initial market analysis suggests that market rate housing and retail and commercial uses, from a financial perspective, represents the highest and best use for the property. This scenario is most likely to come to fruition if the property is controlled by a private developer(s). Although there may be some agencies or stakeholders that may partner with a private developer, it is not considered likely that the State of Utah would retain ownership interest in the property under this scenario. This scenario should generate tax increment for Salt Lake City, and property sale revenue for the State of Utah. The CRSA team has been interviewing private developers to guage interest in development at the Utah State Fairpark. Although the full content of such interviews may be considered confidential, the general results will be used to support the scenario planning exercise and the property appraisal process. For example, if it is understood that a private developer(s) will not be able to turn over the site for redevelopment immediately (if sold completely) portions may sit vacant for some period of time.

This option provides the opportunity for intergrating the site into the Jordan River Parkway and Trail. It might also provide an option for other public uses, such as a museum, however, unless the State retains some control over portions of the property there is no guarantee the developer will choose these options. Residential development should be designed to create a positive connection to existing community center and park facilities along the Jordan River.

PROGRESS REPORT #2
MAY 30, 2014

Most, if not all, of the existing facilities on the site would likely be removed under this scenario. Existing utility infrastructure on site, as has been noted in previous studies, is in poor condition. It is anticipated that for the development of this scenario all utilities will likely require replacement, including upgrades to the site drainage. Recent infrastructure improvements may also be replaced if they are not in the appropriate location for the new development. The scenario planning will consider this issue in more detail in the final progress report. No utilities exist at White Ball Field and will need to be extended across North Temple to make appropriate connections. See Section 6 for more information on existing utilities.

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10. Next Steps

ESS REPORT # 3

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Fairpark Vicinity Master Plan

Date:	05/30/14
To:	Taylor Maxfield, DFCM
From:	CRSA - Kathy Wheadon, Kelly Gillman, Ryan Wallace
CC:	NA
Re:	Goals and Objectives Memo

NEXT STEPS / FINAL REPORT

The CRSA Scope of work outlines a project schedule, including a report to the Utah State Legislature by June 30th 2014. This report will be considered Progress Report #4. Progress Report #4 is anticipated to be a compilation of all materials produced at that date, summarized in a single document for presentation. The exact format, and name of report may be subject to change.

Between the submittal of Progress Report #3 (this document) and Progress Report #4 the following tasks will be completed to support final recommendations, many of which have been ongoing since the project study began and are summarized in progress in this document as well as previous documents.

- Land appraisal
- Title report
- Scenario plans, w/ engineering and market analysis support
- State of Utah programming needs
- Private sector analysis
- Fairpark viability and analysis
- Fairpark relocation analysis
- Fairpark peer review

PROGRESS REPORT #3
MAY 30 2014

Each of these elements will play a key role in guiding the recommendations to the State Legislature. The land appraisal will be used to determine the potential sale revenue and/or opportunity cost to the State if the property is retained. It should be noted however that the opportunity cost will be weighted against the cultural and historic value of the Fair. Additionally, the next progress report will consider the cost of operating a Fair at an alternative location. The capital costs associated with this change will be contrasted with the potential revenue that may be generated by leasing or selling the property. If the Fair were to move to a new location, certain land, infrastructure, and facility costs would be incurred. This will be compared to the costs that might be incurred to keep the Fair in place, as well as opportunity costs for keeping the Fair in place. This effort may include mulitple scenarios what how the Fair may operate at a new location, ranging from operating in temporary tents to new structures. This step has not been started and is subject to change.

The title report will outline any legal encumberances or easements that might affect the way the property will be used, this might also affect the value of the property. Due to industry guidelines,

no status update can be provided at this time. The Commitment for Title Insurance will be provided for the next progress report which is designed to provide, among other things, a report listing those matters that constitute liens and/or encumbrances on the chain of title. The matters listed may include, without limitation, general property taxes, special assessments, easements, mortgages, deeds of trust and various documents creating covenants, conditions and restrictions on the use of the subject property.

The scenario planning exercise that has begun, with initial discussion outlined in this report, will be completed in the next progress report. The scenario planning exercise takes various ideas and tests their viability as a potential use of the site. In some cases, certain ideas might be tested in multiple scenarios. Also, in some cases, the ideas generated are too specific to be tested. For example, it is beyond the scope of work to determine if a specific type of museum would be viable. However, it may be possible to study placing a public use such as a museum on the site. Refer to the scenario planning section (Section 9), for more information about each scenario. The result of each scenario test will be included in the next progress report in the form of alternatives for consideration to the Utah State Legislature.

The Fairpark viability and analysis will consider specific outcomes that could change the financial position of the Fair, which is primarily associated with Scenario # 1. The CRSA scope of work does not include a full operations review or business plan for the Utah State Fairpark Corporation. Rather, it will advise on changes that are recommended in the scenario that may affect the Fairpark operations if implemented. For example, it has been suggested that the rodeo stadium be expanded. If this option continues to be viable, this report may suggest the financial implications of the change on operations for the Utah State Fair.

PROGRESS REPORT #3
MAY 30, 2014

The CRSA team has been interviewing private developers to guage interest in development at the Utah State Fairpark. Although the full content of such interviews may be considered confidential, the general results will be used to support the scenario planning exercise and the property appraisal process. For example, if it is understood that a private developer(s) will not be able to turn over the site for redevelopment immediately, the potential sale value may be discounted. This process has also included discussions with State agencies who may wish to locate to the Fairpark vicinty. The affect of State office facilities on site will be factored into this analysis.

The recommendations summary in Progress Report #4 not be a final recommendation on the outcome of the property owned by the State of Utah, or the outcome of the Utah Fairpark Corporation's operations of the Utah State Fair. Rather, it will be a list of alternatives, or options, that the State may consider. These recommendations may be compared and contrasted with other options that the Fairpark itself may generate over time in their own efforts to improve operations at the Fair. The future of the Utah State Fairpark is considered a policy decision on the public good of the site and institution, as well as a financial decision (among many other factors). It is beyond the scope of work for the CRSA team to make this judgement.

Unless Progress Report # 4 is deemed complete, it is anticiapted that a final report will be issued at some point after presentation of materials Progress Report #4 to the Utah State Legislature. This final report will most likely come within a few weeks of Progress Report #4, and include final updates and clarifications that may occur. The exact format, and name of report may be subject to change.