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MAIN STREET CORRIDOR

Bountiful's Main Street has the most extensive collection of historic and varied retail and civic buildings between Salt Lake City and Ogden. This is a tremendous asset to the city and has value in helping to draw in consumers from outside the city, including tourists.

This chapter outlines policies to help Main Street build upon its existing assets: a quality pedestrian and historic environment.



Successful downtowns compete as a district, not just as a collection of individual businesses. People come to the district to accomplish multiple tasks similar to a shopping mall. As with a shopping mall, some people will come without a particular shopping need that they want to fulfill, they come to visit a place that is the sum of all of the buildings, activities, and gathering spaces. A big part of the reason people will spend a significant amount of time in a shopping mall is because the atmosphere is enjoyable: storefronts are close to each other, attractively designed, and the walk is pleasant. People

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A multitude of enjoyable “opportunities” creates an environment people want to spend time and money in.

in shopping malls will sometimes walk miles in the course of their shopping. Successful downtowns follow many of the same strategies that successful shopping malls do. They present a cohesive walking experience to patrons as the walk is not interrupted extensively by inconveniences to pedestrians such as driveways or parking areas, and attention is paid to the look of storefronts. Finally, the individual downtown businesses, similar to a mall’s tenants, cooperate with each other for a unified parking, marketing, and event strategy.

1. GUIDING PRINCIPLE: MAKE MAIN STREET THE “HEART” OF BOUNTIFUL & SOUTH DAVIS COUNTY

To regain its place as the heart of Bountiful and South Davis County, Main Street must recognize the key ingredients of successful Main Streets elsewhere. The most important part of a successful Main Street is in having a special atmosphere. This will allow the area to compete as a district and draw people because of the uniqueness and quality of the environment it offers. Main Street must be a great place to spend time, whether shopping, dining, recreating, or just enjoying the scenery. Although it is important to have a walkable setting, traffic to activate retail, and sufficient parking; without a special atmosphere that draws people to the place as a destination, a Main Street will never be successful.



Central in creating a successful main street is the making of a special atmosphere followed by (in order of importance) a walkable setting, retail traffic, and sufficient parking.

There are many main streets across the country that thrive by meeting requirements 1 and 2 even though they may not have a substantial amount of drive-by traffic or an overabundance of free parking – they create a draw to the shopping district because they

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offer a high quality environment. Simultaneously, there are a myriad of struggling main streets with plenty of drive by traffic and an abundance of parking, but lack the district identity and walkability to bring people to the area.

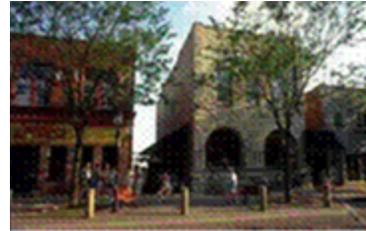
All four ingredients are important, but the chief priority must be to establish a solid base: a special atmosphere and a walkable setting.

GOAL: Preserve unique historical characteristics

POLICY: Provide façade improvement loans

POLICY: New construction should enhance the streetscape appeal of the row of buildings in which it fits.

A list of design standards is listed under the policy “Buildings should feature human-scaled design elements”



Historic buildings add charm and character to the area.

GOAL: Develop central gathering spaces

POLICY: Identify potential locations for a "town square" public space to serve as a focal point for the downtown area.

Design this space to be suitable for community-scale and regional events, such as a farmers market, and outdoor performances, promotional events, and displays.



Farmers markets area wonderful way to strengthen the public “bond” of a community

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GOAL: Develop a district-wide sense of identity

POLICY: Create gateway features such as roundabouts, sculptures, arches, monument signs.

Bountiful City should work to establish a brand identity for Main Street. Gateways, directory signs, parking signs, banners should have a consistent logo, look, font, and style. This brand identity should be coordinated with or through the downtown chamber of commerce. Gateway features should clearly signal to citizens that they are entering a distinct and special district.



Community can be established through the use of distinctive, architectural elements

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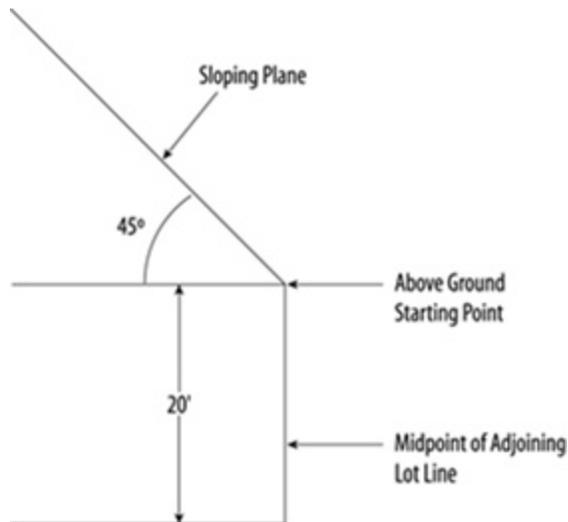
GOAL: Fill in the gaps in the streetscape to create a cohesive main street

POLICY: Require new private parking lots to be behind buildings fronting Main Street.

POLICY: Ensure allowable intensity is sufficient to encourage private sector redevelopment.

Enable redevelopment by ensuring allowable densities and land uses provide sufficient incentive for redevelopment of properties that do not line the street. Adopt a bulk/plane height standard allowing buildings to exceed current height limits so long as the additional story is not visible by pedestrians on Main Street.

Example of a Bulk-Plane Height Limit



Zoning standards affect how big buildings can be built and what land uses may reside inside. These factors affect the potential return on investment that a landowner can expect to achieve if he or she seeks to rebuild on their property. In this way, zoning partially influences private decisions to redevelop land.

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GOAL: Ensure adequate parking balanced with the goal of encouraging new development to fill in the gaps

GOAL: Provide Downtown parking in efficiently utilized shared facilities

The more parking is shared between multiple firms, the more efficiently it tends to be utilized. The most efficiently utilized parking is on-street parking: it is highly visible to traffic and empty parking spaces are readily apparent to potential parkers. Shared public parking facilities that are well-signed are the next most efficiently utilized followed by private shared parking (shared between more than one firm) and the least efficiently utilized parking is individual parking lots.



POLICY: Maximize On-street Parking, extend angled parking on cross streets

On street parking is the most efficiently utilized parking. Empty spaces are highly visible to a large number of cars. The parking is also shared by businesses within about 1 block in any direction. On-street parking is vital in a main street to provide short-term shoppers quick access to the street facing front doors of businesses. On-street parking has the additional benefit of acting to slow traffic and provides a buffer between traffic and pedestrians thereby improving actual and perceived pedestrian safety.



On street parking is efficient, good for local retail and actual lends to a safer environment for pedestrians



POLICY: Reduce Parking Standards for appropriateness to a walkable, mixed-use district with frequent transit service

Downtown Bountiful aims to be a highly walkable, mixed-use environment that is an asset to adjacent neighborhoods. It is and will increasingly be accessible by foot, bicycle, and transit. In addition, it does and will increasingly rely on highly efficient forms of parking such as on-street parking and shared off-



When pedestrians enjoy spending time in an area they naturally will contribute to increased economic activity

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street parking. All of these factors suggest that Bountiful modify parking standards for the area for the purposes of:

- 1) Allowing property owners more flexibility in determining appropriate parking supply (see sidebar on appropriate parking standards)
- 2) Increasing allowable FAR of new development thereby making it more enticing. (See sidebar on effective Floor to Area Ratio).

Recommended reductions are included in the below table:

Parking Regulations: A Sampling of Western US Main Streets

	Retail (typical) per 1,000 square feet	Residential (2 bedroom multi-family)	Distance from Major CBD	Transit service	Characteristics of Note
Davis, California	2.5	1	15	n/a	Reduced requirements in exchange for preservation of existing structures
Ellensburg, WA	0	0	more than 100 miles	None	n/a
Gresham, Oregon	0	1.5	16	Bus, LRT within 1/2 mile	Reduced requirements near transit, maximum parking requirements established
Hamilton, Montana	2	1.5	47	None	On-street parking credits toward minimum required spaces, maximum parking requirements established
Troutdale, Oregon	0	1	17	Bus	Reduced requirements in exchange for transit amenities, maximum parking requirements established.
Truckee California	4	2	more than 100 miles	None	In-lieu fees allowed, maximum parking requirements established
Bountiful Main Street (existing standards)	5	2	11	Bus	
Bountiful Main Street (proposed)	3	1.5	11	Bus, BRT within 1/4 mile	Allow in-lieu fees, credit adjacent on-street parking.

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POLICY: Allow adjacent on-street parking to count towards required retail parking spaces

These spaces act to absorb retail parking demand. This fact should be reflected in minimum parking requirements.

POLICY: Allow in-lieu fee in exchange for required off-street non-residential parking.

In-lieu fees would be collected by the city for the sole purpose of funding parking improvements in the district. Typically in-lieu fees fund land for public parking lots or construction of parking facilities - parking facilities that are more efficiently utilized and managed than isolated private parking facilities.

POLICY: Provide incentives for the use of shared parking, or in-lieu fees

Parking efficiencies derived from shared parking can be calculated using standard industry parking usage ratios. Thus, shared parking review and approval can be handled as a permitted use, not at the discretion of the planning commission; a change to a permitted use may encourage may landowners to utilize shared parking approaches in their development proposals.

POLICY: Create a phasing plan for construction of public or public/private shared parking facilities to meet long-term parking needs.

In-lieu fees and other
D.)

POLICY: Require adequate bicycle parking to promote a diversity of travel modes

Install bicycle racks in key locations along Main Street. Downtown bicycle parking should be spread around so that multiple destinations are close by. Require bicycle parking for all new developments.



GOAL: Encourage Downtown Living

Encourage residences within close proximity of Main Street to provide a 24-hour, on-site customer base for retail and to decrease potential future traffic congestion.

POLICY: Continue to use the “Uniform Code for Building Conservation” for renovation of structures with initial construction predating 1950.

POLICY: Provide process and time certainty for development applications that mix residential and commercial.



Well designed mixed-use structures can be attractive and beneficial to the retail base of the area

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Ensure that conditional use criteria for residential development are, and remain, objective in nature. Consider providing timing assurances for the review of conditional use applications for downtown living to encourage these types of development.

POLICY: Reduce required parking for Downtown residential units

Suggested modifications are:

1 bedroom = 1 / unit

2 bedroom = 1.5 / unit

3 bedroom = 2 / unit

No required off-street visitor parking, visitors to downtown residences can utilize shared public parking spaces such as on-street parking.

Establishing a lower rate than would be required in a residential subdivision makes sense for a number of reasons.

- 1.) Multi-family households typically own fewer cars
- 2.) Downtown households are likely to do more travel by foot or bike
- 3.) Property owners have a vested interest in the success of their building. They must balance the ability to rent or sell units with their desire to keep costs low by providing fewer parking spaces. Lowering parking requirements does not necessarily mean parking will be provided at the minimum standard.
- 4.) Visitors to residences can utilize shared public parking spaces such as on-street parking.

POLICY: Provide National Register application assistance on request commensurate with available city resources.

Listing in the National Register honors the property by recognizing its importance to its community. Officially designated historic buildings may not need to comply with all building code requirements.

2. GUIDING PRINCIPLE: ENSURE SUCCESSFUL BUSINESSES ON MAIN STREET

GOAL: Improve accessibility to businesses for patrons

POLICY: Keep main street on-street parking spaces reserved for patrons

When parking demand warrants it, begin 2 hour parking limits on core blocks on Main Street to reserve these spaces for patrons of retail businesses. This is intended to get employees and longer term visitors to park on cross streets or in off-street parking lots.

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POLICY: Create directory signs for businesses

This will improve recognition and visibility of the firms located in downtown.

POLICY: Create a Parking Signage System

This will improve recognition and visibility of shared parking facilities.



Retail business directory helps pedestrians and drivers

GOAL: Improve the safety of Main Street for Pedestrians

POLICY: Enhance pedestrian crossings

Develop substantial bulb-outs at intersections of main and cross-streets in the study area. Bulb-outs should extend +/- 10 feet into the street to enable pedestrians to easily see past on-street parked vehicles. Bulb-outs also reduce crossing distances for pedestrians. Install textured walkways to signal to drivers to slow down and to act as a pedestrian amenity



Make pedestrians feel safe and welcome with improved amenities such as crosswalks

POLICY: Prohibit new driveway curb-cuts on Main Street between 400 N. and 500 S.

Prohibit curb cuts if a building's proprietary parking area (if there is one) can be reasonably accessed via a block face other than Main Street. Curb cuts interrupt walking routes and negatively affect traffic flow. Allow curb cuts on cross streets only.

GOAL: Create a pleasant walking environment for shopping; Main Street becomes a shopping promenade

Regardless of how visitors arrive, once downtown, all visitors traverse by foot, often visiting more than one store. Improving Main Street to be a high-quality pedestrian environment is a key to ensuring that downtown will be a successful shopping district in the future. A quality pedestrian or walking environment benefits from the following elements 1.) safe, direct and, convenient walking routes, 2.) A pleasant walking environment, 3.) Many destinations within easy reach of a short walk.

GOAL: Cultivate new architecture that complements historic buildings

POLICY: Create a sign ordinance with the pedestrian in mind



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Develop a sign ordinance, using clearly defined standards, where signage is scaled for the pedestrian. Signage should be attractive, legible, and in context with the historic character of the area.

POLICY: Enhance the retail storefront character by ensuring a high level of window transparency ^{Pedestrian scaled signage}

Modify CR zone standards to require a 50% minimum percentage of transparent glass on the ground floor area of Main-Street facing facades (on all new construction or re-models). On main-street facing ground floor windows, prohibit darkly tinted windows and mirrored windows that blocks two way visibility.



Street-level windows contribute not only to visual appeal of store fronts but also to a safer public environment through “eyes on the street” concept

On Other street facing facades, maintain a minimum standard. The rest of the main street facing façade and other street facing facades should follow a minimum window and door standard of +/- 20%.

POLICY: Building entrances should be convenient to public walking routes

Modify the CR zone to require a primary building entrance of new and renovated buildings to face Main Street.’ This primary entrance should be designed to be visually prominent to avoid appearing like a back door. If front facades are more than 200 feet wide, require 1 street facing primary entrance per 100 feet of width.

This ensures pedestrian walking convenience and also decreases walking distances. Additional entrances could face parking lots or other streets.

POLICY: Buildings come up to the street

Modify the CR to create a regulatory build-to line, a line fronting the sidewalk to which buildings must be built to, acting as a 0’ required front yard setback. *This helps ensure a walking environment where pedestrians don’t need to navigate through parking areas; it also helps minimize walking distances between structures.*



Buildings that front the street create an environment that attracts pedestrians

POLICY: Off-street parking lots that must front a side street (perpendicular to Main), must have a low ornamental wall adjacent to the street.



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This screens the parking lot from view and provides an attractive design feature for the pedestrian.

Parking can co-exist with the pedestrian environment yet be visually minimized

GOAL: New buildings and renovations should follow traditional storefront design concepts while allowing flexibility in ornamentation and style.



Historic main streets are a visually appealing, communicating at a “human” or pedestrian scale, not that of the automobile

Historic main streets are terrific walking environments in part because, as a pedestrian, there is always the promise to look at something new about every 20 to 50 feet. As modern buildings have grown in size and window shopping has lost favor, new buildings have lost human-scaled design elements. There is no longer the promise of something interesting to look at just a few steps ahead.

Design standards should not proscribe historic imitation, but should work to create a high quality walking environment on Main Street. Main Street will not win a competition against new retail centers solely on the basis of accessibility, traffic, and parking advantages. Although these items are important, it must maximize the competitive advantage it has: traditional storefront buildings arranged around a high quality, walkable street environment.

POLICY: Buildings should feature human-scaled design elements:

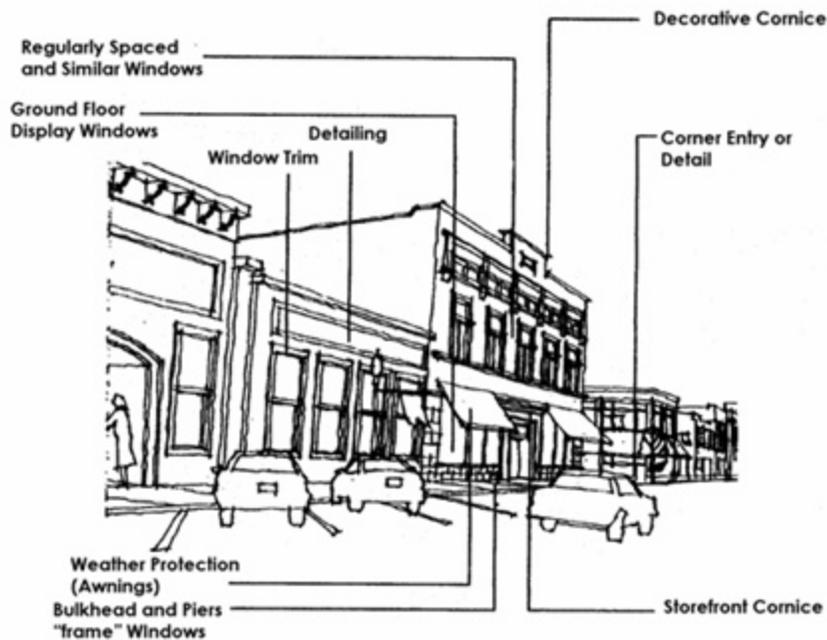
- 1.) Establish standards for buildings to include changes in relief on their street facades such as cornices, bases, fenestration, fluted masonry or other treatments for pedestrian interest and scale.
- 2.) Buildings should incorporate awnings, arcades, porches, alcoves, etc.
- 3.) Primary entrances should be clearly visible from the street and should be prominent
- 4.) Materials should be masonry, stone, and other materials that convey permanence
- 5.) Traditional Storefront elements should face Main Street:
 - a) Ground floor façade should be clearly delineated and dominated by large windows
 - b) Regularly spaced windows should exist in upper floors; windows should be clearly smaller than the ground floor façade.
- 6.) Ornamental features should appear at the roofline
- 7.) The existing horizontal alignment of architectural objects on the facades of adjacent historic structures should be repeated



Architectural detail lends to an interesting facade

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- 8.) Building frontages greater than 30 feet in length should have offset jogs, using elements such as bay windows and recessed entrances for pedestrian scale. Very large buildings (in width) should resemble the appearance of more than one building.



Examples of features and detailing that contribute to a cohesive and visually appealing main street

200 WEST COMMERCIAL CORRIDOR



GOAL: Help establish an identity for the Historic Fort

GOAL: 200 West becomes more walkable over time

POLICY: Buildings come near the street, adjacent to landscaping that abuts 200 west.

In the 200 west commercial area, buildings should be placed near the street (with minimal setback). All area between this setback (between the building and street) must be appropriately landscaped. This creates a vibrant pedestrian atmosphere, helps slow street traffic, provides “storefront character” to the street, and encourages pedestrian traffic.



Bring buildings to street to improve character and visual appeal of area, especially for pedestrians

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POLICY: Parking is located either to the side or rear of buildings, but is discouraged in front of new buildings near the street

Large areas of parking in front of businesses interrupt the continuity of the streetscape and strongly discourage foot traffic. Encourage pedestrian access by locating parking where it does not separate store fronts from sidewalks.

POLICY: signs are scaled to be well visible to automobiles yet appropriate for an emerging pedestrian route

To encourage a walkable, pedestrian friendly environment along 200 west signage should be scaled for and clearly legible to both foot and auto traffic.



Signs should be scaled for both pedestrians and automobiles

POLICY: street trees are provided with new development

Street trees provide shade for pedestrians, help reduce “heat island” effect on paved surfaces, and improve the overall look and appeal of the street front. Require planting of street trees on all new development, and replant trees where necessary (i.e. in the case of a tree dying)



Street trees provide visual appeal and much needed shade in the warm summer months

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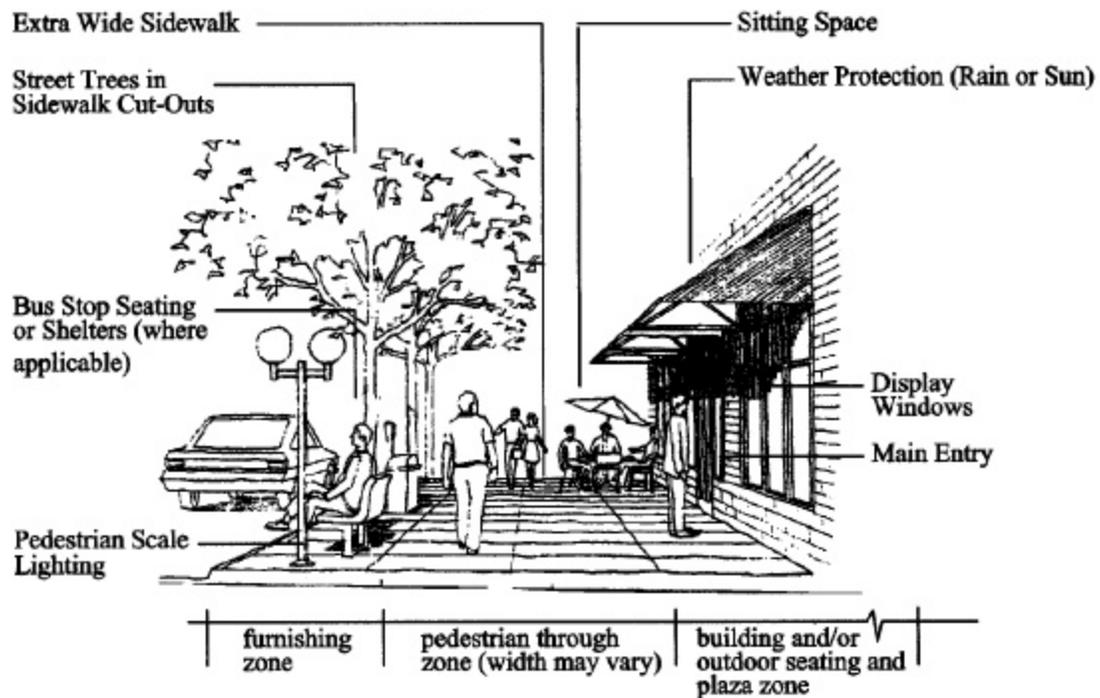
GOAL: Create an attractive setting for pedestrian access to transit



POLICY: Create a pedestrian amenity district within 1/8 mile of eventual high capacity transit stations

Investments should be made in sidewalk improvements, ADA accessibility, streetscape improvements and beautification within a short walking distance to the high capacity transit station once its location is established.

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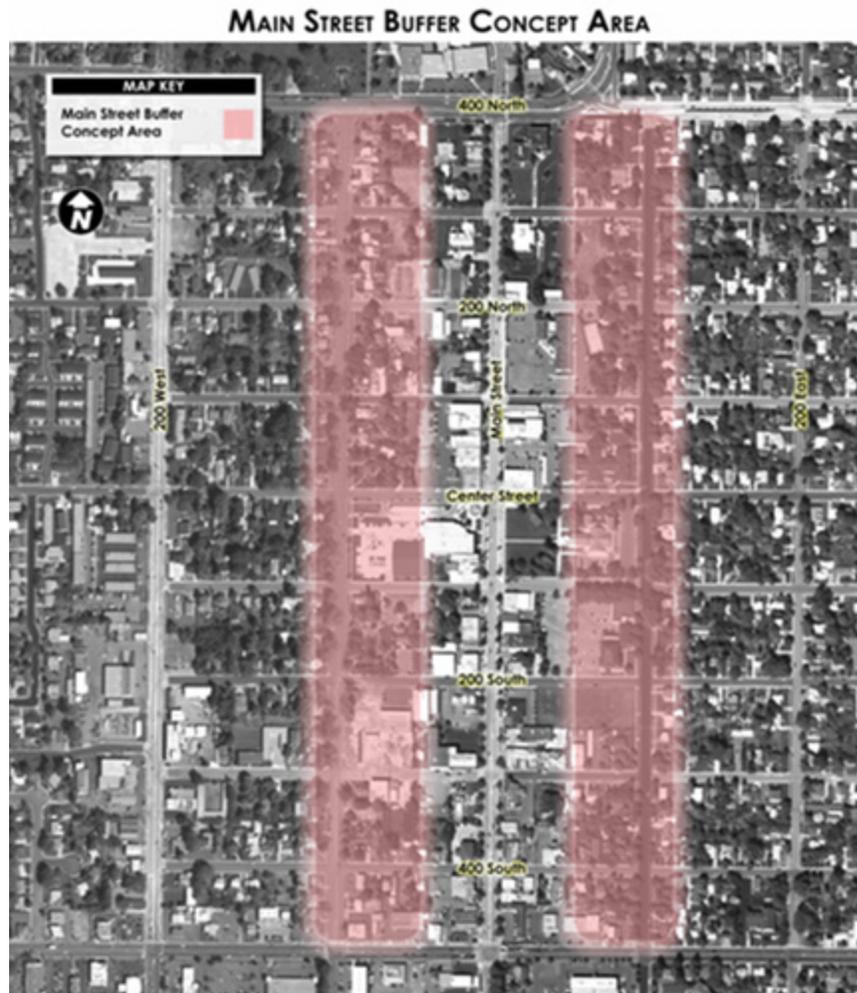


Pedestrian amenities such as shade trees, benches, wide sidewalks, and places to shop or eat all contribute to the walkability of an area

POLICY: Lower parking requirements within 1/8th mile of existing and planned transit stations to recognize the potential use of transit to fulfill some trip needs.

Reduce parking requirements by +/- 20% near the transit station to help new development be more compact and walkable. Lowering parking requirements recognizes the availability of a viable alternative mode of transportation to reach businesses and residences within a short walk of these stations.

MAIN STREET BUFFER AREA



GOAL: New development should provide a design, intensity, and scale transition from Main Street to adjacent single family neighborhoods

GOAL: Support retail by increasing the number of residents and employees able to access Main Street by foot

POLICY: Ensure Pedestrian Scaled Design:
Garage doors will not be the prominent visual element on buildings in the brownstone district

Alley fed parking should be required where alley access exists. Tandem parking is allowed. Double car width garages are prohibited if facing



Emphasis is taken off garage with simple architectural elements

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the street, and single car garages must be less than 40% of the total area of the front façade. A balcony, bay window or other architectural element must protrude beyond the plane of the garage door.

POLICY: Encourage Residential Style Design: gables, not flat roofs, etc.

Establish design standards that allow for a “soft” transition between main street commercial and residential areas to the east and west. Buildings should use architectural elements found in single family dwellings to assist in this transition.

POLICY: Intensity of use provides a transition: retail must be ancillary to office and residential

More intense uses, such as retail, must be limited in scale and scope through the main street buffer zone. Encourage less intensive commercial usage such as small offices; dental, medical, real estate, etc. as well as residential.

POLICY: Building scale provides a transition

Allow scale (height and mass) of buildings to transition from main street commercial (two to three stories) to that more conducive to single family residential (one to two stories).



These non-residential buildings fit in comfortably with nearby homes

HISTORIC FORT RESIDENTIAL NEIGHBORHOODS



GOAL: Stabilize the old fort residential neighborhoods

POLICY: Calm neighborhood traffic

Traffic calming involves altering of motorist behavior on a street or on a street network; it also includes traffic management which involves changing traffic routes or flows within a neighborhood.

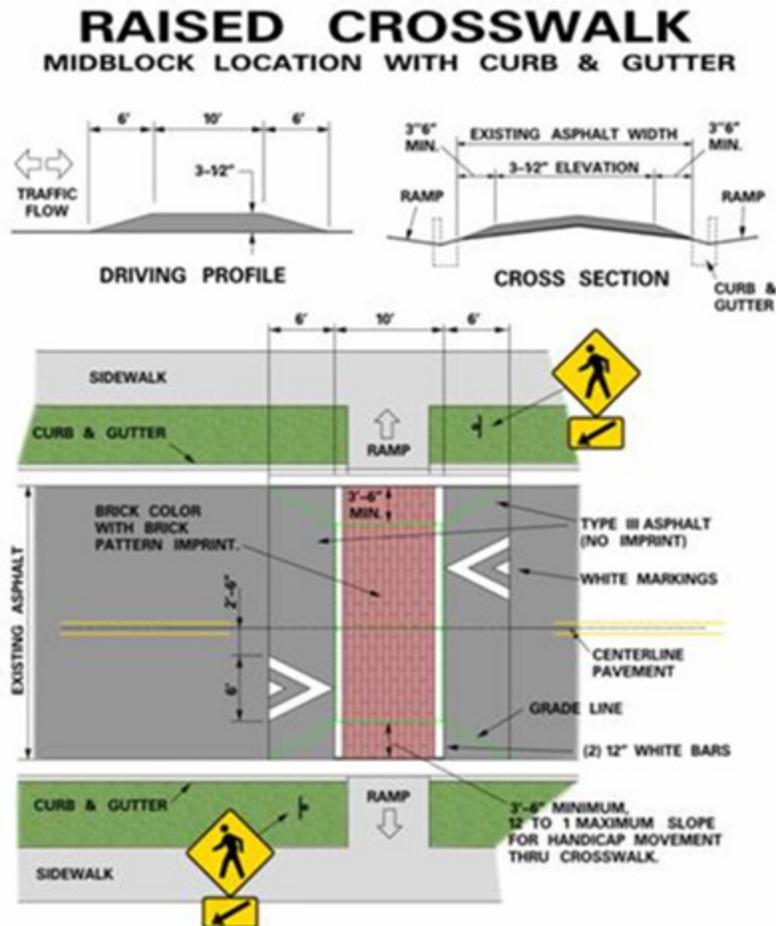
Here are four types of traffic calming that Bountiful should consider fitting the public needs of traffic calming:



Traffic calming not only reduces vehicular speed thereby making the environment much more pedestrian friendly but can also greatly enhance the streetscape

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- 1.) Vertical Deflections- speed bumps, raised crosswalks
- 2.) Horizontal Deflections- traffic circles, roundabouts
- 3.) Horizontal Narrowing- Neck downs, center islands
- 4.) Other Measurements- split median, lateral shift



Schematic drawing of a mid-block raised crosswalk using textured asphalt to simulate brick

GOAL: Keep well maintained neighborhoods

POLICY: Shade trees should be planted adjacent to the street in residential areas

Street trees are popular with the general public and help achieve several important objectives- 1) improved aesthetics, 2) pedestrian-friendliness, 3) traffic calming, 4) household energy savings and 5) potential savings on road maintenance.

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Implementation

- A.) Create or Modify zoning standards for new residential areas to require street tree plantings, at a maximum interval between trees, before a certificate of occupancy is permitted. Street Trees are shown to increase property values for neighborhoods that have a high percentage of homes with street trees.
- B.) Create a permitted street tree list, detailing which species are permitted in tree lawns of varying widths. Permitted trees should reach a significant mature height and spread commensurate with the available width of the tree-lawn.
- C.) Create a voluntary street tree program for existing neighborhoods. One method is to provide trees at, below cost, or even free to a group of contiguous homeowners that agree to do street tree plantings. By requiring a group of homeowners to apply together, this ensures that the city's financial investment in trees is repaid over time in the form of increased neighborhood property values and reduced street maintenance costs.



Street trees are a great way to beautify the community

GOAL: Make certain new development fits the neighborhood

To protect neighborhood property values, cities often rightly restrict land uses – those activities that happen within a building – to those that are compatible with each other. However, often the rudimentary components of a building's appearance are ignored, even though they can also have either a dramatically detrimental or positive effect on surrounding property values; the way a building looks is often much more apparent than the activities that happen within a building. For example, building a home with no windows facing the street and a front yard that is predominantly paved can have a tremendous impact on neighborhood property values.

In areas like the Historic Fort that have historic homes it is especially important to address the design of structures. In these areas, property values have increased sensitivity to the effects of incompatible appearance.

POLICY: Control the visual prominence of garage doors

Provide design standards to ensure that the visual prominence of the garage is



Establish design standards to control the visual dominance of garage doors on front facades

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balanced with other exterior design elements.

Specific outcomes to achieve:

- 1.) A garage door that is not visible from the public street, for example, a garage that is accessed from an alley.
- 2.) A garage door that is further from the public street than the plane of the rest of the front façade
- 3.) A garage door area that is secondary in size or visible area to the rest of the front façade. For example, 40% or less of the width of the front façade
- 4.) A garage door that does not protrude beyond the plane of the rest of the front facade.
- 5.) A garage door that faces perpendicular to the plane of the front façade.



A well proportioned facade

POLICY: New residential development should have a high percentage of landscaping in required yards adjacent to public roads and walkways.

Modify the zoning to establish a maximum percentage of allowable impervious surfaces within the required public street-facing yard setbacks consistent with the reasonable concrete square footage necessary to access the front door and a two-car garage, +/- 30%. Alleys should not be considered a public street in this consideration.

POLICY: Avoid unbroken public facing walls of residential structures.

Modify zone standards to require public facing walls to have a reasonable minimum % of windows and doors, +/- 25%.

Modify zone standards to require primary building entrances to face the street.

It is a fundamental protection of adjacent property values to prohibit all residential building facades from presenting a blank, unbroken appearance to a public street.

POLICY: Multi-family structures shall hide parking from public streets. Parking shall not be located between a new multi-family structure and a public street.

Create/ modify zone standards for multi-family zones to require parking to be not between the structure and public streets or walkways.

For purposes of this policy, townhouses and other attached single family products (e.g., duplexes) shall be exempt. Zoning



Multi-family housing can be a great asset to the community when well designed

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for attached single-family products should enable tandem parking to reduce the size of garage doors and provide incentives for alley access. Parking hidden such that it is not between a multi-family structure and a public street enables landscaping to face a neighborhood helping to maintain adjacent property values and helping to create pedestrian-friendly neighborhoods

GOAL: Promote location's identity as a historic area

POLICY: Install decorative street lighting to establish a unique residential identity.

Create a special improvement district to provide decorative street lighting to be placed in the park strip of the public right-of-way. Design features should be established including the type of pole, fixture, size and type of light, and the spacing and location of poles. Abutting property owners in the special improvement district agree to pay 100% of the capital cost for new or replacement lighting and 75% of the operating and maintenance (O&M) costs of the lights.



Design elements such as historically accurate light fixtures can dramatically improve the streetscape