



## REDEVELOPMENT AGENCY *of* SALT LAKE CITY

**DATE:** March 29, 2024

**PREPARED BY:** Lucas Goodrich, RDA Project Coordinator

**RE:** Gallivan Center 20-Year Plaza Plan

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**REQUESTED ACTION:** Briefing regarding the Gallivan Center 20-Year Plaza Plan

**POLICY ITEM:** Central Business District

**BUDGET IMPACTS:** N/A

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**EXECUTIVE SUMMARY:** In July of 2023, the Redevelopment Agency of Salt Lake City (“RDA”) began working with consultants GSBS Architects, Civitas, and Phil Myrick (“Consultant”) to complete a 20-Year Plaza Plan (“Plan”) for the future of Gallivan. The Gallivan Center, a public plaza and gathering spot in the heart of Salt Lake City's downtown, is situated on Block 57 which is bounded by 200 South, State Street, Main Street and 300 South. Constructed in 1994, Gallivan Plaza has become a hub, not only for the downtown population, but the region, through festivals, public meetings, performances, exhibits, fairs, poetry readings, discussions, and lectures. The Gallivan Plaza Plan reviews existing conditions of the plaza, downtown demographics, summarizes stakeholder feedback conducted as a part of this process, and makes recommendations for future management and operations, programming, and capital improvements. The Plan identifies a new vision for the plaza as the “Mosaic of the Arts”, where different forms of art and celebration come together in one space to form a picture of arts and culture in downtown Salt Lake City.

**ANALYSIS:** The core of the mission for Gallivan Plaza is having numerous activities that are offered at little to no cost. A variety of attractions may be found at the 3.5-acre plaza, which include an outdoor amphitheater with stage construction, an indoor event space called Gallivan Hall, public art, and a seasonal ice rink that doubles as sports courts during the summer months.

**HISTORY:** Prior to the Redevelopment Agency’s involvement in the early 1990’s, the Gallivan Center space was characterized by rundown buildings and surface parking lots. As part of a push to redevelop the area, the RDA began construction on the underground parking lot and plaza in 1992, finishing construction in 1994. The original construction of the Gallivan Plaza included the stage building, an ice rink, and green spaces. After construction of the surrounding buildings, the plaza underwent a change to expand and move the ice rink to its current position in 2010. In 2012, the Gallivan Plaza underwent another big change with the construction of Gallivan Hall along 200 South. The original plans for the building included a restaurant space on the ground floor; however, due to a lack of responses from an RFP process, it was ultimately decided that the space be dedicated to restrooms, event space as well as relocation of ice rink concessions and services. The layout has been in place for the past 10+ years.

**DESIGN PLAN:** As Salt Lake City continues to experience increased amounts of development and growth, the Plan will guide how the Gallivan Center can best serve the needs of the ever-evolving community in an equitable, environmentally sustainable, and fiscally conscious manner over the next 20 years. The Plan focuses on wayfinding enhancements, maintenance and capital projects planning, and programming for the future. The goals for this planning endeavor include exploring ways to:

1. Become an activated, everyday destination that is welcoming, easy-to navigate and accessible to all
2. Reimagine the plaza space and programming to accommodate the needs of Salt Lake City's growing downtown population
3. Increase revenue to fund ongoing maintenance needs and future design enhancements

The Consultant also identified an overarching vision for the plaza as well as central guideposts to guide future design as detailed in Attachment A.

**Existing Conditions:** The Consultant examined and documented the existing conditions, including the organizational structure, budget, historical and current uses, edges (ingress, egress, access), infrastructure, and art. The Plan includes phased recommendations for maintenance, capital improvements, organizational structure, and programming.

**Stakeholder Engagement:** From August 2023 through January 2024, the Consultant met with different stakeholders to discuss their experience at the Gallivan Plaza, give feedback on new concepts, and share ideas. These stakeholders included Gallivan and RDA staff, programming partners such as the Downtown Alliance, Salt Lake City Arts Council, Excellence in the Community, a variety of venue renters ranging in use and size, adjacent businesses, and adjacent residents. The stakeholders expressed that Gallivan Plaza is well loved by the people who own it, staff it, program within it, and work next to it. While beloved by all, many stakeholders expressed a desire for increased amenities, better signage, and increased passive and active programming.

#### **Gallivan Plaza (current layout)**



**Proposed Design Changes:** In its current state, Gallivan Plaza concentrates landscape features and programmatic activities in its center while its edges are underutilized. The reorganization of the site is intended to infill the outer spaces with a wide range of amenities such as food & beverage, retail, improved landscaping, wayfinding signage, activation/recreation areas, and hold the central plaza open for seasonal events. Bordering amenity zones may still function at full capacity when summer concerts and winter ice skating occupy the center. Furthermore, visible activity around the site's edges entices passersby to enter the area, utilize year-round amenities, and stop by several food and beverage establishments which anchor all edges of the plaza.

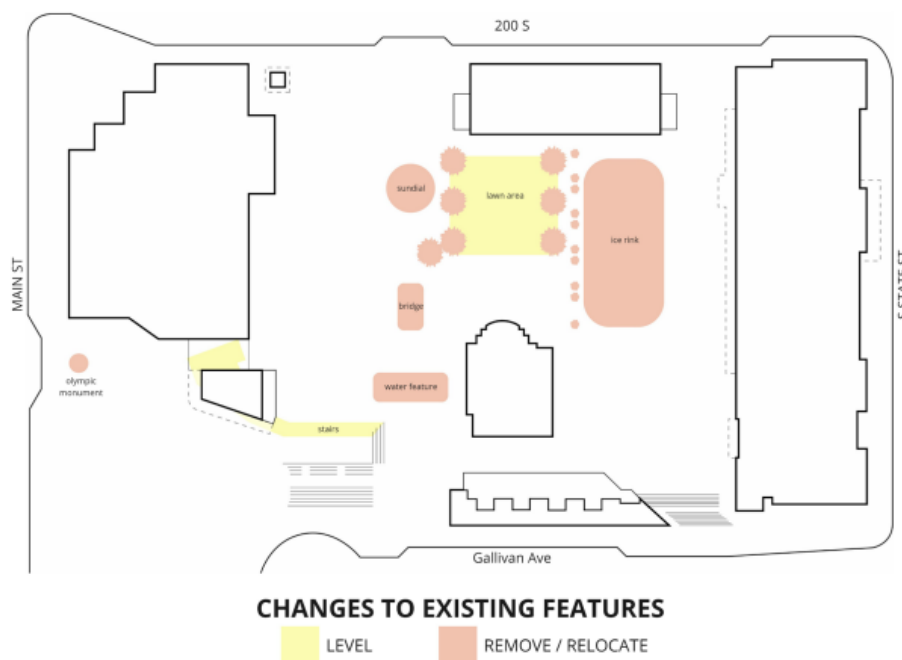
Overall, the recommended pivotal design updates include:

- Reorienting and enlarging the ice rink
- Relocating the Olympic Torch monument
- Reducing grade changes to increase accessibility and increase the uses of the central plaza
  - Leveling the upper terraces of the lawn area
  - Removing the sundial and central trees to generate more viewing space
- Widening walkway from Main Street to direct pedestrian traffic toward the center of the plaza
- Adding play structure/s and splash pad
- Adding food & beverage anchor/s

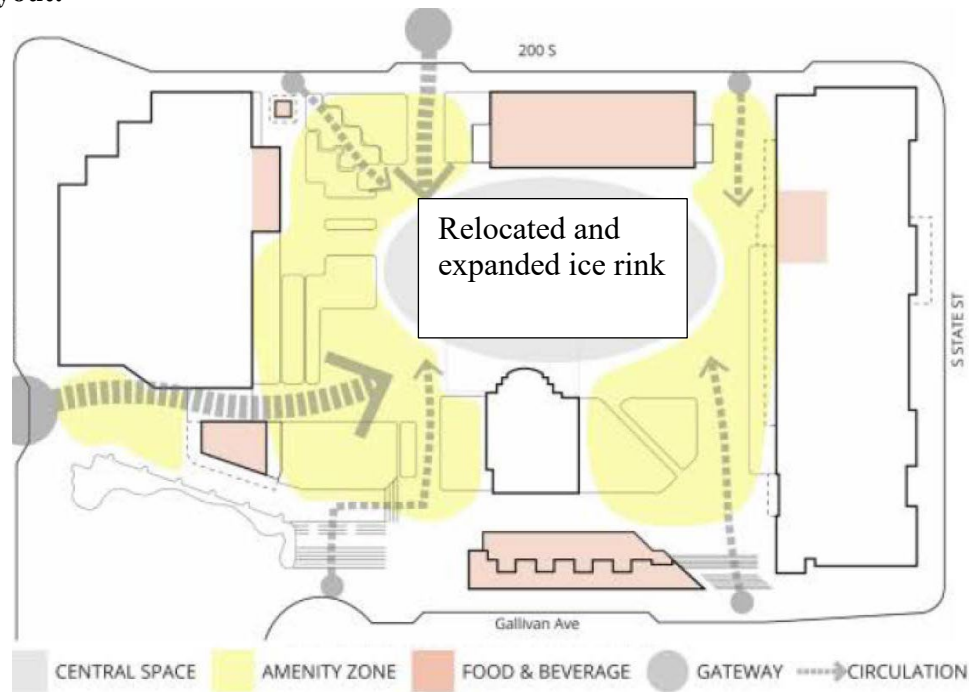
**Proposed Programming Recommendations:** The proposed programming recommendations include year-round activities at Gallivan Plaza:

- Increased day-to-day activities such as fitness classes, games, roller skating, story telling
- Increased winter programming such as a winter village holiday market, craft making, choir festival
- Addition of temporary structure for winter programming

#### **Current Layout and Improvement Recommendations:**



### Proposed Layout:



**NEXT STEPS:** The Consultant and RDA staff are working to finalize the Plan before the end of the fiscal year and move towards future implementation of key projects and plans as per the Plan's final recommendations. The Future of Gallivan Plaza Plan looks to build upon the work done by the Block 57 Owner's Group and the Gallivan Project staff over the last 30 years and look at how the plaza will balance everyday activation by an increasing downtown population and major cultural events. By adding in additional programming elements, rethinking plaza edges, and reconfiguring elements of the plaza, the Gallivan Plaza can strengthen its position as a premier venue and gathering space, thereby serving the community more effectively and securing its financial sustainability for years to come.

Please see the proposed Project Prioritization Plan attached to better understand the phased approach and next steps.

### ATTACHMENTS:

- Attachment A– GSBS Executive Summary
- Attachment B– Project Prioritization
- Attachment C– Proposed Design Updates by Season

# ATTACHMENT A: GSBS Executive Summary

## ATTACHMENT A: GSBS Executive Summary

### EXECUTIVE SUMMARY

The Gallivan Center, a public plaza and gathering spot in the heart of Salt Lake City's downtown, is situated on Block 57 of the gridded system. A variety of attractions may be found at the 3.5-acre Gallivan Center, which includes an outdoor amphitheater with stage construction, an indoor event space called Gallivan Hall, public art, and a seasonal ice rink that doubles as sports courts during the summer months.

The Gallivan Plaza was constructed in 1994 and has become a hub, not only for the downtown population, but the region through festivals, public meetings, performances, exhibits, fairs, poetry readings, discussions, and lectures. The Gallivan Center is a vibrant and fascinating location all year round because of the energy and color that all special events provide. The core of the mission for Gallivan Plaza is having numerous activities are offered at no cost.

#### MISSION STATEMENT

THE GALLIVAN CENTER ENHANCES THE SENSE OF COMMUNITY AND VIABILITY OF DOWNTOWN SALT LAKE CITY BY PRODUCING AND PROMOTING DIVERSE AND INCLUSIVE, QUALITY ARTISTIC, EDUCATIONAL, RECREATIONAL, AND ENTERTAINMENT PROGRAMS AND ACTIVITIES AT THE GALLIVAN UTAH CENTER.

The Gallivan Center is an equitable urban area and open space that can serve as a versatile recreational, educational, artistic, and entertaining site for individuals and families of all ages. It is owned by the Gallivan Utah Center Owners' Association (GUCOA), which is composed of Marriott City Center (Ocean Properties), Wasatch Properties, the Redevelopment Agency of Salt Lake City, and Celtic Bank.

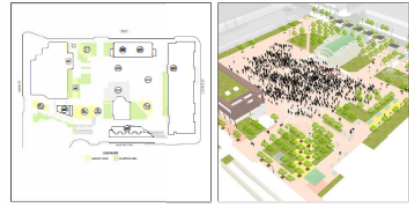
The Future of Gallivan Plan builds upon the management of the 30 years the plaza has been an anchor in Downtown Salt Lake City. The Planning Process included a stakeholder engagement phase between August 2023 through January 2024 and established several objectives and anticipated project benefits for this the Future of Gallivan Plaza.

#### THE FUTURE OF GALLIVAN PROJECT OBJECTIVES

- UPHOLD THE GALLIVAN MISSION STATEMENT
- IDENTIFY AN IDENTITY FOR THE GALLIVAN PLAZA WITH BALANCING EVERYDAY ACTIVATIONS AND DOWNTOWN POPULATION PROJECTIONS WITH NECESSARY EVENTS AND RENTALS
- IDENTIFY STEPS NEEDED TO ENSURE THE MANAGEMENT STRUCTURE OF THE GALLIVAN CENTER IS VIABLE AND THRIVING
- RECOMMEND DESIGN, MAINTENANCE, AND PROGRAMMING IMPROVEMENTS TO ACHIEVE THE VISION FOR THE GALLIVAN PLAZA MOVING FORWARD

The proposed concept, Vision and Design Guideposts represents these goals.

#### GALLIVAN Vision statement: MOSAIC OF THE ARTS



The concept achieves the identified goals and Design Guideposts by:

- Adding and maintaining current programming that emphasizes the Gallivan Plaza as a hub for cultural events. Increasing the capacity of Gallivan Plaza to event sizes to comfortably hold 8,000 people is key.
- Promoting everyday activations and programming that allows the Gallivan Plaza to be open to the public every day. Dividing the plaza in half allows for public programming to continue to happen on the west side, even when there is a paid event on the east side.
- Introducing iconic art forms and unique programming offerings is key. Enhancements to the edges of Gallivan Plaza, as well as interior spatial enhancements and additional programming offerings will work to brand Gallivan as a unique destination.
- The introduction of additional food and beverage to activate the sides of Gallivan will help to bring everyday activity to the space. Adding lighting and overhead art will also work to bring people in from afar and showcase Gallivan offerings from other downtown areas.

The strategy will require a range of financial sources to be implemented. The addition of new staff, food and beverage concessions, and contributed income and fundraising will be needed.

## ATTACHMENT B: Project Prioritization List

### ATTACHMENT B: Project Prioritization

#### PROJECT PRIORITIZATION

Project Prioritization phases are recommendations and are subject to change based on funding, staffing, and maintenance priorities.

Improvement Type	Gallivan Plaza Improvement	PHASE 1			PHASE 2		PHASE 3		Notes
		Within the Next Year	Within the Next 5 Years	5-10 Years	10-20 Years	20-30 Years	30-40 Years	40-50 Years	
Food and Beverage	Food and Beverage Plan								
Food and Beverage	Identify partner and implement food and beverage in the One Utah Center								
Staffing	Programming staff addition								
Staffing	Grants staff addition								
Planning	Stage Structure Study								
Planning	Internal wayfinding study and concepts								
Planning	Meet with entities that hold existing contracts with the Gallivan Plaza and upgrade contracts as needed								
Planning	Gallivan Hall Structure Study								
Infrastructure	Removal and relocation of sundial								
Infrastructure	Replacement of pavers								
Infrastructure	Removal of bridge								
Infrastructure	Removal of stairs								
Infrastructure	Removal of stairs and widening of ramp in southwest corner								
Infrastructure	Grand Staircase Replacement								
Infrastructure	Raise sunken area of the plaza								
Infrastructure	Convert three tiers of the stage viewing area to two								
Infrastructure	Add power throughout the property								
Infrastructure	Replace railings to stainless steel								
Programming/ Infrastructure	Expansion and relocation of ice rink								
Programming/ Infrastructure	Addition of splashpad								
Programming	Addition of playground								
Programming	Addition of beach								
Programming	Addition of Restaurant Space								
Programming	Addition of work benches								
Programming	Addition of Gallivan Ave shops programming along back seating areas								
Programming	Add Dog Park								
Programming	Addition of winter temporary lodge								
Programming-Market	Identify programming partner for holiday market								
Programming-Market	Identify holiday market schedule and implement								
Main Street Entrance	Relocation of Olympic torch to Gallivan Ave								
Main Street Entrance	Improved signage								Incorporate and coordinate with Main Street Ped Mall timeline and improvements
Structure	Rebuild the stage building								Incorporate and coordinate with Main Street Ped Mall timeline and improvements
Streetscape	Implement Gallivan Ave small area plan								
Offices	Relocate Gallivan Staff Offices out of the Stage Building								
Stage	Add greenrooms into stage building								
Stage	Add screens onto stage building								
Wayfinding	Implement Wayfinding Strategy								Ongoing
Other	Expand furniture offerings in the plaza for a variety of different group interactions								



## ATTCHMENT C: Proposed Design Updates by Season

