



# SALT LAKE CITY TRANSMITTAL

**To:**  
Salt Lake City Council Chair

**Submission Date:**  
02/27/2025

**Date Sent to Council:**  
03/19/2025

**From:**

**Department\***  
Community and Neighborhood

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**Chief Administrator Officer's Signature**

*Jill Love*

**Director Signed Date**  
03/13/2025

**Chief Administrator Officer's Signed Date**  
03/18/2025

**Subject:**  
500 South and 600 South Grand Boulevards Concept Development

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**Document Type**  
Information Item

**Budget Impact?**  
☐ Yes  
☒ No

**Recommendation:**  
This transmittal is to provide a briefing on the deliverables and to confirm the scope of work. The City Council is encouraged to provide feedback throughout the process.

**Background/Discussion**  
See first attachment for Background/Discussion

**Will there need to be a public hearing for this item? \***  
☐ Yes  
☒ No

**Public Process**  
At this stage of the study, there is no statutorily required public process. Future steps include a robust public engagement process that will follow Salt Lake City Code Chapter 21A.10.

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ERIN MENDENHALL  
*Mayor*



DEPARTMENT of COMMUNITY  
and NEIGHBORHOODS  
Tammy Hunsaker  
*Director*

## CITY COUNCIL TRANSMITTAL

**BACKGROUND/DISCUSSION:** The 500 South and 600 South Grand Boulevards Concept Development project will assess potential changes to Salt Lake City's one-way streets including 500 South and 600 South, from the on/off-ramps of Interstate 15 (I-15) to residential areas near 700 East. The project will be funded through the Transportation and Land Use Connection (TLC) program and developed in collaboration with the Wasatch Front Regional Council (WFRC) and the Utah Department of Transportation (UDOT).

The TLC program is a partnership between WFRC, Salt Lake County (SLCo), UDOT, and the Utah Transit Authority (UTA). The program provides technical assistance to local communities to help them achieve their goals and plan for growth. The program helps communities implement changes to the built environment that reduce traffic on roads and enable more people to easily walk, bike, and use transit.

Redevelopment is reshaping the landscape around these corridors from auto-centric businesses and warehouses, to apartments, restaurants, and offices – places where people live, work, and play. The streets are boundaries for three Wasatch Choice Centers, identified in the Wasatch Choice Vision, including the Salt Lake City Central Business District Metropolitan Center. These centers are the heart of our community, where activity is focused and where residents and visitors want to be. The streets themselves are major transportation barriers, particularly for people who walk and bike, and have a history of fatalities and serious injuries. This study will consider redesigning the streets as boulevards with improvements to encourage a mix of transportation options and better connections across them.

The Grand Boulevards Concept Development and the accompanying visioning process will align with the requirements set forth by Senate Bill 195.

The main goals of the study include:

- Recommendations to transform 500 South and 600 South from streets that primarily serve as freeway on/off ramps to street designs that facilitate bicycle, pedestrian, and vehicle movement and additionally, better reflect and support the current and future land uses along them.
- Engagement with the community and partner organizations, namely UDOT, to provide insights, consider options, and understand conceptual approaches prior to entering the engineering design phase.

Potential barriers to project completion may include the following:

- Billboard easements
- Public utilities coordination, such as transmission line undergrounding
- Developers, property owners, partner organizations, and the public opposition

The deliverables required for this stage of the process include the following:

- Scope and work plan (see supporting documentation)
- Project budget (see supporting documentation)
- Timeline (see supporting documentation)

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- Potential barriers that may impact scope, budget, or timeline (see previous section)

**PUBLIC PROCESS:** At this stage of the study, there is no statutorily required public process. Future steps include a robust public engagement process that will follow Salt Lake City Code Chapter 21A.10.

**EXHIBIT:** Salt Lake City Grand Boulevards Concept Development Scope of Work



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## EXHIBIT

Salt Lake City Grand Boulevards Concept Development Scope of Work



**REVISED 02/12/2025**

**Dig**  
Studio

**alta**



**Horrocks.**

## **Salt Lake City Grand Boulevards Concept Development**

**POOL REQUEST FOR PROPOSAL (PRFP)**

*WFRC Consultant Pool 2023-2025  
August 5, 2024*





**Grand Boulevards | Salt Lake City, UT (and front cover)**  
*project lead by Megan Jones Shiotani while employed at Wenk Associates*



# 1. COVER LETTER



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# 1. COVER LETTER

August 5, 2024

Byron Head  
bhead@wfrc.org



## Re: Salt Lake City Grand Boulevards Concept Development Pool Request for Proposals

Dear Selection Committee Members,

Diversified mobility needs, a growing downtown population, evolving urban identities, and ongoing infrastructure demands require that 500 South and 600 South evolve over the next five, ten, and twenty-five years. **These streets must become multi-modal community connectors, engaging visual gateways, sustainable infrastructure corridors, and an attractive, safe, accessible and walkable front door for thousands of current and future residents, while continuing to serve as vital city and state roadways for thousands of vehicles per day.**

The Dig Studio, Alta Planning + Design, and Horrocks project team is uniquely equipped for this effort to deliver excellence in project management, public engagement, mobility and transportation planning, and urban design to bring this goal to life. Each team member brings **national expertise in multi-modal corridor best practice design**, as well as **direct experience leading past Grand Boulevards and Granary-area transportation plans**. We also each share successful relationships with Salt Lake City Transportation and key stakeholders (WFRC, UDOT, UTA). We have a history of collaboration with Granary District development partners and unparalleled understanding of the Techlink, Granary District Area, and Green Loop network plans. **The team's experience working with the public sector stakeholders (UDOT, UTA, utility agencies), private sector developers, Granary District Neighborhood and residents uniquely positions us to build consensus and deliver a transformative vision.**

Recognizing the significant planning efforts to date, the team is committed to integrating past studies and guidance through our familiarity with the plans and ability to leverage past collaborative relationships. We aim to deliver **a vision that merges the transportation, mobility, community identity, ecological, and economic needs of these streets** using a consensus-driven approach.

This project is also a unique opportunity to introduce **fresh perspectives and ideas**. To support the scope provided, the team has incorporated a framework to provide: (1) **community-driven cultural identity districts** to shape the public realm, (2) a **green infrastructure opportunities overlay** to the proposed framework plan, and (3) **interventions for short and long-term safety and accessibility improvements**, catalyzing an iconic long-term vision.

**Principal-in-Charge, Bill Vitek and Project Manager, Megan Jones Shiotani** recently completed the Main Street Pedestrian Promenade Concept Design Study. Megan was also the Lead Designer and Project Manager for the 2018 Grand Boulevards Consortium-led Grand Boulevards Vision Plan update and the Post District neighborhood. She has hands-on experience incorporating community amenities into these UDOT corridors while accommodating utility and billboard access needs. **Complete Street Planner and Designer Greg Adelberg** brings a national portfolio of mobility and urban design projects with a commitment to cultural and context-sensitive solutions. **Mobility Planner Dave Foster** has led the Green Loop corridor plan and brings a decade of experience in transformative pedestrian, greenway, and trail plans. **Public Engagement Leader Katie Kourianos** has led numerous city-wide engagement efforts, including the Granary District Area Plan. Her participation will build on the success on that process and her relationship with the Granary District Neighborhood to help foster essential understanding of these many interrelated planning efforts. **Multimodal Transportation Planner Alexis Verson**, instrumental in the UTA Techlink Plan, brings unparalleled passion and collaboration to each project, seamlessly incorporating real-world transit and traffic needs into the final vision.

We are excited to support Salt Lake City Transportation and the Wasatch Front Regional Council in this endeavor. **We understand that this project is poised to spur a metamorphic shift in the landscape of the Wasatch Front and to link the communities of Salt Lake City in a profound and lasting way.** We have thoughtfully forged this team with the utmost care for the complexities, challenges, opportunities and unique needs of these corridors and hope you will allow us to work together with you in the formation of a truly transformational future for 500 South and 600 South.

Sincerely,



Bill Vitek, Principal, FASLA, PLA  
303.478.8783 | bill@digstudio.com



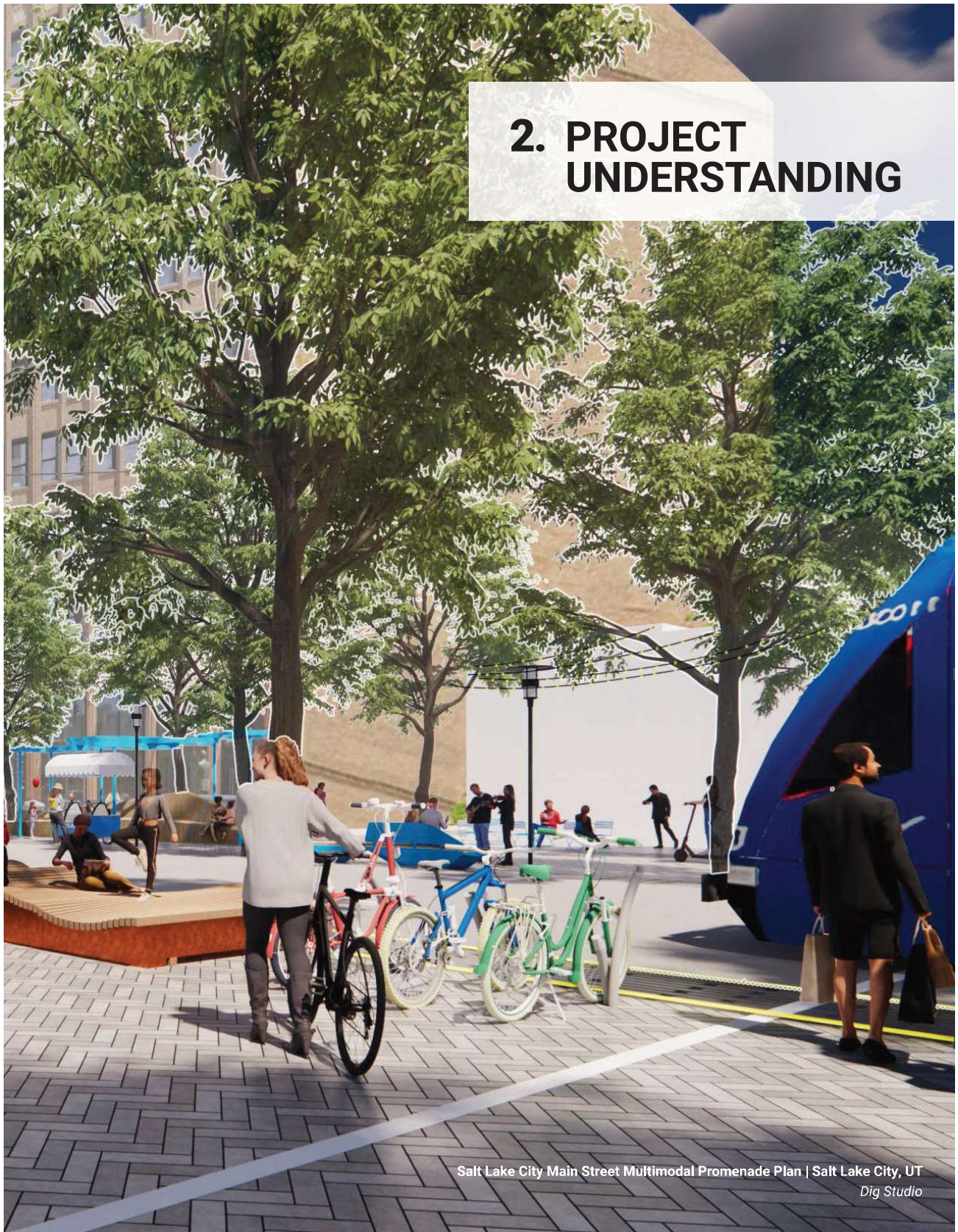
Megan Jones Shiotani, Project Manager, ASLA, PLA  
801.631.7555 | megan\_j@digstudio.com







## 2. PROJECT UNDERSTANDING



Salt Lake City Main Street Multimodal Promenade Plan | Salt Lake City, UT  
Dig Studio





## 2. PROJECT UNDERSTANDING



*Grand Boulevards | Salt Lake City, UT  
(Megan Jones Shiotani previous experience)*

*From the interstate to 700 East, the Grand Boulevards are poised to become a regional confluence of transportation, hospitality, community, and culture for the Wasatch Front. This project must guide that vision, transforming these streets into a welcoming gateway while preserving their function as essential arteries for Salt Lake City commuters and visitors worldwide.*

Today, high vehicular speeds and the size of these central roadways make walking, biking, and public transit use unsafe and unappealing, pushing visitors to rush past important neighborhoods instead of engaging with local life. The western (UDOT) portions of 500 South and 600 South must support complex, high-speed state traffic needs and are abutted by rapidly evolving development. They are perceived as distractions from the visual landscape and deterrents to visitors, pedestrians, cyclists, or locally-routed drivers.

In contrast, the eastern (SLC) blocks' cultural, civic, and hospitality destinations have the potential to form a new nexus point for the region. However, the quantity of vehicular lanes, one-way configuration, and wide roadways currently stand as barriers, dividing neighborhoods and stifling the area's potential for a vibrant, multimodal future.

Based on our partnership history with Salt Lake City, UDOT, UTA, and surrounding property owners, we understand that **four cornerstones are essential to the Grand Boulevards Vision's success:**

- 1. Collaboration-driven project management.** The project requires incremental steps to consensus-building, prioritizing the needs of Salt Lake City residents. This understanding stems from our first-hand experience with key stakeholders, local advocates, and resident groups.
- 2. Comprehensive corridor understanding.** We must leverage our experience working with Salt Lake City, UTA, UDOT, and private development for analysis and gap identification. Our familiarity with utility, UDOT, and billboard access requirements allows us to proactively explore creative solutions.
- 3. Constructive community and stakeholder engagement.** The project team must gather diverse insights through creative events, digital platforms, and targeted stakeholder workshops to build consensus and ensure community support. We will use bilingual outreach, community events, and small-group sessions to gather impactful feedback and shape the future image of these streets.
- 4. Catalytic vision.** This project must deliver a transformative plan that can be implemented in manageable pieces. This includes identifying identity districts along the corridor, pivotal transformations integrating gray and green infrastructure upgrades, and simple interventions like public art opportunities to improve safety, accessibility, mobility, and the pedestrian experience over the next 5, 10 and 25 years.



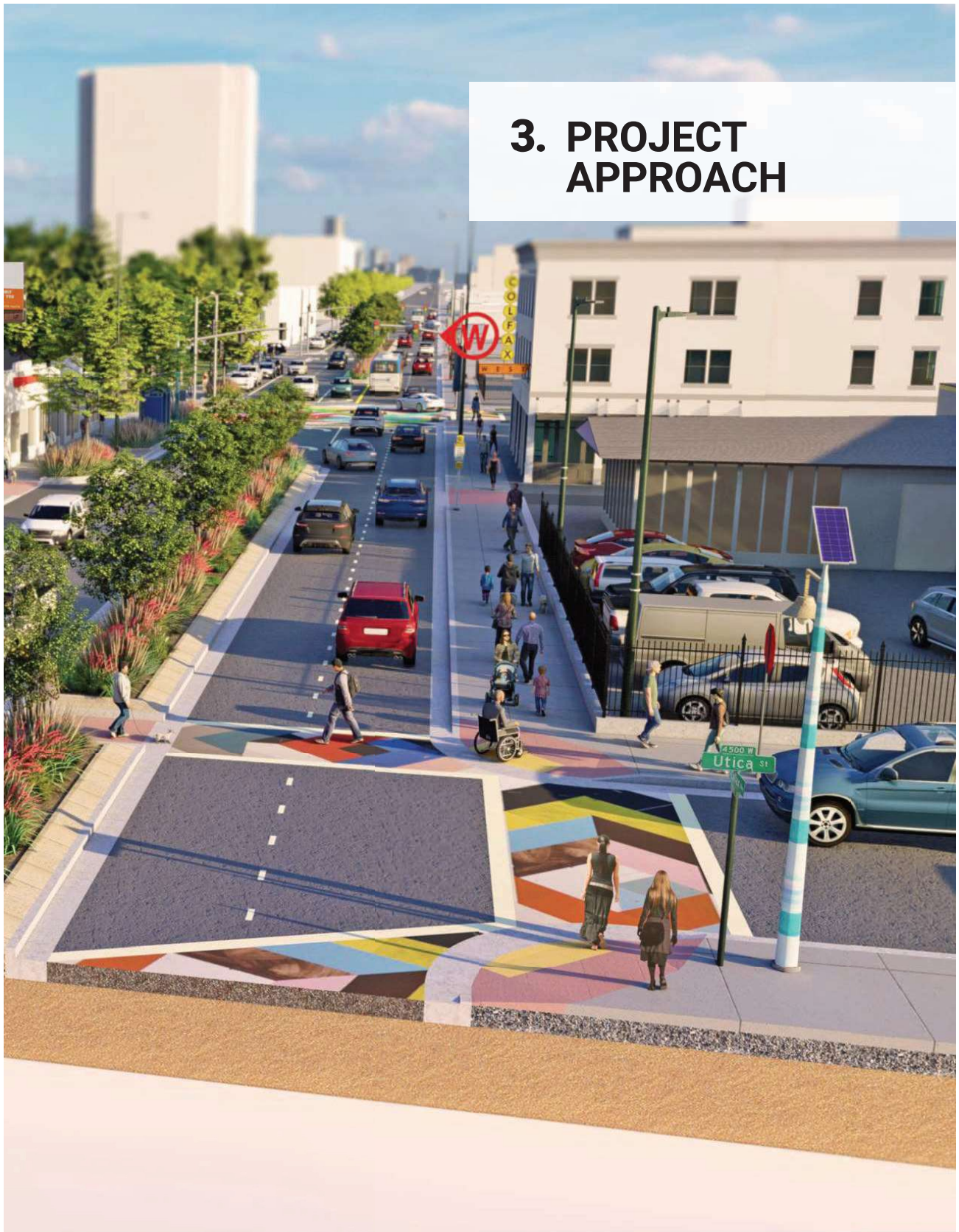
*Centerville TAC Walk Audit | Centerville, UT (Horrocks)*



West Colfax Pedestrian + Safety Improvements | Denver, CO  
Dig Studio



### 3. PROJECT APPROACH



### 3. PROJECT APPROACH

*We accept and have incorporated the individual tasks and deliverables outlined in the RFP into the approach and schedule and will provide those services as-described.*

#### CORE PRINCIPLES:

**Deliver an implementable plan** that bridges Salt Lake City's mobility, developer visions, and UDOT priorities, fostering a community of advocates and implementors beyond the plan's completion.

**Be a dedicated partner to Salt Lake City:** We will consistently prioritize Salt Lake City Transportation's needs, visions, and priorities while collaborating with WFRC, UDOT, UTA, and local developers. We will support Salt Lake City with proactive communication, consensus-building strategies, and transparent documentation of agendas, meeting minutes, and action items.

**Work with an empowered Technical Advisory Committee (TAC):** Success relies on creativity. The Grand Boulevards are highly constrained streets from the interstate to 700 East. Our approach will address each agency's needs, question historic limitations, and explore solutions and funding partnership opportunities beyond established boundaries. We bring senior-level

relationships with agencies (including UDOT) and developers to allow us to bring decision-makers to the table.

**Unite past and potential implementers around dedicated Project Partner Worksessions:** Three Project Partner Worksessions will proactively achieve a shared understanding of project needs and build a unified vision, engaging key stakeholders and building both public and private-sector advocates for Grand Boulevards' future.

**Balance community engagement:** Our inclusive process acknowledges past exclusions and actively seeks input from both west and east side communities along the corridors through bilingual communications and tailored strategies, ensuring voices of historically marginalized and non-English-speaking community members influence the plan. We are bringing this process to those communities with balanced events and an online survey.

**Streamline implementation:** We can tailor final deliverables for direct integration into the Salt Lake City Street and Intersection Typologies Design Guide for immediate application in current development plans.



## WEIGH IN ON POTENTIAL TRAX IMPROVEMENTS! ¡OPINE SOBRE LAS POSIBLES MEJORAS DE TRAX!



UTA is currently evaluating TRAX with the aim of supporting long-term transportation demand and increasing TRAX reliability. Explore the options and provide your input by visiting the TechLink TRAX Study website.

Actualmente, UTA está evaluando TRAX con el objetivo de respaldar la demanda de transporte a largo plazo y aumentar fiabilidad TRAX. Explore las opciones y proporcione su opinión visitando el sitio web del estudio TechLink TRAX.

*TechLink | Salt Lake City, UT (Horrocks)*



## 01 | COLLABORATION-DRIVEN PROJECT MANAGEMENT (Months 1-10):

Project Manager Megan Jones Shiotani will lead meeting coordination, contract and budget management, and oversee the project schedule. Regular updates and meetings with the project team, TAC, stakeholders, and community representatives will maintain transparency and accountability. The TAC will facilitate collaborative discussions and ensure alignment with broader transportation objectives.

### TAC WORKSESSIONS (4):

#### 1. **Unite around a Vision, then Work Backward** *Grand Boulevards in 25, 10 and 5 Years*

The first TAC worksession will establish a shared vision for the future of Grand Boulevards, envisioning the roadways' evolution over the next 25 years. The conversation will prioritize safer and more inviting access for people walking and biking, and users with disabilities; creating a welcoming gateway to the city; accommodating necessary vehicular levels-of-service; and fostering cooperative strategic partnerships that continue long after the project's completion. **This “dream big and work backward” approach will foster early alignment and encourage incremental accountability from the project partners** and shape an attainable vision for the 2034 SLC Olympic milestone while looking further into Salt Lake City's future. At this time, we will draft the Vision Statement and Guiding Principles for the project, which will be shared with the public and stakeholders to ensure the scope is understood and goals are aligned.

#### 2. **Bike Audit** *Key Challenges and Opportunities* Invite TAC members for an in-person bike audit of existing conditions to build camaraderie and firsthand understanding of corridor challenges they may not otherwise understand.

#### 3. **Concept Draft Preview and Implementation Strategy** *Share the Concept Draft Preview* with the TAC for feedback and information on agency resources, capabilities, methods, and identify potential inter-agency implementation and funding resources.

#### 4. **Final Concept Delivery and Ongoing Implementation Planning** The final presentation will unveil the refined concepts with the TAC prior to the public and focus on identifying priorities and strategizing ongoing collaboration between these agencies after the project is completed.



**Public Engagement Ice Cream Event Truck**  
**Granary District Area Plan | Salt Lake City, UT (Horrocks)**

## 02 | COMPREHENSIVE CORRIDOR UNDERSTANDING (Months 1-3):

The three-month 'Existing Conditions and Gap Analysis' phase is crucial for shaping the Grand Boulevards concept by understanding current conditions and identifying gaps for future planning.

### Data Collection and Initial Analysis

We will dive into existing plans, data sources, previous studies, and GIS data to gather a snapshot of on-street utilities, traffic counts, multimodal crash statistics, demographics, parking utilization, right-of-way ownership, traffic signal locations and anticipated future land uses.

### Gap Analysis and Stakeholder Mapping

We will present findings in a map format and a prioritized list of essential data. We will evaluate transportation connections and barriers to mobility, considering anticipated growth in the Granary District, Central City, and Trolley Square neighborhoods. This phase includes assessing utilities and billboard structures and mapping key destinations to develop a stakeholder engagement strategy.

**Site Walk:** Dig Studio and Alta Planning and Design will conduct a site walk to catalog observed challenges and opportunities related to multimodal access, accessibility, adjacencies, and potential stakeholders.

### Synthesis and Reporting

We will integrate data and align it with UDOT and SLC-planning documents, considering surrounding development impacts. The phase ends with a summary document outlining corridor challenges, constraints, and needs, designed for online publication to engage the public.

### 3. PROJECT APPROACH



*Liberty Park Playground Inclusive Workshops with the Special Olympics and National Ability Center | Salt Lake City, UT (Dig Studio)*

Throughout the process, the project team will hold biweekly meetings to track progress, address issues, and ensure alignment with project goals. Continuous feedback from stakeholders will refine and validate our findings, setting the stage for developing the Grand Boulevards concept.

#### 03 | CONSTRUCTIVE COMMUNITY AND STAKEHOLDER ENGAGEMENT

*(Months 2-5 and 7-9):*

Horrocks' Public Engagement team will gather diverse insights, build consensus, and ensure community support. Our engagement strategy will combine creative events and digital platforms with targeted stakeholder workshops. We will utilize a variety of tools tailored to different audiences and engage with community councils,

the Mayor's office, and local resources. Small-group stakeholder engagement will focus on residents, business owners, developers, and transportation partners. We will build upon our team's history of partnership with Salt Lake City Transportation, Public Lands, Engineering, Economic Development, and the Downtown Alliance.

#### PROJECT PARTNERS WORKSESSIONS (2)

**1. Past Planning Visions:** This workshop will be targeted to past investors, partners or leaders of Grand Boulevards planning efforts, including the 2012 Grand Boulevards Plan, the 2018 Grand Boulevards Visioning Update, Granary District Area Plan, Green Loop, Techlink, SLC Streets and Intersection Design Guide, and other related plans to marry past visions with the current efforts and encourage ongoing advocacy for the success of these streets.

**2. Concept Design Preview Series** with small groups of stakeholders and community councils will build excitement, garner and incorporate feedback and reinforce support for the vision. Virtual or in-person small-group sessions will be held over a 1-2 day period, with groups organized by interest to foster constructive dialogue.

**Representative and accessible engagement:** We will survey community members on their mobility needs and desires, identify immediate safety improvement needs and long-term visions, and shape district identities, integrating public art and green infrastructure. Our balanced public engagement effort will equitably engage the east and west sides of the corridors. Horrocks' ice cream truck will be deployed for two community events to attract attention and encourage participation.



*The Green Loop | Salt Lake City, UT (Alta Planning + Design)*



1. **Hoodah Fest** (October): Ice-cream truck outreach attendance to reach a citywide audience as well as a likely large local-resident population. This neighborhood district-led event was highly successful during the Granary Area Plan planning process.
2. **Dia De Los Muertos** at Trolley Square (October): Ice-cream truck outreach attendance at Utah's official Day of the Dead event, with bilingual staff support.
3. **Bilingual and accessible virtual engagement:** we will also utilize simple electronic surveys shared via QR codes at events, social media, and email lists, ensuring that feedback is easily collected and integrated. By **partnering with community-based organizations and neighborhood resource groups**, we will distribute materials, incentivize participation, and ensure a broad reach across diverse audiences

**Celebrate and showcase the final vision:** Online and social media update content will be provided for SLC-based channels.

*Optional service: the project team can inform or implement a tactical urbanism installation at Bike to Work Day (May 2025) to build excitement and catalyze implementation.*

#### 04 | CATALYTIC VISION (Months 4-8):

The vision plan, driven by a 25-year vision and community feedback, will include intermediate interventions.

##### 1. Framework Plan

- a. **Multi-modal Inputs and Outputs:** Incorporating current and future land uses, Granary District Area Plan, Techlink, and Green Loop networks.
- b. **Vehicular Flow and Parking:** Planned with UDOT (interstate to State Street) and SLC (State Street to 700 East).
- c. **Bicycle Safety and Access Plan**
- d. **Intersection and Mid-block Crossing Plans**



16th Street Mall Renovation | Denver, CO (Dig Studio)



Tactical Urbanism Santa Fe Arts District Corridor | Denver, CO (Dig Studio)

- e. **Utility Corridors:** Identifying current and proposed with green infrastructure opportunities.
- f. **Identity Districts Plan:** For street tree networks, amenity areas, and public art overlay.
- g. **Tactical and Quick-Build Interventions:** Short and medium-term interventions.

##### 2. Street Cross-Sections

- a. **Designated Zones:** For utilities, multi-modal access, street trees, amenities, green infrastructure, and adjacent land use.
- b. **Temporary Means and Methods:** Short and medium-term interventions, integrated into SLC Street Typologies guidance for 500 South and 600 South development.

##### 3. Visioning Graphics

- a. **Tools to Shift Perceptions:** Birds-eye views and rendered perspectives using 3D modeling software.
- b. *Optional Service: Bird's eye fly-through or alternate reality views, motivating developer investment and public energy.*

##### 4. Final Phase Design Estimate

- a. **Block-by-block Cost Estimates** can be incorporated into phased investment plans
- b. **Temporary Element Costs** for short and medium-term deployment will be provided as a cost-per-linear-foot

5. **A preliminary phasing and implementation framework** will be provided in narrative format which synthesizes the recommendations from the TAC, project partners and potential funding mechanisms, along with a structure for ongoing TAC partner engagement.

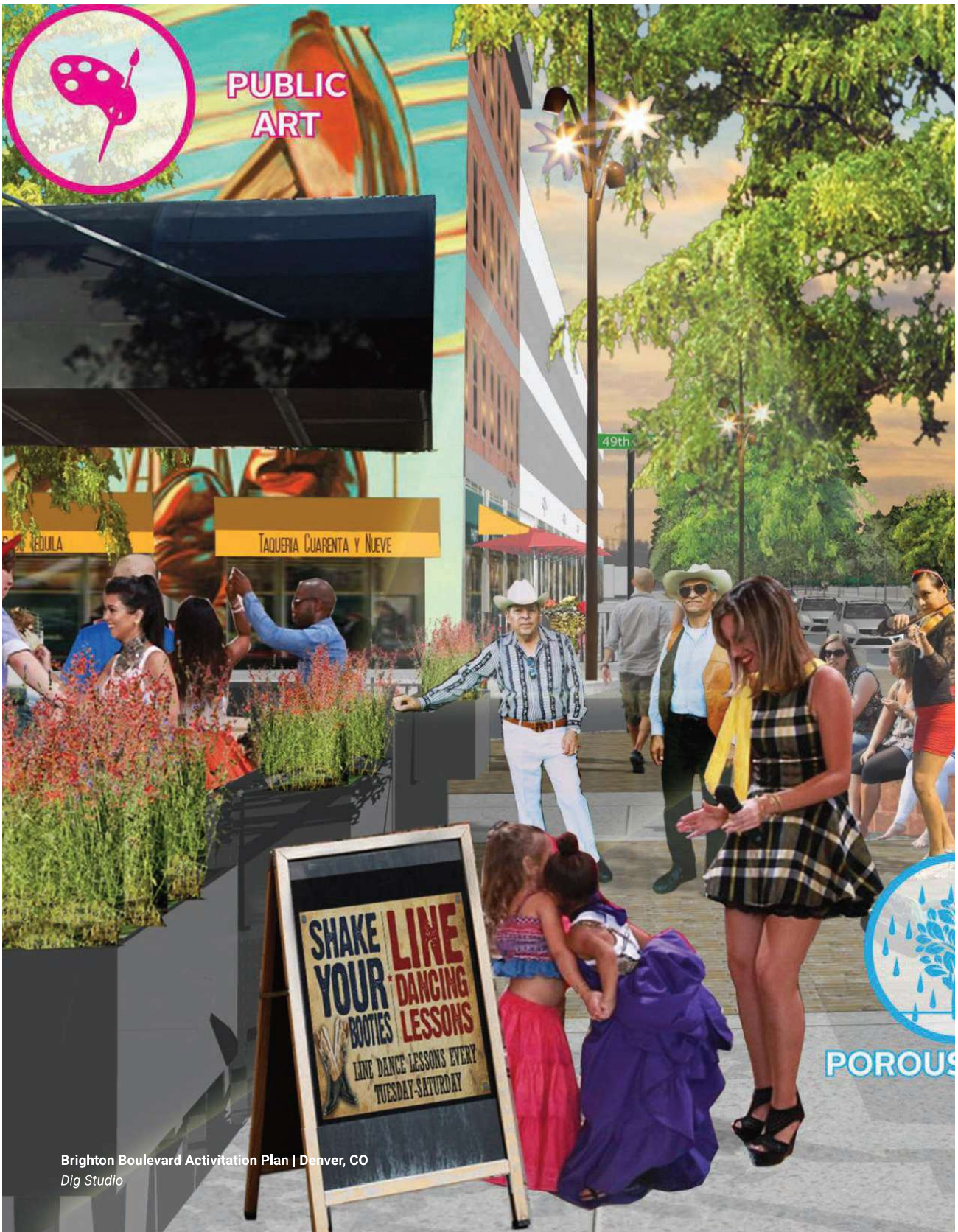
#### SUMMARY

With a steadfast dedication to innovative urban design, comprehensive mobility planning, and inclusive public engagement, we aim to create spaces that are not only functional but also inspiring and inclusive for all. Together, we can forge a new legacy for these essential arteries, blending tradition with forward-thinking strategies to cultivate a thriving, interconnected urban landscape for generations to come.





## PUBLIC ART





## 4. PROJECT TEAM

LOW WATER  
PLANTING



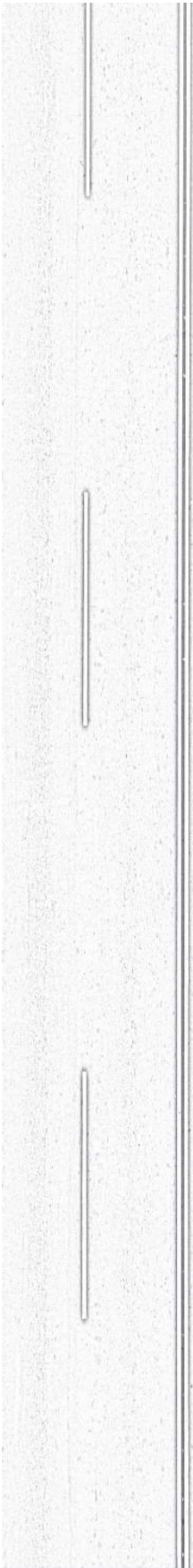
CONTEXT  
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S PAVING



WATER QUALITY



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## 4. PROJECT TEAM



\* work performed at previous firm



Salt Lake City Japantown Street (100 South Street) Conceptual Design | Salt Lake City, UT  
*Dig Studio*



## 5. SCHEDULE







We thank you for your consideration in support of this exciting project! We are deeply passionate about the future of 500 South and 600 South and their potential as multimodal transportation, cultural, community, ecological and infrastructure corridors for Salt Lake City, and we would be profoundly honored to support you in bringing that future to life. We are pleased to provide you with responses to the four follow up questions you have asked of our team as follows, and we are willing to collaborate with you further as needed to refine this approach.

# 01

## Task Breakdown and Work Plan Matrix

*‘Please provide more information on which tasks consultant subs will be leading versus will be led by the main proposing firm.’*

**Dig Studio** will be the main point-of-contact throughout the project and lead the overall project management, strategic visioning, and design integration efforts. Our role is to ensure that the Grand Boulevards Concept Development is cohesive, visionary, and grounded in practical, implementable solutions that meet the diverse needs of Salt Lake City’s residents, visitors, and stakeholders.

**Project Management and Coordination:** Dig Studio will serve as the central hub for all project activities, ensuring that the work of subconsultants is seamlessly integrated into a unified plan. This includes managing the project schedule, budget, and deliverables, as well as facilitating communication between the project team, the Technical Advisory Committee (TAC), and Salt Lake City stakeholders. Regular updates and biweekly meetings will be conducted by Dig Studio to maintain transparency, address any challenges promptly, and ensure alignment with project goals.

**Visioning and Concept Development:** Dig Studio will lead the development of the overarching vision for the Grand Boulevards, building on our extensive experience in urban design and corridor transformation projects. Our approach will begin with a comprehensive analysis of existing conditions and stakeholder input, followed by the creation of a visionary framework that balances multimodal transportation needs with placemaking and aesthetic enhancements. Dig Studio will craft the framework plan, identity district strategies, and cross-sectional designs that will guide the corridor’s transformation.

**Urban Design and Streetscape Enhancements:** As specialists in creating vibrant, people-centric urban spaces, Dig Studio will take the lead on the urban design aspects of the project. This includes designing streetscape enhancements that integrate green infrastructure, public art, and pedestrian amenities, transforming the Grand Boulevards into welcoming gateways that reflect the cultural and civic identity of Salt Lake City. We will ensure that these designs not only meet functional requirements but also inspire pride and investment in the community.

*Cover image: 2018 Grand Boulevards Vision | Salt Lake City, UT (led by Dig Studio’s Megan Jones Shiotani, while employed with Wenk Associates)*

**Stakeholder Engagement and Consensus Building:** Dig Studio will collaborate with Horrocks to guide the overall engagement strategy, particularly in terms of aligning the feedback gathered with the project's broader vision. We will co-lead key stakeholder workshops and TAC worksessions (as noted in the work plan matrix), where we will collaborate with partners like UDOT, UTA, and local developers to forge a shared understanding of the project's goals and build consensus around the proposed solutions. Our collective team's deep connections with local stakeholders and familiarity with past planning efforts will be instrumental in ensuring that the plan is both visionary and rooted in community needs.

### **Alta Planning + Design**

will be instrumental in the technical aspects of transportation and mobility planning. Their primary focus will be on developing a comprehensive bicycle safety and access plan, ensuring that the Grand Boulevards corridors are safe, accessible, and well-integrated with the broader Salt Lake City transportation network. Alta's expertise in creating multimodal transportation solutions will be key in designing corridors that accommodate cyclists, pedestrians, and transit users while maintaining efficient vehicular flow.

**Safety and Mobility Integration:** Alta will also play a critical role in analyzing and synthesizing data related to traffic patterns, crash statistics, and mobility barriers. This data-driven approach will inform the development of targeted interventions that enhance safety and mobility along the corridors. Their work will ensure that the plan not only meets current transportation needs but also anticipates future demands as the city continues to grow and evolve. This includes the bike audit, site walk, summary of active transportation conditions, and integration with the broader Downtown active transportation network. Alta will work collaboratively with the Dig Studio team to develop cross-section, intersection, and mid-block crossing concepts.

**Horrocks** will take the lead on the public engagement, transportation and high-level utilities planning. Their role involves managing digital engagement and outreach events, select stakeholder workshops, as well as addressing the technical needs of utility corridors, particularly in areas requiring coordination and facilitation with UDOT and other agencies.

**Community Engagement:** This will be informed by extensive experience engaging this community through the Granary District Area Plan and the TechLink TRAX Study. Horrocks' engagement professionals have existing relationships with agencies (UTA, SLC, UDOT), and great rapport with the public. Horrocks will also utilize existing partnerships with Community Based Organizations (CBO's) to help permeate the neighborhood with information. Horrocks will schedule, prepare for, and facilitate various workshops throughout the process.

**Transportation and Utilities Planning:** Horrocks will lead the transportation planning elements working closely with UDOT and SLC to leverage existing traffic and multimodal transportation data already collected for this area. Horrocks will utilize quantitative (open source, and big data) inputs and qualitative (walk and bike audit findings, and community input) to drive holistic transportation recommendations that meet local needs for comfortable and connected networks. Horrocks will support Dig Studio and Alta with nonmotorized transportation recommendations, and integrating beatification and greening into the corridors, working closely with UDOT and SLC to identify opportunities and constraints related to ROW, utilities, intersection operations, UDOT standards, and feasibility.

Throughout the project, Dig Studio will ensure that the efforts of Alta and Horrocks are fully integrated into a cohesive plan. Our role as the lead firm involves not only managing the logistics of the project but also maintaining a strong focus on the visionary and design aspects, ensuring that every component contributes to a transformative and implementable plan for the Grand Boulevards. By combining our urban design expertise with the technical strengths of our subconsultants, we are committed to delivering a plan that is both innovative and grounded in the practical realities of Salt Lake City's needs.



	DIG	ALTA	HORROCKS
<b>Task 1   Project Management</b>			
<b>A. Ongoing project management</b> (10 month design schedule)			
1. Project work plan and kickoff	Lead	Attend	Attend
2. PM - 2/month progress meetings with city - 1/month with PM, 1/month with PIC and PM	Lead	Attend 50%	Attend 50%
3. TAC - bi-monthly (1 mtg- every 2 months) presentations	Lead	Attend	Attend
4. Internal project team worksessions (1/month during assessment, design and engagement	Lead	Attend	Attend
5. Community Council presentation (1)	Lead		
6. Stakeholder meetings (12)	Lead	Attend 50%	Attend 50%
7. Invoicing	Lead		
8. Project schedule	Lead		
<b>Task 2   Existing Conditions and Gap Analysis</b>			
<b>A. Site analysis</b>			
1. Review of past plans	Lead	Support	Support
2. City data and GIS review	Support		Lead
3. Data gap report and strategy plan meeting (with SLC PM)	Support		Lead
4. Trail and transportation connections assessment		Lead	Support
5. Site walk analysis of access, adjacency, opportunities and constraints	Attend	Lead	
6. Utility assessment based on existing data			Lead
7. Existing conditions summary/memorandum	Lead	Support	Support
<b>Task 3   Public Engagement</b>			
<b>A. Engagement plan</b>			
1. Refine engagement plan and split execution tasks with SLC staff	Support		Lead
2. Prepare stakeholder list and coordinate critical path worksessions (4)	Support		Lead
<b>B. Stakeholder engagement</b> (500 S and 600 S property owners, downtown leadership, trail and transportation partners - sweet streets, etc)			
1. Critical path worksession 1 - Vision and principles and precedents worksession - 'GRAND BOULEVARDS IN 5, 10, 20 YEARS'	Lead	Support	Support
2. Critical path worksession 2 - Bike or walk audit - 'KEY CHALLENGES AND OPPORTUNITIES'	Support	Lead	Support
3. Critical path worksession 3 - Grand Boulevards partners worksession 'PAST PARTNER GOALS AND VISIONS'	Lead	Support	Support
4. Critical path worksession 4 - Small-group worksessions- CONCEPT DESIGN PREVIEW (1-2 days)	Lead	Support	Support
<b>C. Public engagement</b> (neighboring residents, property owners, business owners, visitors)			
1. Prepare site feedback and identity district maps and precedent imagery	Lead		
2. West engagement - October Hoodah Fest (with ice cream truck)	Support		Lead
3. East engagement - Halloween, Dia de los Muertos or Fall Festival at Trolley Square (with ice cream truck)	Support		Lead
4. Online version of survey for feedback	Support		Lead
5. Feedback summary document	Support		Lead
<b>D. Preferred concept unveiling</b>			
1. Preferred concept package rollout (March community council presentations, Public rollout during bike month 2025 - May)	Support		Lead
2. Publicize preferred concept through city channels	Support		Lead
3. <b>Optional service</b> - tactical urbanism installation during Bike to Work Day 2025	Support	Lead	

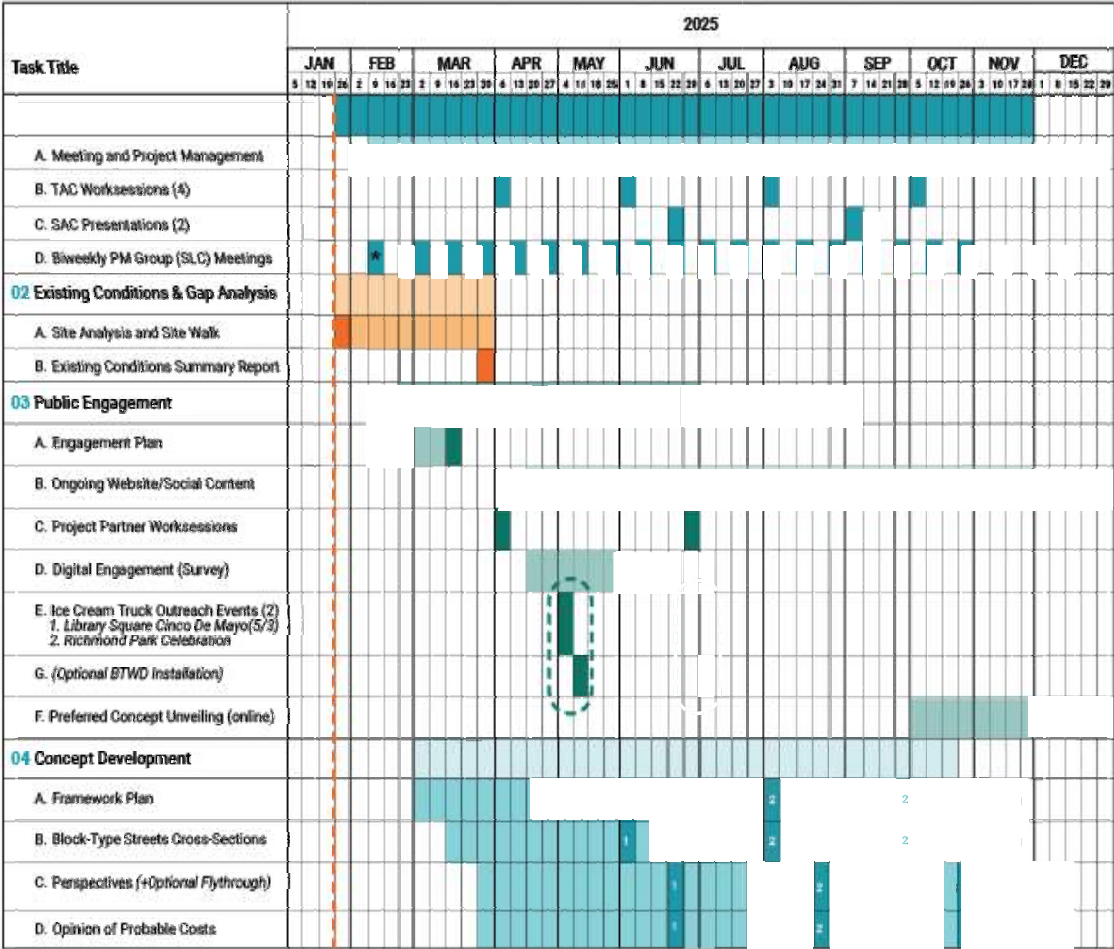
	DIG	ALTA	HORROCKS
<b>Task 4   Concept Development</b>			
<b>A. Framework plan</b>			
1. Multi-modal inputs and outputs plan ( <i>with integration of Granary District Area Plan, TechLink, Green Loop</i> )		Lead	
2. Vehicular flow and parking areas plan ( <i>developed in coordination with UDOT</i> )			Lead
3. Adjacent land use plan ( <i>future</i> )	Lead		
4. Bicycle safety and access plan		Lead	
5. Intersection plans	Support	Lead	
6. Mid-block crossings map	Support	Lead	
7. Utility corridor plan with green infrastructure opportunities overlay	Support		Lead
8. Street tree and amenity areas plan	Lead		
9. Identity districts and public art overlay	Lead		
10. Temporary and tactical urbanism means and methods plan	Support	Lead	
<b>B. Block-type streets cross-sections</b>			
1. Street cross-sections for each block-type	Lead	Support	
2. Designated above and below-grade zones for multi-modal access, utilities, street trees and amenity areas and adjacent land use interface ( <i>residential, commercial, industrial, etc</i> )	Lead	Support	Support
3. Temporary and tactical urbanism means and methods overlays	Support	Lead	
<b>C. Visioning graphics</b>			
1. Birds-eye and trail-view rendered perspectives	Lead		
2. <b>Optional service</b> - video fly-through	Lead		
<b>D. Opinion of probable costs</b>			
1. Final phase design estimate	Lead	Support	Support
2. Cost/LF or/each for temporary and tactical urbanism elements	Support	Lead	





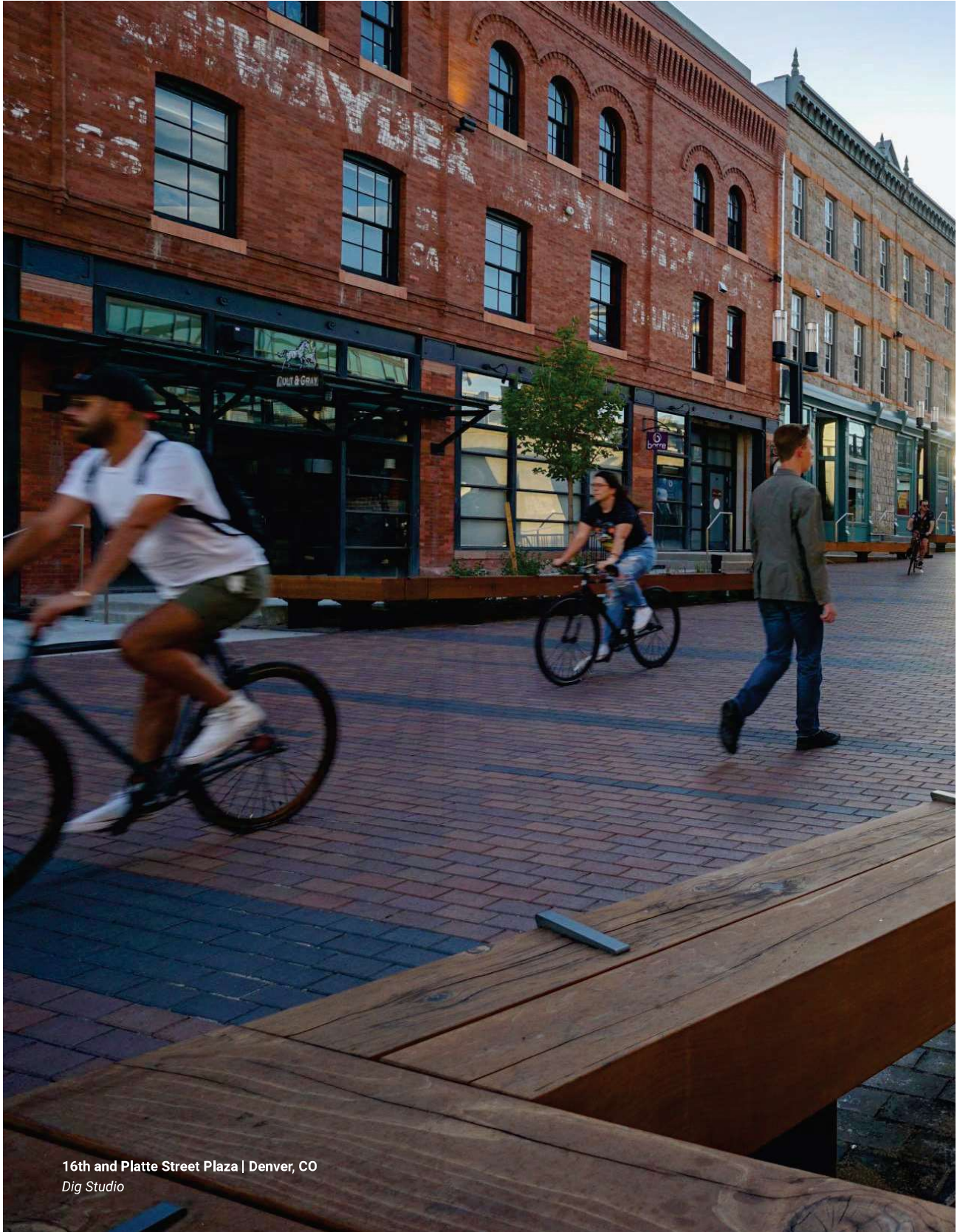
# 5. SCHEDULE

REVISED 02/12/25



\* 1: DRAFT 1 | 2: DRAFT 2 | F: FINAL DELIVERY

The schedule proposal above is based on the information provided in the RFQ and our understanding of the project scope, schedule and stakeholders and suggested potential milestones for community engagement based on past project experience. We are prepared to discuss this schedule with SLC Transportation and the WFRC and revise as-needed to best meet the project's needs, project team member capabilities and available funding.



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*Dig Studio*



## 6. BUDGET







## 6. BUDGET

The following fee proposal is based on the information provided in the RFQ and our understanding of the project scope, schedule and stakeholders. We are prepared to discuss this fee breakdown with SLC Transportation and the WFRC and revise as-needed to best meet the project's needs and available funding.

	DIG STUDIO	ALTA	HORROCKS	TOTAL PER TASK
<b>01</b> Project Management	\$22,455	\$8,905	\$9,111	\$40,471
<b>02</b> Existing Conditions & Gap Analysis	\$10,300	\$9,620	\$10,794	\$30,714
<b>03</b> Public Engagement	\$20,960	\$6,320	\$29,082	\$56,362
<b>04</b> Concept Development	\$46,060	\$21,290	\$5,103	\$72,453
<b>TOTAL PER FIRM</b>	<b>\$99,775</b>	<b>\$46,135</b>	<b>\$54,090</b>	<b>\$200,000</b>
<b>PROJECT TOTAL BASE FEE</b> (EXCLUDES OPTIONAL SERVICES)				<b>\$200,000</b>

### NOTES:

- 1) Fee estimate assumes all multimodal counts, analysis and incident information will be based on currently-available data from SLC, UTA, UDOT and other outside resources.
- 2) Fee estimate assumes SLC will host the project engagement website and social media and online survey, with content support from the project team
- 3) Fee estimate assumes up to four dedicated (4) 1-2 day site visits from (1) Dig Studio staff member/visit. Additional in-person support will also be offered and provided when staff members are otherwise locally available, as Dig Studio maintains an active presence in Salt Lake City.



Santa Fe Arts District Corridor | Denver, CO (Dig Studio)



University of Utah Mobility Hub | Salt Lake City, UT (Alta Planning + Design)



/dig/ verb

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