

A photograph of a brick wall with a small table, a potted plant, and a bicycle. The wall is made of red and brown bricks. In front of the wall, there is a small wooden table with black legs. On the table is a white pot with a green plant. To the right of the table is a gold-colored bicycle with black tires and a red seat. The floor is made of light-colored tiles.

# MAIN STREET MOTEL REZONE REQUEST

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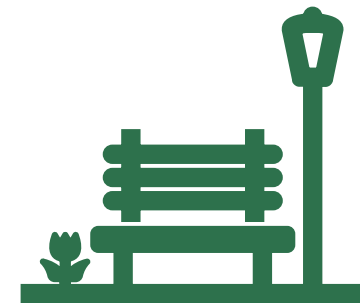
Urban Alfandre

11.7.22

# SUMMARY OVERVIEW

Why this rezone makes sense for Salt Lake City:

- 1) It adds housing in a transportation-rich location
- 2) Environmental benefits of infill development in locations such as this
- 3) Need to revitalize Main Street near the Ballpark and improve safety





# 1 ) TRANSPORTATION- RICH LOCATION

Benefits of a transportation-rich neighborhood:

- 1) Transportation optionality
- 2) Equity for residents who can't drive – elderly, disabled, working class, can still navigate the city without requiring a car
- 3) Increase safety in the neighborhood with residents walking/biking



A close-up photograph of a hand watering a small green seedling in dark soil. The hand is positioned at the top, with water droplets falling onto the plant. The seedling has several green leaves and a thin stem. The soil is dark and textured. The background is blurred, showing more soil and possibly other plants.

## 2) ENVIRONMENTAL BENEFITS OF INFILL DEVELOPMENT

Infill development drastically improves the following:

- 1) Air quality
- 2) Water conservation

# WATER INFILL

INFILL DEVELOPMENT: A KEY STRATEGY FOR WATER IN SAN DIEGO



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## WATER INFILL: A KEY STRATEGY FOR WATER IN SAN DIEGO

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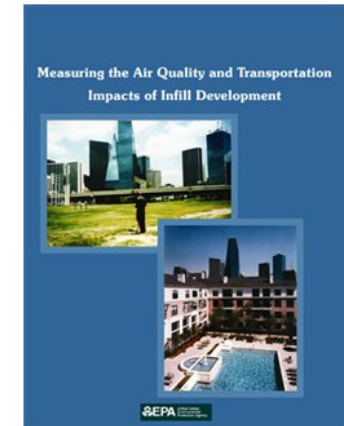
## Measuring the Air Quality and Transportation Impacts of Infill Development

Many regions are struggling to balance transportation needs with community revitalization and environmental protection. Infill development can support all three goals. Well-designed neighborhoods in convenient, accessible locations make walking, biking, and public transit more appealing options.

Therefore, encouraging infill development can help more people meet their everyday needs with less driving, which can reduce traffic congestion and improve regional air quality.

*Measuring the Air Quality and Transportation Impacts of Infill Development* (2007) summarizes three regional infill development scenarios to illustrate how regions can calculate the air quality and transportation benefits of infill. The approach relies upon standard transportation forecasting models currently used by metropolitan planning organizations around the country. Each case tests slightly different approaches to quantifying the transportation and air quality impacts within traditional four-step travel-demand models.

The analysis shows how standard forecasting tools can be modified to capture at least some of the transportation and air quality benefits of brownfield and infill development. Some of the key modifications include:





### 3) REVITALIZE MAIN STREET NEAR THE BALLPARK

The Ballpark neighborhood is in dire need of investment:

- 1) Crime is plaguing the neighborhood
- 2) Businesses are opening, but some are shutting down = need more residents
- 3) The Character of Main Street is currently vacant parcels, used-car dealerships, and little-to-no pedestrian activity

Our plan would add residents, street life, and vibrancy to the neighborhood

# Current Street View of Main Street



# HOW THIS ZONING IS CONSISTENT WITH THE MASTERPLAN

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This rezone would achieve the 'Central Community's Master Plan' vision by:

- Creating more livable communities and neighborhoods through the appropriate transition of multi-family housing and mixed land uses in designated areas
- To have pedestrians use transit and walk comfortably to services, shopping and recreational opportunities
- To increase pedestrian accessibility by creating housing that supports the employment center of the downtown area.
- An enhanced built environment that encourages employees to work and live in the Central Community



**IN CLOSING -  
SUMMARY  
OVERVIEW**

Why this rezone is good for the city and neighborhood:

- 1) Add housing in a transportation-rich location
- 2) Environmental benefits of infill housing on air quality and water conservation
- 2) Revitalize Main Street near the Ballpark