



What's the Point?

Utah's Generational Opportunity

Alan Matheson

The Point Executive Director



THE OPPORTUNITY



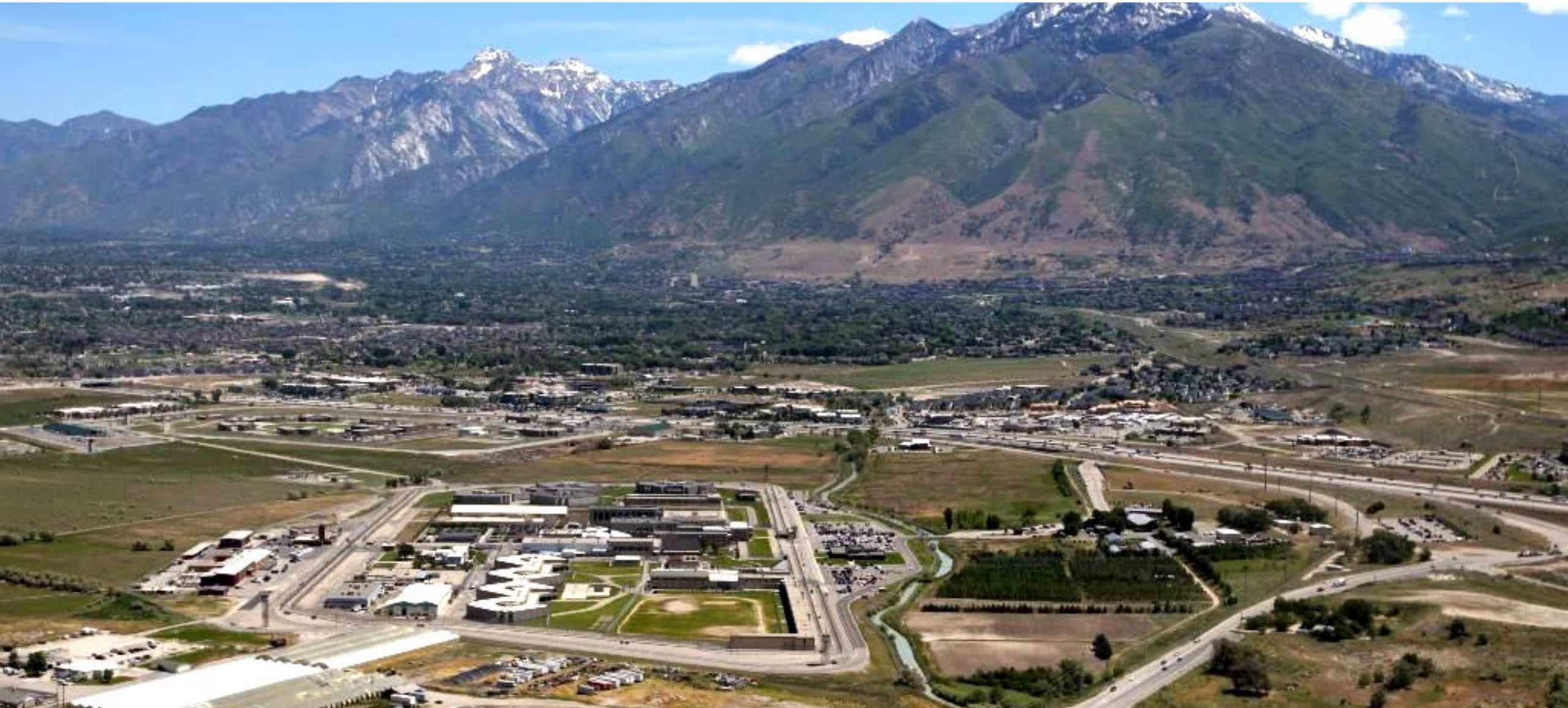
Why Utah has a 'once in a generation' opportunity unique to any other place in the world

By Art Raymond | @DNTechHive | Sep 22, 2019, 10:00pm MDT



Spenser Heaps, Deseret News

THE POINT





The People

THE CO-CHAIRS



Lt. Governor
Deidre Henderson



Representative V.
Lowry Snow

THE BOARD



April Cooper



Lincoln Fillmore



Stephen Handy



Dan Hemmert



Dawn Ramsey



Jim Russell



Jerry Stevenson



Troy Walker

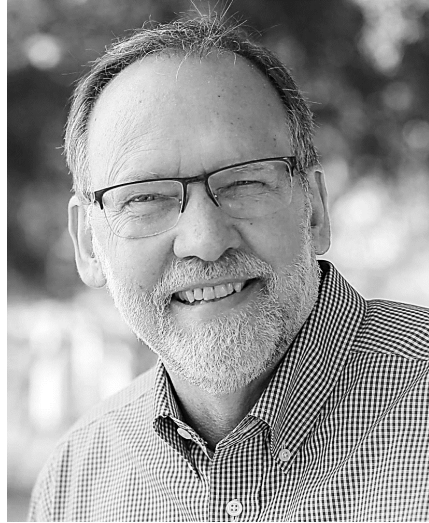


David Woolstenhulme

THE TEAM



Alan Matheson
Executive Director



Steve Kellenberg
Planning Director



Erin Talkington
Real Estate Advisor



Muriel Xochimitl
Communications Manager



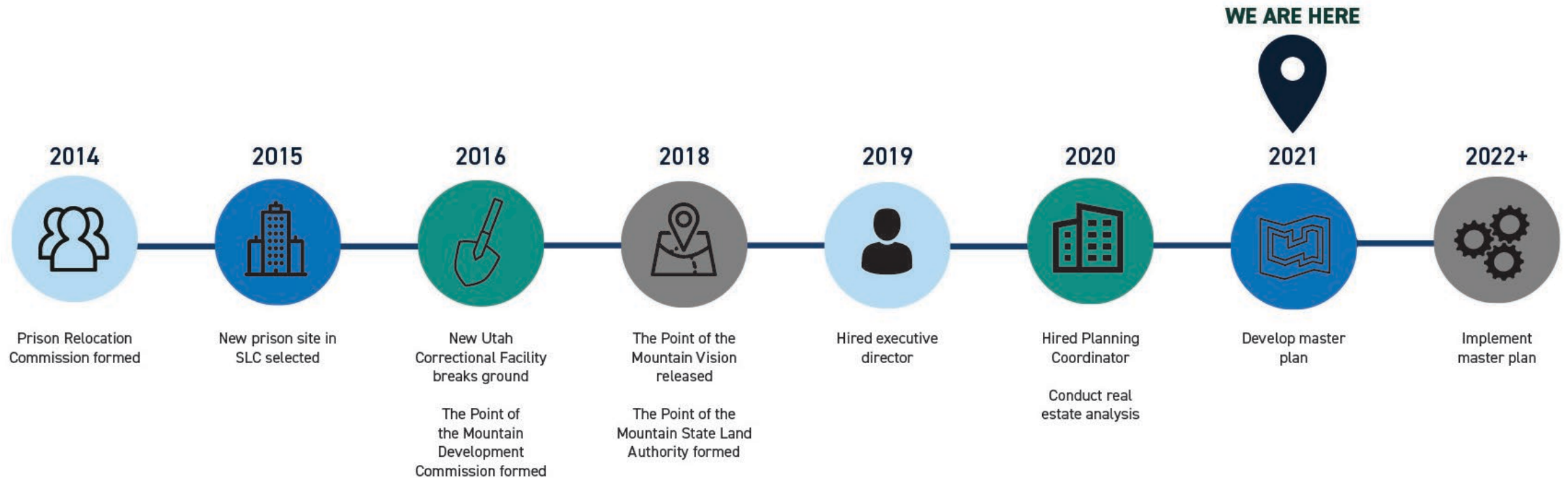
GUIDING PRINCIPLES

- Promote the Public Interest
- Set the Standard
- Think Regionally
- Take the Long View
- Be Open and Transparent
- Act with Integrity



The Process

TIMELINE



THE VISION



FINANCIAL

\$10,000

increase in average Wasatch Front household income

\$1.4 BILLION

increase generated in municipal revenue from the Point of the Mountain study area

\$7.7 BILLION

increase generated in **state sales and personal income taxes** from the Point of the Mountain study area

AIR QUALITY

3.2 fewer tons

OF EMISSIONS PER DAY

(NOx, VOCs, and PM2.5) from the Point of the Mountain study area

PUBLIC ENGAGEMENT

GENERAL ENGAGEMENT

4,200

comments and responses collected

> 150

presentations given



14,000
website visits
(11,000 unique visitors)

6

public workshops

COMMUNITY & STAKEHOLDER MEETINGS

Major **stakeholder kick-off** with hundreds in attendance

Regular check-in meetings with transportation agencies, cities, stakeholders, landowners, and interested citizens

Multiple meetings with the Sandy, Draper, Lehi, and Southwest **Chambers**

21 advisory group and subgroup meetings

JOBS

150,000 more jobs

ACROSS THE WASATCH FRONT



TRANSPORTATION



400,000 more jobs accessible within a 45-minute drive

233,000 more jobs accessible within a 45-minute transit trip from The Point

20 fewer minutes
OF CONGESTION

during peak hour when driving from Draper to Provo at peak hour



2.6 million fewer miles driven per day throughout the Wasatch Front (even with the increase in jobs & population)

Key Vision Elements



COMMUNITY



TRANSIT



**ECONOMIC
GROWTH**



INNOVATION



SUSTAINABILITY



COLLABORATION





KEY VISION ELEMENTS

- Create an iconic, vibrant, mixed-use community, with a focus on quality of life and healthy living, with a strategic balance of jobs and housing to limit off-site trip generation. Include active, welcoming places for people to gather day and night for recreation, dining, culture and entertainment.
- Serve the site with a high-quality, future-focused, multi-modal transportation system, with an emphasis on convenience, safety, access, regional traffic reduction, limited parking, emissions reduction, and active transportation.
- Promote enduring statewide economic development through job creation, workforce development, and revenue generation. Create a community that will attract and nurture top talent and outstanding anchor companies, as well as smaller local businesses.



KEY VISION ELEMENTS (CONT.)

- Advance innovation by creating a place that promotes a culture of creativity and ingenuity, attracts outstanding talent and investment, promotes solution-oriented research, fosters the growth of promising early-stage companies, eliminates regulatory barriers, and facilitates interdisciplinary industry and academic partnerships to generate and commercialize new ideas.
- Create a model of sustainable development that, relative to traditional development, significantly reduces air emissions (including GHG), water pollution, water and energy use, and takes advantage of on- and off-site renewable energy resources (including an on-site geothermal resource). Explore a net-zero-ready development.
- Coordinate closely with others to ensure the development fits well with regional plans and infrastructure, advancing the interests of the broader community and not just the site. Promote regional trail, transportation, and green infrastructure connections through the area and facilitate thoughtful regional growth.



The Point

Utah's First 15-Minute City

MW21006

Response to Solicitation for Consultants
for Land Planning and Development

Management Plan and Statement of
Qualifications Submittal

06 October 2020

PDF 2

SOM

Skidmore, Owings & Merrill

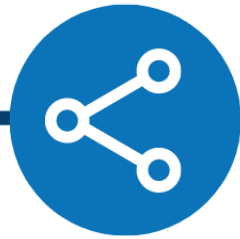
THE POINT MASTER PLAN TIMELINE

JAN-FEB 2021

MAR-APR 2021

MAY-JUN 2021

SUMMER 2021



PUBLIC INVOLVEMENT

INITIAL SCOPING

Master planning process begins with a site evaluation, identification of needs, opportunities and constraints.

SCENARIO DEVELOPMENT

Creation of several conceptual scenarios that identify different possible approaches to future development.

PREFERRED ALTERNATIVE

Identification and refinement of preferred approach to development.
Creation of various plan components.

FINAL PLAN

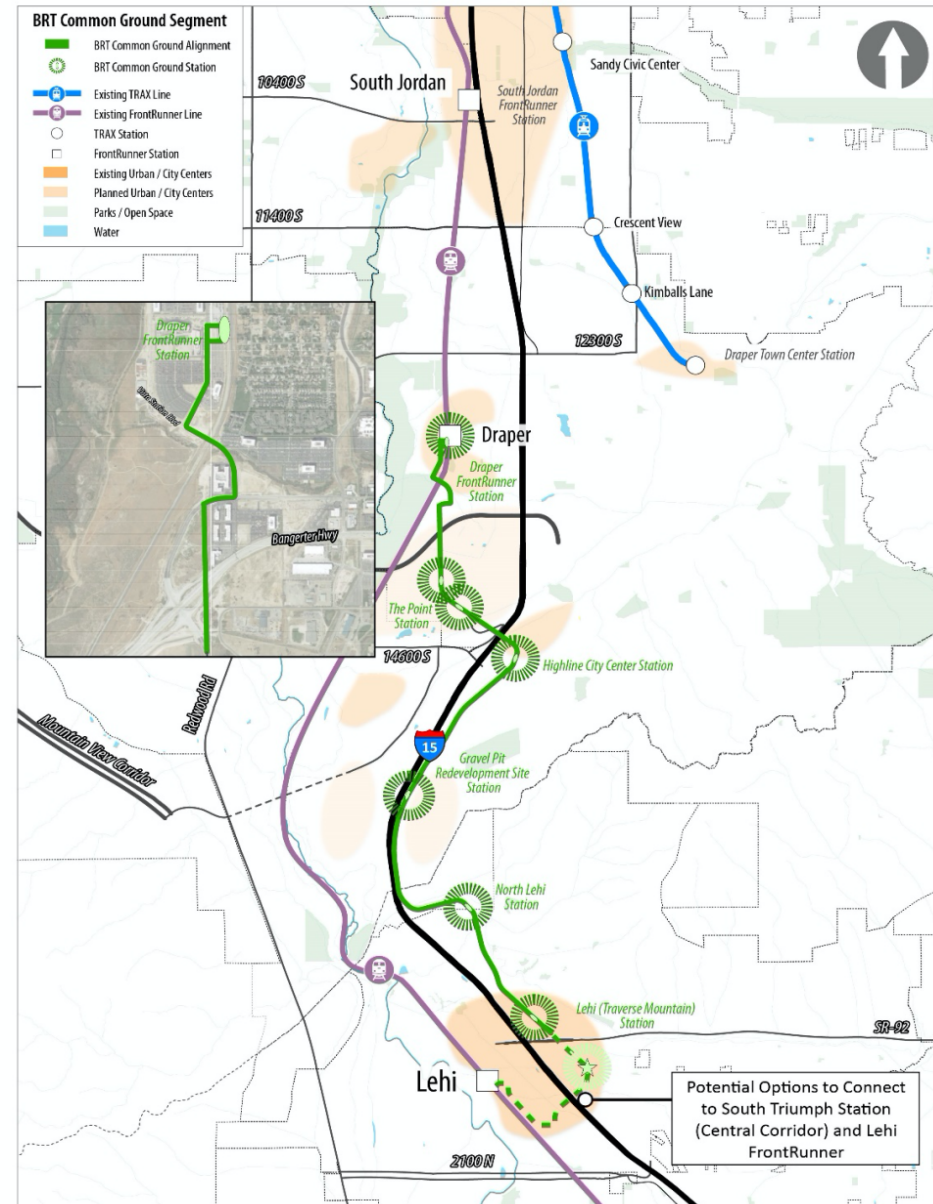
Finalize The Point Master Plan.
Framework plan will help to guide future development.



Key Findings for the Preferred Alternative

A high quality, 6- to 7-station, 8-mile Bus Rapid Transit (BRT) project is proposed that connects Draper FrontRunner to Traverse Mountain (Lehi) to support the major economic development and mobility goals for the Point of the Mountain area. The project is proposed because:

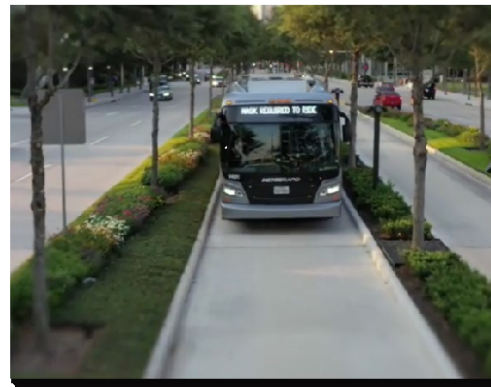
- Most of the highest growth, highest economic development centers in the Point of the Mountain area would be served by the Preferred Alternative.
- The current pace of growth and development in the corridor calls for the Preferred Alternative to be developed as quickly as possible to maximize economic development and transit-oriented development opportunities.
- The Preferred Alternative would effectively connect with other existing or planned regional transit services, including FrontRunner and the proposed Central Corridor Transit project.
- The Preferred Alternative would retain the ability to make other priority investments for the Point of the Mountain area.
- The Preferred Alternative is projected to meet current and long-term future travel demands.
- A “gold standard” Bus Rapid Transit has the same or better transit and economic performance as a rail alternative, but would be more economical to construct and quicker to implement.



Key Attributes of the Preferred Alternative

The BRT Common Ground Segment offers a “gold standard” BRT with the following key features:

- Nearly 90% exclusive guideway for transit to operate outside of traffic. Additional features such as gated crossings, level boarding vehicles, and high frequency service can also help maximize speed and reliability.
- A guideway with an attractive urban design and distinctive, high-quality station areas that feature off-bus payment, real-time travel information and wayfinding, amenities to enhance passenger comfort and safety, and consistent branding.
- More flexibility to accommodate stations that fit within existing and planned development, including the potential for two stations at “The Point.”
- Capital cost of \$300-450M, up to half the cost of light rail with similar forecasted ridership.
- More flexibility to implement transit service for the whole corridor sooner while new developments come online.



Supporting Investment Recommendations

Extending BRT from Lehi Traverse Mountain to South Triumph and Lehi FrontRunner would benefit both the Point of the Mountain and Central Corridor transit projects, increasing mobility, ridership, and development opportunities for both corridors.

A BRT connection to serve Sandy Cairns between Sandy Civic Center Station and South Jordan FrontRunner, as envisioned in the Sandy South Jordan Circulator Study, would also improve ridership and economic development in the Point of the Mountain area.

Next Steps

After the Preferred Alternative is confirmed, additional design, environmental review, and operations and funding plans would advance the project toward construction.





Preliminary Concepts

A Regional Hub



Build a highly-trained workforce to shape Utah's future
An innovation center of global significance



Draft for Illustrative Purposes Only

Environmentally state-of-the-art in every way
Integrate built and natural systems



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Compact and walkable mixed-use hubs
Designed for a 15-minute walk to everything



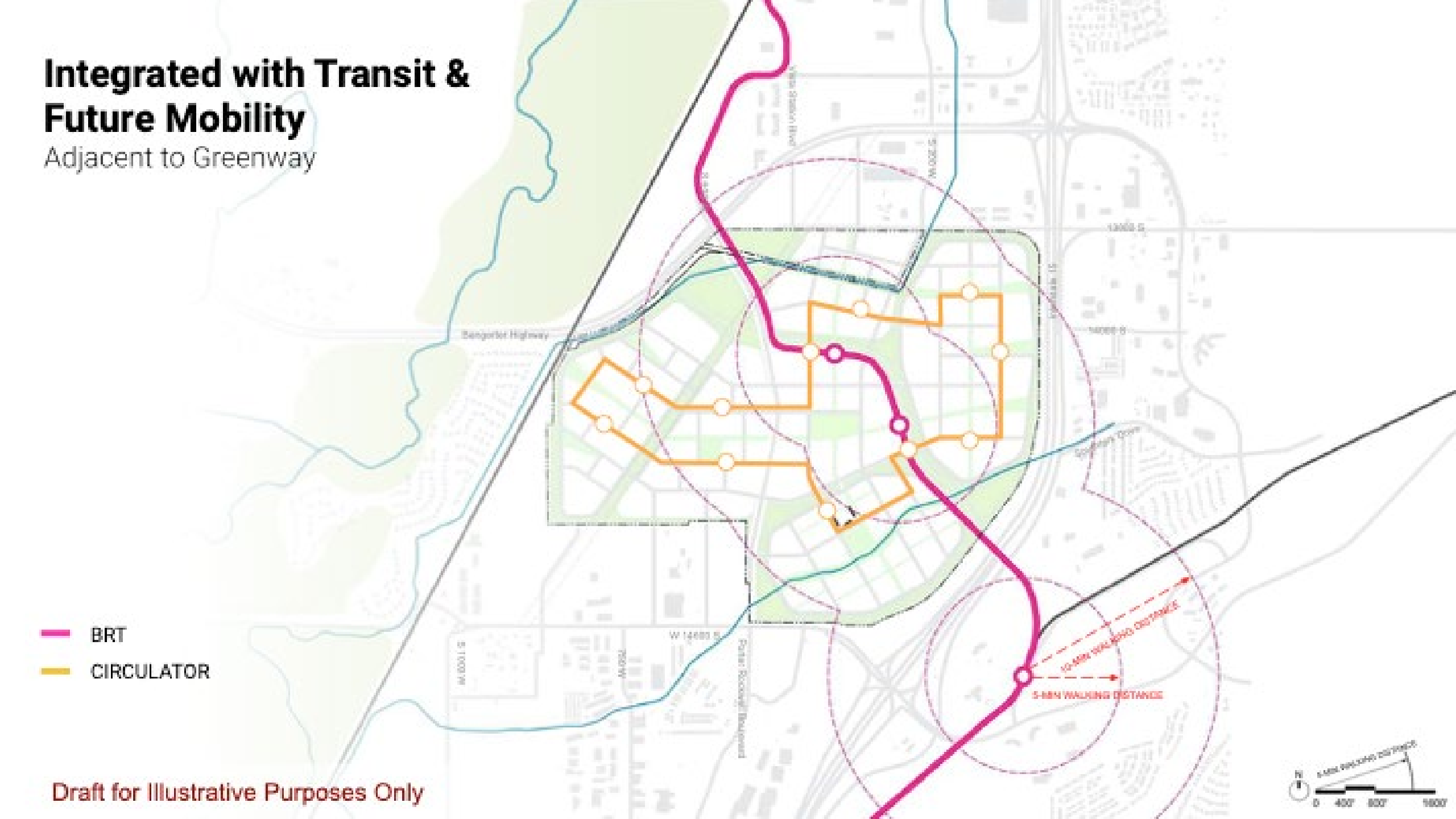
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Integrated with Transit & Future Mobility

Adjacent to Greenway

- BRT
- CIRCULATOR

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An Innovation Ecosystem



Biofiltration Wetlands

North Gateway Parks

Green Necklace Park

Views to Mountains

River to Ridge Trail

Bangerter Highway

Views to Mountains

Residential Districts

Boulevard
W 14600 S

South Gateway Park

River to Ridge Trail

Southfork Drive

14000 S

11800 S

Interstate 15

W 900 S

Visa Station Blvd

S 200 W

S 1000 W

750 W

Porter Rockwell Boulevard

Achieving Your Vision



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The Public

WORKING GROUPS



1

STAKEHOLDER

Fourth Tuesday of every month
from 10 a.m. to 12 p.m.

2

EDUCATION, RESEARCH & INNOVATION

Fourth Tuesday of every month
from 2 p.m. to 4 p.m.

3

ENVIRONMENT & AIR QUALITY

Fourth Wednesday of every month
from 10 a.m. to 12 p.m.

4

INFRASTRUCTURE & LAND USE

Fourth Thursday of every month
from 10 a.m. to 12 p.m.

5

ECONOMIC DEVELOPMENT, RECRUITMENT & INVESTMENT

Fourth Thursday of every month
from 2 p.m. to 4 p.m.

MAKE THE POINT

- Statewide public survey
- Approx. 2,800 responses
- Results released early November
- Help to inform The Point Master Plan



HELP US MAKE THE POINT!

The 700 acres of state-owned property called "The Point" is one of the most important economic development opportunities in Utah history. The Point is well-served by vital infrastructure and centrally located at the heart of Utah's fast-growing technology industry.

The site offers unprecedented potential to significantly enhance Utahns' quality of life. Consequently, all Utahns will have multiple opportunities to get involved in planning for The Point's future.

Help us "make the point" by "making your point" through this survey. Your feedback will be used to help inform the creation of a site master plan. The brief, 5-minute survey will be open through October 16, 2020.

CONTACT US
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www.thepointutah.org



bit.ly/makeyourpointsurvey

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