



Plan the Point!

Master Plan Preferred Alternative
Board Survey Results, 4-7-21

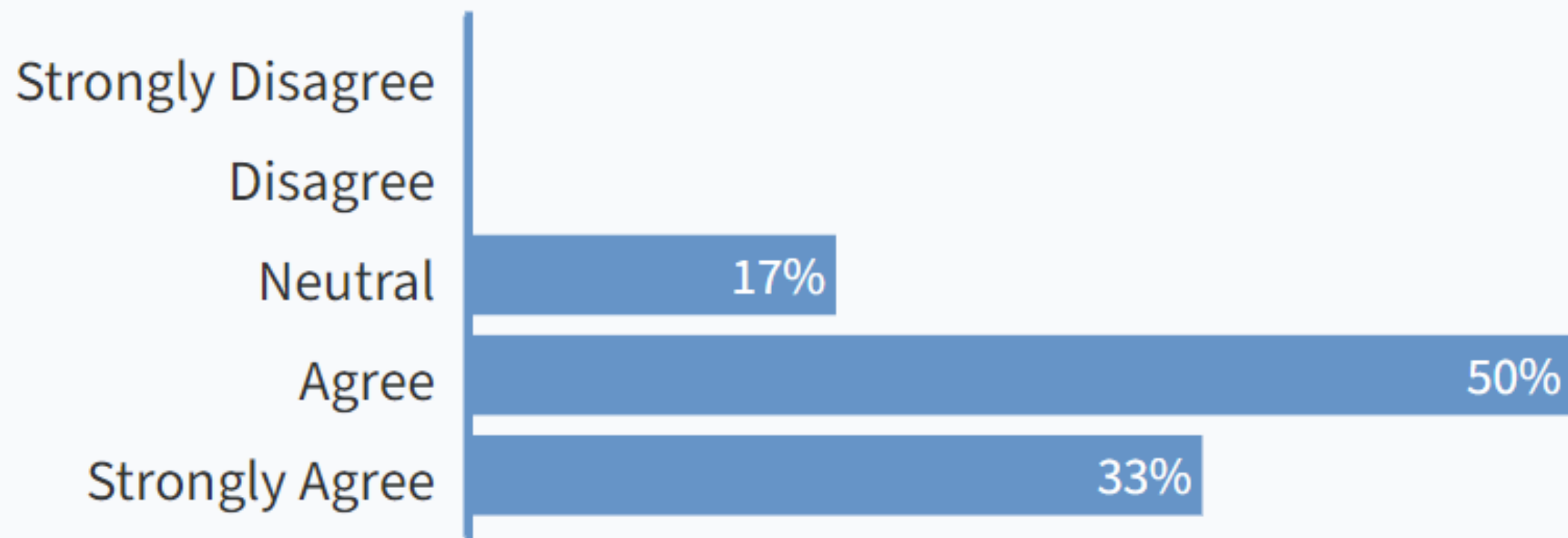
Clear Mixed-Use Core

A more defined 'downtown' core with higher density and concentration of services can result in a vibrant center of activity and focus for the project.

This concentration, however, may draw services away from other districts and requires building construction types (mid- and high-rise) that are more expensive to build and may be feasible only in later phases.



A high-density urban core is important for the plan.



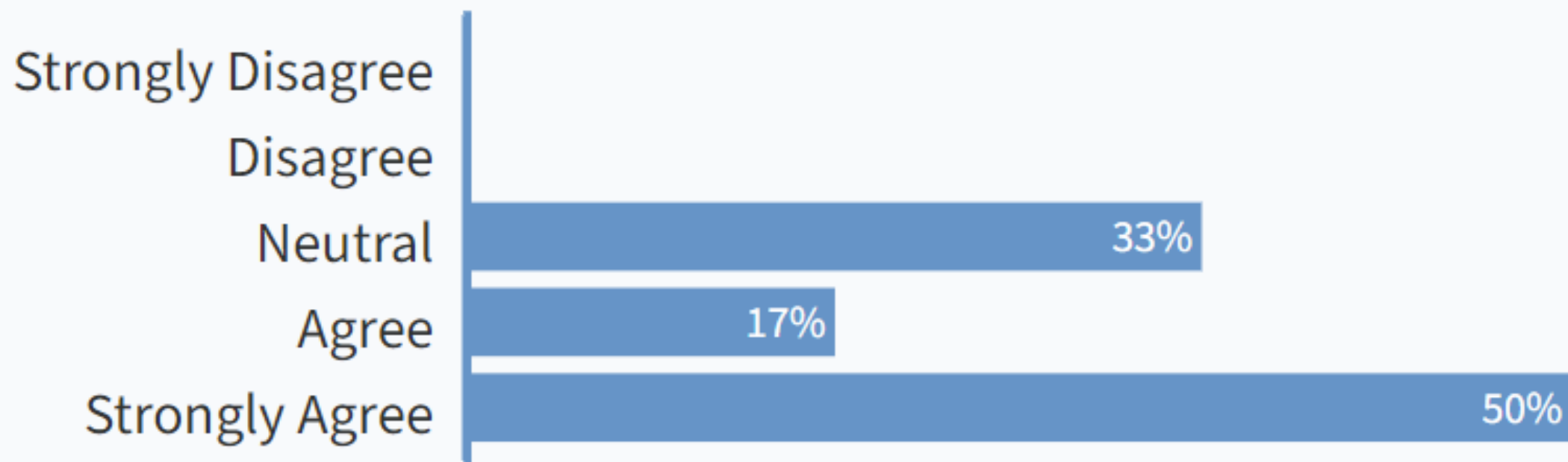
Cross-Industry Innovation Accelerator

Many economic development districts across the country develop an innovation accelerator complex that provides co-working space, mentoring, capital access, conference facilities and other shared resources.

These often lead to an increase in new product development and business formations. However, such centers can be expensive to initiate and often require ongoing subsidy from the public or private sponsor.



An innovation accelerator is a long-term investment and should continue to be included in the plan.



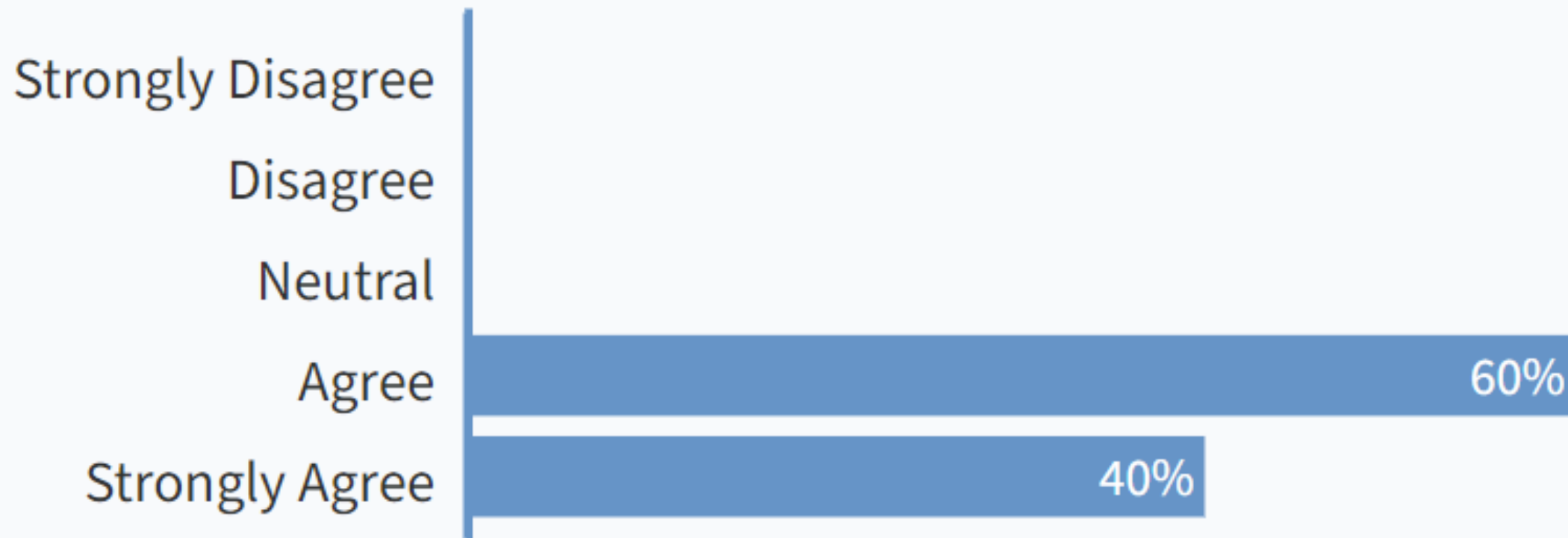
Innovation District Institutional Presence

Often Innovation Districts are organized around a university, hospital, lab or other institution functioning as an R&D anchor and draw to related businesses. Such districts can stimulate development and economic activity.

However, the institutional elements of such districts often require reduced land cost and other subsidies to initiate and maintain operations, reducing near-term project revenues and/or the opportunity for other amenities and features.



An innovation district should be a key feature at The Point.



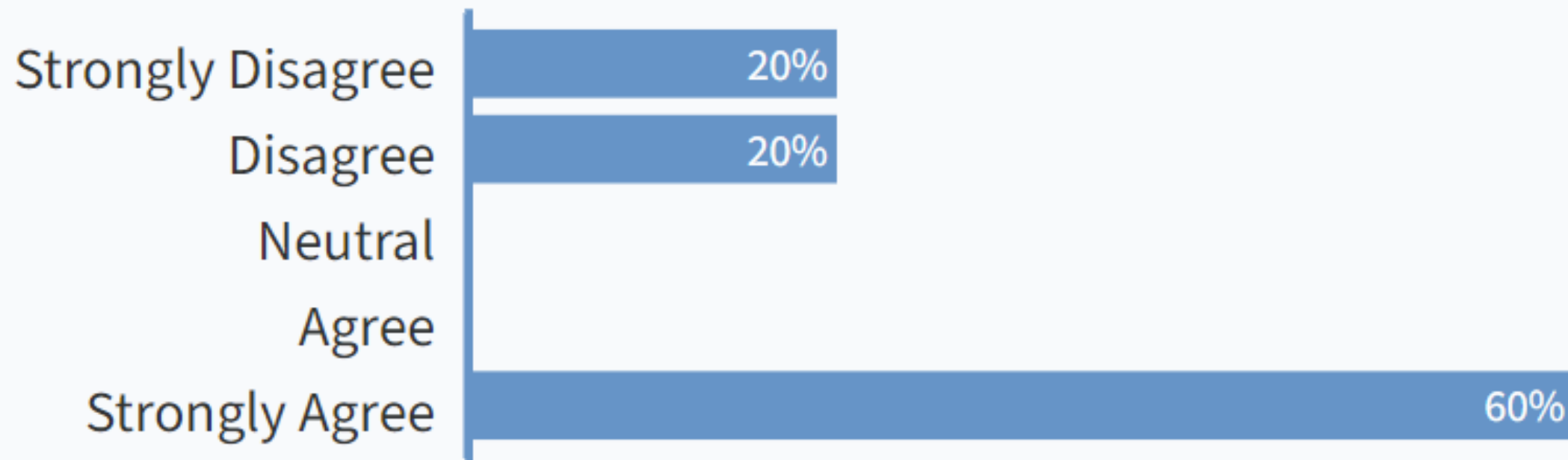
Commercial/Residential Land Use Balance

Most successful innovation communities include a strong (40- 50%) residential component (although total building square footage of office is often greater due to higher densities).

Onsite housing is critical to energize projects 24/7 and support onsite retail, restaurants, event programming and talent recruitment. On the other hand, residential use reduces office and other economic capacity.



A 40-50% residential land use commitment is desirable to create a complete, active innovation community.



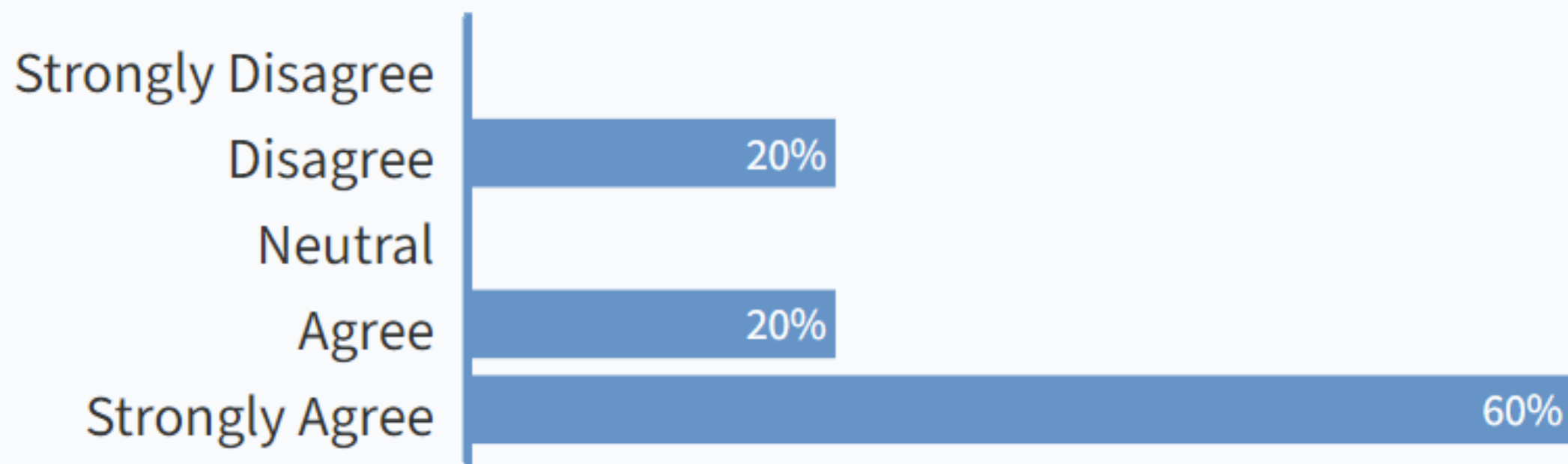
Micromobility Circulator Linked to BRT

The Point can explore emerging concepts in on-site mobility, such as a "circulator" on a dedicated right-of-way, possibly autonomous, which would provide an effective way for people to move around the site without a private automobile.

Even though several systems are currently operating around the globe, it would have initial and long-term operational cost impacts with no guarantee of practical utilization.



The Point should pursue mobility concepts, such as an autonomous circulator system, in addition to BRT.



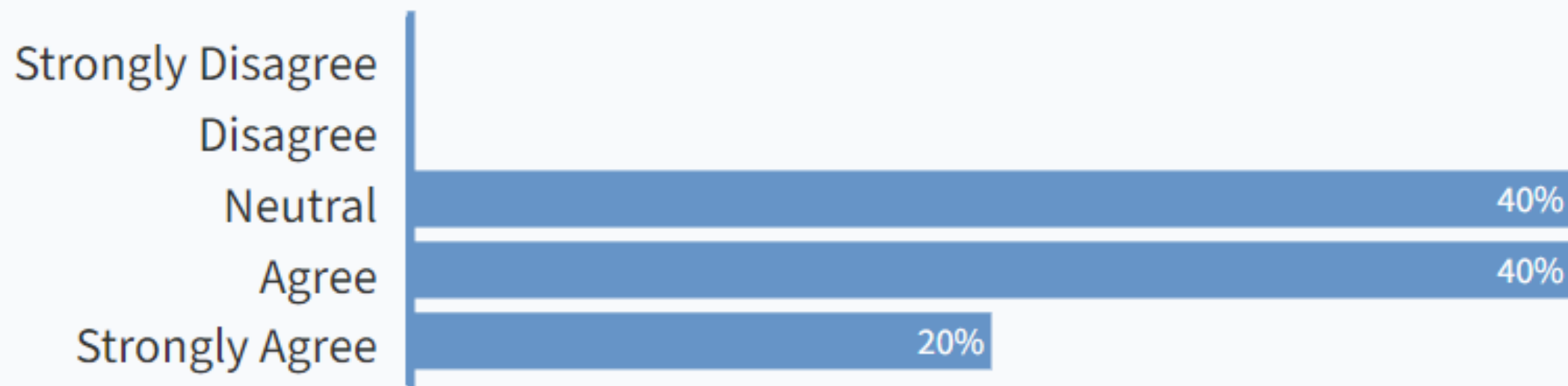
Retail & Entertainment Destination

Although Draper, Riverton and Bluffdale have restaurants, retail center and places for performing arts, The Point provides an opportunity for a retail/arts/entertainment center of scale, meeting unmet demand for the sub-region.

Such a complex would help activate plazas and squares consistent with the preferences of our target markets. However, a retail/entertainment center of scale might impact surrounding city retail and use land that could be put to different use.



A sizable retail, entertainment and cultural complex should be an important activator for The Point, serving patrons from the region and not just locally.



River-to-Range Greenway Trail

With the Jordan River to the west and the Bonneville Shoreline Trail and Corner Canyon to the east, it is natural to create a connective linkage through the project. Should it be a simple trail or larger "green infrastructure"; a meaningful open space extension from the river into the site providing storm water treatment, habitat components, trails and passive day-use elements? Developing such green infrastructure displaces land available for more programmed recreational space or revenue-producing land uses.



Extending Jordan River open space and connectivity through the site is an important framework plan feature.



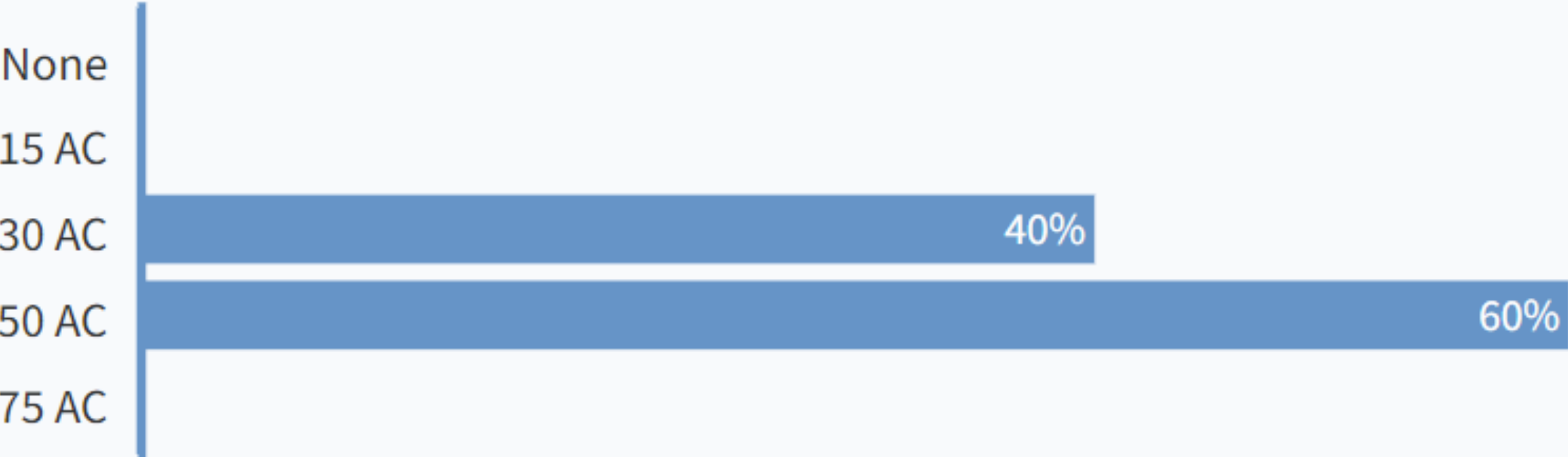
Jordan River Regional Park

Public input reflects a desire for a major park within the project possibly containing various day-use recreational activities, sports fields and passive areas for habitat and storm water treatment.

A 40-75-acre multi-use park could be located as a natural linkage to the Jordan River corridor. On the other hand, such parks are expensive to construct and maintain, and use limited land that could be put to valuable use for other purposes.



Identify the acreage that should be allocated to a Jordan River Regional Park / Sports Complex



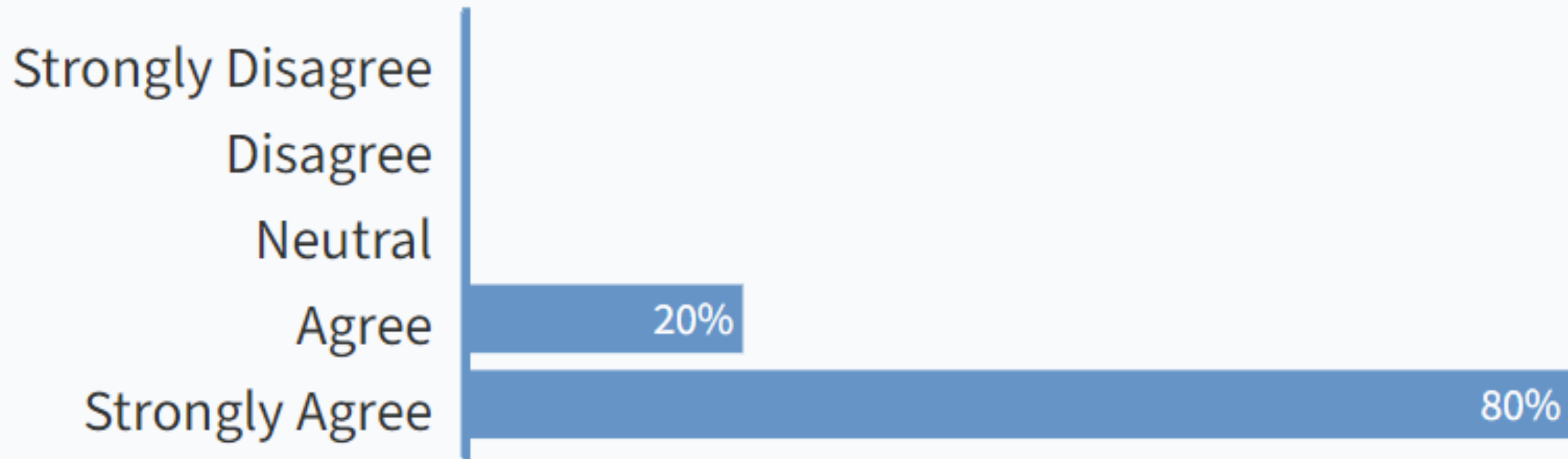
Central Park

All the alternatives have an open space adjacent to a central core. The difference is the size and emphasis put on a Central Park as a key organizing feature of the plan. Such a park could provide a place for concerts, special events, informal recreation, overlooked by restaurants and retail, and possibly include a water element.

A central park, however, uses valuable land and could be expensive to construct and maintain, siphoning resources that could be used in achieving other goals.



A 5-7 AC Central Park (e.g., Bryant Park, NY) should be a key element of The Point framework plan.



Pedestrian Priority Zones

A trending preference for millennial and Generation X market segments is for places less dominated by cars. Major projects internationally, including analogues studied by the planning team, include auto-free districts.

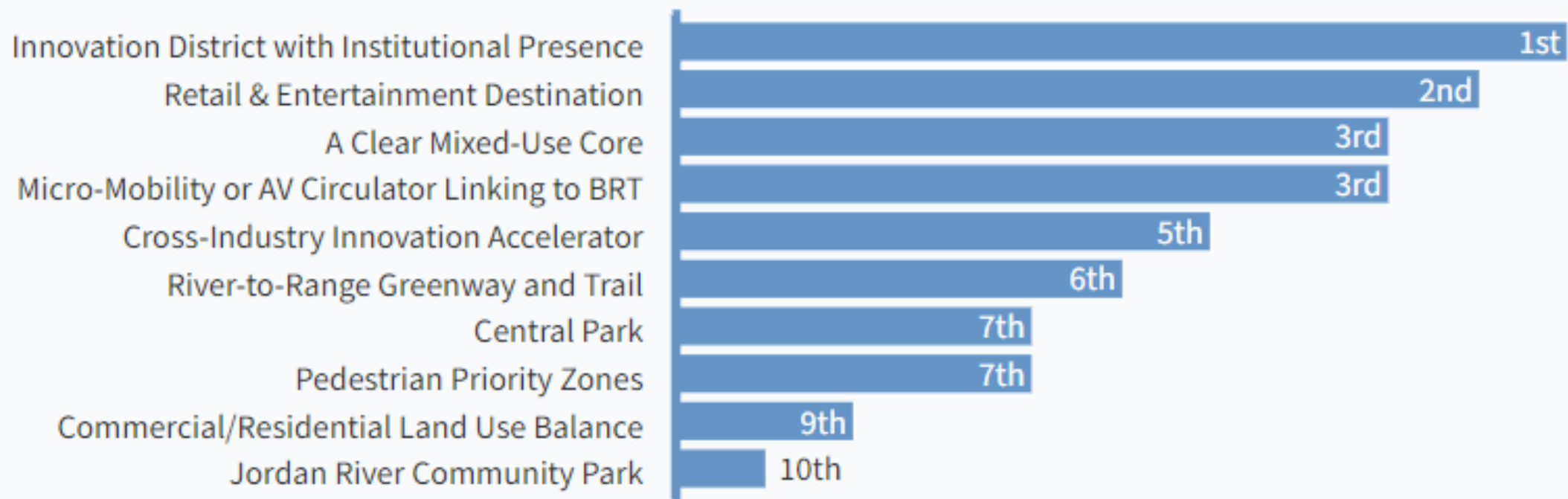
Such districts still provide auto access and parking to buildings but are organized so pedestrians can navigate significant distances without crossing streets or interacting with autos. However, this approach disrupts auto circulation patterns and challenges standard real estate conventions.



**Pedestrian-Priority Zones on the scale of that in Concept 3
would be a distinguishing and forward-looking component for
The Point.**



Please rank the following components based on your view of their relative priority.



What additional key components should be included in the Framework Plan?

“Heliports should at least be considered if possible”

“Given the anticipated time frame for buildout--making certain our plan is flexible and can be modified to meet changes.”

“If we recruiting a billion dollar or multi-billion dollar company to have their HQ in the point, has anyone analyzed what kind of acreage would be needed for them to have a HQ campus, what district would we suggest it be in, and can they get approval before we partition this out to developers so that the potential company/companies could afford to come in and secure land before developers get it and mark it up”



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