

UTAH CITY



**A New Sustainable  
and Connected  
Mixed-Use Urban  
Center in Vineyard**



**VINEYARD**  
STAY CONNECTED





Utah

**TOD**

**Transit- Oriented Development**



# TOD

Transit-Oriented Development (TOD) is loosely defined by the FTA as “dense, walkable, mixed-use development near transit” ([Federal Transit Administration, 2024](#)).

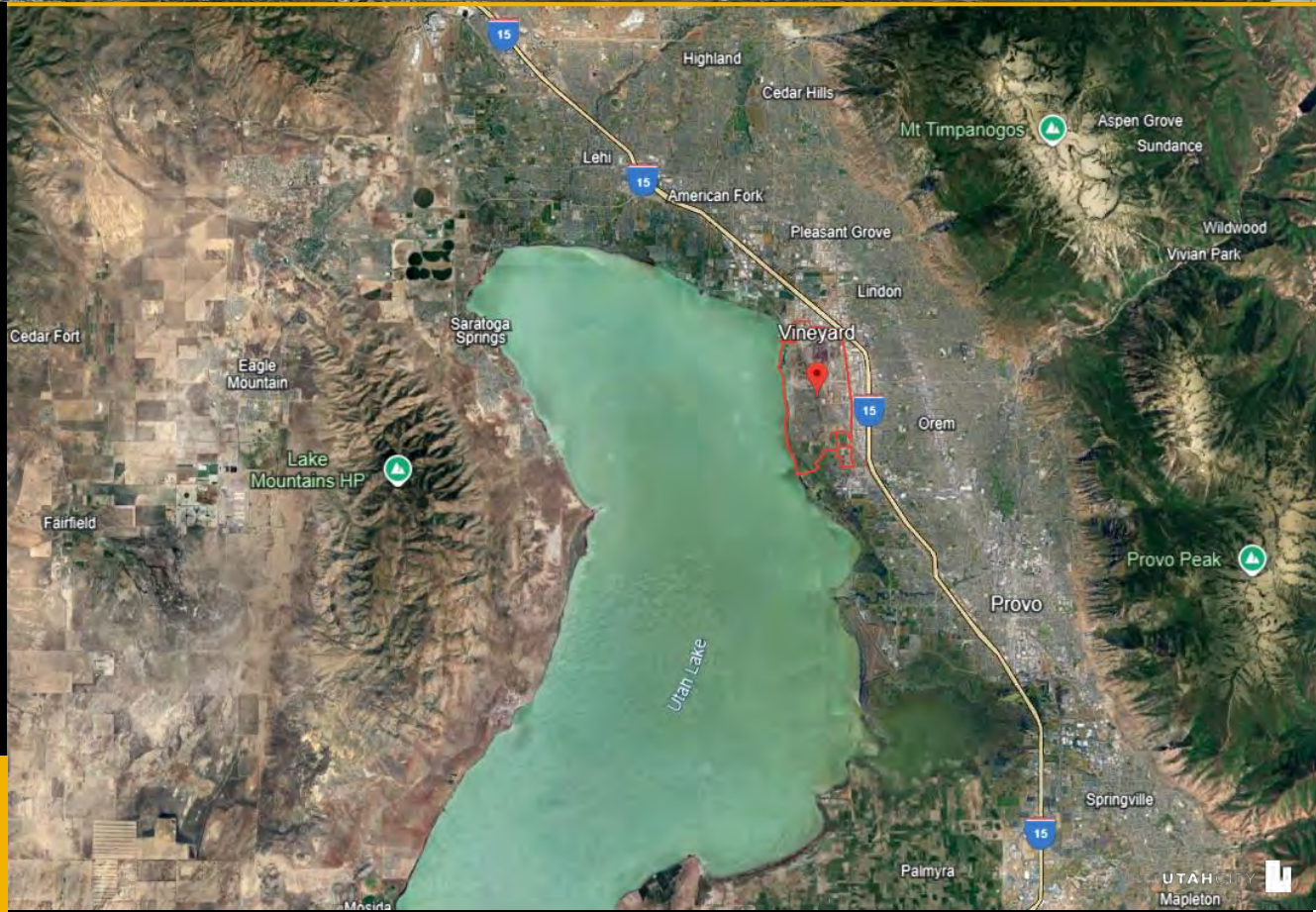
As noted by prominent land use and transportation planning researchers ([Cervero, 2004](#); [Bartholomew & Ewing, 2011](#); [Hamidi & Ewing, 2015](#)), TOD has gained huge currency in the United States as a “means of promoting smart growth, injecting vitality into declining inner-city settings, and expanding lifestyle choices by offering multifamily housing that reduces housing plus transportation costs.”



# Utah County

“Utah County is going to be the epicenter of growth,” EDC Utah

Utah County is in **Need** of an Urban Core.





# Vineyard Story



# Vineyard Story









WINDYBROOK DISTRICT  
SCHOOL  
ERECTED A.D. 1904

SCHOOL HOUSE





VINEYARD

THE RED & WHITE STORES

GENERAL MERCHANDISE

# Vineyard Story





# Vineyard Story



# Vineyard Story



NEGATIVE 10

GENEVA STEEL WORKS  
12-2-43  
BENZOL PLANT

SERIES XVII



NEGATIVE 2

GENEVA STEEL WORKS  
12-27-43

SERIES XVIII

COKE OVENS BATTERIES 2,3&4 LOOKING NORTHEAST



# Vineyard Story



NEGATIVE II

GENEVA STEEL WORKS

SERIES XX

3-1-44

GENERAL VIEW BLAST FURNACES LOOKING NORTH



# Vineyard Story





# Vineyard Story







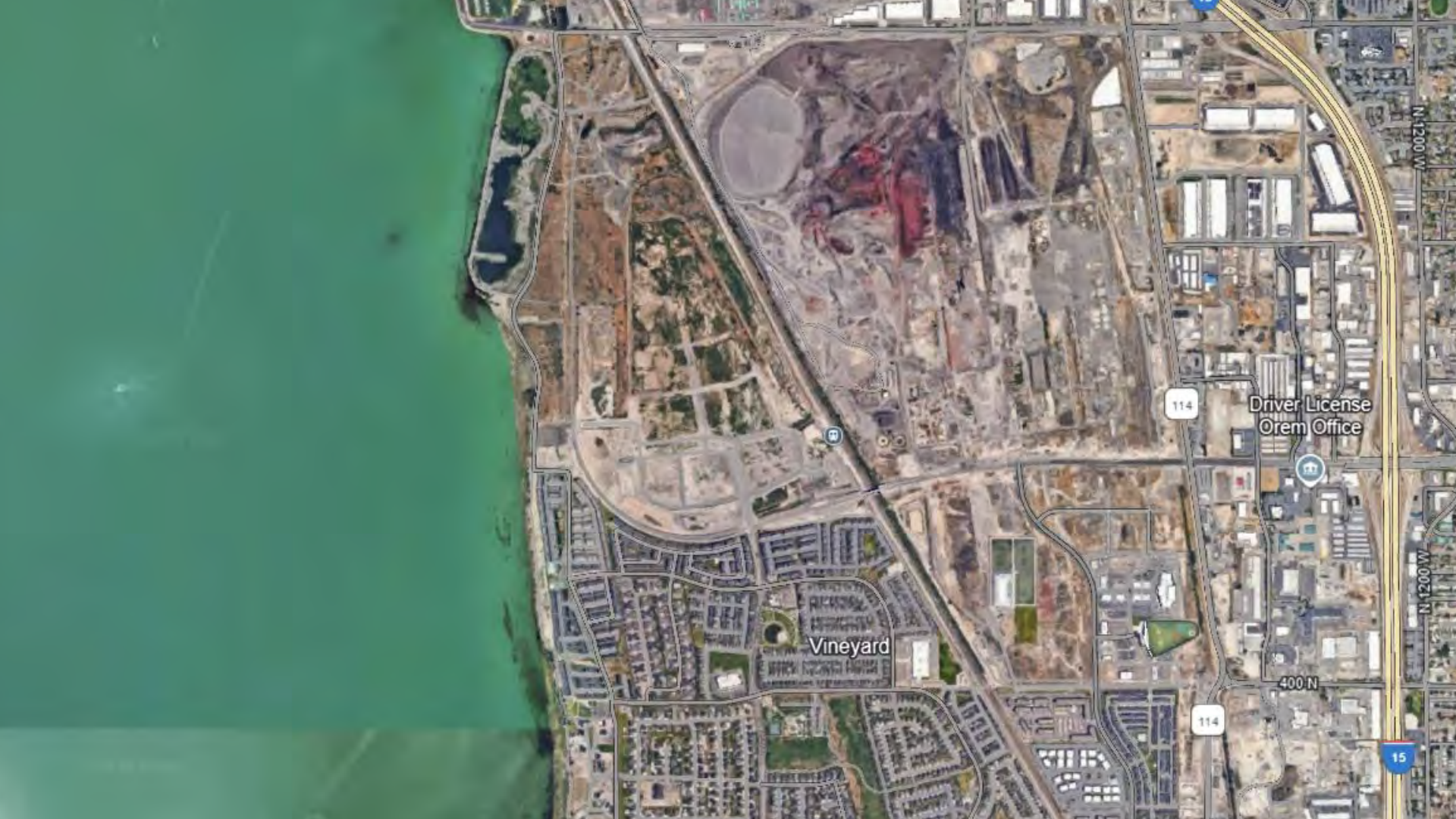












Vineyard

Driver License  
Orem Office

400 N

15

# Vineyard General Plans

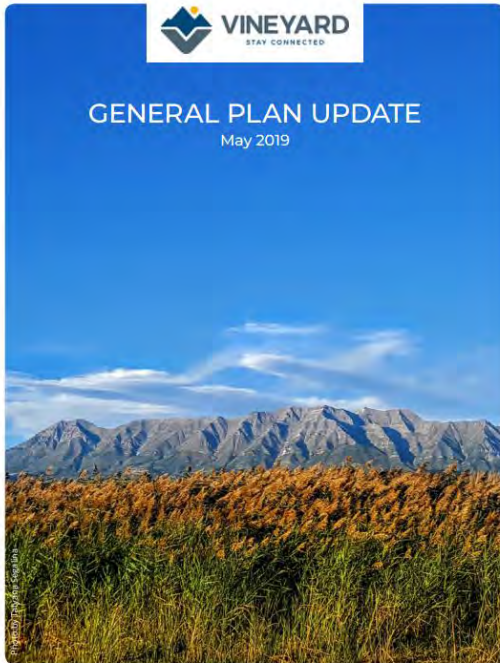
## Vineyard Town General Plan



As Adopted - November 11, 2004  
by the  
Vineyard Town Council



## GENERAL PLAN UPDATE May 2019



## Vineyard Utah County, Utah

### General Plan

Compiled: Wednesday, January 3, 2024

Downtown District Code Adopted 2009, Town Center FBC Adopted in 2015, Downtown District FBC Amended in 2020.



# Masterplan

Developed with Jeff Speck and DPZ, the first 350 acres of Utah City were thoughtfully designed to feature a variety of distinct spaces, including two linear promenades, a downtown core, lakefront living with a re-established beach and lake-oriented boardwalk, a retail street and several “shared spaces” for both residents and visitors.





TRANSIT-FOCUSED COMMUNITY

# Connectivity



It's everything in one place,

and it will be not just be the downtown of Vineyard but,... the downtown for the whole region. And everyone who lives here will be within a reasonable walk of a very effective transit service that links them to the whole region."

*— Jeff Speck, City Planner, author of 'Walkable City'*



## LOCATED ON I-15 CORRIDOR

Utah City is easily accessible off of I-15 from three interstate exits, 1600 N, 800 N and Center Street.



## FRONTRUNNER RAIL STATION

A new UTA FrontRunner station opened in 2022 that connects to Salt Lake City, Ogden, Provo and beyond.



## DESIGNED FOR WALKABILITY

Renowned city planner Jeff Speck and DPZ masterfully designed Utah City, emphasizing human connection, walkability and fostering a sense of community.



# Connectivity

## COMMUTE TIME

	Train	Car
Salt Lake Int'l Airport	1:15	0:40
Salt Lake City Business District	0:50	0:35
Sandy / S. Jordan City Center	0:40	0:25
Draper / Bluffdale	0:30	0:20
Silicon Slopes	0:15	0:15
Orem Provo Metro District	0:10	0:15
Sundance Resort	-	0:20
Park City Resorts	-	1:00



Utah City is designed with walkability at the forefront of urban planning. Residents or visitors can navigate through the Community easily without the need for a vehicle.



# Utah City By the Numbers



Variety in Residential Product Layered with Mixed-Use Retailers

## Mixed-Use

- 1,600 units (144,000 sqf) of commercial space directly adjacent to the train station
- 10 min. All residential and commercial spaces are within walking distance of the train station
- 17 Million Square Feet of Mixed-Use Space throughout the development



50+ ACRES OF PARKS AND PASEOS

## GREEN SPACES THROUGHOUT

- Miles of trails and pedestrian paseo network integrated throughout Utah City
- 5 miles of developed shoreline along Utah Lake
- 12-acre 50 million dollar Promenade Park connecting the train station to Utah Lake



TRANSIT FOCUSED + CLEAN UP INITIATIVES

## ENVIRONMENTALLY FOCUSED

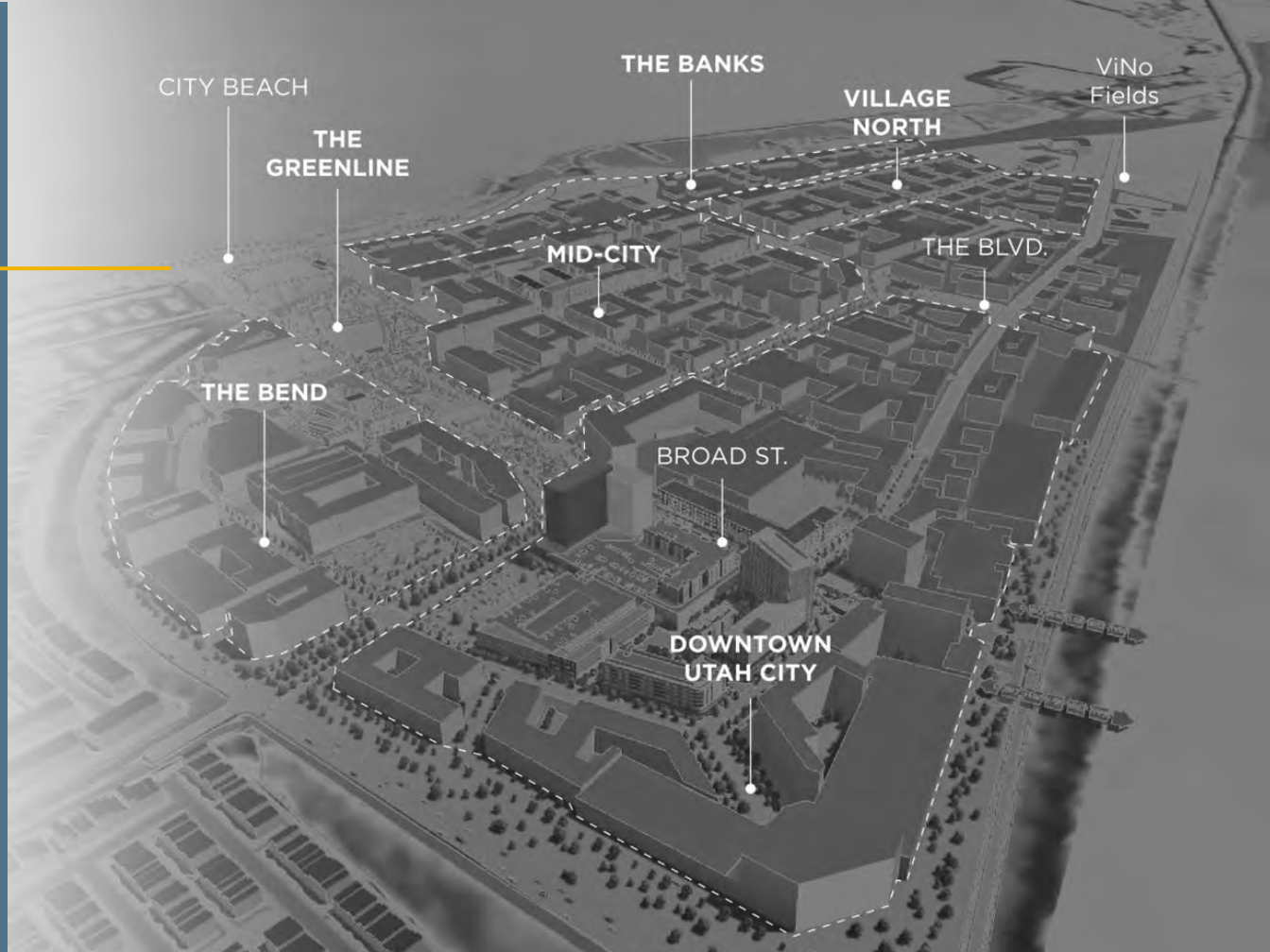
- New commuter rail station constructed and opened in 2022
- \$3 million dollar pledged to the clean up and development of Utah Lake & shoreline
- Power grid enhancements that provide significant power efficiencies





# Distinct Districts

Each district within Utah City will be filled with diverse character and experiences. From the energy of Downtown to the relaxed pace of the ViNo district.





COMMUNAL & MODERN

# Living



Experience a diverse array of best-in-class residential options, meticulously designed.



An emphasis on community building and unrivaled amenities



PEDESTRIAN-FOCUSED

# Broad Street



50,000 sq. ft.  
High-end Retail



300 sq. ft.  
Restaurants and additional  
supportive retail



A highly walkable, shoppable  
district in the heart of Utah  
City





COMMUNITY BUILDERS

# Utah City Welcomes

## Huntsman Cancer Institute

Huntsman Cancer Institute expands lifesaving impact across Utah with plans for new comprehensive cancer center. HCI will bring thousands of high-paying jobs to Utah City along with 150+ hospital beds and new research capabilities.



“...The facility is **committed to providing a “cancer-free frontier”** and this second facility is a step in that process. No more driving, cancer patients in Utah County have collectively made over 35,000 trips each year to the Salt Lake facility at the University of Utah.

— Mary Beckerle, CEO Huntsman Cancer Institute



COMMUNITY BUILDERS

# Innovative Offerings



## Bella's Market

**Bella's**  
MARKET

Bella's is a bespoke market concept that will evolve with the growing needs of Utah City. Designed to be a unique and inspired shopping experience. Featuring large windows, greenery throughout and a roof top botanical garden designed for gathering.



## Vibrant Community

With multiple parks and open spaces, Utah City will be the premier destination for events. A full calendar of programming featuring arts and cultural festivals, concerts, culinary events, outdoor fitness and more. Utah City is packed full of shared experiences that can only be had here.

# Horizontal Construction Phasing Map



## HORIZONTAL CONSTRUCTION PHASING MAP KEY

- Phase 1 Infrastructure & Roadway (Completed)
- Phase 2 Infrastructure & Roadway (Completed)
- Phase 2b Infrastructure & Roadway (Completed)
- UDOT Vineyard Connector (Completed)
- Phase 2c Infrastructure & Roadway (Construction)
- Phase 3 Infrastructure & Roadway  
Planned Construction 2024-2026
- Phase 4 1200 North (Preliminary Design)  
Planned Construction 2024-2027
- Phase 5 South Lake Road (70% Design)  
Planned Construction 2024-2026
- Phase 6 Main Street (Preliminary Design)  
Planned Construction 2025-2026
- Phase 7 South Sixth Street (Preliminary Design)  
Planned Construction 2027-2028
- Phase 8 North Third Ave. & F Street (Preliminary Design)  
Planned Construction 2027-2028
- Phase 9 North 2nd Ave. & G Street (Preliminary Design)  
Planned Construction 2028-2029
- Phase 10 North Lake Road (Preliminary Design)  
Planned Construction 2028-2030











50+ ACRES OF GREEN SPACES

# Parks & Paseos



Waterfront at Utah  
City



12 Acre  
Promenade



A Civic Plaza primed  
for events





50+ ACRES OF GREEN SPACES

# Parks & Paseos



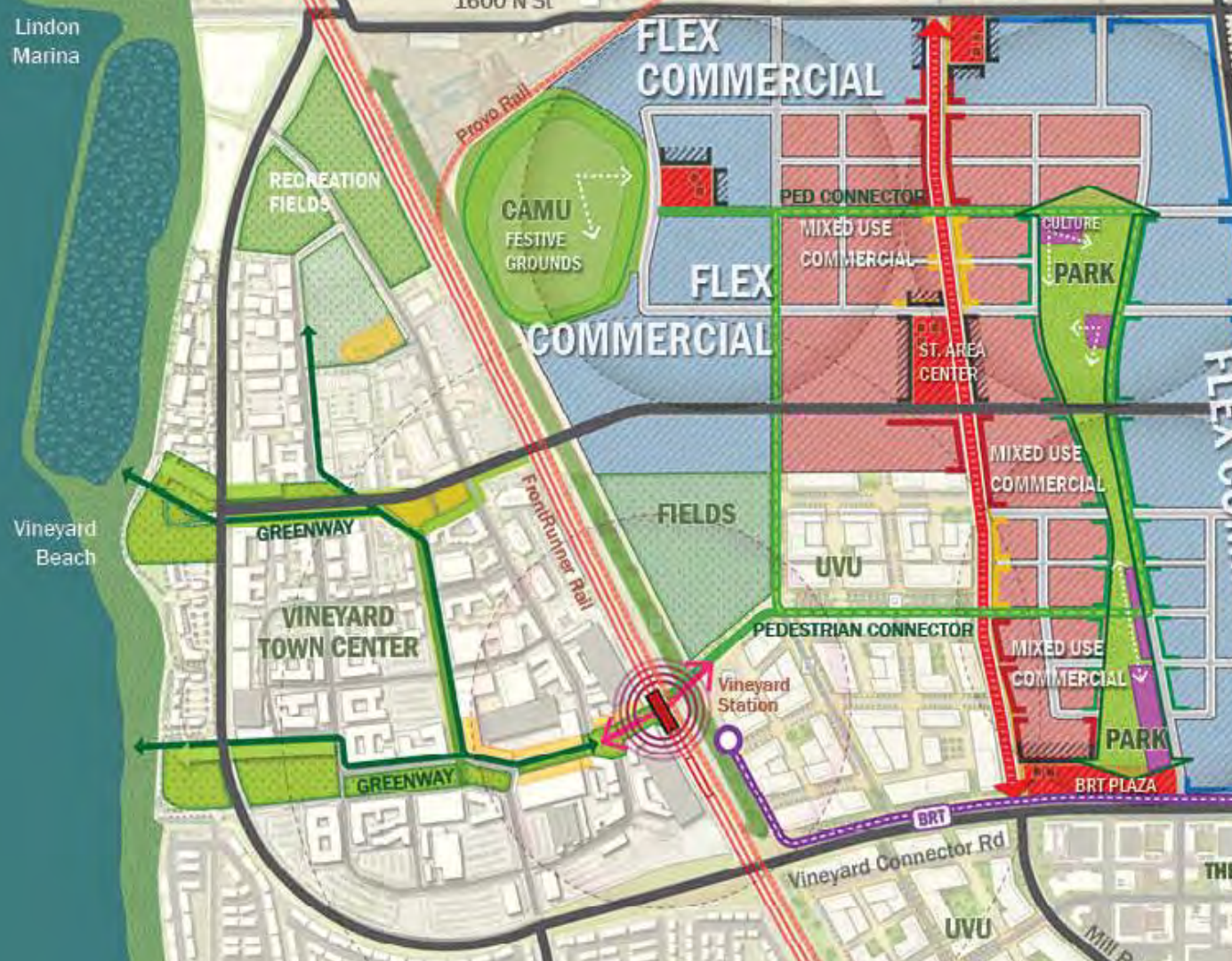
Waterfront at Utah  
City



12 Acre  
Promenade



A Civic Plaza primed  
for events







- 4 Event Pavilion
- 10 Gravel Seating Court
- 13 Children's Playground
- 21 Gravel Dining Court
- 23 Event Lawn
- 25 Sport Court (Fenced)
- 26 Botanical Entry Garden
- 28 Ornamental Trees
- 29 Street Trees
- 32 Art
- 33 Restroom
- 34 Picnic Pavilion (Rentable)
- 40 Fire Pit
- 41 Landscaped Slope
- 50 Pool Area (Not in Scope)

















CITY HALL

CONDO TOWER

THERAPY POOLS

SPA

OFFICE/ADMIN  
LOCKER/EVENT

RESTAURANT

OUTDOOR  
DINNING

STAGE

QUIET POOL

KID'S POOL

LOCKER/  
CONCESSION

HOT TUB

MAIN POOL

SPLASH  
PAD

PUBLIC PLAZA/ STAGE

EVENT LAWN

PLAY GROUND

PAVILION  
POSITION









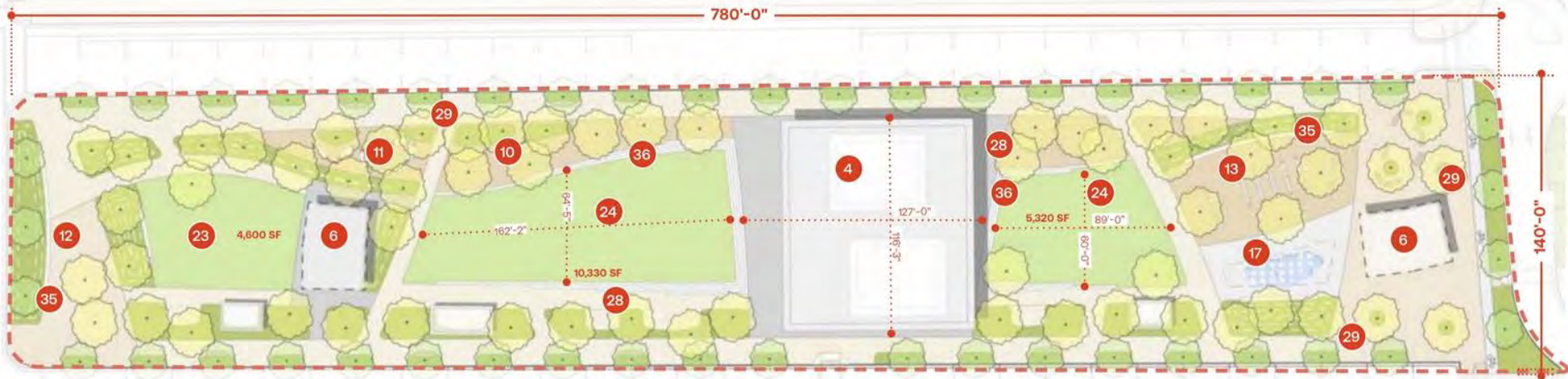












- |                                  |                     |
|----------------------------------|---------------------|
| 4 Pavilion                       | 23 Lawn             |
| 6 Kiosk                          | 24 Sunken Lawn      |
| 10 Gravel Court                  | 28 Ornamental Trees |
| 11 Hammock Garden                | 29 Street Trees     |
| 12 Food Truck Area               | 35 Benches          |
| 13 Interactive Seating or Lounge | 36 Steps            |
| 17 Splash Pad                    |                     |

























Children's Park

Ornamental Tree

Outdoor Recreation

The Beach

Open

Ornamental  
Planting

Pedestrian Pathways

Native Grasses

OJB





OJB



Ornamental Tree

Fire Feature/  
Picnic Area

Outdoor Seating

Recreational Lawn

Ornamental Planting

Pedestrian Pathways

Native Grasses

OJB







Ornamental Trees

Native Grasses

The Beach

The Pier

Pedestrian Paths

OJB





Ornamental  
Tree

Outlook Points

Native Grasses

Ornamental Planting

Enhanced  
Streetscape

OJB

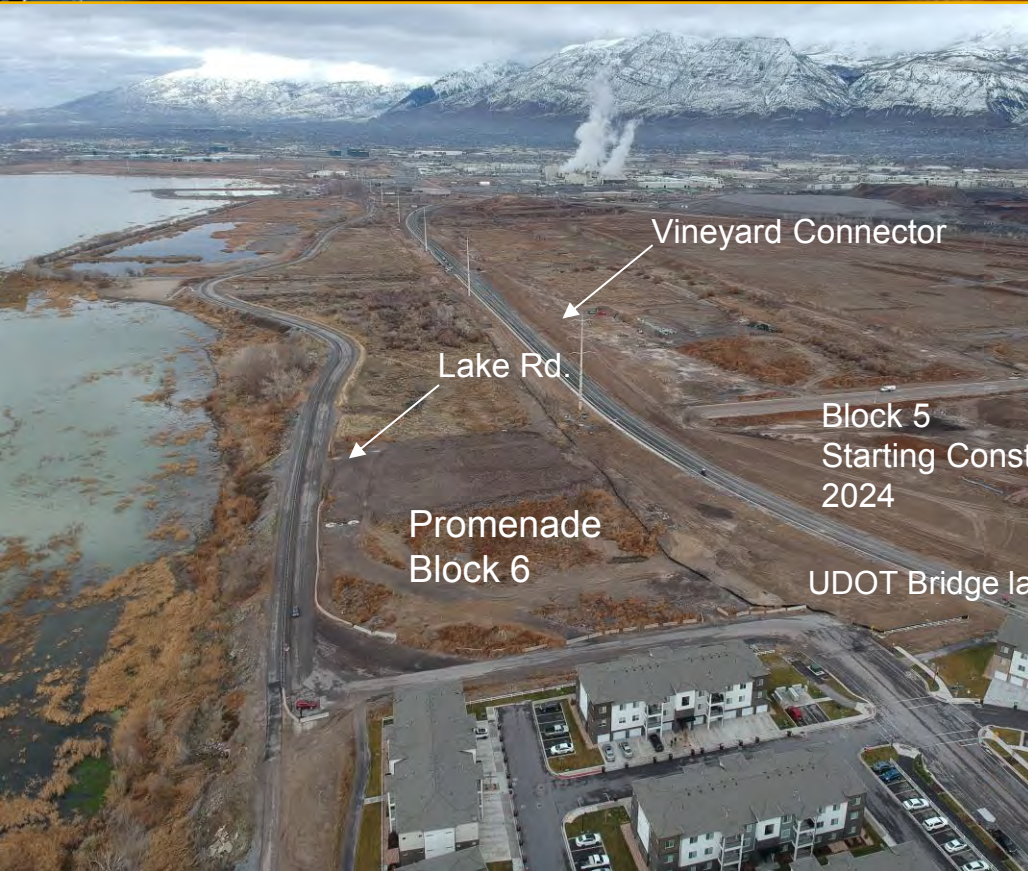


# Promenade & Vineyard Beach Park



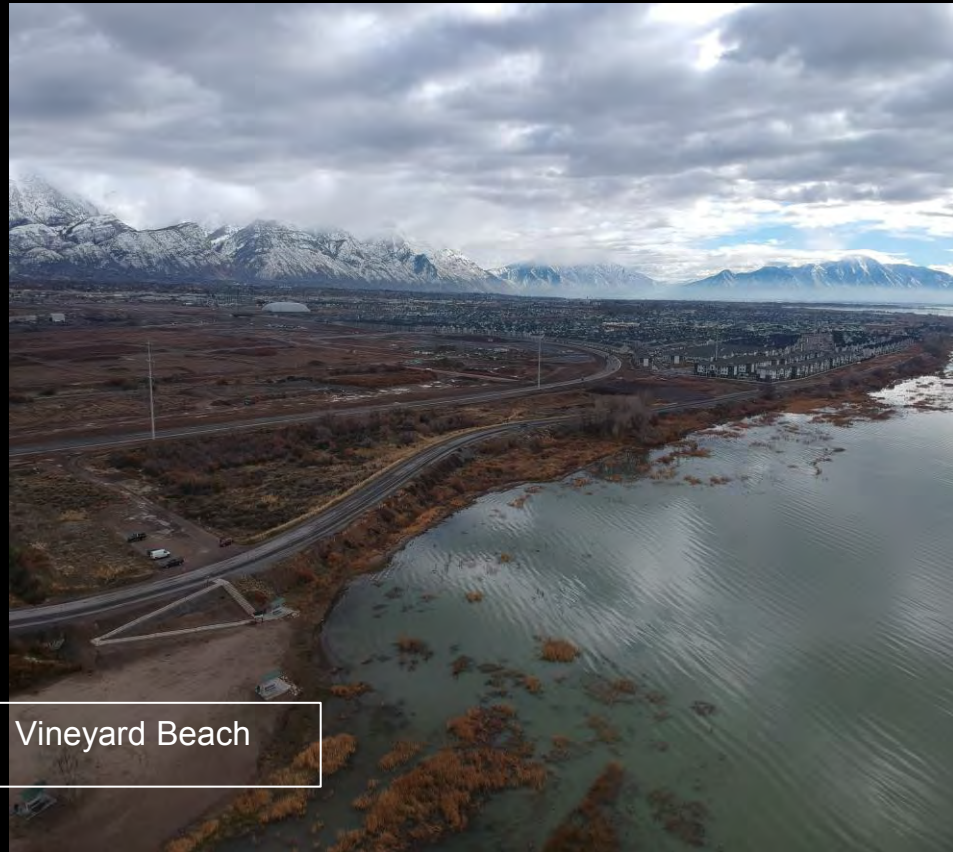


# Vineyard Beach Park





# Vineyard Beach Park



Vineyard Beach

Current Conditions – 15 ft hill.

According to spatial data aggregator PlacerAI,

2021: 22,700 visits

2022: 26,800 visits

2023: 29,400 visits

Visitors currently spend about 55 minutes.

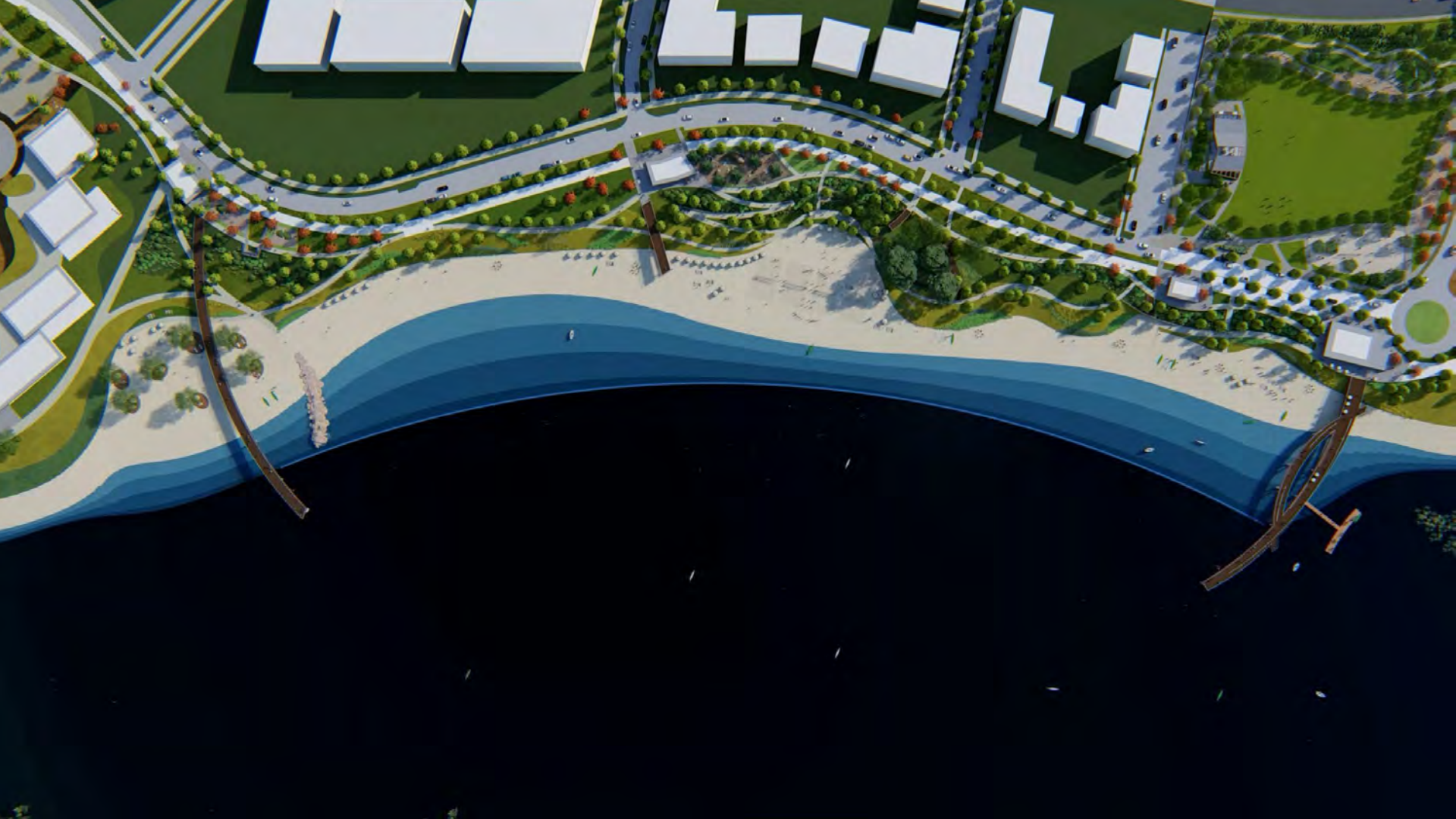




# Vineyard Beach Park









## MULTI-USE TRAIL







Smaller Bonneville  
Trout Play Structure

Larger Bonneville  
Trout Play Structure

Play Mulch

Ornamental  
Planting

OJB



ARCHITECTS, PLANNERS, DESIGNERS

# Project Planners

**DPZ**  
CODESIGN

DPZ is a world-renowned **architect** and **land planner**.

## MOST NOTABLE PROJECTS

- Alys Beach
- Miami Waterfront
- Rosemary Beach
- Downtown Providence

**JEFF SPECK**

Jeff is internationally known as the foremost **walkability expert** in the world.

## MOST NOTABLE PROJECTS

- Kenmore Square
- Water Street Tampa

**NELSEN  
PARTNERS**  
ARCHITECTS & PLANNERS

Nelsen is an award-winning **architect & planning firm** with projects globally.

## MOST NOTABLE PROJECTS

- Scottsdale Quarter
- Kierland Commons
- The Modern Tower
- Shops at Clearfork

**OJB**  
LANDSCAPE  
ARCHITECTURE

OJB is the premier **landscape architect** in the country.

## MOST NOTABLE PROJECTS

- Klyde Warren Park
- Bulfinch Crossing
- La Jolla Commons
- East River Texas



# Project Planners



EDSA is a **planning** and **architecture firm** who curated our beachfront designs.

## MOST NOTABLE PROJECTS

- Four Seasons Nevis
- Ritz Carlton Reserve Bermuda
- St. Regis Bahia Beach
- Atlantis



Sasaki is a global **planner & architect** and is planning our East side Expansion.

## MOST NOTABLE PROJECTS

- Chicago Riverwalk
- Boston Seaport
- Costa Smeralda
- 2008 Beijing Olympics



Dig Studio is a **land planner & landscape architect** who designed our Paseo Network.

## MOST NOTABLE PROJECTS

- Scottsdale Civic Center
- Market Station
- Denver Union Station



KPF is a global **architect** firm designing our midtown block.

## MOST NOTABLE PROJECTS

- 55 Hudson Yards
- Infinity Tower , Brazil
- Lotte World Tower, Seoul





# All coming together to make this *dream city*...

We're one of the largest regional developments in the state poised as a transportation nexus and ... economic center next to the largest university, growing at 10,000%, becoming the lifeblood to this area for students, young families, talented professionals, retirees, all coming together to make this dream city..."

— Julie Fullmer, Vineyard Mayor







# VINEYARD

STAY CONNECTED

## Thank You

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# UTAHCITY







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Virtually explore The Greenline  
and Waterfront!

[WATCH VIDEO](#)

