

Section II: VISION

The vision for the Syracuse Town Center Plan is very simple, and yet far more than merely subdividing land and building commercial and residential buildings. The Town Center Plan is an opportunity to define and affirm the character, as well as, create a sense of Community for Syracuse. This will strengthen the community as a place to work, learn, shop, worship and live. John F. Kennedy, Jr. once said, “Change is the law of life. And those who look only to the past or present are certain to miss the future.”

During the plan development, a series of critical issues were identified during interviews and meetings with landowners and citizens of the area. Those involved in the process include the Mayor, members of the City Council, City Planning Commission, Citizens, City Staff, UDOT, landowners, and developers. These critical issues are the lenses through which focus is achieved, resulting in a clear understanding of what this place can be. The identified critical issues are:

- Establish a recognizable Syracuse City town center core, “downtown”
- Quality Development of an atmosphere to attract consumers of surrounding areas & tourists traveling to Antelope Island to stop, look & shop. Gateway to Antelope Island.
- Establish new retail activity center with flexibility to allow a larger box retailer to smaller box (grocery store) with their supporting uses, i.e.: restaurants, office space, medical, civic, and various retail uses.
- Establish higher density development with walk able access to the town center.
- Connect a Citywide trail system to the town center and adjoining park space.
- To ensure quality attractive improvement and streetscape with a consistent architectural theme, color and texture through development and design standards.

Components of this vision can be experienced through the design of the residential neighborhoods, commercial areas, civic service buildings and the integration of open space with the selective mixing of land uses employing the quality and proposed character of the development. It will bring substantial economic value to Syracuse City and help meet continued growth in commercial development and housing demand for the community.

The Vision is through the eyes of the Citizens of Syracuse, living and working within the community. In twenty years, when the Town Center Plan is developed and part of the cohesive Syracuse City community, here is what a citizen will see and experience:

A Gateway to Syracuse and Antelope Island

Most memorable places have a threshold, gateway, or some feature that tells the visitor that they have arrived somewhere special. There are countless examples of such places, both locally and around the country, that create a locating impression

with its unique character. The Sycamore trees of Brigham City are a great example of how the simple decision made many years ago to plant a formal but common street-tree created a powerful and unified community atmosphere. The Syracuse Town Center Gateway seeks to create such an impression.

The Syracuse Town Center Plan can be accessed from every direction; however, two roads are State roads that carry the majority of the local traffic. Whatever development occurs within the Syracuse Town Center Plan project area will have significant impact on the perceived character of Syracuse for residents and visitors. For this reason it should be designed to portray an arrival to Syracuse and a Gateway to Antelope Island.

Along 1700 south and a short distance north along 2000 west a tree planted street lined with historic lighting and other street amenities will greet visitors. Commercial development will be close to the street to frame the area and create the town center feeling. Signage will be placed and scaled to enhance the visual experience. The Town Center will provide a gateway that speaks of the heritage of Syracuse agriculture and pioneer history.

Quality Development

Generally, the Town Center Plan area has not been perceived by the community to be a place where higher density housing will be available. The vision for this place disputes the misconception that increased density and affordability must result in the poorly executed subdivision replete with structures built to last fifteen years. In contrast, the aim of this plan is to build a neighborhood, not houses. The features that create good places to live are not costly, and yet have a remarkable way of creating value and promoting healthy living. Adherence to the principles identified in this plan will result in a neighborhood that communicates quality to those who visit and provides quality of life to those who choose to live there.

Community Core

The Community Core is envisioned as multi-purpose uses that serve as the focal point of the community and provides an expression of uniqueness. This area will be focused on mixed-use development of commercial, civic, cultural and residential uses. Buildings should be located on and oriented to the street; the sidewalk should be filled with pedestrian amenities, such as benches, landscape, and public art to create an exciting pedestrian space. Building massing and height should vary, encouraging prominent architectural accent buildings. Public buildings and focal points with features and open space should be developed. All of these efforts help to create a strong sense of identity and interest.