Street Theater

New Broadway Theater
Anchors New Downtown District
Speakers

Stephen L. Swisher, AIA LEED AP
Lead Principal-GTS Development, LLC

Justin Belliveau
Former Chief Administrative Officer- Salt Lake City Redevelopment Agency
Main & Regent District

A culturally-anchored, walkable, mixed-use redevelopment of the center of downtown Salt Lake City
Main & Regent District

- 111 Main Office Tower
- Eccles Theater
- Galleria: Network of mid-block connections
- Black Box Theater
- ‘On Regent’ Retail
- Regent Street Plaza
- Elimination of Blighted Structures
Successful Outcomes

Increase visits to downtown and sense of ownership

Increase in property values

Exceeding financial projections

Most successful opening of any theater in the Country.

Record setting Holiday business at adjacent City Creek Mall

Spurring new development- 7 new restaurant leases under negotiation and a Private boutique hotel/Condo under development on Regent Street
George S. and Dolores Doré Eccles Theater

186,000 S.F. Performing Arts Center

Delta Hall: 2500 seat state-of-the-art theater for touring Broadway and popular music

Regent Street Theater: multi-use “black box” studio theater

Winter-Garden style public lobby

Bistro/Café- daytime lobby activation

Festival Plaza: truck load in

Galleria: Interior mid-block connection

Integrated Public Art into Architecture
111 Main Office Tower

- 440,000 S. F. Office Tower
- 24 Stories - 21,000 leasable SF per floor
- Tower & Theater share site
- Tower “hangs” from Hat-truss system
- 45’ cantalevar over theater
- 35’ floor to ceiling glass lobby
- Conjoined lobby with Theater
Regent Street and Mid-Block Walkway

- Street of Stories
- “On Regent” brand identity
- 5 Guideposts - Gathering Place; Commerce; Multiculturalism; Headline News; Street Theater
- Connectivity
- Local F&B Retail
- Major Investment in Public Art
Block 70 Pre-Development Conditions

Assets
- High concentration of cultural resources
- Major investment in new retail - City Creek Shopping Center
- Modern light rail connects city

Challenges
- Migration of Printing Press to suburbs
- Under-leased/Under-utilized Urban Core - “Main on Main”
- High retail turnover
- Large city blocks
Performing Arts Center Needs

- Strong local arts scene (opera, ballet, symphony, Broadway, dance)
- No availability of dates
- Inadequate stage size, back of house, load-in for Touring Broadway
- Poor seating, spacing, sight-lines
- Cultural Core Agreement
- Encompass all arts groups and venues downtown = Ecology of venues
- Foundation for partnerships with Arts groups, County and City
Development Process

- Political
- Practical
- Financial
Political: Owner, Partners & Stakeholders

- Redevelopment Agency of Salt Lake City
- Salt Lake City Council
- Salt Lake City Mayors Office
- Salt Lake County Council
- Salt Lake County Mayors Office
- Salt Lake County- Center for the Arts (CFA)

MagicSpace Entertainment
Cuisine Unlimited
City Creek Reserve Inc.
Neumont College
Adjacent Property Owners
Utah Opera
Utah Symphony
Ballet West
Kingsbury Hall- University of Utah
Pioneer Theater- University of Utah
Ririe-Woodbury Dance Company
Repertory Dance Theater
Plan-B Theater Company
Hale Theater
Donor Community
Local Media
Political: County Buy-in

Strategic Development Vision Plan
Salt Lake County CFA as Theater Operator
Theater Bucket List (Program)
Owner Requirements Document
Political: Local Arts Groups Buy-in

- Salt Lake County CFA as Theater Operator
- Backfill lost revenue at Capitol Theater
- Multi-use design
- Black Box Theater
- Complimentary/Not competitive programming
- Not competing for same funding
- Opens up dates at Capitol Theater
Practical: Engaging the Street

Retail integrated into the back of the building (no back to Theater)

Galleria walkway is a mid-block connection

Loading dock apron doubles as Urban Plaza (outdoor event space)

Direct access at load-in and orchestra level

Mid-Block Walkway (connectivity)

Lobby is stage on Main Street
Practical: Solution to Tight Site

“Hat Truss” suspension structure
Building constructed sideways & upside-down
Retail on back of Theater
Shared access and parking
Financial: Construction, Repayment, & Operations

- Strategic use of Tax Increment Financing
- Raised $37 million from private sources
- Emphasis on Customer Experience
- Self-sustaining Operating Model
- Capitalize on Revenue Generating Opportunities
- Funding for Programming
Observations & Lessons Learned

Cultural facilities can serve as anchors to revive urban centers and catalyze private development

Changing the clock to become a 7 day/week, 18-hour destination

Pedestrian connectivity of public spaces are keys to successful place-making

Extensive public engagement lays the foundation for successful development

Need a political champion and “inside partner”

Calibrated public oversight
Contact Information

Stephen L. Swisher, AIA  LEED AP
GTS Development, LLC
22 East 100 South
4th Floor
Salt Lake City, UT 84111
sswisher@gtsdevelop.com
www.GTSDEVELOP.COM