

# Street Theater

New Broadway Theater  
Anchors New Downtown District

# Speakers

**Stephen L. Swisher, AIA LEED AP**

*Lead Principal-GTS Development, LLC*

**Justin Belliveau**

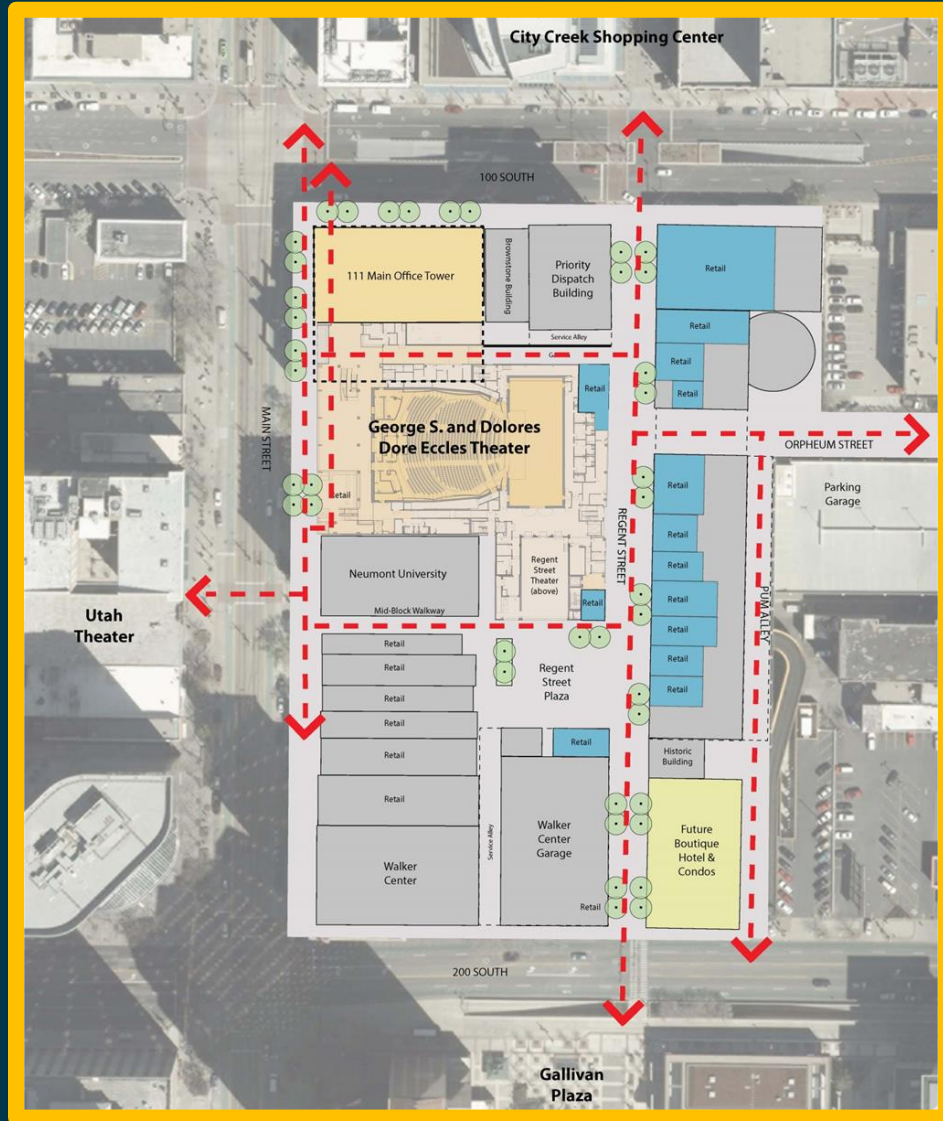
*Former Chief Administrative Officer- Salt Lake  
City Redevelopment Agency*

# 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’ cantilever 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

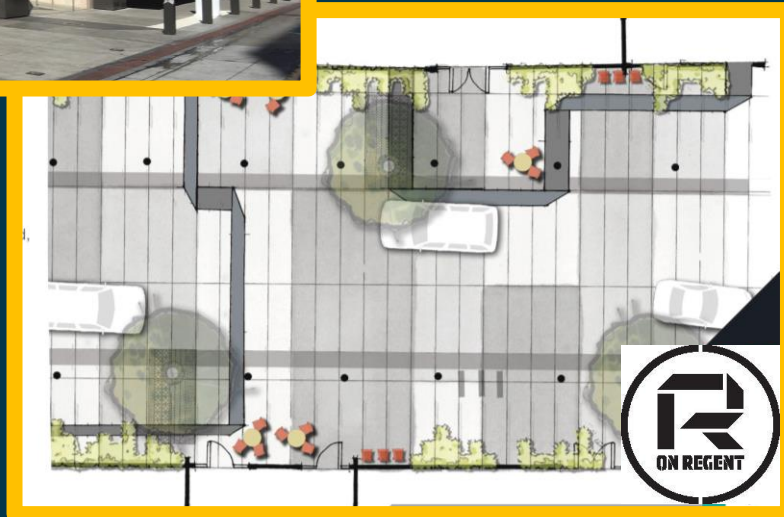
5 Guideposts- Gathering Place; Commerce; Multiculturalism; Headline News; Street Theater



Connectivity

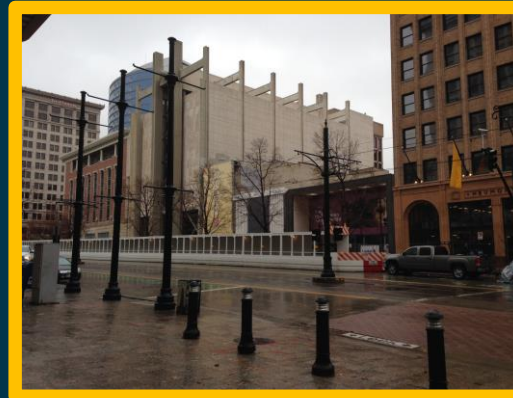
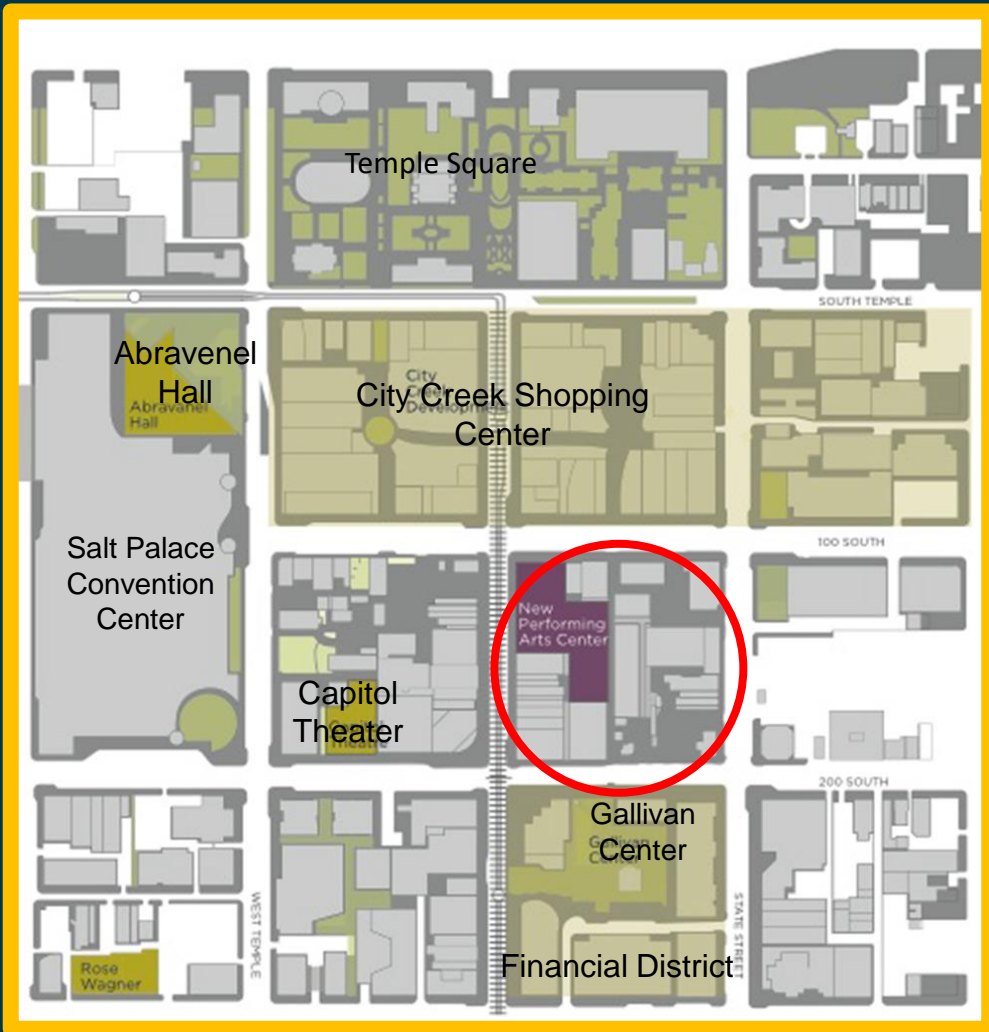
Local F&B Retail

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



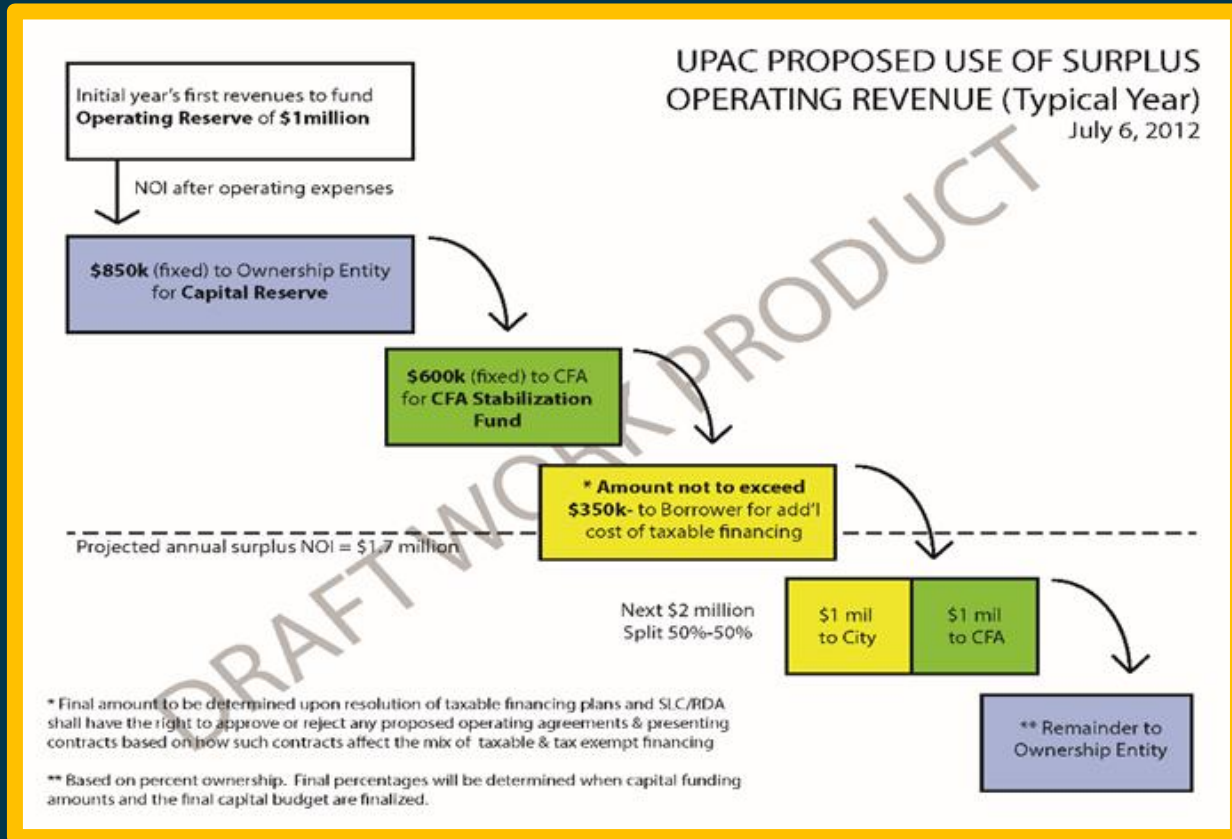
# Political: Owner, Partners & Stakeholders



- 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

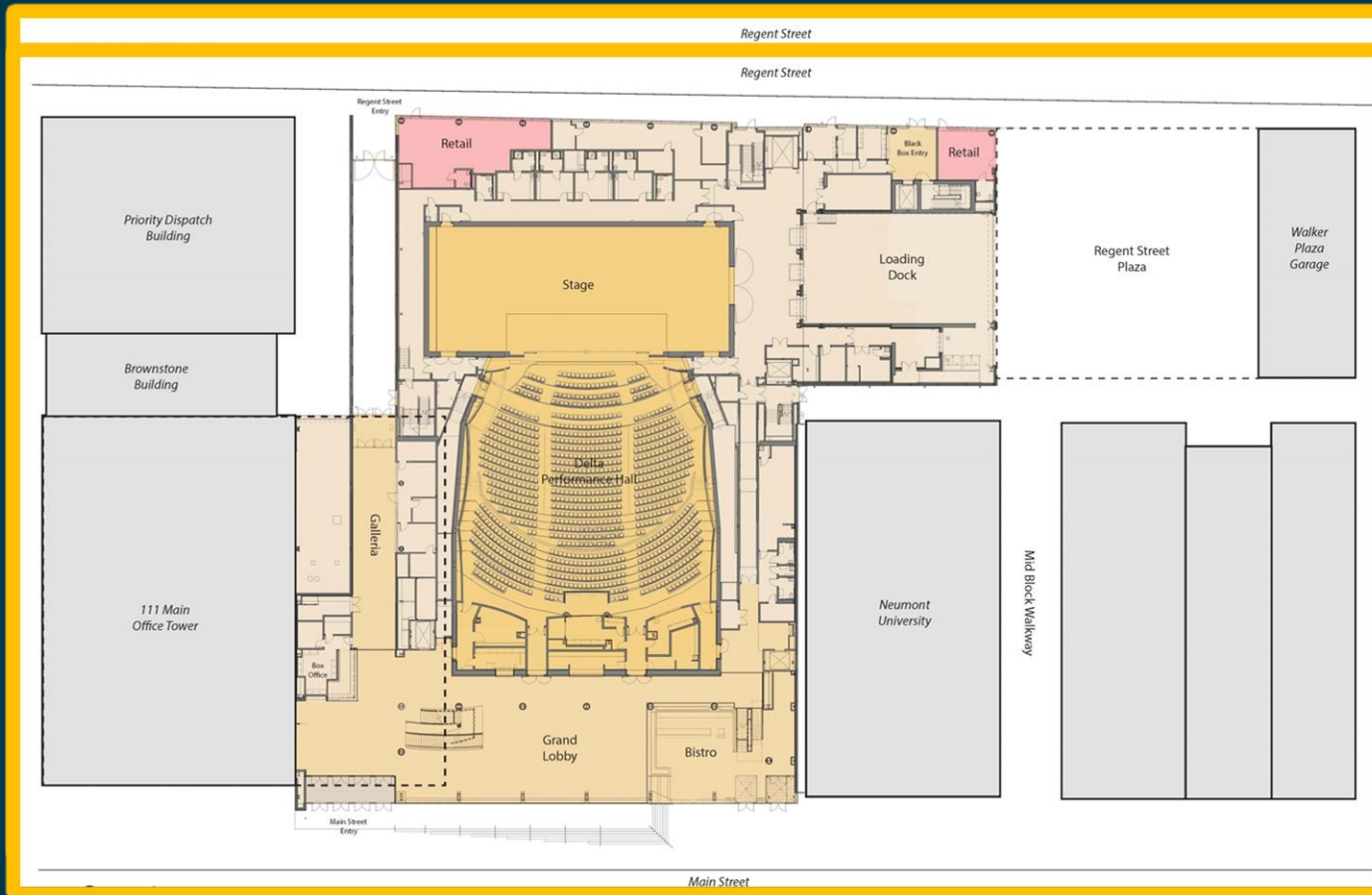
Black Box Theater

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

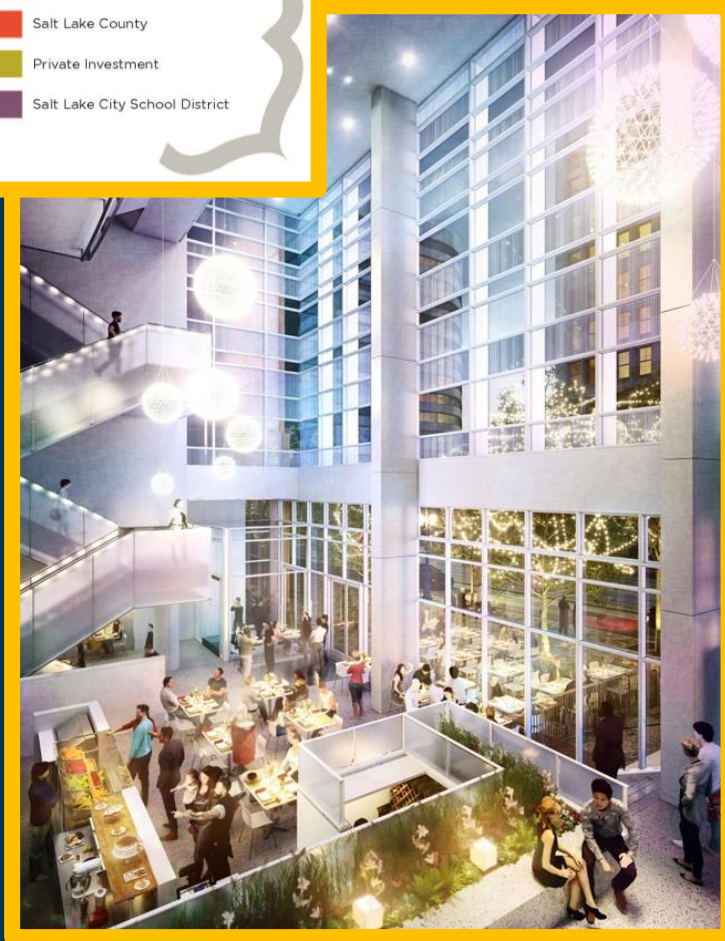
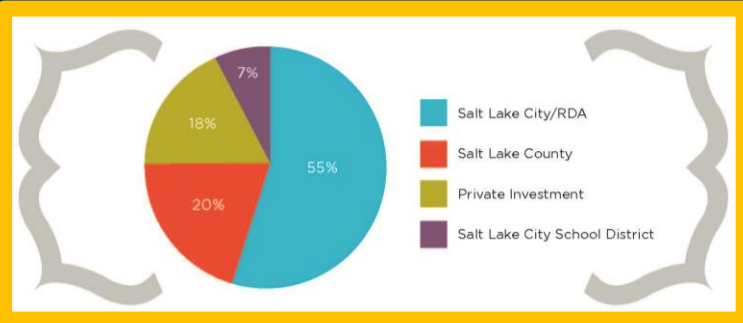
Retail on back of Theater

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



# Q & A

# Contact Information

Stephen L. Swisher, AIA LEED AP

GTS Development, LLC

22 East 100 South

4<sup>th</sup> Floor

Salt Lake City, UT 84111

[sswisher@gtsdevelop.com](mailto:sswisher@gtsdevelop.com)

[www.GTSDEVELOP.COM](http://www.GTSDEVELOP.COM)