

Regent

Street of Stories

GSBS
ARCHITECTS

STRUCK

VODA

Regent Street

**A venue to gather, discover
and connect**

**A place of unique history,
unexpected experiences and
theatrical storytelling**

A street of stories

Street of Stories

Historic Block 70

- Original property owners included Brigham Young and 3 of his brothers
- Quickly developed into a commercial district on Main Street
- “Salt Lake House” hotel on Main Street was a way station for Pony Express and hosted Mark Twain in 1861
- “Commercial Street” the first midblock street cut through larger 10 acre blocks in 1871
- “Red Light District” on Regent Street from 1880s through 1920s
- Plum Alley, home to hundreds of Chinese immigrants through the 1950s
- Montgomery Ward, 1930s
- Salt Lake Tribune was published on the block for 80 years
- Deseret News building opened in 1997



Brand Positioning

1 Primary Objective

Develop design concepts to guide creation of a branded environment that honors the history of our location, offers new and exciting opportunities to engage, and supports the Eccles Performing Arts Center.

2 Key Imperatives

- Create a lasting identity and reputation as an engaging, people-friendly place
- Honor the history, but don't create a museum
- Reinforce position as a core connector in the heart of downtown
- Maximize existing assets (e.g., existing buildings, structures and pathways)
- Design for flexibility and to encourage incremental growth
- Develop an experience that elicits a sense of wonder and anticipation

3 Guidelines

To ensure the experience feels vibrant, interactive, diverse, multi-sensory and approachable, we will create a layered experience that rewards our audience on initial impression as well as with further investigation.

Entryways and entrance points will receive special attention to ensure the space draws people in at all times of the day.

The space must be pedestrian friendly, accessible, comfortable, well lit, convenient and engaging.

We will create context for the rest of the community to bring authenticity and allow for evolution of the space.

4 “On Regent”

Regent is a place where art, culture, theater and consumerism intersect to power our city. Being **“On Regent”** will both encapsulate and describe all of these experiences uniquely. Phrases such as “Dinner on Regent,” “Meet me on Regent,” and “Eva's on Regent” will become commonplace and conversational.

“On Regent” will also symbolize the stories created on Regent and establish a consistent identity for the street, while creating a buzz and conveying hipness and relevancy.

Brand Elements



ON REGENT



ON
REGENT



ON
REGENT



40
EAST

1 Wordmark

The wordmark is the standard representation of the On Regent brand.

The wordmark is rooted in the classic typefaces of the early Salt Lake Tribune and Deseret News as well as the many area theater signs that have come and gone.

The wordmark is made contemporary with simple, geometric letterforms that appear to roll and fold over like a long press sheet running through a newspaper press.

2 Signatures

Signatures are secondary representations of the On Regent brand.

Signatures are composed of the wordmark as well as other custom treatments. Examples here include wayfinding information or stylized lighting treatments.

Brand Elements

3 Color

Color plays an important role in the On Regent brand and acts as a unifying element between the environment (now) and the history of the street (then).



4 Pattern

The use and style of pattern elements is of equal importance to the On Regent experience as identity and color. Pattern gives voice to the brand, speaking about the people from all over the world that have been a part of this place.



Placemaking & Streetscape Plans

Regent Street, Orpheum Avenue, Midblock Pedestrian Connection

1 Placemaking Goals

- Activate Regent Street as a destination and major pedestrian connector between Gallivan Center and City Creek Center
- Integrate art throughout
- Develop a downtown experience inextricably linked to the Eccles Performing Arts Center
- Activate current and future retail spaces
- Encourage local retailers, restaurateurs and artists to participate in retail district
- Keep Regent and plaza active when theater is dark

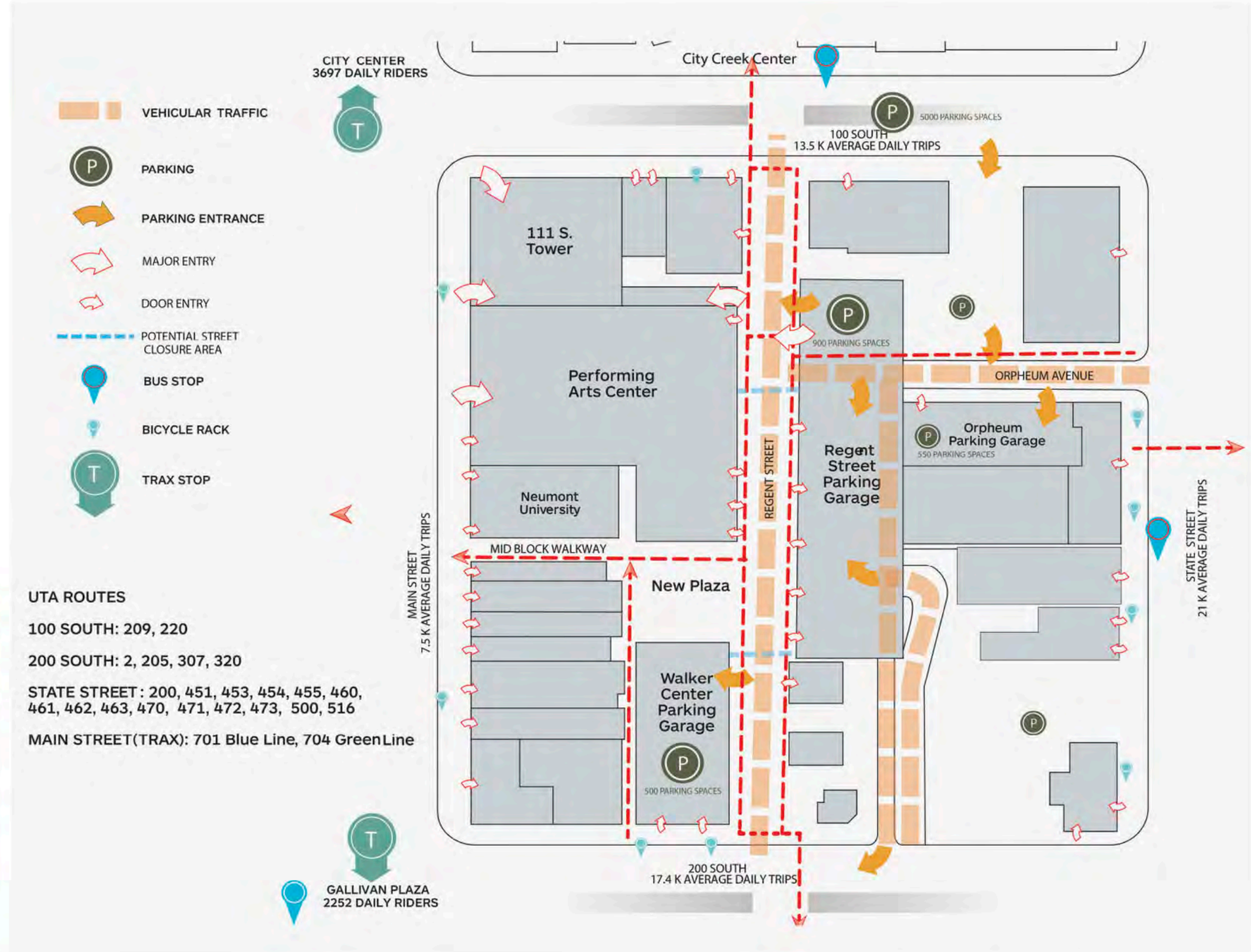
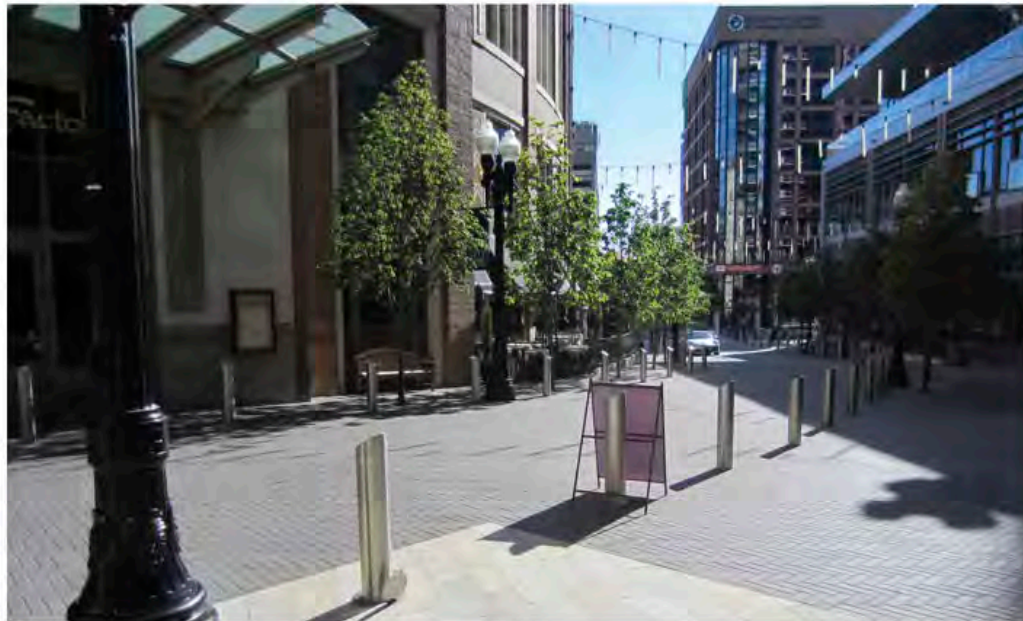
2 Streetscape Goals

- Create a multi-use, multi-functional street
- Improve quality of landscape and hardscape elements
- Create a lively, well-lit public space
- Preserve auto access
- Integrate artistic elements throughout
- Allow for flexibility for a variety of uses, at a variety of scales
- Set the groundwork for future investment in downtown by private property owners



Street Circulation

In the June 2012 SLC pedestrian count, Regent Street at 100 South registered the highest pedestrian traffic of any of the midblock streets in downtown SLC.



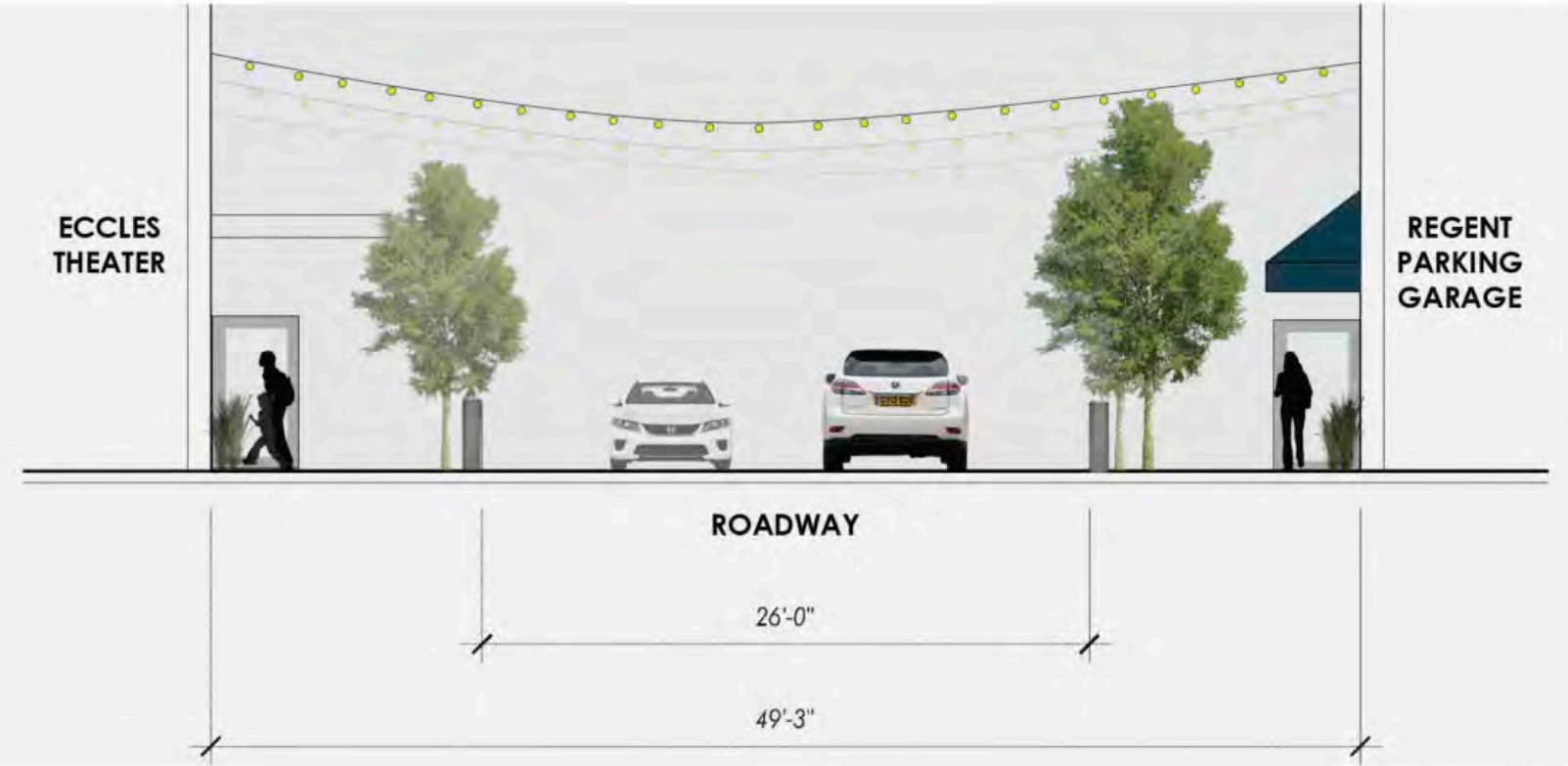
Street Circulation

A Shared Street

- Pedestrian and vehicular traffic are on one level
- Ability for street closure and pedestrian-only events
- Wide sidewalks and narrow streets for traffic control
- Bollards, tree planters, and pavers define spaces
- Drainage visually separates the vehicle lane and sidewalk

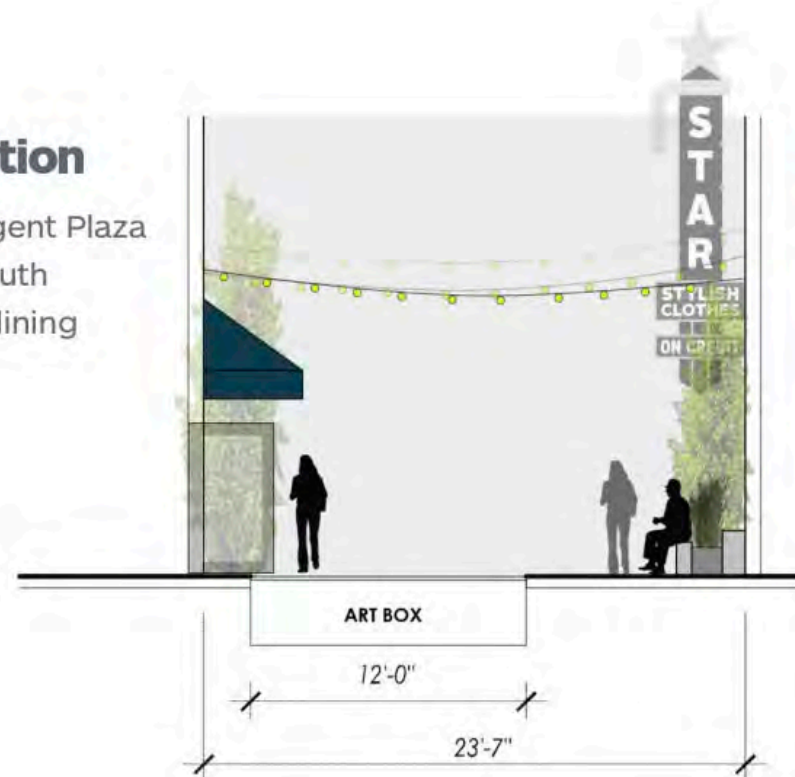
1 Regent Street Cross Section

20' perceived street width
 26' clear zone
 Curbless shared street



2 Midblock Cross Section

24' wide route from Main to Regent Plaza
 Potential for shop entries on south
 Great proportions for outdoor dining



3 Orpheum Avenue

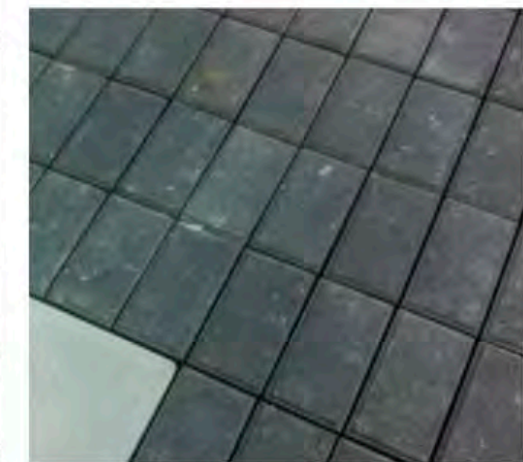
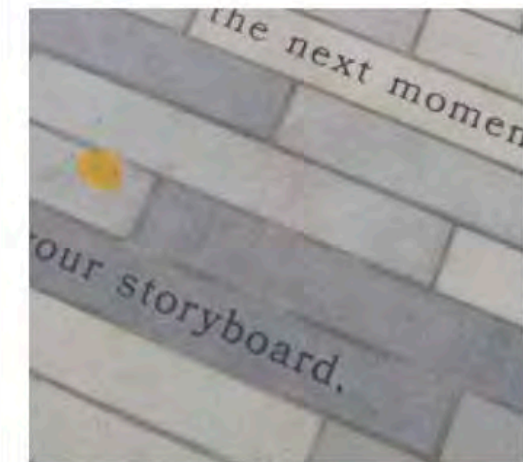
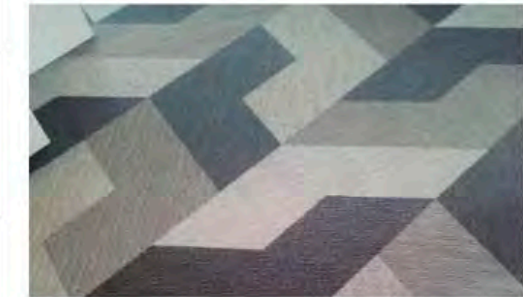
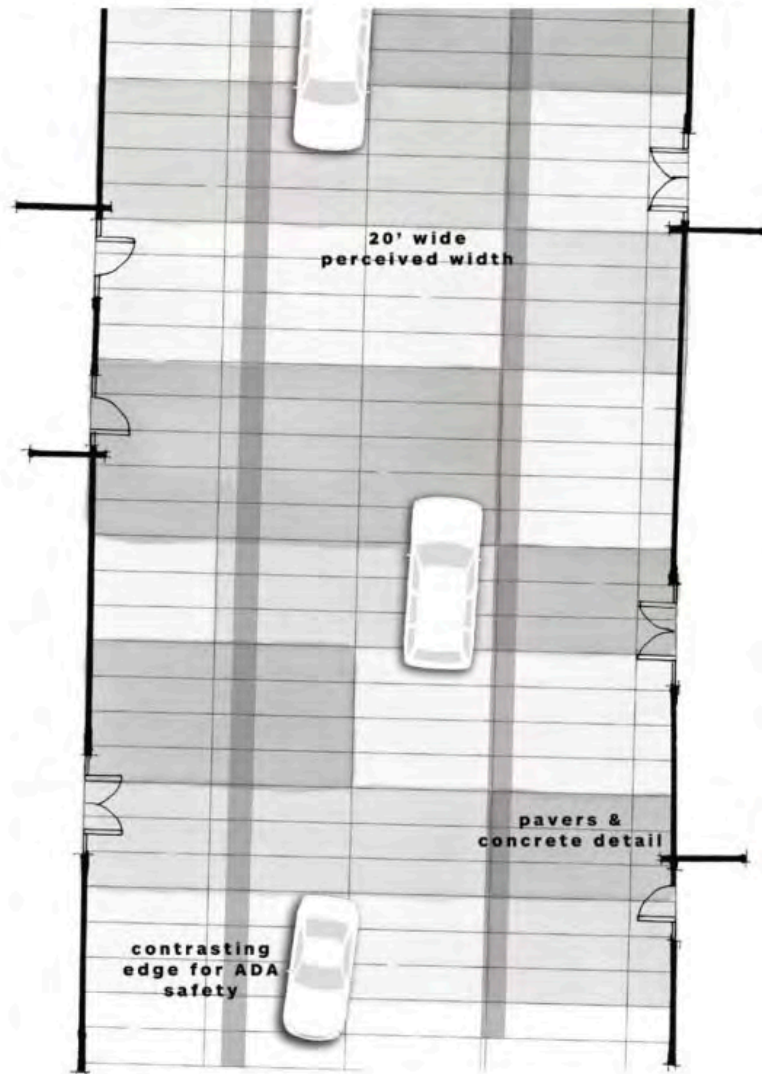
20' roadway
 Potential for shop entries on south



Streetscape Palettes

1 Hardscape

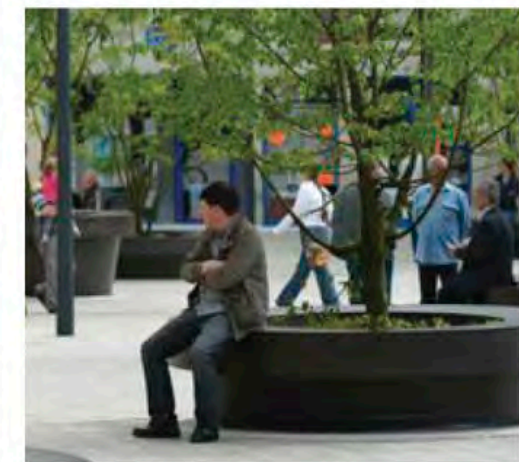
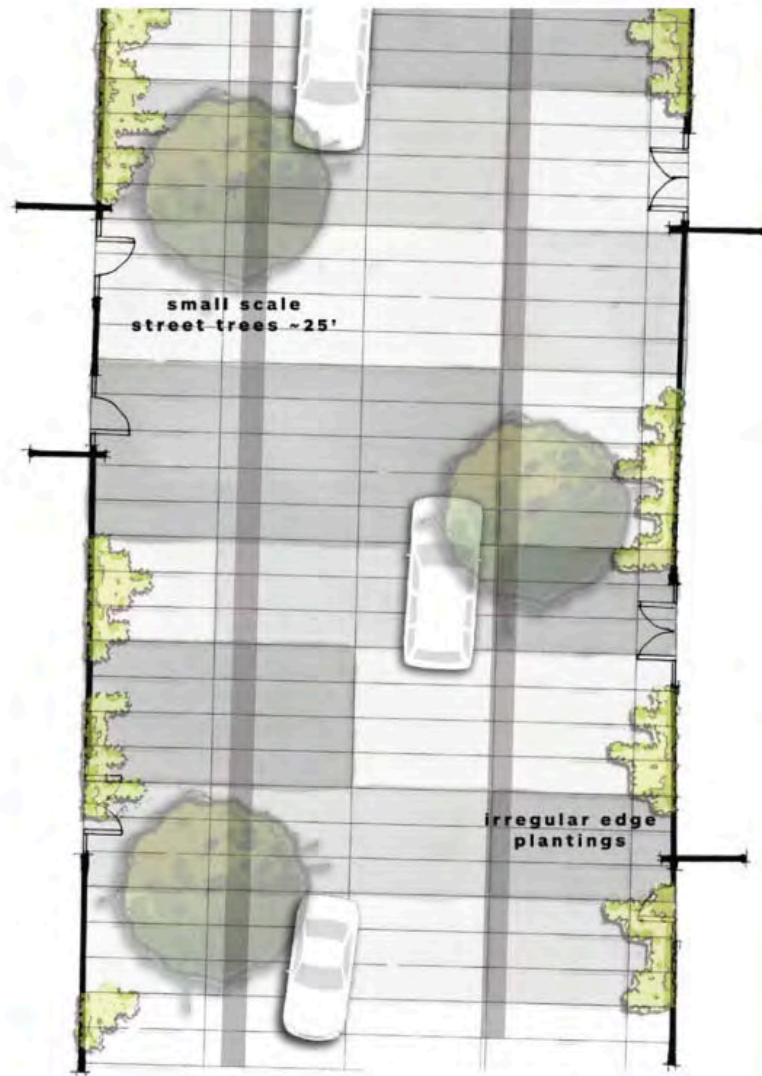
Contemporary, graphic, simple, asymmetrical, and functional



Streetscape Palettes

2 Plants

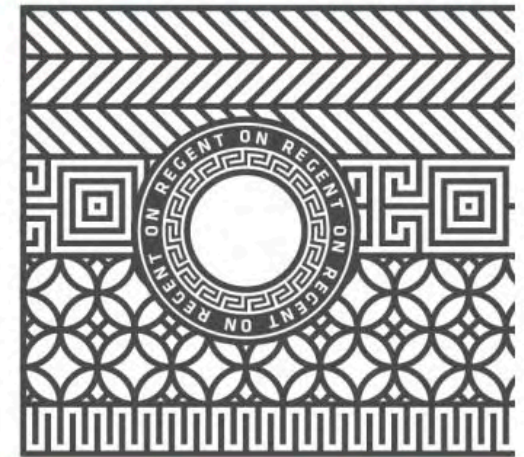
Lush, shady, green, hardy,
and low maintenance



Streetscape Palettes

3 Furnishings

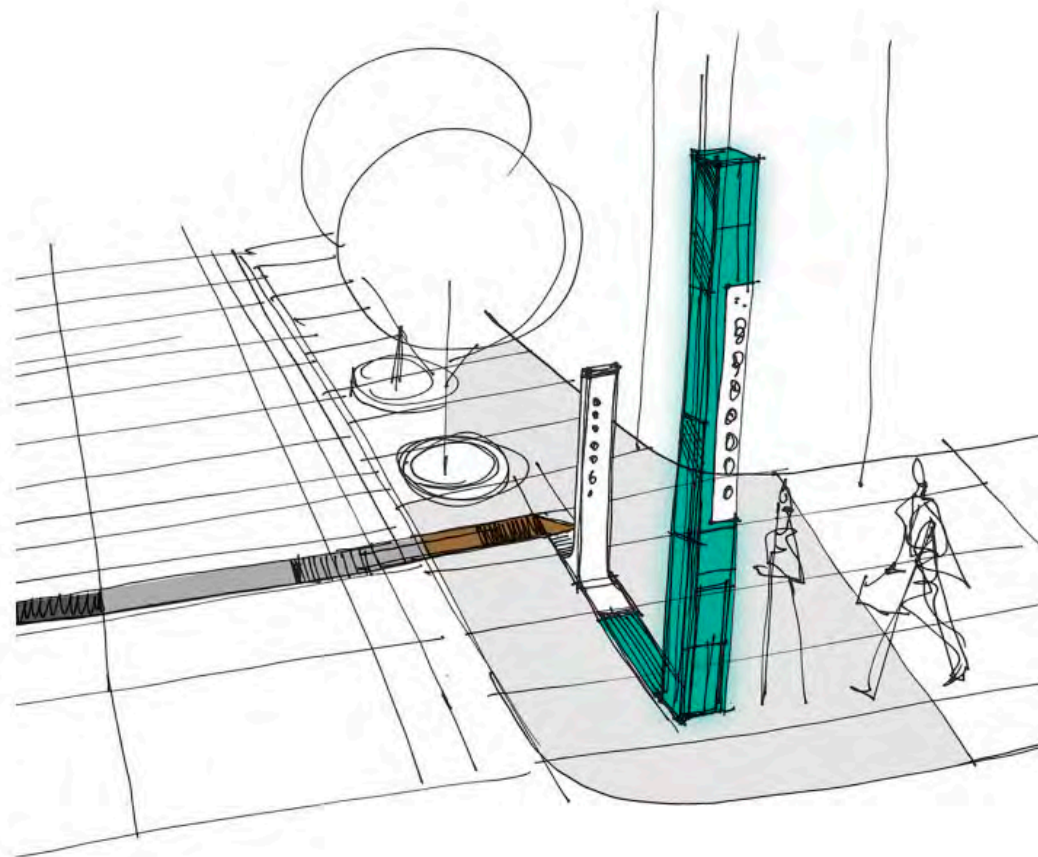
Simple yet detailed and intricate



Signs & Wayfinding

1 Midblock Obelisk

Used as a marker indicating that you've arrived at Regent Street, the glowing midblock obelisk introduces a dynamic press sheet to the street. Color and scale are theatrical in their boldness.



Signs & Wayfinding

2 Press Sheet

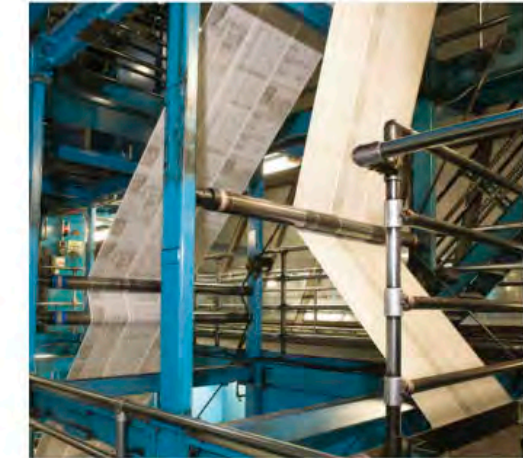
A unifying element throughout the On Regent brand, the 'press sheet' design element is a dynamic feature that can do many things.

The Press Sheet can be an interactive sign board, a way to frame a view, a dance lesson, or a path to the theater lobby.



from here, I can see...

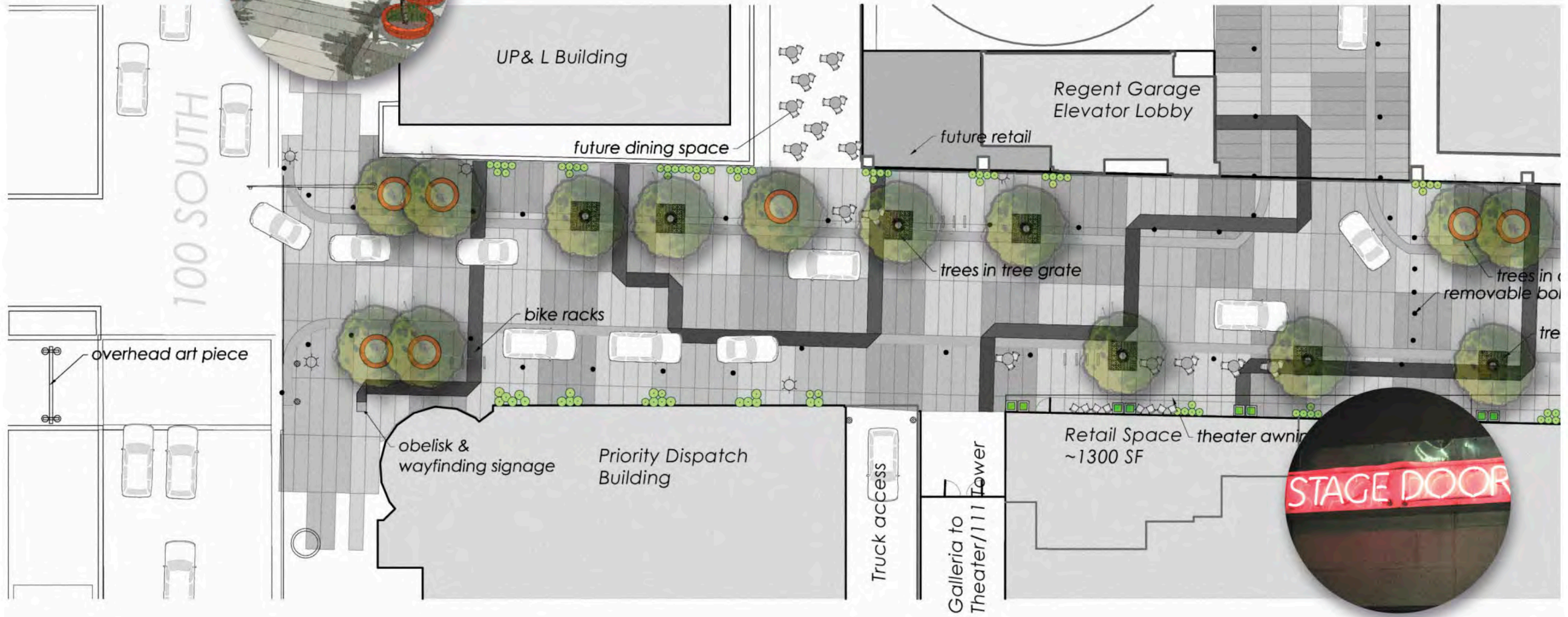
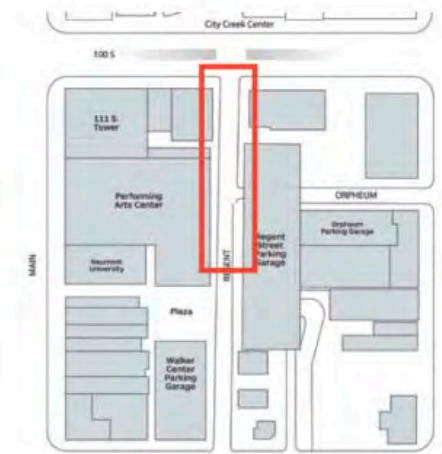
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SOME OF THEM
OLD GUYS WOULD
GIVE YOU ONE OF THE
RED ENVELOPES
WITH LUCKY
MONEY IN THEM.
THAT YOU DON'T WANT
YOU MIGHT GET
THAT MONEY IN
SILVER DOLLARS.



Ground Plane

1 Regent Street

Simplicity
Shared Space
Pedestrian Focused



Ground Plane

2 Regent Street

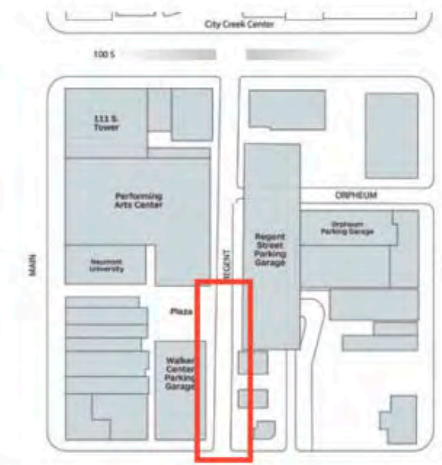
Simplicity
Shared Space
Pedestrian Focused



Ground Plane

3 Regent Street

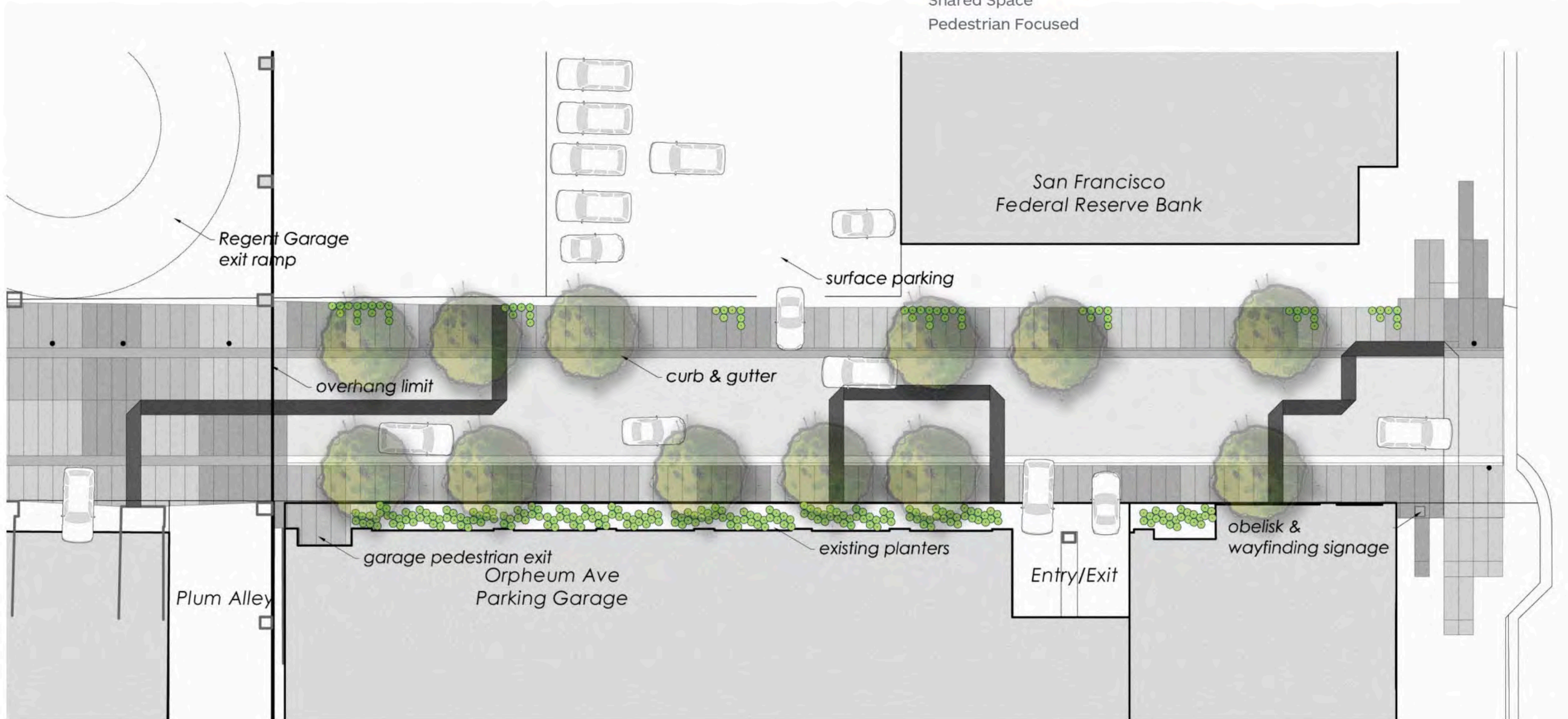
Simplicity
Shared Space
Pedestrian Focused



Ground Plane

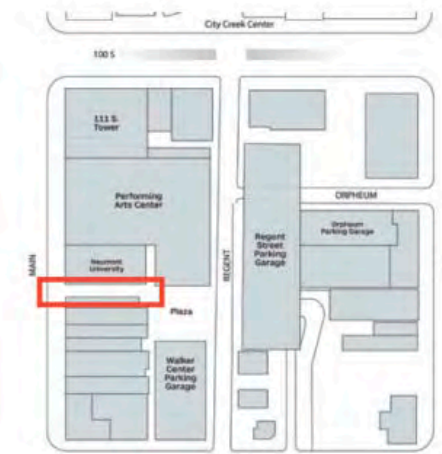
4 Orpheum Avenue

Simplicity
Shared Space
Pedestrian Focused



Ground Plane

5 Midblock Walkway



Simplicity
Shared Space
Pedestrian Focused

