The blocks sixty-nine and seventy is a 20-acre cultural core in downtown Salt Lake City, waiting for activation and greening. Located at the TRANSITION of Basin and Range and Middle Rocky Mountains, the city should display the characteristics of both.
The site is highly accessible with a vibrant retail core, a significant religious core, abundant cultural amenities, and diverse green spaces in surroundings.
The Salt Lake City cultural core revitalization project will create an open-air museum in “nature” to celebrate the history of the built environment, amplify the cultural amenities, promote healthy living, reinforce ecological value, and provide economic return.
TARGET POPULATION

The target population includes visitors (tourists and businessmen), residents (artists, creative workers, retired people, and students), and workers (artists, creative workers, and service workers).

1. Business Visitors and Tourist Visitors

Salt Lake City is the state capital and seat of government for the State of Utah.

Salt Lake City is the world headquarters of the Mormon Church.

Salt Lake City is the only American City with world-class skiing within 30 min. of downtown, Salt Lake City serve as home base for visitors to the seven surrounding ski meccas.

2. Residents within a 50 Mile Radius of the Site with Multi-Modal Transportation

Population: 2,174,589 in 2010

Annual Patronage: 10 million in 2010
Integrating new multi-functional buildings and preserved historic environment, a green public network throughout the cultural core would bring about cultural, historical, aesthetic, educational, environmental, social, and economic values, which will catalyze the downtown to evolve as a whole.
Building upon the city’s intrinsic historic, economic, cultural, and natural amenities, the distinct quality of the cultural core are enhanced through heritage preservation, culture amplification, multifunctional aggregation, and public space creation.
Celebrate the History

In order to highlight the oldest commercial building in downtown Salt Lake City, a memory pond is attached to its back side to reflect and frame it. Combining with the water feature, it would catch people's attention to appreciate and learn its cultural, historic, and aesthetic values from seatings and walkways.