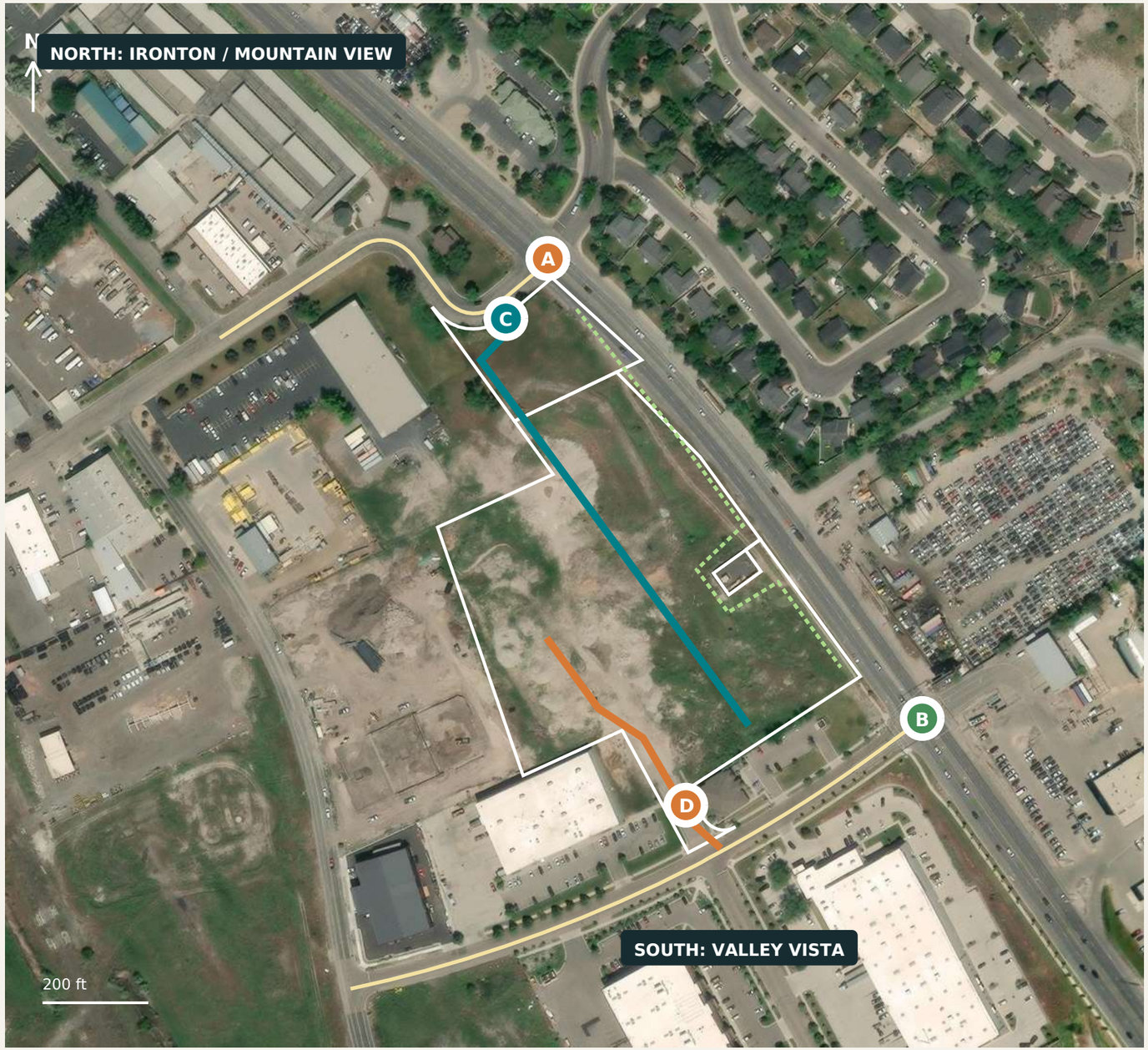
The access network comes first

One campus. Two public-road connections. Freight and visitors separate before they reach the buildings.



Aerial: Esri World Imagery, retrieved 13 Nov 2026; acquisition date unverified. Outlines: Provo GIS.

A NORTH SIGNAL STUDY

Study the existing Ironton / Mountain View / US-89 junction as the principal public gateway. A signal here was specifically identified in Provo's older neighborhood policy. Treat signalization as the preferred scenario to test, not a promised approval.

B EXISTING SOUTH SIGNAL

MAG's 2024 safety plan records a signal added at Valley Vista / State Street. Use Valley Vista for freight distribution and the fallback visitor route. Current timing and approach counts are missing.

C PUBLIC CAMPUS ENTRANCE

Enter from Ironton, south of the public junction, through the northern parcel. Provide an internal arrival throat before the first parking turn. No additional mid-block highway driveway is assumed.

D REAR FREIGHT ENTRANCE

Use the southern parcel stem from Valley Vista. Continue directly to the west service court. A gated emergency link can connect the two internal systems without turning the plaza into a truck route.

WHAT THE AERIAL CHANGES

Teal = public route; orange = freight; green dashed = pedestrian/cycle corridor. The north junction, south signal, utility pocket, neighboring buildings, and irregular access stem are fixed context. The proposal must fit those relationships. It does not require flattening or paving neighboring parcels.

A campus with an operating backbone

Illustrative full-program test fit: 59,500 SF of footprints. Size is a scenario input, not a requirement or a cap on ambition.



Aerial: Esri World Imagery, retrieved 13 Nov 2026; acquisition date unverified. Outlines: Provo GIS.

W Warehouse / fulfillment	**20,000 SF**
P Indoor play / skate / climbing	**32,000 SF**
N NONBALL INC office + media	**6,000 SF**
R Separate ROPF premises	**1,500 SF**

DESIGN THE RELATIONSHIPS

West: 100 x 200 ft warehouse; three west-facing dock positions and a 130 x 240 ft reserved service court. Dock grade and WB-67 swept paths remain to be tested.

East: clear-span play hall with skate, climbing, shop, media/support and flexible play zones inside. Public entrance faces an internal landscaped court.

North: visible NONBALL INC office/media presence plus separate ROPF premises. Distinct entrances, tenancies and accounting; no shared office assumption.

P1-P3: about 64,350 SF of parking reserves. Test a 180-space operational target, not a verified striped count. Landscape islands, accessible spaces and circulation will set the actual number.

Growth: preserve flexible land and expansion connections. Build sequence follows operating demand and committed real-estate capital, not a predetermined small-business ceiling.

GEOMETRY CHECK

All four footprints, three parking reserves and the dock court fit within the combined mapped parcels. This tests gross area and placement only; it does not establish setbacks, grading, easements, fire access or title.

Mock traffic: expose the assumptions

Transparent operating scenarios, not borrowed ITE rates, observed counts, level-of-service results or a signal warrant finding.

Scenario / hourly movements	Inbound	Outbound	Concurrent parking	At 180 spaces
Regular operation	100	100	138	42 spare
Growth operation	166	163	230	50 short
450-person event arrival	364	60	207	27 short
450-person event release	40	384	207	27 short

INPUTS THAT AN ADVISOR CAN REPLACE

Regular: 60 staff; 20% arrive and 35% depart in the test hour; 1.15 staff per car. Recreation: 180 arriving / 160 departing people per hour; 90% by car; 2.2 people per car. Add 12 external shop vehicles and 4 deliveries in each direction. Parking: staff cars + 180 concurrent recreation users + 12 shop cars.

Growth: 100 staff; same staff and mode assumptions; 300 arriving / 260 departing recreation users; 20 shop vehicles and 6 deliveries each direction. Parking assumes 300 concurrent recreation users. Event: 450 people, 90% car share, 2.5 people per car, concentrated into 30 minutes; plus 40 inbound / 60 outbound background campus movements per hour and 45 background parked cars.

WHAT THE NUMBERS SAY

The regular scenario fits the provisional parking target. Growth and event scenarios do not. That is an operating/design trigger: evaluate a larger parking layout, staggered sessions, shared parking secured by agreement, shuttle service or lower car demand. Do not draw overflow onto a neighbor's land.

The 450-person event is a test of the opportunity, not a recommended occupancy. Egress, fire capacity, staffing, noise and the approved recreation use will set the actual event limit.

ROUTE ASSIGNMENT FOR THE NEXT TEST

Test all public trips at the north entrance, with deliveries using the south stem. Separately test a south-access fallback. The fallback moves visitor traffic onto the same constrained stem as freight, so it is a materially different plan, not an equivalent substitute.

Rounded outputs. Event arrivals and departures are different peak windows; do not add them into one simultaneous peak.

Mock signal and queue stress test

North approach, one hypothetical effective outbound lane. This is a screening model, not intersection capacity certification.

90 sec
Assumed cycle

30 sec
Effective side-road green

600 veh/h
Illustrative lane capacity

250 ft
Internal arrival storage target

Campus outbound case	q (veh/h)	q / capacity	Arrivals during 60s red	Storage at 25 ft/car
Regular: all public exit	96	0.16	1.6 vehicles	40 ft
Growth: all public exit	157	0.26	2.6 vehicles	65 ft
Event release: all public exit	384	0.64	6.4 vehicles	160 ft
Event + 250 veh/h competing demand	634	1.06	10.6 vehicles	264 ft

WHY THIS MATTERS

Capacity = saturation flow x green / cycle. Red-period arrivals = q x red / 3,600. Storage assumes 25 ft per passenger car. These are deterministic screening values, not 95th-percentile queues. Public roads also serve existing businesses and residents; their traffic has not been counted.

If effective green falls to 20 seconds, capacity falls to 400 veh/h. The 634 veh/h stress case is already slightly over capacity at 30 seconds of green. At 20 seconds, about 59 vehicles accumulate in 15 minutes, or roughly 1,475 ft before adding the red queue. A signal icon alone does not solve access.

DESIGN CONSEQUENCES

1. The test driveway is only about 130 ft from the US-89 junction centerline along Ironton. The event red-queue estimate is 160 ft even before other traffic. This location is not resolved: test an entrance farther west and coordinated approach/turn-lane storage.

2. The 250 ft internal arrival target does not substitute for queue storage on Ironton. Model separate turns, opposing traffic, highway flows and pedestrian phases. Signal timing and usable approach storage decide whether this gateway works.

3. Schedule freight outside concentrated event arrival/release. Test a WB-67 tractor-trailer at the south stem, bends, gate, dock court and return path. Reserved court area is not a successful swept-path test.

Historical Ironton signal policy + existing Valley Vista signal form the study network. No new mid-block highway signal is assumed.

Architecture worthy of the opportunity

A sports-business destination with a working industrial core, a public face, and separately governed foundation premises.

Keep the ambition. Engineer the sequence.

The design brief is a coherent NONBALL INC campus: warehouse and fulfillment, office/media, indoor play, skate and climbing, an internal recreation shop, and separate Return of Play Foundation space. Capital and timing can change without deleting those relationships.

ARCHITECTURAL CHARACTER

A strong horizontal roofline; purposeful clear-span volumes; a warm, durable masonry or textured concrete base; controlled glazing; a shaded public entrance; precise metal detailing. Make the frontage identifiable without oversized signs or a monumental gym.

SITE CHARACTER

A planted pedestrian spine, sheltered arrival court and public-facing activity. West dock doors disappear behind service screening. Preserve the highway-side utility pocket. Keep adjacent businesses and residential land exactly outside the project.

GROWTH + CAPITAL

Test company-funded, investor-owned and partnership structures separately. Real estate may unlock capital that would not otherwise enter NONBALL INC. Compare the lease obligation, operating runway, property return and expansion rights in each case.

Evidence and decisions still required

Survey/title and access rights; turning counts and signal inventory; truck swept paths and grades; exact parking and fire access; environmental management areas and use clearance; utility capacity; stormwater design; current City review of the complete recreation program. These determine the next iteration. They do not erase the concept.

Source register

Provo parcel / road GIS

Aerial imagery

Historical neighborhood policy: PDF page 207, Spring Creek item 3

MAG 2024 safety action plan: OP52, Valley Vista signal

UDOT traffic analysis guidance: actual timing / counts required

Current PIC zone and permitted-use table