



MEMORANDUM

PLANNING DIVISION
COMMUNITY & ECONOMIC DEVELOPMENT

To: Historic Landmarks Commission
From: Molly Robinson
Date: September 24, 2013
Re: Downtown Master Plan Briefing

The following is a summary of the activities of the Downtown Master Plan process to date. Downtown Master Plan (DTMP) is a new community master plan, which will replace the Salt Lake City Downtown Plan of 1995. The planning process is based on the need to address development and growth objectives and a desire to create a vision for a Downtown that supports the analysis of future demographics and growth trends, public vision, common goals and priorities, and establishes an approach to implementation. The DTMP will provide a new direction for the Downtown and help fulfill the goals emerging from Plan Salt Lake. The DTMP will also support and balance land use, transportation, housing, development, social, and sustainability goals.

Entering Phase 3B – Plan Development

We have completed the first phase of public engagement (Phase 3A) in which we developed the draft vision statement and supporting principles. We have reached at least 250 individuals towards our goal of 1,000. In the Plan Development phase (3B), the public will validate (or invalidate) the vision and begin to create goals by which to reach the vision.

Summary of Engagement Activities to Date

- 148 People Completed Destination/Neighborhood Cards
- 60 Workshop Attendees
- 41 Walking Tour Participants
- 7 City Meetings
- 14 Community Events
- 158 Distribution List Members
- 193 Twitter Followers
- 31 Facebook Likes

Values form the basis for Downtown's future

The comments and conversations we've had with the public were distilled into values. The vision for Downtown is based on public values, which form the core of who we are as a community.

1. Small & local businesses that cater to the neighborhood & employee populations
2. Housing options, including affordable & family-oriented
3. Quality architecture over height, diversity of building types
4. Safety
5. Diversity of cultures, celebration of culture
6. Density of people

7. Transportation options, including convenient mass transit, bike amenities & hassle-free parking
8. Pedestrian-oriented places, interesting, open 7-days
9. Small Parks, views to the mountains, clean air, direct access to nature
10. Unique experiences that cannot be found elsewhere in the region

DRAFT Vision Statement

Downtown Salt Lake seeks to be the premier center for urban living, commerce, and cultural life in the Intermountain West.

Our core values translate into a vision for Downtown that balances local and regional interests. Downtown's sense of purpose will be derived by its role as the primary destination for culture and entertainment, the center of commerce, the seat of government for the State of Utah, as an international center for a worldwide faith, and as a vibrant neighborhood. Downtown will offer intimate spaces, outdoor adventure, and moves with a distinctive energy that reflects our culture. It will be diverse and eclectic –a creative mix of neighbors and collaborative partners committed to pioneering Downtown's future.

Supporting Principles

1. *Values:* Local business, large and small employers, vital commerce, commercial importance
Principle: Downtown business is personal. An authentic and prosperous downtown has an economic culture that starts with people. It supports entrepreneurship and innovation, businesses that provide opportunity for employees, and a fine-grained urban environment that caters to residents and visitors alike. As the center of Utah's capital city, Downtown will continue to be the commercial heart of our state.
2. *Values:* Affordable housing, family-friendly options, all ages
Principle: Sense of choice. Downtown neighborhoods are characterized by the housing choices available. Downtown housing will meet the diverse needs of the people of the Salt Lake Valley in a form that responds to our environment. A downtown neighborhood that provides a variety of housing options, including affordable and family-oriented homes, gives people of all social and economic backgrounds the opportunity to live in a truly urban setting.
3. *Values:* Quality architecture, mountain views, diversity of building types
Principle: A person's sense of place is derived from their physical and emotional experience Downtown. Our setting along the Wasatch Front and our distinctive history lend character and beauty to a downtown that honors the past, praises quality design and craft, and shares a cohesive aesthetic contributing to a bold and powerful image.
4. *Values:* Safe, clean, welcoming, neighborhoods, places for children
Principle: A welcoming place is a safe and healthy place. Community safety is supported by a social environment that is active, educated, playful, and maintained. Downtown's neighborhoods will be celebrate their heritage and uniqueness and promote healthy living in an urban setting.
5. *Values:* Diversity of culture and background, difference and acceptance, international, gathering place
Principle: Sense of belonging. The legacies, voices, foods, lifestyles, and beliefs of diverse cultures need a downtown that celebrates difference in a way that transcends acceptance and leads to a sense of belonging for all. Downtown will be the gathering place for people of all backgrounds and enables everyone to be "at home."
6. *Values:* Community, neighborhood vibe, people, gathering place

Principle: Sense of activity. Density of people is critical to a dynamic downtown that pulses with a neighborhood vibe, is the gathering place for Wasatch Front community life, and has the best people-watching in the valley. Downtown will be the place where happenstance meetings become regular events.

7. *Values:* Transportation options, convenient mass transit, bike amenities, hassle-free parking
Principle: Sense of connectivity. Our region flows to, through, and within a downtown that makes transit convenient and world-class, biking safe and friendly, and offers a hassle-free transportation experience. Transportation options that serve Downtown connect people to destinations efficiently improve accessibility for all.
8. *Values:* Pedestrian-oriented places, interesting, open 7-days
Principle: Walkability builds community. A walkable downtown is a vibrant place, one that prioritizes the human experience, inviting life and providing comfort and safety, interest, activity, transparency, and harmony.
9. *Values:* Neighborhood parks, views to the mountains, clean air, direct access to nature
Principle: Sense of wonder. A downtown that celebrates its relationship with Nature connects people to the wonders of the Wasatch region and the beauty it offers, the changing seasons, and outdoor adventure.
10. *Values:* Unique experiences, nightlife, intimate spaces, sports, art and music, history, funky/innovative/creative spaces, fashion, entertainment
Principle: Sense of discovery and experience. A downtown that embodies its role as the cultural and economic heart of the Intermountain West will be artful, innovative, intimate, stylish, charismatic, powerful, and provide unique experiences and opportunities that profoundly expands your understanding of the world.

Recent Engagement Events

Sept 5-8 – Greek Fest: Look for our booth inside the church hall

Sept 12 – Food Truck Thursday at the Gallivan

Sept 12 – Harmons City Creek (with Downtown Transit AA and WC2040)

Sept 13 – Granary Row

Sept 21 – Walking Tour (leaves from Pioneer Park Farmer’s Market at 8:30, 10:30, and 12:30)

Oct 12 – Walking Tour –may include one bike tour to the Granary

Oct 30 – Urban Design Debate #2 (location TBD)

Week of Nov 18 – Workshop #3

Living Room Socials & Brown Bag Lunches

Sign up to host a brown bag lunch (at your Downtown office or business) or a living room social (at your home or community space in SLC). This is where we bring the workshop to you. Invite your colleagues, friends, and neighbors and enjoy an evening of engaged discussion on the future of Downtown SLC in the comfort of your own home or office. Email Molly Robinson at molly.robinson@slcgov.com to schedule.