



# MEMORANDUM

PLANNING DIVISION  
COMMUNITY & ECONOMIC DEVELOPMENT

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To: Salt Lake City Planning Commission  
From: Nick Britton, Senior Planner  
Date: December 11, 2013  
Re: West Salt Lake Master Plan

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As a reminder, the Planning Commission received a copy of the current draft of the *West Salt Lake Master Plan* on October 23, which is a major revision of the draft the Planning Commission reviewed last summer. It has been rewritten and reorganized to more comprehensively address the areas of focus that were identified during the public process in 2011 and 2012. The Planning Division did further outreach, including the West SLC Fest, an event that not only highlighted the City's services and projects, but demonstrated how master plans can have noticeable and short-term impacts in the community. More than 500 people participated in the event. Staff also worked with the Arts Council to solicit a public artwork installation for the 700 South Jordan River bridge; it was designed by neighborhood children and created and installed by the artists. Additionally, staff organized the creation of a bicycle pump track on 900 South at 700 West on a City-owned parcel with the help of residents. All of these projects are intended to show how implementation of a master plan is an ongoing and dynamic process.

The Planning Division also hired Comunidades Unidas (CU), an organization that promotes grassroots outreach and education services, to do additional outreach in the community. They engaged residents that the City has historically had difficulty reaching through intensive volunteer work at events and gatherings such as community health fairs, back to school nights and the school district's free lunch program. They were successful in getting valuable and thorough feedback from not only Spanish-speaking residents, but residents who were totally unfamiliar with master plans and some of the City's programs and functions. CU engaged a total of 315 residents through their outreach efforts. The majority of the comments received from residents engaged by CU were consistent with what was heard throughout the planning process.

The West Salt Lake Master Plan is in a draft format. While the text is near complete, there may be changes to some of the graphics within the document. In addition, the implementation section of the plan will be developed over the next few months. Staff requests that the Planning Commission review the document in anticipation of the November Planning Commission meeting at which time there will be a briefing and an updated draft will be distributed. There will be changes to this draft, but a majority of those changes will be the addition of maps, charts and minor edits to the text.