



# MEMORANDUM

PLANNING DIVISION  
COMMUNITY & ECONOMIC DEVELOPMENT

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To: Planning Commission  
From: Molly Robinson  
Date: September 11, 2013  
Re: Downtown Master Plan Briefing

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The following is a summary of the activities of the Downtown Master Plan process to date.

## *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.

#### *Upcoming Engagement Opportunities*

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

Late Oct – Urban Design Debate #2