



# MEMORANDUM

PLANNING DIVISION  
COMMUNITY & ECONOMIC DEVELOPMENT

To: Planning Commission  
Cc: Wilf Sommerkorn  
From: Molly Robinson  
Date: January 10, 2014  
Re: Downtown Master Plan Briefing

The following is a summary of the Downtown Plan project activities that took place from August 19-November 12, 2013. These represent Phase 3B – Plan Development of our planning process.

### *Phase 3B Engagement Snapshot*

- 131 People Completed Destination/Neighborhood Cards (279 total – project to date)
- 89 Workshop Participants (149 total – project to date)
- 12 Walking & Bike Tour Participants (53 total – project to date)
- 8 City Meetings (15 total – project to date)
- 6 Community Events (20 total – project to date)
- 407 New Distribution List Members (565 total – project to date)
- 68 New Twitter Followers (261 total – project to date)
- 14 New Facebook Likes (45 total – project to date)
- 109 Urban Design Debate Participants (2 events)
- 151 Brown Bag Lunch Participants (18 events)
- 119 Living Room Social Participants (11 events)

All figures as of November 12, 2013.

### *Recent Public Engagement Activities*

To date, the Downtown Master Plan team has organized and participated in multiple public engagement methods. This includes the organization of 18 brown bag lunches at various businesses and organizations throughout the downtown study area; 11 living room socials –small, personalized workshops—at the homes of residents throughout the city; non-traditional workshop activities at community events; panel discussions; hands-on workshop-style debates focused on Urban Design; the Downtown Story Project in which members of the public were invited to share their stories on camera; walking and bike tours; and numerous community events and festivals. These methods were utilized to reach as broad an audience as possible and have engaged an estimated 750 individuals over an eight month period.

### *Planning Process – Where we are now*

- Addressed major themes:
  - What is Downtown Salt Lake? A neighborhood or a destination?

- What are the elements of a successful downtown? A successful neighborhood?
- What role does Downtown play in the region today? What about 25 years from now?
- Delved into the issues through focus groups and concurrent studies:
  - Activating Downtown
  - Women & Families
  - Seniors
  - Youth
  - Homelessness (concurrent study)
  - Transportation and parking (concurrent study)
- Highlighted our strengths and identified the things we think are worth preserving or are sacred
  - The vision is based on these community values.
- Vision Statement and Principles have been fully vetted through various events, activities, and an Open City Hall. Principles – also BIG ideas that provide a framework for the Master Plan
- Now developing measurable goals that will be nested with the Vision and Principles. Some examples are detailed below. Goals begin to illustrate *how* we will work towards our Vision. They will direct our course of action and influence what policies we will keep, toss, or create.

### *Planning Process – Where are we going?*

- We will continue to identify measurable goals. The goals will help us evaluate our progress over the next 25 years.
- We will evaluate existing policies to see where they align or misalign with our Vision, Principles, and Goals. We will propose new policies.
- The Draft Plan will include implementation or action items.
- Expected Draft Plan by end of the winter (March/April).

### *Workshop #3*

On November 20, 2013, we held Workshop #3 at Local First Utah. This event is not summarized in the attached report as it marks the start of the next phase of the planning process. However, with 121 registered participants, we were very pleased with the success of the workshop. Participants explored a variety of activities in a Round Robin-style event, including recording their Downtown story, building their ideal downtown with found objects, scenario planning based on Wasatch Choice 2040 population projections, district planning and image building, and a role play activity.

### *Vision, Principles & Goals*

#### *Vision Statement*

*Downtown Salt Lake seeks to be the premier center for sustainable 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 current role as the primary destination for culture and entertainment, the center of commerce, the seat of government for the State of Utah, and as an international center for a worldwide faith. But development of Downtown as the center for dense urban living –comprised of housing, parks, local serving retail, and community services—will dominate Downtown's identity 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. Underscoring the whole vision is the concept that sustainable development that responds to regional ecological conditions and is supportive of local business and entrepreneurship will be accessible to all people throughout the social and economic spectrum of our community.

### *The Principles & Goals*

Principles are big ideas that support the Vision. They provide a framework for the Master Plan. They reflect the community's values --what we heard from the public in Phase 3A Visioning.

We value a Downtown that...

#### *Is Vibrant & Active*

*Values: Community, neighborhood vibe, people, gathering place*

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.

**GOAL:** Increase the number of people living Downtown to 10,000 / 20,000 / 40,000.

#### *Provides Housing Choice*

*Values: Affordable housing, family-friendly options, all ages and abilities*

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.

**GOAL:** Develop a model for sustainable, urban living that accommodates families.

#### *Is Prosperous*

*Values: Local business, large and small employers, vital commerce, commercial importance, supportive of entrepreneurs*

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.

**GOAL:** Incentivize local business and entrepreneurship so that local business outweighs national chains.

#### *Celebrates Diversity*

*Values: Diversity of culture and background, respect of tradition, difference and acceptance, international, gathering place, belonging, all ages and abilities*

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."

*GOAL:* Increase the number of ethnic restaurants and markets Downtown to reflect the international reach of the larger community.

### *Is Artful & Unique*

*Values: Unique experiences, nightlife, dining, intimate spaces, sports, art and music, history, fashion, entertainment, funky/innovative/creative spaces*

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.

*GOAL:* Create whimsical and playful public art, benches, and lighting on every street front.

### *Is Connected*

*Values: Transportation options, convenient mass transit, local circulation, bike friendly, hassle-free parking*

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.

*GOAL:* Extend the Red Line along 400 S directly to Central Station from the University of Utah.

### *Is Walkable*

*Values: Pedestrian-oriented places, interesting, comfortable, open 7-days*

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.

*GOAL:* Establish mid-block routes through all blocks and connect with short mid-block crossings at every half block.

### *Is Welcoming & Safe*

*Values: Safe, clean, welcoming, neighborhood pride, places for children, healthy, maintained, well-lit, pet-friendly*

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.

*GOAL:* Increase police and ambassador foot patrols throughout Downtown.

### *Unites City & Nature*

*Values: Neighborhood parks, views to the mountains, clean air, direct access to nature, urban agriculture*

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.

*GOAL:* Encourage people to be outside by integrating views of nature on every block.

*Is Beautiful*

*Values: Quality architecture, mountain views, diversity of building types, history, memorable*

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.

*GOAL:* Incentivize sustainable, enduring architecture that frames views of the mountains.