



SALT LAKE CITY
DOWNTOWN MASTER PLAN

PUBLIC ENGAGEMENT REPORT: PLAN DEVELOPMENT

JANUARY 6, 2014





CHAPTER 1

SUMMARY OF ENGAGEMENT ACTIVITIES

General Participation Summary Statement

Participation in the Downtown Planning Process increased dramatically during Phase 3B Plan Development. We held two Urban Design Debates that were very well attended, we experimented with an alternative type of workshop, and launched the Downtown Socials among other activities.

Direct contact drove participation

We utilized word-of-mouth and direct person-to-person contact primarily to announce events and encourage participation.

Utilized meaningful and convenient engagement techniques

Opportunities for meaningful public input are defined as those events and activities in which participants work with one another to envision, define a problem, or explore a solution. These activities require the public to work together to discuss issues and make informed decisions. The best places to do this are places that are convenient and comfortable for people, which is why we developed the Downtown Social program to bring workshop-like activities to community members' homes and offices.

In this phase, the team utilized a variety of engagement techniques, including:

- Card Project
- City Council, Board and Commission Meetings
- Community Group Meetings
- Community Events and Festivals
- Public Workshop #2
- Living Room Socials and Brown Bag Lunches
- Urban Design Debates
- Walking Tours
- Coordination with other projects: Wasatch Choice for 2040/Downtown Transit Alternative Analysis
- Social Media
- Advisory Group and Technical Committee

¾ of the way towards our engagement goal

Our goal is to engage 1,000 people from a broad spectrum of the community over the course of the 16 month process. To date, we have engaged approximately 775 unique individuals through the Story Project, Workshops #1 and #2, Urban Design Debates, Downtown Socials, and various community events.

SNAPSHOT

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 13, 2013

VISION & PRINCIPLES

Vision and Principles provide structure for conversation

The focus of Phase 3A Visioning was to develop a draft vision statement and supporting principles that would then be vetted by the public in Phase 3B. Overall, the public supported the draft vision and principles though they underwent several revisions throughout this phase in response to public comment. In general, the vision and principles were used to structure the conversation on next steps –how to put the Vision into action. Specifically, people were asked to develop measurable goals that aligned with the principles and helped establish a framework for implementation.

The 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

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.

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.

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.

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.”

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.

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.

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.

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.

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.

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.

CHAPTER 2

EVENTS

PUBLIC WORKSHOP #2

DATE: September 5-8, 2013
EVENT: Public Workshop #2 – Greek Festival
GROUP: General Public
LOCATION:
TIME: various

DATE: September 12, 2013
EVENT: Public Workshop #2 – Gallivan Center
Food Truck Thursday
GROUP: General Public
LOCATION: Gallivan Avenue
TIME: 11:00 AM – 2:00 PM

DATE: September 12, 2013
EVENT: Public Workshop #2 – Downtown
Streetcar Open House
GROUP: General Public
LOCATION: Harmons City Creek
TIME: 5:00 PM – 7:00 PM

DATE: September 13, 2013
EVENT: Public Workshop #2 – Granary Row
GROUP: General Public
LOCATION: 700 S at 300 W
TIME: 7:00 PM – 9:00 PM

Description

The second workshop was intended to be a non-traditional workshop in which a workshop-like activity was executed at various public events. The workshop provided an opportunity for community members to participate in an activity using found objects in which they would visualize what the future of Downtown looked like in a very conceptual model.

Outcomes

The found objects –blocks, Legos, Playdough, buttons, beads, bottle caps, and bathroom tiles—allowed participants to explore concepts of walkability, vibrancy, sustainability, and others in a conceptual format. Participants were asked to choose one of the ten principles and build a downtown that embodied that principle (children were asked to build their future city). The activity was immediately appealing to children, particularly at Greek Fest. Children were quick to recognize that a wine cork was a tree, a tile represented the sidewalk, and the colored blocks represented different stores and shops. They astutely collocated all of the things that were important to them: their home, school, grocery store, and a park with a stage for musical events. Adults, however, were not as keen to the activity. The principles were not presented in a digestible format and it was unclear what the outcome (the model city) contributed to the development of the master plan. Following the workshop, the

principles were rewritten in more abbreviated language for event settings.

Overall, approximately 89 participants engaged in the activity at the various events. Though general participation was good, the found objects activity may not have been simple enough for an event-type setting. It required more input and explanation upfront than participants wished to commit to at an event booth. We were pleased with the number of children who participated and recommend having a child-oriented activity or giveaway at future events.



A group builds their ideal Downtown at Greek Fest.



A vision for housing and green space developed together was shared at Food Truck Thursday at the Gallivan Center.



These friends share their vision for Downtown at Granary Row.

URBAN DESIGN DEBATES

DATE: August 21, 2013
 EVENT: Urban Design Debate #1: Beyond SixtyNine Seventy
 GROUP: Design professionals, general public
 LOCATION: Alta Club

DATE: October 30th, 2013
 EVENT: Urban Design Debate #2
 GROUP: Design professionals, general public
 LOCATION: Rico's Warehouse
 TIME: 6:00 – 8:00 pm

Description

Two Urban Design Debates were held during Phase 3B Plan Development. The intent of the debates was to explore urban design concepts within the context of Downtown. At the first Urban Design Debate, local design professionals and interested community members were invited to study all of the entries to the SixtyNine Seventy Design Ideas Competition, validate or invalidate the proposals through a local's lens, and recommend concepts for further exploration. At the second Urban Design Debate, participants were asked to refine and advance the concepts identified at Debate #1 to shape an urban design framework, develop tools to direct design in the Downtown, and identify potential urban design projects, partners, and champions.

Outcomes

The first Debate allowed participants to engage with and respond to proposals for the development of the space between buildings in the downtown, in particular, the design of streets and mid-block walkways. Collectively, participants proposed six criteria by which to evaluate the competition entries. The criteria suggested that the proposals must:

- Be buildable (generally realistic)
- Cater to all ages and abilities
- Be revenue-generating or build value
- Be memorable/contribute to identity/image of the downtown
- Consider the Environment
- Be inviting and activate the space through flexible programming

Participants at the first Debate supported proposals that highlighted major public art programs, developed a comprehensive and identifiable mid-block walkway system, utilized lighting to define different spaces, and emphasized walkability (comfort, interest, and human-scaled). There were 66 registered attendees at the first Debate.

The second Debate encouraged participants to explore their own ideas for urban design in the downtown. The Debate built upon the ideas proposed through the competition and harnessed the creative capacity of local designers and thinkers. Some of the major themes that emerged

included visually connecting Downtown to the mountains and framing views with architecture, creating gateways to reinforce a sense of arrival, walkability, supporting downtown urban living, creating a “green grid” to support environmental sustainability, and building the identity and image of smaller districts and subdistricts downtown. There were 44 registered attendees at the second Debate.



First Debate at the Alta Club.



Second Debate at Rico's Warehouse.

WALKING TOUR

DATE: September 21st, 2013
EVENT: Walking Tour & Instawalk
GROUP: Urban Explorers
LOCATION: Downtown Farmers Market, northwest corner of Pioneer Park
TIME: 8:30 am; 10:30 am; 12:30 pm
NOTES: Urban Explorer activity for kids

DATE: October 12th, 2013
EVENT: Bike Tour & Instabike
GROUP: Urban Explorers
LOCATION: Downtown Farmers Market, southeast corner of Pioneer Park
TIME: 10:00 am
NOTES: Urban Explorer activity for kids

Description

Three Walking Tours and one Bike Tour were held in September and October 2013. The Walking Tours were a continuation of the program initiated in June. Each tour explored architectural history, urban design, redevelopment, and local business. Participants were asked to share their thoughts and ideas about what makes downtown interesting, how it should grow, and the places and things that are important to them. Each participant received a free pedometer, courtesy of Visit Salt Lake.

The Walking Tours were marketed as “Instawalks.” An Instawalk is a photo journal of the walking tour in which participants tag photos

of their walk through Instagram, a software application for smartphones.

The Planning team created an Urban Explorer Game to engage children on the Instawalk. Each child that completed their game received a small prize.

On the third tour (September 21), we walked from Pioneer Park west around the Rio Grande Depot then north along 500 W to 200 S and back along 400 W.

The fourth tour traveled by bike west along 400 S to the west side of the Rio Grande Depot and the Intermodal Hub then south along 600 W to 700 and 800 S then back along 200 W. Salt Lake City GREENbike offered free bikes to participants and agreed to reimburse anyone who was charged an average fee (because bikes would be taken out longer than 30 minutes).

Following each tour, we gave away one City Connect Pass, courtesy of Visit Salt Lake. This was a great example of how a partnership with another organization can benefit the planning process.

Outcomes

12 people attended a walking or bike tour. Feedback from participants was very positive. Participants particularly liked learning about the architectural history and design details. In

most cases, the tours ran over an hour, but participants were eager and willing to extend their time in order to learn more. The Instagram aspect of the tours was not as appealing to attendees.

FOCUS GROUPS

DATE: September 23, 2013
PROJECT: Activating Downtown Focus Group
LOCATION: Holland & Hart
TIME: 4:00 pm

DATE: September 27, 2013
PROJECT: Seniors/Aging-in-Place Focus Group
LOCATION: Liberty Senior Center
TIME: 10:00 am

DATE: October 8, 2013
PROJECT: Women & Families Focus Group
LOCATION: Salt Lake Chamber
TIME: 11:30 am

DATE: October 24, 2013
PROJECT: Youth Focus Group
LOCATION: City Academy
TIME: 2:00 pm

DATE: October 28, 2013
PROJECT: Activating Downtown Focus Group
LOCATION: Salt Lake Chamber
TIME: 4:00 pm

DATE: October 30, 2013
PROJECT: Women & Families Focus Group
LOCATION: Salt Lake Chamber
TIME: 11:30 am

DATE: November 8, 2013
PROJECT: Seniors/Aging-in-Place Focus Group
LOCATION: Liberty Senior Center
TIME: 10:00 am

DATE: November 15, 2013
PROJECT: Youth Focus Group
LOCATION: SpyHop
TIME: 11:00 am

Description

Focus Groups were organized on the following topics:

- Youth
- Seniors/Aging in Place
- Women & Families
- Activating Downtown
- Homelessness*
- Parking*

The purpose of the Focus Groups is to bridge conflicts through open discussion and empower citizens to solve problems.

*Focus groups on Homelessness were deferred to an effort in the Mayor's Office led by Michelle Straube, Director of the Environmental Dispute Resolution Program Wallace Stegner Center for Land, Resources & Environment S.J. Quinney College of Law at the University of Utah and a consultant. A focus group on Parking was deferred to the Transportation Division in coordination with a forthcoming study on parking policies.

Outcomes

Seniors

The first Focus Group on Seniors/Aging-in-Place focused on issues impacting seniors today. Among the issues discussed was pedestrian safety, particularly provision of smooth, even sidewalks and crossing lights timed for seniors' speed; convenient parking and transit options that provide proximate access for seniors who may have limited mobility/willingness to walk far distances; and provision of services and retail that serve residents' daily needs in close proximity to housing. Homelessness and panhandling was also highlighted as the number one issue impacting Downtown. They agreed to meet a second time to explore solutions and policies related to the highlighted issues. There were 14 participants.

At the second Seniors meeting, participants suggested short-term solutions such as aggressive repair of city sidewalks, verification of crosswalk signaling semi-annually, extended hours of senior centers, and development of policy that encourages development of local serving retail throughout downtown (grocery, kitchen, community gardens, banks, prepared food). The discussion also explored longer-term solutions particularly housing-related in which senior and multi-generational housing would be located downtown with an emphasis on collocation of medical clinics. There were 5 participants.

Activating Downtown

A focus group on Activating Downtown identified that retail alone does not have the power to revitalize downtown, particularly on the weekends. They also discussed missed opportunities to showcase musical talent and regional distinctions, opportunities for additional housing density downtown to support existing activities, lack of concentrated entertainment districts, and the limitations of state liquor laws, particularly for independent proprietors and single events. Homelessness and panhandling was also highlighted as the number one issue impacting Downtown. They agreed to meet a second time to explore solutions and policies related to the highlighted issues. There were 13 participants.

At the second Activating Downtown meeting, participants expressed a desire to celebrate the absence of retail activity on Sundays, suggesting that Sundays become a “day of culture” ala Paris when community events and free concerts are hosted downtown. The group suggested researching panhandling ordinances to limit/prevent the practice and seeking the advice of the ACLU on successful ordinances. Increasing the amount and variety of housing types and sizes was highlighted with impact fees and infrastructure costs identified as limiting factors to smaller developments. Liquor laws were discussed again, but recognized to be a state-level issue. Emphasizing local talent and film culture was identified as an opportunity

for building Downtown’s identity. There were 3 participants.

Women & Families

At the first meeting of the Women and Families focus group, participants established a goal or direction for the downtown: To create housing downtown that makes life easier for women. To support this goal, they identified a new city policy: that defensible central courtyards and plazas should be included with all new housing developments. Participants identified multiple issues, in particular sufficient lighting and maintenance thereof for perceived safety at night; lack of quality daycares, doctors and dentists offices, kid-friendly gyms and drop-in centers for kids, and support for women-owned businesses. They also discussed the issues associated with homelessness and panhandling as a major detriment to the downtown and perceptions of safety for women and children. They also identified pollution issues (air quality, hazardous sites) as limiting factors to downtown living. They agreed to meet a second time to explore solutions and policies related to the highlighted issues. There were 20 participants.

At the second Women and Families meeting, participants suggested increasing the amount and variety of housing types, sizes, and affordability—including rental and for sale properties—to appeal to a broad spectrum of family types. Participants felt that they are not rich enough or poor enough to live downtown. Larger units with two or more bedrooms are

needed, particularly units with adequate storage for “kid gear” (i.e. strollers, bikes, baby seats). Participants suggested revolving loan funds, grants, mentor programs, and other incentives for women in business. They also emphasized the importance of neighborhoods or districts within the downtown that served residents within a 3-block area; schools and recreation centers were identified as anchors to resident-based neighborhoods. Older buildings were identified as opportunities for live/work space and help define the neighborhood character; grants and incentives for reuse should be developed. There were 10 participants.

Youth

A focus group on Youth issues was coordinated with students and faculty at City Academy on October 24, 2013. The group identified environmental sustainability as an extremely important issue. Participants expressed that Downtown Salt Lake needs to “appear” and “function” as a sustainable place. It needs to have a sustainable “look and feel,” as well as perform as an energy efficient and environmentally friendly place. This topic seemed to widely resonate with all participants and was the most important topic discussed. Participants also identified the need for more youth-oriented activities, in particular more music festivals and under-21 venues, free events including winter events (like the Winter X Games), places for pick-up games (i.e. basketball, beach volleyball, ultimate Frisbee) and a larger variety of restaurants. There were 5 participants.

A separate focus group on Youth issues was organized with SpyHop on November 15, 2013. The primary topics were issues related to the perception of safety; lack of convenience – bodega style markets, pharmacies, etc. are not currently easily accessible throughout downtown; events that are accessible and affordable for young people and families should be more common; and an emphasis on downtown as a neighborhood with local serving retail, services, programmed parks (i.e. skateboard park, coffee kiosk, playgrounds), small storefronts and commercial spaces (less than 1,000 sf), and collocation of attractions and cafes and restaurants. There were 10 participants.

CARD PROJECT

Description

The Downtown Destination/Neighborhood Card Project was continued through Phase 3B, primarily at community events. It was devised as a conversation starter about Downtown Salt Lake. It identifies a dichotomy in the Downtown: there are 2 populations Downtown must serve: people that visit occasionally and people that are downtown everyday. The idea of this project was inspired by artist and urban planner Candy Chang's I Wish This Was project.

Outcomes

131 Destination/Neighborhood cards were completed at various community events throughout the Downtown over a 3 month period. The ideas captured reflected many of the ideas collected during Phase 3A Visioning.

ADVISORY GROUP MEETING

DATE: August 19th, 2013
 PROJECT: Advisory Group Meeting
 GROUP: General Public
 LOCATION: Gallivan Stage Building
 TIME: 7:30- 9:00 am

The Advisory Group includes stakeholders with experience in different issues or interests related to Downtown. The Advisory Group members are expected to report back to and solicit input from their stakeholder groups and constituencies, represent the broader interests of those groups and promote public involvement in project events.

At the second meeting of the Advisory Group (first meeting was held in April 2013), the group discussed progress on the project to date, suggested changes to the draft vision and principles, and reviewed upcoming public engagement activities.

ADVISORY GROUP MEMBERS

Interest	Name	Organization
ARTS	Lynnette Hiskey	State of Utah Arts Council
AT-LARGE	Alice Steiner	Citizen (At-Large Member)
BUSINESS - GENERAL	Jason Mathis	Downtown Alliance
BUSINESS - LARGE	David Lang	Goldman Sachs
BUSINESS - SMALL/LOCAL	Jorge Fierro	Rico Brand and Frida Bistro
COMMERCIAL BROKER	Allison Beddard	Cushman Wakefield
COMMUNITY/CIVIC	Matt Minkevitch	The Road Home
COMMUNITY/CIVIC	Mark Peach	Salt Lake City Presbyterian
COMMUNITY/CIVIC	Karamea Puriri	Craft Lake City, SLUG Magazine
COMMUNITY/CIVIC	Robert Rendon	Hispanic Chamber
ENTERTAINMENT	Jim Olson	Utah Jazz
ENVIRONMENT/SUSTAINABILITY	Stacy Bare	Sierra Club
GOVERNMENT	Nichole Dunn	Salt Lake County Mayor's Office
GOVERNMENT	John Bennett	Governor's Office
HISTORIC PRESERVATION	Kirk Huffaker	Utah Heritage Foundation
HOSPITALITY	Scott Beck	Visit Salt Lake
HOUSING	Maria Garciaz	Neighborworks
INSTITUTION	Jason Perry	University of Utah
NEIGHBORS/RESIDENTS	Christian Harrison	Downtown Community Council
NEIGHBORS/RESIDENTS	Thomas Mutter	Central Neighborhood Council
PLANNING COMMISSION	Angela Dean	SLC Planning Commission
PLANNING COMMISSION	Michael Fife	SLC Planning Commission
PROPERTY OWNER/DEVELOPER	Jake Boyer	The Boyer Company
PROPERTY OWNER/DEVELOPER	Mark Gibbons	LDS Church, PRI, City Creek
PUBLIC HEALTH	Karla Bartholomew	SLVHD
REAL ESTATE	Vasilios Priskos	Internet Properties Inc.
REGIONAL	Andrew Gruber	Wasatch Front Regional Council
REGIONAL	Christie Oostema	Envision Utah
TRANSPORTATION	Nathan Lee	Utah Department of Transportation
TRANSPORTATION	Matt Sibul	Utah Transit Authority
URBAN DESIGN	Michael Larice	College of Architecture and Planning, University of Utah
YOUTH/EDUCATION	Earl Arnoldson	Salt Lake City School District
YOUTH/EDUCATION	Flor Olivio	University of Utah Student

CITY MEETINGS

Transportation Advisory Board Meeting

DATE: September 9, 2013
PROJECT: Transportation Advisory Board Meeting
GROUP: General Public
LOCATION: Transportation Division Conference Room, 329 South 200 East
TIME: 4:00 pm

Business Advisory Board meeting

DATE: September 11, 2013
PROJECT: Business Advisory Board Meeting
GROUP: General Public
LOCATION: Salt Lake City and County Building, room 326
TIME: 8:30 am

Planning Commission Meeting

DATE: September 11, 2013
PROJECT: Planning Commission Meeting
GROUP: General Public
LOCATION: Salt Lake City and County Building, room 326
TIME: 5:30 pm

Arts Council meeting

DATE: September 11, 2013
PROJECT: Arts Council Meeting

GROUP: General Public
LOCATION: Art Barn, 54 Finch Lane
TIME: 5:30 pm

Parks Board meeting

DATE: September 19, 2013
PROJECT: Parks Board Meeting
GROUP: General Public
LOCATION: Parks Building, 1965 W 500 S
TIME: 5:00 pm

Library Board meeting

DATE: September 23, 2013
PROJECT: Library Board Meeting
GROUP: General Public
LOCATION: Main Library Board Room
TIME: 4:00 pm

Redevelopment Advisory Council Meeting

DATE: October 2, 2013
PROJECT: Redevelopment Advisory Council Meeting
GROUP: General Public
LOCATION: Salt Lake City and County Building, room 326
TIME: 4:00 pm

Historic Landmarks Commission Meeting

DATE: October 3, 2013
PROJECT: Historic Landmarks Commission Meeting
GROUP: General Public
LOCATION: Salt Lake City and County Building, room 126
TIME: 5:00 pm

COMMUNITY EVENTS

DATE: August 29, 2013
 PROJECT: Twilight Concert
 GROUP: General Public
 LOCATION: Pioneer Park
 TIME: 5:00 pm

DATE: September 5-8, 2013
 PROJECT: Greek Festival
 GROUP: General Public
 LOCATION: Holy Trinity Cathedral (Greek Orthodox Church)
 TIME: various

DATE: September 12, 2013
 EVENT: Food Truck Thursday
 GROUP: General Public
 LOCATION: Gallivan Avenue
 TIME: 11:00 am – 2:00 pm

DATE: September 12, 2013
 EVENT: Downtown Streetcar Open House
 GROUP: General Public
 LOCATION: Harmons City Creek, Café Level

DATE: September 13, 2013
 PROJECT: Utah League of Cities & Towns Annual Conference
 GROUP: Municipal Leaders
 LOCATION: Sheraton City Center
 TIME: 11:10 am – 12:00 pm

DATE: September 13, 2013
 PROJECT: Granary Row
 GROUP: General Public
 LOCATION: 700 S at 300 W
 TIME: 7:00 – 9:00 pm

DATE: September 21, 2013
 EVENT: Farmer's Market
 GROUP: General Public
 LOCATION: Pioneer Park
 TIME: 8:00 am- 2:00 pm

DATE: October 12, 2013
 EVENT: Farmer's Market
 GROUP: General Public
 LOCATION: Pioneer Park
 TIME: 8:00 am- 2:00 pm

DATES: October 15, 2013
 EVENT: Design Week: Filmscreening of Urbanized
 GROUP: General Public, Design Professionals, Utah Film Center
 LOCATION: The City Library
 TIME: 7:00 pm

DATE: November 6, 2013
 EVENT: Avenues Community Council
 GROUP: General Public, Greater Avenues Neighborhood
 LOCATION: Sweet Library
 TIME: 7:00 pm

EXPLORE ★ YOUR ★ VISION
DOWNTOWN

★ DRAFT VISION ★

DOWNTOWN SALT LAKE SEEKS TO BE THE PREMIER CENTER FOR URBAN LIVING, COMMERCE, AND CULTURAL LIFE IN THE INTERMOUNTAIN WEST.

JOIN US FOR A CRITICAL LOOK AT THE DRAFT VISION FOR DOWNTOWN SALT LAKE CITY. SHARE YOUR IDEAS ABOUT WHAT GIVES DOWNTOWN ITS SENSE OF PURPOSE. USING "FOUND OBJECTS," APPLY YOUR CITY BUILDING SKILLS TO SHOW AND TELL US ABOUT THE FUTURE OF ★ YOUR ★ DOWNTOWN.

LOOK FOR OUR BOOTH AT

GREEK ★ GALLIVAN ★ HARMONS ★ GRANARY
 FESTIVAL | FOOD TRUCKS | CITY CREEK | ROW

THU MAY	SEPT 5 th -8 th	THU SEPT 12 th 11-2	THU SEPT 12 th 5-7	FRI SEPT 13 th 6-9
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OR JOIN THE DISCUSSION AT
 DOWNTOWNPLANSLC.COM



Invitation for the September workshops.

JOIN US FOR THE FIRST
DOWNTOWN
 URBAN DESIGN DEBATE
 BEYOND SIXTYNINE | SEVENTY



PLANNING THE NEXT STEP
 ALTA CLUB, 100 E South Temple
 WEDNESDAY, AUGUST 21st
 6-8 PM ★ REFRESHMENTS PROVIDED ★ RSVP REQUIRED



DOWNTOWNPLANSLC.COM

Invitation for the first Urban Design Debate.

JOIN US FOR THE SECOND
DOWNTOWN
 URBAN DESIGN DEBATE
 FRAMING URBAN DESIGN'S FUTURE



RICO'S WAREHOUSE, 545 W 700 S
 WEDNESDAY, OCTOBER 30th
 6-8 PM ★ REFRESHMENTS PROVIDED ★ RSVP REQUIRED



DOWNTOWNPLANSLC.COM

Invitation for the second Urban Design Debate.

CHAPTER 3

DOWNTOWN SOCIALS

The intent of the Downtown Socials was to engage community members in an informal and convenient setting for topical discussions of Downtown issues. The Downtown Socials were explored in two settings: in offices and conference rooms –known as Brown Bag Lunches, and in living rooms, patios, and shared social spaces –known as Living Room Socials.

Program: Living Room Socials

Meetings were hosted in the living rooms, patios, and community spaces of eleven Salt Lake City residents. Residents were asked to open their homes to their friends and neighbors to engage in a discussion about the future of Downtown. Hosts selected an evening that was convenient for them (Sunday-Thursday) from September 15 through November 14. The host invited their friends and neighbors to join them at their home and were provided with an emailable invitation. Hosts were asked to guarantee at least six people would be in attendance. All Living Room Socials took place within Salt Lake City; five took place within the Downtown study area. Participating guests were primarily residents of Salt Lake City, but some resided outside. Hosts were asked to prepare some basic refreshments for their guests.

Two Downtown Plan team staff members gave a short presentation describing the master plan, the process, and some basic facts about Downtown. Typically, guests would ask questions

throughout the presentation and engage in a discussion of some of the major issues impacting Downtown. The draft Vision and Principles were introduced. Then guests were divided into small groups of 3-5 and given three tasks:

- Choose a principle to discuss as a group
- Use the “found objects” to build a downtown that embodies that principle (ex. What does a walkable downtown look like?)
- Develop at least one measurable goal the City could adopt that would help us move toward achieving that principle.

Guests were given several examples of goals and given 15-30 minutes to discuss and build their downtown. Then groups shared their work with the full group. Depending on time, additional discussion took place around the proposed ideas. There were 119 registered participants in 11 separate Living Room Socials.

Program: Brown Bag Lunches

Typically, meetings were hosted in office conference rooms or other common spaces of eighteen Salt Lake City businesses and organizations. Hosts selected a lunch hour or other convenient time (Monday – Friday) from September 16 – November 15. The host invited colleagues, neighboring businesses, and other guests to join them and were provided with an emailable invitation. Hosts were asked to guarantee at least six people would be

in attendance. All Brown Bag Lunches took place within the Downtown study area with the exception of the one held at the new Public Safety Building. Participating guests were primarily employed within the study area. Hosts were not asked to prepare refreshments though some did.

The Brown Bag Lunch program was very similar to the Living Room Socials: a presentation and discussion followed by a small group activity. There were 151 registered participants in 18 separate Brown Bag Lunches.

Outcomes

The Downtown Socials were considered a very successful approach to public engagement. In a follow-up survey to participants, the average rating of the program was 3.8 out of 4.0 possible. Participants felt that their contributions were appropriately recognized with 92% selecting “Always” or “Most of the time.” Many appreciated the Found Objects activity, while others liked learning some of the facts about Downtown. Some suggested that the introductory information about Downtown was either too long or did not provide enough information about past planning efforts. A few mentioned that it was not clear how their participation would impact the new master plan. Several expressed confusion about what would be presented and thought staff would present “the plan” and ask for feedback.

Overall, it is suggested that this type of personalized public engagement be repeated in other settings and for other projects.



A group shares their ideas for a kid-friendly downtown at an October Living Room Social.



A group builds their ideal downtown at a November Living Room Social.



A group shares their ideas for a diverse downtown at a September Living Room Social.



A group discusses the issues at a November Brown Bag Lunch.

THIS IS ★YOUR★ DOWNTOWN
 WILL YOU BE A DOWNTOWN CHAMPION?
 sign up to host a



LIVING ROOM SOCIAL

Bring the planning process right to your living room.
 Invite your friends & neighbors
 for an engaged discussion on the future of Downtown.

SEPT 15 - NOV 14 ★ SUN - THU EVENINGS
 To schedule, contact Molly Robinson molly.robinson@slcgov.com or 801-535-7261



DOWNTOWNPLANSLC.COM



Invitation to host a Living Room Social.

THIS IS ★YOUR★ DOWNTOWN
 WILL YOU BE A DOWNTOWN CHAMPION?
 sign up to host a



BROWN BAG LUNCH

Bring the planning process right to your office.
 Invite your staff & neighboring businesses
 for an engaged discussion on the future of Downtown.

SEPT 15 - NOV 15 ★ MON - FRI ★ 8 AM - 4 PM
 To schedule, contact Molly Robinson molly.robinson@slcgov.com or 801-535-7261



DOWNTOWNPLANSLC.COM



Invitation to host a Brown Bag Lunch.

CHAPTER 4

OUTCOMES

The results of Phase 3B Plan Development are the verification of the Vision and Principles and the formulation of Draft Goals. The 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. In the next phase, Phase 4 Draft Plan, we will continue to identify measurable Goals. The Goals will help us evaluate our progress over the next 25 years.

The Goals are linked to the Principles. There may be one or several goals per principle and in turn there may be several policies per goal (policies will be developed in Phase 4 Draft Plan). The following goals are examples from Phase 3B Plan Development and will be added to and amended in the coming months.

As a reminder, all of the Principles, Goals and Policies support the Vision.

The Vision

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

The Principles & Goals

We value a Downtown that...

Is Vibrant & Active

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

Provides Housing Choice

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

Is Prosperous

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

Celebrates Diversity

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

Is Artful & Unique

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

Is Connected

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

Is Walkable

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

Is Welcoming & Safe

GOAL: Increase police and ambassador foot patrols throughout Downtown.

Unites City & Nature

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

Is Beautiful

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