



# STAFF REPORT

PLANNING DIVISION  
COMMUNITY & ECONOMIC DEVELOPMENT

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To: Planning Commission  
Cc: Wilf Sommerkorn  
From: Molly Robinson x 7261  
Date: May 7, 2014  
Re: Downtown Master Plan Discussion

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The purpose of this staff report is to continue discussion with the Planning Commission on the Draft Downtown Master Plan.

## **ACTION REQUIRED:**

Staff is seeking direction in the form of priorities from the Planning Commission on the features, metrics, and action items proposed in the Draft Plan.

## **BACKGROUND/DISCUSSION:**

The Downtown Master Plan is a long-range vision and implementation plan that will help fulfill the goals emerging from Plan Salt Lake. The Downtown Master Plan answers questions related to future growth and development, program and design of Downtown, and provides a contextual understanding of the unique character and history of the place. It addresses Downtown as a major destination for culture, civic, and commercial activities, and as a growing neighborhood of day-to-day activities, seeking to resolve tensions that may arise from it being both.

### *Planning Process – Update*

An early Draft Plan (dated April 14, 2014) was recently released to the Downtown Master Plan Advisory Group, Technical Committee, and Working Group. These groups have recently completed an intensive 2-week review of the Draft Plan. They were asked to provide specific direction on the following:

- Identification of 2-3 metrics per Principle that are key indicators of success towards achieving that reality;
- Identification of 2-3 Goals and Action Items for each Principle applicable at the Downtown-wide scale that best align with the overall Vision;
- Identification of the top 2-3 Action Items that should be the priority for each of the 10 Districts in the Downtown;
- Consideration of the proposed Catalytic Projects for each District and whether these projects have the potential to be true drivers of change;
- Additional edits and comments.

The Draft Plan (dated April 14, 2014) is attached. Staff is seeking direction from the Planning Commission on the Draft Plan per the bulleted instructions above.

Staff is preparing graphics –maps, diagrams, illustrations—to visually illustrate the concepts explored in the Draft Plan. Staff will be soliciting targeted input from the Planning Commission over the next several Planning Commission meetings as the Draft Plan evolves.

### *Planning Process – Next Steps*

Staff is compiling feedback on the Draft Plan received from the Downtown Advisory Group, Technical Committee, Working Group, and Planning Commission. The Draft Plan will be revised and edited based on those comments and a revised Draft Plan released to the public for review in June 2014.

From May through July, Staff will brief various City Boards and Commissions (Planning Commission, Arts Council, Business Advisory Board, Historic Landmarks Commission, Library Board, Parks Advisory Board, Redevelopment Advisory Committee, and the Transportation Advisory Board), public and private groups and associations, and the general public via select public events (i.e. Arts Festival, Farmer's Market, etc.). The Draft Plan will continue to be revised during this period to reflect feedback received.

In early June, an Open City Hall topic on the Draft Plan will be initiated and additional public comment solicited through that medium.

In mid-June, the Downtown Advisory Group will meet again for a review of the Draft Plan and formal recommendation of the Draft Plan to the Planning Commission.

### **ATTACHMENTS:**

1. Draft Downtown Community Plan, April 14, 2014