

OVERVIEW OF THE PUBLIC COMMENTS FOR

2014

Plan Salt Lake





Plan Salt Lake is a Vision Plan for Salt Lake City. It will establish what kind of City we want to be in the future and how we can work together to do it.

Intro

The Plan Salt Lake Public Comment Report is a summary of the visioning phase of the Plan Salt Lake planning process. This phase was done during two periods, stretching over a few months in 2012 and again in 2013. The purpose of the visioning phase was to identify common themes based on Citywide values. These themes will inform the overall Vision for Plan Salt Lake.

The first section of this report categorizes the comments received. Many of the comments received relate to multiple categories, which is reflected in this report.

The second section provides insight into the types of outreach activities, when and where they occurred and the total number of comments received.

Housing

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Housing is an important issue to those who participated in the Plan Salt Lake Process. Affordability is the biggest concern. Not only do people observe affordability as an issue, but the Plan Salt Lake Existing Conditions report indicates that the current housing supply is not affordable to a high percentage of Salt Lake City residents.

The type of housing is also a concern among participants, 26% of which indicated that a diverse housing supply is important in order to provide housing choices and options to everyone, regardless of income, age or lifestyle.

Lesser concerns include reducing property nuisances, increasing home ownership and eliminating discrimination in housing.

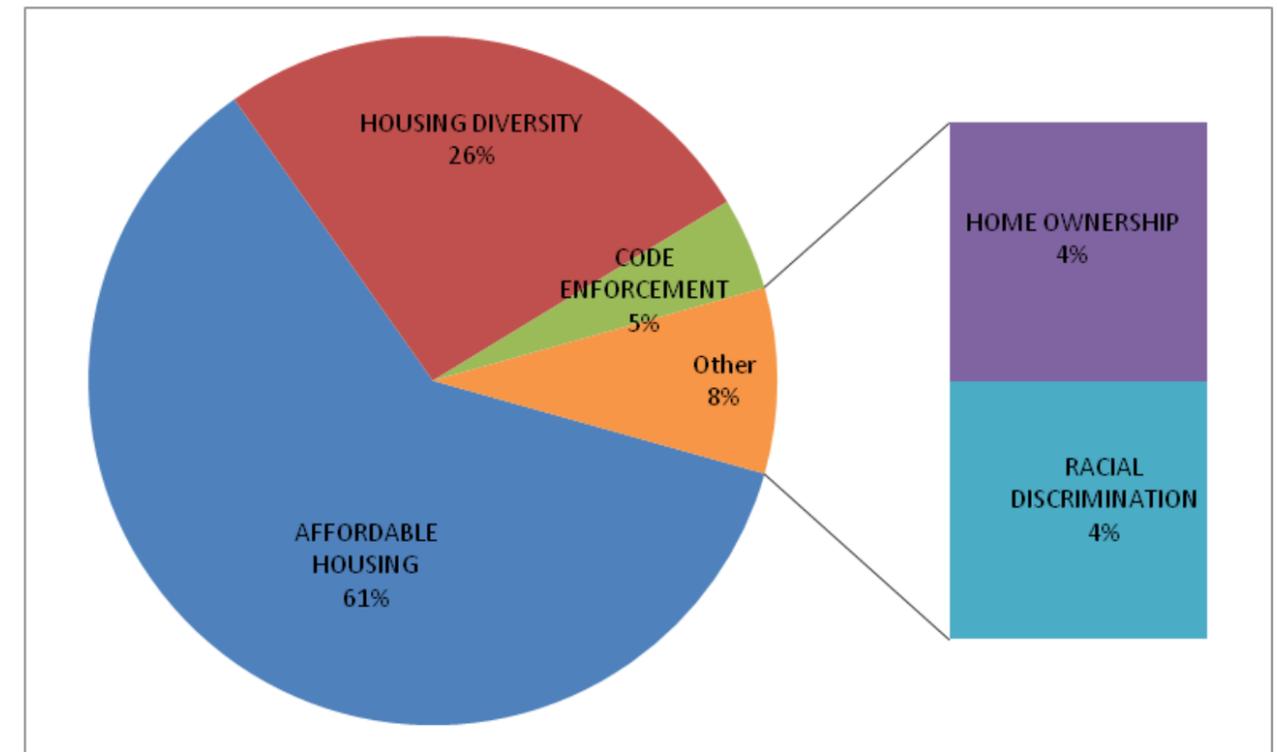
When considering comments from other categories, it is clear that new housing options should be located in

places that already have the infrastructure in place to support a more sustainable lifestyle. Located housing within walking distance to transit and with a certain amount of commercial uses added in was often seen as something that is missing in Salt Lake City, particularly in the Downtown area.

Many people also recognized that housing in mixed used areas are necessary in order to reduce the amount of driving and therefore, reduce the amount of air pollution.

These comments about adding housing options and density in appropriate areas as well as the comments received about existing low density neighborhoods indicates that people see preserving the character, scale and housing type in these neighborhoods is important, although it is not necessarily reflected directly in the comments about housing.

Residents of Salt Lake City want more affordable housing options as well as more a more diverse housing supply if it is located in the right places.



Transportation

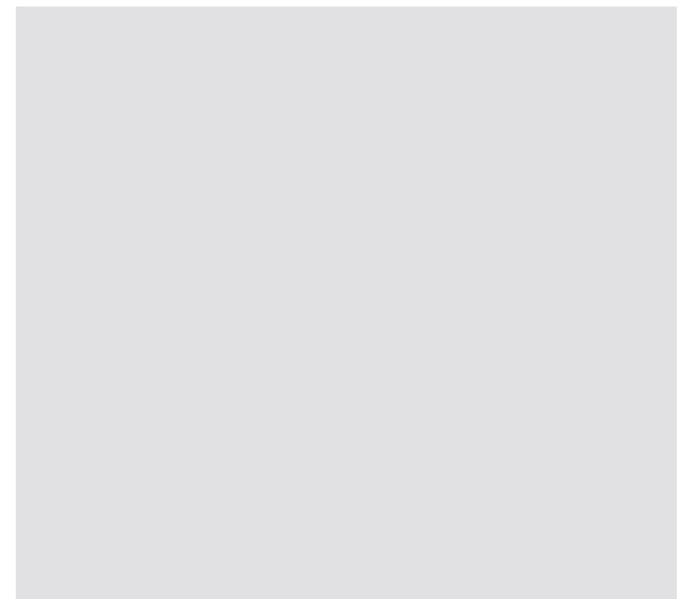
Transportation is the number one concern identified in the Plan Salt Lake process.

The public is aware of the relationship between transportation and air quality and expects the City to promote ways to minimize the impact of car emissions. It is evident that this is seen as a priority.

Public Transportation was the top solution for cleaner air, but was also seen as a key to economic development and for providing people with choices, particularly to those who choose not to drive.

Many of the comments were directed towards UTA and how they may improve:

- extended hours to accommodate people who don't have a regular schedule, or people who depend on public transportation on the weekends.
- Increase routes and frequency so that more people have access to public transportation.
- Decrease the cost of riding, the "free fare zone" was often cited as a benefit.



There is enthusiasm for bicycling in Salt Lake City for many reasons, including improved health and air quality. There is a strong desire for the City to expand bicycle lanes and trails and to make it friendlier and safer.

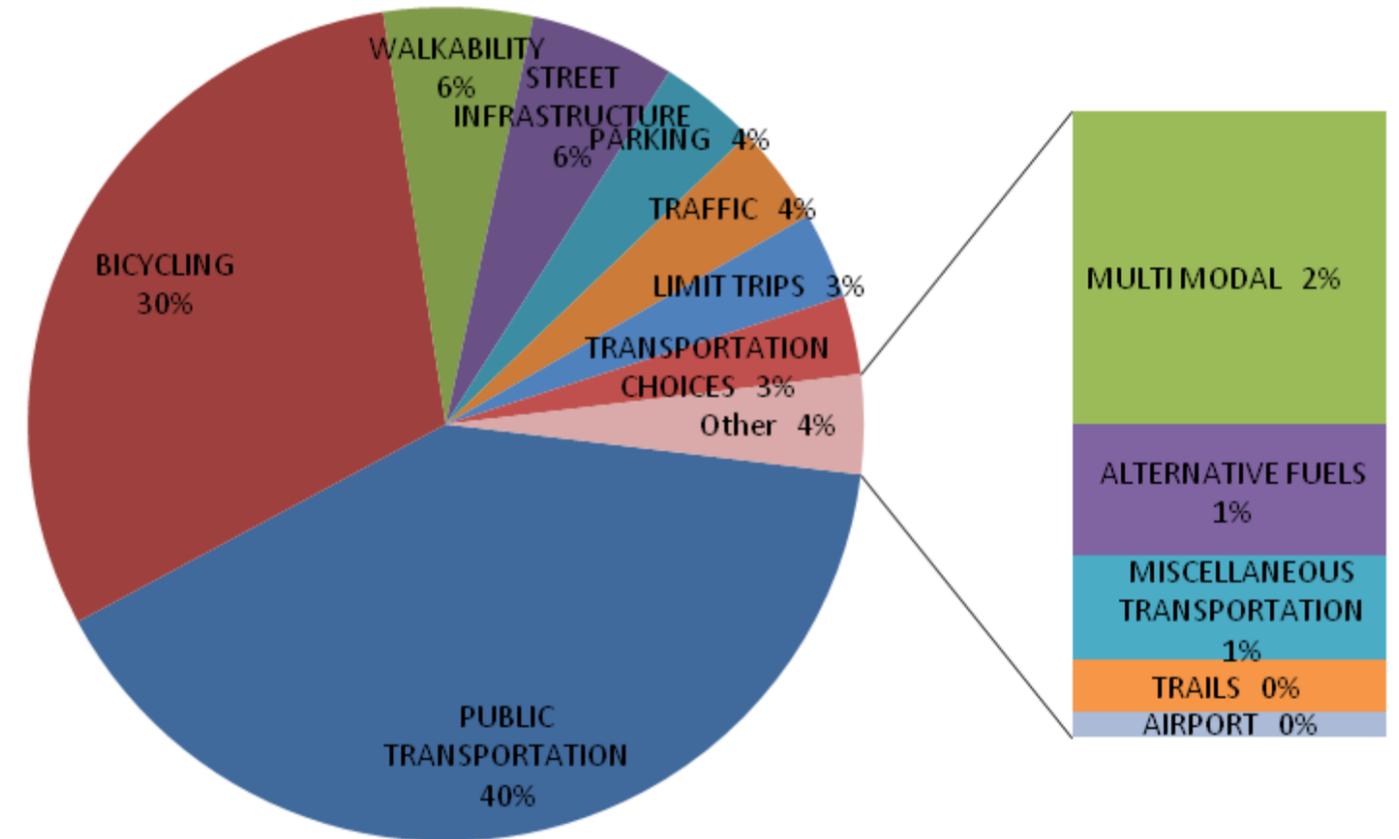
Walkability is one of the indicators of the vitality of a city, but people are not making the connection walkability and transportation. Only 6% of the comments specifically identified walkability as a transportation issue, but more people recognize the need for being able to walk to neighborhood amenities or throughout Downtown.

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The following comments also address aspects of using transportation wisely:

- Parking or lack thereof, to create incentives for people to leave their car at home and walk, to use public transportation or bike. A few of the parking comments were just for more convenient parking, but parking as a topic represented a small percentage of comments.
- Support for the creation of the street car and the desire to expand the street car or trolleys.
- Support for the idling free campaign.
- A popular idea is to limit vehicular trips, especially in the winter months/days when the air quality is bad.
- Encourage alternative fuels, alternative modes of transportation and carpooling.

Other transportation comments include: traffic concerns such as the need for better traffic on 400 South, too much traffic on some neighborhood streets and improving street infrastructure.



A more accessible and convenient public transit network is seen as the key to improving air quality.

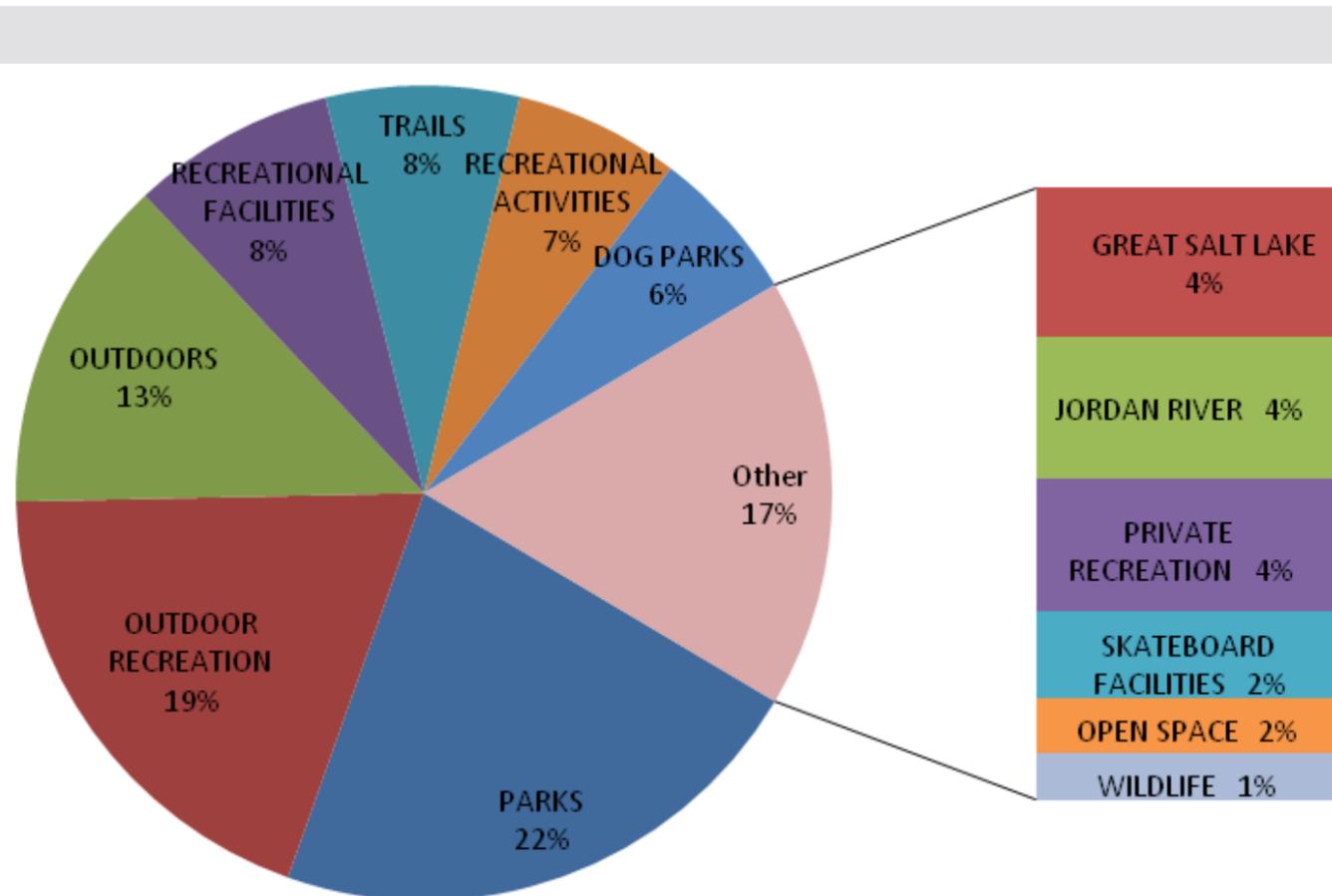
Recreation and Open Space

Salt Lake City is beloved for its many recreational opportunities and the strong connection to nature. Public comments show that people love the mountains because the mountains define the community both physically and socially. The community draws on the mountains for recreation and resources and provide scenic vistas throughout the City.

The community values a number of outdoor amenities, including the Great Salt Lake, the Jordan River, City Creek Canyon, and the various trails, particularly those in the foothills. There is a growing desire for more trails, particularly trails for bicycling.

People also love the many parks, Liberty Park being one of the favorites. Maintenance of parks was a common concern and many comments indicated that maintenance could be improved. Recreation amenities that the community wants to see more of include skate parks and long board opportunities, more dog parks, and new bike parks.

Also important were recreational facilities such as senior centers and recreational centers where people can go swimming, play soccer, baseball, tennis, golf, etc. The cost of accessing organized sports and facilities was mentioned as a concern.

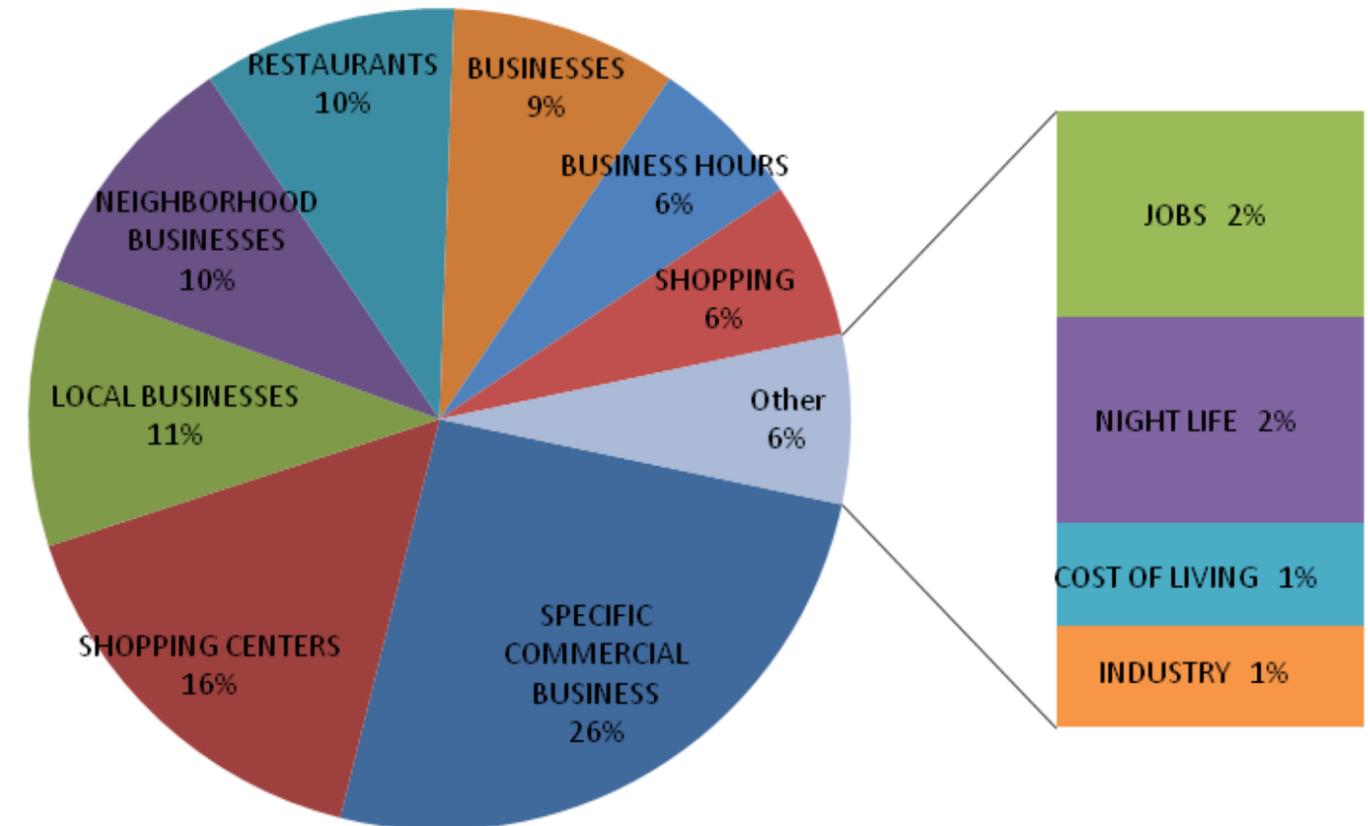


Economic Development

Although Salt Lake City has a diversified economy, the public focused on comments about the retail and the entertainment aspect of the economy. For the residents and visitors of Salt Lake City, City Creek and the Gateway Mall are important not just as shopping centers but as destination and gathering places. Almost as important are the neighborhood businesses and local businesses that create unique character for the neighborhoods.

The comments definitely reflect a desire for more restaurants, pubs, and cafes. More night life, more neighborhood bars, late night hangouts, and extended restaurant hours are all mentioned. This comment has also been heard frequently during other Community visioning process, including the Downtown and West Salt Lake Master Plan processes.

At the same time people want the commercial development to be kept at a small scale and for the neighborhoods to maintain their character. Neighborhood commercial areas are seen as amenities that people desire, but are concerned about their growth.

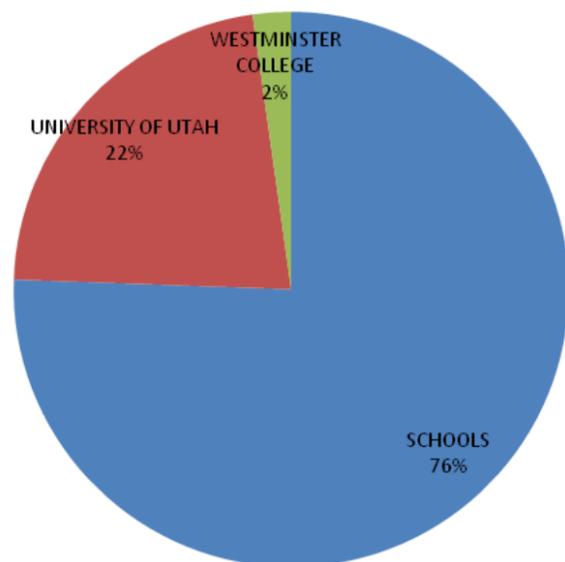


Education

Salt Lake City residents value their schools, especially their local neighborhood schools. Schools are not only important for their education value, but they add to the social interaction that people value about their neighborhoods.

There were several comments on how to improve various aspects of education on these schools, such as the need for more money, volunteers, specialized professionals, etc. Some comments identified school playgrounds, fields, etc. as defacto neighborhood parks due to their proximity and, to some degree, the lack of use in the summer and after school.

The University of Utah was also mentioned, but these comments were not limited to education, many were about the university's sports and cultural amenities. Few comments made the connection between the University and economic development or recognized the University as one of the major trip generators in the region. Few people mentioned the other colleges and universities located in the City.



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Arts and Culture

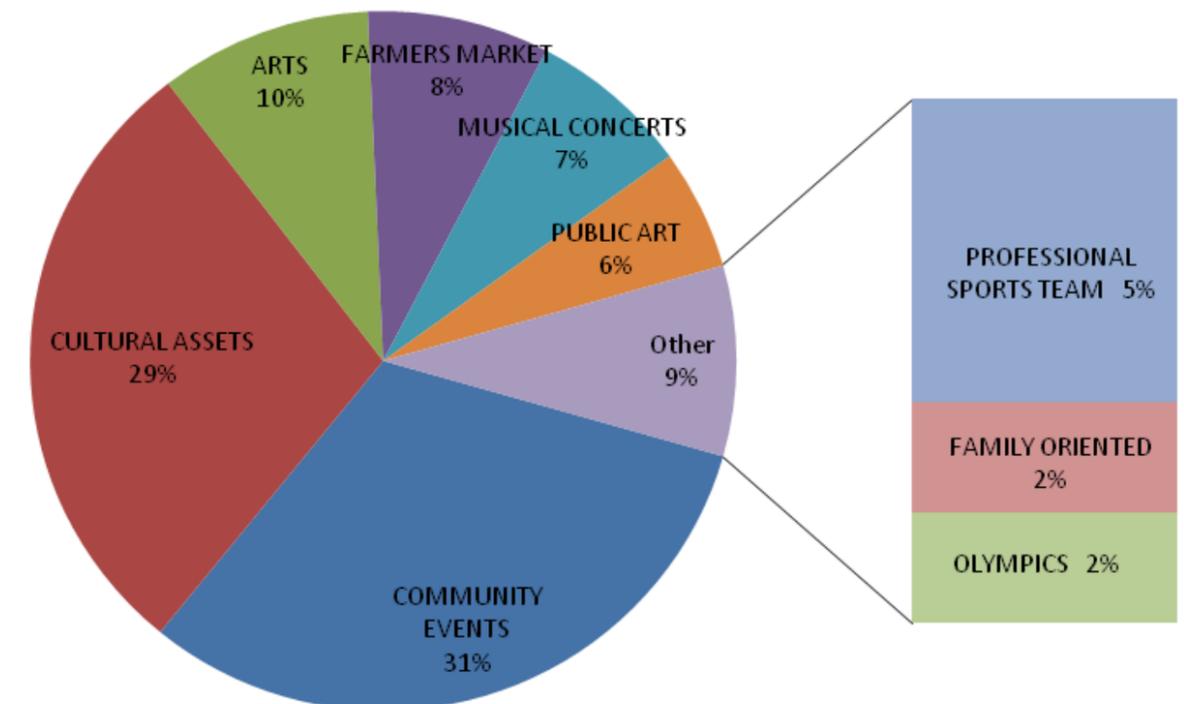
Residents and visitors identified community events and cultural assets as key ingredients to the quality of life in Salt Lake City. Live performances and festivals are the most popular art and cultural activities mentioned by people.

Access to a variety of art venues and genres was identified as one of the most important aspects of arts and culture in the City. Live performances and public art are valued, particularly when they are low or no cost.

The Downtown Farmers Market is a popular destination and event during the growing season. People see it not only as an opportunity to purchase locally grown and produced products, but also as cultural asset, where local commerce, socialization and food mix in an urban setting.

Sports and recreation are seen as a cultural activity and bind many people together. People identified rallying behind our professional sports teams and university teams as community building opportunities. The Olympics were often mentioned as something that adds to the cultural identity of the City and something that residents of the City reflect back on.

Few people mentioned diversity, public spaces and family orientation as important aspects of arts and cultural. This suggests that either people don't relate these items to arts or culture or it wasn't at the forefront of their thoughts when asked about it.



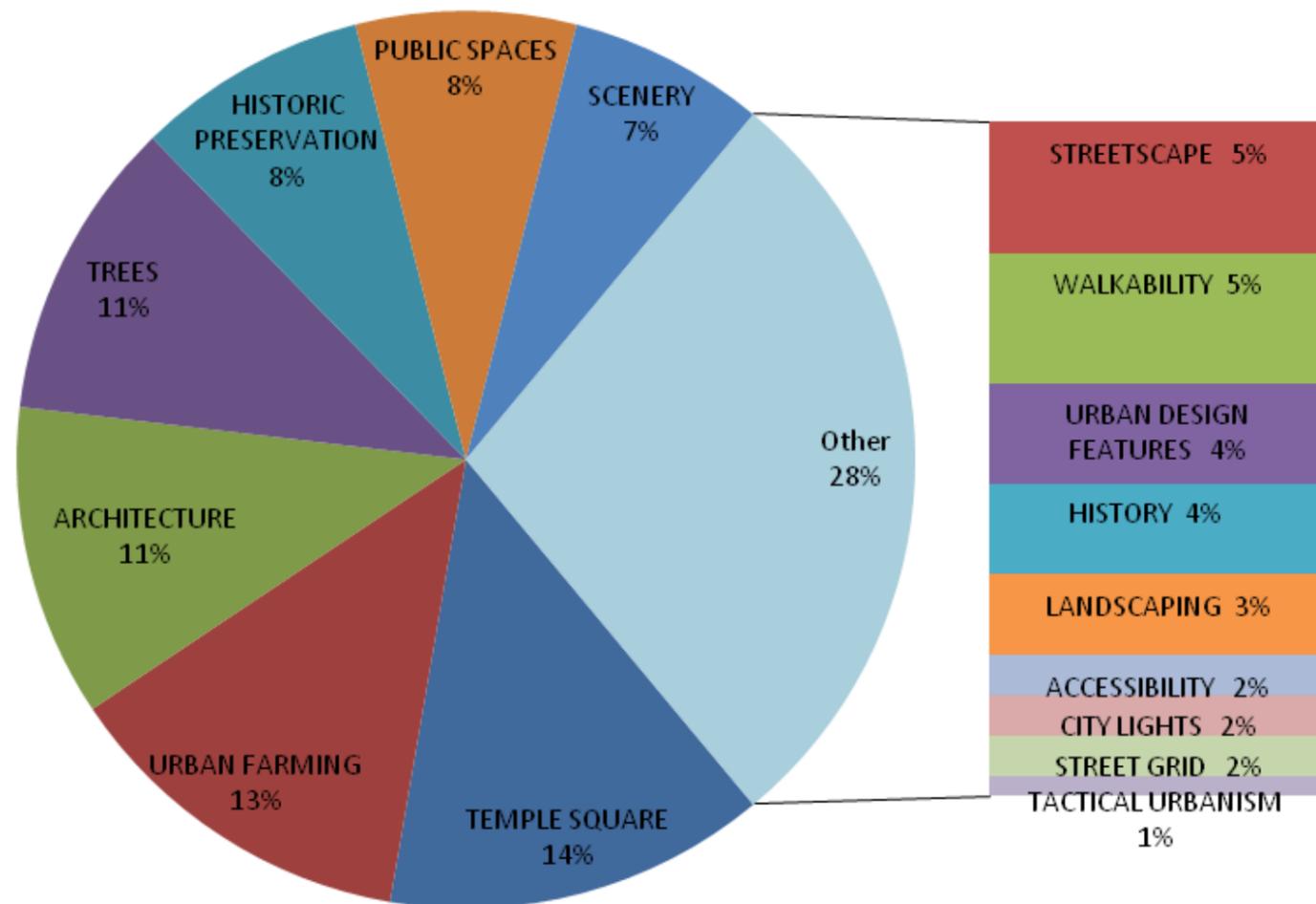
Urban Design

Whether people recognize what is Urban Design or not, they do recognize what features of Salt Lake City they are attracted to. Temple Square for example is an iconic image of Salt Lake City as are the mountains; both are beloved features to residents and visitors alike. There are other features of Salt Lake City that were mentioned multiple times by people that recognize them as character defining, such as the street grid system, the city lights, the flowers and gardens, and the street lined trees.

Salt Lake City is full of history, especially Downtown, and whether people live on a historic neighborhood or a historic building they appreciate them. They appreciate the architecture of the city as well as the streetscape and street infrastructure.

It's often the streetscape that defines the place and the urban experience that many people enjoy, and as such there were many suggestions to improve that experience with more trees, public spaces, drinking fountains, public restrooms, landscaping, etc.

A well designed city invites people to walk and explore it. Residents and visitor enjoy that in Salt Lake City, but they want more and they want that experience to be extended to all, including people with disabilities.

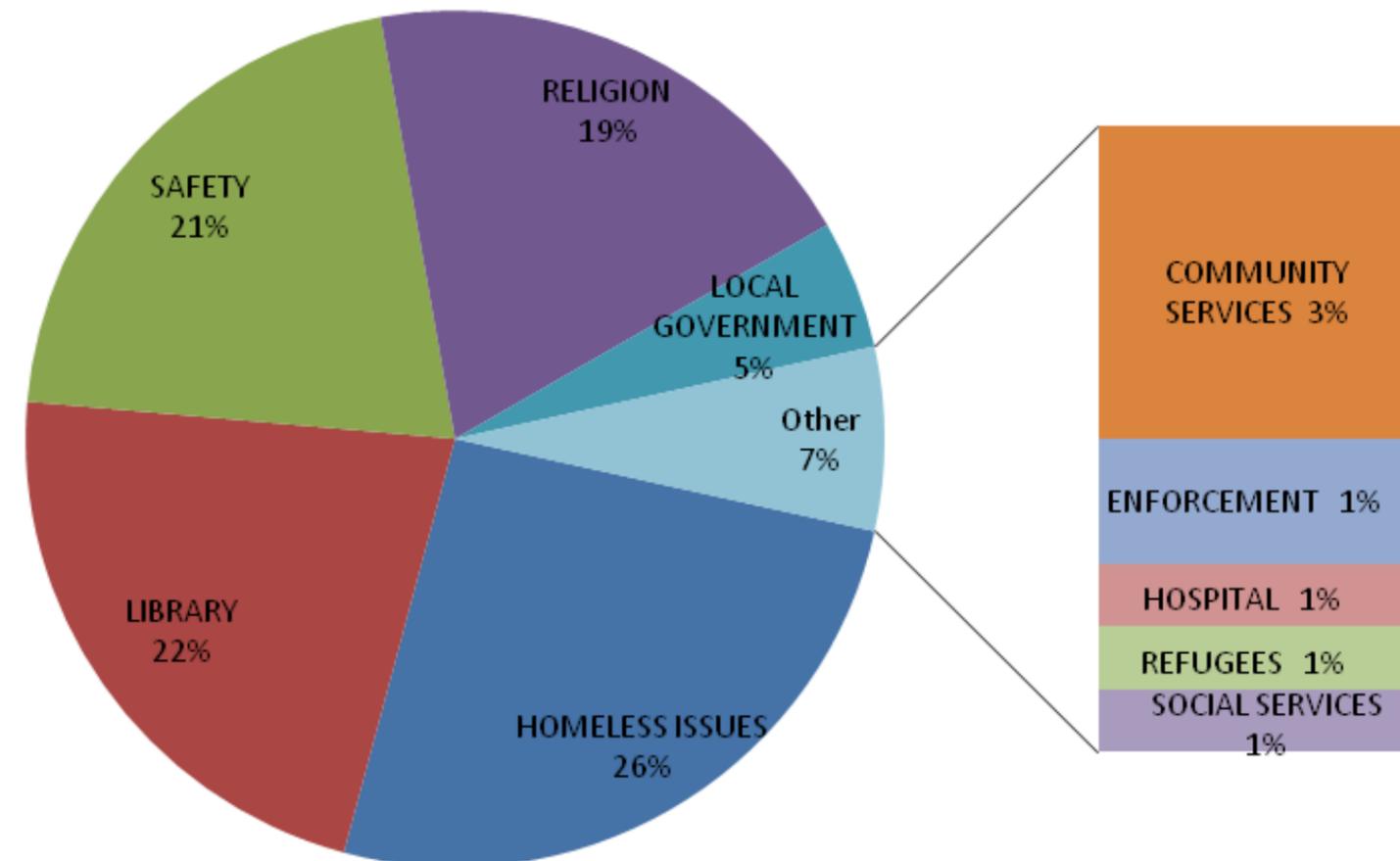


Community Services

The homeless is an important issue to the residents and visitors of Salt Lake City. People are concern for the well being of the homeless and how they should be cared for. At the same time some people commented that they feel unsafe around the homeless. Even so, people in Salt Lake City feel that the city is a safe place. There were some comments calling for more safety.

The public was divided on how they felt about religion more specifically the predominant religion in Salt Lake City, the LDS Church. About half of the comments were positive and the other half reflected the desire to have the church have less influence in their lives and in government.

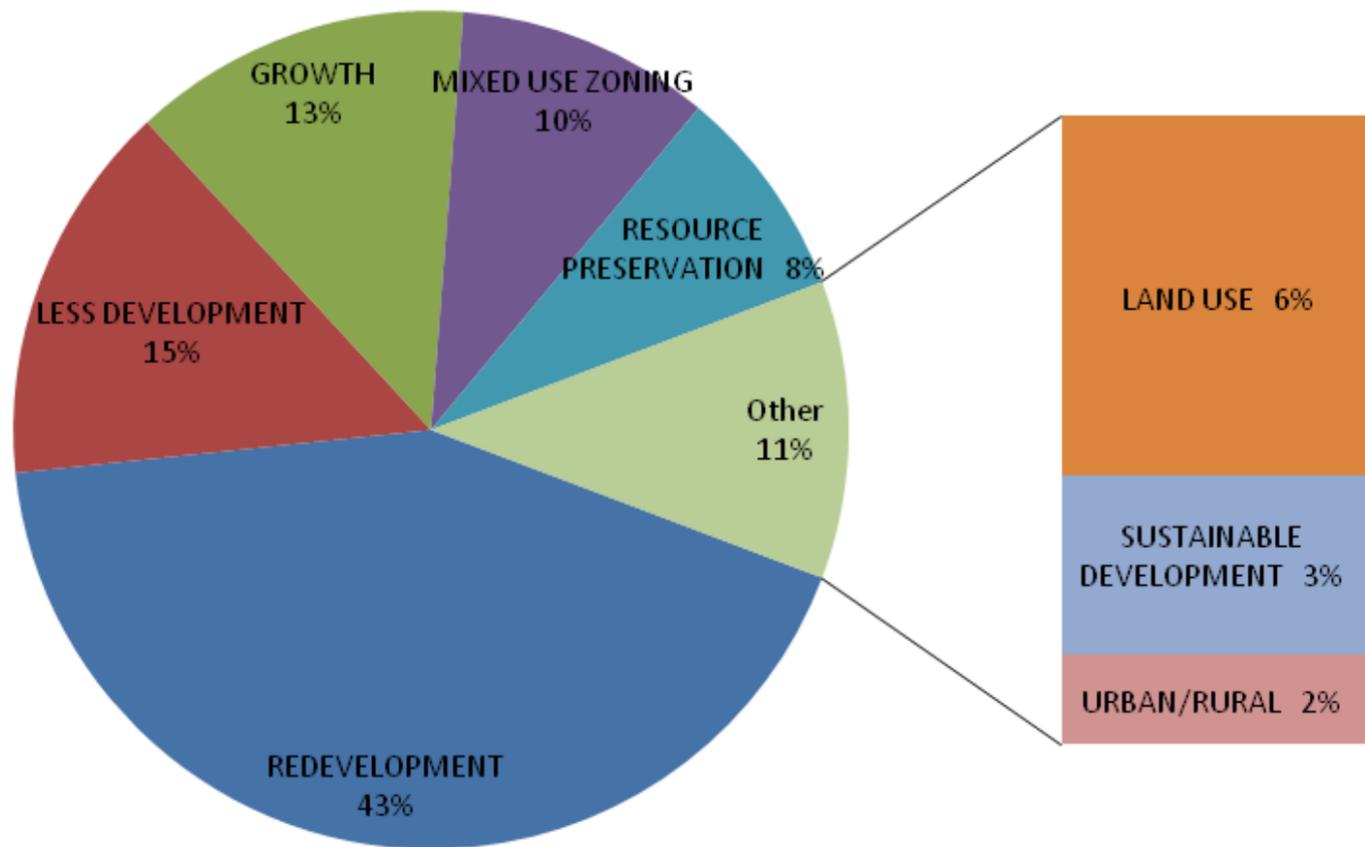
Salt Lake City's library system was frequently mentioned, particularly the programming of the Main Library, as well as the space around it and the architecture of the building. The Urban Room was often cited as one of the best aspects of the Main Library.



Land Use

Salt Lake City is growing and will continue to grow. The public understands that and expects the city to grow smart. "More density, less sprawl" was one of the suggestions on how to be sensitive to the growth expected. Many of the comments focused on redeveloping existing strip commercial areas. Some people would like to see the City stop growing and put measures in place that would reduce growth and limit development. People would prefer to maintain stable neighborhoods and see growth occur in places that accommodate it due to the infrastructure, mix of uses and transportation options that are nearby. Preserving our natural resources, particularly water, were important to people, particularly due to the impact that growth may have on those resources.

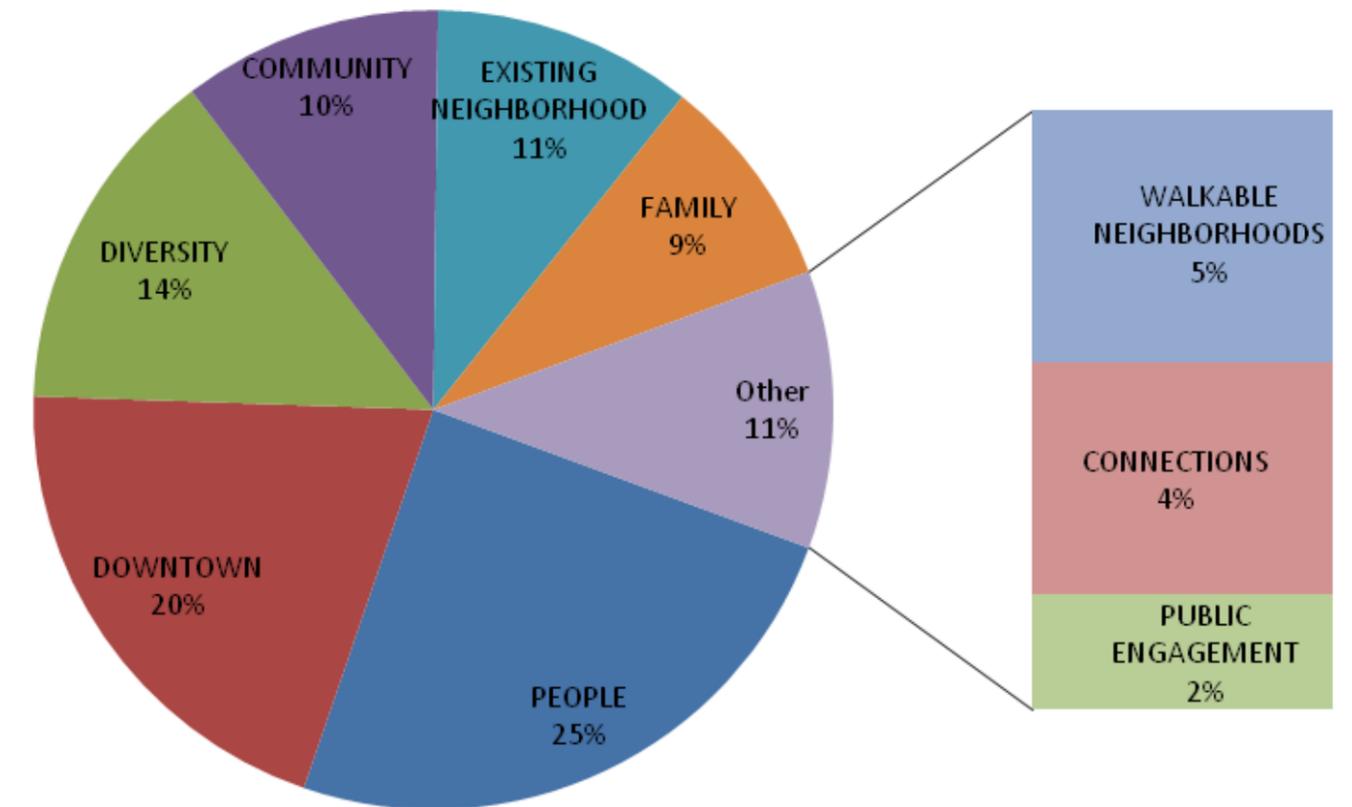
The public expects the city to be sensitive to future development in order to maintain and increase the quality of life of residents and visitors of Salt Lake City.



Neighborhoods

The connections people make with each other is crucial to a city. This idea was clearly manifested when the public was asked what they loved about Salt Lake City or what was important to them. The answer in most cases was simply "People," next in importance was "Family." It's no coincidence that almost every neighborhood in the city was mentioned as favorites, with Downtown being mentioned the most. Perhaps because Downtown is more than a neighborhood, it is shared by residents and visitors alike as a gathering place. When it comes to neighborhoods, people like that their neighborhood has connections between other places that they love.

Along those lines, the sense of community is very important, whether this sense of community comes from a neighbor or a neighborhood this feeling of belonging was documented over and over. Even more important was the value of diversity, whether it is diversity of people, of culture, or of income, the residents of Salt Lake City want to see the City become more diverse and to celebrate that diversity.

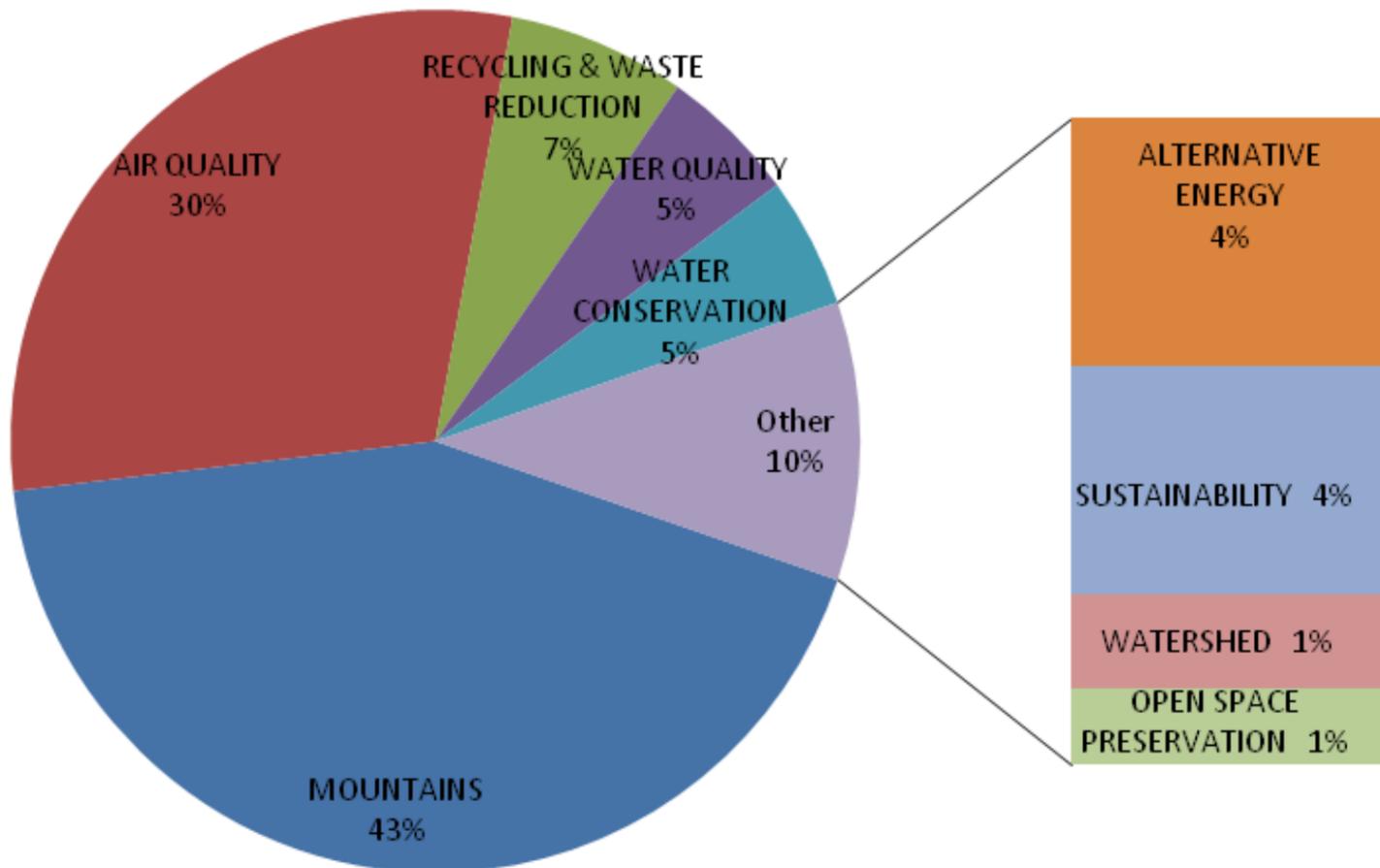


Resources

The desire for an environmentally conscious community has been manifested on most of the comments received. When asked what the favorite thing about Salt Lake City was, people answered “The Mountains” more often than anything else. The mountains define Salt Lake City. The reason for choosing the mountains include beauty, recreation, water supply and quality and maintaining wildlife habitat. Protecting the watersheds was seen as a critical duty of the City because it not only protects our water supply, but also limits development in the Canyons, protects the natural habitat and offers non-motorized recreation opportunities.

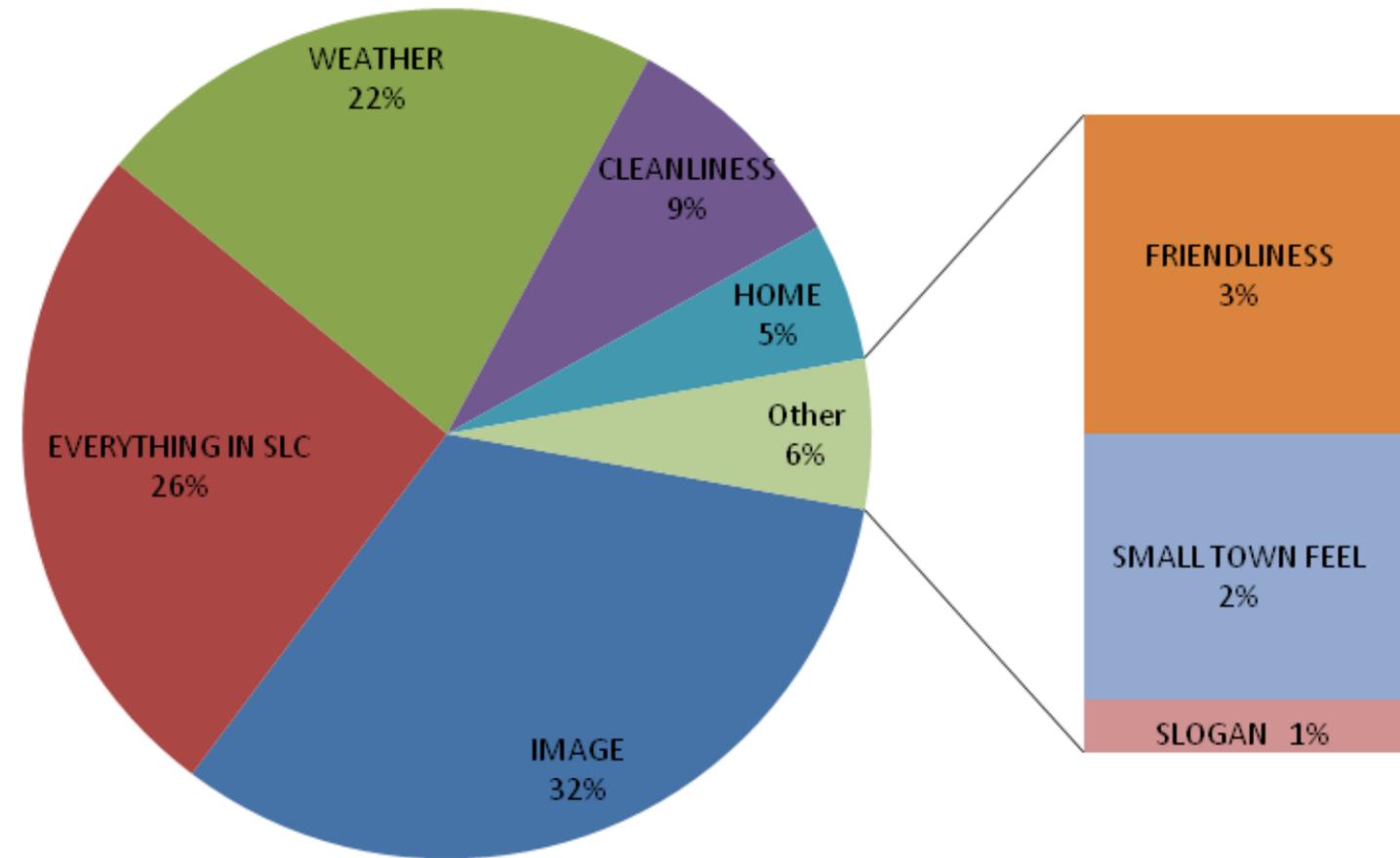
When asked about what people’s major concern about Salt Lake City, the most repeated answer was “Air Quality.” Air quality was mentioned directly or indirectly repeatedly. Comments ranged from how important clean air is and suggestions to achieve cleaner air. Many of the comments concerning air quality were directly related to transportation.

Suggestions for a better environment called for more recycling and waste reduction, better water quality, water conservation, alternative energy and open space preservation.



Miscellaneous Comments

A number of comments that were received do not necessarily relate to any one category. These comments are important and reflect some of the values of the community. People generally expect a lot from the City. More than 1 in 4 people indicated that they love everything about Salt Lake City. Many people enjoy the variety that our four seasons provide, but they are also concerned about the impact of climate change. As discussed in other areas, many people have a positive image of the City. Visitors who participate frequently mentioned how clean the Downtown area was.



VENUES	DATE	Number of Comments
Main Library	5/14/2012	112
Bike Bonanza	5/18/2012	33.55
Rose Park Community Festival	5/19/2012	100
CommUNITY Fest	5/26/2012	94
Riverfest	6/2/2012	81
People's Market	6/10/2012	37
Granary District Block Party	6/15/2012	47
Planning Open House	6/21/2012	27
Friday Night Flicks Reservoir Park	6/22/2012	21
People's Market	6/24/2012	21
Downtown Farmers Market	6/30/2012	76
Twilight Concert Series	7/5/2012	42
Twilight Concert Series	7/12/2012	90
People's Market	7/15/2012	38
Twilight Concert Series	7/19/2012	93
Library Open House	7/19/2012	2
Sugar House	7/20/2012	69
Twilight Concert Series	7/26/2012	219
Twilight Concert Series	8/2/2012	40
Sugar House	8/3/2012	60
Craft Salt Lake	8/11/2012	246
Hogle Zoo	8/14/2012	66
Twilight Concert Series	8/16/2012	67
Dan's on Foothill	8/21/2012	33
Sugar House Farmers Market	8/24/2012	22
Avenues Street Festival	9/8/2012	114
Downtown Farmers Market	9/22/2012	2
Downtown Farmers Market	10/6/2012	17
Random White Board		7

Background of the Process

2012 Public Events

Between May and October of 2012, Plan Salt Lake participated in 28 public events, such as Farmer Markets, Community Festivals, booths at public venues, etc.

The primary technique used to get comments was to ask people what they liked about Salt Lake City, what they didn't like and what they would like to see in Salt Lake City in 20 years.

Most participants wrote or drew their answers on butcher paper, some provided verbal comments and others wrote or drew comments on white boards that were then photographed.

The total number of comments from these public events was 1,953.

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2013 Public Events

In May of 2013 Plan Salt Lake started the next phase of public events. The intent of this phase was to develop further meaning about what people liked about the City and what were the major issues or concerns we are facing. From May through July of 2013, the planning team attended 23 public events. The method for gathering comments changed to meet the intent for this phase, with the public being asked to either answer a question about a topic or fill out a comment card.

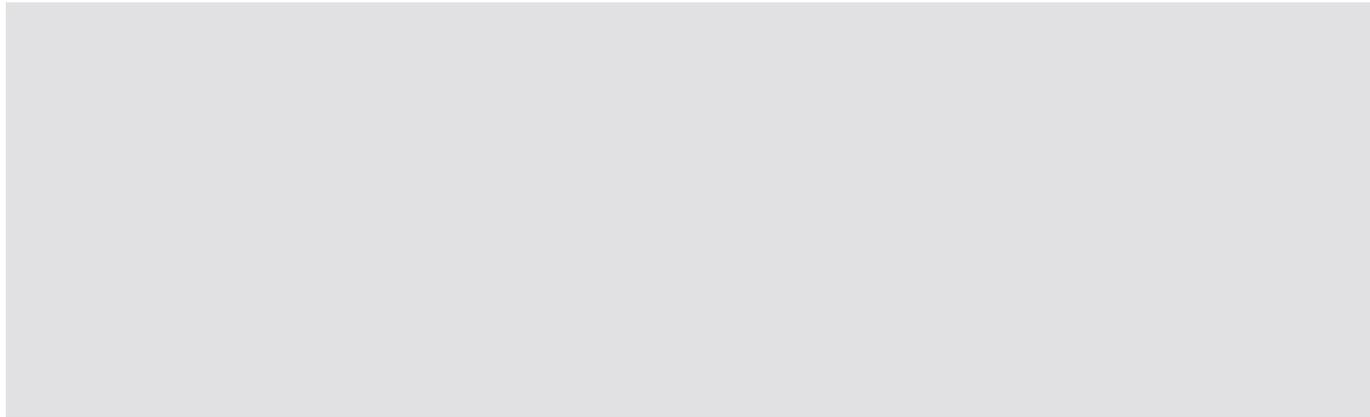
Even though the number of comments dropped from the previous public events, the overall quality and length of the comments increased, which was one of the goal of this phase. More of the comments included valid recommendations. The total number of comments from these public events was 298.

VENUES	DATE	Number of Comments
Open Streets	5/4/2013	101
Cinco de Mayo	5/5/2013	0
Local Talk @ the Library	5/8/2013	0
Downtown Kick-off	5/9/2013	4
WCG Plant Sale	5/11/2013	26
Bike Bonanza	5/17/2013	10
Rose Park	5/18/2013	18
Main Library - Share Room	5/21/2013	31
Community Fest	5/30/2013	14
CNU	5/31/2013	0
River Fest	6/1/2013	14
Utah Pride	6/2/2013	0
Flicks @ Liberty Park	6/7/2013	12
Ice cream Social	6/13/2013	12
Flicks @ Lindsey Garden	6/14/2013	0
Downtown Farmers Market	6/15/2013	20
Arts Fest	6/20/2013	4
People's Market	6/23/2013	7
Flicks @ Reservoir Park	6/28/2013	0
SH Farmers Market	7/5/2013	13
Flicks @ Fairmont Park	7/12/2013	6
Flicks @ Wasatch Hollow	7/19/2013	0
First Encampment	7/20/2013	6

Community Council Meetings

Between the months of May and October of 2013 Plan Salt Lake team attended 14 Community Council meetings. At the meetings a Plan Salt Lake team member would first introduce the plan and then ask those present at the meetings to fill out a comment card. The total number of comments from the Community Council Meetings was 233.

VENUES	DATE	Number of Comments
Sunnyside East C.C.	5/8/2013	54
Downtown C.C.	5/15/2013	24
Poplar Grove C.C.	5/22/2013	17
Bonneville Hills C.C.	5/23/2013	3
ELPCO	5/23/2013	26
Avenues C.C.	6/5/2013	33
Central Community C.C.	6/5/2013	10
Rose Park C.C.	6/5/2013	26
Yalecrest C.C.	6/5/2013	6
Ballpark C.C.	6/6/2013	7
Liberty Wells C.C.	6/12/2013	15
Fairpark C.C.	6/27/2013	7
Sunnyside/Foothill C.C.	9/5/2013	5
Sugar House C.C.	10/2/2013	0



Open Houses

In the months of July and August of 2013, Salt Lake Planning hosted seven public open houses around Salt Lake to gather input for Plan Salt Lake.

The open houses included displays on what we heard and learned through previous public input and the participants were asked to help determine how the City should accomplish the ideas heard. The total number of participants at the Open Houses was 72 people.

VENUES	DATE	Number of Comments
Plan Salt Lake District Meeting 6	7/30/2013	11
Plan Salt Lake District Meeting 2	7/31/2013	9
Plan Salt Lake District Meeting 7	8/1/2013	3
Plan Salt Lake District Meeting 1	8/5/2013	20
Plan Salt Lake District Meeting 4	8/6/2013	10
Plan Salt Lake District Meeting 5	8/12/2013	16
Plan Salt Lake District Meeting 3	8/19/2013	4

Small Group Meetings

Plan Salt Lake attended 9 Small Group Meetings during August and October of 2013.

These small group meetings were mostly non-profit organizations that requested a Plan Salt Lake team member to make a short presentation.

In some instances after the presentation the group filled out comment cards. The total number of comments at these Small Group Meetings was 96.



VENUES	DATE	Number of Comments
League of Women Voters	5/1/2013	36
Art Council	8/14/2013	0
Wasatch Community Gardens	8/27/2013	28
The Nature Conservancy	9/10/2013	32
Business Advisory Board	9/11/2013	0
Downtown Alliance	9/12/2013	0
University of Utah Community Council	9/12/2013	0
U of U Architecture	9/17/2013	0
Utah Housing Coalition	10/2/2013	0

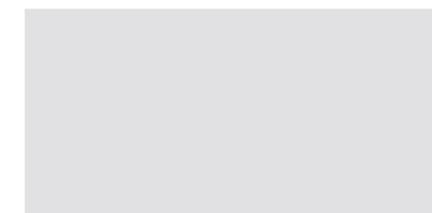
Other Public Participation Methods

Plan Salt Lake took advantage of a text-message survey called Textizen. This survey was designed so anyone with a mobile phone was able to call in and respond a brief survey about what they liked about Salt Lake City, what they didn't like and what they would change. This process did not produce measurable results, likely due to a lack of resources to do marketing or strategically placed advertising.

Survey Monkey was another online survey offered with the intent to reach people on their time and convenience. The survey asked questions with topics such as transportation, neighborhoods, resources, future growth and economic development.

A total of 337 people responded to the survey.

A Plan Salt Lake website and Facebook was created for an easy access to information about the plan. It also served as a secondary purpose of getting comments from the public, although it was infrequently used. Approximately 45 comments were gathered through the website and SpeakOutSLC, a web based tool that allows people to start their own topics on the subject and where other users can comment on those topics.





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