



COUNCIL STAFF NOTE

CITY COUNCIL *of* SALT LAKE CITY

TO: City Council Members

FROM: Russell Weeks
Public Policy Analyst

DATE: January 16, 2014

**RE: DOWNTOWN MASTER PLAN:
PUBLIC ENGAGEMENT UPDATE**

PROJECT TIMELINE:

Briefing: January 21, 2014

Set Date:

Public Hearing:

Potential Action: Not

Applicable

Council Sponsor: **Exempt**

ISSUE AT-A-GLANCE

The City Council on January 14 rescheduled discussion of this item until its January 21 work session.

The goal of the briefing is two-fold. First, the Planning Division would like to provide an update of its efforts to inform Salt Lake City residents and businesses about the master plan and foster participation in shaping the master plan. Second, Planning Division staff said it would like the City Council to provide comment on the vision, goals, and principles outlined in the Administration transmittal and the on process that will result in a new master plan for the downtown.

Planner Molly Robinson said the public already had vetted the vision and principles of the plan, but goals remained a work in progress. She said the Division anticipates making three to five goals per principle and three to five policies or policy changes per goal for the master plan.

Council Members on January 14 commented on goals for the process. The briefing on January 21 probably will involve comment on the vision, goals, and principles.

Cc: Cindy Gust-Jenson, David Everitt, Eric Shaw, Wilf Sommerkorn, Jennifer Bruno, Molly Robinson, Nick Norris, Nick Tarbet, Sean Murphy

File Location: Planning, Downtown, Master Plans



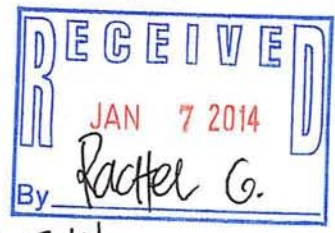
SCANNED TO: Mayor
SCANNED BY: Rachel C.
DATE: 1-7-14
RALPH BECKER
MAYOR

SALT LAKE CITY CORPORATION

DEPARTMENT OF COMMUNITY & ECONOMIC DEVELOPMENT
OFFICE OF THE DIRECTOR

ERIC D. SHAW
DIRECTOR

MARY DE LA MARE-SCHAEFER
DEPUTY DIRECTOR




CITY COUNCIL TRANSMITTAL


David Everitt, Chief of Staff

Date Received: 1-7-14
Date sent to Council: 1-9-14

TO: Salt Lake City Council
Kyle LaMalfa, Chair
DATE: January 6, 2013

FROM: Eric D. Shaw, CED Director 

SUBJECT: Downtown Master Plan Public Engagement Briefing

STAFF CONTACT: Molly Robinson, Urban Designer
(801) 535-7261, molly.robinson@slcgov.com

Nick Norris, Planning Manager
(801) 535-6173, nick.norris@slcgov.com

COUNCIL SPONSOR: Exempt

DOCUMENT TYPE: Briefing – information only

BUDGET IMPACT: None

BACKGROUND/DISCUSSION:

The Downtown Master Plan Public Engagement Plan Development Report is presented to the Council according to the Downtown planning process presented to the Council on March 26, 2013. The report summarizes the activities and outcomes of the planning process from August 19, 2013 through November 12, 2013, and includes the vetted Vision and Principles and some example draft Goals. November 12, 2013 marks the approximate transition from Phase 3B – Plan Development to Phase 4 – Draft Plan, according to the project schedule.

PUBLIC PROCESS:

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.

The Downtown planning team is in the process of scheduling briefings with the Transportation Advisory Board, Business Advisory Board, Planning Commission, Arts Council, Parks Board, Library Board, Redevelopment Advisory Committee, and Historic Landmarks Commission.

A public workshop was held on November 20th at Local First Utah. Outcomes of this event are still being summarized and will be shared later in the first quarter of 2014.

No other public engagement activities are planned at this time. An open house will be scheduled at the conclusion of Phase 4 Draft Plan, tentatively in March 2014.

Open City Hall: A new topic on the Draft Mid-block Walkway Design Guidelines will be added in early 2014.



MEMORANDUM

PLANNING DIVISION
COMMUNITY & ECONOMIC DEVELOPMENT

To: Salt Lake City Council
Kyle LaMalfa, Chair

From: Molly Robinson

Date: January 6, 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.

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.
- 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.



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 FESTIVAL	★ GALLIVAN FOOD TRUCKS	★ HARMONS CITY CREEK	★ GRANARY ROW
THU MAY 5 th -8 th	THU 11-2	THU 5-7	FRI 13 th 6-9



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.

ERIC D. SHAW
DIRECTOR

MARY DE LA MARE-SCHAEFER
DEPUTY DIRECTOR

SALT LAKE CITY CORPORATION

DEPARTMENT OF COMMUNITY & ECONOMIC DEVELOPMENT
OFFICE OF THE DIRECTOR

CONTROLLED
DATE: MAYOR 10/4/2013
By *haya*

CITY COUNCIL TRANSMITTAL

DESA

David Everitt, Chief of Staff

Date Received: 10/4/2013
Date sent to Council: 10/8/2013

TO: Salt Lake City Council
Kyle LaMalfa, Chair

DATE: September 9, 2013

FROM: Eric D. Shaw, CED Director *Eric D. Shaw*

SUBJECT: Downtown Master Plan Public Engagement Briefing

STAFF CONTACT: Molly Robinson, Urban Designer
801) 535-7261, molly.robinson@slcgov.com

Nick Norris, Planning Manager
(801) 535-6173, nick.norris@slcgov.com

COUNCIL SPONSOR: Exempt

DOCUMENT TYPE: Briefing only

BUDGET IMPACT: N/A

BACKGROUND/DISCUSSION:

The Downtown Master Plan Public Engagement Visioning Report (attached) is presented to the City Council, in accordance with the Downtown planning process that was presented to the City Council on March 26, 2013. The Report summarizes the activities and outcomes of the planning process through August 15, 2013, including the Draft Vision Statement and Supporting Principles. This date represents the approximate transition from Phase 3A – Visioning to Phase 3B – Plan Development, according to the project schedule.

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 (as of August 15)

- 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 have 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.



SALT LAKE CITY
DOWNTOWN MASTER PLAN

PUBLIC ENGAGEMENT REPORT: VISIONING

SEPTEMBER 6, 2013





CHAPTER 1

SUMMARY OF ENGAGEMENT ACTIVITIES

Participation is slowly increasing

Participation in the Downtown Planning Process began slowly and has steadily risen as new techniques are explored. We utilized eleven different techniques during Phases 1-3A to engage the public in the Downtown Master Plan. This included a major workshop, walking tours, various meetings and community events, and the Downtown Story Project.

Publicity is a challenge

Our biggest challenge to public engagement is publicity. To date, we have not been successful in getting press coverage of our events, despite providing human interest stories, highlighting the importance of the plan to Downtown's future, and offering unique activities like the walking tours. Following each event, we assess our success at attracting participants. We are looking outside-the-box for event and activity ideas that will attract people throughout our community. We continue to seek partner organizations and individuals who are willing to help us in this endeavor.

Utilizing a variety of 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.

Other opportunities involve one-on-one interactions with a Planning team member in which the Planner must report what the individual said. The Downtown Planning Process utilized both types during Phase 1-3A.

To date, the team has utilized a variety of engagement techniques, including:

- Story Project
- Card Project
- City Council, Board and Commission Meetings
- Community Group Meetings
- Community Events and Festivals
- Public Workshop #1
- Walking Tours
- Coordination with other projects: Wasatch Choice for 2040/Downtown Transit Alternative Analysis
- Social Media

¼ 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 250 unique individuals through the Story Project, Workshop #1, the Walking Tours, and various community events.

SNAPSHOT

Phase 1-3A Engagement Snapshot

- 148 People Completed Destination/ Neighborhood Cards
- 60 Workshop Attendees
- 41 People Attended Walking Tours
- 7 City Meetings
- 14 Community Events
- 158 Distribution List Members
- 191 Twitter Followers
- 31 Facebook Likes

THEMES & VALUES

Themes identify key strengths and weaknesses

The public conversation on the vision for the future of Downtown Salt Lake City can be grouped into different subjects or themes. Though several themes appeared to have more support than others, we are cautious at this point to label any one more dominant than another. As the engagement process continues and is broadened, the public will have the opportunity to prioritize ideas.

The major themes are:

- Arts & Culture: Downtown as a hub for arts, culture, and diversity
- Development & Density: Many opportunities for development
- Commercial: Business environment requires diversity of small and large
- Connectivity: Connectivity focus on pedestrian needed
- Entertainment: Downtown lacks critical mass of entertainment
- General: Downtown as a family-oriented place
- Historic Preservation: Historic character is important to Downtown's image
- Services: Downtown has high concentration of homeless and related issues

- Housing: Housing choice and affordability are barriers to Downtown living
- Image: Downtown image is ill-defined
- Infrastructure: Infrastructure requires investment
- Jobs: Downtown as a regional job center
- Natural Resources: Struggle to counter air quality issues and image
- Public Realm: Public realm needs activation and attention
- State Issues: State laws limit Downtown offerings
- Transportation: More transit options
- Urban Form: Downtown urban form presents a design challenge

Values form the basis for Downtown's future

The vision for Downtown will be based on public values, which form the core of who we are as a community. The Downtown Planning Process is designed to identify what people value about Downtown and their ideal neighborhood. Through the Story Project, Workshop, and other activities, we listened to people's stories about Downtown past and present and identified the following ten core values on which we will build the vision for Downtown's future.

We value:

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

Downtown Salt Lake: Small Town Community, Big City Life

Our core values translate into a vision for Downtown that is steeped in community life with a strong neighborhood vibe. Downtown offers intimate spaces, outdoor adventure, and moves with an energy not found for 250 miles. It is the center for culture and business in the Intermountain West. It is diverse and eclectic—a creative mix of neighbors and collaborative partners committed to pioneering Downtown's future.

The vision statement will be honed and further defined as it is explored with the public in the next phase of the engagement process. You are encouraged to contribute your thoughts on this statement, what it means to you, and how it embodies Downtown Salt Lake.

DOWNTOWN STORY PROJECT

DATE: December 13, 2012
PROJECT: Story Project Recordings
GROUP: General Public
LOCATION: The City Library Auditorium
TIME: 7:00 pm

DATE: December 14, 2012
PROJECT: Story Project Recordings
GROUP: General Public
LOCATION: Gallivan Center Ice Rink
TIME: 4:00- 6:00 pm

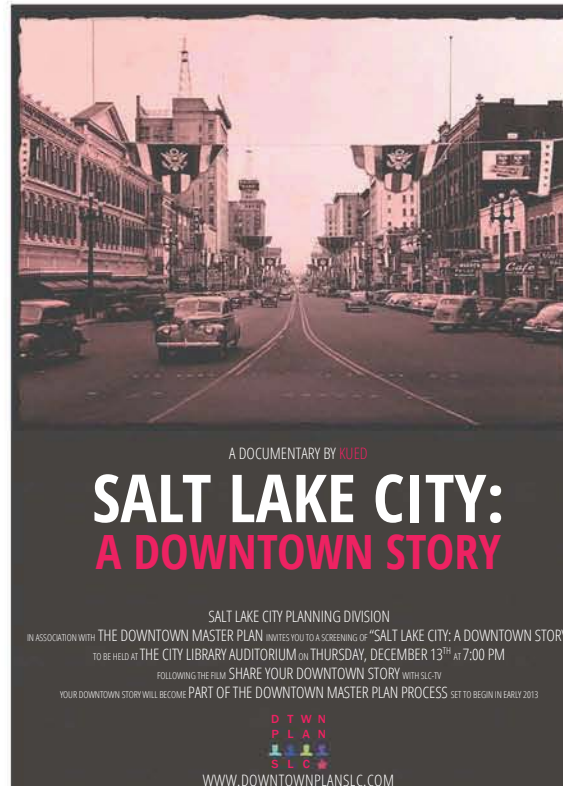
DATE: December 18, 2012
PROJECT: Story Project Recordings
GROUP: City Employee
LOCATION: Salt Lake City and County Building
TIME: 9:00 am- 1:00 pm

DATE: April 3, 2013
PROJECT: Story Project Recordings
GROUP: Central City Community Council
LOCATION: Liberty Senior Center, 251 E 700 S
TIME: 6:00 pm

DATE: April 9, 2013
PROJECT: Story Project Recordings
GROUP: General Public
LOCATION: Liberty Senior Center
TIME: 10:00 am – 11:00 am

DATE: April 11, 2013
PROJECT: Story Project Recordings
GROUP: Downtown Merchants' Association Meeting
LOCATION: Gallivan Center Stage
TIME: 8:30 am

DATE: April 17, 2013
PROJECT: Story Project Recordings
GROUP: General Public
LOCATION: Various locations
TIME: 9:00 am- 6:00 pm



Description

The Downtown Story Project is a project that captured stories from the greater Downtown community, contributing to a civic understanding about Downtown past, present and future. The intent of this initiative is to use storytelling as a tool to identify what people value about the Downtown. In this way, the stories will establish the framework for the Master Plan.

Objectives

- Capture stories from the greater Downtown community, contributing to a broader understanding about the realities of Downtown past, present, and future.
- Identify public values and perceptions to set a framework for the master plan that is place-based.
- Build a collective narrative about the Downtown that complements the quantitative Existing Conditions Analysis.
- Kick-off the master planning process.
- Publicize the master plan, effectively communicate with the public, and build a contact list for future master planning events.

See Chapter 2: The Downtown Story Project for details on project outcomes.

PUBLIC WORKSHOP

DATE: May 9, 2013
 EVENT: Kick-off Public Workshop
 GROUP: General Public
 LOCATION: Salt Lake Palace, 100 South Temple Square
 TIME: 5:00 pm Registration & Open House, 6:00 pm Workshop

*Description*

The workshop provided an opportunity for community members to gain a broad understanding of project area existing conditions, share knowledge and experience about places special to them, and collaborate in building their city. The project team ran three activities to stimulate discussion.

1. Story Exercise: Participants watched 3 video stories and worked together in groups of 4-10 to discuss the human element (subject) and storyteller values. Then they wrote and shared their own personal stories and identified their values.
2. Discussion Questions: Molly Robinson, Michaela Oktay, and Michael Maloy presented the a summary of the Existing Conditions Analysis, pausing at the end of each section of the presentation to offer 1-3 discussion questions. Participants selected one question to discuss at their table, while a facilitator took notes. They were offered the framework of Strengths, Weaknesses, Opportunities, and Constraints to frame their discussion. Answers were solicited from the full group at the end of each discussion period.
3. Commitment Exercise: Each participant was asked to write down on a Post-It one thing they commit to do differently as a result of the workshop. The commitments were posted at the front of the room.

Outcomes

Breaking up the Existing Conditions presentation into digestible segments and enabling discussion at each interval was considered very successful. This format allowed participants to grasp information and discuss issues without being overwhelmed. This was the most popular exercise of the evening with 70% of participants identifying it as the exercise that worked best for them. Overall, the discussions were dynamic, energized, and thoughtful. In the future, we will explore allowing participants to formulate their own questions in a more open source format.

The Story Exercise was also well-received as participants enjoyed sharing and listening to stories. Some felt that the stories tended to be more nostalgic in nature and considered this to be contradictory to establishing a future vision for Downtown.

A fourth exercise involving role play was not conducted due to time constraints and participants' desire to have more time for discussion. This suggested that our agenda was too ambitious and we missed an opportunity to dovetail the role play exercise with the story exercise.

Overall, 60 participants engaged in thoughtful discussions about values and issues. Turnout was lower than expected (organized for 250), likely due to several factors including the location (Salt Palace), conflict with the Utah

Heritage Awards Dinner, lack of media attention, and nature of a traditional workshop. Going forward we aim to reach more people, including more people of color, by exploring workshop activities in non-traditional settings like at festivals and other events and partnering with other organizations to share management and marketing responsibilities.



Exercise # 3- Participant Commitments from Workshop # 1, May 9th, 2013.

WALKING TOUR

DATE: June 15, 2013
 EVENT: Walking Tour & Instawalk
 GROUP: Urban Explorers
 LOCATION: Downtown Farmers Market, northwest corner of Pioneer Park
 TIME: 8:30 am; 10:30; 11:30; 12:30 pm
 NOTES: Urban Explorer activity for kids

DATE: June 29, 2013
 EVENT: Walking Tour & Instawalk
 GROUP: Urban Explorers
 LOCATION: Downtown Farmers Market, northeast corner of Pioneer Park
 TIME: Three tours: 8:30 am, 10:30, 12:30 pm
 NOTES: Urban Explorer activity for kids



Description

Seven Walking Tours were held during the month of June 2013. 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 first tour, we walked from Pioneer Park north along 400 W to 100 S then south along 300 W to 200 S and through the mid-block connections at Artspace. The tour concluded with meetings with Tony Caputo of Caputo’s and Teresa Gillmor of Tissu Fine Fabrics.

The second tour traveled east along Broadway to 200 W, north to 200 S, south through the mid-block connections by Rose Wagner Theatre, then west along Broadway to Pioneer Park. The tour included a stop at Squatters where manager

Bill Saxton shared some background on the business and the building.

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.

EXPLORE★YOUR★ DOWNTOWN!

WALKING TOUR ACTIVITY FOR KIDS

★ Name _____ ★ Age _____

★ Are You a Boy or Girl? (Circle One)

★ What is Your Favorite Food? _____

Can You Find it on Our Walk? (Circle One) Yes No

★ Do You Feel Safe on Our Walk? (Circle One) Yes No

★ Are There Interesting Things to Look at on Our Walk?
What Are They? _____

★ How Old Will You be in 20 Years? _____
If You Grow up to be a City Planner, How Would You Make
This Place Better? _____

DOWNTOWNPLANSLC.COM

Urban Explorer Game

Outcomes

41 people attended a walking tour, including two children (Urban Explorer Games were not completed). 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 and speak with business owners.



June 15 Walking Tour

PLAKATS

DATE: Installed April 15, 2013

PROJECT: Plakats

GROUP: General Public

LOCATION: Broadway, Regent Street, Edison Street Exchange Place

Description

Six “plakats” (small, pedestrian-level billboards) owned by the Temporary Museum of Permanent Change located throughout the Downtown (primarily along Broadway) were designated for the Downtown Plan’s use. The plakats are designed with two juxtaposed photographs – old and new—of places in the Downtown. The plakats announced the first Workshop at the Salt Palace and currently display a QR Code link to an online forum and hash tag information for posting photos of Downtown to Instagram.



FOCUS GROUPS

DATE: August 2, 2013
PROJECT: Youth Focus Group
GROUP: Youth City Interns
LOCATION: Salt Lake City and County Building
TIME: 9:00 am

restaurants and retail stores—and transportation choices. A second meeting will be organized in the fall with 8 students who indicated they were interested in being part of the Downtown planning process.

Description

Focus Groups are being 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.

The first Focus Group was held on Youth issues in early August. Interns from the Youth City program participated in a survey and discussion organized by a Youth City intern, Frank Martin, who interned in the Planning Division during the summer of 2013.

Outcomes

Participants in the Salt Lake City Youth City program completed 20 surveys in response to a 12 part questionnaire. Questions focused on Downtown attractions—such as events,

CARD PROJECT

Description

The Downtown Destination/Neighborhood Card Project is 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 Candy Chang's Neighborland project:



Resource available at: <http://candychang.com/neighborland/>

Outcomes

148 Destination/Neighborhood cards were completed at various community events throughout the Downtown over a 3 ½ month period. The results of these are reflected in the Themes and Values Chapters.



Example Downtown Destination/Neighborhood Cards

ADVISORY GROUP MEETING

DATE: April 30, 2013
 PROJECT: Advisory Group Meeting
 GROUP: General Public
 LOCATION: Gallivan Center Stage
 TIME: 7:30- 9:00 am

DATE: August 19, 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.

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	Don Stirling	Utah Jazz
ENVIRONMENT/SUSTAINABILITY	Stacy Bare	Sierra Club
GOVERNMENT	Nichole Dunn	Salt Lake County Mayor's Office
GOVERNMENT	Alan Matheson	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

TECHNICAL COMMITTEE MEETING

DATE: April 11, 2013
 PROJECT: Technical Committee Meeting
 GROUP: Technical Committee
 LOCATION: Salt Lake City and County Building
 TIME: 1:00- 2:00 pm

DATE: August 13, 2013
 PROJECT: Technical Committee Meeting
 GROUP: Technical Committee
 LOCATION: Salt Lake City and County Building
 TIME: 2:00- 4:00 pm

The Technical Committee represents public agencies and others with specialized expertise related to the plan. They are responsible for reviewing our work prior to presentation to the public, checking it for errors and missing information and supplying resources (data), when asked.

TECHNICAL COMMITTEE MEMBERS

Interest	Name	Organization
ADA	Andrew Riggle	Disability Law Center
Arts	Karen Krieger	Salt Lake Arts Council
Communications	Bianca Shreeve	Mayor's Office
Development	Larry Butcher	Building Services SLC
Education	Joann Milner	School District
Engineering	Jeff Snelling	Engineering Division SLC
Government	Joyce Valdez	Mayor's Office
Government	Rolen Yoshinaga	Salt Lake County, Planning and Development Division Director
Government	Russ Wall	Salt Lake County, Public Works Director
Government	Russell Weeks	Council Office
Housing	Mike Akerlow	Housing and Neighborhood Development
Parks & Recreation	Alden Breinholt	Parks & Public Lands
Public Safety	Sgt Michelle Ross	Police Dept
Public Safety	Ted Itchon	Fire Dept
Sustainability	Debbie Lyons	Mayor's Office of Sustainability
Transportation	Kevin Young	Transportation Division
Transportation	Robin Hutcheson	Transportation Division
Urban Design	Bill Rutherford	Urban Forester
Urban Design	Jack Hammond	AIA Utah, Utah Urban Design Committee
Utilities	Alene Bentley	Rocky Mountain Power
Utilities	Jeff Neiermeyer	Public Utilities
Utilities	Thomas Ward	Public Utilities
Youth/Education	Kim Thomas	SLC YouthCity Programs Manager

CITY MEETINGS

Planning Commission Meeting

DATE: March 13, 2013
 PROJECT: Planning Commission Meeting
 GROUP: General Public
 LOCATION: Salt Lake City and County Building,
 room 326
 TIME: 5:30 pm

City Council Meeting

DATE: March 26, 2013
 PROJECT: City Council Meeting
 GROUP: General Public
 LOCATION: Salt Lake City and County Building,
 room 326
 TIME: 2:00 pm

Transportation Advisory Board Meeting

DATE: April 1, 2013
 PROJECT: Transportation Advisory Board
 Meeting
 GROUP: General Public
 LOCATION: Transportation Division Conference
 Room, 329 South 200 East
 TIME: 4:00 pm

Redevelopment Advisory Council Meeting

DATE: April 3, 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: April 4, 2013
 PROJECT: Historic Landmarks Commission
 Meeting
 GROUP: General Public
 LOCATION: Salt Lake City and County Building,
 room 126
 TIME: 5:00 pm

Business Advisory Board meeting

DATE: April 10, 2013
 PROJECT: Business Advisory Board Meeting
 GROUP: General Public
 LOCATION: Salt Lake City and County Building,
 room 326
 TIME: 8:30 am

OUTSIDE ORGANIZATION MEETINGS

Downtown Development Committee Meeting

DATE: May 21, 2013
 PROJECT: Downtown Development Committee
 Meeting
 GROUP: Downtown Alliance Membership
 LOCATION: Leonardo
 TIME: 7:30 am

Downtown Symposium

DATE: July 16, 2013
 PROJECT: Downtown Symposium
 GROUP: General Public
 LOCATION: Marriott City Center, 220 S State St,
 SLC, UT 84111
 TIME: 11:30 am - 6:00 pm

Planning staff led two breakout sessions at the
 Downtown Alliance's inaugural Symposium.
 Attendance at both sessions totaled
 approximately 40 people.

Utah Heritage Foundation Board Meeting

DATE: July 18, 2013
 PROJECT: Utah Heritage Foundation Board
 Meeting
 GROUP: UHF Board Members
 LOCATION: Odd Fellows Building, market Street
 TIME: 5:00 pm

COMMUNITY EVENTS

DATE: May 4, 2013
PROJECT: Open Streets
GROUP: General Public
LOCATION: Broadway between 200 East and State Street
TIME: 10:00 am- 2:00 pm

DATE: May 8, 2013
PROJECT: Local Talks
GROUP: General Public, Business Community
LOCATION: Library
TIME: 5:00 pm

DATE: May 17, 2013
EVENT: Bike Bonanza
GROUP: General Public
LOCATION: Gallivan Center Plaza
TIME: 4:00- 8:00 pm

DATE: May 28- May 31, 2013
EVENT: Share Space at City Library
GROUP: General Public
LOCATION: City Library

DATE: June 2, 2013
PROJECT: Utah Pride Festival
GROUP: General Public
LOCATION: Washington Square
TIME: 11:00 am- 5:00 pm

DATE: June 20 - June 23, 2013
PROJECT: Utah Arts Festival
GROUP: General Public
LOCATION: Washington Square

DATE: June 15, 2013
EVENT: Farmer's Market
GROUP: General Public
LOCATION: Pioneer Park
TIME: 8:00 am- 2:00 pm

DATE: June 29, 2013
EVENT: Farmer's Market
GROUP: General Public
LOCATION: Pioneer Park
TIME: 8:00 am- 2:00 pm

DATES: June 12, June 13, June 17, 2013
EVENT: City Creek Reserve Ice Cream Socials
GROUP: Employees of City Creek Reserve Properties
LOCATION: Varies
TIME: 1:00- 3:00 pm

DATE: July 1, 2013 CANCELLED
EVENT: Monday Night Movie
GROUP: General Public
LOCATION: Gallivan Center
TIME: 10:00 pm

DATE: August 1, 2013
EVENT: Twilight Concert Series
GROUP: General Public
LOCATION: Pioneer Park
TIME: 5:00 pm

DATE: August 10, 2013
EVENT: Craft Lake City
GROUP: General Public
LOCATION: Gallivan Center
TIME: 12:00 pm – 10:00 pm



Temporary tattoos were used to attract people to the Downtown Plan booth at various community events.

CHAPTER 2

THE DOWNTOWN STORY PROJECT

The memories or stories of many people can contribute to a collective story of past experience. Events, individual experiences, and activities described in each story help define the Downtown and our sense of belonging. Stories create more human depth and connect people across time and place. We are building a collective story to understand how people identify Downtown Salt Lake as a unique place with its own rhythm and distinctive qualities.

Outcomes

Expected outcomes include a broadly engaged public, a strengthened sense of community and sense of belonging to the Downtown (even if you don't live there), a mosaic of stories spanning decades that collectively draws a bigger picture about what the Downtown means to the community.

We gathered 26 video stories during 7 recording sessions. They are available at: <http://www.youtube.com/playlist?list=PL85GmShwq2lOrp8ZhTq98URWUr4DXOUly>. No video stories were submitted through an online process we outlined utilizing YouTube. We tallied 656 views of the 26 videos over a 3 ½ month period.

On December 12, 2012, the day prior to the filmscreening and first video recording, Molly Robinson and Eric Shaw were guests along with Councilwoman Jill Remington Love on KCPW's City Views program. Several audio clips from the videos were shared with the listening audience

and some listeners shared their own stories on air.

55 written stories were collected during Public Workshop #1.

Several of the video stories were viewed and analyzed as part of Public Workshop #1. Participants were asked to first identify the human element or subject of the story. Then they were asked to identify what the storyteller values about Downtown. The story narratives made it easier for listeners to talk about fundamentals and avoid self-interested comments. The values were then categorized into themes (Chapter 3) and then refined (Chapter 4).

Evaluation

The Downtown Story Project was effective in gathering stories for the establishment of core values, however, it did not garner the attention we expected. Despite a video format that is conducive to television, radio, and print media, only KCPW's City Views picked up the story. Media interest is considered critical to getting broader public attention and we will continue to utilize the stories for this purpose.

CHAPTER 3

THEMES

The public conversation on the vision for the future of Downtown Salt Lake City can be grouped into different subjects or themes. Each theme is identified and described below. Though several themes appeared to have more support than others, we are cautious at this point to label any one more dominant than another. As the engagement process continues and is broadened, the public will have the opportunity to prioritize ideas. The themes are used as a method of articulating and understanding our collective values about Downtown. We will use our values to build the vision and drive decision-making.

Art & Culture

- Downtown should operate as a cultural hub
- Focus on culture & arts development
- Downtown should keep culture of creativity
- Be more inclusive of culture & sub culture
- Downtown need to hold more events
- Strip mall culture
- Be okay with cultures
- Symphony seems to have lost prestige, same with opera
- Broadway touring is up
- Downtown historically was culture center and should still keep as it
- Great cities defined by culture

Development & Density

- Downtown has huge opportunities for redevelopment

- Downtown should develop as an epicenter
- Downtown should operate as education center
- Need greater density in and out downtown
- Downtown should develop as a vibrant CBD
- Greater density, better development to attract variety of people
- Downtown should be built as a mixed-use center
- Parking lots and undeveloped land plats are larger. So no more surface parking

Commercial

- Incubator to help start companies
- Need promote more local small business & microbusiness
- Invest in entrepreneurial opportunities
- Downtown needs more creative industries
- More use of substrung businesses
- Need adequate marketing for downtown
- Get major businesses to relocate to downtown
- Develop more business at rail stations
- Fix inversion problem and attract more businesses

Connectivity

- Walkability
- Bikeability
- Build midblock walkways
- Complete & activate streets
- Reduce cars to the city

- Less driveways and more bike paths
- Structured parking is different
- Need better parking lots design and location chosen
- Build safe parking place for people or their belongings
- Need wide sidewalks, opportunity for access
- Downtown should be built as a city of alleys
- Decorate bike lanes
- Bike safety is needed more

Entertainment

- Sports areas and concert venue are dispersed
- Hold more activities downtown as a destination for kids
- More pedestrian activity

General

- Olympic as a historical event is still mentioned
- Lower parking fees
- Need to think about the role as it relates to other cities
- More innovative
- Stop using water irresponsibly
- Keep being forward thinking attitude
- Families do belong downtown. Generation wants to live in downtown
- Amenities need to be focused on
- Creates variety
- Exploration of SLC and how to accommodate

- Plant more trees or design more building shade so that it could cooling down sidewalks

Historic Preservation

- Historic buildings have been lost. Preserve them and the neighborhood
- Downtown should be more of a physical legacy
- Using exchange place is a good example of history preservation, such as Washington Square
- Modern buildings, very important too: becoming historically relevant But they are blank and seldom innovative now
- Nostalgia of past
- Lower buildings preserve views
- Good historic preservation improves character of community
- It can be very expensive to retrofit buildings
- Do not tear down infrastructure, like light rail, and preserve what value instead of tearing down

Homeless Services

- Homeless services seem good
- Addiction/ mental/ medical health services not good
- Abundant services attract homeless without solving their problems, so they can get off the streets
- Fear loss services due to economic downturn

- Transition opportunities and training should be also included in homeless services
- Need a new rescue mission building
- Need expanding shelter time
- Salt Lake City being a dumping ground for other cities

Housing

- Grouping affordable houses
- Not affordable family for renter sale downtown
- Improve housing quality and lower the price
- Need more affordable options and opportunities- too many high end & subsidized and need more housing in midblock
- The Granery is an option for more housing
- Use the land downtown to build various types of affordable homes
- Greater density, better development to attract variety of people

Image

- Family oriented place
- More interesting having diversity for families to live downtown
- Downtown is a nice community, a place of family oriented
- West part of downtown has lots of opportunities

Infrastructure

- Need room for biker on trains and more bike infrastructure
- Investing on transportation infrastructure
- Enhance supporting services and common amenities
- There needs to be much more quality rental properties and signage
- Infrastructure support for businesses
- Role of the city to set infrastructure in place

Jobs

- Downtown should be a regional job center
- State needs to change focus- bring those jobs downtown where transportation infrastructure exists
- Low finance jobs and high end
- Great better jobs housing balance will help congestion and air quality
- More of an effort to compete for tech companies instead of going to Lehi
- Encourage much more cultural/ reserved/ educational jobs
- Job opportunities don't supply wages to afford to live downtown

Natural Resources

- More incentives for energy efficient
- Improve air quality and relocate to Park City
- Businesses won't relocate here because of air pollution

Public Realm

- Need to build more green space, greenery for pedestrians
- Pioneer Park is not acceptable for small children. Need playground equipment and more grass at parks
- Downtown should connect closer to regional trails. Pay more attention to what is beside trail like Boise did
- Downtown should design day lighting creek
- Downtown need more landscaping and green strips on busy street
- Encourage much more cultural/ reserved/ educational jobs
- Build more multi-way boulevard to separate faster traffic lanes from slower lane/ parking/ pedestrian way
- Downtown need more micro- parks

State Issue

- Liberalize liquor laws
- Tax incentives and breaks for more
- Selective law enforcement for jaywalking, homeless, and using resources like jail system

Transportation

- Downtown need more incentives to public transit, especially rail transit
- More transportation options to choose from

- Downtown is a nice community, a place of family oriented
- There should be TRAX stops at midnight
- Street car low, no cars

Urban Form

- More innovative architecture, like city library
- Need to capitalize on the development pattern like the wide streets- transform them into livable street- less asphalt and more landscaping
- Improve building appearance and character and lower the height
- Downtown future development should encourage more unique places
- Less hotel
- Stop allowing projects that aren't conducive to downtown community
- University offices should locate downtown- the link is already there
- Maximize street crossings
- Provide a template for development patterns that are more conducive to walking and transit

CHAPTER 4

VALUES

By identifying what the public values about Downtown and their own neighborhood, we can build a vision for Downtown based on fundamentals rather than self-interest. Values are principles used for evaluation. We use them to evaluate the actual or proposed consequences of action and inaction, of proposed alternatives, and of decisions.

We value:

1. Small & local businesses that cater to the neighborhood & employee populations
 - Fine-grain
 - Vitality
 - Richness
 - Opportunity
 - Entrepreneurship
 - Authenticity
 - Character
 - Personal
 - Innovative
2. Housing options, including affordable & family-oriented
 - Family
 - Affordability
 - Variety
 - Fine-grain
 - Comfortable
 - Neighborhood

3. Quality architecture over height, diversity of building types
 - Aesthetics
 - Craft
 - Beauty
 - History
 - Newness
4. Safety
 - Children
 - Safe
 - Welcoming
 - Clean
5. Diversity of cultures, celebration of culture
 - Diversity
 - Culture
 - Voices
 - Food
 - Legacy
 - Gathering Place
 - Difference
 - Acceptance
 - International
 - Belonging
 - Art & Music
6. Density of people
 - Community
 - Vitality
 - Gathering Place
 - Neighborhood Vibe

- Dynamic
 - People-watching
7. Transportation options, including convenient mass transit, bike amenities & hassle-free parking
- Sustainable
 - Convenient
 - Hassle-free
 - Clean
8. Pedestrian-oriented places, interesting, open 7-days
- Walkability
 - Vibrancy
 - Life
 - Art & Music
 - Busy
 - Creative
9. Small Parks, views to the mountains, clean air, direct access to nature
- Beauty
 - Activity
 - Seasons
 - Recreation
 - Outdoors
 - Healthy
10. Unique experiences that cannot be found elsewhere in the region
- Art & Music
 - Intimacy
 - History
 - Nightlife
 - Fashion
 - Funky
 - Innovative
 - Creative
 - Sports
 - Entertainment

CHAPTER 5

DRAFT VISION STATEMENT

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

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.

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.

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.

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.”

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.

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.

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.

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.

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.

Values: Quality architecture, mountain views, diversity of building types

Principle: Sense of place.

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.