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SALT LAKE CITY  
DOWNTOWN MASTER PLAN

# PUBLIC ENGAGEMENT PLAN

UPDATED JUNE 24, 2013





## PROJECT AREA

The project area includes multiple districts: the Central Business District; Downtown South, including the Granary; Downtown Warehouse District, including the Hub/ Depot area; and the Gateway District. It is bounded by North Temple, 200 E, 900 S, and I-15.

## STUDY AREA



## PROJECT DESCRIPTION

Downtown Master Plan (DTMP) is a new community master plan, which will replace the Salt Lake City Downtown Plan of 1995. The DTMP will be developed in five phases. Phase 1 is the preliminary data gathering and planning preparation phase in which we develop the planning process and schedule. Phase 2 consists of research into the existing conditions and an analysis of the data and information available. The Existing Conditions Analysis Report will not be finalized until later in the process to allow for new information to surface and inform the plan. Phase 3A is the visioning process. It will establish the foundation for the more detailed planning and implementation work in the next phase. Phase 3B – Plan Development will involve an in-depth look at existing conditions and trends. We will identify specific goals based on where and how we want the Downtown to grow. It will involve the creation of goal-based objectives that will drive the plan forward. Phase 4 – Draft Master Plan will involve the identification of discrete projects or action items that can be implemented over time. For each project, a specific entity will be identified to lead the project and maintain a constant momentum, ensuring implementation. Phase 5 consists of the official adoption of the plan by the Planning Commission and City Council.

## PROJECT GOALS & OUTCOMES

The planning process is based on the need to address development and growth objectives and a desire to create a vision for a Downtown that supports the analysis of future demographics and growth trends, public vision, common goals and priorities, and establishes an approach to implementation.

The DTMP will provide a new direction for the Downtown and help fulfill the goals emerging from Plan Salt Lake. The DTMP will also support and balance land use, transportation, housing, development, social, and sustainability goals.

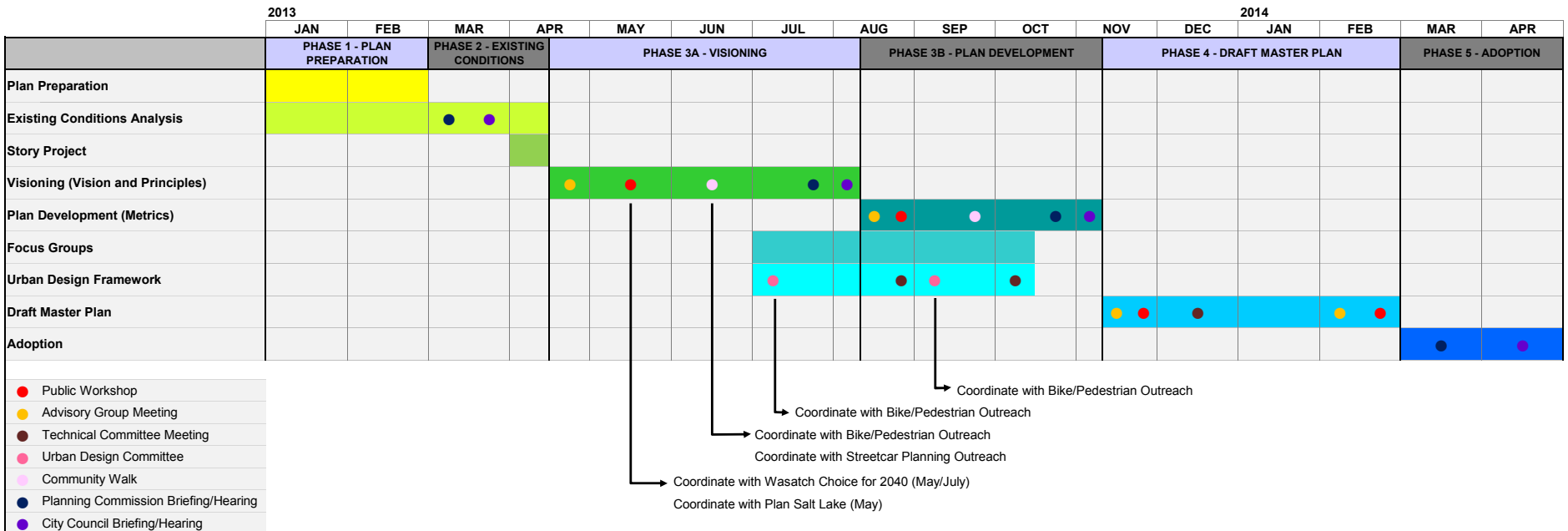
To reach these goals, the DTMP will have the following outcomes:

- A framework of community values in the form of a clear vision and supporting principles
- A set of performance indicators that help us understand where we are
- A set of goals that meet the needs of the current and future Downtown community
- Objectives aligned to specific goals (where we are going)
- A list of priority projects intended to implement the goals
- An urban design framework
- A process for evaluating our progress that tell us if we are getting closer to where we want to be.

## SCHEDULE

The DTMP process will take approximately 16 months, including plan preparation and final adoption by the City Council. The project will follow the attached schedule as the process allows. The project team will regularly assess whether goals and expectations related to public engagement are being met, and revise the public engagement plan as needed. Throughout the process the project team will gather feedback from the public and internal work groups on how the process is going and whether it is meeting their expectations.

## PROJECT SCHEDULE



## PUBLIC ENGAGEMENT OVERVIEW

Downtown Salt Lake City plays a significant role in the Intermountain Region and therefore, the level of interest in the DTMP is expected to be high. The DTMP process will need to be inclusive, thoughtful and responsive to public concerns and sensitivities. Public involvement strategies will seek to actively engage our community through varying opportunities for meaningful public input.

Every effort will be made to coordinate with other planning activities that are occurring (Bicycle / Pedestrian Master Plan Update, Downtown Streetcar Planning, Wasatch Choice for 2040, etc.) or have recently occurred (Hub District planning, Granary District Charrette, etc.) and capitalize on outreach and results of those activities. Web-based activities for Streetcar planning, WC2040, and the DTMP will be coordinated on the DTMP webpage:

[www.downtownplanslc.com](http://www.downtownplanslc.com)

The Planning Division and the DTMP team are committed to public engagement in planning. Our goal is to engage 1,000 people from a broad spectrum of the community. We have a planning commitment to racial, gender, sexual orientation, economic, and age diversity. We also understand that because Downtown fulfills a larger role—as the Downtown for the Intermountain West—that we will need to reach beyond the boundaries of our project study area, engaging Salt Lake residents outside the Downtown, residents of the Wasatch Region, and visitors. To achieve this, the team will utilize

a variety of engagement techniques that will be respectful of the interest and convenience of participants. Coordination with public engagement events associated with Wasatch Choice for 2040 will also help broaden our outreach efforts.

## PUBLIC ENGAGEMENT PRINCIPLES

- Each participatory effort has real potential to make a difference and will inform the creation of long-term policy.
- By harnessing existing relationships, we can promote our process and identify champions.
- Meaningful participation begins with a transfer of knowledge about the past, the existing conditions, and future trends.
- Engaging a broad, diverse public by providing multiple venues and means for community involvement is important in the creation of a democratic, representative plan.
- Involving as many people as possible is key to the City's commitment to public engagement.
- By providing convenient opportunities for participation, we demonstrate respect for participants' time and schedules.

## COMMUNITY PARTNERS

DTMP project staff will gain valuable insight through direct engagement with a broad range of community representatives. Our staff will be assisted by several advisory groups throughout the process.

### *Working Group*

The Working Group consists of primarily City divisions and key partners.

- Planning Division (lead)
- City Council Office
- Mayor's Office
- Office of Economic Development
- Office of Housing and Neighborhood Development
- Public Services
- Public Utilities
- Redevelopment Agency (RDA)
- Transportation Division
- Downtown Alliance (partner organization)

### *Advisory Group*

The project team will work closely with an Advisory Group. The Advisory Group includes stakeholders with experience in different issues or interests related to Downtown. It may include members from the development community, business associations, residents, students, social service groups, community organizations, and others who are invested in the future of Downtown.

This group will be one of the primary means for ensuring that the public has opportunities to provide meaningful input into the planning

process. The Advisory Group will be open to the public and have opportunities for public comment. Written public comments received by project staff from stakeholders and the public will be provided to the Advisory Group. 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.

The Advisory Group will attend four (4) meetings during the 16-month planning process and be expected to review the draft master plan and provide comments to planning staff.

Advisory Group members represent the following interest groups. The number of representatives from each category is noted in parentheses. The intent of this roster is to form a group of balanced interests: arts, business, government, property owners, community, etc.

- Arts (1)
- Business – General (1)
- Business – Large (1)
- Business – Small/Local (1)
- Community/Civic (4)
- Entertainment (1)
- Environment/Sustainability (1)
- Government – County/State (2)
- Hospitality (1)
- Housing (1)
- Institutional (1)
- Neighbors/Residents (2)
- Property Owners/Developers (2)

- Public Health (1)
- Commercial Real Estate (1)
- Regional (2)
- Transportation (2)
- Urban Design (1)
- Youth/Education (1)
- Planning Commission (2)

### *Technical Committee*

A Technical Committee representing public agencies and others with specialized expertise related to the plan will serve as a resource for the Project Team. They will be responsible for reviewing our work prior to presentation to the public, checking it for errors and missing information and supplying resources (data), when asked.

The Technical Committee will attend four (4) meetings during the 16-month planning process. They will be responsible for a technical review of the Draft Plan within their area of expertise and provide comments to planning staff.

Members of the Technical Committee represent the following agencies and City divisions:

- AIA Utah, Urban Design Committee
- Arts Council
- Building Services SLC
- Council Office
- Disability Law Center
- Engineering Division SLC
- Fire Dept
- Housing & Neighborhood Development
- Mayor's Office

## PUBLIC ENGAGEMENT OPPORTUNITIES

- Mayor's Office of Sustainability
- Parks & Public Lands SLC
- Police Dept
- Public Utilities SLC
- Rocky Mountain Power
- Salt Lake City School District
- Salt Lake County
- Transportation Division
- Utah Heritage Foundation

### *Social Media: Ongoing*

A [website](#) (blog) is maintained by Planning staff and includes details of events, publications, and various projects associated with the DTMP. [Facebook](#), [Twitter](#), and [Instagram](#) accounts are also maintained to alert the public to upcoming events and engage in topical discussions.

### *Planning Commission Meeting: March 13, 2013*

Planning staff will brief the Planning Commission at select intervals throughout the planning process.

### *City Council Meeting: March 26, 2013*

Planning staff will brief the City Council at select intervals throughout the planning process.

### *Downtown Story Project: April 1 – May 31, 2013*

The Downtown Story Project is a preliminary effort to gather stories from a broad audience. Our objective is to capture stories from the greater Downtown community to contribute to a broader understanding about the realities of Downtown past, present, and future. The stories will be used to identify communities values related to the Downtown. (See Downtown Story Project Process for details) Stories can be viewed and submitted via [YouTube](#).

### *Plakats: Ongoing*

Six “plakats” (boards) owned by the Temporary Museum of Permanent Change located throughout the Downtown (primarily along Broadway) will be designed to engage people as they move through the Downtown. Using

interactive displays, the plakats will announce upcoming events, pose questions, and provoke discussion.

### *Advisory Group Meeting #1: April 30, 2013*

The Advisory Group will define their goals, roles, process, and working agreements. The group will review the Existing Conditions Analysis and initiate the Downtown vision discussion. This meeting is open to the public.

### *Public Workshop #1: May 9, 2013*

At the first public workshop, participants will gain a broad understanding of Downtown existing conditions. They will engage in several activities to identify community values and perceptions about the Downtown and develop a collective vision about the kind of Downtown they want to build.

### *Various Community Meetings and Events: May – July 2013*

Planning staff will engage with various community groups, decision makers, and other stakeholders to broaden the Downtown vision discussion. We will participate in a variety of community events, connecting with adults and children through age-appropriate activities.

### *Community Walk #1: June 15, 2013*

Walking Tours will be led during the second and third phases of the master planning process. Staff and community members will share their knowledge of the area with the Advisory Group and other members of the public. The

purpose of the walks is two-fold: 1. To educate participants on the essentials of urban design and the implications of our existing regulations and policies; and 2. To identify strengths and weaknesses of the public realm through an on-site visual preference survey. The first tour will explore the area north of Pioneer Park.

*Community Walk #2: June 29, 2013*

The second tour will explore the area south of Pioneer Park.

*Downtown Symposium: July 16, 2013*

Planning staff will lead two breakout sessions at the Downtown Alliance's inaugural Symposium. Marriott City Center, 220 S State St, SLC, UT 84111, 11:30 AM - 6:00 PM, \$50 per person. For more information click [here](#).

*Urban Design Debate #1: August 2013*

At the first Urban Design Debate, local design professionals and interested community members will be invited to study all of the entries to the Sixty-nine Seventy Design Ideas Competition, validate or invalidate the proposals, and recommend concepts for further exploration. This meeting is open to the public.

*Focus Groups: August – October 2013*

Focus Groups will be organized around key issues (i.e. homelessness, parking, housing), as they are identified through the planning process.

*Board & Commission Meetings: August 2013*

Planning staff will brief the Planning Commission, Redevelopment Advisory Committee, Transportation Advisory Board, Historic Landmarks Commission, and the Business Advisory Board at select intervals throughout the planning process.

*City Council Meeting: August 2013*

Planning staff will brief the City Council at select intervals throughout the planning process.

*Advisory Group Meeting #2: August 19, 2013*

Planning staff will present work completed to date for the Advisory Group's review and discussion. Possible coordination with the Wasatch Choice for 2040 and Downtown Streetcar projects.

*Public Workshop #2: September 2013*

At the second public workshop, participants will review previous work done to create the vision. Working in groups, they will take a more comprehensive look at the issues and analyze Downtown's strengths, weaknesses, opportunities, and constraints.

*Living Room Socials: September – November 2013*

Living Room Socials are small gatherings of neighbors hosted by community members. Planning staff will reach out to homeowner associations, tenant groups, and individuals who live in and around Downtown and ask them to host a gathering of neighbors at their home or community space in their building to talk about

Downtown. A member of the Planning team will attend, give a short presentation, and facilitate a discussion with participants (min of 6 people). Any Salt Lake City resident is invited to host a Living Room Social.

*Office Brown Bag Lunches: September – November 2013*

Office Brown Bag Lunches are similar to the Living Room Socials but are hosted at various businesses and offices throughout Downtown. Planning staff will reach out to businesses, companies, property management organizations, and individuals and ask them to host a gathering of employees at their office to talk about Downtown. A member of the Planning team will attend, give a short presentation, and facilitate a discussion with participants (min of 6 people). Smaller offices are encouraged to team with nearby offices. Any office or business located within the Downtown Study Area is invited to host a Brown Bag Lunch.

*Utah League of Cities & Towns Annual Conference: September 11-13, 2013*

Planning staff will lead a breakout session. (Tentative)

*Small Business Summit: September 2013*

Planning staff will lead a breakout session. (Tentative)



*Various Community Meetings and Events: September – November 2013*

Planning staff will engage with various community groups, decision makers, and other stakeholders to broaden the Downtown goals and objectives discussion.

*Community Walk #3: September 21, 2013*

Participants will explore design implications for proposed objectives on community walks led by planning staff and design professionals.

*Urban Design Debate #2: September 2013*

Participants will refine and advance the concepts identified at Debate #1 to shape an urban design framework and develop tools to direct design in the Downtown.

*Community Walk #4: October 12, 2013*

Participants will explore design implications for proposed objectives on community walks led by planning staff and design professionals.

*Board & Commission Meetings: November 2013*

Planning staff will brief the Planning Commission, Redevelopment Advisory Committee, Transportation Advisory Board, Historic Landmarks Commission, and the Business Advisory Board at select intervals throughout the planning process.

*City Council Meeting: November 2013*

Planning staff will brief the City Council at select intervals throughout the planning process.

*Advisory Group Meeting #3: November 13, 2013*

Planning staff will present work completed to date for the Advisory Group's review and discussion.

*Public Workshop Series #3: November 2013*

At the third public workshop, participants will review previous work done to create the vision, goals and objectives. Working in groups, they will identify specific action items or projects to advance the master plan.

*Various Community Meetings and Events: November – December 2013*

Planning staff will engage with various community groups, decision makers, and other stakeholders to broaden the discussion and invite comment on proposed action items and projects.

*Draft Plan Distributed to Advisory Group: January 2014*

Advisory Group will be expected to review the Draft Master Plan and provide comments to planning staff for revision.

*Board & Commission Meetings: February 2013*

Planning staff will brief the Planning Commission, Redevelopment Advisory Committee, Transportation Advisory Board, Historic Landmarks Commission, and the Business Advisory Board at select intervals throughout the planning process.

*Advisory Group Meeting #4: February 3, 2014*

Final Advisory Group meeting to review draft master plan and discuss outstanding issues. Additional meetings may be necessary for

final review and recommendation to Planning Commission for adoption.

*Public Workshop #4: February 2014*

Final public workshop to review draft master plan.

*Formal City Master Plan Adoption Process: Beginning March 2014*

- March 2014: Planning Commission briefing, public hearing, and decision on recommendation.
- March 2014: Public input summarized and transmitted to the Mayor.
- April 2014: Staff report with Administration recommendation and Planning Commission recommendation sent to the City Council Office.
- April 2014: City Council briefing, public hearing, and decision. (May include additional public engagement and discussion)

*Project debriefing: May 2014*

An internal and external discussion about the public engagement process will be conducted so that future projects can be improved.

## COMMUNICATION TOOLS

### *Project Website*

A project website will be developed and regularly updated that will serve as a primary source of information for the public and as a means to solicit and receive public feedback. The website will include a project description, planning documents, project schedule, calendar of events, meeting agendas and minutes, a blog of related topics for discussion, links to other related planning efforts and other information as needed. It will also include a means for the public to submit comments and feedback to project staff. <http://www.downtownplanslc.com>

### *Mailings and Newsletters*

An electronic mailing list will be used to provide frequent updates to interested parties regarding meetings, events, and new products. Hard copy notices of important events such as public hearings will be mailed to businesses and residents, according to City policy. Occasional articles and notices will be distributed through the Community and Economic Development Department's email distribution and through the project's blog.

### *Media*

Announcements for key events and document releases will be distributed to local media outlets through the Mayor's Office of Communications.

## DECISION-MAKING PROCESS

Final decisions regarding outcomes of the planning process will be made by the Salt Lake City Council based on recommendations from staff, the Advisory Group, Technical Committee, Planning Commission, and public input. As noted above, public input will be incorporated through public workshops and other outreach opportunities with interested groups and the general public throughout the process. Briefings will be provided at key milestones to applicable City Boards and Commissions. The official adoption process begins with presentation of the Draft Master Plan to the Planning Commission for official recommendation to the City Council.

## ACCOUNTABILITY & EVALUATION

### *Feedback Loop*

Throughout the master plan process, staff will be responsible for gathering and disseminating the public's input to decision makers and back to the public at large. This is a necessary component for a successful project. Stories and associated comments will be archived through the project website. All other public comment records (from meetings, workshops, walks, charrettes, SpeakOut and Open City Hall) will be compiled by planning staff in a searchable database. Comments will be integrated into ongoing work and reported to the Advisory Group. Staff will brief the Planning Commission and City Council on the progress of the plan occasionally over the course of the project. The briefing will include Advisory Group meeting minutes and comments. Additionally, staff will be clear about how it has responded to the public feedback. Commission and Council decisions will be communicated to stakeholders and the general public through the website, electronic/hard copy mailings and local media outlets.

### *Evaluation*

Evaluation of the public engagement process, including evaluation of the particular tools and activities utilized, will be conducted throughout the process. This effort is important for staff to understand the effectiveness of the process so that future projects can be improved. Tools for evaluation may include:

- Informal feedback from stakeholders on a routine basis
- Short questionnaires following events

- Team debriefs following meetings and events to discuss needed adjustments
- Post process review of missteps and successes.