Draft VISION *of* VISIONS

DOWNTOWN RISING
INSPIRED BY THE SECOND CENTURY PLAN

Downtown Salt Lake City is at an exciting crossroads; now is the time to consider what its future will be. Downtown Rising steering committees have identified four building blocks for a successful downtown – **beautiful, prosperous, community-focused and green.**

These attributes are supported by core principles that define an ideal downtown, 13 themes that will help us achieve our aspirations, and a few big ideas to get us thinking. We call these building blocks, principles and themes our *Vision of Visions* (see reverse).

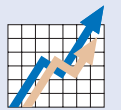# *The* FOUR BUILDING BLOCKS *of* OUR VISION

BEAUTIFUL

With a stunning setting, downtown Salt Lake City draws in nature as a beautiful backdrop for appealing and interesting modern and historic buildings, and the region's premier arts and entertainment district. The beauty of the surrounding environment is mirrored in green boulevards and other amenities that welcome visitors to downtown.

PROSPEROUS

Downtown Circulator

Transportation Hub

Downtown Salt Lake City
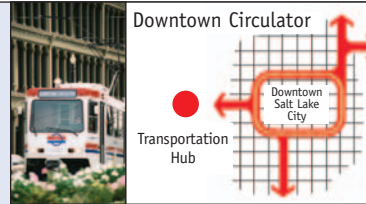
Downtown is the commercial hub for Utah and much of the surrounding Intermountain Region. With a concentration of business services, high-tech infrastructure, transportation choices and a growing supply of housing, downtown is a logical place to shop, live and establish and grow a business.

GREEN

Downtown Salt Lake City has easy and direct access to nature with City Creek Canyon just steps away. It is a place that welcomes outdoor recreation and creates new opportunities such as uncovering City Creek and letting it meander in a new path downtown. Residents and businesses are mindful of and do their part to protect our environment.

COMMUNITY-FOCUSED

Illustration by Amanda Szot/DesignWorkshop

Downtown is a welcoming place that is easy to navigate and has strong connections to its surrounding neighborhoods. Downtown offers a wide variety of gathering places in distinct districts. Its large blocks and wide streets provide great opportunities to establish new and unique places for people to meet, socialize, shop, work, learn and live.

PRINCIPLES, THEMES, *and* BIG IDEAS

What Makes an Ideal Downtown?

Core Principles

A core principle is a fundamental truth about what makes an ideal downtown. This list of draft principles was identified by Downtown Rising conveners, cabinet members and technical advisors.

■ **CENTRAL PLACE:** Downtown belongs to all of Utah. As the heart of Utah, downtown is the state's central gathering place, and the economic, cultural, religious and civic core of Utah.

■ **MIX OF ACTIVITIES:** Downtown offers a complete place to live, work, shop, learn and play.

■ **NEIGHBORHOODS:** Downtown living occurs in a collection of distinctive live/work neighborhoods where a diversity of people resides.

■ **ECONOMY:** Downtown functions as our region's economic center, the hub of international commerce for the region, and a great place to locate and grow businesses that benefit from urban amenities.

■ **MOBILITY:** Downtown is accessible. Transportation coordinates with development to provide efficient pedestrian, bicycling, public transportation and auto mobility to and from and within downtown.

■ **EDUCATION, ARTS & CULTURE:** Downtown provides intellectual, scientific, artistic and cultural opportunities. Downtown is multi-ethnic and multi-cultural, and provides an environment for life-long learning.

■ **SPORTS, ENTERTAINMENT, RECREATION & TOURISM:** Downtown offers many opportunities for people to recreate and relax in a welcoming environment. Top-notch hotels, restaurants, convention facilities, sport venues, public spaces (such as parks, plazas and monuments) and other amenities combine to create a fun and lively downtown.

■ **QUALITY DESIGN:** Downtown presents a high-quality urban experience composed of vibrant, concentrated and beautiful places. Downtown values its historic buildings and looks forward with new and outstanding architecture.

■ **NATURE:** Downtown contributes to a healthy environment by striving to develop environmentally efficient buildings, districts and public spaces. Downtown absorbs growth, helping to conserve critical lands and water, and improve air quality.

■ **PEOPLE:** Downtown welcomes everyone and offers people the chance to meet, interact and live with others who may be different from themselves.

■ **SECURITY:** Downtown provides a safe and clean environment for everyone.

■ **FUTURE-MINDED:** Downtown is a leading metropolitan center, with forward-thinking and tech-smart ideas and infrastructure that enables the city, region and state to prosper.

Thirteen Themes *and a few big ideas...*

BEAUTIFUL

1. Downtown is aesthetically appealing and interesting.
2. Downtown's arts and entertainment district is alive 24-7.
3. Visitors and residents receive a warm welcome as they enter downtown.

> **BIG IDEA:**
> *Build a signature building, such as a Utah World Trade Center, to frame the southern end of downtown and provide a southern anchor for additional development.*

> **BIG IDEA:**
> *Constuct lines for a historic trolley or sleek street car to connect key areas of downtown, making it easy to get around without driving.*

PROSPEROUS

4. Downtown is a great place for new and existing businesses to flourish.
5. Downtown supports an urban concentration of businesses and destinations.
6. People can get to and around all parts of downtown easily.

COMMUNITY-FOCUSED

7. A resident population flourishes in housing throughout the downtown area.
8. Downtown's large blocks provide opportunities to create vibrant, interior gathering places.
9. A variety of distinctive districts give downtown an interesting flair.
10. Unique wide streets are adapted to create active, people-oriented places.

> **BIG IDEA:**
> *Create cultural and ethnic districts downtown, such as a Greektown, Japantown and Little Italy.*

> **BIG IDEA:**
> *"Daylight" City Creek through the downtown area.*
> *Develop linear and pocket parks throughout downtown.*

GREEN

11. Capitalize on world class scenery and close mountain proximity.
12. Downtown is conservation-minded.
13. Nature is downtown.

What makes an ideal downtown? Share your ideas at
www.downtownrising.com