

# Identifying and Creating A Community Vision

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# What types of projects benefit from community vision?

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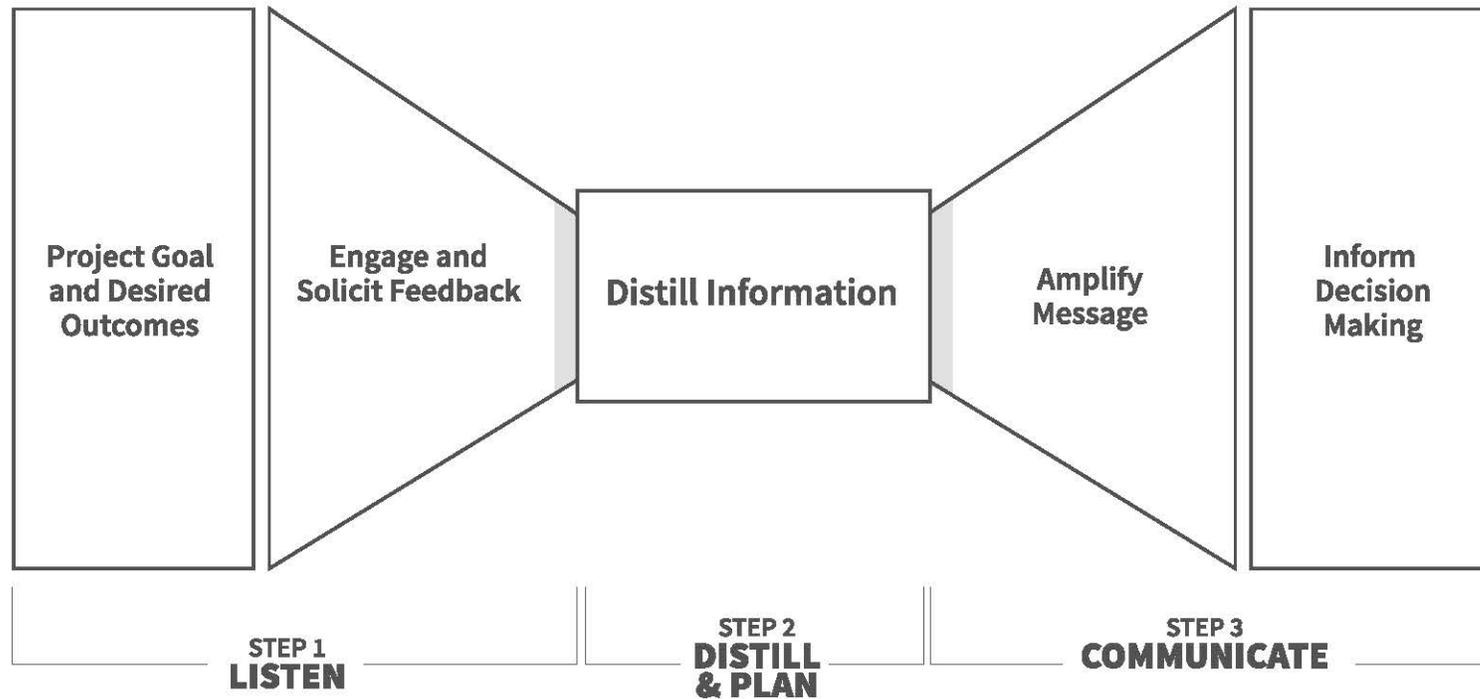
# The Secret Ingredient: *Public involvement.*

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- A project that truly reflects the needs of the community.
- A community that has ownership of the project.
- Community understanding and transparency of the decision making.

# The Process

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# Challenges

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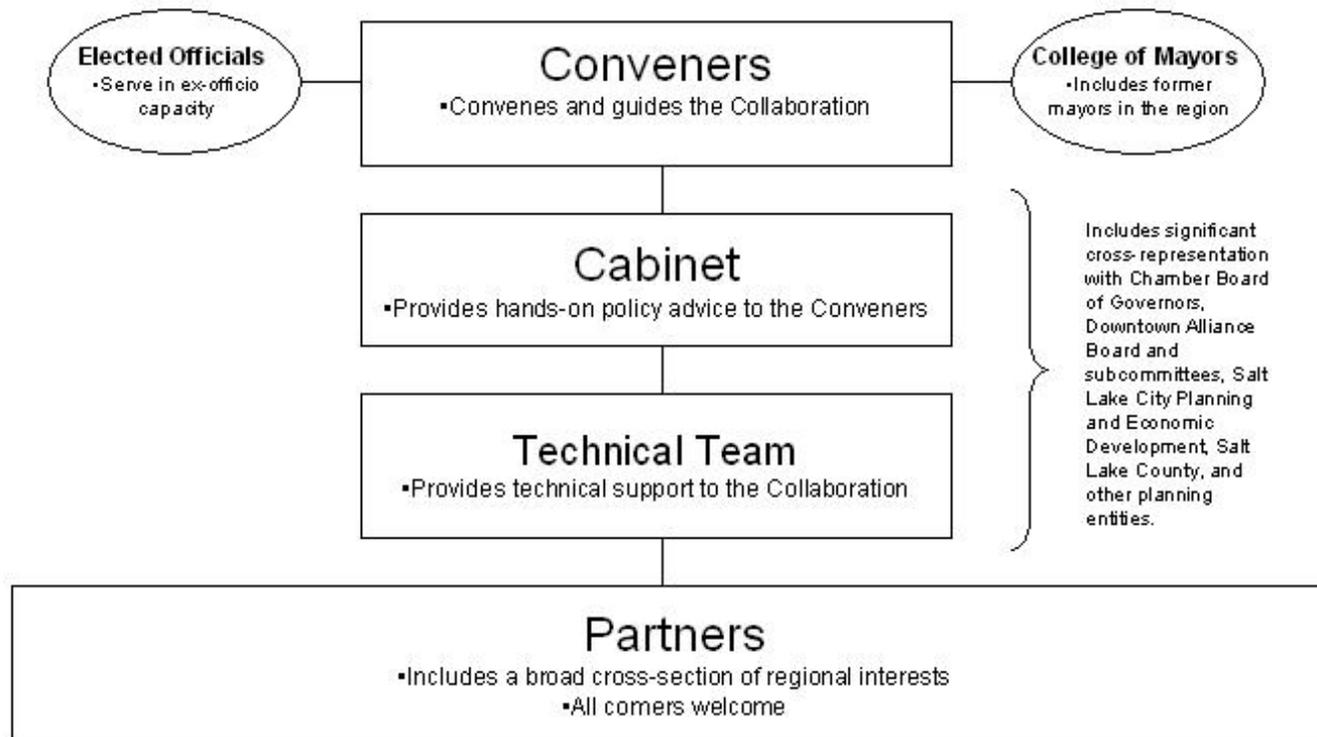
- Identifying the “right” people
- Reaching people efficiently and effectively
- Distilling information into a single vision
- Allowing for changing audiences/circumstances
- Recognizing preconceived notions
- Communicating the results back to the public

# Identifying the Right People

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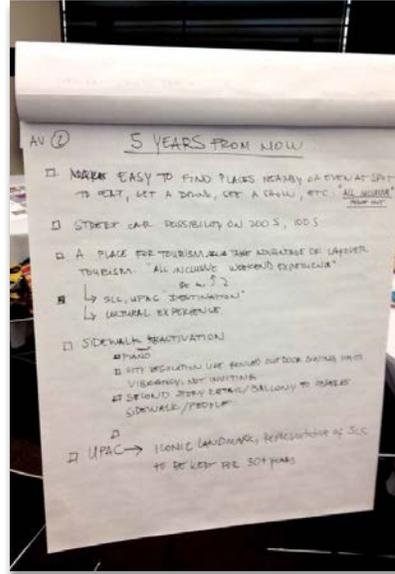


# Identifying the Right People: *Downtown Rising*



# Identifying the Right People: *Eccles Theater*

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# Reaching People Efficiently and Effectively

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# Reaching People Efficiently and Effectively: *Salt Lake County Kearns Place-Based Initiative*

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# Reaching People Efficiently and Effectively: *Salt Lake City Westside Master Plan*

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# Getting to a Single Vision

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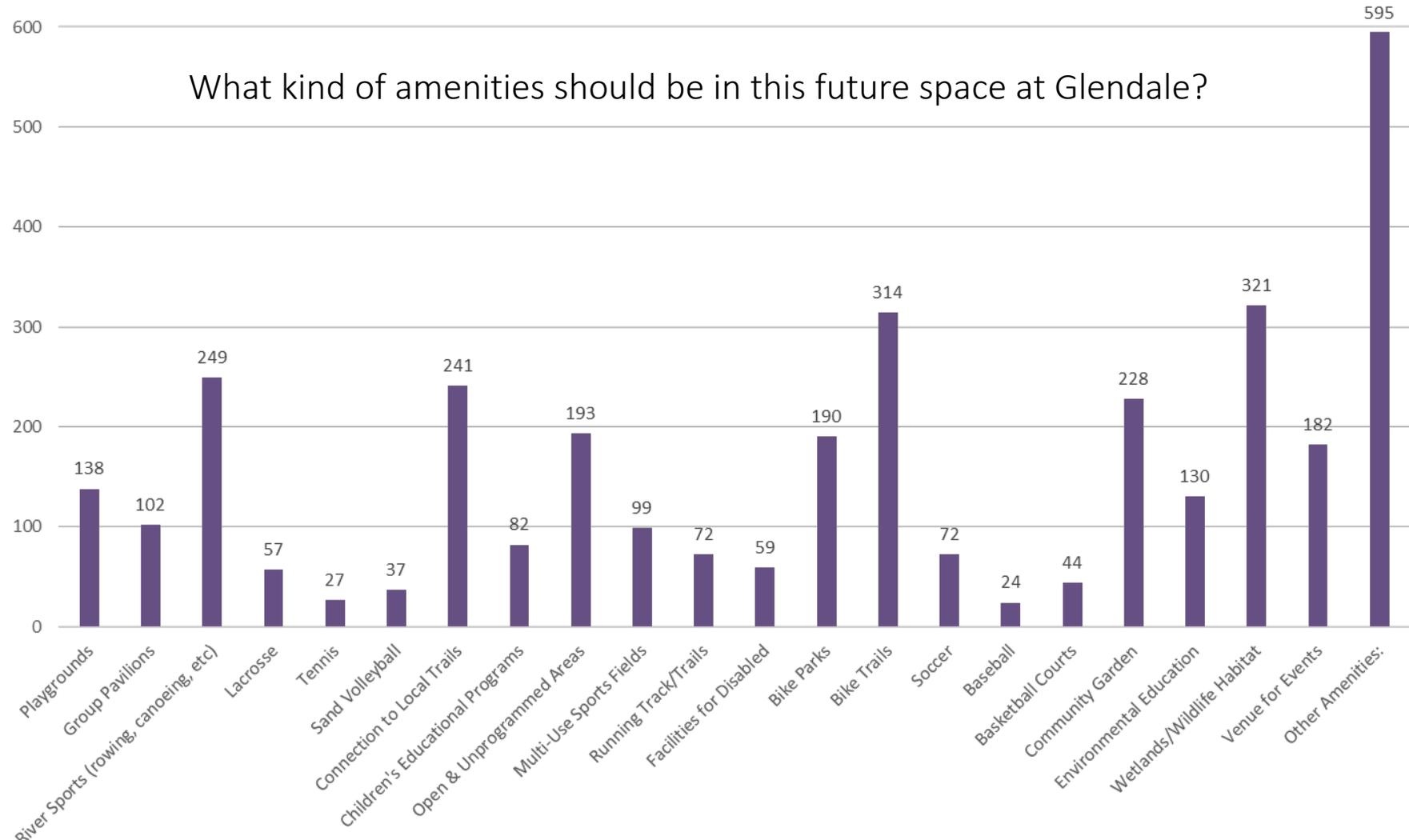


# Getting to a Single Vision: *Salt Lake City Parks Bond*

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# Getting to a Single Vision: *Salt Lake City Parks Bond*



# Getting to a Single Vision: *Salt Lake City Parks Bond*

Revitalized River

+

Connected Trails

+

Urban Nature

+

Active Parks

=

Connecting You to Nature



PARKS, TRAILS  
& OPEN SPACES

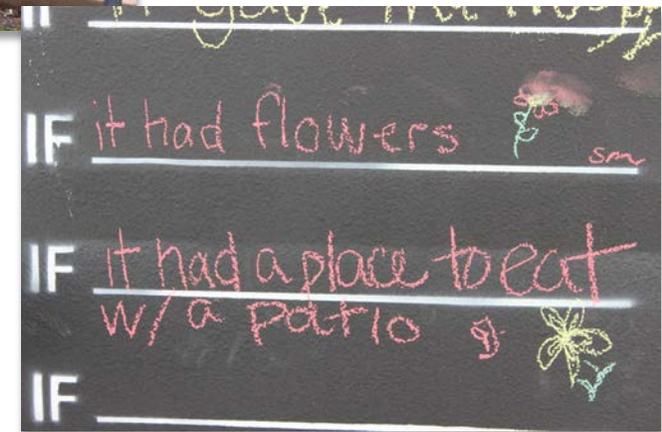
CONNECTING YOU TO NATURE

# Getting to a Single Vision: *Downtown Masterplan*

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# Getting to a Single Vision: *Downtown Masterplan*



# Getting to a Single Vision: *Downtown Masterplan*

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- Is Vibrant & Active
- Provides Housing Choice
- Is Prosperous
- Celebrates Diversity
- Is Artful & Unique
- Is Connected
- Is Walkable
- Is Welcoming & Safe
- Unites City & Nature
- Is Beautiful

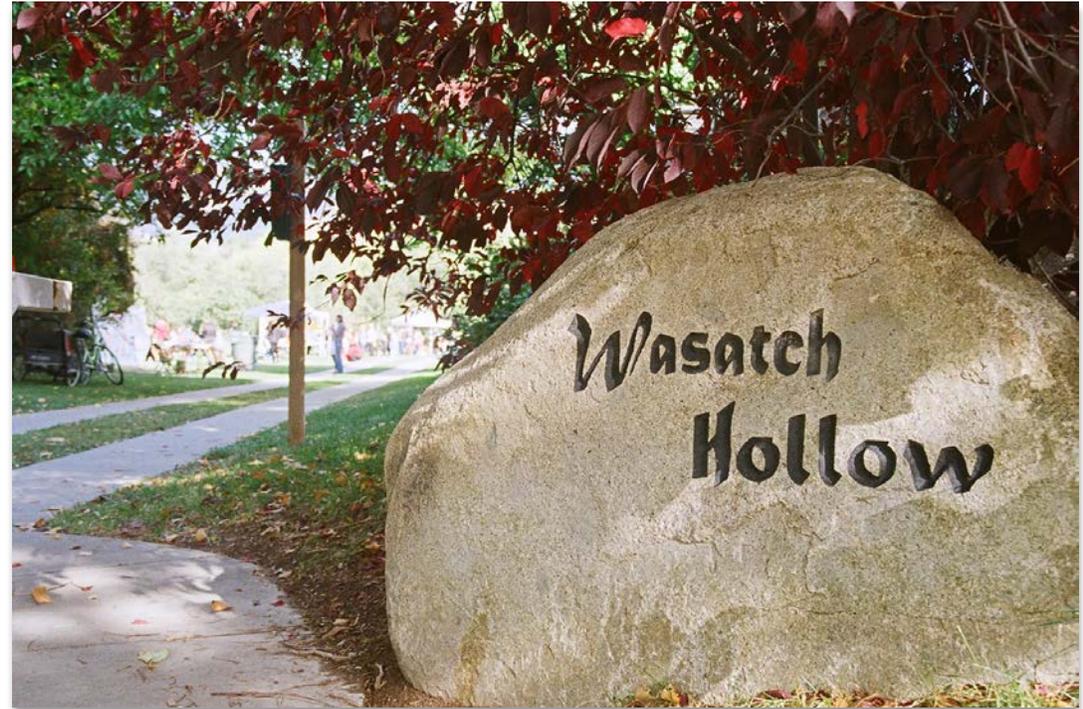
# Allowing for Changing Audiences/Circumstances

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# Allowing for Changing Audiences/Circumstances: *Wasatch Hollow*

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# Allowing for Changing Audiences/Circumstances: *Airport Light Rail Line*

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# Recognizing Preconceived Notions

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# Recognizing Preconceived Notions: *Homelessness Commission*

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- Interviews with:
  - Volunteers
  - Homeless
  - Stakeholders
  - Providers
- Site visits
- Open houses



# Communicating Results Back to the Public

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# Communicating results back to the public: *Downtown Rising*



A NEW VISION FOR SALT LAKE CITY

## Downtown ON THE RISE

**What's Old Is New Again**

**\$1.5 Billion To Be Invested**

**BEAUTIFUL. PROGRESSIVE. COMMUNITY-FOCUSED. GREEN.**

What makes an ideal downtown? Give us your opinion at [www.downtownrising.com](http://www.downtownrising.com)

A NEW VISION FOR SALT LAKE CITY

## Downtown is COMMUNITY-FOCUSED

**A BIG IDEA:** Downtown embraces vibrant and vibrant neighborhood

**Unique wide streets are adapted to create active, people-oriented places.**

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What makes an ideal downtown? Give us your opinion at [www.downtownrising.com](http://www.downtownrising.com)

# Communicating results back to the public: *Enterprise SLC*

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Thank You!

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