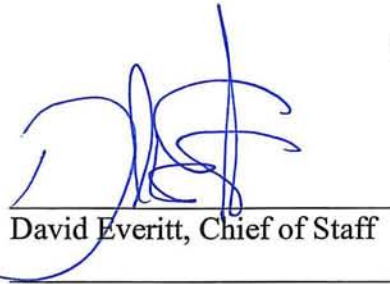




RALPH BECKER  
MAYOR

# SALT LAKE CITY CORPORATION

OFFICE OF THE MAYOR  
CITY COUNCIL TRANSMITTAL



David Everitt, Chief of Staff

Date Received: 10/13/2010  
Date sent to Council: 10/13/2010

**TO:** Salt Lake City Council  
JT Martin, Chair

**DATE:** October 13, 2010

**FROM:** David Everitt, Chief of Staff

**SUBJECT:** Northwest Quadrant Master Plan Evaluation and Implementation Strategies

**STAFF CONTACT:** David Everitt, x7732

**DOCUMENT TYPE:** Communication to the Council

**RECOMMENDATION:** The Mayor recommends that the City Council approve the Northwest Quadrant Master Plan evaluation and implementation strategies proposal.

**BUDGET IMPACT:** Appropriation has been budgeted for FY 2011

## BACKGROUND/DISCUSSION:

On November 20, 2009, the City Council received a transmittal that contained a positive recommendation for the Northwest Quadrant Master Plan by the Planning Commission. Subsequently, the Council and the Mayor identified elements of the draft Plan that were either lacking sufficient detail for implementation or not fully analyzed as alternatives to the draft Plan. Some community members had requested that there be additional review of the draft plan, alternatives considered, and the Mayor wanted further opportunities for community input. Additionally, the Mayor felt that certain key implementation strategies should be identified and fleshed out. The details of these strategies should be made available to the City Council and the community at large due to the significant impact this Plan would have for the city and the region.

On May 5, 2010, the City Council received a transmittal that outlined a proposal for an evaluation of the draft master plan of the Northwest Quadrant and the development of an implementation strategy. The Mayor had requested that this additional work be completed prior to the City Council's public review of the plan. This additional evaluation will provide the City Council with the context for developing a master plan, potential alternative scenarios and their consequences, an understanding of the investment required to actualize the draft plan, in addition

to any further recommended changes to the draft plan. Questions raised during the City Council Subcommittee on this topic will also be incorporated into this evaluation process.

As part of the budget decisions for the current fiscal year the City Council approved \$80,000 for this work and requested the administration bring forward details of this work and the expenditures prior to funds being spent. Below is the Mayor's proposal for a process going forward.

### **Northwest Quadrant Planning Process Proposal**

The Northwest Quadrant Master Plan planning efforts began in 2006 and used an extensive public input process, including stakeholder interviews, technical resource committee meetings, visioning workshops, presentations to community groups, alternatives workshop, as well as the formal public hearing process through the Planning Commission. The attached chronology of the planning process to date details the entire public process as of October 9, 2009.

As with many other planning processes, the different stakeholders that review portions of the draft plan evolve over time with varying levels of understanding of the entire plan, depending on when the stakeholders participated in the process. Given the recent increased interest in the draft master plan, the proposal below provides additional information and analysis, and seeks to re-engage the community and stakeholders in a dialogue regarding the benefits and disadvantages of development in the Northwest Quadrant. In the end, we believe this will strengthen the draft plan and may alter either the plan itself or perceptions of the draft plan.

A key component of this effort will be to educate the community about the draft Master Plan and information leading up to the draft plan. The purpose is not to advocate for the plan but rather to expose the work that has been done to date and to receive comments on the draft plan. At the same time, comments and concerns from the community will be evaluated. In order to receive public comment in the most productive way possible, the administration is proposing to engage Envision Utah to serve as an independent facilitator. Envision Utah's regional perspectives and extensive planning background are helpful to the community discussions as well.

All of this input will be used to test the plan for its completeness and accuracy in responding to community concerns. As in any good master plan, the heart of the document should reflect the interests of the community it serves. This continues to be the objective of this planning effort.

While the community input and review of the draft plan is being received, we propose the \$80,000 appropriation be used in part to retain experts in the areas of wildlife/wetlands, planning, and sustainability. The tasks for these experts are to review and evaluate the draft plan as it currently has been drafted, along with public comments, and provide the community and the City Council with their perspectives on the impact of the plan on the Salt Lake community and the future development of the city. A portion of the budget will be reserved to respond to issues and concerns raised by the City Council and the community that are not addressed by the draft plan. We are not proposing that additional studies be completed through this funding but rather that extensive available information be used to respond to comments and shared publicly.

Attached is the outline of how the next steps will proceed, the proposed timelines, and the allocation of funds:

1. **Develop Materials (October and Ongoing).** From information provided by the City, identify and develop educational materials.
  - a. Materials will provide context, with a focus on three scenarios and their effects:
    - i. An action scenario (i.e., the draft plan is adopted and implemented),
    - ii. A no-action scenario (i.e., the draft plan is approved and existing zoning remains in place), and
    - iii. A complete land preservation (and acquisition) scenario (i.e., lands are rezoned and/or acquired to largely prohibit development).
    - iv. Variations on these scenarios will be evaluated as issues and ideas are considered.
  - b. Materials will address potential timing and conceptual implementation plans developed by the project planners.
  - c. Materials will also explain the content of the draft plan.

Envision Utah may be involved in creating the baseline (which will be a reflection of what would happen in the Northwest Quadrant if existing conditions of land use and zoning were left in place going forward into the future). All other information will come from the city. Materials will be available online, and means of gathering online input will also be available (i.e., Open City Hall).

2. **Conduct Discussion Group Meetings and Tours (November).** Envision Utah will convene 4-6 (depending on the interest of the community) small discussion groups composed of interested community members that will meet to identify key issues relating to the draft plan. Envision Utah will publicize an invitation to participate in the groups, and members of the groups will be selected based on volunteers responding to the public invitation, and key stakeholders invited to participate. The groups will consist of 8-10 individuals. The intent of these discussion group meetings is two-fold:
  - a. Group members will tour the Northwest Quadrant and learn about the plan and its context; and we will solicit concerns, ideas, and issues. Consensus by the group members will not be sought and all issues will be documented. Once an understanding of public concerns and issues are identified, the plan can be reviewed to see how/if it adequately addresses issues and concerns.
  - b. The Open City Hall software will be utilized to post information for those who cannot attend a small discussion group but would like to have a similar opportunity for input, and for those who wish to provide detailed comments.
3. **Community-Wide Meeting (early February).** Envision Utah will conduct a community-wide meeting to review the process, plans, and most importantly, issues

raised and recommendations from the small group discussion, and offer an opportunity for additional written public comment.

- 4. Compile Written Comments and Prepare Responses to Public Comment (February).** Envision Utah will compile all written comments submitted throughout the public participation portion of the evaluation program. The compilation will also include a summary of public comments. The city staff will prepare responses to public comments.
- 5. Expert Panel Evaluation (March).** The expert panel (wildlife/wetlands, planning and sustainability) will (1) evaluate the NWQ Master Plan, (2) evaluate the public comments and response to comments, (3) develop conceptual implementation plans, and (4) prepare a report regarding the draft plan's overall merits.
- 6. Report to City Council (March).** Report to City Council (which will be made available to the public on the City's website prior to the City Council meeting to deliberate on the NWQ Master Plan) includes:
  - a. Executive Summary
  - b. Recommendation from Planning Commission
  - c. NWQ Master Plan
  - d. Conceptual Implementation Plan
  - e. Conceptual Wetlands Restoration/Preservation/Enhancement Plan
  - f. Additional recommendations from Mayor
  - g. Expert report based on review of:
    - i. NWQ Master Plan
    - ii. Public comments and responses to public comments

As is standard practice for all City initiatives that depend on public participation, this Plan's development will continue to evolve because of the input received from the public and the subject matter experts. The administration expects to spend approximately half of the funding (\$40,000) on the preparation of educational materials and the facilitation of community input. The remaining funds will be used to retain the experts needed to review technical and scientific based materials of the draft plan.

# Chronology

May 9, 2006	Notice of Request for Qualifications RFQ No. 0103FRQ060001 posted on Purchasing web page
May 12, 2006	Notice of Intent mailed to affected entities
May 13-14, 2006	RFQ published in newspaper
May 26, 2006	Memorandum sent to Mayor and City Council offices requesting recommendations for advisory committee member selection list.
June 15, 2006	Technical Resource Committee Meeting – City Department members
August 22, 2006	Technical Resource Committee Meeting #1
September 12, 2006	Technical Resource Committee Meeting #2
September 26, 2006	Technical Resource Committee Meeting #3
October 10, 2006	Technical Resource Committee Meeting #4
Nov 28-30, 2006	Stakeholder Interviews
November 30, 2006	Technical Resource Committee Meeting #5 Advisory Committee Meeting #1
January 3, 2007	Communication to City Council – Master Plan Update
January 9, 2007	Technical Resource Committee Meeting #6
January 9, 2007	Advisory Committee Meeting #2
January 9, 2007	City Council Briefing
January 10, 2007	Stakeholder Interviews
January 30, 2007	Master Plan Visioning Workshop
April 12, 2007	Advisory Committee Meeting #3 – Visioning Document
May 9, 2007	Discussion and approval of Vision Document by the Planning Commission

June 12, 2007	Vision Document transmitted to CD for transmittal to City Council
June 13, 2007	Advisory Committee Meeting #4
June 18, 2007	Presentation to the Salt Lake City Chamber of Commerce on the Northwest Quadrant Master Plan and Visioning Document
July 9, 2007	Consultant / Planning Staff - Opportunities Charette
July 10, 2007	Consultant / Key Property owner meetings
July 11, 2007	Advisory Committee Meeting #5
July 16, 2007	Technical Resource Committee Meeting #7
August 14, 2007	Visioning Document transmitted to City Council
August 20, 2007	Technical Resource Committee Meeting #8
August 20, 2007	Advisory Committee Meeting #6
August 21, 2007	City Council briefing on the Northwest Quadrant Community Visioning Document
September 19, 2007	Presentation Update to the Westpointe Community Council
September 24, 2007	Technical Resource Committee Meeting #9
September 24, 2007	Advisory Committee Meeting #7
November 26, 2007	Alternatives Workshop at City Library
February 12, 2008	Joint Technical Resource Committee #10 and Advisory Committee #8 Meeting on Master Plan Framework
February 12, 2008	Visioning Document – City Council Briefing – Response to land use and development questions
June 11, 2008	Update on Master Plan Framework to the Business Advisory Board
December 31, 2008	Master Plan Draft sent to Technical and Advisory Committee Members
February 20, 2009	Joint Technical Resource Committee #11 and Advisory Committee #9 meeting to review draft of the master plan

April 6, 2009	Master Plan presentation to the Transportation Advisory Board
April 8, 2009	Master Plan presented to the Open Space Lands Board
April 23, 2009	Master Plan presentation to the Public Utilities Advisory Committee
April 23, 2009	Public Draft of the master plan posted on the city's website.
May 7, 2009	Public Notice sent out to property owners and Planning's list serve and posted on the city's website for the May 21, 2009 Open House
May 21, 2009	Open House on the draft master plan
June 10, 2009	Daft Plan and briefing memorandum distributed to Planning Commission members
June 17, 2009	Master Plan presentation to the Airport Advisory Board
June 24, 2009	Planning Commission briefing
July 7, 2009	Master Plan presentation to the Salt Lake City School District Board of Education
July 31, 2009	Planning Commission field trip
August 25, 2009	Notice of Planning Commission Public Hearing (September 9, 2009) mailed to property owners, committee members, email list of workshop attendees, Planning's listserve and posted on city's website
August 26, 2009	Planning Commission Public Hearing notice published in newspaper
September 9, 2009	Planning Commission Public Hearing
September 16, 2009	Requested ordinance from City Attorney's Office