



EVENT RECORD

South Salt Lake Creative Convergence

May 19-20, 2017

Creative Convergence

"Our city is building a culture of creativity. We see it all around us with new creative businesses, murals, and people of all ages taking part in creating art. It is becoming a part of our identity and I have been actively supporting it as a part of our Arts Council Board of Directors and a part of the Salt Lake County ZAP Board. Our investments in staff, artists, programs and facilities are paying off. Now we are encouraging residents and businesses to get involved. With leadership from our Arts Council Direct, Lesly Allen, we are developing master plans for a "Creative Industries Zone" and an "Arts Hub" in South Salt Lake. This picks up speed this month as we host our 2nd annual Night on Commonwealth in our downtown, and as we host the first ever "Creative Industries Conference". We invite anyone who lives, works or creates in our city to be a part of our visioning as we create the foundations for a thriving arts and creative industries zone. There are so many businesses already thriving in and around our downtown and water tower. We are bringing them together to help us create a reputation for creative industries, and to help us better understand how we can support artists and creatives in South Salt Lake. Help us build more momentum - join us for the Creative Convergence on May 19th and 20th and help us make plans for a more beautiful, inspiring, and creative city. Our proud city tag line for decades was "City of Industry". I see a bright future for South Salt Lake as the new city of "Creative Industries"."

- Mayor Cherie Wood

South Salt Lake City Newsletter, May 2017

CREATIVE CONVERGENCE
South Salt Lake City

Join us at the **FREE**
Creative Industries Conference

Register now!

**Friday
May 19th
11:30am - 4:00 pm**

Be part of the vision as we create the foundations, aspirations and building blocks for a thriving "Creative Industries Zone" for South Salt Lake City

Location
Utah Arts Alliance Art Factory
193 W 2100 South
Salt Lake City UT

Contact: Lesly Allen
lallen@sslc.com 801.718.2003

@CCSSL | #convergeSSL | sslarts.org

**NIGHT ON
COMMONWEALTH**
Free Event

- Concert featuring **SuperBubble**
- Dance performances
- Artists and Kids Zone
- Hands on Public Art project
- Food Trucks, Beer, and Cocktails

Sponsored by:

sslarts.org
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#convergeSSL

May 20, 2017 6 pm - 1 am
UAA Art Factory 193 W 2100 S



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Creative Industries Conference Imagining a Creative Industry Zone

Event Summary by Peter Truax

A lively community design session was conducted Friday, May 19th, at the Arts Factory off 2100 South. About 100 South Salt Lake residents, artists and stakeholders participated in a three-part session, facilitated by a consulting team put together by Creative Community Builders (CCB) with Peter Musty LLC. The idea for this conference came out of a brainstorming session while planning for an arts district in South Salt Lake. It was designed to engage creative people in a planning workshop, and in turn, offer support with networking and professional development opportunities.

11:30 am - Check in and vegetarian lunch buffet

11:45 am - Keynote speaker

Mayor Cherie Wood introduced the program, followed by the keynote speech by Dr. Tom Borrup of CCB.





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12:30 pm - Creative Industries Zone & Creative Placemaking Workshop

The workshop followed the keynote speech, involving about 100 participants gathering in five groups around poster boards and maps of the zone. Facilitators and note-takers helped guide the workshop to focus participants on addressing what assets and barriers existed in the zone, and what were sources of growth, creativity and networking that could be harnessed.

2:00 pm - Panel Sessions

Panel 1: Well Done Neighborhood Revitalization

Panel 2: Making It as an Artist

3:00 pm - Brain Sharing

Session 1:

- Making a maker space
- Pop Up projects
- Real Life Real Estate Tips

Session 2:

- Business matchmaker
- Marketing & E-Commerce
- Finding funding



The brain sharing portion of the workshop involved breakout sessions of informal question and answer sessions with locals and professionals on a range of topics from pop-up and temporary programming, to finding funding for arts projects and enterprises.

4:00 pm - Walking Tours

To wrap up the event, South Salt Lake city planner Sharen Hauri led a group around the immediate area, highlighting the physical characteristics of the neighborhood and how these came to be shaped and could be reshaped by zoning and other planning forces.



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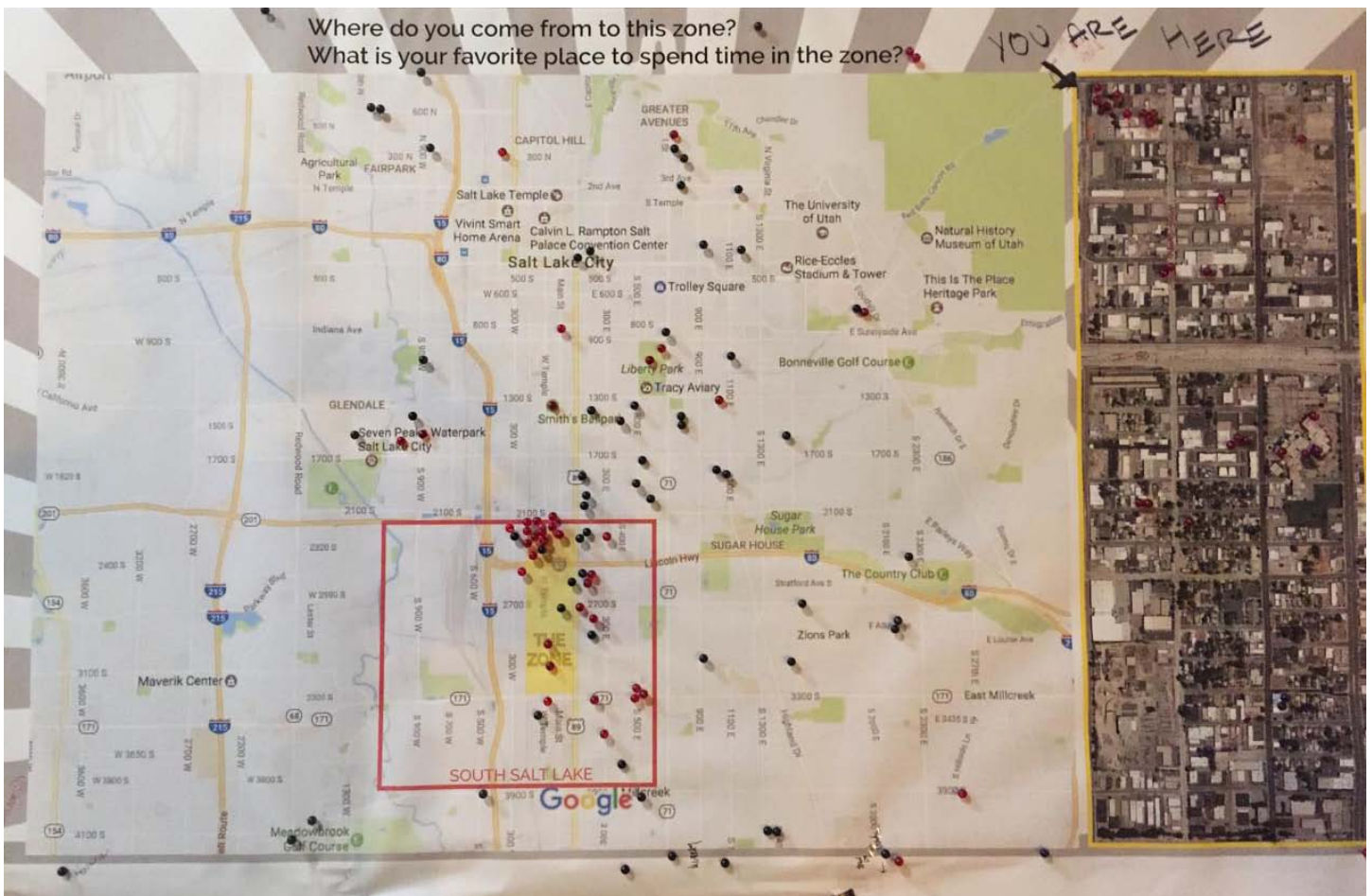
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Sign-in Exercise

As participants 'converged' from throughout the region and South Salt Lake, they were asked to sign in and to 'map' answers to two questions:

Where do you come from to this zone?

What is your favorite place to spend time in this zone?





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Introduction & Keynote Speaker

Mayor Cherie Wood introduced the event, which she had spoken of in her article in the South Salt Lake city newsletter, noting “Our city is building a culture of creativity. We see it all around us with new creative businesses, murals, and people of all ages taking part in creating art.”

Tom Borrup spoke about the impact of the creative sector nationally and in Utah and the advantageous position South Salt Lake holds as a focal point for creative industries in the region. He described precedents in other cities and ways for South Salt Lake to appreciate and support the trove of creative assets it has in hand.





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Creative Industries Zone & Creative Placemaking Workshop

Facilitators

Be sure everyone is introduced to each other

See that everyone has color-coded post-its (each corresponding with 5 questions)

Keep focus on activities

- 1) Intros
- 2) Writing responses to 5 questions on post-its
- 3) Sticking post-its on chart
- 4) Getting art supplies
- 5) Visualizing 5 questions on map creatively!

Help each person stay engaged - answer questions about process -

Seek Assistance if needed from Pete, Peter, Tom, Sharen

Listen/watch, help as need

Prepare (w/ Notetaker) a report to share with entire room at conclusion of activity

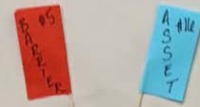
Thank You!

Note-Takers

Ask lots of questions about the meaning of what people are adding to the map

Write down notes on what they tell you and what you see

Label items on the map and track that number or name with your notes



Prepare (w/ Facilitator) a report to share with entire room at conclusion of activity.

Please write clearly so your notes can be interpreted! ☺

Put your name and contact info on your notes

Thank You!



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Top Answers To Questions

Assets:

What existing things in the district (businesses, people, spaces, organizations, activities, relationships, etc.) do you want to retain?

- Bicycle Collective (7)
- Bonwood Bowl (7)
- Poor Yorick Studios (7)
- Arts Factory (6)
- Utah Arts Alliance (5)
- Water Tower (5)
- Pat's BBQ (4)

Creativity:

What programmable spaces or other activities will help you be more creative? (public venues, exhibition space, social spaces, events, performance spaces, food/beverage places...other?)

- Art studios/festivals (11)
- Parks/open space/greenspace (10)
- Public art (7)
- Restaurants/food trucks (6)
- Coffee shop (3)

Growth:

Public realm/infrastructure improvements (green space, trails, streets, public spaces, walking connections, access to transit, etc., parking, etc.)

- Bike trails/infrastructure (10)
- Public space/greenspace (10)
- Farmer's/Art Market (8)
- Art studios (6)
- Coffee shop (5)

Networking & Services:

What support activities or services will help grow your enterprise? (joint marketing, business consulting, networking, supplier connections, worker amenities/benefits, daily services, daycare, other?)

- Coffee shop (8)
- Google Fiber/high speed wi-fi (6)
- Co-working areas (4)
- Artists directory (4)
- Business/arts support (4)



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Top Answers To Questions

Barriers:

What barriers or obstacles hinder (or may hinder) your creative enterprise?

- I-80/I-15/State Street (13)
- Money (11)
- Zoning/regulations (7)
- Crime (5)
- Lack of image (5)
- Lack of knowledge of artists/creative community (5)



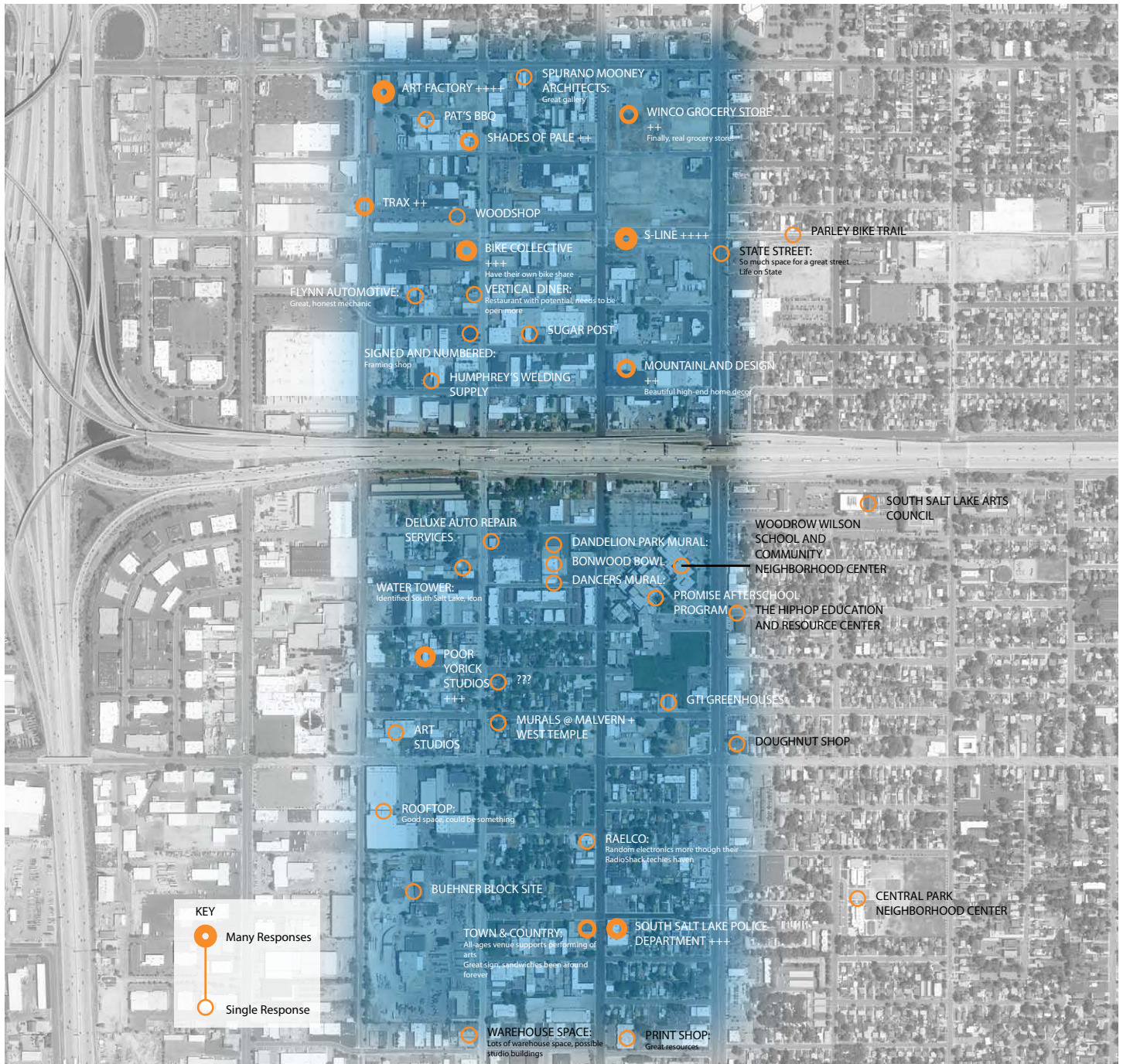


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Zone Asset Map



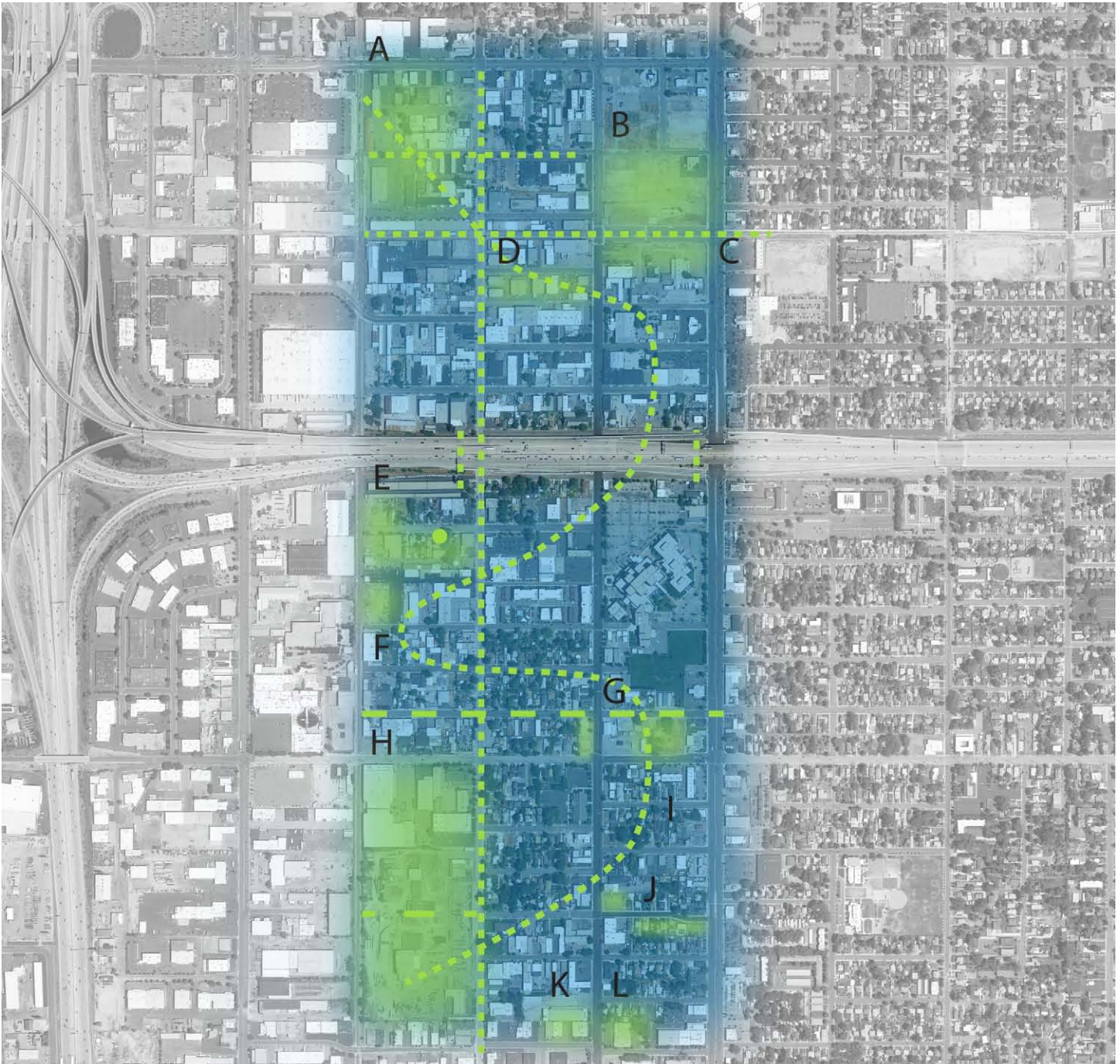


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Zone Ideas Map





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Zone Ideas Map



A: COMMONWEALTH DISTRICT

- Green Roofs, Green Garden Destination
- Food Forest
- Food Hub
- Painted Streets
- Mural Art

“Green roofs... in the Commonwealth district, lots of green roofs and urban gardens.” - Kerri, Table 1 Facilitator



B: 2100 & STATE ST

- Art Space
- Greenspace
- Pop-up Park
- Duck Pond
- Mural Art

“Fewer condos, more art space, green space, pop-up park. Lots of potential in the large open area.” - Kiersten, Table 2 Facilitator

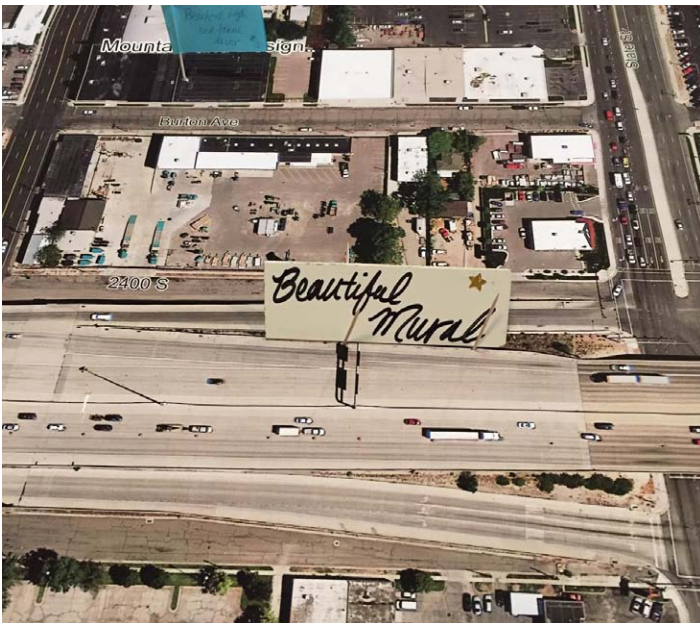


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Zone Ideas Map



C: UTOPIA & MAIN

- Food Trucks
- Public Gardens
- Interesting Housing
- Pop-up Art
- Beautiful Mural



D: W TEMPLE & SENIOR WAY

- Senior Housing

“What better place for senior housing than on Senior [Way].” - Table 5 Participant



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Zone Ideas Map



E: WATER TOWER DISTRICT

- Greenspace
- Maker Space
- Mural
- Artist Housing
- Studio Space
- Exhibition Space
- Pop-up Art
- Public Art
- Food
- "Cultural Destination"

"We see a lot of great potential to be the city's cultural destination. This is an opportunity for a large cultural facility to be here." - Derek, Table 3 Facilitator



F: TRAX LINE & W STRATFORD

- Park



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Zone Ideas Map



G: 2700 & Main

- Dog Park
- Food Trucks
- Greenspace
- Party Zone
- Mini-Golf

“more mixed-use but with a lot more green space and public art, especially along the trail and the S-Line.” - Table 4 Facilitator



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Zone Ideas Map



H: BUEHNER BLOCK

- Greenspace
- Live/Work Space
- Adult Playspace
- Bar
- Public Art
- “Industrial Vibe” Arts & Living
- Indoor/Outdoor Amphitheater
- Housing
- Shops

“A big idea they have is putting in some green space – a park... so this would be artist housing, a rental space, mixed living/work space.” - Kiersten, Table 2 Facilitator



I: ALL OVER

- Bike Lanes
- Walking Paths
- Public Art

“This is representative of a flow or a trail or pathway that can incorporate different areas of the city. People need a place to walk and if you make a place for them to walk, they will walk it.” - Derek, Table 3 Facilitator



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Zone Ideas Map



J: SUNSET & MAIN

- Youth Arts Facility
- Greenspace

“We had an idea for a youth artist community facility near the police station”

- Table 4 Facilitator



K & L: 2950 & MAIN

- “Building Up”
- Greenspace

“Another concept was of building up. There’s a lot of one-story properties here, so as the population grows, building up so there’s places like that. A lot of this land is parking lot.” - Derek, Table 3 Facilitator



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Creative Neighborhood Development - Panel Session

Notes by Peter Musty

The panel format was a series of questions asked of three developers from the Salt Lake region. Facilitator _____ asked each respondent to answer in turn, then audience members were invited to ask questions in the same format.

From left to right in the image:

Panelist 1: _____ (PC)

Panelist 2: _____ (initials??)

Panelist 3: _____ (initials??)

Facilitator: _____ (initials??)

Facilitator Question #1:

What examples come to mind when you hear the term Creative Neighborhood Development?

P3: Two come to mind, Eckles ([embed link](#)) and Sugarhouse Streetcar ([embed link](#)). In common are that a) they both emerged from public-private partnerships; and b) there was/is an emphasis on quality and design for public spaces around pedestrians.

P2: Cipros Avenue, including artists and breweries, and walking distance from "Coaster" train.

P1: I think of places that you can live-work-educate-recreate. I think of SSL's push to make the new downtown an 18 hour district. Another example is Central/9th, spyhop youth; organically grown neighborhood. They are using a form-based code, where the use is not dictated, and parking is secondary, not primary consideration. Some may disagree, but I also think of Daybreak.



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Panelist 3's Important Point:

Huge factor: We must realize the cost of parking in housing!!

Go to Center for Neighborhood Technology's website (H+T calculator) www.cnt.org

How do we provide affordable housing?

How about looking at the cost of living?

If we enable people to shed a car, that's a huge pay raise!

The cost of structured parking is embedded into unit costs:

Above grade parking stalls (structured): \$20K

Below grade parking stalls (structured): \$35K

Parking costs are now not separated from housing costs.

Facilitator Question # 4:

How does the development industry currently deal with the Creative Industry Where/what is the value equation?

P3: It just happens. Sad but true: creativity doesn't have a line on the spread sheet. You can't just build a building and say, "This is the Art Building." It just happens.

P1: Fact is most developers don't want to pay for extra stuff. (i.e. art on exteriors or integrating art ...)

P3: A solution is to create line items for marketing, to generate foot traffic.

There are areas of a development budget that can be impacted

The portions of buildings that are less attractive, those are great places for artists

The fact is that most start up businesses can't afford big spaces, but intentional creation of small spaces (incubator spaces) can work.



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Facilitator Question # 5:

If there is an artist or artist group looking to team up with a developer...

P1: Look at the Pickle Building (Granary District). Maker space, with a lot of folks paying a little...

P2: Have a lot of people (density) with a lot of eclectic _____, often works to reuse building, difficult in new construction

P3: Combine occupancy with programming; generate foot traffic! Idea: Offer temporary occupancy of retail spaces during early periods of development.

Facilitator Question # 6:

In SSL's core, what are the obstacles to better development?

P1: Affordability; lots of big parcels. City should take the lead in breaking them down. Also, slow people down on streets.

P2: (Address availability of parcels) – not everyone wants to sell! Its hard to redevelop if that's the case. Idea: food trucks – if there was a ¼ to ½ acre somewhere they could congregate in evenings, it could be a catalyst for a certain spot. Perhaps next to S-line! Reference: Food Truck Thursday at Gallavin.

P1: Food trucks – there are municipal barriers (permitting); cities can often get in the way. There is a need for flexibility when small businesses want to get in. City can be an impediment - and neighbors can be intolerant too. Government can slow down progress.

P1: Referring to Gallavin Center – it's the only place in City that food trucks could come in, and it gotten people used to it. Referenced Holliday – food truck layout.



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P1: Mentioned zoning as obstacle – and commended SSL for adopting form-based code (FBC) in 8 months! In the development world, FBC's = Life or Death! Way to go!

P1: Cities and developers with same values is important. Cities should identify those developers with same values and go find them! Then work together in partnerships.

Facilitator Question # 7:

Where is development headed?

P2: In SSL – you don't see lofts (big ceilings, etc), and you don't see small houses on big lots. People want cool, funky places.

P2: 18 hour city: SSL is set up for a boom. Places where you can live-work-educate-recreate – all in one. Also, live/work types will be important.

P3: People are willing to give up private space in exchange for high quality public space. Yes, the Silver Tsunami is coming. We will see a mass migration to urban and new urban places. Important will be an arts scene and health care, low maintenance living with easy transportation. Millennials: they have a tendency toward sharing, less owning. This is also manifesting in housing choices; they are choosing smaller homes with more shared spaces. They are in ways a response to the internet age; people seek out other people. They have a proclivity towards density, towards the city.



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Audience Question # 1:

How can SSL have affordable housing for artists?

P1: Density bonuses. Parking reductions – especially close to rail. Reference: downtown parking ratio is 1 car / 4 units

P2: This region is already affordable compared to San Francisco, etc.. More supply can be created to meet demand. (SSL can play part.)

P1: Waive impact fees. Don't require developers to build power lines, etc.

P3: Affordability is supply and demand. Every time you down zone, you increase cost of housing. Allow more density around stations. Allow more density in neighborhoods. Carriage Houses, granny flats in neighborhoods are built in affordable housing. Referenced: Jessica Norie of Artspace, new markets tax credits. There are resources out there. City should embrace it – announce it as a priority and find a way to make it happen. Create zoning changes. Ask artists what they want. Find Artspace, Peters type developers. Getting artists to lead may draw others into market rate units.

Audience Question # 2:

What can be done to clean up streets (make them better)?

Facilitator: As Landscape Architect, I can try to answer: Design!! Example: State Street is overbuilt. Slow people down. Reference: Life on State initiative (embed link).

P3: Public entities make a commitment, and can take the first step – on both State Street and side streets.



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Panel Sessions

Panel 2: Making It as an Artist

Panelists: ---

Questions put to the panelists covered topics such as how their businesses had begun and what the greatest challenges had been faced in their careers as professional artists. Stories ranging from painting murals with family members at a casino in Las Vegas, to a heart-rending story of nearly failure and salvation lended much poignancy to the discussion.

Questions from the audience included where their work took place and why, and how new networks and ideas between artists could be generated in the South Salt Lake area.





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Brain Sharing

These were topical table discussions to enable people to explore their interests or concerns and to network with others who shared them in an informal setting. The discussions which were offered were:

- Making a maker space
- Pop Up projects
- Real Life Real Estate Tips
- Business matchmaker
- Marketing & E-Commerce
- Finding funding





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Walking Tour

The walking tour was led by South Salt Lake city planner Sharen Hauri, and took a group around the local area. We visited an architecture studio, looked at the differences of the built environment on busy thoroughfares versus side streets, and soaked up the experience of the creative industries in the zone. Discussion from walkers focused on zoning and streetscape challenges and opportunities, and the unique character of the Salt Lake City street grid.





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Night on Commonwealth

Arts and Community Celebration

Event Preview (published ahead of event by web & email)

Event Summary & Results

6:00 pm - Arts festival including food trucks, live music, and market





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Night on Commonwealth

The Night on Commonwealth followed up on the Creative Convergence, where the team from Creative Community Builders took informal feedback on the previous day's work, and recorded the thoughts of passersby on their desires for the neighborhood. The event itself featured arts and entertainment from local artists, food trucks and live music.





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Acknowledgements