



MURRAY CITY MUNICIPAL COUNCIL COMMITTEE OF THE WHOLE

The Murray City Municipal Council met as a Committee of the Whole on Tuesday, November 19, 2019 in the Murray City Center, Council Chambers, 5025 South State Street, Murray Utah.

Council Members in Attendance:

Dave Nicponski - Chair	District #1
Dale Cox – Vice Chair	District #2
Jim Brass	District #3
Diane Turner	District #4
Brett Hales	District #5

Others in Attendance:

Blair Camp	Mayor	Jan Lopez	Council Director
G.L. Critchfield	City Attorney	Jennifer Kennedy	City Recorder
Danny Astill	Public Works Director	Kim Sorensen	Parks & Rec. Director
Jennifer Heaps	Comm. & PR Director	Marie Goettsche	Murray Chamber
Rosalba Dominguez	Resident	Jared Hall	CED Division Supervisor
Jenelle Klinger	Resident	Vince Klinger	Resident
Jennifer Brass	Resident	Janice Strobell	Resident

Mr. Nicponski called the Committee of the Whole meeting to order at 4:15 p.m.

Approval of Minutes - Mr. Nicponski asked for comments or a motion on the minutes from August 6, 2019. Mr. Brass moved approval. Mr. Cox seconded the motion. (Approved 5-0)

Discussion Item

Community Revitalization Toolbox – Jim Brass and Ben Levenger

Mr. Brass gave a brief introduction and explained the reason for the discussion was to gain valuable information from Mr. Levenger, since Murray was in the process of redeveloping the downtown area; Mr. Levenger with Downtown Redevelopment Services, a company that specializes in master planning, specific to communities with downtown areas, had much experience speaking to cities across the

country about city revitalizations. Mr. Levenger presented a slide show (See Attachment #1) to highlight:

- Understanding your community; and
- Effective master planning.

He outlined the *Community Revitalization Toolbox* that included details related to right-sized master planning and noted not every community requires the same planning process or needs the same items. Discussions occurred related to the following elements:

- Vibrant community assessments
 - Identifying strengths and weaknesses, limiting the threats to achieving and implementing a revitalization plan.
- Existing conditions analysis
- Community identity assessment
- Building standards assessment
- Connectedness
- Ownership observations
- External appearances
- Master planning on a budget
 - Understanding the root issues
 - Creating a unified vision
 - Without community support, planning rarely achieves implementation
 - Providing missing services and amenities will provide a new tax base
 - Building capacity and enthusiasm
 - Answer the who, what, when, where and how
 - Multi-stage goals provide impact at all levels
 - Dictating the DIRT of development
 - A Master Plan is only as good as the guidance it provides
 - Determine your catalyst
- Pillars of the community
- Revitalization roadmaps
- Discovery, and downtown evaluation.

Mr. Levenger explained having a unified vision is when everyone in a community agrees upon the proposed process and goals, which then creates a strong sense of place and ownership. People feel they are part of the process when their voices are heard, and their overall goals align with the rest of the community.

He said it was important that city residents, planning officials and elected officials have matching goals. Overarching goals can also include smaller goals for neighborhoods. He discussed tailored stakeholder meetings as essential, for instance holding pop-up shops or events in under used spaces, because these types of gatherings either help people realize the potential for a particular space or how bad that space really is.

Ms. Turner favored pop-up shop events and asked where the best place was to hold them. Mr. Levenger said such events do not have to be indoors, for example, pop ups are effective in parks, along

streetscapes and during sidewalk sales; all of which, can be invigorating.

Mr. Brass said community input and buy-in was important and thought the downtown should be planned specifically to attract people to the area. Therefore, going to the public was vital in discovering what it is they want to see downtown.

Mr. Levenger agreed and noted Moab, Utah; their downtown area was designed for tourists and visitors but has become an area the local community does not enjoy.

Mr. Brass agreed Murray's downtown area should draw neighboring residents to a walkable area. He discussed adaptive re-use but wondered how that would merge with accessibility, as related to the ADA (American Disability Act) – because most old buildings do not have three-foot wide doorways. Massive remodeling would be required for most historic buildings along State Street. In addition, taller thresholds and steps would add to the cost of restoration. Mr. Levenger confirmed the cost of renovating any building must match the potential return on investment and performance. He said restoration is driven by how buildings can be re-used, so, determining the right use ahead of time and doing all the legwork would attract right developers. He said making a building adaptable for re-use is less expensive than constructing a brand-new building.

Ms. Turner asked what was the most effect way to involve and gain community input. Mr. Levenger explained since every community is different the best way was to craft a public input plan, then hold meetings with various agencies to gain an understanding of what was done in the past and discover how well it worked out. He said typically along the Wasatch Front, 60% of results come from online surveys, and 40% from in person events.

He suggested holding an open house to gain initial thoughts from citizens; then a second meeting to let citizens know what was heard; followed by a third meeting to provide citizens with a draft plan for the community's approval. This process would ensure residents are heard multiple times and would confirm their vision openly. For on-line surveys, business cards, posters, and flyers would be dispersed around the city, utilizing a QR Code, which is a matrix barcode that provide thousands of responses attained by cell phones, and gives residents an equal voice. He noted negative comments would occur, but those anonymous messages should not affect the city's plan. He said inclusive pop-up shops at local farmer's markets are effective by infiltrating the resident's community life, instead of asking citizens to come to city hall. Ms. Turner appreciated the information.

There were no further questions and Mr. Brass thanked Mr. Levenger for his valuable insight.

Announcements: Ms. Lopez made several announcements related to coming events for the council members.

Adjournment: 4:52 p.m.

**Pattie Johnson
Council Office Administrator II**