

December 4, 2018

Community Development & Capital Improvement Programs Advisory Board (CDCIP Board)

Attn: Melissa Jensen

451 South State Street, Room 406

P.O. Box 145488

Salt Lake City, UT 84114-5488

Dear Members of the CDCIP Board,

Since the adoption of the most recent Sugar House Master Plan in 2005, I have been working with the Sugar House Community Council, engaged citizens, community and business leaders, and city staff and officials to advance many projects that implement this plan. One of the most exciting projects I have been engaged with and supported to date is the community-led “McClelland Shared Street Improvements” CIP application.

We are preparing our Sugar House community with infrastructure to support a dynamic period of transition. As we contemplate the impacts of environment and air quality, unprecedented population growth, disruptive technologies, shifting economies, advancing mobility choices, and a strong desire to create a community of enduring quality and vibrancy, I see in the “McClelland Shared Street Improvements” project an opportunity to weave all of these together in a truly remarkable and community-building way.

This project will be a tremendous asset to our community—to the residents, businesses, employees, and visitors of Sugar House. It will enhance an important destination district in our community, tie together public spaces like the Monument Plaza, Fairmont Park, and the McClelland Trail and Parleys Trail networks, add function and amenity to the S-Line Streetcar and bus transit routes, and knit together the commercial and residential fabric of this unique, emerging urban neighborhood and the broader established neighborhoods that surround the business district.

The Sugar House Master Plan establishes goals to make pedestrian, bicycle and transit accommodation in this district to be equal with cars. Goals for more walkability, and a vibrant commercial base. Goals to improve wayfinding, traffic calming, accommodation of parking, and advancement of trails and neighborhood connections. Goals to add community character through appropriate “place-making.” As one of Utah’s urban design leaders and advocates, I offer my whole-hearted support to transform McClelland Street, from 2100 South to Sugarmont Avenue, from a simple connector street to a thriving, safe, and people-oriented destination—a true “place.”

I have researched and observed cities across the globe for nearly four decades, and have guided cities in Utah and the West through my professional planning and design career over the past three decades. Nothing is more satisfying than seeing the success of my own community. As my professional colleague Fred Kent famously said, “If you plan cities for cars and traffic, you get cars and traffic. If you plan for people and places, you get people and places.” From my own research, observations and experience, it is more places for people that ensure the long-term success of destination districts like Sugar House. Providing comfortable, people-oriented design will reduce dependence on automobiles, encourage shorter trips, activate transit and active transportation use, and support a robust, versatile and adaptive economy.

I support the “McClelland Shared Street Improvements” project for funding through the CIP process, which is our best hope for success. I sincerely hope you will grant this project the full funding request to realize the vision for Sugar House outlined in our Master Plan, and championed by our residents and businesses.

Gratefully,



Soren D. Simonsen, FAIA, AICP, LEED AP

Architect, Urban Designer, Planner, Community Organizer, and Sugar House Resident

801-706-1055 | soren@communitystudio.us