

WORKSHOP NOTES

Date: November 14, 2013

Time: 9:30 to 11:30 am

Location: SLC Parks and Public Lands Building

Project Team Members In Attendance:

- Mark Vlasic
- Cindy Gubler
- Jim Peters
- Sandra Murphy
- Maja Smith
- Laura McCoy

Workshop Participants In Attendance:

- Kyle Shields
 - Brent Ahlander
 - Dax Reid
 - Troy Bager
 - Todd Reese
 - Emy Maloutas
 - Dan Bergenthal
 - Scott Granger
 - Lani Eggertsen-Goff
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Question: How would you explain the project at a party?

Responses:

- This project will design a system of signs for the open space/parks/trails area of the city. The signs will provide directional assistance and educational elements. The signage will be cohesive in that they will all be similar enough so that a person will recognize the signs as being distinctive to Salt Lake City. The signs will be attractive and inviting and will discourage vandalism by making the residents proud of them. They will want to protect them.
- Easy to read. Large print. Pictures vs. descriptions. Easy to maintain/replace. Harbor animals or bugs? Meant to provide pertinent information without sign pollution or taking up too much space or being inaccurate or disruptive. Consistent model. Well positioned. Worthwhile.
- Opportunity to brand and develop standards. P&PL and the 2100 acres we steward through consistent, effective and appropriate signage there by promoting enjoyable user experiences and conservation of our diverse open space areas and resources.
- Hi I'm working on a signage project for the city of Salt Lake to help the citizens and visitors be more familiar and help educate them of the surrounding area where they currently are and where they can go to better enjoy the city's natural land, trails, parks and wetlands, and also show what kind of animals and or migratory birds.
- This project is an opportunity to capture and increase public awareness; help expand/increase public support; Need image and brand to signify change, recognize and engage a new generation; consolidation and simplification of information.
- Salt Lake City is coming up with a signage project. We are in the design stage now and hopefully come up with a "common" sign design to be used in all parks and public lands. This will help with maintenance as well as future projects in Salt Lake City and should be more user friendly.
- To identify a brand that encompasses all parts of parks and public lands and users of this land or areas can understand. A unique look that separates Salt Lake City from the rest of the Country.
- Salt Lake City is working on consistency and effectiveness for signs for parks and open spaces. There are about 10 sites, including the Bonneville Shoreline Trail, Jordan River Trail, several

parks and trail access areas. In addition several sites have specific conservation easements and natural resource preservation components that need to be communicated to the public.

Question: Who is our audience?

Responses:

- Dog owners
- Cyclists
- Travelers (Olympics)
- Residents
- Lost people
- Children
- Families
- Sports out-of-towners (Tournaments)
- Other city employers
- Car drivers
- Four different program areas (open space or natural lands, parks, urban forestry, cemetery)
- Travelers (international, training athletes, consider universal symbols, connections between established parks and open spaces)
- Different demographics with Salt Lake City; different approaches to engagement
- Regional travelers

Question: The group went from talking about audiences to discussing issues.

Responses:

- Conflicting and confusing
- Visual clutter
- Inconsistent
- Scattered
- Location
- No smoking everywhere
- Liberty Park has good wayfinding materials and has a styleguide
- Vandalism happens; signs need to be easy to replace
- Need to be able to change out information; as trails develop and as season change
- Use cheaper materials – not metals
- Graffiti is a problem; repeated cleaning wears laminate down
- Need less signs and have better management

Question: What is unique about these areas?

Responses:

- Natural and cultural history. Pioneers established the area. Community. Fruit trees.
- Our connection to nature.
- City & County Building is historic landmark that is just as important as the temple.
- There are historic elements that are part of each park.
- Native Americans.

- The seven canyons, Jordan River, mountains, wetlands, migratory birds.
- Our natural features – mountains, wetlands, migratory birds.
- Outdoor use of resources.
- Animals.
- The different zones in the area – the mountains, foothills, valley and basin.
- Range to river concept. Seattle has the mountains to the sound. This concept was part of Downtown Rising – the area is broader than that. Rock to salt.
- Bonneville Shoreline Trail was formed by Lake Bonneville.
- Watchable wildlife. Mule deer in wetlands. Elk up City Creek. There are animals in each of the zones (mountains, foothills, valley and basin). There are mountain lions, cougars, pronghorn, elk, bear, fox, coyotes, beavers, skunks, cutthroat and birds.
- Parks are part of a bigger system. Unity and uniqueness.
- 2,200 acres of land. Network connected thru corridors.
- Ravine based; water way based.
- 5th element.
- Citizen action and communication.
- Signage helps user have a good experience. Pride. Learning aspect. Reason why parks are there.
- Multiple different histories in same locations.
- Not prime recreation but each demonstrates something.
- All changes around these spaces connect users with history.
- Trees. Mature. Green city. Protect.
- Off leash vs. on leash.
- User created trails.
- Yielding rules.
- Way finding of trails.
- Sponsorship and volunteer acknowledgement. Ordinances and process.
- Stewardship.
- Citizen reporting issues.
- How do we use these trails properly. Dogs – encourage rules. Convey message how to do it well. Use positive. Create a feeling. Social pressure to follow rules.
- Engage and advocate. We are expecting too much from signs.
- Park entrance – need a sign that says why it's here and what its value is; explain how it fits into the system. Explain how we are protecting for future generations vs. freedom.
- No fishing; consistency.
- Rules of play important.
- Fines enforcement issue; there are attitudes if there is no badge (no cops).

Question: What type of vehicle would the project be?

Responses:

- Broke down Bentley; gorgeous but it needs some work.
- A Frankencar; mixed parts; Heinz 57. The pieces are all cool and all we have. If we put in the time we might have a Ferrari.
- How do we make the mixed car parts right? Tender loving care. Put them together with tape or lithium.
- Do we work with each part or with the total vehicle? It is a process. Some we need to put out the fires.

- What color would the car be? Tan, green. In the Frankencar there would be some red.
- CJ5 with the top down. Jeep. Summer fun. Enjoying the outdoors.
- Would there be music and if so what kind? Soothing. Not rock.
- Opposite to engage youth. Youth are plugged in. Tech based. Have a different way of thinking. Using not acquiring. Their vehicle would be a shared vehicle or a rental. They are not buying cars. Bikes are part of youths' identification.

Question: What gender or type of person would the project be?

Responses:

- Two different people – a mom with kids and an outdoorsy person.
- With the mom person there are flower beds and a nice presentation. They are elegant. Liberty park they are in running shoes with spandex.
- With the outdoorsy person they are less kept. They look like they fell out of bed. They are not dressed up. They are wearing hiking boots, jeans, have supplies (gear), hippie might be educated.
- Afraid to stereotype.

Question: Top of mind words when you think of these areas?

Responses:

- Escape
- Fun
- Relax
- Refresh
- Solitary
- Quiet
- View (natural)
- Beauty
- Sound
- Appreciation
- Diverse
- Safety
- Multiple benefit
- Elegant
- Expansive (up) vs. private (lower)
- King of the world vs. secret garden
- Ecosystem benefits
- Quality of life
- Livability
- Pride
- Stewardship
- Accessible
- Community
- Smells/sense

Question: What are some common themes identified in the workshop?

Responses:

- Value
- Pride
- Diverse audience and lands, animals, protected, cared for
- Worth preserving
- Reasons: helps us; everything around us
- Cultural and history: interesting; helps connection
- Four zones
- Connection
- Brand: this division (stewards of resources); help people understand; who's the steward information
- Graphically convey stewardship
- Green ribbon – connected habitats thru corridors
- Need citizens' input as customers