

## ENVISION UTAH SALT LAKE CITY, UTAH (1998-2002)

In 1998, Fregonese Associates began helping the Coalition for Utah's Future develop a regional growth management strategy for the Salt Lake City metropolitan area, which encompassed 1,200 square miles of the Wasatch Front Region. As lead consultant, Fregonese Associates connected all stakeholders including governments, local businesses and the public. This values-driven process synthesized extensive public involvement and scientific analyses. Key issues addressed included controlling urban sprawl, protecting environmental quality, strengthening the regional economy, and providing affordable housing.

Based upon a analysis of geographic, demographic, environmental and transportation conditions, Fregonese Associates helped develop four alternative growth scenarios to present to the public. Through input from three rounds of workshops, a wide-circulation newspaper and web survey, a preferred scenario was selected. Fregonese Associates assisted in the development of the Quality Growth Scenario based on the public's preferred scenario and used it to refine land use and transportation models for the region. This Quality Growth Scenario incorporated population and employment projections and integrated the results of a housing demand study commissioned by Envision Utah, which projected the future housing preferences of the region based on expected growth and demographics changes.

Fregonese Associates assisted the Coalition for Utah's Future to develop a toolbox of model ordinances and provided implementation tools to cities for free. A series of training forums was attended by more than 80% of the region's cities; roughly two-thirds have adopted at least some of the Envision Utah model codes. Seeing the success of the Vision in action, the agency responded by providing planning support to cities, neighborhoods and subregions to support a series of comprehensive plan updates, local visioning efforts, corridor plans and specific transit oriented development projects. For these efforts, the American Planning Association selected Envision Utah as winner of the national 2002 Daniel Burnham Award.

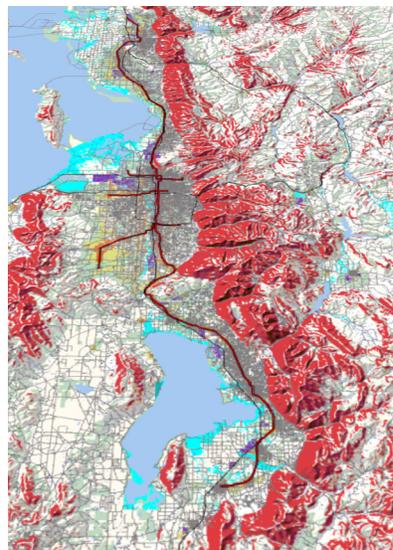
ECONorthwest also assisted with Envision Utah. ECO conducted a housing market analysis of the West Side



Envision Utah participants work to build consensus on a vision for the region.

Transportation Corridor. The study was used to evaluate the potential impact of transportation and growth management policies. Additionally, ECO worked with the American Planning Association to develop a guidebook for local planners on the purposes and techniques of economic development. This guidebook was created specifically for Envision Utah, but has since been used in local jurisdictions around the country to determine and implement public sector plans to encourage job and industry growth.

Fregonese Associates has continued to be called on for local plan implementation, including the Mountainview Corridor that coordinated freeway, transit and land use on the west side of the Salt Lake Valley, local plans for transit oriented development in Provo, and comprehensive planning for Utah County.



A detailed constraints and transportation map from Envision Utah.

#### REFERENCE:

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