



MILESTONE WORKSHOP II

2 p.m. to 4 p.m.

March 4, 2021

PARTICIPANTS:

- Alan Matheson
- Leah Jaramillo
- Muriel Xochimiltl
- Alex Hanson
- Don Whyte
- Grant Crowell
- Jay Francis
- Ross Dinsdale
- Tasha Lowery
- Thor Roundy
- Grant Farnsworth
- Jonathan Francom
- Jory Johner
- Josh Gibbons
- Laura Hanson
- Reid Ewing
- Ryan Hales
- Soren Sorenson
- Steve Kellenberg
- Aaron May
- Jeffery Nelson
- Lloyd Allen
- Michael Flynn
- Alex Hill
- Brenner Adams
- Carrie Byles
- David Carlebach
- Diogo Myrrha
- Donna Milakovic
- George Shaw
- James Thayer
- Kelvyn Cullimore
- Nathan Lee
- Bert Granberg
- Candice Hasenyager
- Glade Sowards
- Peter Kindel
- Sarah Wright
- Amanda Oaks
- Eric Rasband
- Jake Young
- Justin Lim
- Ted Knowlton
- Tracy Miller



MEETING NOTES:

- Executive Director Alan Matheson welcomed and introduced participants
- Director Matheson provided perspective on the timeline of The Point
 - Highlighted the goal of having a framework master plan by the end of the summer
 - Explained the process of developing three scenarios for how the site can develop
 - Gave an overview of public engagement over the coming months, including upcoming working group meetings
- Peter Kindel, SOM's project director, demonstrated the progress made so far
 - Explained the process of conducting meetings with landowners and other stakeholders near the site
 - Key principles outlined, such as:
 - Walkability
 - Water conservation
 - 15-Minute City
 - Sub-districts and sub-centers based on a 5-minute walking radius
 - Identified key takeaways from research phase, including innovation catalysts
 - Institutional anchor
 - Unique physical environment
 - Highly amenitized public space
 - Adaptable urban plan
 - Building typologies with flexible floor plans
 - Public-private and institutional partnerships
 - Examined residential and retail typologies on the site
- Erin Talkington discussed the market analysis that has been conducted
 - 30 year outlook was presented
 - Example demand forecast methodology outlined the evolution of demand in the area today
 - Impact of The Point's role in creating enhanced market opportunity.
 - Preliminary financial modeling informs supportable density and ensures project is feasible to build
 - Program development for each planning scenario, tying into each concept from SOM
 - Modeling showcases an appropriate middle ground that assesses the impact of a virtual workforce on the environment
 - Soren Sorenson commented on the role of transit to make The Point a regional draw
 - The potential for a commuter rail stop was discussed



- Peter Kindel explained the three scenarios:
 - Complete Community
 - The Point would become a new civic focus for Draper, Bluffdale, and Riverton
 - Aim is to really reconnect to the community
 - A true live, work, and play environment: commitment to housing and commercial development
 - Break the site into a series of six smaller districts connected by a more linear open space system
 - Reduces off-site car trips
 - Regional Hub
 - The project will be mixed-use and provide new growth opportunities for the central Wasatch Front
 - Addresses some of the missing needs of the surrounding communities
 - Retail and entertainment hub
 - Higher percentage of open space
 - BRT comes through the heart of office and retail core
 - Institution/anchor tenant
 - Innovation Center
 - Create an economic catalyst for the Wasatch Front and the State of Utah
 - Becomes a dense core that will complement Salt Lake and Provo, and have similar university associations
 - Exciting opportunity for its regional impacts
 - Maximizing economic potential and innovation footprint in the Wasatch Front
 - Highest percentage of developable land and lowest percentage of open space
 - Open space strategy based on smaller parks and interconnections between areas
 - Institutional anchor moved to the south
 - Innovation accelerator in the north
- Director Matheson introduced breakout rooms and Peter Kindel gave an overview of each key vision element corresponding to the breakout rooms
- Working group members entered breakout rooms and Leah Jaramillo gave an overview of their discussion to attendees watching the live stream
 - Six guiding principles outlined
 - Promote the public interest
 - Set the standard



- Think regionally
 - Take the long view
 - Be open and transparent
 - Act with integrity
 - Went through the timeline of The Point
 - Overview of the five working groups
 - Highlighted what each breakout room is discussing
 - Key vision elements and how they're applied at The Point
- Working group members returned to the main room and gave a report on their discussions
 - Community Breakout Room
 - Alex Hanson spoke about the importance of gathering within the site
 - Healthy environments within the buildings for people
 - Opportunities for physical activity in the area
 - Gathering day and night fostered by entertainment available throughout the day and night
 - Open space, micro-units
 - Transit Breakout Room
 - Robust elements of mobility
 - Autonomous technology (don't preclude and don't make it a priority)
 - BRT mode change may lead to a loss of ridership
 - Getting the right mix of land uses, offering good connectivity for residents to move through the site
 - Economic Growth Breakout Room
 - Job creation and revenue generation
 - How to recruit and attract top talent
 - Maximize the value of open space by creating concert venues, etc.
 - Air quality = significant downward force on the attractiveness of the area
 - Diversity, equity & inclusion a top subject on recruitment and attraction to the area
 - Blend of jobs to create a diverse work environment
 - Anchor companies
 - Biotech, medicine, etc.
 - Innovation Breakout Room
 - Focused on the six principles
 - Developing collaboration hubs
 - Diversity with focus
 - Affiliations with universities or large anchor tenants
 - Attract talent and investment is market driven
 - Lower barriers to entry (e.g. regulatory barriers, etc.)



- Sustainability Breakout Room
 - Air quality and air emissions is an issue that keeps reappearing
 - Project as a global model means we have to put the bar high on sustainability
 - Focus on energy sources, zero operational carbon, etc.
 - Challenge some of the existing energy models prevalent in Utah
- Collaboration Breakout Room
 - Setting up a global model for regional planning and leadership
 - How to connect The Point to the surrounding region
 - Connect Jordan River to the site and mountains
 - Utah talent - provide multiple tenants to universities and institutions
 - Utilize research and park campus components to broaden connection to different schools and students
 - Integrate science, art, technology and nature - museum, etc.
- Director Matheson thanked all attendees for their participation and concluded the meeting.