



The Point Master Plan
Stakeholder Advisory Committee II
Meeting Notes
2 p.m. to 4 p.m.
Thursday, April 15, 2021

Alan provided a welcome & described the plan for the meeting. He also provided an update on the process to date.

Pete provided an update on the Key Vision Elements, how they have been refined and incorporated to date. He walked through the sustainability framework and recommended elements moving into Stage 3.

Group Discussion/Input on Recommended Direction:

Question about block size in the rendering - how does this support a walkable community.

- about 400' blocks. some might be combined if a tenant, investor wants to create a campus environment. Some roads are needed from the site and some could be internal to a parcel or campus.

Are there locations where you would recommend structured parking

- yes, these locations are just beginning to be defined. SOM would like them to be internal to the parcels. a district may have 5 or 6 parking structures accessed from streets, but would leave park edges free. Or another idea is a satellite parking approach in which a structure would service multiple blocks. We're working through this now.

Debbie Cragun - Jordan river trail connection - the trail is on the west side of the RR.

- The early concept shows the trail crossing where Bangerter Highway drops to go under the RR. This would be a 2-stage pedestrian crossing. The actual connection has not yet been confirmed. The trail would also cross I-15 on the east side in a location already determined by UDOT. That is what dictated the location of the greenway - to link those two points.

Robin Carbaugh - preferred target for residential population? How do we reduce barriers to housing and other types of opportunity within this development.

- Alan - the population will depend on the mix. Most of the concepts outlined show a population in the 10-15k range, but will be refined more as we look at building types and mix of uses.
- Who - the workforce working in the area would be able to live nearby affordably. That is what we're asking. We understand this needs to be an inclusive area, welcoming and meets the needs in the area and in the state. Alan asked for feedback on elements that would encourage that.

Troy - given the timeline of this project, it is probably a generation that are probably in high school or college now. How are we engaging that population now?

- Alan - research, engagement opportunities, working groups have informed our process and includes universities as well. Also, the Your Utah, Your
- Future 52k Utahns weighed in and it particularly targeted younger generations. We're using that data as well.

Ze - asked about what the effort has been to reach out to more marginalized populations.

- Yes, we've tried to cast the net broadly. But, we need your help and input there. Alan asked for specific recommendations from the group.

Todd Brightwell- agrees that the project cannot be all things to all people, but he believes that there can be benefits of the project for people who do not live or work there. How does the project coordinate or help facilitate communities to develop in coordination or in synergy with this plan.

- Alan agrees that because it is owned by that state, this project can establish a model of development for sustainability that can be followed for other projects. Also, the generation of ideas can be taken to commercialization in ways that they, may not be able to do on their own. Creating an engine for revenue that if done right can help people throughout the state.
- We are working with the surrounding school districts, municipalities, regional transportation planning agencies, etc to make sure the site plan works with other existing plans. Working with the Legislature to make sure we are keeping the broad statewide focus in mind.

Todd agrees that a lot of communities in the state are interested in this plan. He's encouraged other municipalities to get engaged. Todd is willing to assist in engaging area municipalities outside those immediately adjacent which have already been engaged.

Ryan Smith – On housing – being innovative is a conundrum because people don't know what they want if it doesn't exist yet. Provide multiple segments of residential housing at market based multiple price points/product lines to target a variety of audiences. The residential will drive the culture of the community.

Debbie Cragun – two of the nearest residential areas are in Bluffdale. There are some significant barriers for those residents that would make it difficult for them not to drive. 1) the RR tracks and 2) distance from the residential to the south making it just a little too far.

- Alan acknowledged these as well as 14600 S, the trestle bridge and other barriers. The team has been coordinating with Bluffdale on these items, and also considering expanding the circulator from inside the site to those immediately adjacent area.
- Pete acknowledged that connectivity is part of the next phase of the plan and that integration of the site will be addressed as the plan progresses with trails, 14600 S, the circulator, sidewalks, etc.

Crys Lee – appreciates all the bike & walk features included. How is bike parking going to be addressed?

- Pete explained that they would like to see a holistic streetscape. Perhaps this is addressed through a district-based bike parking element in the next round.
- Stephen commented that if the site is designed to attract residents who appreciate the biking, the developers will include it as an amenity. Pete agreed that bike parking is becoming an amenitized feature of both commercial and residential buildings.

Mike Alder- comparables in the US?

- Pete explained the 12-15 analogous projects were reviewed in the first phase both in the US and Internationally. Mike wants to compliment the project planning to date. He has observed that a campus style setting is really interesting to the tech community. This looks like it will have that. In UT we have a lot of land but we've never really done a CA-style campus that is spread out with open space around the tech buildings. Hopefully that can be incorporated in some way.
- Mike explained that he had participated in a change in development in Winston-Salem, NC from tobacco to tech. Utah might be more of a home-grown development instead of an intentional conversion from one industry to another.
- Pete talked about Santa Clara Square as a reference and also explained that currently people are asking for more integration of amenities and a more urban feel with less separation between types of districts. The amenities young tech workers are looking for are closer services, being able to walk to work, etc...more experiential and functional than landscaping.
 - Cambridge Crossing, MA – smaller and higher density but a couple of lessons learned – a catalytic first phase to build something early to help people get what you are trying to do – a shared space. More amenitized, connected to nature, shared by many people.

Robin Carbaugh – the goal of 50% recycling seems low. Goal is to be net-zero ready. Why not net-positive? There are clear signals locally & globally and we know we are moving to electrical mobility. Feels like this is missing the opportunity a little bit. Pushing sustainability as

- Alan added that the early recommendations in sustainability have not been approved yet, but will still be refined in the coming phase. We're looking at solar access on site, partnerships to bring in renewables, using the onsite geothermal resource. There are opportunities to include more innovation here.
- Pete suggested that pushing the sustainability mandate might be included as an innovation. Still a long way to go on this.
- Stephen commented that delivering affordable housing at net positive is difficult now, and might impact the type of housing able to be offered.
 - Alan agreed that there are inevitable trade-offs. We want to avoid creating an economic sink for the taxpayers of the state. The real benefit is not sale of land. It is 1) creating an economic innovation engine to create jobs and opportunity and 2) setting the model to show we can push the envelope in terms of sustainability and how developers that this can be done and lead future projects in the region.

Mike Gallegos – is the land going to be sold to developers and does the state hold any type of interest?

- Alan explained that the State wants to show a public benefit and not miss the opportunity to meet those goals as described above.
- Mike added that the mix can't be developed until some development perspectives are developed. Alan explained that the land-use program is rooted in market reality and driving this plan. Also, an RFI is out for development perspectives to get input on the plan, deal structure, land disposition and make sure that what we are doing is rooted in reality and aspiration.
- Is GOED included? What kinds of incentives might be included. Alan added that some engagement is happening with the kinds of companies that might be recruited to see what would be attractive to them, and what would motivate them to invest in our community.

Ze Min Xiao – In addition to investing in the infrastructure, how do we promote investment in community beyond job training. How do we build welcome and belonging, connect communities? Is there a way to incentivize businesses to invest in the community – events, programs to celebrate the diversity and vibrancy of the people who live and work there. How can we facilitate that type of investment that makes the community better and stronger?

- Alan added that we haven't started recruiting yet, but our working groups agree. As we begin recruiting, it should include "fit." Is it a group that is willing to invest in our community to make it better. Looking for good corporate citizens.

Debbie Cragun – More plan for the immediately adjacent neighbors to give input?
Bluffdale, Draper.

- We do have more outreach planned. Public survey and open house first week of May. Coordination with immediately adjacent land owners on joint planning.
- Muriel explained the regular monthly updates are provided to the communities in the region including Draper, Bluffdale, Sandy, Lehi, Saratoga Springs, Eagle Mountain, South Jordan, and others.

Wrap Up – Alan encouraged the Committee to continue engaging with the project and to stay in touch.