WESTSIDE STUDIO
The Jordan River
“Cities have the capability of providing something for everybody, only because, and only when, they are created by everybody.”

–Jane Jacobs

The Westside Studio brings together the College of Architecture + Planning at the University of Utah with University Neighborhood Partners, NeighborWorks, the City of Salt Lake, local residents, and other stakeholders to identify assets in west side neighborhoods, develop proposals for building upon these assets, and work toward implementing the proposals through collaborative envisioning, advocating, and demonstrating with the goal of enhancing the vitality and vibrancy of west side communities.
Spring 2011

Community | Conversation
• mayor’s symposium, architecture studio, small business survey, workshop for families and children

Collaborate | Connect
• Greenway network development (Poplar Grove / Glendale)
• E/W Connection: California Avenue, a corridor for learning and culture
• Information folded into Salt Lake City’s Westside General Plan update

Celebrate | Community
• Publication/exhibition at Sorenson Unity Center
Summer 2011

Community | Conversation
• Summer festivals - North West River Fest, Rose Park Festival

Collaborate | Connect
• Greenway network development from 200 South to northern city border
• Connection between Jordan River/Fisher Mansion and Salt Lake Central Station/Gateway

Celebrate | Community
• Publication/Presentation – Salt Lake City Westside Coordinating Group
Fall 2011

Community | Conversation
• 9Line Festival

Collaborate | Connect
• 9Line connection to the Jordan River
• Recreation destination (Imagine boat and bike rentals...)

Celebrate | Community
• Gathering for community partners
Identity: The River District

Salt Lake City’s neighborhoods along the Jordan River

Awareness | Assets | Connection | Identity
Spring 2012

Salt Lake City’s neighborhoods along the Jordan River
Awareness | Assets | Connection | Identity
Building Identity

Recipes
What do you imagine?
What do you imagine?
The River District

**Recipe:**

**Community Art Festival**

**Description:**
Community art festivals are wonderful events to showcase the vibrancy and skill of a community. Showcasing and sharing local art work not only enables artist work to be seen but also exposes the nature and vibrancy of a community. These festivals bring a community together while providing professional development for the artists.

**Ingredients:**
- Coordinating organization
- Local artists
- Vendors
- Venue
- Other participants

**Directions:**
- Organize a coordination committee to get the word out, find a venue, and organize artists and vendors.
- Artists set up booths to showcase and sell their work.
- Food vendors set up to keep the participants’ stomachs happy.
- Use a good central location, such as a community park, to get a good crowd!

What kind of local art could your community celebrate at a festival?

**Examples:**

**Nanaimor’s Annual Banner Festival**

**Description:**
Nanaimor’s Annual Banner Festival creates and displays over 200 unique banners painted by community members in downtown Nanaimor, British Columbia. The sense of pride is evident to residents and visitors alike, and banner festival kits have been sold to over 25 other cities.

**Coordinating Organization:** Nanaimor Art Gallery

**Local Artists:** Over 200 community members design banners, while many others host booths to showcase and sell their work.

**Location:** Downtown Nanaimor, where the banners are hung proudly.

**What are your ideas?**

What ideas for art or culture would you like to see in your community?

Who in your community could help out?

What ingredients would you need to make this a reality?
Children’s Banner Project

WESTSIDE STUDIO

The Jordan River
Summer 2012

Salt Lake City’s neighborhoods along the Jordan River
Awareness | Assets | Connection | Identity
WELCOME TO SALT LAKE CITY'S RIVER DISTRICT!

The River District is a great place to live, work, and visit! Bordering downtown Salt Lake City, the River District offers something for everyone and embodies a unique vibrancy within a community of culturally diverse and passionate people. The District is energized by local flavors of authentic music, creative art, savory food, family-friendly festivals, and thriving local businesses.

Submit your stories, pictures, artwork, songs, and videos that help reveal the River District's identity.

To share a story, post an event, or request further information, please complete the form below. We will contact you and coordinate the most effective way to capture your story.

By completing the form below, you will send a secure email to SLC River District. Your email address is not logged by this system, but will be attached to the message that is forwarded from this page. Thank you!

Por favor, envíe sus historias, fotos, obras de arte, canciones, y videos que ayudan a revelar la identidad del River District.
COMMUNITY STORIES

The River District is a Salt Lake City community with roots. The community is documenting and displaying its culture and history through a variety of projects, including collecting stories on "hot spot" attractions in the area, such as the Jordan River Parkway, Fisher Mansion, and International Peace Gardens.

*El River District es una comunidad de Salt Lake City con un origen fuerte. El distrito está documentando y mostrando su cultura e historia por muchos proyectos, por ejemplo, el distrito está recogiendo historias de las atracciones más conocidas en el área, como el Jordan River Parkway, la Fisher Mansion, y los International Peace Gardens.*

City Councilman Kyle LaMalfa on Salt Lake City’s River District

*Por favor, envíe sus historias, fotos, obras de arte, canciones, y videos que ayuden a revelar la identidad del River District.*
The River District is known for its authentic cuisine and one of the most popular restaurants in the area, and all of Salt Lake City, is the Red Iguana. In 1965 Ramon and Maria Cardenas began serving tasty Mexican food at their restaurant in Salt Lake City. Twenty years later, in 1985, they opened...
Building Identity

SLC River District
Join the community in exploring the identity of the River District
Explore historical connections and community stories at slcriverdistrict.com

FAIRPARK

The Jordan River

RED IGUANA
THE KILLER MEXICAN FOOD

Peace

Utah Historic Site

Hugs

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Fall 2012

Salt Lake City’s neighborhoods along the Jordan River
Awareness | Assets | Connection | Identity
The River District Brand

- Explore the River District
  - Review existing planning and community engagement
  - Discover the community’s assets, its people and places

- Explore Other Communities
  - How other communities have used brands to build identity
  - The extent to which branding helped each community

- Create a Presentation and Activity
  - Presentations to community organizations
  - Engaging presentation and activity to gain feedback

- Meet with Community Organizations
  - Engaging organizations with ties to the community
  - Determining how to effectively communicate this identity

- Gather Feedback from the Community
  - Creating a set of recommendations
  - Developing a project brief and presentation

- River District
  - Imagine how a River District brand could be utilized
  - Local and regional recognition of the River District
PRIDE

One of the most common themes from the community is a desire for the River District brand to get rid of the negative connotation the name “West Side” currently has throughout Salt Lake City. Many people view the River District brand as an opportunity for new life, and a new image. People are very proud of the communities within which they belong and one of the biggest hopes they have with the rebranding is a chance for others to see and feel that community pride. The community wants to see the logo transform the River District into a positive, desirable aspect of Salt Lake.

COMMUNITY

Community members repeatedly express their concern about having current neighborhood names be lost to the River District brand. They are, however, okay with the idea of attaching their neighborhood names to the River District brand— for example, ‘Rose Park at the River District.’

DIVERSITY/HISTORY

The community takes pride in the diversity and families and homes that have been in the area for a long time and don’t want to see that history lost. They want people to see the friendly, walkable, quiet little neighborhoods along the river. They want to highlight the diversity existing there, and their tight-knit community.

MOBILITY

Walking and biking was another common theme. Many community members walk and bike as their primary means of transport. They see the potential for these modes of transportation to be expanded within their neighborhoods and into downtown Salt Lake City.

GREENSPACE

Many people living in that area love and enjoy the river. They want the beauty of it to be represented in the logo, as they feel like it’s a big part of what makes their community special. Community members have spoken about the parks along the river and how that part of Salt Lake City has more parks and greenery than any other part of the city. They talk about the river’s beauty and its potential for both land and water recreation.

RECREATION

Parks and open space were heavily discussed in partner meetings. These folks appreciate the green space the River District offers and get excited over potential recreational opportunities. Many community members reminisced about boating on the river, saying that it was an escape from the big city. Many frequently bike, run, and bring their children to these areas.
The River District Brand

COLOR
People like the idea of a mosaic of colors as it represents diversity of the community, and reflects the cultural influences and art throughout the River District.

**Utah Red** represents the native red rock in Utah

**Orange** represents the sunset and art in the community

**Yellow** represents the area’s vibrancy

**Green** represents the green river corridor and the many parks of the River District

**Blue** represents the river and the sky

BRANDING STATEMENT
The River District is a corridor located along west Salt Lake City’s portion of the Jordan River. The District highlights the communities, neighborhoods and businesses located along the river.

“We have a small town atmosphere where people know their neighbors, but we also have more acceptance of diverse cultures and beliefs.”

“It’s a safe and beautiful place.”

“A variety of ethnic communities from all over the world living in one place.”

“The west side of Salt Lake City is like the greenbelt.”

“I look forward to watching the sunset everyday - seeing the sun set over the mountains, you can only see its full essence from west Salt Lake.”
The River District Brand

CUSTOMIZED

Logos can be tailored to individual neighborhoods or specific needs.

MERCHANDISE

Logos can be placed on any product. Local shops or events can offer this merchandise.
The River District Brand

WAYFINDING

Logos used in conjunction with wayfinding can highlight special places within the River District.

TRANSIT

Logos placed on new and existing transit lines can help spread awareness of the River District.
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