

The Maven District: Salt Lake's Up-and-Coming Cool Street

by Alisa Scott | May 14, 2020 | Areas, Downtown SLC



The Maven District has been voted the top up-and-coming retail district in Salt Lake City in a national survey of real estate professionals.

It is a curated block of locally owned businesses on 900 S. between the 9th & 9th and Central 9th neighborhoods which has had significant growth since 2017, when it was revived as a thriving community where like-minded businesses push the limits of what is expected.

Neighborhoods featured in Cushman Wakefield's "Cool Streets" survey of urban areas were determined as having three basic offerings that attract people to their areas: value, convenience and experience. All of which are increasingly popular amongst creatives.

Salt Lake City is cited as having one of the fastest growing arts & culture communities in the US. Dr. Richard Florida, an American urban studies theorist, describes this community as "creative professionals and workers in education, healthcare, law, arts, science and business. This is the group that is populating and encouraging growth in the "Cool Streets" neighborhoods."

The vote for determining which areas are considered “cool” was conducted via a survey of real estate professionals, asking individuals to rank selected cities and neighborhoods based on livability, retail style, rent (retail and residential), and on a scale of coolness ranging from “edgy” to “gone mainstream.”

The Maven District ranked favorably in the categories of walkability, public transport, diversity, food, and arts.

Tessa Arneson and Tim Watcke are the minds behind the renewed vigor that has created a great home in the Maven District. They own a fitness studio, *Maven Strong*, seen as the anchor of the neighborhood that continues to grow.

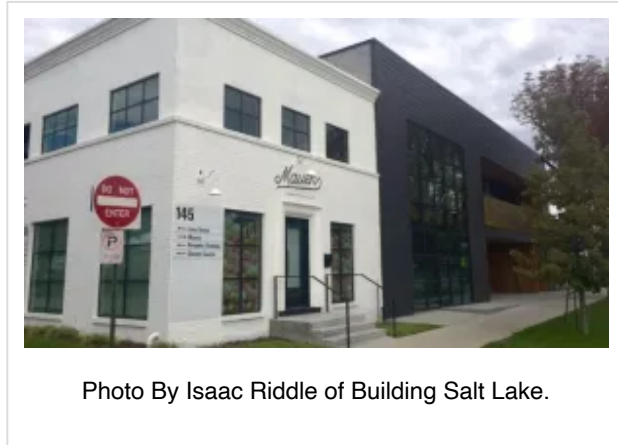


Photo By Isaac Riddle of Building Salt Lake.

The Maven District currently consists of 19 businesses locally-owned by women who believe in the vision of creating what Arneson described as a “curated community of wellness, beauty, food and retail.”

During the uncertain times caused by the COVID-19 pandemic, the Maven District has been collecting artwork from kids and putting love notes on their buildings to cheer up SLC residents. The businesses of Maven District have continued to operate, while also following guidelines to protect the community. *Chip Cookies* is delivering their product, *Normal Ice Cream* has adopted take-out service, and *Maven Strong* is renting out their gym equipment and posting workout classes online.

Other Salt Lake City neighborhoods that were featured as “Cool Streets” include 9th & 9th, Main Street, Granary District, and Sugar House.

Windermere Commercial Real Estate assisted in the redevelopment of the Maven District by finding tenants for office suites and restaurant space. The support of local businesses and organizations is why Maven District was able to become the thriving neighborhood that it is today.

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