

SOUTH SALT LAKE GENERAL PLAN 2040

Planning Commission Meeting

May 20, 2021



SCHEDULE

- May 20 (Tonight)
 - Housing
 - Economic Development
- June 3
 - Parks, Trails, Recreation, Open Space
 - Transportation & Connectivity
- June 14
 - Community Event @ State of the City
- June 17
 - Community Facilities
 - Natural Environment & Sustainability
 - Natural Hazards & Resiliency
- July 1
 - Community Vision & Future Land Use
 - Future Land Use Map
- July 15
 - Public Hearing
 - Recommendation to City Council



2040 Vision Statement

South Salt Lake is a community that fosters diversity, equity, and inclusion. South Salt Lake is a city of safe and enduring neighborhoods where people are connected to jobs, vibrant retail areas, green spaces, and each other. As the City on the Move, we take advantage of our unique location and unparalleled transportation options. We are a modern city that is home to parks and green spaces, clean water ways, and sustainable services and policies. South Salt Lake residents embrace diversity, feel part of the community, and share an enthusiasm for their “small city with big opportunities.”



Guiding Value #1

- Diversity, Equity, & Inclusion

We value the cultural diversity of our residents, visitors, neighborhoods, shops, and restaurants. We support continued and increased diversity in the community. We promote and support policies and services that treat all members of the community fairly and impartially. We are committed to equitable access to the community, its amenities, and resources. All members of the community are active participants and enjoy the benefits of living or working in South Salt Lake.



Guiding Value #2

- **Safe, Cared for, & Vibrant**

We value a community that is safe, cared for, and vibrant. A community where people take pride in their home or business and have a sense of community. Ours is a community where buildings, roadways, and public amenities create safe walking, bicycling, and play areas; enhance awareness of neighborhood activities and interactions; and encouraging positive interactions between all members of the community. We are a community where people enjoy visiting parks and shops and spending time in the neighborhoods and business areas getting to know their community and each other.



Guiding Value #3

- Enduring & Resilient

We value the community passed on from prior generations of South Salt Lake residents and businesses. We believe it is our responsibility to pass on a healthy and vibrant City to the next generation. Our decisions today will consider the needs of the future. We partner and cooperate with each other and surrounding cities, communities, the County and the State to implement policies and projects that make SSL more resilient and enduring.



Guiding Value #4

- **Connected, Sustainable, & Healthy**

We value healthy residents and a healthy environment. We believe it is our responsibility to protect water quality, the watershed, and air quality through the wise use of land. We take advantage of active transportation and open space to support healthy activities that contribute to our physical and mental health and protect our natural resources.



Housing



Growth

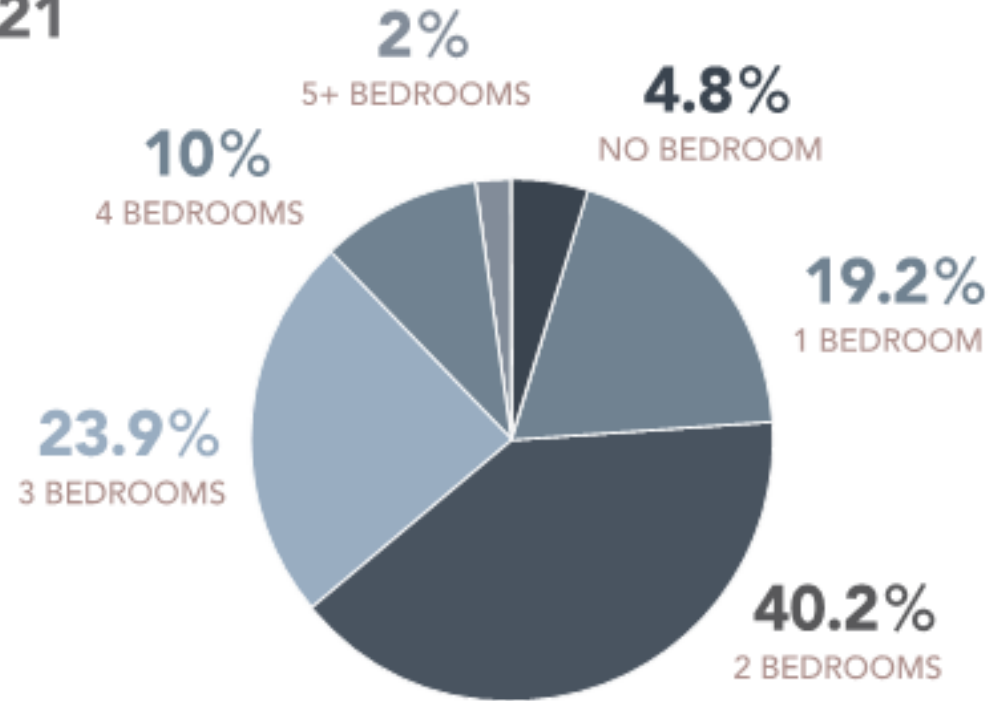
	South Salt Lake		Salt Lake County	
	Population	Households	Population	Households
2010	23,617	8,554	1,029,655	342,622
2020	26,794	11,175	1,181,471	419,499
2030	32,604	13,939	1,306,414	487,466
2040	36,638	16,127	1,414,842	552,022
2050	39,510	17,472	1,531,282	606,036

6,297 New Households



Housing Sizes

TOTAL HOUSING UNITS:
10,321



2019 PERCENTAGES

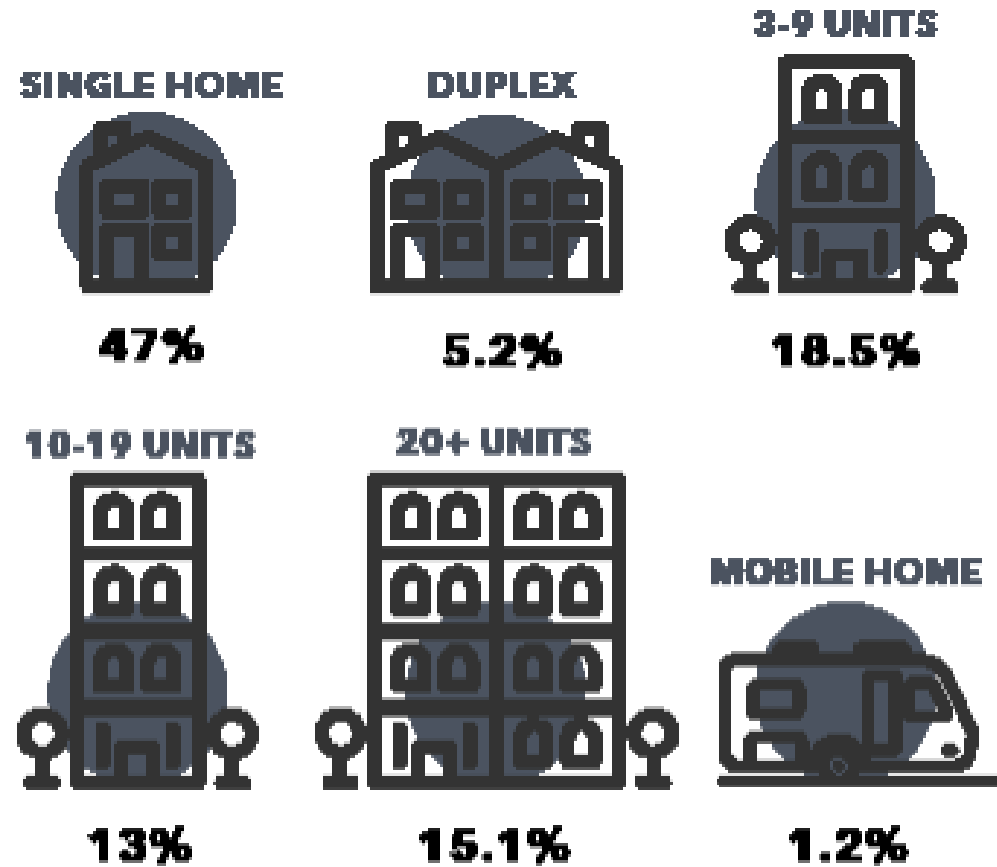


Housing Occupancy - Comparison

Housing Units and Tenure	Total Housing Units	Occupied Housing Units	% Owner	% Renter
South Salt Lake	10321	9544	40.1	59.9
Salt Lake County	397,080	374,820	67.1	32.9
Salt Lake City	340150	340150	65.4	34.6
Murray	20219	19084	67.2	32.8
Midvale	13981	12695	44.2	55.8
West Valley City	39162	36842	68.8	31.2



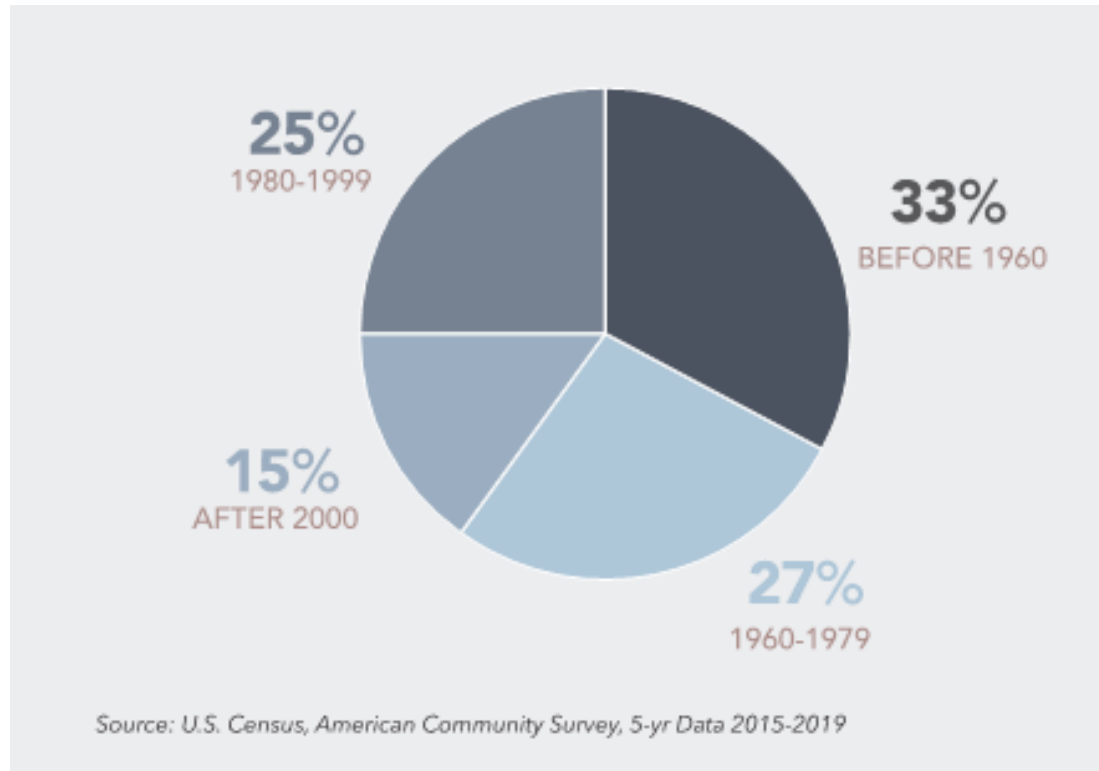
Housing Type



2019 PERCENTAGES



Housing Age



Housing Affordability

Monthly Housing Costs	No. of Units	No. of Households	AFFORDABLE RENT RANGE		HOUSEHOLD INCOME RANGE	
			Low	High	Low	High
Less than \$300	433	2,004	\$0	\$359	\$0	\$14,343
\$300 to \$499	919	1,527	\$359	\$598	\$14,343	\$23,907
\$500 to \$799	1,755	2,577	\$598	\$956	\$23,907	\$38,250
\$800 to \$999	2,157					
\$1,000 to \$1,499	3,282	764	\$956	\$1,195	\$38,250	\$47,813
\$1,500 to \$1,999	1,280	2,577	\$1,195	+	\$47,813	+
\$2,000 to \$2,499	227					
\$2,500 to \$2,999	83					
\$3,000 +	41					
No cash rent	155					
Total	10,331	9,449				

Source: 2010-2014, 2013-2017 4-Year HUD Comprehensive Housing Affordability Strategy Data (CHAS); U.S. Census, American Community Survey, 5-yr Data 2015-2019



WHAT OUR COMMUNITY IS SAYING



TRANSPORTATION

SAFE PLACES TO WALK AND BIKE
PEDESTRIAN CROSSINGS
TRANSPORTATION OPTIONS
TRAFFIC MAJOR ARTERIALS
CONNECTIONS

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HEADED IN RIGHT DIRECTION
RECYCLING PROGRAM CULTURAL ACTIVITIES
SENSE OF COMMUNITY FUNKY VIBE
DIVERSE AND CREATIVE CITY NEW SENIOR CENTER
RETAIN CURRENT RESIDENTS RELIABLE INTERNET

PARKS & RECREATION

NEW RECREATION CENTER
IMPROVING EXISTING PARKS
MORE PARKS AND RECREATION
TRAILS AND BIKE LANES
MORE NATURAL OPEN SPACE

SAFETY

STREET LIGHTING
SIDEWALK MAINTENANCE
UNSHELTERED RESIDENTS
EMERGENCY CALL BOXES
PEDESTRIAN SAFETY

NEIGHBORHOOD LIVABILITY IDENTITY & PRIDE GROWTH & SERVICES

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URBAN FORESTRY JORDAN RIVER
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HOUSING / NEIGHBORHOODS

MAINTAINING NEIGHBORHOODS **MIX OF RETAIL AND SERVICES**
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AFFORDABLE HOUSING ADU'S HOUSING OPTIONS CODE ENFORCEMENT

ECONOMIC DEVELOPMENT

IDENTITY CULTURAL ACTIVITIES **RESIDENT NEEDS** GOOD MIX
DISTINGUISHABLE PUBLIC PLAZAS MORE ESTABLISHED DOWNTOWN
ECONOMIC DEVELOPMENT SPECIALTY SHOPS **ADD JOBS**
NIGHTLIFE **PLACE-MAKING** RESTAURANTS AGING INFRASTRUCTURE
SERVICES STORE FRONTS AND BEAUTIFICATION **GROWTH**

Housing – Vision Statement

SSL is a community where residents live in safe, clean, and healthy neighborhoods that are connected to parks, local shopping, services, and regional transportation. Residents living in SSL have a choice of housing types that align with their household type, age, lifestyle, and budget to support our diverse families and residents. Housing opportunities in SSL are affordable to a variety of households. Housing is strategically located to take advantage of transportation opportunities and services and amenities are located to support neighborhoods. Our diverse housing options and diverse residents promote a sense of community and belonging.



All South Salt Lake residents shall have access to safe, affordable, and attractive housing. Housing options in South Salt Lake are appropriate for residents of all incomes, needs, ages, backgrounds, familial status.

Strategies:

1. Update the City's Moderate Income Housing plan to account for changing housing needs within the South Salt Lake community annually.
2. Encourage development and maintenance of an affordable and attainable supply of housing for all income levels.
3. Encourage the development of housing that ranges in size and scale to accommodate the needs of all residents.
4. Encourage the preservation of existing housing through City-supported initiatives and increased code enforcement to make needed repairs, upgrades, and promote property maintenance.



Housing in South Salt Lake is located in neighborhoods that are connected to services appropriate for the type and density of housing.

Strategies:

5. Ensure that all residents have access to retail, services and neighborhood amenities that are easily and safely accessible by foot, bike, or transit.



Residents of South Salt Lake take pride in their neighborhood and community, know their neighbors and participate in community events.

Strategies:

6. Support the creation of advisory neighborhood councils to improve neighborhood pride and social connectivity.
7. Promote neighborhood pride and a unique sense of place to create lifelong residents and to attract new residents.



Economic Development



Psychographics

SOUTH SALT LAKES PSYCHOGRAPHICS

Psychographics are critical in understanding a population's attitudes and interests rather than being limited by "objective" demographics. While demographics can tell us about a household's size and average income, psychographics can help to paint a picture of why that family may purchase a particular item, or have preferences related to technology.

These sorts of insights enable people to find similar-interest households, linking those with similar interests and attitudes, even if they're from a different community. Below is a summation of the top psychographic segments based upon the percentage of households in South Salt Lake City. The full description of each segment can be found in the appendix.



METRO FUSION

The most prevalent segment is Metro Fusion, which can be characterized as a young, diverse market. They speak a variety of languages, are ethnically diverse, and can be primarily characterized as renters. Many households have young children, work blue-collar jobs, and have lower incomes than average.



FRONT PORCHES

Front Porches blend household types, with more young families with children or single households than average. This group is also more diverse than the US and are primarily employed by blue-collar jobs.



SET TO IMPRESS

Nearly one in three residents is 20 to 34 years old, and over half of the homes are single person and nonfamily households in the Set to Impress segment. Income levels are low; many work in food service while they are attending college. Set to Impress residents are tapped into popular music and the local music scene.



YOUNG AND RESTLESS

Young and Restless households are characterized by well-educated young workers, some of whom are still completing their education, are employed in professional/technical occupations, as well as sales and office/administrative support roles. Almost 1 in 5 residents move each year. Young and Restless consumers are diverse, favoring densely populated neighborhoods in large metropolitan areas.



YOUNG PROFESSIONALS

Bright Young Professionals is a large market, primarily located in urban outskirts of large metropolitan areas. These communities are home to young, educated, working professionals. More than one out of three householders are under the age of 35. Slightly more diverse couples dominate this market, with more renters than homeowners. Median household income, median home value, and average rent are close to the US values. Residents of this segment are physically active and up on the latest technology.²



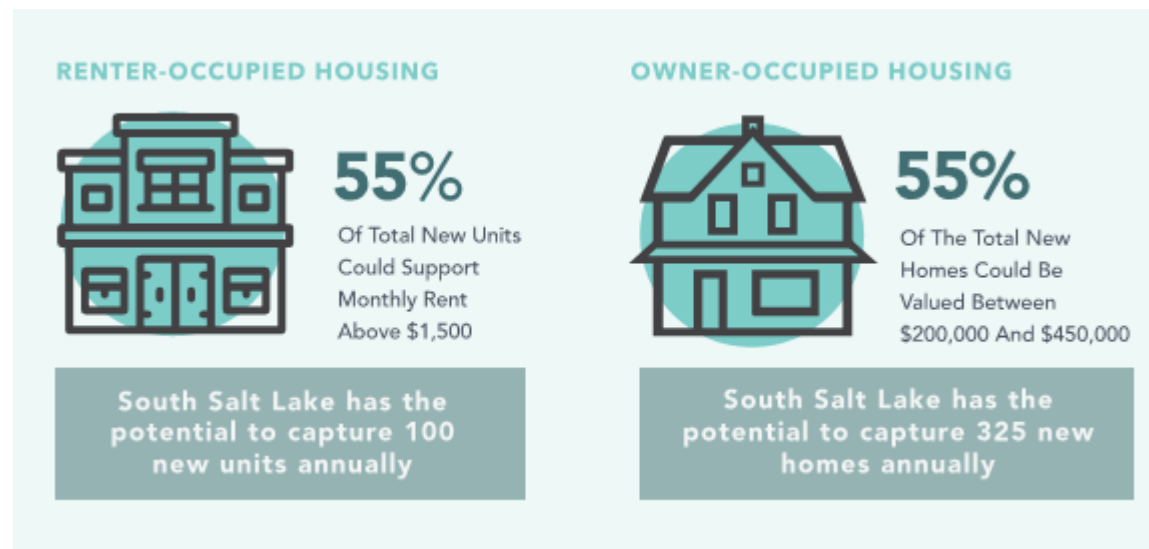
Retail Market Demand

- **266,000 SF of unmet demand**
 - Department Stores
 - General Merchandise Stores
 - Health & Personal Care Stores
 - Sporting Goods Stores
 - Specialty Food Stores
 - Furniture Stores



Residential Market Demand

- **5,850** Annual New Households - SL County
- 35-54 Year old's and 65 +



Office Demand

SOUTH SALT LAKE OFFICE DEMAND ANALYSIS			
	Firms	Employees	Employees / Firms
Finance & Insurance	71	404	6
Real Estate	92	777	8
Professional, Scientific & Tech Services	176	2,002	11
Management of Companies & Enterprises	2	6	3
Health Services	59	1,257	21
Arts & Entertainment	21	179	9
TOTAL	421	4,625	11

Avg. Sq.Ft. per Employee	150
TOTAL OFFICE SQ. FT.	76,039,052

Avg. Submarket Sq. Ft. Absorption (10-year Average)	
Potential Office Sq. Ft. Absorption	-88,694
Estimated Subject Site Capture Rt.	3%
POTENTIAL CAPTURE SQ. FT. FROM ABSORPTION	-2,661

Potential Turnover	1%
Potential Turnover Sq. Ft.	380,195
Avg. Vacancy Rate	7%
Total Occupancy from Turnover	355,102
Estimated Subject Site Capture Rt.	50%
POTENTIAL CAPTURE SQ. FT. FROM TURNOVER	177,551

TOTAL POTENTIAL DEMAND SQ. FT.	174,890
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Source: ESRI, CoStar, Catalyst

Industrial Attraction

SOUTH SALT LAKE INDUSTRIAL DEMAND ANALYSIS			
	Firms	Employees	Employees / Firms
Agriculture, Forestry, Fishing & Hunting	1	4	4
Mining and Utilities	7	37	0
Construction	220	2,912	13
Manufacturing	205	4,770	23
Wholesale Trade and Transportation and Warehousing	246	3,730	15
Administrative & Support & Waste Management & Remediation Services	99	1,632	16
TOTAL	778	13,085	17

Avg. SF per Employee	150
TOTAL INDUSTRIAL SF	158,823,812

Avg. Submarket SF Absorption (10-year Average)	
Potential Industrial SF Absorption	-24,000
Estimated Subject Site Capture Rt.	3%
POTENTIAL CAPTURE SF FROM ABSORPTION	-720

Potential Turnover	1%
Potential Turnover SF	794,119
Avg. Vacancy Rate	5%
Total Occupancy from Turnover	754,413
Estimated Subject Site Capture Rt.	5%
POTENTIAL CAPTURE SF FROM TURNOVER	37,721

TOTAL POTENTIAL DEMAND SQ. FT.	37,001
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Source: ESRI, CoStar, Catalyst



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Economic Development – Vision Statement

SSL is a community of opportunity for a variety of businesses with diverse ownership serving a diverse community. Quality of life in SSL is enhanced through sustainable businesses in a sustainable community. SSL encourages and supports businesses by helping them form, expand, and thrive in our community. We build on past successes for our future.



Maximize South Salt Lake's social and economic equity through value-based decision making.

Strategies:

1. Enhance and elevate South Salt Lake regional recognition.
2. Strengthen Downtown South Salt Lake.
3. Encourage development of neighborhood-based shops & services in strategic locations.
4. Embrace South Salt Lake's history as an important business hub.
5. Maintain and enhance neighborhood health, vitality, and integrity.
6. Create unique, destination-oriented, mixed-use developments.
7. Ensure fiscally responsible development.



Continue to support existing and future businesses through the City's partnership with the SSL Chamber of Commerce and comprehensive business retention and recruitment program.

Strategies:

1. Complete an analysis of existing businesses, including a business survey, to identify type of business, future expansion plans, partnerships, future labor needs, and preferred amenities/services in their immediate area.
2. Continue to implement the SSL Downtown Master Plan with a focus on high paying jobs, public gathering spaces, connectivity of the Streetcar and TRAX lines, and a balanced mix of uses.



Create “business identity” catalytic areas preserve South Salt Lake’s role as a commerce hub in the Valley.

Catalytic Areas:

1. Downtown SSL
2. 3300 South Corridor
3. State Street Corridor
4. Roper Yard/900 West/Oxbow rail served area
5. Millcreek & Meadowbrook Station Areas
6. Neighborhood nodes



Continue to influence the future of SSL using the tax increment and similar tools available in State Statute

Project Areas:

1. Current Project Areas:

1. Central Pointe
2. Market Station
3. S-Line

2. Proposed Project Areas:

1. Rails
2. Golf the Round

3. Future Project Areas:

1. 3300 South Corridor
2. State Street Corridor(s)
3. Neighborhood Nodes

