

**Your Town in 2050
Community,
Character?**



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With help from John M. Janson,
AICP
Photos Jake Young, SLCO



Take Aways

1. No magic bullet
2. Roll up your sleeves. Time & Commitment needed
3. The old informs the new
4. Quantify the soft
5. There are Tools
6. Define your own success

Change

Things




Getting around
– old, noisy,
slow, nice tires
A classic!



Powerful, trendy, and
zero emissions
The new classic





What was work?
What will it be?




Population changes

Circa 1975



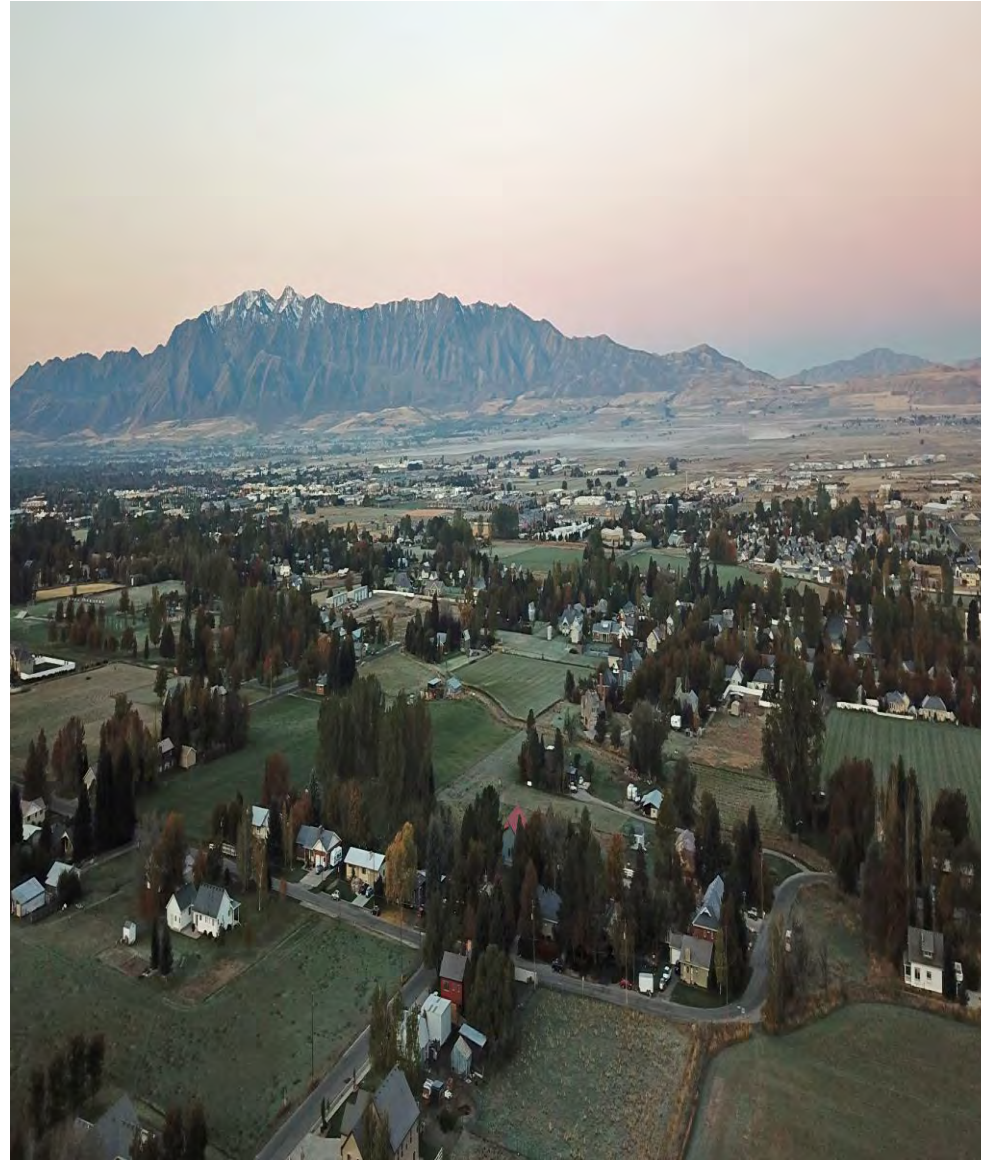
2020



A high-angle photograph of a massive crowd of people sitting on a snow-covered hillside. The people are dressed in winter clothing, with many wearing red jackets. The crowd is spread out across the slope, filling most of the frame. A large, white, diamond-shaped graphic is overlaid on the right side of the image, containing the text "And these folks just gave up!".

And these folks just
gave up!

- Double the Population by 2060 to 2075
- More diversity & in-migration
- Lower birth rates
(but still a big part of Utah's growth)
- Social media world
- Changes in the way people think
- Greener worldwide concerns



- Housing costs keep rising (supply and demand models not working)
- Incomes not keeping up
- Renting becomes the norm
- Artificial Intelligence (AI) "taking over"
- The concept of work changes
- Family changes



Elusive or Tangible?

What is community character?

What is that “feel” ?

Small / Nostalgia/ Community spaces?



Does the loser in all this have to be our small towns - that “small town feel”?

The dark side of economic development?

What is the balance?
You decide

The Planners Opportunity

Sometimes bold moves are needed



APA Speak

- Community character refers to the distinct identity of a place. It is the collective impression a neighborhood or town makes on residents and visitors.
- People often choose the places they live and spend their leisure time based—in part—on their perceptions of community character.
- Nevertheless, many people find it difficult to explain which characteristics are essential to their sense of place.
- Identifying the key measurable qualities that contribute to community character can provide planners, local officials, and community members with a common language to understand the physical and social characteristics they value and most closely associate with their neighborhood or town.

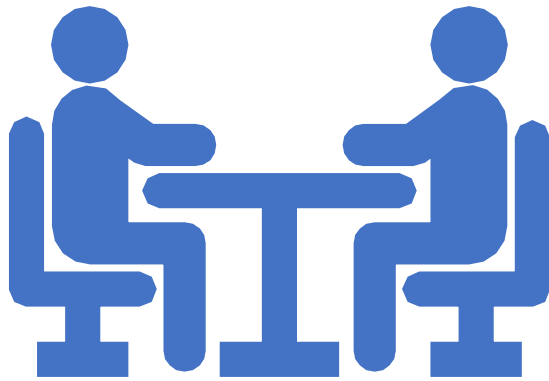




Critiquing the Notion of Neighborhood Character

- Community can not be explained, but has to be experienced
- **Zócalo Public Square Editor Joe Mathews takes aim at the phrase, “We want to protect the character of the community,” calling it a lousy argument in normal times and verging on “treasonous” due to climate change and California's housing crisis.**
- At the core, “being in community” is an emotional experience: I feel that I belong, I feel safe, I feel at home, I feel trusted, I feel I can trust you, I feel supported, I feel I can trust people I have never met before in my life.
- That feeling is nothing but abstract unless it is grounded in an actual experience. It’s like trying to explaining to someone who has never tasted salt what it tastes like.
- Plus, there is something magical about communities that isn’t obvious at first: the whole is greater than the sum of its individual parts.

The soft side of planning – Values

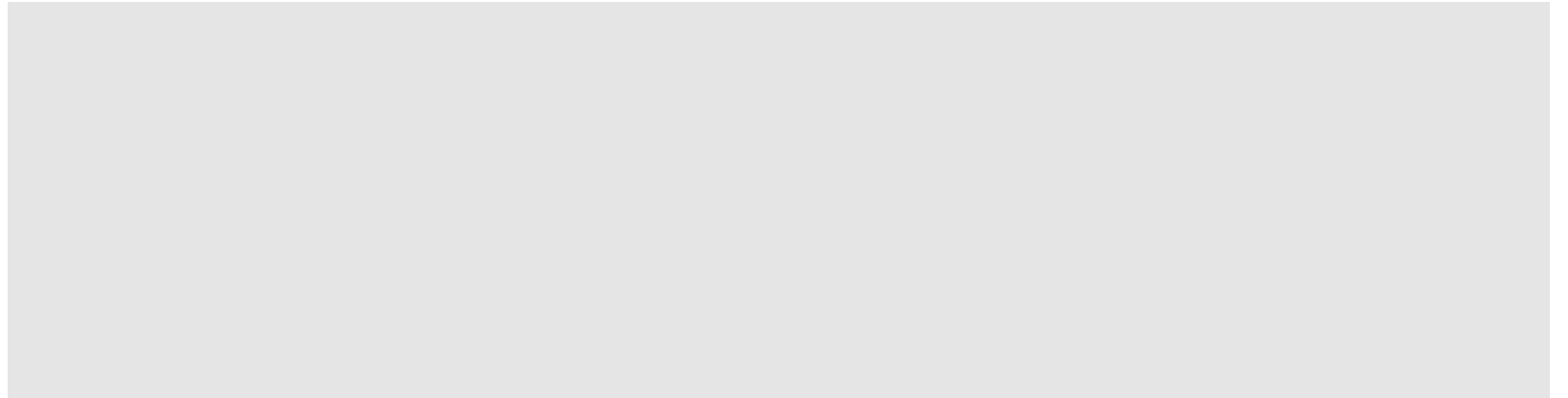


- How do we define community character
- How do we articulate that to the public ?
- How do we implement it?

Start with
Data

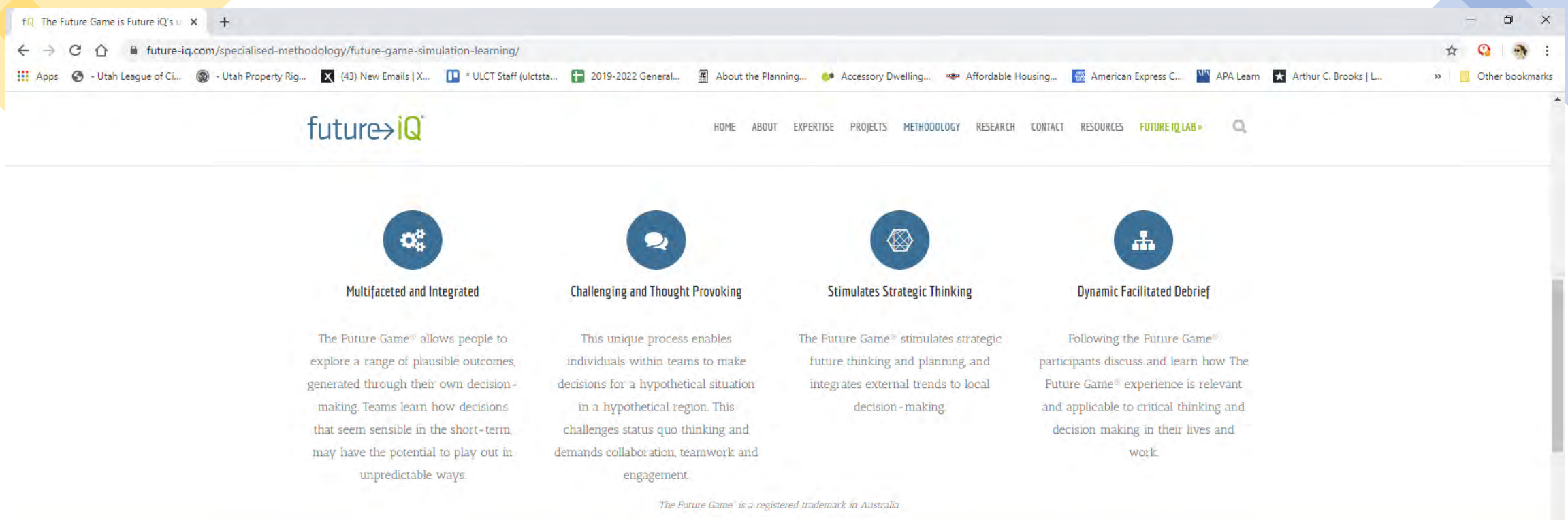


Ask Values
Questions ...



- **X is growing like crazy! How can X stay a great place and accommodate growth?**
- **What do you love most about living in X?**
- **What do you want to preserve or enhance?**
- **What makes X unique?**
 - **What would you like to see more of?**
 - **What would you like to see less of?**
 - **How much would you pay for these items?**





Future IQ

future-iq.com

A DIVERSE PORTFOLIO OF SIMULATION LEARNING EVENTS

Future IQ has been applying and developing The Future Game for nearly a decade. In that time, more than 25,000 leaders and stakeholders have played the Future Game across a range of regional, industry, government, corporate and community settings.

FEATURED PROJECTS »



DRAPER 2019 - *In your opinion, what is the most important issue facing Draper today?*

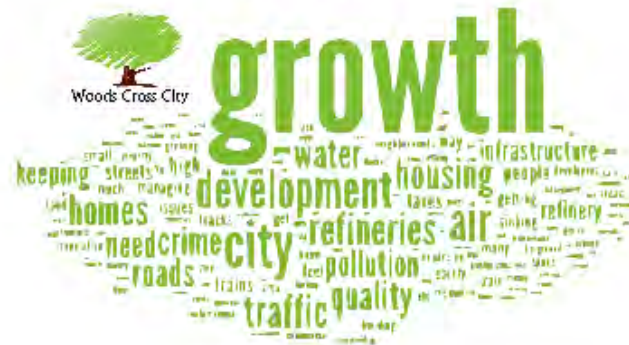
LEHI 2018 In your opinion, what is the most important issue facing Lehi today?

HOLLADAY 2017 *In your opinion, what is the most important issue facing Holladay in the next 3-5 years?*

MILLCREEK 2019 In your opinion, what is the most important issue facing Millcreek **in the next 3-5 years?**

WOODS CROSS 2018 In your opinion, what is the most important issue facing Woods Cross today?

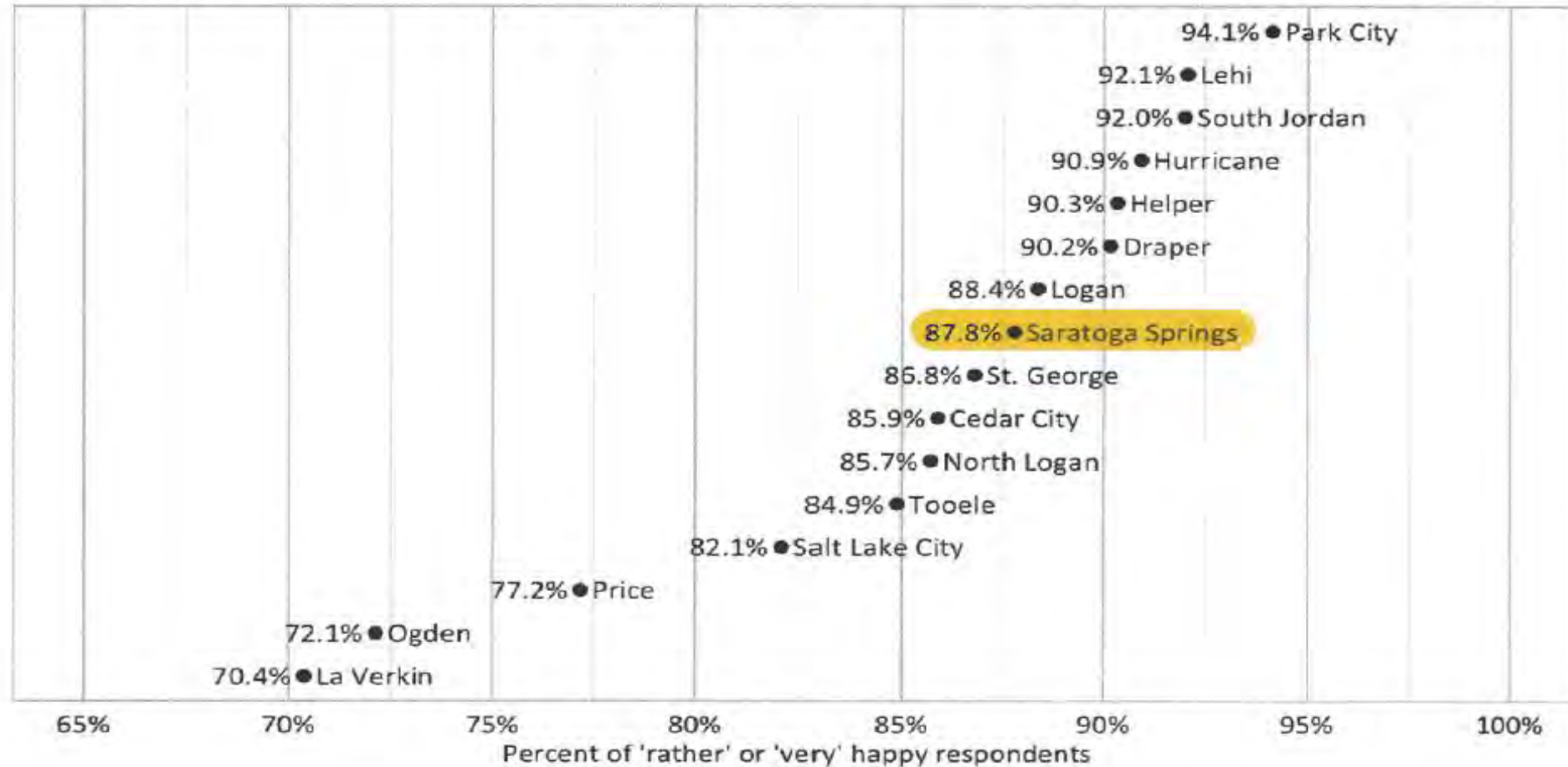
HERRIMAN 2017 In your opinion, what is the most important issue facing Herriman today?



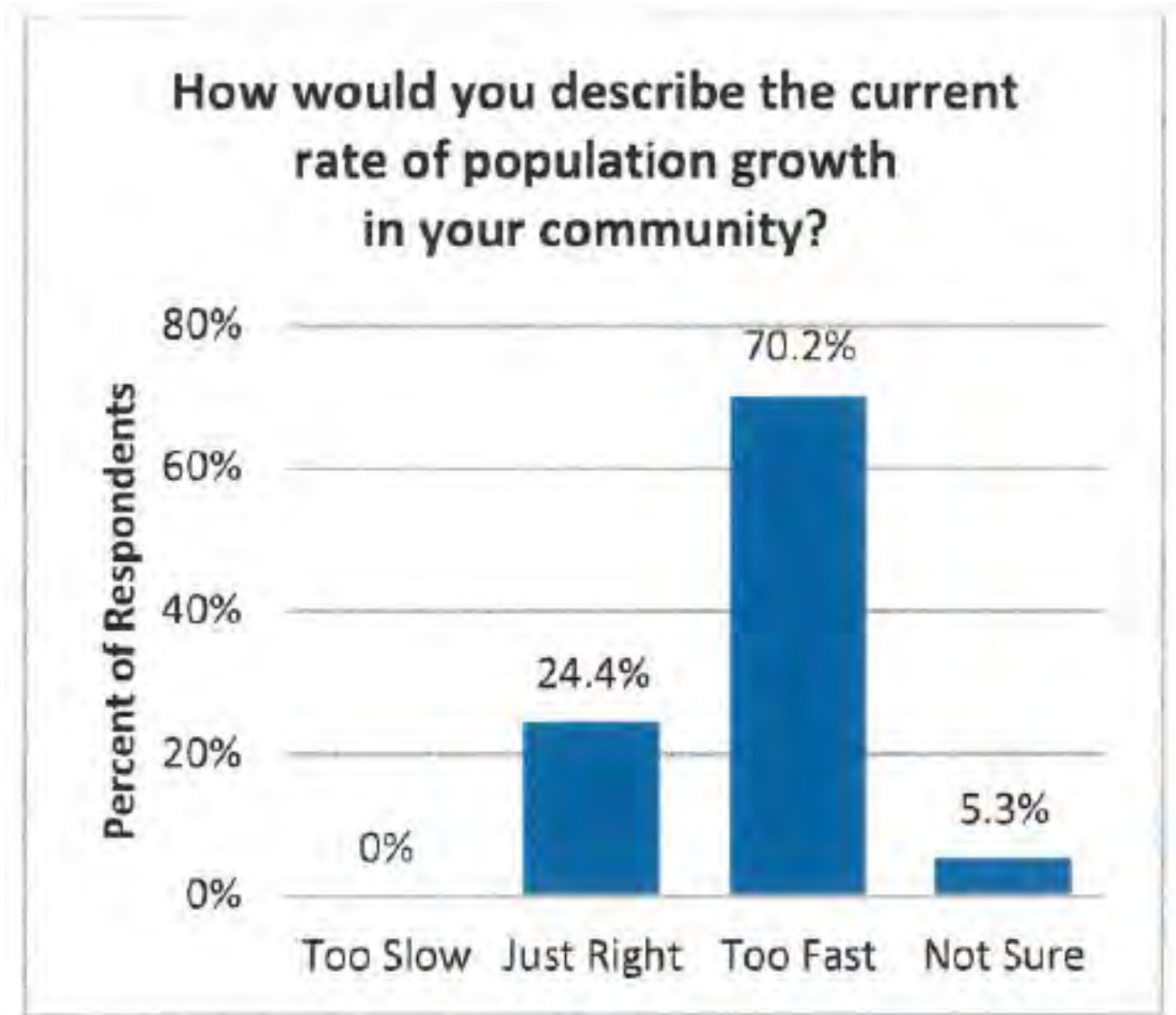
Wellness & Landscape Survey

2019 USU study – 16 cities surveyed. Expanded in 2020.

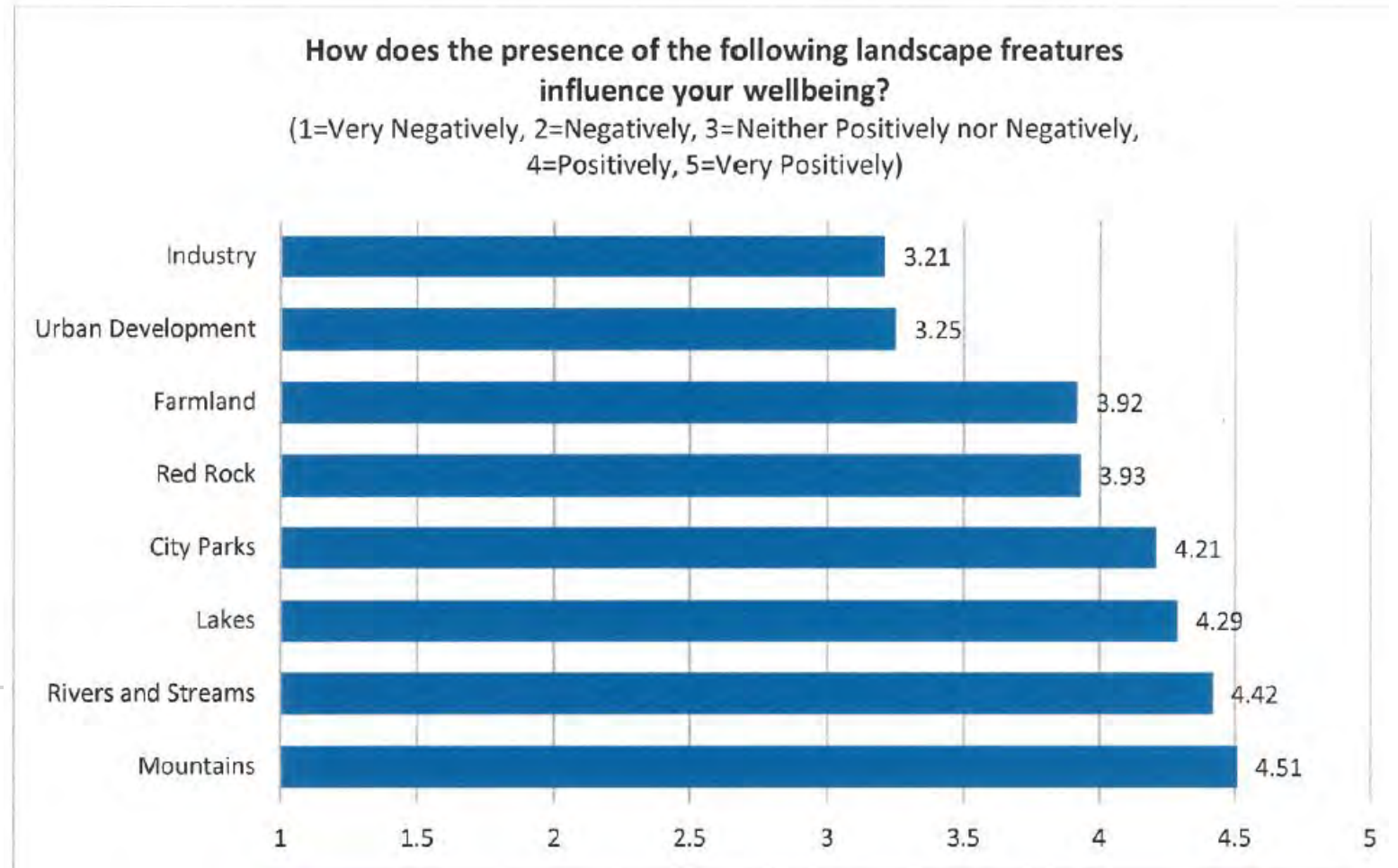
Percent of Respondents that are 'Rather' or 'Very' Happy from Sampled Utah Cities (2019)



What do we think about growth?



What are we
happy about?



AFFORDABLE HOUSING OVERLAY ZONING TEXT AMENDMENT



SALT LAKE CITY
PLANNING



The City's Planning Division is considering zoning amendments to encourage the construction of additional affordable housing. This may include an affordable housing overlay that would modify zoning requirements in some areas of the city.

SHARE YOUR FEEDBACK

Do you think Salt Lake City needs more affordable housing? Where? What should it look like?

We want to hear from you! Take our survey today. It will be open until January 15, 2020.

Participa en nuestra encuesta! Para acceder la encuesta en español elige el idioma en la parte superior de la encuesta.

<http://bit.ly/AffordableHousingSurveySLC>

WHAT IS THE PROJECT?

An affordable housing overlay zoning district would provide incentives to developers who include affordable homes in their projects. An overlay would encourage the production of affordable homes rather than require it. This may be done through zoning code modifications, such as allowing additional height, reduced parking requirements, or through process waivers.

Rather than imposing restrictions, an affordable housing overlay aims to present developers with more choices by offering additional benefits to projects that increase the supply of homes that more people can afford. Ideally, the incentives would reduce development costs to allow the construction of more affordable homes.

WHY MAKE THESE CHANGES?

Affordable housing was ranked as a top priority in the 2018 Salt Lake City Resident Survey. The city adopted Growing SLC: A Five-Year Housing Plan in 2017 and has a number of efforts underway to assist with providing quality housing for its residents.

The Planning Division's efforts include zoning changes for accessory dwelling units (ADUs), changes to the RMF-30 zone, and amendments related to single room occupancy (SRO) dwellings.

WHAT IS AFFORDABLE HOUSING?

A home is generally considered affordable if the household pays 30% or less of their gross income (before taxes are taken out) towards rent/mortgage payments.

In 2019, a single person household in Salt Lake County has an **area median income (AMI)** of \$57,938. The area median income for a family of four is \$82,688.

HUD uses the following categories and AMI percentages to break incomes into segments so that specific housing needs can be met:

- **Median Family Income** // 100% of the AMI
- **Low Income** // 80% of the AMI
- **Moderately Low Income** // 60% of the AMI
- **Very Low Income** // 50% of the AMI
- **Extremely Low Income** // 30% of the AMI

(Growing SLCC and HUD)

WHAT IS AN OVERLAY ZONING DISTRICT?

An Overlay Zone is a zoning district which is applied over one or more previously established zoning districts, establishing additional or stricter standards and criteria for included properties in addition to those of the underlying zoning district. Communities often use overlay zones to protect special features such as historic buildings, wetlands, steep slopes, and waterfronts.

(American Planning Association)

WHY IS HOUSING GETTING MORE EXPENSIVE?

Across the county, housing is increasing in price. In many places, including Salt Lake City, the population is growing faster than homes are being constructed to accommodate them. Salt Lake City's population decreased from 189,500 in 1980 to 159,935 in 1990. By 2017, it grew to 200,000 people.

However, the city has only 15,000 housing units more than it did in 1990. **Homes are more expensive because land, material, and labor costs have also increased.** Additionally, Salt Lake has limited land available for development.

(Tom C. Gartner Policy Institute)

WHAT'S NEXT?

Based on public feedback, planning staff will prepare a preliminary draft of the updates to the zoning ordinance. The proposed updates will be posted on the Planning Department page; dates and times planning staff will host open houses and other public meetings to review and discuss the proposal will also be posted on this page.

The approval process will include public hearings at future Planning Commission and City Council meetings. The Planning Commission will make a recommendation to the City Council, who will make the final decision.

Meeting dates will be determined at a later date and will be posted online.

PROJECT TIMELINE



STAY UPDATED!

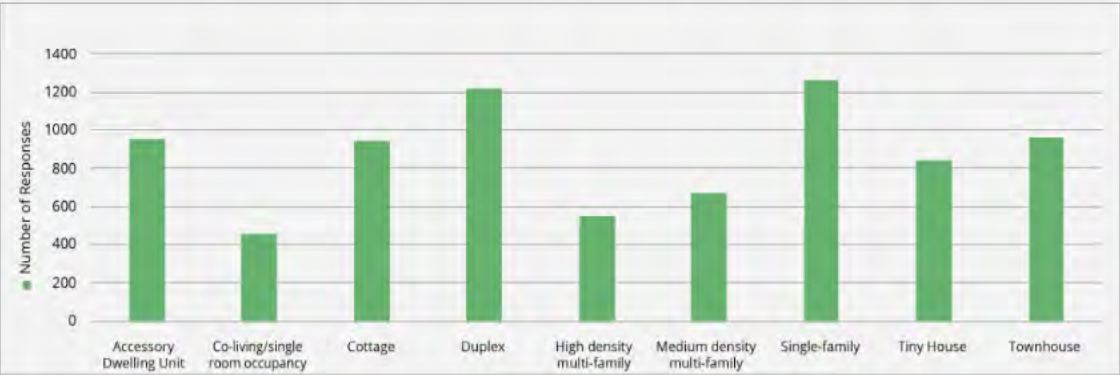
Please check back at www.slcc.gov/planning periodically for updates and more information about this process and opportunities for public input and involvement!

ADDITIONAL INFORMATION

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Respondents were open to a variety of housing types in neighborhoods. Respondents were able to select multiple housing types they thought most appropriate for affordable housing in their neighborhood and single family homes were selected most often followed by duplexes, and townhouses.

What types of affordable housing do you think fits in your neighborhood?



[View complete survey responses.](#)

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Timeline



It Takes Action No magic Bullet

Figure out what you need to work on
/ get into the “weeds”

Create practical strategies

Collaborate between communities
and with the County

Gain consensus

Establish Priorities

Make the time



What do you do with the data?

General Plan (Transportation
Housing, Land Use)

- Establish the vision,
- break it down,
- engage your residents,
- understand what people value

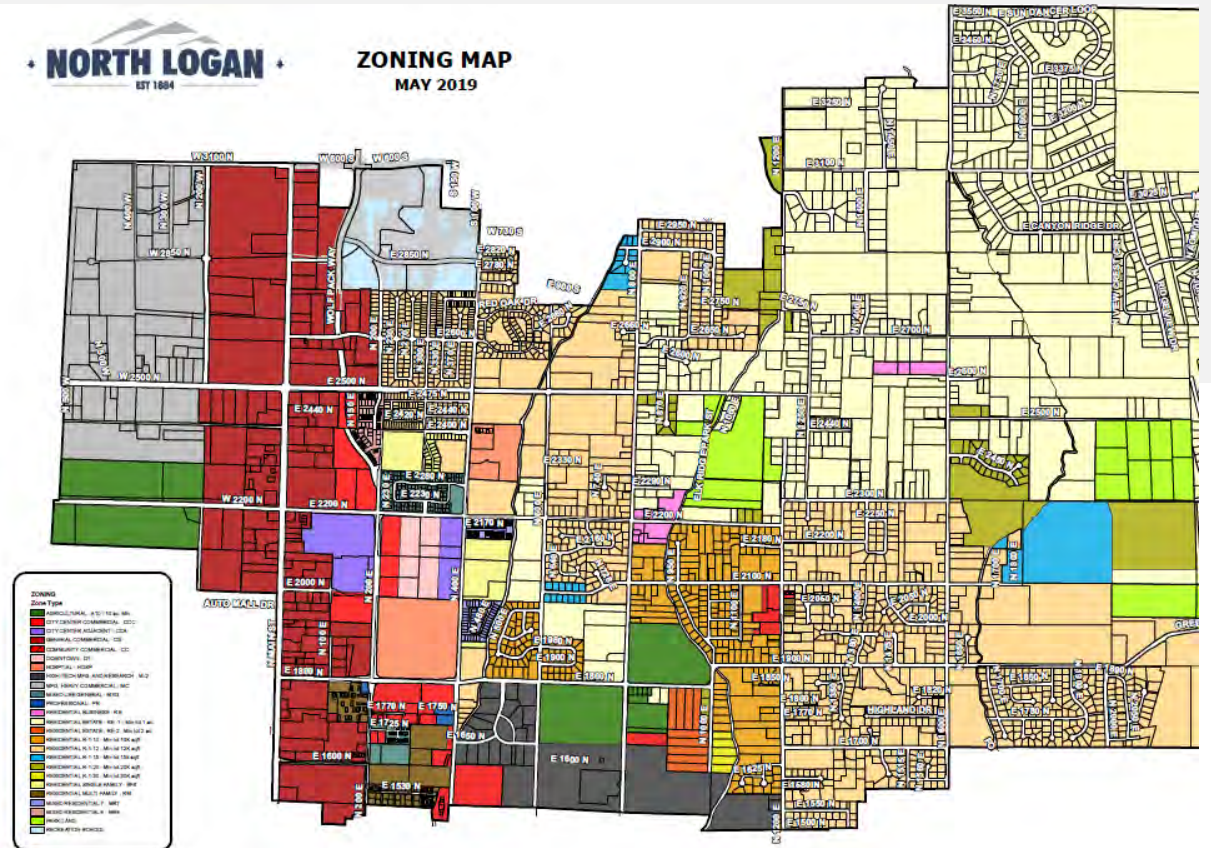
Implement through the Zoning





Consider incentives to get more of what you want to preserve into the future

Not changing your zoning will assure that you don't achieve the future you want





Think about your places

Main Street Design

storefronts, historic character, signs, leisure space, active spaces, events (more to bring folks back together), UDOT coordination

Consider Form based codes (placemaking and architectural controls)

Zone for the place you envision – Zoning is for the Future





HOLLADAY VILLAGE

2002 vs. 2019











Thanks to Paul Allred, AICP



This view of a retail corridor in downtown shows several urban form characteristics that contribute to perceptions of community character, including relatively uniform and modest building heights, uniformly small distances between facing buildings, and a lack of separation between buildings along the same side of the street.

Open Spaces

Open space preservation techniques:

- Partnering (like with Utah Open Lands)
- large lot zoning (really large – 20 acres)
- steep slope restrictions
- coordinate your trails systems with canals, creeks, rivers – Create open space corridors
- Bigger efforts – TDR, Purchasing DRs, Bonding, Conservation Easements, annexation agreements
- Coordinating council and staff
- Regional Planning





Housing as a tool

Allow ADUs

Cluster subdivisions

Smaller homes oriented toward the street with a usable front porch



The Heber Story

Setting is familiar

Fastest growing County in the US (2017)

- New homes are all very expensive
- Recreation economy - Summer and winter outdoor recreation
- Within commuting distance of major employment centers
- Fantastic place to live!



Heber

Open space preservation

Views/setting/rec. access

Traffic/trucks on Main

Want Small town feel

General growth and restricting housing growth

Trails



Vision
Created
1.5 years

Survey

Web site/twitter

Chip exercise workshop

Community design workshop

Talk with people!



Their Values



Together, we desire to:

- 1. preserve the beautiful open lands that surround us;***
- 2. create friendly neighborhoods and centers that focus homes, jobs, shopping, and recreation into places where we gather and interact regularly;***
- 3. enhance and strengthen downtown—the heart of our community; and***
- 4. grow, promote and diversify our recreational opportunities.***

By focusing our growth in specific areas, we foster a vibrant community and a quiet countryside—a place residents and visitors alike will enjoy for generations to come.

Developing strategies on consensus based issues/values

Town centers (mixed use)

Clustering

Ag zoning retention – 1 acre lot is not ag zoning

Open space preservation collaborative suggested

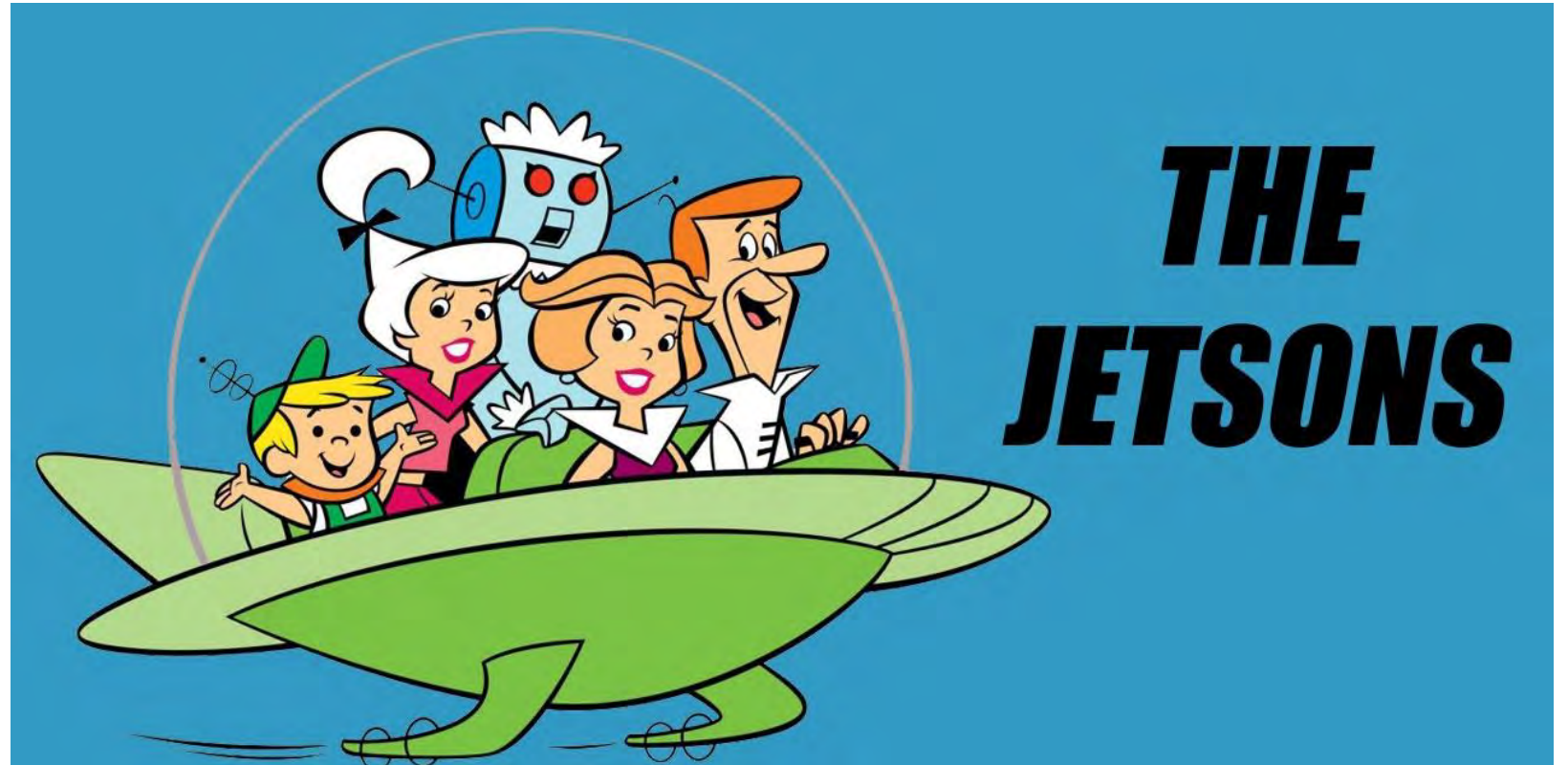
Incentives to preserve open space and agriculture

TDR (exploring)

Main Street revival (different zoning than the rest of the commercial areas), active spaces



Is preservation
of our
“Quality of Life”
really possible
over the next 30
to 40 years?



We can't predict everything that will
happen, but we can do something about
what we value

Possible new pressures

- “AI” commuting in electric cars
- More second homes – income gaps
- A backlash to all the new development???
 - Smaller families
 - No more rezones
 - Reach capacity of our water resources?
 - Slowed in-migration cause we aren’t “pretty great” anymore
 - Housing so expensive no one can afford to live here?



Hope is not a strategy!

Great plans have to have great actions



- “you are just a planner – you don’t “do” anything”!
- We are all planners!
- And yes we can focus, create strategies, & become more effective, if we work together –cities and counties!
Regional thinking perhaps?