Your Town in 2050
Community, Character?

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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
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
And these folks just gave up!
• Double the Population by 2060 to 2075
• More diversity & immigration
• 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
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

Survey Says...

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?
The Future Game™ allows people to explore a range of plausible outcomes, generated through their own decision-making. Teams learn how decisions that seem sensible in the short-term, may have the potential to play out in unpredictable ways.

Challenging and Thought-Provoking

This unique process enables individuals within teams to make decisions for a hypothetical situation in a hypothetical region. This challenges status quo thinking and demands collaboration, teamwork, and engagement.

Stimulates Strategic Thinking

The Future Game™ stimulates strategic future thinking and planning, and integrates external trends to local decision-making.

Dynamic Facilitated Debrief

Following the Future Game™, participants discuss and learn how the Future Game™ experience is relevant and applicable to critical thinking and decision making in their lives and work.
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

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

- 94.1% · Park City
- 92.1% · Lehi
- 92.0% · South Jordan
- 90.9% · Hurricane
- 90.3% · Helper
- 90.2% · Draper
- 88.4% · Logan
- **87.8% · Saratoga Springs**
- 85.8% · St. George
- 85.9% · Cedar City
- 85.7% · North Logan
- 84.9% · Tooele
- 82.1% · Salt Lake City
- 77.2% · Price
- 72.1% · Ogden
- 70.4% · La Verkin

Percent of 'rather' or 'very' happy respondents
What do we think about growth?
What are we happy about?

How does the presence of the following landscape features influence your wellbeing?
(1=Very Negatively, 2=Negatively, 3=Neither Positively nor Negatively, 4=Positively, 5=Very Positively)

- Industry: 3.21
- Urban Development: 3.25
- Farmland: 3.92
- Red Rock: 3.93
- City Parks: 4.21
- Lakes: 4.29
- Rivers and Streams: 4.42
- Mountains: 4.51
AFFORDABLE HOUSING OVERLAY
ZONING TEXT AMENDMENT

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.

WHAT IS THE PROJECT?
An affordable housing overlay zoning event would provide incentives to developers who construct affordable homes in their projects. An overlay would encourage the production of affordable homes rather than require it. It may do this 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.

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, 2021.
Participa en nuestra encuesta! Para acceder a la encuesta en español, ve al sitio en línea superior en la receta.

http://bit.ly/AffordableHousingSurveySLC

WHY ARE WE DOING THIS?
Affordable housing was not a high priority in the 30@30 Salt Lake City Resident Survey. The City adopted Growing SLC’s Five-Year Housing Plan in 2017 and has a number of efforts underway to address this growing housing need for its residents.

The Planning Division’s efforts include zoning changes for assessing dwelling units (ADUs), changes to the RMP-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 (after tax) towards housing payments.
In Salt Lake County, a single person household in Salt Lake County has an area median income (AMI) of $57,439. The area median income for a family of four is $82,000. HUD uses the following categories and AMI percentages to break down income 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: 70% of the AMI
- Very Low Income: 50% of the AMI
- Extremely Low Income: 30% of the AMI
- Poverty Line: 25% of the AMI

WHAT'S AN OVERLAY ZONING DISTRICT?
An overlay zoning district, which is applied over one or more previously established zoning districts, mitigates additional or specific standards and criteria for related priorities in addition to those of the underlying zoning district. Communities often use overlay zones to infuse special restrictions such as historic buildings, wetlands, special zones, and waterways.
- America-Vinway Association

WHY IS HOUSING GETTING MORE EXPENSIVE?
Housing frequently purchasing in prices.In many places, including Salt Lake City, the population is growing faster than homes are being constructed. As a result, Salt Lake City’s population increased from 166,506 in 1990 to 285,746 in 2000. By 2017, it grew to 313,148 people. However, the city has only 10,266 affordable units in more than 800. Homes are more expensive because land, materials, and labor costs have also increased. Additionally, Salt Lake has a limited supply of available housing.

WHAT'S NEXT?
In addition to public feedback, planning staff will prepare a preliminary draft of the updates to the zoning ordinance. The updated drafts will be posted on the Planning Department’s website and planning documents folder. These updates aim to address the need for affordable housing and will be presented before the City Council. The implementation of these changes will be determined at a later date and will be posted online.

PROJECT TIMELINE
- Fall/Winter 2019: Community Engagement & Ordinance Development
- Spring/Summer 2020: Public Hearing & Ordinance Adoption
- Summer 2021: Final Adoption
- Fall 2021: Final Adoption
- Winter 2019/20: Public Draft Review

STAY UPDATED!
Please check back at www.slc.gov/planning for updates and more information about the process and opportunities for public input.

ADDITIONAL INFORMATION
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For more information, please visit the website: www.slc.gov/planning
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?**

![Bar chart showing the number of responses for different types of affordable housing.]

**View complete survey responses.**

**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 this page; dates and times planning staff will host open houses and other public meetings to review and discuss the proposal will also be posted here.

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.
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
Making it Happen

Your zoning ordinance – incorporate the elements/characteristics

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
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!
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?