

NOTES

North Salt Lake General Plan Update Steering Committee Meeting #1

March 27, 2024, 4:00-5:30 pm, NSL City Hall



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In Attendance:

- Sherrie Pace Community Development Director
- Ali Avery Long Range Planner
- Mackenzie Johnson Planner
- Ken Leetham City Manager
- David Frandsen Assistant City Manager
- Ted Knowlton City Council
- Suzette Jackson City Council
- Brandon Tucker Planning Commission
- Ryan Holbrook Planning Commission
- Sam Taylor Landmark Design
- Lisa Benson Landmark Design
- Susie Becker ZPFI
- Erik Daenitz ZPFI
- Tim Sullivan Township + Range
- Brent Crowther Kimley Horn

Key Takeaways

- **Community Engagement**
 - Meet people where they are and understand their connection/history
 - Outreach by consultants, leadership, and staff
 - Target May 4th for outreach at Kite Day (QR code, website, Social Pinpoint, polls)

- **New Plan/2013 Plan**
 - Updated vision rooted in data/reality
 - Engaging format with specific goals/action items in summary format
 - Keep what works from the 2013 plan

- **Scoping Question #1: What is the primary goal or aspiration you want this plan to accomplish?**
 - Clear, comprehensive, feasible vision with flexibility
 - Identify tradeoffs
 - Be proactive
 - Focus/opportunity areas: I-215, I-15, Redwood Road, 1100 North, forgotten pockets like industrial
 - Address the need for affordable housing
 - Communicate the character of new development and ensure existing and future development can coexist in cohesive manner
 - Establish the community identity

- **Scoping Question #2: What challenges/opportunities does the city face over the next 10+ years?**
 - East/west division of city with rail and freeway
 - CONNECT the community
 - Development opportunities will be limited and need to be focused
 - Maintain what we have first
 - Need to represent all groups, but especially those that will be impacted in the long-term by changes
 - Missing active transportation infrastructure and placemaking elements
 - Plan needs to provide strategies for implementing the vision
 - Great setup for success: proximity to transit/transportation, proximity to SLC, well funded, supportive/smart leadership
 - Opportunities: Beck Street Trail, Davis/Salt Lake Connector, I-15 Interchange, Hatch Park redevelopment, gravel pit redevelopment

- **Scoping Question #3: What are your perspectives on the city's strengths and weaknesses regarding housing, infrastructure, economic development, and environmental sustainability?**
 - Housing
 - Strong diversity – weak affordability

 - Infrastructure
 - Council has stepped up spending to address aging infrastructure
 - In-house construction has brought significant savings
 - Need more focus on active transportation

 - Economic Development
 - Inferiority complex – believe in ourselves

- Healthy sales tax revenues/job base and good long-term capital facilities planning
 - Opportunities: 2600 S. Commercial corridor, transportation hub, well funded RDA
 - Need a strategy to focus resources – what/where
 - Consult with others that have implemented successful town centers like Millcreek and South Jordan City (criteria for feasibility, desired demographics, performance metrics)
 - Demonstrate financial feasibility to use as marketing tool to developers
- Environmental Sustainability
 - Address is where we can
 - Become a leader in water conservation
 - Address resident concerns about air quality
 - Opportunities: Tie in with disaster response planning, use less water, use less energy, plant more trees, do more with active transportation
 - Ensure that land use and transportation aligns with resource availability and infrastructure capacity
- **Scoping Question #4: How can we effectively engage with the broader community throughout our planning process?**
 - Responsive community and great communications staff
 - Ideas:
 - Get out in the community
 - Be specific about the ask
 - Offer incentives/prizes
 - Event signage
 - Script/resources for staff and city leaders
 - Billboards
 - QR code everywhere to link to website/SPP
 - Text people directly
 - Staff could provide ipads at city events to connect people to SPP
 - Displays at City Hall and other venues/events

Next Steps

- Project website
- Public Scoping Meeting
- Stakeholder Interviews

Detailed Discussion Notes

- Community Engagement
 - Stakeholder interviews will take the form of neighborhood meetings and one meeting with businesses (commercial/industrial)
 - Foxboro, eastside, businesses
 - Invite stakeholders to neighborhood meetings and include representatives from city committees like parks and arts, health and wellness, and golf (they can attend the neighborhood meeting that works best for them)
 - Also reach out to schools, annexation area residents (as part of a central city group), youth, renters (Ali will be making presentations to schools)
 - Collect demographic info on attendees like whether they rent or own, and how long they have lived in the city
 - City staff and leaders will help reach out to the community - consultant team to provide tools and questions
 - Will brief planning commissioners
 - Public Scoping: Kite Day is May 4th - target this day to have website, engagement page, Social Pinpoint, and polls/surveys up and running - have QR code
 - Can have materials at booth or under the pavilions with the parks committee
- Existing General Plan
 - Summary of goals/action items was missing
 - Need a synopsis for the public that functions like a handbook
 - Strategic Planning - address current needs, housing, economic
 - Old plan is not engaging, no roadmap
 - Lost sense of what land uses should be
 - Excellent goals in the 2013 plan - never implemented them
 - Build and readapt
- **Scoping Question #1: What is the primary goal or aspiration you want this plan to accomplish?**
 - Make sure the vision can be realized - address how to implement it
 - Affirm city's direction
 - Clear direction with flexibility
 - Democracy - not a popularity contest, represent everyone
 - Sticky implementation (housing/parking in the Town Center) - identify tradeoffs
 - Identify problems - water, BRT, housing (some of these are bigger issues than just the city)
 - Data driven, use data to advise project feasibility

- Proactive
 - Reaffirm 2013 plan
 - Don't throw it out - keep what works and update it
 - City has been implementing a lot of the previous plan's recommendations
 - Best part of old plan was the downtown – the rest was not as interesting
 - Provide a roadmap for downtown
 - Where does City Council want to go?
 - Develop a roadmap for community engagement
 - Specific areas need attention like Redwood Road corridor, I-215, I-15, 1100 North near I-215 (areas are lacking a sense of vision)
 - Adapt to changes coming with I-15 improvements
 - Forgotten pockets like industrial
 - Usable document with specific implementation actions
 - Guide for redevelopment with mix of housing and businesses for all demographics
 - Missing middle - social fabric (density, form, costs) – range of housing stock
 - Design standards to advise on code changes – what buildings should look like
 - Rooted in realism - not pie in the sky
 - Identity, pride, sense of place
 - Address existing development so not pushed out by new development
 - Retail/restaurants – big lack, destination opportunities
 - Complaints about the entrance to the city
 - Need to establish our identity
- **Scoping Question #2: What challenges/opportunities does the city face over the next 10+ years?**
 - Challenges
 - City is divided in two – east and west – no middle ground
 - East/west mobility
 - Figure out railroad tracks
 - Tradeoffs with railroad grade separation
 - Slowing redevelopment
 - Limited redevelopment in east
 - Maintenance of facilities - take care of what we have while keeping an eye toward potential change
 - Affordability with buildout/proximity to SLC

- BRT
- Incremental development – challenge for cohesion
- Vision vs. property rights
 - Carefully plan. Should be a thoughtful expression of what the city wants.
- Changing demographics - should needs of some groups outweigh others?
- Aging infrastructure
- Less water
- Missing active transportation in the core, relates to east/west as well
- Interest rates making housing project financing challenging at the moment
- How to ensure cohesion amongst infill
- How do we avoid moving away from our own vision?
 - How the city does business determines whether we are moving toward or away from the vision.
 - We need to establish our vision - that will help us maintain/stick to the vision. Be thoughtful and realistic.
 - Market forces.
 - Missing opportunities for placemaking – other cities are more successful at working with landowners to get what the community wants
 - Have demand, transportation, housing – need tools to hold developers accountable – Eaglewood Village was an opportunity
 - South Jordan City Hall is a good example – people are always in that small public space by the walkable retail, even though it's small and not connected to anything
 - 2013 plan recommended some code changes - there will be changes that come out of this plan too
 - Begin implementing it right away, along with code cleanup
- 1-15 interchange challenges – opportunity for discussion with Hughes (gravel pit)?
- Opportunities
 - Development of Beck Street Trail
 - Improvement of city trails to standard more similar to Bountiful/Mueller Park/dedicated use trails
 - Davis/SL Connector (buses, BRT?, good stations/landscaping, beautification)

- I-15 interchange
 - Hatch Park as catalyst and identity for the city
 - Opportunities for youth – skating rink, etc.
 - Events at different parks
 - Gravel pit redevelopment - have a vision in place
 - Creation of destination for community members, regional draws, activity center
 - With buildout coming, we need a more mature plan for development and infill
 - Capitalize on great infrastructure (airport, rail, interstate, inland port)
 - Great placemaking - no great placemaking along refinery row. NSL can have a better outcome
 - CONNECT the community
 - City is well funded and has smart leadership - we can achieve whatever we want
 - East/west mobility - figure out the railroad
- **Scoping Question #3: What are your perspectives on the city's strengths and weaknesses regarding housing, infrastructure, economic development, and environmental sustainability?**
 - Housing
 - Strong housing diversity/weak affordability
 - Lack of low-income housing and programs to support or maintain low-income housing
 - City is doing a good job growing the missing middle, but the region has weaknesses
 - City has good options/stratification - we are doing better than other cities
 - Infrastructure
 - Aging infrastructure – some water lines are 70 years old
 - City Council is taking steps to ensure it is replaced over time and is spending more on roads and infrastructure maintenance than it ever has before - city has a road repair plan now
 - Could focus more on active transportation
 - Strength in leadership, in-house construction (saving at least 50%), other savings and coordination (like waiting to do road work until infrastructure work is done so new roads aren't torn up immediately)
 - Doing well with sales tax revenues

- Gaps in trails/active transportation are a weakness - major infrastructure needs are taken care of
- Would like to see new trails built to standards of Bountiful - their new trails in the foothills are way nicer than ours
- Other cities are envious of how the city is run – lack of politics and in-fighting
- Economic Development
 - Inferiority complex - believe in ourselves!
 - Underutilizing 2600 S. commercial corridor
 - Transportation hub
 - RDA is well funded
 - Multiple instances of failed commercial lease-up in recent years
 - Need a strategy to focus resources - what/where
 - Consider bringing in some of the developers from the Millcreek Town Center and ask them for suggestions about what could help bring them to NSL, invite them to focus groups
 - Other regions to at least interview re developments & developers (from Erik) not just Millcreek
 - Sugarhouse
 - C9/Granary, James A.
 - Post
 - Station Park (wrong scale, but analyze where there gaps are)
 - South Jordan & corridor along Bangerter (another area with highway running through)
 - LHM
 - Get Key Qs Answered
 - What made x project feasible
 - What demographics, market fit, etc. criteria do you look for?
 - What financial performance metrics are you targeting?
E.g. cap rates, ROE, IRR
 - Potential to develop illustrative project pro-formas to demonstrate feasibility and as future marketing tool
 - Good jobs/business/tax base now
 - City is planning in advance with capital facilities plans that look 5 years out
- Environmental Sustainability
 - Address it where we can

- Air quality improvement was biggest concern for residents in a recent community wellness survey
 - City is committed to water conservation/incentives, city is better at adjusting water rates – use city properties to set the standards/examples for water conservation
 - Take community pulse
 - Disaster response - can address some bigger issues at the same time we address planning for disasters
 - Use less energy
 - Plant more trees
 - Do more with active transportation
 - Zoning, land use, transportation all need to align with water availability, infrastructure, etc.
 - NSL should become a leader in water conservation
- **Scoping Question #4: How can we effectively engage with the broader community throughout our planning process?**
 - Reach people in their homes, static meetings won't do
 - Specific questions - leverage connections
 - Work with communications staff - have a very responsive community and great staff
 - Offer prizes for participation
 - Event signage
 - Get people excited - people want to be involved but don't know how
 - Provide scripting and tools for staff and leadership to engage - not just the consultants' just to reach out
 - Social Pinpoint will be a great tool to have
 - Billboards that advertised last summer's events worked really well
 - Have QR code everywhere
 - Consider texting people directly - make it simple for people to respond
 - City has extra iPads that can be set up for participation on Social Pinpoint/engage page at public events
 - Can also have displays about project/participation at City Hall and other key venues/events