



# 5 Economic Prosperity & Resilience

Taylorsville's prosperity is reflected in the diversity, strength and resilience of our business community, and our quality of life. Our economically progressive city is driven by a strong work ethic and entrepreneurial spirit. We empower and strengthen our workforce by incorporating the values of education and enterprise into our culture, and attracting high wage employment opportunities to stimulate a vibrant and prosperous center of commerce.



*"It isn't the high price of stars  
that's expensive; it's the high  
price of mediocrity."*

**Bill Veeck (1914-1986)**

Legendary Baseball Franchise Owner and Promoter

Bill "Sport Shirt" Veeck was at different times the owner of the Cleveland Indians, St. Louis Browns, and Chicago White Sox Major League Baseball franchises. As owner of the Indians Veeck integrated the American League when he signed Larry Doby in 1947. Veeck was most famous, however, for his promotional stunts including the notorious "Disco Demolition Night" at Comiskey Park in Chicago in 1979. Veeck was elected to the Major League Baseball Hall of Fame in 1991.





# Taylorsville General Plan

## Chapter 5: Economic Prosperity & Resilience

### Chapter 5 Contents:

#### 5.1 Existing Markets

#### 5.2 Community Vision

This chapter provides the city with strategic initiatives in support of policies that will guide growth and development over the near- and long-term. Generally, the recommendations that follow are intended to capitalize on opportunities and overcome obstacles in an effort to “ready the market for investment.” The overall framework for an effective approach to advancing economic development objectives relies on an understanding of market opportunities, adherence to a set of guiding principles, and ongoing community support.

An economic development strategy is the logical first step in creating an integrated approach that can successfully attract new investment and reinvestment. This plan establishes the policy framework to achieve sustained development and redevelopment over the next 20+ years and also provides the “road map” for ensuring the city uses its land use resources to strengthen and propel Taylorsville’s economy over the near-, mid- and long-term.

Chapter 3: Land Use, includes the strategic approach to land use planning and development and is designed to ensure fiscal stability and a high quality of life for residents. As such, it is intended to assist city leaders in making informed decisions regarding land use and development patterns. With this understanding and guidance, staff can anticipate how land use decisions will impact municipal services and enhance the city’s economic resiliency. The Future Land Use Map in Chapter 3 includes combinations of development placetypes to illustrate where and what type of investment will most effectively leverage its surrounding environment and complementary assets. Each of the defined placetypes establishes the types of environments that are consistent with the overarching policies and land planning policies developed in support of this Plan.



**Illustration 5.1.1**  
**Rendering of Mixed-Use Project in Westpoint District**  
This artist 3D rendering illustrates a future mixed-use project in the Westpoint District (former Kmart property).

## 5.1 Economic Prosperity and Resilience Existing Markets

Taylorsville has many economic competitive advantages, including: a stable and mature population; central location in the Salt Lake Valley; accessibility to the regional automotive networks; and close proximity to the Salt Lake City International Airport. Taylorsville has a capable and educated work force, and offers a diverse range of businesses and services, including several major regional employers and hundreds of small and local businesses.

Taylorsville is also home to the flagship campus of Salt Lake Community College (SLCC). SLCC's primary focus is undergraduate higher education and specific vocational training programs and attracts thousands of students, faculty, and staff to its campus each day. SLCC ranks sixth in the United States for the number of Associate Degrees produced annually. Approximately 60,000 students visit the campus each year, providing Taylorsville with a significant opportunity to leverage regional interest and to support and advocate for investments that compliment this major institution.

### Existing Commercial and Mixed Use Districts

Over 95 percent of all retail, office, and mixed-use development in Taylorsville is situated on four major regional transportation corridors: Redwood Road; 4700 South; 5400 South; and the northern portion of 2700 West (see Map 5.1.1). Appendix XX provides an in-depth analysis of these primary commercial areas in the city.

As of 2025, Taylorsville has approximately 4.3 million square feet of retail space in existing shopping centers, not including stand alone or unanchored centers. Although Taylorsville has experienced significant redevelopment since 2010, most of the current retail and commercial development in the city was built from the mid-1970s to the 1990s. Since that time, newer and more modern commercial developments have been built in surrounding communities, resulting in a competitive disadvantage for Taylorsville's aging commercial developments. Several existing Taylorsville retail centers no longer reflect the size, layout, or aesthetic quality of more desirable contemporary commercial areas or accommodate the changing nature and requirements of retailers. Newer and competing retail centers cater to lifestyle and leisure activities that attract more customers by offering higher quality tenants, a diversity of retail offerings, improved access, higher quality design, and enhanced management and promotional strength.

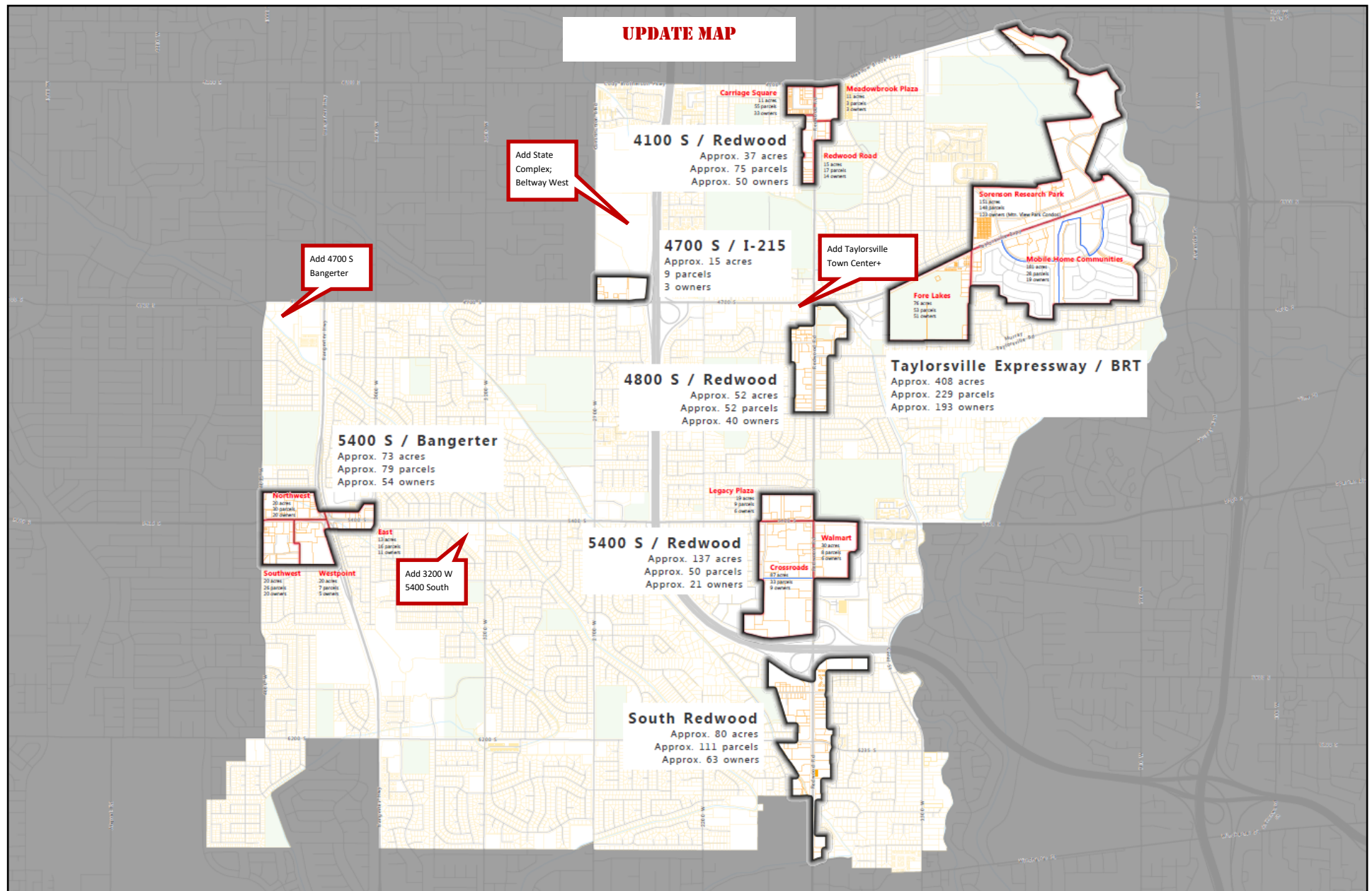
Future demand for regional retail space can be served by redevelopment and improvements to existing locations. The city should focus efforts on continuing to revitalize and improve existing retail districts and centers to maintain an attractive, contemporary, and customer-oriented experience. This strategy will help Taylorsville remain competitive and to retain sales tax revenue and minimize leakage and outflow to neighboring jurisdictions.



**Illustration 5.1.2**

#### **Regal Cinemas - Crossroads of Taylorsville**

The Regal Cinemas Theater at the Crossroads Shopping Center includes 14 state-of-the-art luxury theaters and has a seating capacity of 1,400. The theater opened in 2017 and was part of a multi-million dollar investment to rehabilitate and improve the shopping center.



**Map 5.1.1: Taylorsville Commercial and Mixed Use Districts**



## 5.2 Economic Prosperity and Resilience Community Vision

**Economic Prosperity & Resilience Goal:** Engage in proactive efforts to strengthen the City’s fiscal stability and maximize the City’s market and commercial potential.

### Economic Resilience

In a survey conducted by the Urban Land Institute (ULI), several institutional real estate investors cited “fiscal health” as a leading community-based issue that informs their investment returns (Emerging Trends in Real Estate Report, 2018). They explained that policy decisions regarding growth and development largely stem from conditions affecting their fiscal resiliency, as well as their ability to participate in, and support, desired development. During the past three decades, cities throughout the United States have significantly increased their efforts to foster and inform real estate development, rather than take a wait and see approach. Among those that succeeded, most did so because they understood that, “Private investment follows public commitment.” To that end, they sought to understand how they could most effectively leverage their resources to attract new investment, encourage reinvestment, and be a productive partner to the private sector.

Economic resilience is an important characteristic of a prosperous community. A city’s resilience is predicated on multiple factors, some which municipalities can control, and others which they have less influence over. Among those they can more directly impact is their approach to allocating and assigning land uses, and their response to zoning requests. The connection between a community’s land use mix, product inventories, and municipal budget is often overlooked, but must be understood in order to ensure informed decision-making by its leaders. This is particularly true for communities that are near or at build-out, like Taylorsville.

Just as different land uses translate into both revenues and expenses for government entities, so too do the various product types among land uses. For example, multi-family rental properties, if for no other reason than the average density of this product type versus a single family unit, will impact revenues and expenses differently. Similarly, the manner in which different uses are organized, designed, combined, or clustered will also impact revenues and expenses. Therefore, as important as local preferences are in terms of land use and product offerings, so too are the impacts these preferences have on community resources, their ability to maintain service levels, and provide public amenities. Land use decisions should consider the comprehensive nature of all associated impacts, including fiscal impacts.

### Maximizing the City’s Market and Commercial Potential

Current and projected population density, household incomes, consumer spending habits, traffic counts, accessibility, and regional market conditions inform how much commercial, retail, and



**Illustration 5.2.1**  
**Building Better Places**

As the commercial real estate market continues to evolve, quality retailers will gravitate to the best locations. Creating mixed-use and commercial places where people want to be—with a focus on urban design, amenities, open space, architectural quality, complementary uses, and pedestrian orientation—will be critical for Taylorsville’s economic development future.

entertainment can be supported and sustained in Taylorsville. The City's goal of maximizing market and commercial potential will require taking full advantage of its most desirable commercial locations, while evolving its less desirable commercial locations to their highest, best, and most appropriate use. Chapter 3: Land Use, further illustrates how to best achieve the city's market potential through informed and intentional land use decisions.

### Economic Prosperity and Resilience Objective 5.1: Strengthen the City's fiscal stability and maximize market and commercial potential.

#### Strategies and Actions

- 5.1-A:** Stay current and informed regarding changing consumer needs and adapt economic development strategies accordingly.
- 5.1-B:** Periodically review demographic, market, and consumer behavior trends and adapt specific strategies to remain competitive.
- 5.1-C:** Research and create a methodology for how different land uses and the manner in which different uses are organized, designed, combined, or clustered inform resulting revenues and expenses for the city.
- 5.1-D:** Evaluate and modify existing incentive offerings to ensure the judicious use of municipal resources, including: Community Reinvestment Act (CRA); Housing and Transit Reinvestment Zones (HTRZ); Redevelopment Agency (RDA); and others.
- 5.1-E:** Identify appropriate locations to preserve and enhance a robust commercial base.
- 5.1-F:** Establish proactive initiatives to better encourage property investment and reinvestment redevelopment, as well as business expansion and attraction.
- 5.1-G:** Leverage partnerships with organizations, brokers, agencies, and institutions that support the vision expressed here.
- 5.1-H:** Coordinate and align efforts and messaging regarding Taylorsville's Vision.
- 5.1-I:** Create strategic business development, marketing and outreach tools.
- 5.1-J:** Amend policy, regulations, and strategic resources to ensure maximum benefits.
- 5.1-K:** Actively meet with property owners, commercial center managers, commercial brokers, and industry leaders to support their business plans and goals in conjunction with Taylorsville's visions and efforts to ensure Taylorsville's centers and properties are current and vibrant.
- 5.1-L:** Conduct regular visits with businesses and store and site managers to identify needs and goals then assist as appropriate.



#### Illustration 5.2.2

##### Taylorsville Expressway BRT Station Area Plan

These illustrative renderings demonstrate the vision and investment potential of properties along the Midvalley Bus Rapid Transit (BRT) corridor in Taylorsville.



**Salt Lake Community College (SLCC)**

The Taylorsville SLCC site has traditionally been a commuter campus drawing in students and faculty from throughout the region. Today, the campus is attracting more traditional college students as many undergraduates are taking advantage of lower tuition rates by completing their general education credits in the SLCC system. Attracting more traditional students presents an opportunity for Taylorsville to better integrate the campus into the surrounding community. Significant barriers including Redwood Road, a canal corridor, and established low density residential neighborhoods surround the college. Existing street widths, automotive speed, and poor pedestrian connectivity to and from campus contribute to the challenge of attracting reinvestment on adjacent parcels. The city should focus efforts on how best to improve the integration and relationship of the adjacent area with the campus to create synergy and compatible uses to spur investment. Pedestrian, transit, and aesthetic improvements to Redwood Road may contribute to a stronger campus gateway. Off-campus housing, employment, hospitality, dining and other retail services would complement the growing campus and bring an added level of interest and activity to the area.

Another great asset to SLCC is the Midvalley Express bus rapid transit (BRT) that connects Murray Central TRAX Station and the West Valley City Center TRAX Station. The southeast portion of campus includes a transit hub for the BRT. A potential future transit route may run north and south on Redwood Road, connecting to the Salt Lake Airport TRAX line and the Mid-Jordan (Daybreak) TRAX line. These transit improvements provide an opportunity to better connect Taylorsville and the SLCC campus to the greater Wasatch Front region.



**Illustration 5.2.3**

**Salt Lake Community College**

Salt Lake Community College provides access to higher education along the Wasatch Front. Nearly 47 percent of those enrolled are “first-generation students” and approximately 72 percent of SLCC graduates transfer to a 4-year institution (reported by SLCC in December 2024).

**Economic Prosperity and Resilience Objective 5.2: Strategically leverage the presence of the Salt Lake Community College to attract talent, stimulate economic growth, and enhance cultural vibrancy.**

**Strategies and Actions**

- 5.2-A:** Focus efforts to improve the integration and relationship of the adjacent area with the campus to create synergy and compatible uses to spur investment.
- 5.2-B:** Identify and analyze existing barriers to connectivity, redevelopment, and investment in the surrounding area and craft solutions to overcome those barriers.
- 5.2-C:** Coordinate with SLCC leadership to identify how to create a mutually beneficial relationship to achieve SLCC and City goals.
- 5.2-D:** Capitalize on SLCC’s presence in Taylorsville through awareness and marketing campaigns by promoting SLCC events, activities, and achievements.
- 5.2-E:** Promote the Midvalley BRT corridor and its connection with SLCC.
- 5.2-F:** Advocate and support efforts for a Redwood Road BRT line that serves SLCC.



**Economic Prosperity & Resilience Goal: Create a comprehensive economic development infrastructure plan.**

Successful economic development programs communicate a holistic view of their investment climate. To this end, their efforts to foster a favorable environment for businesses consider not only the needs of the corporation, but those of their employees. While business siting decisions tend to place the greatest emphasis on conditions associated with supply, operational costs, and personnel linkages; similar consideration is given to the availability of a diverse mix of housing types, opportunities for entertainment and recreation, and access to cultural resources. The list below summarizes the elements that make up a community’s “economic development infrastructure.”

- People** – a community’s resident and non-resident employees, its labor force, and its employers.
- Sites and Buildings** - opportunity sites and buildings that can effectively leverage public incentives for development and redevelopment.
- Housing Choices** – housing products that serve a wide range of age, income, and lifestyle stages.
- Incentives and Business Support** - public programs, projects, and policies that overcome limited resources and facilitate private investment.
- Infrastructure** - physical networks that support private investment such as transportation (roadways, mobility, transit, etc.) and utility systems (power, water, sewer, cable, etc.).
- Quality of Life** - recreation amenities, social services, public facilities, etc., that both visitors and residents can access.

Economic Prosperity and Resilience Objective 5.3: Create a comprehensive economic development infrastructure plan..	
Strategies and Actions	
5.2-A:	Prepare a comprehensive report to summarize the current landscape of Taylorsville’s “economic development infrastructure.”
5.2-B:	Prepare a Five-Year Strategic Development Plan to identify short-term priorities for business retention, expansion, attraction, entrepreneurship, and competitiveness.
5.2-C:	Identify parcels for strategic acquisition and development, and pro-actively plan for supporting infrastructure and other capital improvements to support the city’s vision.
5.2-D:	Coordinate with service and utility providers to identify infrastructure and capital improvements needed to support Taylorsville’s vision.
5.2-E:	Annually review strategic plan, business needs and resources, and keep city website and marketing information current.

To help leverage Taylorsville’s competitive advantage over peer communities, the city should prepare a Five-Year Economic Development Strategic Plan. This strategic plan would define the city’s direction and priorities over the next five years in the following four fundamental areas – business retention and expansion, business attraction, entrepreneurship, and competitiveness.

With an understanding of Taylorsville’s preferred pattern of development, and appropriateness of certain uses and products by geography, the City will be better able to identify parcels for strategic acquisition and development, and pro-actively plan for supporting infrastructure and other capital improvements.

### **Priority Areas**

The Taylorsville Economic Prosperity and Resilience Plan envisions several major areas that should be the focus of a reinvigorated retail and commercial strategy. Each location has its own unique set of opportunities and challenges. Collectively their improvement and redevelopment can strengthen the image and brand of the City, increase desirable retail opportunities for local residents and nearby communities, and add new and complementary uses that will make these areas attractive and focused commercial and mixed-use nodes. Redundant with earlier

- 4800 South Redwood Road (Taylorsville Mercantile District)
- 5400 South Redwood Road
- South Redwood
- 5400 South Bangerter
- 4700 South between 2700 West and I-215
- Taylorsville Expressway