

2025 Strategic Plan Content 10-7-25

City Identity; City Motto; City Marketing Plan

The purpose of this objective is to improve and elevate the identity of the City of North Salt Lake so that the City has a more positive reputation and standing. It is believed by engaging in this objective the City can improve its ability to attract desired land uses, perform more and better outreach to its residents and become a more resilient and influential community in the County, region and State.

City Identity means that for the residents of North Salt Lake, there is greater familiarity with the idea of the City as a series of connected communities, each with distinct characteristics, needs and futures. Residents should also have a greater understanding of City governance and what their local government services are and how they are delivered. City identity also includes an awareness on the part of, elected officials, City employees and volunteers of the value of excellence in how the City carries out its duties.

City Motto is an idea that will be explored for the purpose of creating a clear statement that is a simple, but meaningful way to quickly define our community's purposes and values. This yet to be determined motto may consider a name change, an emphasis on neighborhood cohesiveness, acknowledgement of public gatherings and activities or the City as a destination.

City Marketing Plan is a series of important activities, plans and documentation of the strengths and advantages of the City in a way that private capital investment in the City's distinct neighborhoods seems attractive. This part of the objective will create an important economic development tool that can be used to carry out the specific goals and objectives of the City's General Plan for the continued development of specific centers such as the Town Center, Redwood Road district, 2600 South east of I-15 and Center Street west of I-15.

Next Steps:

- 1) Formation of a working group made up of City Council members and City staff so that this objective can be further refined and defined.
- 2) Creation of a document that clearly identifies the issues that need to be addressed in this objective together with identified strategies, programs, products or proposals needed to address all issues.
- 3) Creation of surveys, as needed, in order to obtain public feedback on strategies, programs, products or proposals.
- 4) Portions of this objective may require the hiring of professional consultants for assistance.
- 5) Report findings and recommendations to the City Council by August 1, 2026.

Improve Quality of US89

Since the adoption of a General Plan revision in 2013, the City worked to improve US89. The Plan supports new land uses in the Town Center such as high density residential development, revised parking standards, the development of walkable neighborhoods connected with urban trails and pathways, the expansion and redevelopment of Hatch Park, new pedestrian-oriented streetscape and roadway designs, the development of a new mass transit system connecting from the University of Utah to Farmington, and active transportation within this district.

This objective builds on the General Plan by identifying that undesirable land uses and their associated poor aesthetics must be improved over time. This will occur as the City creates strategies for better streetscapes, wider sidewalks, more biking opportunities as a mode of transportation, improved landscaping, upgraded building facades, reinvestment in improved land uses and many other strategies that support the redevelopment of this important district.

Next Steps:

- 1) Formation of a working group made up of members of the Planning Commission, Trails and Active Transportation Committee, City Council and key City staff members.
- 2) Working group will evaluate the corridor in these ways: identify deficiencies and opportunities, identify projects, create priorities, identify best practices, identify funding.
- 3) Create a draft set of recommendations for the City Council's consideration.
- 4) Work completed by March 1, 2026 for FY27 budget consideration.

Adoption of a Housing Strategy for Use of RDA Housing Funds

The City's redevelopment project areas have generated over \$1.2 million in funds that are programmed to be used in some form for affordable housing. The purpose of this issue is to adopt a housing plan for the use of these important funds.

Next Steps:

- 1) City staff to identify several housing needs using the City's Moderate Income Housing Plan and a review of the State of Utah's multiple housing initiatives and strategies.
- 2) City staff will present findings to the City Council on February 1, 2026.
- 3) With City Council feedback, City staff will prepare resolutions, budget proposals and plan and program recommendations in time to be included in the FY26 budget.

City App

The purpose of this issue is to create tools for the public to interact in helpful, convenient and transparent ways with their City. Features of this tool include voluntary notification of events and relevant information about what is happening in the City. The app could also be a place where the public could make inquiries and expect quick and accurate responses from the City. Other features might include a voluntary alert system for real time traffic conditions, train delays, city event reminders.

Next Steps:

- 1) Formation of a working group for the purpose of identifying potential uses of an app technology for City government purposes. Working group made up of City Council members, City staff and identified members of the public who have expertise and contributions to make in the areas of technology.
- 2) Perform public outreach through a survey, public meetings, directed public outreach to particular neighborhoods or other strategies so that feedback can guide the intended use of technology.
- 3) Present findings to the City Council by March 1, 2026 for inclusion in the City's FY26 budget, if needed.

Complete One Beautification Project Annually at Entrances or Major Corridors

The City Council desires to make significant progress in improving how the City looks. There are numerous key locations at entryways, along major corridors, within centers and districts and on numerous City-owned properties where the addition of landscaping improvements and other streetscape improvements would positively impact neighborhoods. The Council will put together a list of key projects and priorities and will set aside funds annually to complete at least one project per year.

Next Steps:

- 1) City staff, with Council input and a review of the General Plan recommendations, will prepare a map of key locations which are candidates for beautification.
- 2) City staff will present findings to the City Council on March 1, 2026 for inclusion in the FY26 budget.
- 3) The City Council will establish a policy of how much public funding will be set aside annually for Citywide beautification.