CITY OF TAYLORSVILLE

COMMERCIAL CENTER MASTER PLANNING + REVITALIZATION STUDY

11.12.19 | PHASE 2 REPORT (FOR REVIEW)

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INTRODUCTION + AGENDA

SECTION 00

- Creation of a Vision Plan for Taylorsville Expressway
- Development Tools, Policy, and Incentives
- Research/Interview/Community Engagement
- Identify Highest and Best Land Uses
- Maximize and Showcase BRT and Connectivity
- Attract Mixed Use Developments and Tenants

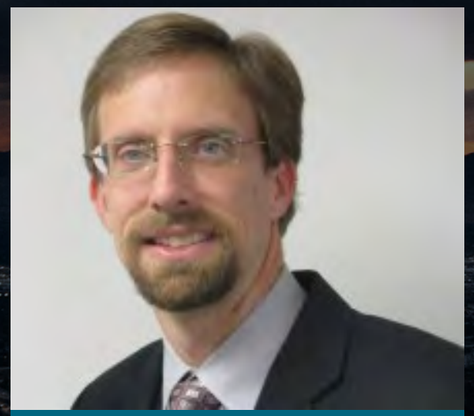
PROJECT TEAM

KEVIN GLOVER



PRINCIPAL, KGRW

ROBERT WEAVER



PRINCIPAL, KGRW

BRYCE TURNER



PRESIDENT, BCT

ROBERT NORTHFIELD



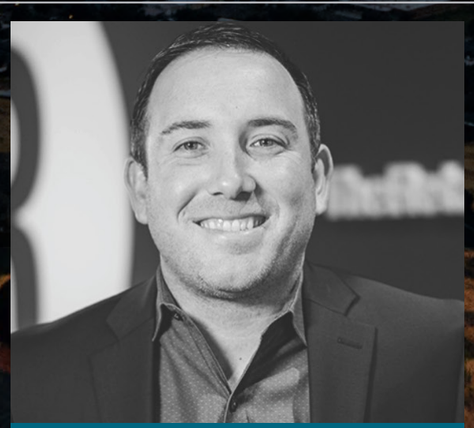
PRINCIPAL, BCT

MOLLY MCKAY



PRINCIPAL CONSULTANT, WILLDAN

AARON FARMER



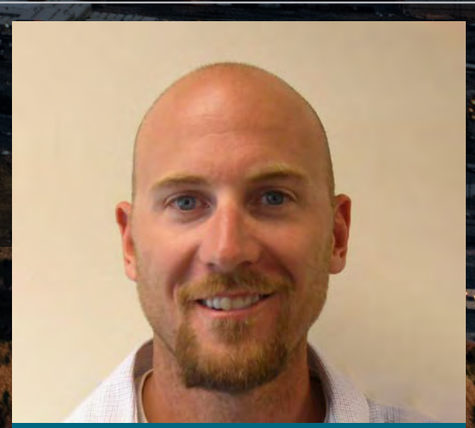
PRESIDENT, THE RETAIL COACH

WES GUCKERT



PRESIDENT, THE TRAFFIC GROUP

COURY MORRIS



PRINCIPAL, GREAT BASIN

PROCESS TIMELINE

INFORMATION GATHERING/ DISCOVERY

Collect key regional and local demographic, economic and real estate market data to evaluate Downtown Taylorville's potential for near-and mid-term redevelopment activity.

PHASE 01

30 DAYS - JULY/AUGUST 2019

- DEMOGRAPHIC AND ECONOMIC OVERVIEW
- REAL ESTATE MARKET DATA
- SITE INVENTORY OF STUDY AREAS
- INFRASTRUCTURE SURVEY
- COMMERCIAL, REAL ESTATE, MULTI-FAMILY VACANCIES
- INTERVIEWS-STAKEHOLDERS

ANALYSIS AND CONCEPT DESIGN

To conduct primary real estate market research related to the feasibility, phasing, density, and use-mix potential of up to six redevelopment sites in Taylorsville Commercial Center.

PHASE 02

70 DAYS - AUGUST/NOVEMBER 2019

- RESIDENTIAL MARKET OVERVIEW
- OFFICE MARKET OVERVIEW
- DOWNTOWN RETAIL / DINING / ENTERTAINMENT ASSESSMENT
- HOSPITALITY, EVENTS AND OTHER USES
- SITE CAPACITY / ATTRIBUTES ASSESSMENT
- VISIONING AND CONCEPT

EVALUATION OF REDEVELOPMENT ALTERNATIVES

To create a flexible real estate redevelopment model that will serve as a long-term planning tool to be used by staff to evaluate a range of use-mix and density scenarios associated with the targeted Taylorsville Commercial Center Revitalization Sites.

PHASE 03

40 DAYS - NOVEMBER/JANUARY 2020

- EVALUATION OF ALTERNATIVES
- COST/BENEFIT ANALYSIS
- RECOMMENDED REDEVELOPMENT ALTERNATIVES

IMPLEMENTATION PLAN RECOMMENDATIONS

To prepare a detailed implementation plan for improvements in the Downtown, as well as prioritized recommendations regarding the strategies that are feasible.

PHASE 04

40 DAYS - JANUARY/MARCH 2020

- IDENTIFY FUNDING SOURCES
- PUBLIC-PRIVATE PARTNERSHIP OPPORTUNITIES
- PRIVATE INVESTMENT PROMOTION
- MARKETING/BRANDING PLAN
- PUBLIC INCENTIVES TOOLKIT
- PLANNING/ZONING/REGULATORY RECOMMENDATIONS

TAYLORSVILLE EXPRESSWAY STUDY AREA

SECTION 01

- Taylors Landing / Westwood
- Forelakes Golf Course
- Mobile Home Community
- Sorenson / Meadowbrook Vicinity
- Salt Lake Community College

TAYLORSVILLE EXPRESSWAY STUDY FOCUS AREA

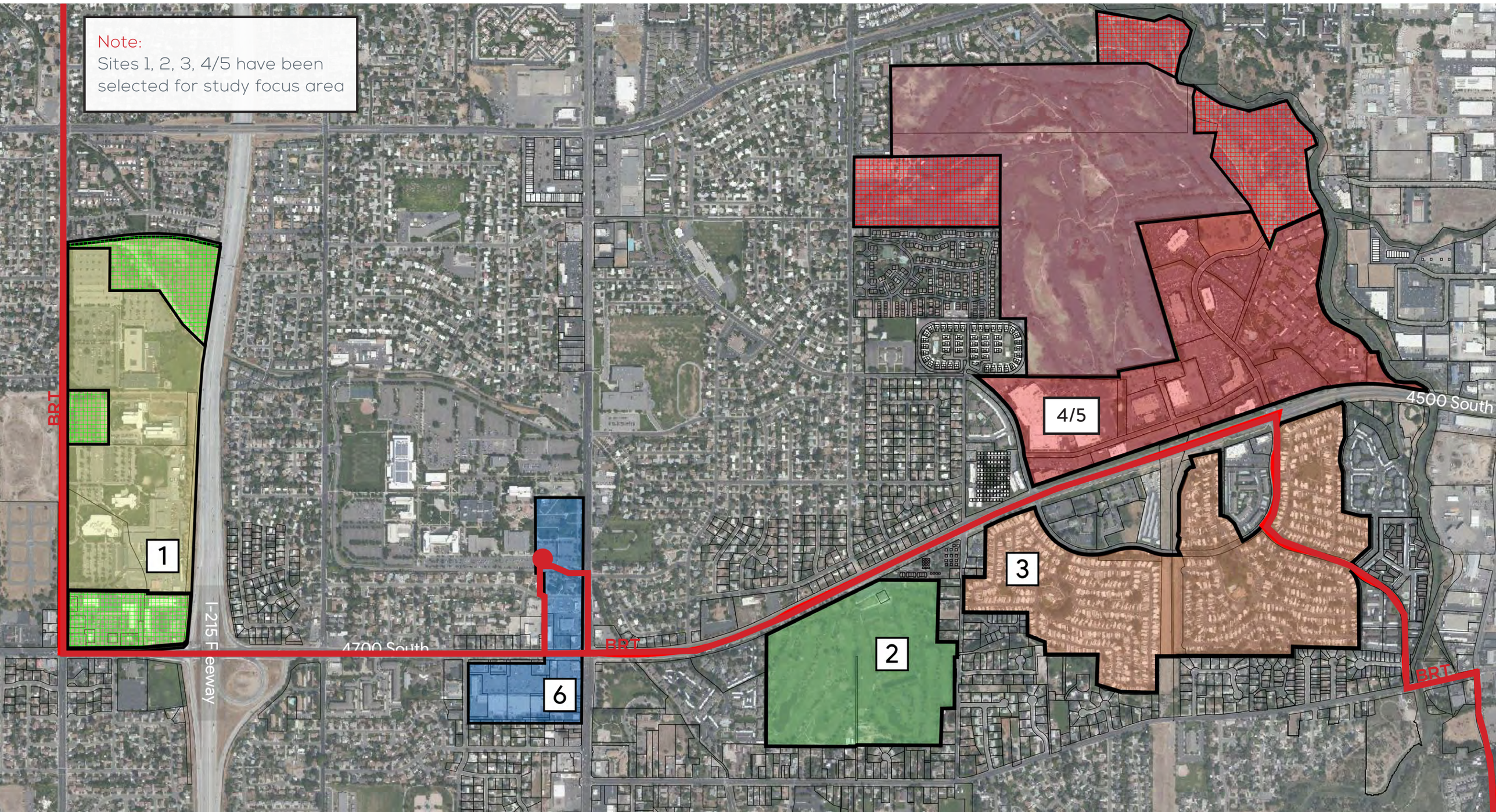
1 Taylors Landing/Westwood
Approximately 126 Acres

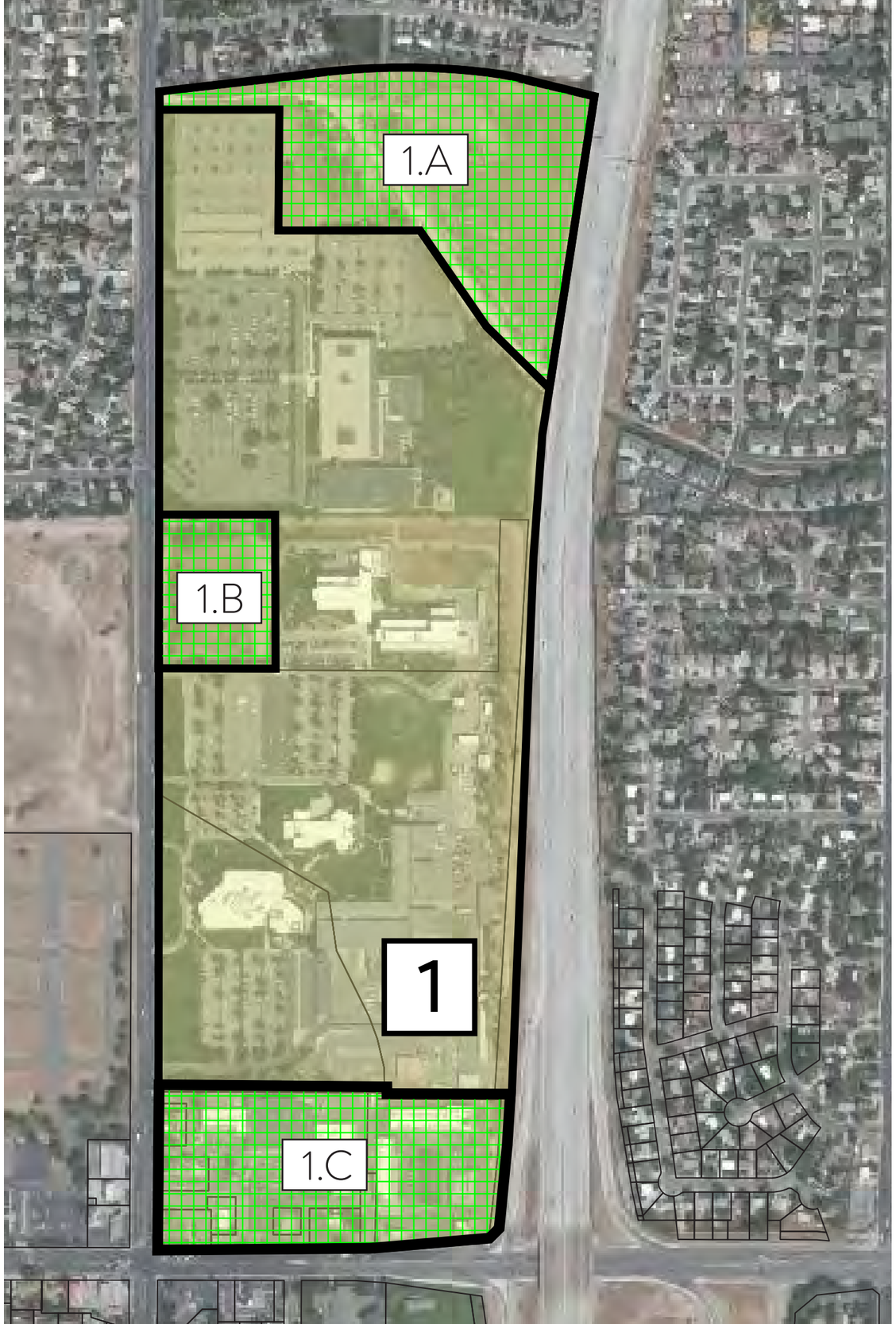
2 Fore Lakes Golf Course
Approximately 63 Acres

3 Mobile Home Community
Approximately 134 Acres

4/5 Sorenson / Meadowbrook Vicinity
Approximately 317 Acres

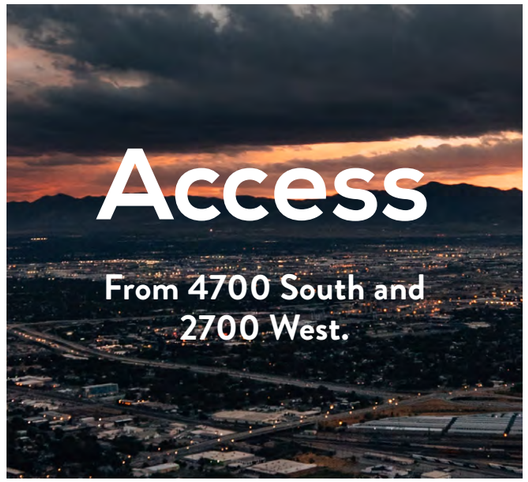
6 Salt Lake Community College
Approximately 32 Acres





AREA 1 –WESTWOOD VILLAGE/ TAYLOR'S LANDING

AREA: Approximately 126.0 acres



BRT
interface

Proposed BRT Station at 4700 S/2700 West

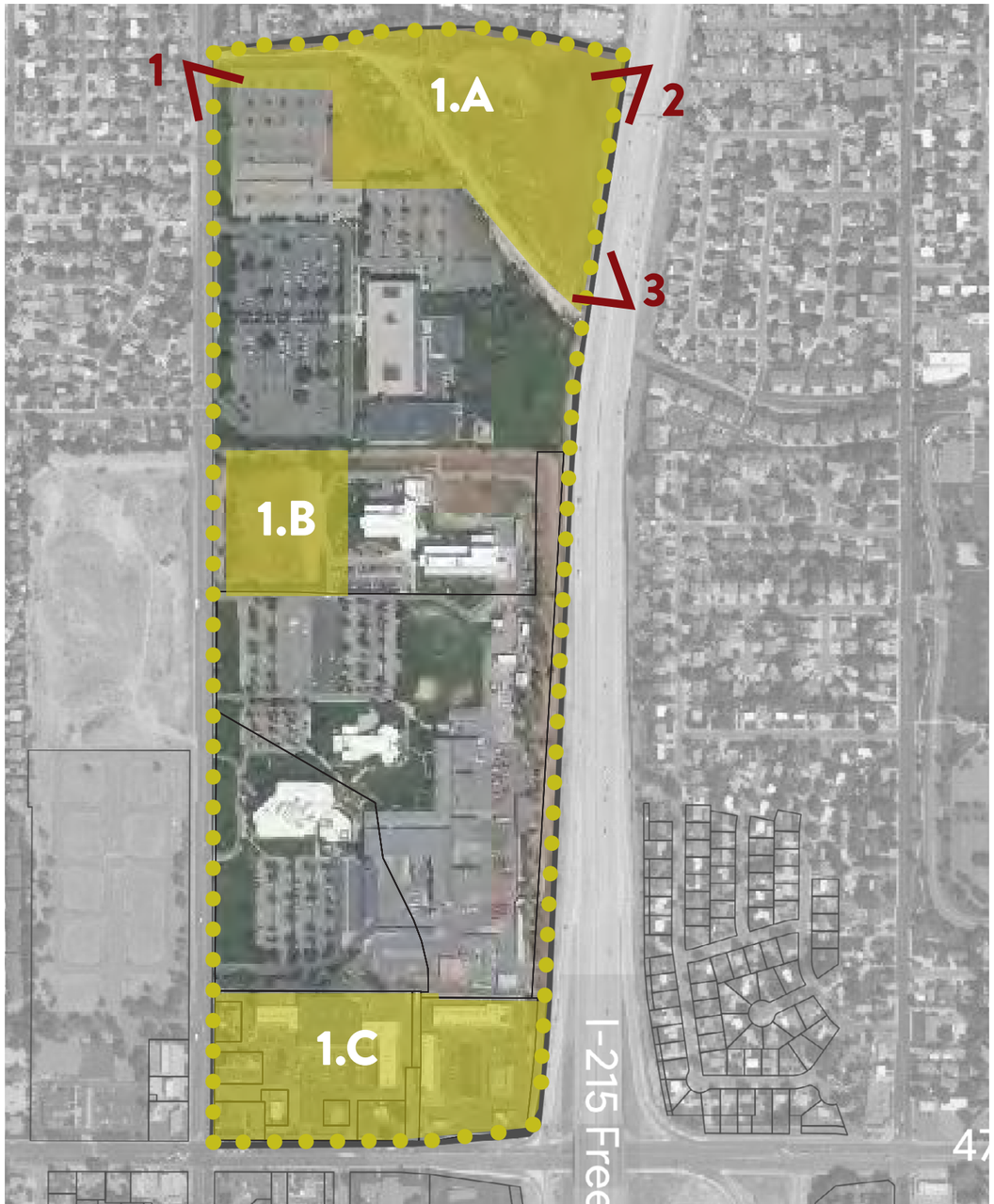
Trails
interface

Immediately adjacent to BRT and bike lanes in 4700 South. Potential to daylight canal and extend trail.



1. TAYLORS LANDING/WESTWOOD

1.A - EXISTING CONDITIONS









1. TAYLORS LANDING/WESTWOOD

1.B - EXISTING CONDITIONS





VIEW 1
TAYLORS LANDING FROM 2700 W. AND 4390 S.



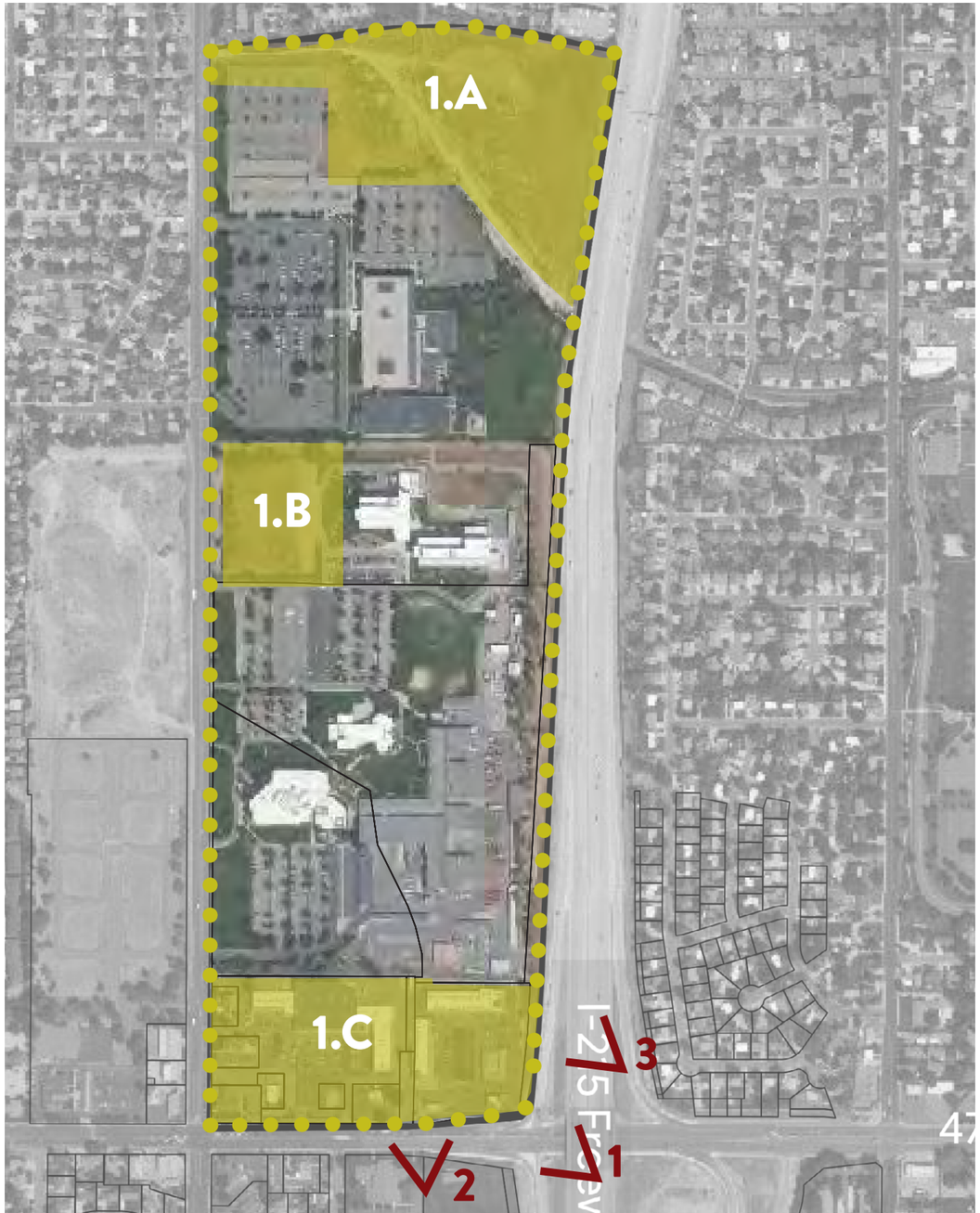
VIEW 2
TAYLORS LANDING FROM 2700 W.



VIEW 3
TAYLORS LANDING FROM 2700 W. (US LABS PARKING LOT)

1. TAYLORS LANDING/WESTWOOD

1.C - EXISTING CONDITIONS









1. TAYLORS LANDING/WESTWOOD

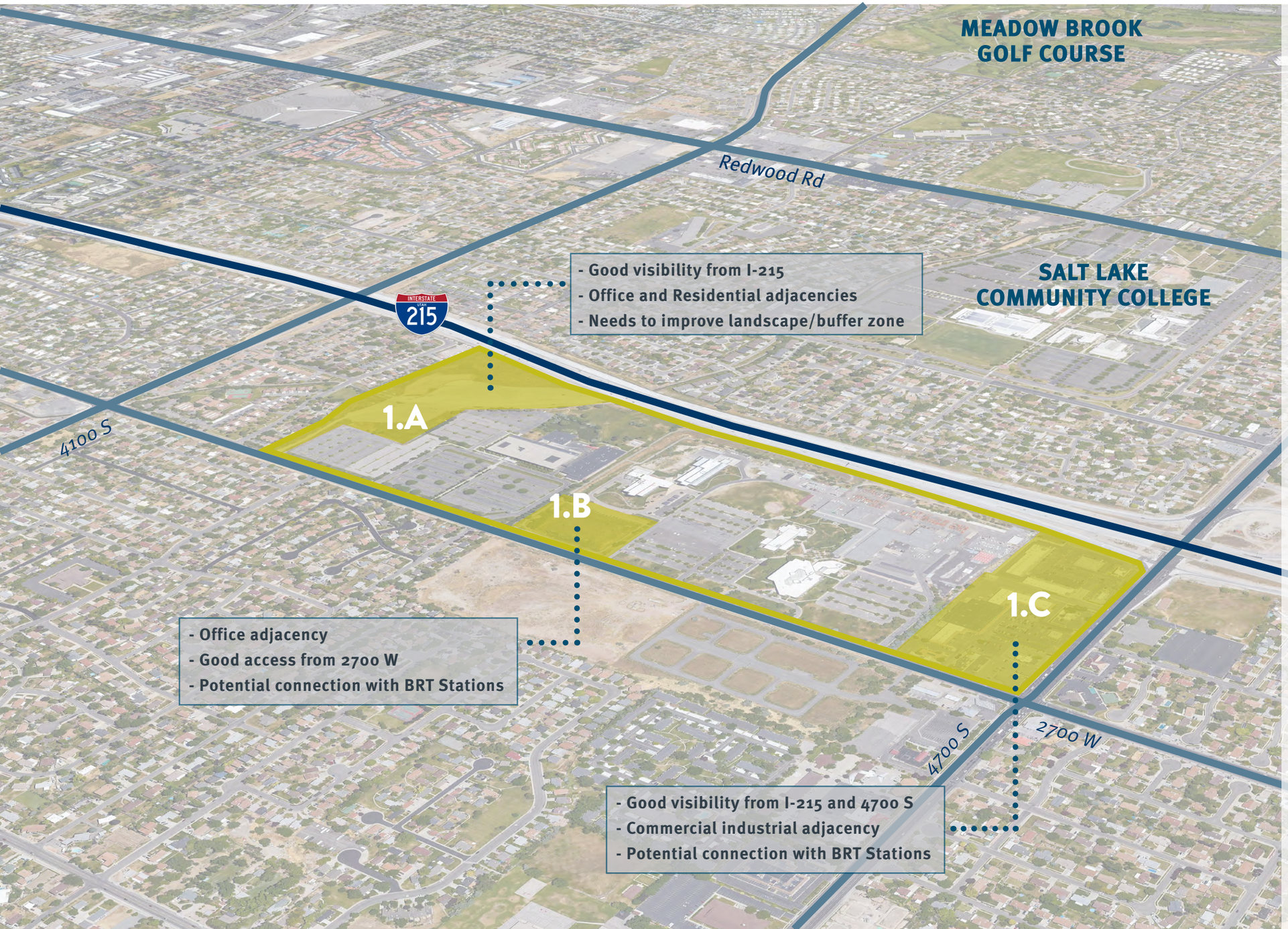
SITE ANALYSIS

TRAILS
ACCESS ROADS
BRT STOPS
NOISE LEVELS

MEADOW BROOK GOLF COURSE
ERIN MEADOWS
WOODHAVEN VILLAGE NUMBER 5
SUNRISE
Redwood Rd
N JORDAN CANAL TRAIL
SALT LAKE COMMUNITY COLLEGE
4100 S
INTERSTATE 215
1.A
AMERICAN EXPRESS
Access from 2700 W
1.B
Access from 2700 W
BRT EXPRESSWAY ROUTE AND STATIONS
1.C
Access from 4700 S
1/2 mile radius
4700 S
2700 W
WESTCOVE
1/2 mile radius
SUNSET
TAYLORSVILLE RECREATION CENTER

1. TAYLORS LANDING/WESTWOOD

SITE REDEVELOPMENT POTENTIAL/INITIAL THOUGHTS



SITE 1.A

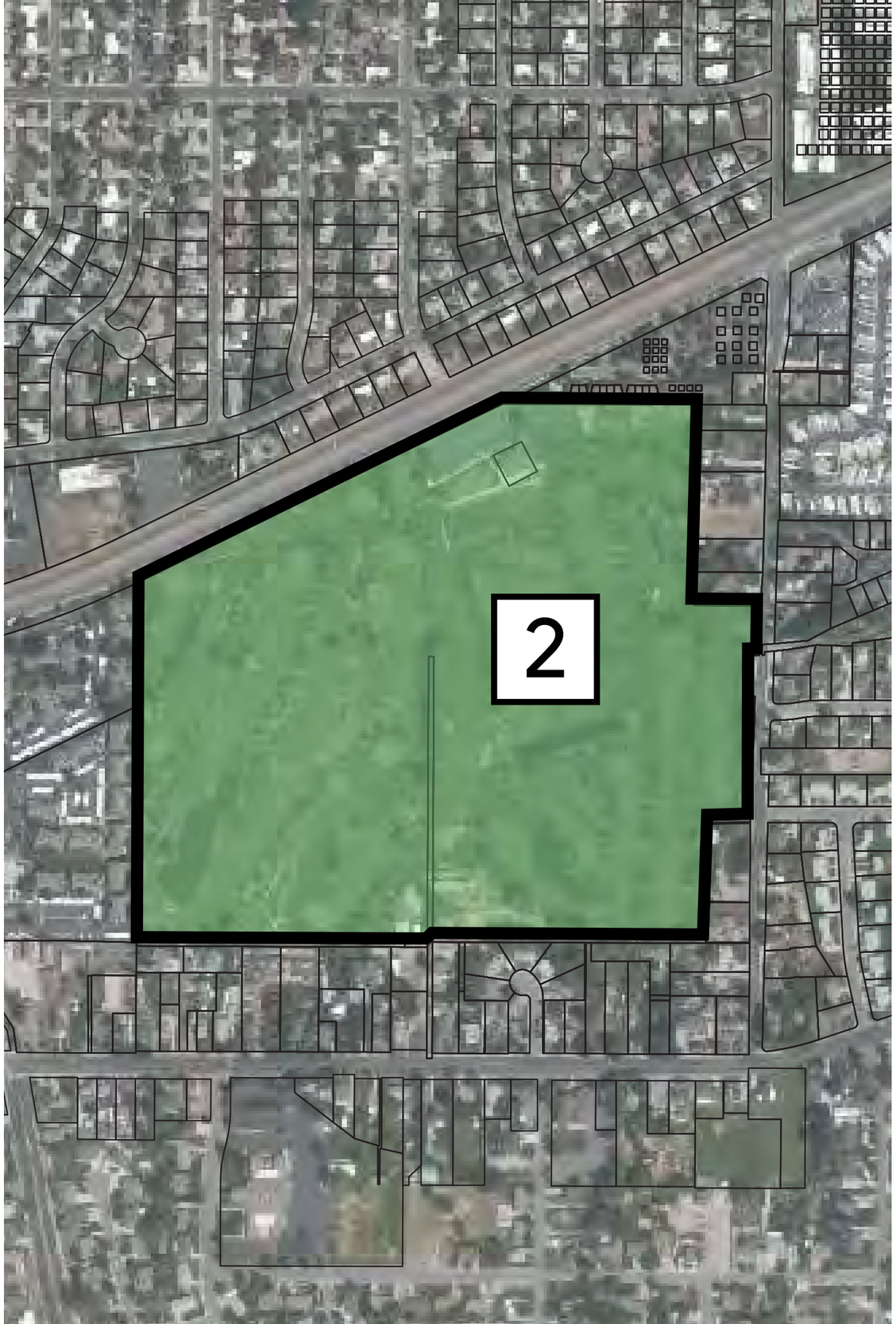
- Multi Level Office Bldg.
- Hotel
- Medical Supply
- Limited Amenity Retail
- Green space/Buffer zone

SITE 1.B

- Food Hall
- Cafe'
- Incubator

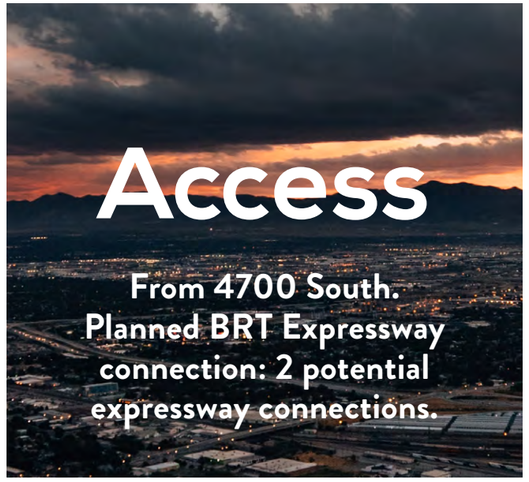
SITE 1.C

- Apartments
- Food and Beverage
- Retail Concentration
- Hotel Location near I-215



AREA 2 – FORELAKES GOLF COURSE

AREA: Approximately 62.55 acres



BRT
interface

Proposed BRT Station at midpoint of parcel on 4700 South.

Trails
interface

Immediately adjacent to BRT and bike lanes in 4700 South.



2. FORELAKES GOLF COURSE

EXISTING CONDITIONS









2. FORELAKES GOLF COURSE

SITE ANALYSIS



2. FORELAKES GOLF COURSE

SITE REDEVELOPMENT POTENTIAL/INITIAL THOUGHTS



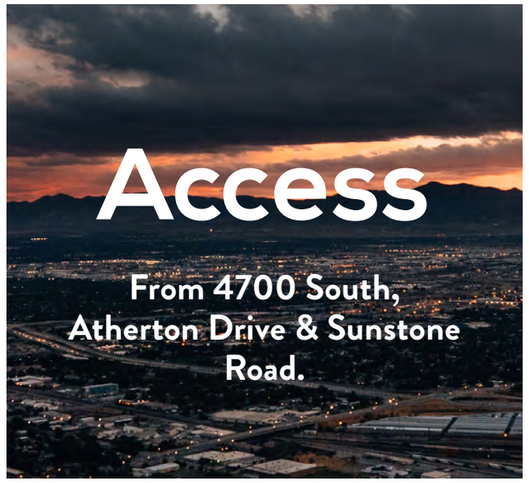
SITE 2

- Amenity Retail
- Food and Beverage
- Diversity of Residential product
- Pocket parks
- Green space/Buffer zone (maximizing/preserving views to mountains)



AREA 3 – MOBILE HOME COMMUNITIES

AREA: Approximately 134.0 acres



BRT
interface

Proposed BRT Stations at each end of development (east and west ends of Atherton Drive & 4700 S intersections) & one along east side of development.

Trails
interface

Immediately adjacent to BRT and bike lanes in 4700 South. Close to Jordan River Parkway Trail on the east end of development.



*Note: Utilities within the mobile home communities are private and will need to be removed/replaced if area redevelops.

3. MOBILE HOME COMMUNITY

EXISTING CONDITIONS



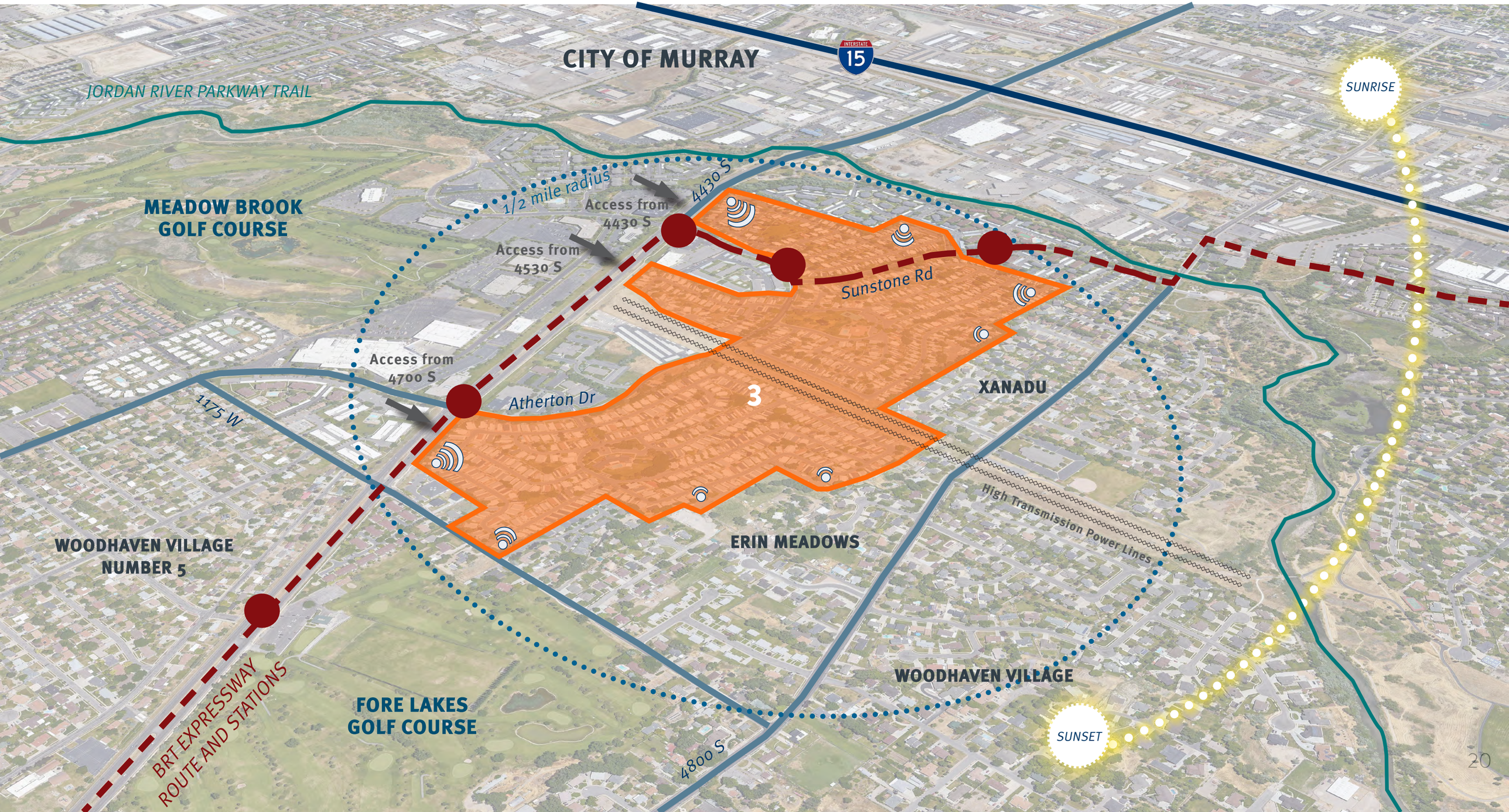






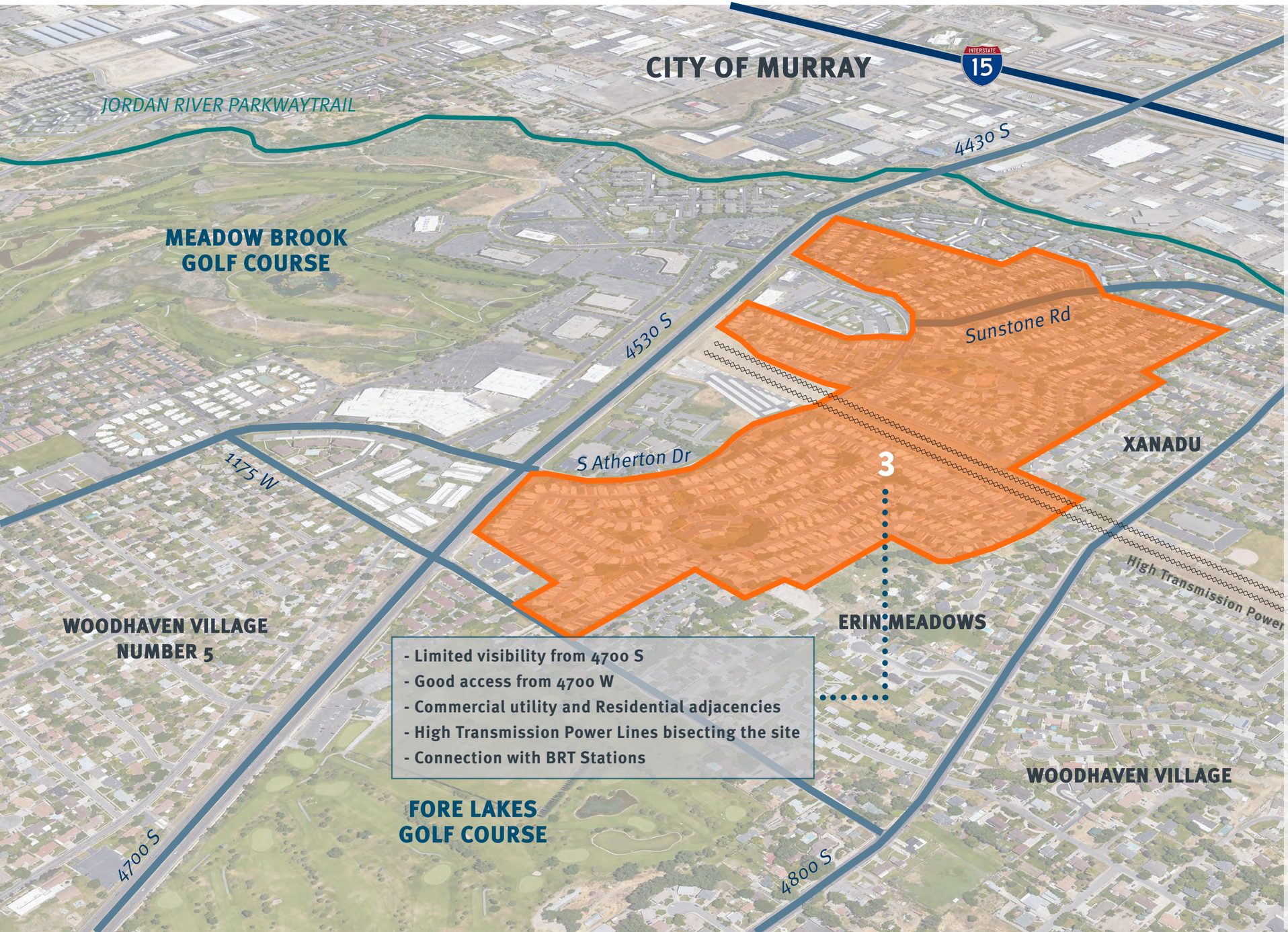
3. MOBILE HOME COMMUNITY

SITE ANALYSIS



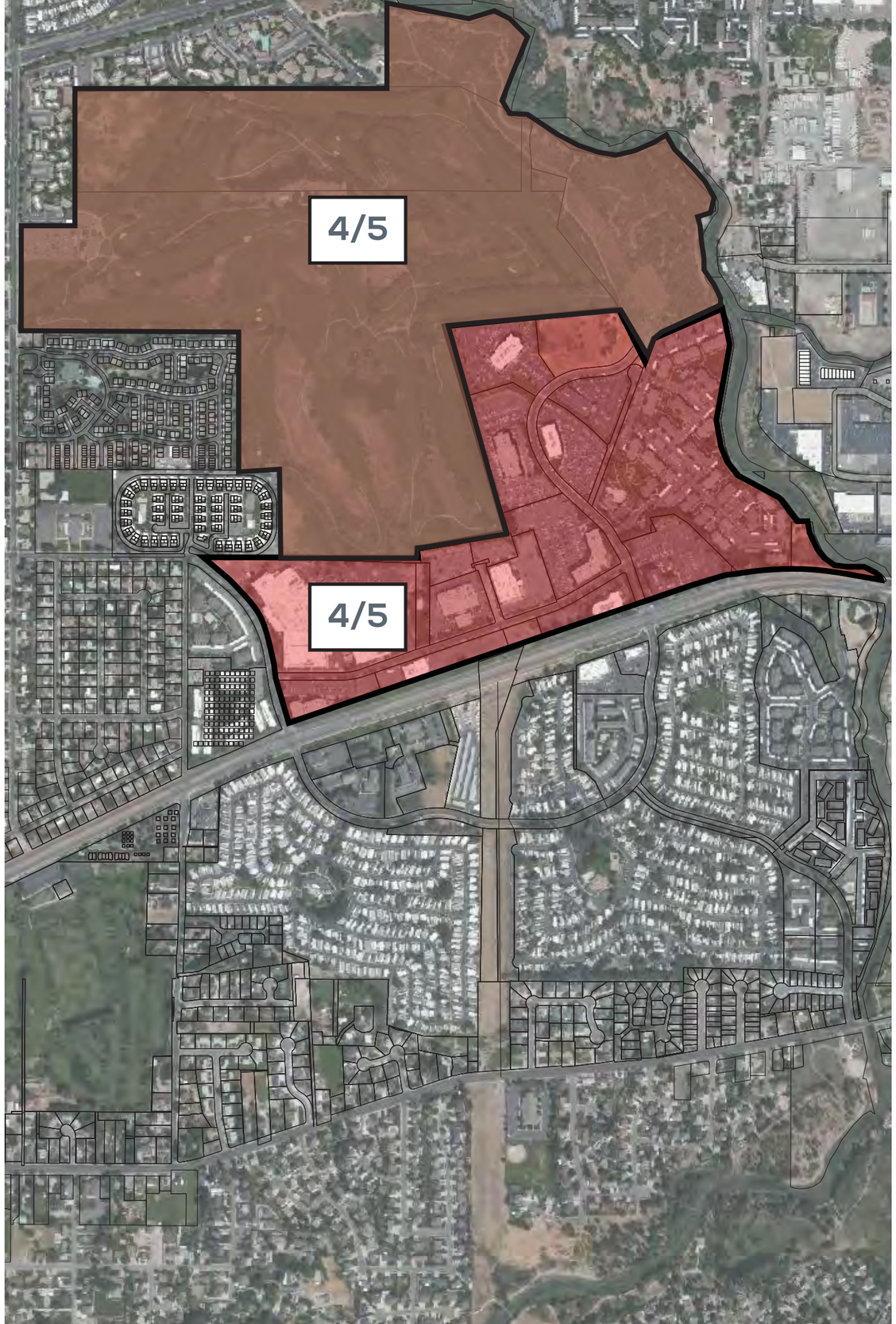
3. MOBILE HOME COMMUNITY

SITE REDEVELOPMENT POTENTIAL/INITIAL THOUGHTS



SITE 3

- Office park + Research Center
- Amenity Retail
- Varied Residential product
- Green space/Buffer zone



AREA 4/5 – SORENSON / MEADOWBROOK VICINITY

FINAL SITE LIMITS TO BE CONFIRMED

AREA: Approximately 317.0 acres



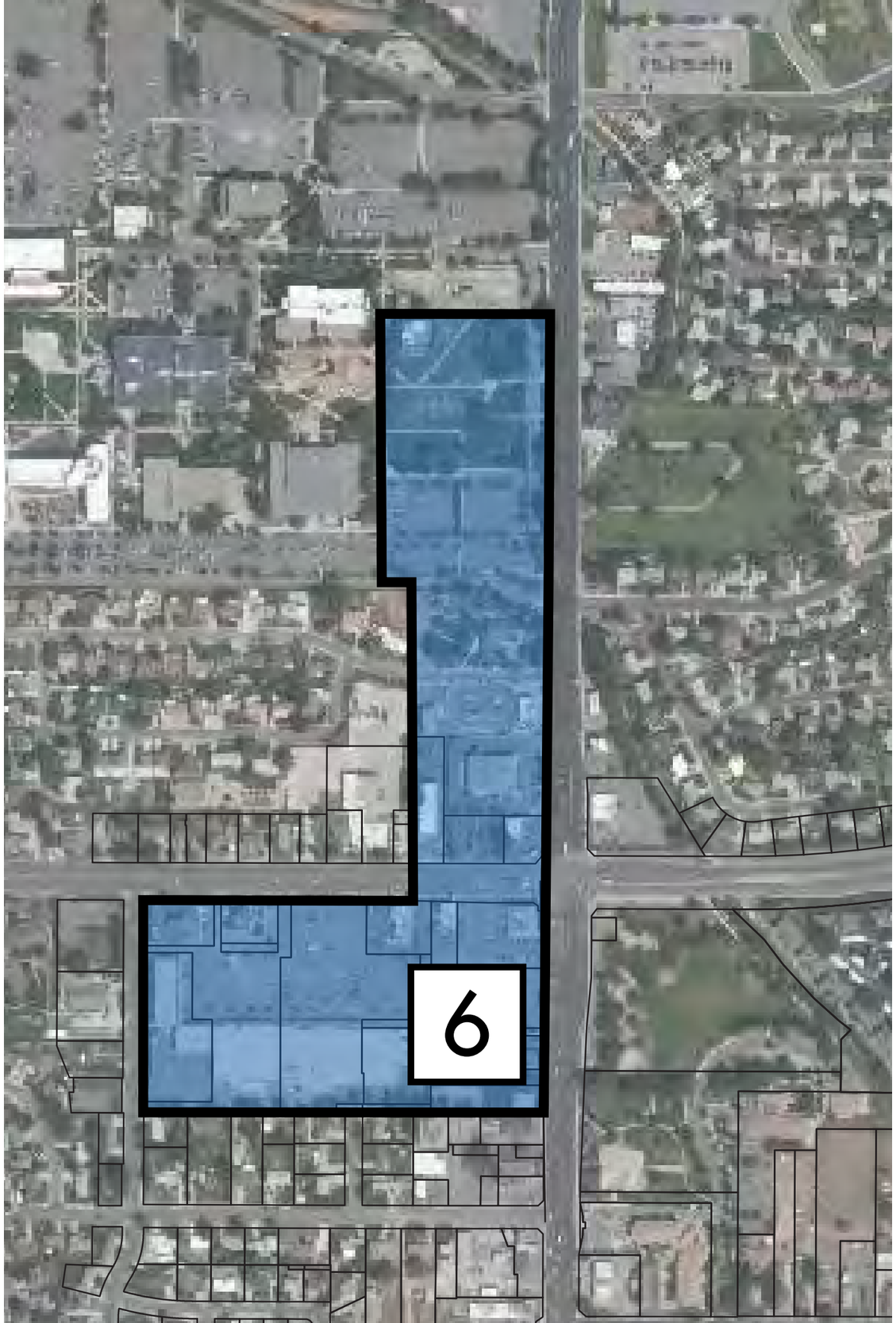
BRT interface

Proposed BRT Stations at mid point of development on 4700 South.

Trails interface

Immediately adjacent to BRT and bike lanes in 4700 South and immediately adjacent to Jordan River Parkway Trail on the east end of development.



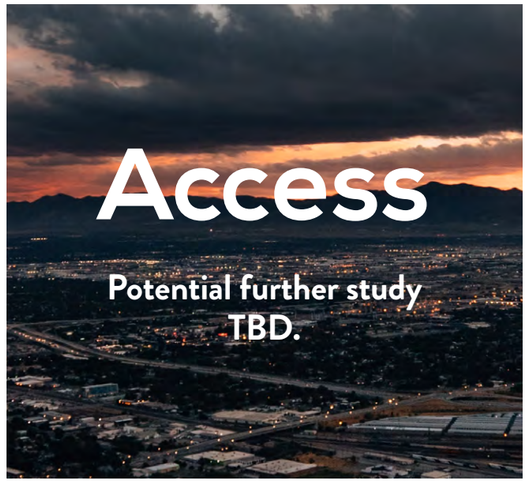


AREA 6 – SALT LAKE COMMUNITY COLLEGE

POTENTIAL SITE AREA - NOT SELECTED AT THIS TIME

AREA: Approximately 32.0 acres

As these areas were recently added further study will be required upon approval from city of Taylorsville.



BRT
interface

Potential further study
TBD.

Trails
interface

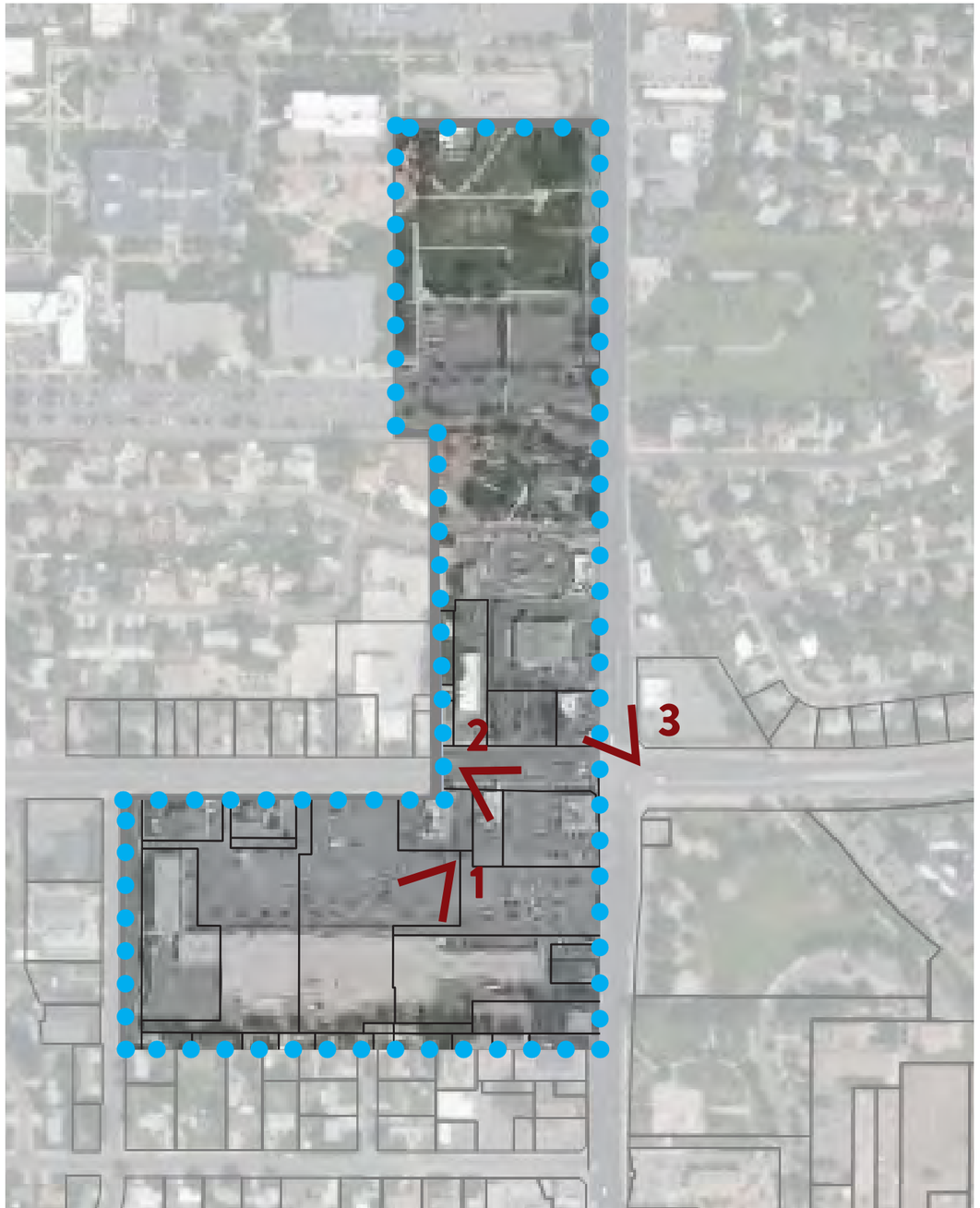
Potential further study
TBD.



6. SALT LAKE COMMUNITY COLLEGE

POTENTIAL SITE AREA - NOT SELECTED AT THIS TIME

EXISTING CONDITIONS





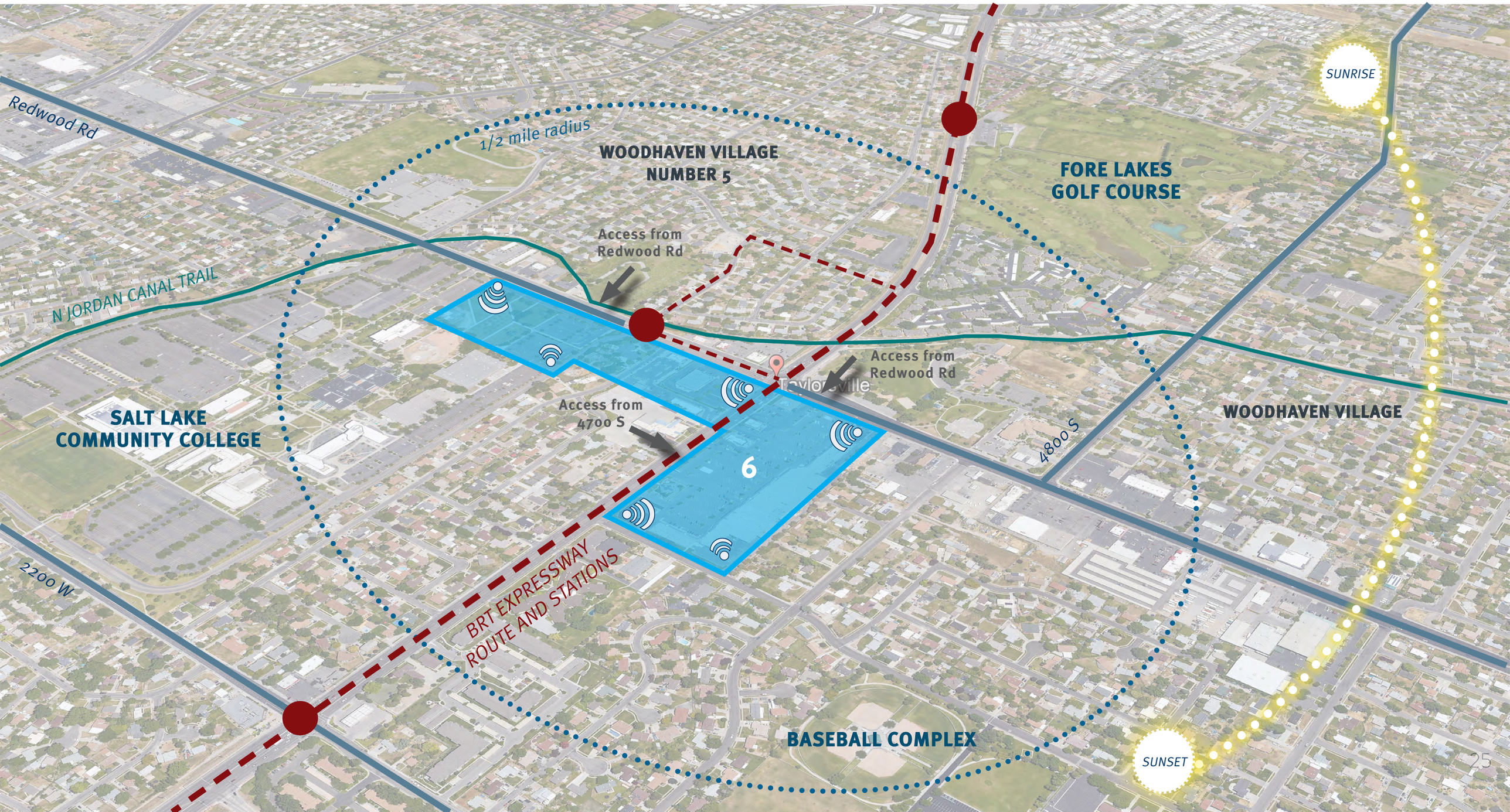




6. SALT LAKE COMMUNITY COLLEGE

POTENTIAL SITE AREA - NOT SELECTED AT THIS TIME

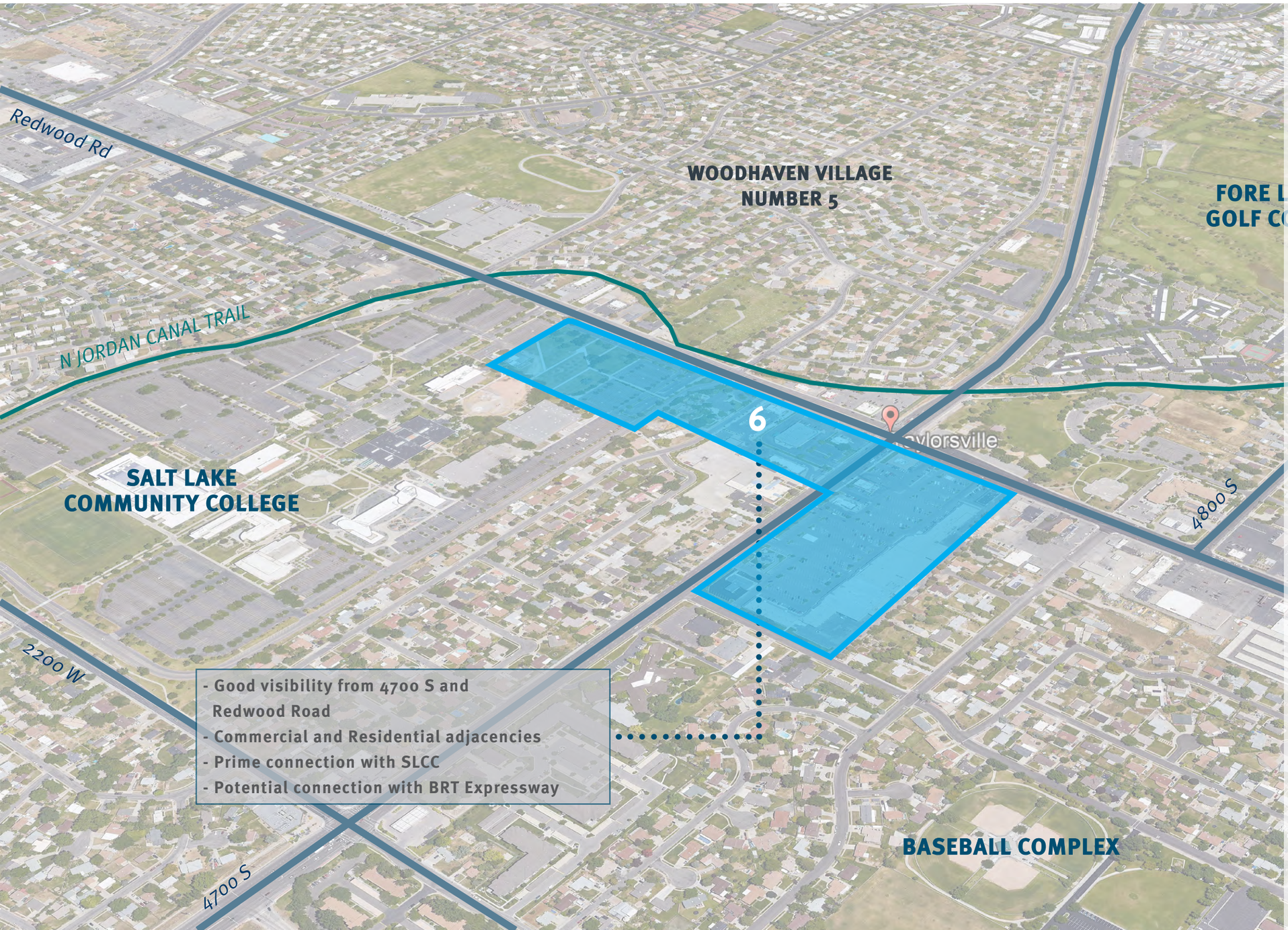
SITE ANALYSIS



6. SALT LAKE COMMUNITY COLLEGE

POTENTIAL SITE AREA - NOT SELECTED AT THIS TIME

SITE REDEVELOPMENT POTENTIAL/INITIAL THOUGHTS



SITE 6

- Incubator
- Coworking spaces
- Food Hall
- Retail
- Multi Family Residential Apts.
- Green space/Buffer zone

WOODHAVEN VILLAGE

TAYLORSVILLE CITY UTILITIES

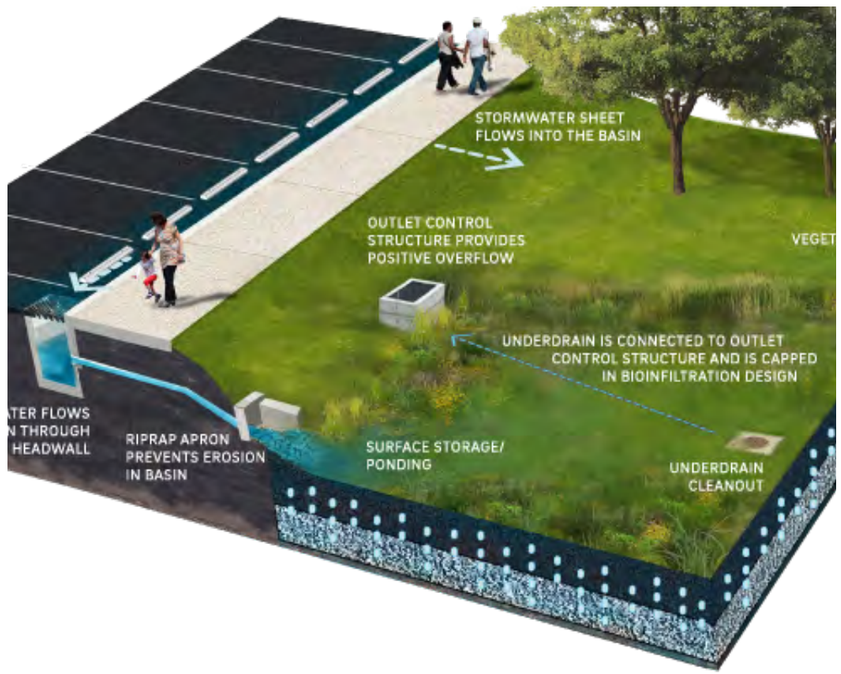
STORM DRAIN REQUIREMENTS



- Pipes to be designed to convey a 30-year storm event

- Detention Ponds shall be provided for each site development. Ponds shall be designed to detain a 100-year storm event with a 0.2 cubic foot per second per acre release rate.

- As a rule of thumb, each acre of developed ground will produce approximately 4,000 c.f. of required storage (assumes 80% impervious area and 20% landscape area).



TAYLORSVILLE WATER & SEWER LINES

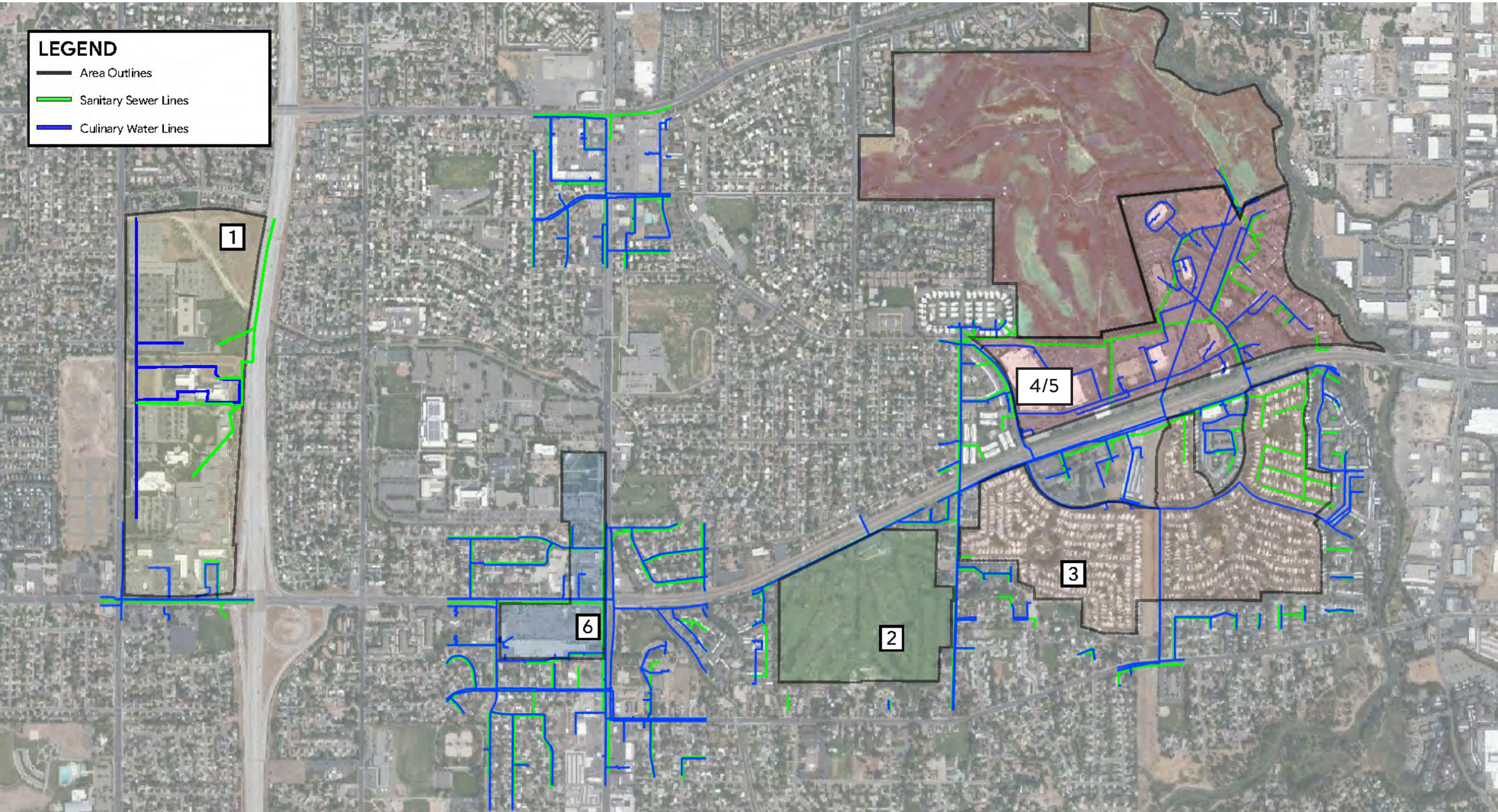
1 Taylors Landing/Westwood
Approximately 126 Acres

2 Fore Lakes Golf Course
Approximately 63 Acres

3 Mobile Home Community
Approximately 134 Acres

4/5 Sorenson / Meadowbrook Vicinity
Approximately 317 Acres

6 Salt Lake Community College
Approximately 32 Acres



TAYLORSVILLE FAULT LINES & WETLANDS

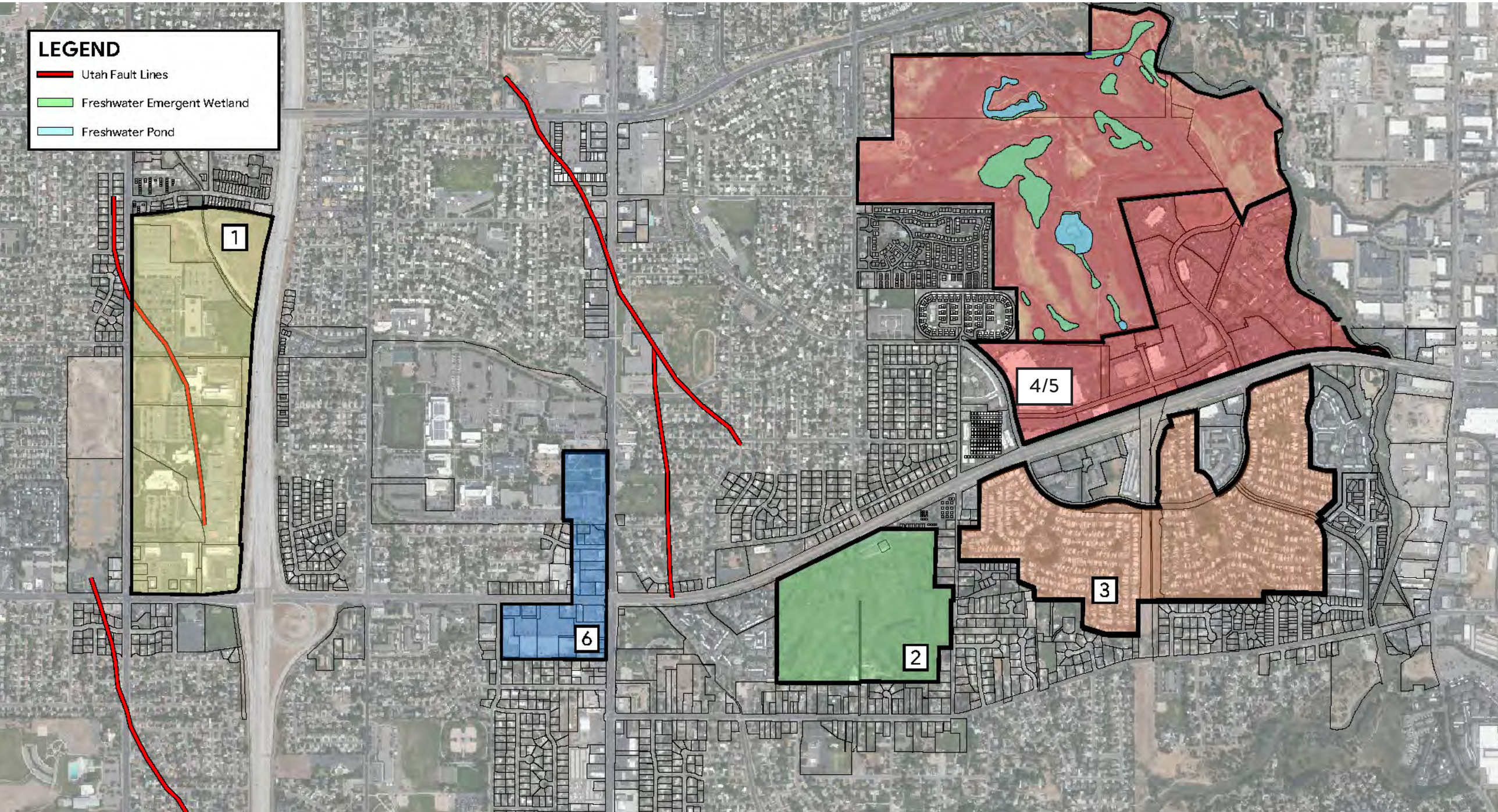
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Approximately 32 Acres



TAYLORSVILLE TRAILS

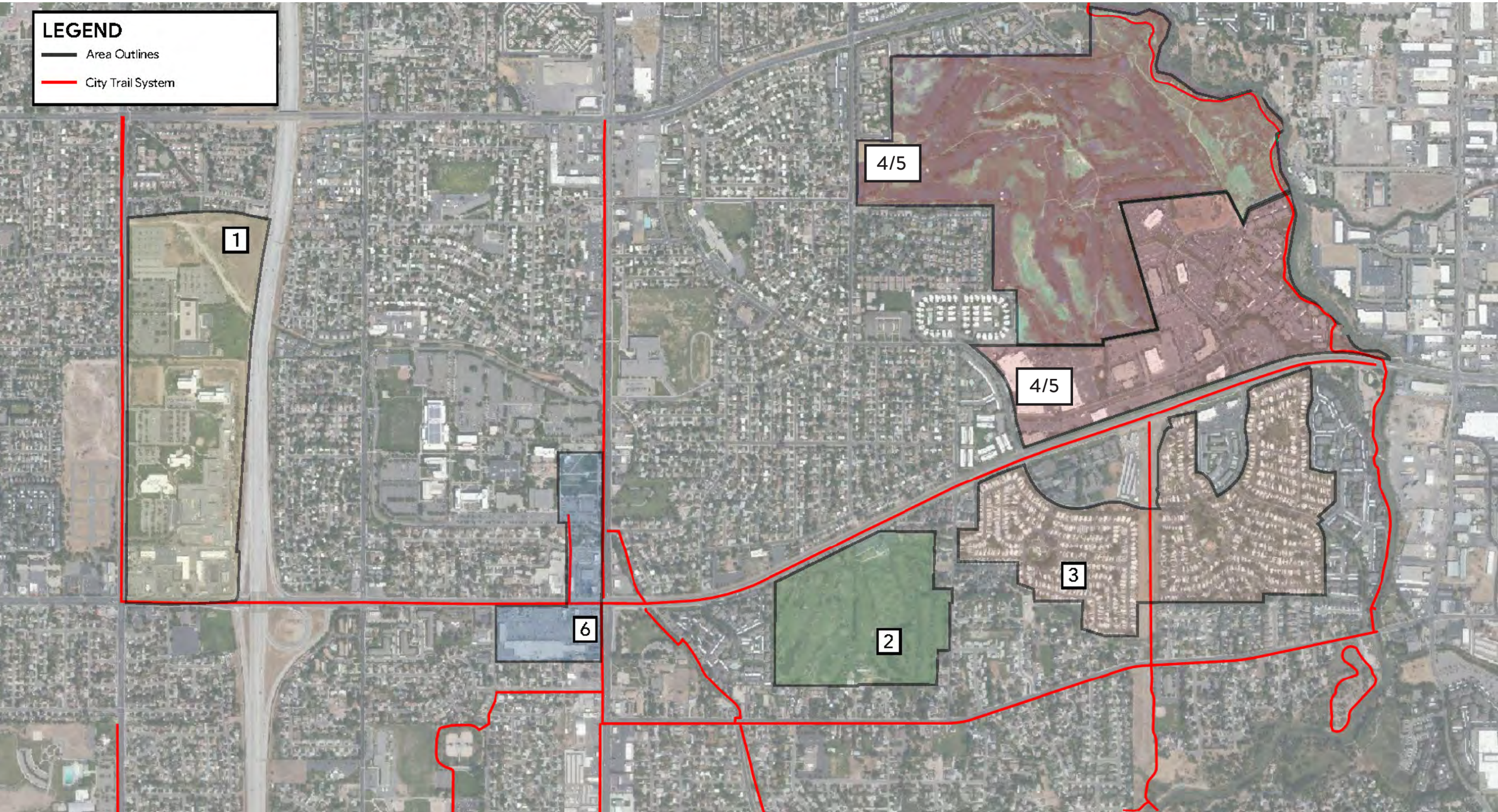
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Approximately 32 Acres



MARKET STUDY & INVESTMENT STRATEGY

SECTION 02

Stakeholder Interview Tracker: September-October 2019

#, Name, Title, Company		#, Name, Title, Company	
1	Kraig Ericson, Leasing Agent, Woodbury Corporation	19	Barbara S. Riddle, CMP, President / CEO ChamberWest
2	Greg Glissmeyer, Woodbury Corporation	20	Enid On-Site Manager, Majestic Meadows, Kingsley Management Corp.
3	Tony Kraatz, VP, Business Development Ken Garff Group	21	Lora, On Site Manager, Majestic Oaks, Kingsley Management Corp.
4	Scott H. Verhaaren, Partner, The Boyer Company	22	Fred Bruning, CEO, Center Cal Properties
5	David R. Gaskill, Vice President, Amsource	23	Chris Gamvroulas & Bryce Price, President, Ivory Development
6	Richard Forsyth, President, Westerra Corporation	24	Ralph B. Johnson, Member/Manager, Sorenson Associates, L.L.C.
7	Steve Miner, President, Market Development, Associated Food Stores	25	Todd Barker, Co-owner, Fore Lakes Golf Course
8	Kathy Watkins (Brecheen), Property Owner, Taylorsville Crossing	26	Ken Sheilds, Partner, Hamilton Partners, Inc.
9	John Gust, Founder, Arbor Commercial / Residential	27	Dan Simons, SVP, Special Projects Colliers
10	John Thackeray, Owner, Johansen-Thackeray Commercial RE Services	28	Richard Forsythe, Owner's Representative, Taylor's Landing Shopping Center
11	Duaine Rasmussen, Senior Partner, Castlewood Development	29	Chris Kirk, Managing Principal, Colliers
12	Michael Brodsky, President, Hamlet Development	30	Taylor Maughan, Operations Ivory Management
13	Tammy North, Senior Engineer, Taylorsville-Bennion Improvement	31	Angela Price, Senior Planner, City of Taylorsville
14	David Vernon, Exec Dir, Wasatch Region / SL USU Ctr, Utah State University	32	Mark McGrath, Director-Community Development, City of Taylorsville
15	Theresa Foxley (Adam Rendlesbacher), Director, EDCU	33	Mark Pace Gardner Company
16	Loretta Markham, Senior Project Manager, Jacobs	34	Jeff Nelson, CEO, Nelson Company
17	Malin Francis, Director of Planning and Design, SLCC	35	On Site Managers, Fore Lakes Golf Course, Walmart, Fizz, Reams and Harmons
18	Andrew Gruber, Ted Knowlton, Megan Townsend, Scott Hess Executive Director, Wasatch Front Regional Council		

Source: City of Taylorsville; The Retail Coach; KGRW; BCT Architects; Willdan, 2019

Introduction & Executive Summary

To provide real estate and economic development analysis in support of the Taylorsville Commercial Center Revitalization Initiative, the City of Taylorsville engaged Willdan Financial Service ("Willdan") as the real estate economics advisor to the KGRW & Associates LLC-led consultant team (the "Project Team").

The Project Team conducted site visits and stakeholder interviews of key local and regional developers, investors, and strategic partners. The Project Team further collected market data from Esri Business Analyst (www.esri.com), The Retail Coach (www.theretailcoach.net) and local real estate professionals and brokerage organization in the Salt Lake Market. The research and analysis are assembled into the following summary of key demographic and real estate market trends, assets, and opportunities related to the Taylorsville Commercial Center Revitalization Initiative.

The objective of this market study and investment strategy is to build upon prior planning studies and focus on regional market shifts to identify near- to medium-term tactical steps that may be undertaken by the City to catalyze private redevelopment and investment activity.

This report is in service to City of Taylorsville's mission statement: To foster a thriving business climate and the highest quality of life for the community of Taylorsville through targeted business attraction, increased production of high-quality housing product alternatives and enhanced retail and entertainment offerings served by state-of-the-art public transportation throughout the City's commercial core, the Taylorsville Expressway.

Following our review of Taylorsville's proposed redevelopment sites, employment growth trends, and purchasing power data provided by The Retail Coach, the team found near-term, mid-term and longer-term opportunities to attract private real estate investment and redevelopment.

As population growth continues to accelerate in the Salt Lake City region, the City of Salt Lake City has experienced a development boom. Urban infill revitalization is actively underway in the CBD and inner-ring suburban cities. The first wave of development pressure has been targeted to the communities best served by transportation and offering a clear amenity proposition, be it school quality, available retail and entertainment options and/or access to childcare, the outdoors and other lifestyle enhancements.

To catalyze the transition of Taylorsville from a low density bedroom community anchored by commercial corridors to a multi-use suburban/urban village, the City must begin to capture its "fair share" of regional real estate investment and development for residential, retail, commercial, and cultural uses over time.

To position the City of Taylorsville to take its place in the regional market, the City must differentiate itself and provide compelling real estate investment opportunities. Differentiation should initially come in the form of

a visible, transformative multi-use project. This catalytic project, supported by the full weight of the city's economic development tools, can concretely signal to the market that Taylorsville is replacing the old and obsolete building stock and - with its progressive peer cities - reinventing the core of the Salt Lake Region. A project with highway visibility on I-215 is an ideal billboard for this transformation. The focus on development of the best located sites in the city first will pave the way for future longer-term infill (both large- and small-scale) development sites identified by the City that will require more time and development pressure in the region to generate investor and developer interest.

Differentiation should also come in the form of clear articulation that the city is business and development friendly. Developer stakeholders have confirmed that their experiences in Taylorville have been positive. City objectives that communicate an embracing of the density and multi-use opportunities that are required in the new market and communication of the efficiency of its development processes – and, of course, delivery on these promises - are critical. Concrete assistance for business location and expansion are likewise important to retaining growing business in the area.

This market study provides the context for the formulation of "Taylorsville Commercial Center Investment Prospectus", including key economic development policies, programs, and/or public investments that could be undertaken to achieve the City's Commercial Center revitalization objectives.

The market study is followed by a proposed investment strategy that can be deployed over the next five to ten years and an outline of the strategic partnerships that will be required to fully fund the proposed revitalization plans.

Market Assets & Opportunities

Introduction

Taylorsville is located in the dynamic Salt Lake City regional economy, one of the strongest growth areas in the United States.

The resulting regional growth is projected to affect City of Taylorsville's population statistics in the following key measures in the next five-years:

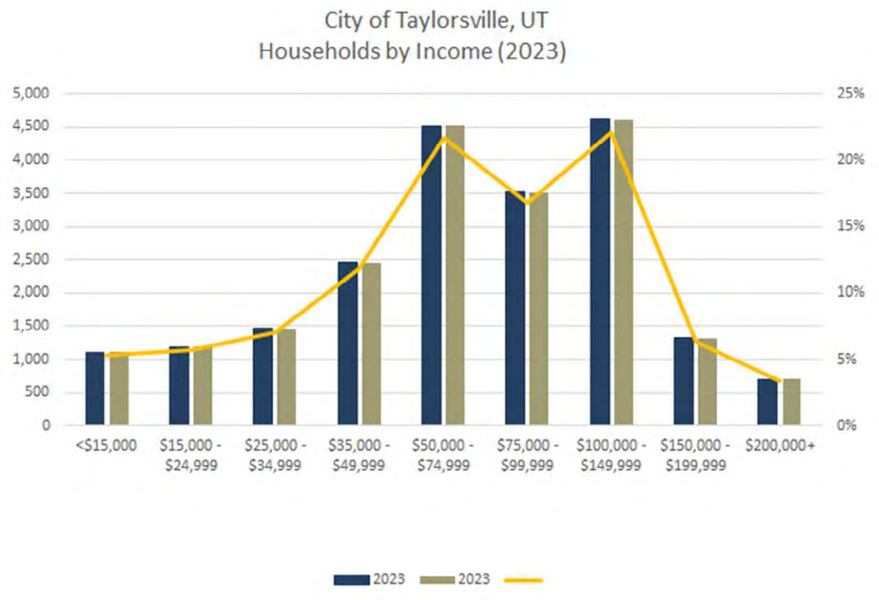
- Median Household Income to escalate to $72,000 from today's $63,000
- 500+ new Household to be added by 2023

The region's population increases and lack of housing inventory point to continuing pricing pressure in the region. There is an on-going need for additional infill development to satisfy pent-up demand for housing. The most sought-after areas within Salt Lake continue to be high-quality, amenity-rich environments, offering quality of life to residents, workers and visitors.

The employment increases are resulting in employment nodes concentrated in the CBD, and technology clusters in the southern suburbs, with housing

following these nodes. The City of Taylorsville is actively engaged in regional initiatives such as the Midvalley Bus Rapid Transit (BRT) route that will serve to connect the Taylorsville Commercial Center to job centers throughout the region.

Figure 1: Taylorsville Households by Income (2023)



Source: Esri Business Analyst; Willdan, 2019.

Improving the lighting and access to its section of the Jordan River Parkway Trail, a 40-mile continuous paved trail providing a regional recreational amenity. In addition, Taylorsville has been proactive in securing the location of the Mid-Valley Performing Arts Center, a new facility that will bring a premiere 400-seat performance space, a 200-seat studio theater and rehearsal spaces to the middle and southwest section of the Valley.

These targeted investments will help to influence the transformation of the Taylorville commercial corridor through improvements in public space, walkability, recreation, and transportation connectivity. The City of Taylorsville is responding to what the consumer and real estate markets are seeking in high quality lifestyle development opportunities.

Taylorsville is faced with a clear opportunity to leverage these public investments to attract private investment and redevelopment activity occurring within the Wasatch Valley Region through targeted marketing, branding and investor/developer outreach as delineated in the "Taylorsville Commercial Center Revitalization Initiative Investment Prospectus" that accompanies this market study and investment strategy.

Over the next five to fifteen years, the City of Taylorsville can position itself to capture a greater "fair share" of the regional redevelopment activity based on achieving the following characteristics of the market and strategy shifts identified in this study:

- Taylorsville has created a successful pro-development culture by delivering city programs and services supportive of economic development, including spearheading a transformational

redevelopment project in a visible location that serves to reimagine Taylorsville as a multi-use modern suburban center.

- Taylorsville's central location and relative affordability in the Wasatch Valley has driven growth in residential, office, and neighborhood-serving retail establishments, solidly competing against more remote suburban options by offering reduced commute time and avoidance of the projected traffic congestion coming to the Valley;
- Location near the Inland Port and the airport matures and offers a logistically superior business location opportunity for a variety of industries;
- The regional public transit system expands service and BRT service for commuters in Taylorsville connects the City to employment centers in downtown Salt Lake City and throughout the Wasatch Valley; and
- City Economic Development fosters valuable business attraction and retention partnerships that serves to drive continued demand for urban infill activity.

This report outlines the real estate market dynamics currently at play in the region and proposes strategies for Taylorsville to leverage its most important asset: its location "in the middle of the middle of it all" in the region.

Implementation of this proposed strategy will require sustained coordination with the City of Taylorsville Department of Economic Development and local and regional stakeholders, including:

- EDC Utah
- Salt Lake County
- State of Utah Departments of Transportation, Environment and other departments with funding programs that could be supportive of redevelopment projects
- Wasatch Front Regional Council
- ChamberWest
- Salt Lake Community College
- Utah State University
- Granite School District (Taylorsville Elementary, Middle and High-School Ratings)

The following sections provide an overview of residential, commercial, tourism, and retail/dining/entertainment market indicators and provides the basis for formulating the investment strategy for the Taylorsville Commercial.

TAYLORSVILLE EXPRESSWAY STUDY FOCUS AREA

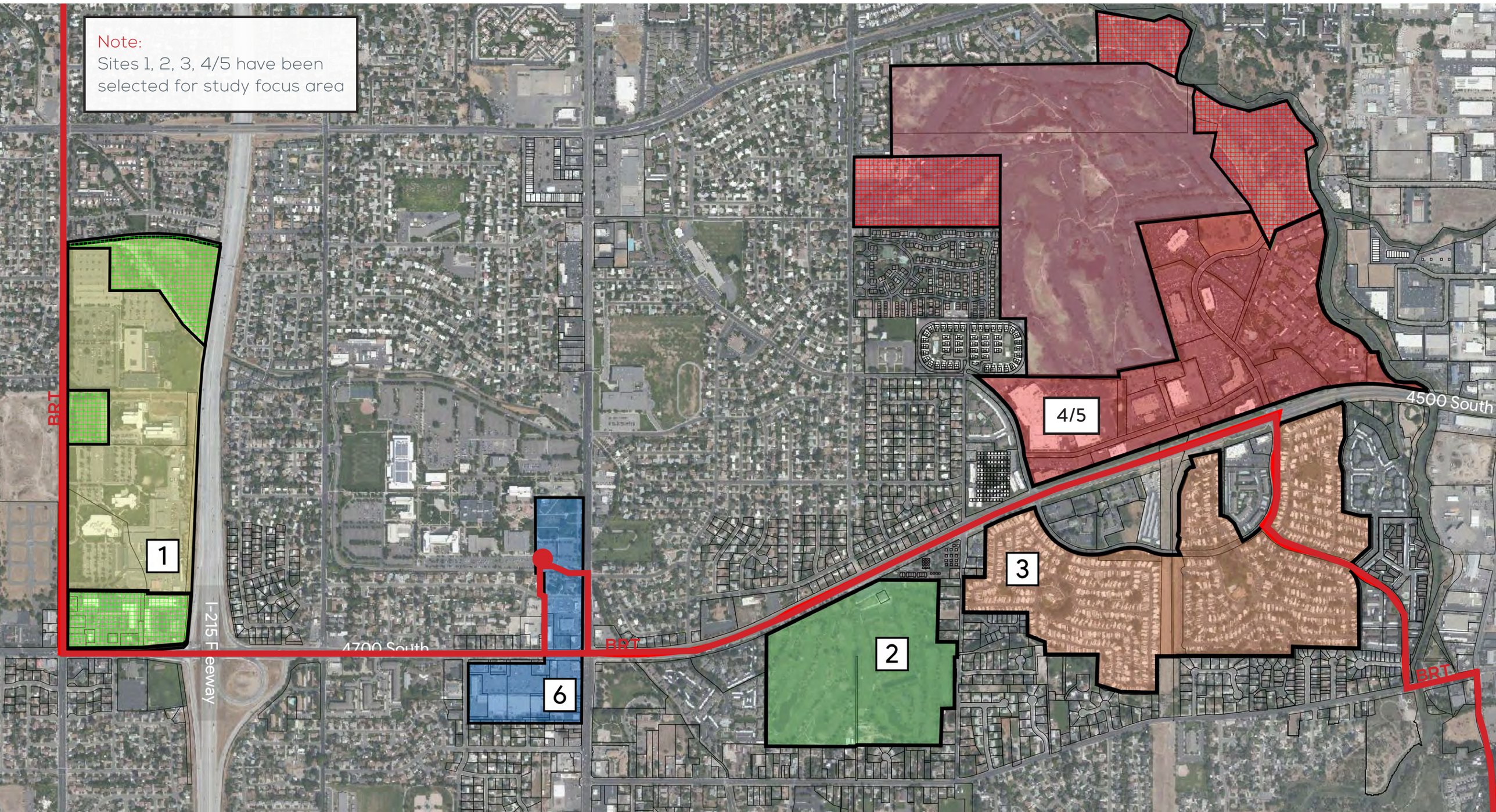
1 Taylors Landing/Westwood
Approximately 126 Acres

2 Fore Lakes Golf Course
Approximately 63 Acres

3 Mobile Home Community
Approximately 134 Acres

4/5 Sorenson / Meadowbrook Vicinity
Approximately 317 Acres

6 Salt Lake Community College
Approximately 32 Acres



Retail Market Indicators

It's no surprise that the retail industry is changing. From the rise of e-commerce and other economic conditions impacting brick and mortar retail nationwide, retail site selectors are being more cautious in their site selection decisions.

The Greater Salt Lake City area and more specifically, Taylorsville are not immune to these current retail conditions.

Our team, through our time on the ground in Taylorsville, took a look at the retail market to determine opportunities and challenges to retail development in Taylorsville in the future.

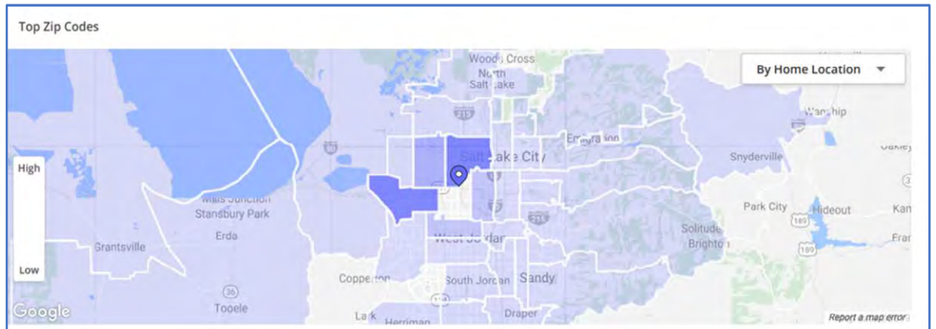
Retail Trade Area

To better understand the Taylorsville Retail Market, our team needed an understanding of Taylorsville's Retail Trade Areas. A Retail Trade Area is the largest distance that consumers are willing to travel to purchase goods and services in your community. Traditional ways of determining trade areas, such as radials and drive times, are becoming a thing of the past. Site selectors are relying more heavily on new technologies, such as cell phone studies, to better understand where consumers are coming from in order to shop in a community.

The Retail Coach Team completed multiple Cell Phone Studies on locations in Taylorsville. These studies were completed to better understand who the Taylorsville customer is, where they live, where they shop, and how they move throughout the community.

Based on these Cell Phone Studies, it was determined that Taylorsville has a Primary Retail Trade Area (Daily Basis) Population of 111,217 and a Retail Trade Area (Regional) population of 365,172.

Figure 3: Taylorsville Primary Retail Trade Area, 2019



NW Corner Interstate 215 And 4700 S

	Zip Code	City, State	% of Customers
1	84118	Salt Lake City, UT	17.79%
2	84119	West Valley City, UT	17.64%
3	84120	West Valley City, UT	9.06%
4	84084	West Jordan, UT	5.12%
5	84123	Salt Lake City, UT	4.76%
6	84128	West Valley City, UT	3.55%
7	84081	West Jordan, UT	3.28%

Retail Opportunity

Our team completed a Retail Gap Analysis to determine the level of retail demand for the Taylorsville Retail Trade Area. The analysis computed the retail potential of the Retail Trade Area and then compares it to estimated actual sales in the Retail Trade Area. Based on this analysis we identified retail leakage categories where Taylorsville consumers are traveling outside the community to

purchase certain retail goods and services, or a surplus, where consumers are traveling from outside to Taylorsville to purchase certain retail goods and services. Focus should be given to those retail categories with retail leakage.

Competitive Retail Market

Taylorsville is competing with other cities throughout the Greater Salt Lake City region for new retail development. Store spacing is very important to retailers and because of existing retailer locations in close proximity to Taylorsville, focus should be given to identifying and recruiting retailers and restaurant not in directly competing communities, such as West Valley City, West Jordan, Murray, etc. To help illustrate and confirm the store spacing issue, our team completed a Retailer Void Analysis:

Recommendations

Based on our analysis of the Taylorsville Retail Market, we have developed the following retail recommendations.

- Community development oftentimes precedes economic development. A retailer, restaurant and/ or developer will be able to determine, in just a few minutes, the pulse of a community. Things such as cleanliness of the community, conditions of building structures, conditions of the roads, and the pride-of-ownership of businesses and residences come into play in establishing that initial image or feel. This being said, focus needs to be given to the re-development of existing retail shopping centers in Taylorsville. Many of the exiting shopping centers appear tired and overrun with non-retail uses.
- Maintain gateway entrances into Taylorsville and high-profile areas with attractive landscaping and curb appeal. Retail prospects, much like business and industrial prospects, like to see communities that take pride in their appearance and invest in making it as appealing as possible. Often, a person's first impression of a community is shaped by how clean and neat it is.
- Focus retail recruitment efforts on retailers and developers not active in Taylorsville's directly competing communities.
- During our market analysis research, our team did outreach to a number of national retail site selectors and brokers. From our research, most retail site selectors if not from the Greater Salt Lake City market were unaware of Taylorsville.
- Taylorsville is oversupplied with older and outdated retail space. Much of Taylorsville's retail space consists of traditional big box/traditional strip center space which has become obsolete in today's retail market. There is opportunity for additional retail space in Taylorsville, but that opportunity is in the mixed use/lifestyle center/restaurant space categories.

- The City of Taylorsville should develop a retailer recruitment strategy that focuses on those retail sectors with the highest amounts of retail leakage. Sectors of focus should include full service restaurants and clothing, just to name a few.
- The City of Taylorsville should develop a developer recruitment strategy. As mentioned above, newer and more relevant retail space is needed. Focus this recruitment strategy on developers who specialize in mixed use/lifestyle center/restaurant development.

Multifamily Market Indicators

The Salt Lake City regional multifamily market is experiencing a boom in new construction and all indicators are strong for market-rate product.

The region has experienced a strong rent growth of 3 percent year-over-year from May 2018-2019 across all newly constructed multifamily segments. This increase continues to be fueled by strong regional job and population growth. With average mid-year 2019 market rent of $1,190, despite the active rent growth, the market is still well below the national average of $1,442, making Salt Lake an attractive cost of living market and alternative to Denver and other high-cost Western and National markets. According to Yardi Matrix, Salt Lake Multifamily Report, Summer 2019, specifically, by segment:

- Class A "Renter-by-Choice" Segment has increased 1.9 percent;
- Class B/C "Renter-by-Necessity" segment increased 4 percent, indicating continued upward pressure on Class B & C apartment renters.

The strong market occupancy of 95.8 percent across all segments underscores the health of the market-rate market.

The characteristics of the significant multifamily development pipeline illustrate the development dynamics in the region:

- 7,906 units under construction (6,200 to complete in 2019); 10,275 planned and 7,136 prospective.
- New construction heavily concentrated in Downtown and South Salt Lake.
- New Development heavily concentrated in Lifestyle Segments, putting pressure on supply for working class housing.
- The County is forecasting a moderate-income housing crisis forthcoming as the supply at moderate price points is not keeping up with area needs. State and local level policy makers are engaged in addressing this imbalance that could impact regional growth in the long-term.
- Investment sales are showing an increased investor focus on workforce housing. As is trending nationally, recent transactions in Salt Lake have

been driven by "Value-Add" investors focusing on Class B/C assets in high-growth metro markets for repositioning. The sale of Fairstone at Riverview in Taylorsville for $81 million ($177,000/unit) illustrates the strength of the central Valley submarket for the "renter-by-necessity" product.

Area Multifamily Development Dynamics

Taylorsville must compete in the region where the following parameters for site selection are true currently:

- Development costs for high-density multifamily product with or without structured parking is the same at all locations in the Valley due to regional competition for general contractors, labor and regional materials pricing.
- Suburban submarkets with the highest rent potential are most attractive to maximize development returns and minimize risk.
- Locations with the highest employment concentrations/office growth/retail amenities continue to experience the strongest demand for Class A/Lifestyle-Renter by Choice product.

Multifamily Implications for Taylorsville

- Like many bedroom communities, Taylorsville does not currently have the office concentration or core retail and lifestyle amenities in place to attract Class A multifamily on a market-driven basis.
- Taylorsville's convenient and central location in the Valley is highly valuable and will become a greater asset as traffic congestion increases commutes in the region over time.

Figure 4: Sample Competitive Apartment Supply Bordering Taylorsville

Project	Location	# Units	Rent Range	Unit Sizes	Product Type	Parking	Built
Avida	Murray	400	$1025-1390	1-,2- & 3- bedroom	4 stories	Covered & Street	2013
The Metro at Fireclay	Murray	175	$1150-1595	1- & 2-bedroom	6 stories	Surface, Covered & Garage	2018
Fairbourne Station	West Valley	225	$1099-1729	1-,2- & 3-bedroom	3-story over parking	Surface & Garage	2014

Source: Apartments.com; Willdan, 2019

- Due to high land and construction costs in the region coupled with lower rent expectations in Taylorville, higher density multifamily housing product type (3-to 5-story residences over parking or limited retail) targeted to the Lifestyle/Renter by Choice segment will currently require subsidy to attract developers to the market, even at sites with prime highway visibility.
- There is currently no competitive high-density multifamily product in Taylorsville to benchmark new development. However, there is competitive rental supply in Murray and West Valley, which offer more amenities including retail and TRAX access. Developer stakeholders were interviewed and estimated that over time a well-located, new high-density multifamily product in Taylorsville would fall in the $1.25-$1.30/SF per month range, which would indicate 3-5 story construction over parking. Developers usually seek a 200 - 300-unit project to maximize operating efficiencies.
- Smaller lower density (3-story walk up) product may be viable now on a market basis on infill sites with less visibility. This product fills workforce housing goals if land can be purchased at prices that justify the project economics.

For-Sale Residential

Per Moody's Analytics, the Salt Lake metropolitan median home price has increased from $225,000 in 2008 to $315,661 in 2018. This is a 4.0 percent year-over-year increase and a cumulative 42.0 percent increase above the 2008 Great Recession low. Anecdotally, in highly desirable sub-markets, the home prices have escalated up to 75 percent over the same period.

Home builders are now trending to 2,200-2,500 SF homes and to smaller units on smaller lots to meet demand at an acceptable price point in the market. (Homes are generally selling in the $125-$150/SF range.) The average household size has declined from 3.5-4 person to at or below 3 persons in most sub-areas in the region. With in-migration, Salt Lake is also seeing more single households interested in smaller homes.

Due to the consistent job and population growth in the region, stakeholders reported strength across the board for new housing, especially higher density housing. All for-sale developer stakeholders interviewed were very positive regarding large-scale sites in Taylorsville, where they would be able to create a significant development and set a development's infill character with an attractive large-scale site plan (entry gates, landscaping, amenities, etc.). Smaller-scale residential developers expressed interest in sites for infill townhomes. Developer stakeholders confirmed that townhome developments

at 15-18 dwelling units per acre and multifamily at 50-60 dwelling units/acre are the density level currently being built in the market.

Developers familiar with Taylorsville are interested in building affordable move up options for professionals who live in the area. For example, 3-story 2400 SF townhomes with roof decks at 18-20/acre offered in the high $300,000's to low $400,000s or patio homes in the same range and 2-story 1300-1500 SF product for first time homebuyers and singles offered in the low 300,000s.

Affordable Housing

As is typical in high-growth markets, the Wasatch region is struggling to keep up with the demand for affordable housing and to respond its development pressures with effective new policies and funding mechanisms. As has occurred in Seattle, Nashville and many other cities recently experiencing significant employment and population growth, new demand in the Salt Lake market is predominately driving new inventory of higher priced homes and apartments and putting upward pressure on previously moderately priced Class B and C apartments and lower-priced homes. Policy makers are keenly aware that this loss of affordable housing is not healthy for the region as commute times increase for professions critical to the vitality of the area such as teachers, firefighters, hospital workers and those serving the tourism and hospitality industries.

The State of Utah passed bill SR-34 to more fully address affordable housing shortages in the state. SR-34 requires Utah's cities to update their affordable housing plans by December 2019. The City of Taylorville is currently in the process of updating its Moderate-Income Housing Plan, and the Land-Use and Transportation Elements of the General Plan to reflect policies supportive of affordable housing.

The city is exploring options to require, encourage and support the development and preservation of affordable housing. Tools available to the City of Taylorsville may include community development set aside requirements, zoning text changes or negotiations, and incentives related to and supportive of affordable housing preservation in the area.

The City also has modest allocations from the following Federal formula-driven grants programs that could be leveraged for development: Community Development Block Grant program (CBBG of $350,000 annually and of HOME Investment Partnerships Program (HOME funds of $100,000.

The challenge posed in Taylorsville is that new market-rate commercial office and higher-density multifamily development may be feasible or financeable in the market. Any significant new infill, redevelopment may require public support. Affordable housing would require significant additional support beyond that required to incentivize a market-rate project. There is not enough margin in the current development economics to support significant

affordable housing. Lower-density, for-sale residential is currently feasible in the market but large sites would be required to achieve the economies necessary to incentivize meaningful affordable housing development.

Hospitality/Limited-Service Hotel Development Dynamics

Across the United States, secondary metropolitan areas have seen attention from limited services hotel investors who are currently priced out of the larger gateway cities at the height of this real estate cycle.

Per HVS Salt Lake City Hospitality Report and the Texas A&M/Marcus & Millichap Hospitality Forecast 2018, Salt Lake is one of just a few major markets in the West and has become an attractive alternative investment location to Denver. Hotel investors have been particularly attracted by the local economy's technology focus and proximity to major ski resorts.

Generally, limited service hotels seek access to excellent transportation networks and proximity to employment, airports or entertainment nodes.

Hospitality implications for Taylorsville include:

- The region-wide hotel market is healthy, showing increases in average daily rates. Over time, hospitality use could be relevant along I-215 and Bangerter HWY due to the proximity to the significant airport expansion and inland port development.
- Currently, there are a number of limited service hotels located near Taylorsville along I-15 and State Street in Murray and a major concentration of limited service hotels along/near I-215 in West Valley.
- Brands located in Murray include Fairfield Inn & Suites, Hampton Inn, Home2 Suites by Hilton, Baymont by Wyndham, Residence Inn by Marriott, Holiday Inn Express.
- West Valley has attracted the following hotel chains: Country Inn & Suites by Radisson, Extended Stay America, Crystal Inn and Suites, Sleep Inn and Best Western, Embassy Suites by Hilton. The new Embassy Suites, located in West Valley in the mixed-use development at Fairbourne Station appears to command healthy daily rates, which bodes well for the draw of mixed-use developments offering transit and dining amenities in the area.
- Assuming a mixed-use development with office, multifamily and convenience retail in Taylorsville, there is mid- to long-term potential for limited service hotel development, especially along I-215. Local developer stakeholders interviewed as part of this report had not focused on demand for limited service hotels in Taylorsville but thought that hotel demand would be possible over time, especially in conjunction with a larger mixed-use project.

Commercial Office Indicators

Driven by strong job and population growth, Salt Lake City's market is in high growth mode. All indicators are positive: The regional market is experiencing decreasing vacancy, strong absorption, significantly increased construction activity and increasing rents. The following table illustrates the overall market performance.

Figure 5: Salt Lake City Office Market By Office Class

Class	Inventory	Vacancy Rate	YTD Absorption	Lease Rate
A	15,325,621	6 74%	498,450	$26.09
B	15,724,005	9 69%	32,419	$23.19
C	6,289,086	8 64%	172,435	$17 98
Total	37,338,712	8 30%	703,304	$25.22

Source: Colliers Salt Lake County Office Mid-Year 2019; Willdan, 2019

Pipeline

Of the nearly 2.3 million square feet of office space under construction, more than half is being built in the Downtown/CBD and Draper. Nearly half is split between Salt Lake County and Utah County with 40 percent set to deliver in 2019. The following table provides construction data by submarket.

Figure 6: Salt Lake Region Pipeline Development, 2019

Pipeline Development Submarket Area	Square Feet	% of Total
Central Valley West	56,619	3%
Draper	656,785	29%
Sandy South Towne	294,421	13%
South West Valley	113,239	5%
Sugarhouse	317,069	14%
West Valley/Lake Park	249,125	11%
CBD	566,194	25%
Union Park	11,324	1%
Total	2,264,777	100%

Source: Colliers Salt Lake County Office Mid-Year 2019; Willdan, 2019.

Taylorsville Submarket Office Trends

Taylorsville falls into the Central Valley West Office Submarket. At 5.5 percent of the overall Salt Lake City market, this is one of the smaller office submarkets in the region. It includes Taylorsville and West Valley, which includes the Valley Fair Mall area and a significant office concentration outside of Taylorsville as detailed in the following overview of the Central Valley West Office Submarket by office class.

Figure 7:Central Valley West Submarket By Office Class

Office Class	Inventory	Vacancy Rate	YTD Absorption	Lease Rate/SF
A	934,555	6.1%	61,826	$27.87
B	743,146	7.4%	-1,958	$20.35
C	376,454	10.6%	3,184	$14.35
Total	2,054,155	7.4%	63,052	$21.54

Source: Colliers Salt Lake County Office Mid-Year 2019; Willdan, 2019.

Vacancy rates in Central Valley West are now tracking the Salt Lake County averages. Brokers report that this submarket has historically carried higher vacancies than the overall market so the tightening in the market and reduction of vacancy is a positive sign. In Class B space, Central Valley West is outperforming the total market of Class B space. These occupancy indicators coupled with market average rents indicate increasing appreciation for the location and value proposition offered in Taylorsville.

Central Valley West has historically struggled for market perception/brand and offered a value proposition to businesses seeking access to labor and strong airport and interstate connectivity.

Although the Central Valley West Class A average lease rate is $27.87, Taylorsville does not have new Class A product. Taylorsville's top-of-the market office space at Sorenson Research Park is asking $21 per square foot full-service lease rate, and brokers have noted that new West Valley Class A has struggled to lease up.

The Class B submarket average is $20.35 per square foot (full-service lease), which tracks with rents in Taylorsville.

The office concentrations in Taylorsville are predominately solid Class B buildings with a wide range of users with rents in the average range for the area. The Class B office supply in Taylorsville is generally well-maintained and well-located. For example, located just off I-15, the Sorenson Research Park offers 735,000 square feet in 12 buildings, tenants include research and development, engineering, back office financial, education and medical/health-related businesses.

Regional Office Development Dynamics

Taylorsville must compete in the region where the following parameters for site selection are true currently:

- Development costs for office product are the same at all locations in the Valley due to regional competition for general contractors, labor and regional materials pricing. Increasing costs are expected to put upward pressure on asking office lease rates for new product across the board. Although land in central valley may be less, rents are lower.
- Suburban submarkets with the highest rent potential and excellent highway access are most attractive to maximize returns.

- Locations with employment concentrations and cultural, retail and lifestyle amenities continue to drive end-user demand to attract and retain talent. This has meant that the downtown and southern suburban markets are most attractive to technology companies, especially including Sandy, West Jordan and Draper; the new business parks in these areas tend to be front-of-mind for companies relocating to the region.
- The standard office product is 150,000 square feet with 25,000 square feet floor plates. This size is appropriate for a medium-sized business to brand the building. Typically, new suburban class A with amenities in core markets is offered in the $30 or higher per square foot full-service lease range.

Implications for Taylorsville Office

Taylorsville has been viewed as a key central value submarket with solid Class B inventory. For example, Sorenson Research Park is a mature, well-maintained location with a range of tenants from blue chip to call center operations. I-215/Redwood Road locations also house major government employers and larger companies.

Brokers report that there is a ceiling on the core “bread and butter” suburban submarkets given the competitive supply in the region in the more active downtown and southern submarkets. Brokers and stakeholders estimate that $25 per square foot full-service would be the expected rent level for new Class A for a Taylorsville location, which is well below the $30+/full-service lease rate currently commanded in competitive suburban submarkets.

The Central location in the Valley is attractive and will continue to improve as congestion on major routes materializes over time. Taylorsville has excellent connection to the transportation network including the airport, outdoors and labor market, which is critical to employers.

Although the older office park product is commanding solid rents of $25 per square foot (full-service lease), this is not currently at the level to justify new construction unless the owner has a low basis in the land.

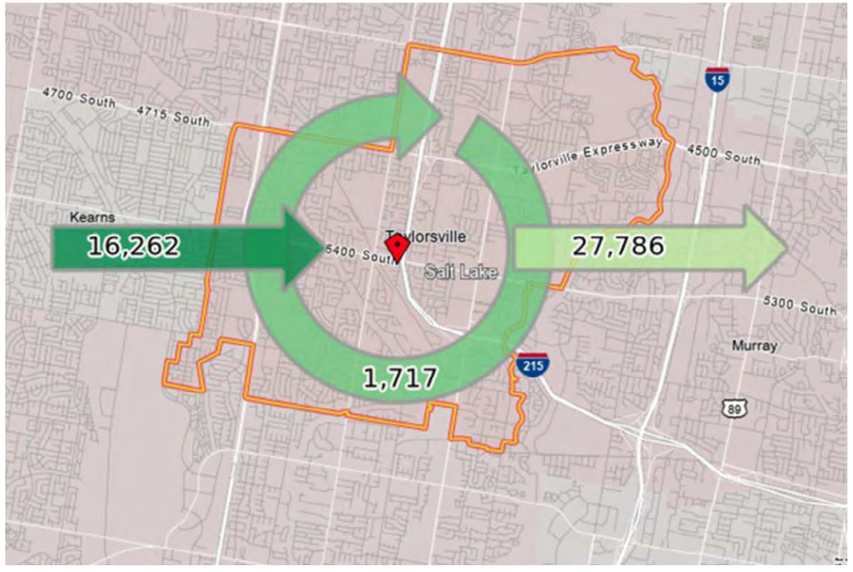
In addition, there is significant competitive office supply in and near the Central West submarket including 800,000 square feet of office proposed near the airport at Lake Park at $25 per square foot (full-service lease).

Located in an Opportunity Zone, this potential pipeline would be expected to dampen absorption pace of new development in the Central Valley West submarket for some time.

A suburban lifestyle angle could be played up with infill development and/or retrofit of office parks in Taylorville to match more of the amenities provided in the region to attract and retain office users—and to aid in the retention of their Millennial employees. These amenities include fitness areas/trails/gym, lounges, food offerings including food trucks and light touch placemaking such as moveable outdoor furniture for employees to gather.

For example, at Sorenson Research Park, with daytime population of approximately 3,000, there are opportunities to capture spending and placemaking opportunities on site. In general, Taylorsville would benefit from a larger daytime population. The following figure illustrates the daily net out-migration of employment from Taylorsville.

Figure 8: Taylorsville Daytime Employment Inflow/Outflow



Source: EDCUtah; US Census Bureau; Willdan, 2019

While this is typical for traditional suburban bedroom communities, Taylorsville's increasingly central position in the Valley should provide an opportunity to capture both more employment and residential base. Outmigration puts a strain on infrastructure, and results in lost sales tax revenue. Both increases in residential base and daytime population provide necessary support to ensure viable retail amenities that can in turn attract more employers .

Higher Education

There are two major regional higher-education institutions located in Taylorsville: Salt Lake Community College and Utah State University Salt Lake Campus. These both provide support to businesses in the Salt Lake region in terms of advanced education, bachelor's degrees and specialized education in business and other disciplines.

Salt Lake Community College is a public community college serving Salt Lake County. It is the state's largest two-year college with the most diverse student body. It serves more than 60,000 students at more than ten locations in the County. SLCC offers general Community College functions and specialized trainings for businesses throughout the region. At the Taylorsville location, where the SLCC system headquarters are also located, there is a daily population of 500 to 2700+ throughout the day and night. The SLCC system is headquartered in Taylorsville but increasingly expanding its offerings and growing its enrollment in the southern Salt Lake submarkets to keep up with population growth and demand in that sector.

Utah State University has an enrollment of 850 in Taylorsville. Its largest programs are business education, Executive MBA and horticulture. Utah State's daytime population at Sorenson Research Park is 50-170 faculty, staff, and students and 90-145 persons on site in the evenings. Its expansion plan projects 5% growth annually and the addition of new programs over time.

In conclusion, while positive, the student population in Taylorsville is not large enough to drive ancillary development. While there may be some opportunities for student housing supportive of the international student population, both institutions are predominately commuter schools in nature which also offer increasing numbers of internet-based classes. Both institutions should be considered as significant economic development partners of the city to support the employment clusters located in Taylorsville. These are predominately research and development, engineering, back office, financial, education and medical/health-related businesses.

Summary of Market Trends and Opportunities

Taking the results of the primary market research and stakeholder interviews with area real estate developers, the Project Team evaluated the development constraints and opportunities of six targeted redevelopment sites identified by the Taylorsville Commercial Center Revitalization Strategy.

As a successful example, Richards Flats, a 32-unit condominium project at the northeast corner of the intersection of Richards Street and 1700 South in Salt Lake City is anchored by the adjacent Sweet Lake restaurant. According to James Alfandre, a founding principal at Urban Alfandre, the developer took a chance that the restaurant would serve as amenity and it has become successful for the neighborhood. The multi-use development with condominiums serving the "missing middle" housing market (for-sale condominiums at $200,000) is evolving into a great, walkable neighborhood in the middle of it all. As the neighborhood becomes more walkable with future street improvements, other small businesses will locate there.

The summary of findings, including prioritization of the redevelopment sites for potential City of Taylorsville development incentives or other public support, is detailed in the following section.

Figure 9: Mixed- vs. Multi-Use Urban Infill Product



Richard Flats Condominiums. Source: Willdan, 2019



Lot and Sweet Lake Biscuits & Limeade. Source: Willdan, 2019

Site 1: Taylor's Landing/Westwood Development Constraints & Opportunities

City staff identified three sub-areas within the large zone bounded by I-215 to the east, 4700 S to the south, 2700 W to the west and the former American Express campus site to the north. The subareas are:

- Site 1.A North Parcel: 18.65-acre site bounded by I-215 to the east, residential to the north, mixed-use to the south, and accessed from 2700 W to the West.
- Site 1.B Mid Parcel: 5.06-acre parcel accessed off 2700 W.
- Site 1.C Taylor's Landing / Westwood Village Shopping Center : 15.12-acre commercial plaza located at the corner of I-215 and 4700 S.

Site 1.A: North Parcel

This 18 16-acre site accessed from 2700 W and bordered by I-215 to the east, residential development to the north and office to the south is currently raw land. The parcel has a unique underground canal feature which bifurcates the site.

Development Constraints & Opportunities

The North Parcel site has strong visibility from I-215 with potential for uses that seek billboard type highway advertising opportunities such as office, multifamily residential and hotel. However, the site faces physical constraints with no access to/from I-215, constrained visibility of site from 2700 W, and bifurcation by a canal.

According to stakeholder input from the regional real estate development community the market for highway-seeking uses such as office, multifamily and hotel is longer term (10+years even with significant public support) given the regional competitive context due to the site's access and development potential constraints.

Redevelopment Strategy Recommendations

The City's is encouraged to prioritize development tools for sites with greater near-term redevelopment opportunity. As a mid- to longer-term opportunity, the City should undertake the following initial site preparation tasks:

- Monitor office market performance to position the property to capture office infill anticipated to grow over the next five to ten years.
- Identify anchor office tenant(s). Most likely, the best opportunity to secure an anchor tenant for a new office building would come from the expansion of an existing government agency or private sector business(es) in Taylorsville.

Figure 10: Site 1A – Westwood/Taylor's Landing (North Parcel) (Beltway West Office Park)

Site 1.A: Westwood/Taylor's Landing North Parcel	
Parcel Address	Access from 2700 W
Parcel Size	18.16 Acres
Infrastructure Investment Needed	Needs improved access from 2700 W, Site has unique underground canal feature bifurcating the site
Condition of Property	Vacant
Existing Tenants	Vacant
Development Constraints	Poor visibility from 2700 W, Site has unique underground canal feature bifurcating the site
Development Opportunities	(Bordered by I-215 to the east, residential to the North, office/MXD to the south)Excellent location with highway access, visibility from I-215 for signs and taller structures; high traffic counts; suitable for multifamily residential, office/commercial uses
Redevelopment Potential	High
Term	Short-Term (1-5 years) for office, multifamily market maturation

Source: City of Taylorsville; The Retail Coach; KGRW; BCT Architects; Willdan, 2019

- Securing an anchor tenant would be an important part of structuring the project as spec office would not be viable at this location.
- City of Taylorsville Redevelopment Support – Articulate clear and expedited path for the project including expedited planning and rezoning review, trigger of CRA/TRA tools, support/advocate for additional funding as needed from other partners and government agencies as applicable (UDOT, CDBG, etc.).

Site 1.B: Mid Parcel

Existing Conditions

The interior 5.06-acre parcel accessed from 2700 W is located within a government-anchored office park including the Utah Department of Transportation and former American Express campus now owned by the state of Utah.

Development Constraints & Opportunities

- The site provides sufficient capacity for small- to medium-scale development product (may require seismic retrofit requirements).
- Although the location would be considered compromised for typical retail, it is central to an office concentration and could serve as a core amenity/placemaking area.

Redevelopment Strategy Recommendations

- A program of amenities complementary to surrounding office use such as food and beverage, gym/fitness, childcare and limited convenience retail would enhance this sub-area's employment district. Development of 24,000 square feet of space.
- City staff should schedule quarterly meetings with the property owner to advise on the status of infrastructure and public realm infrastructure investments and to communicate the "community vision" for comprehensive revitalization of the urban core to catalyze interest property assemblage and/or joint-venture redevelopment activity.
- Purchased by the State of Utah to renovate and remodel into a main satellite state office building.

Figure 11: Site 1.B – Westwood/Taylor's Landing (Mid Parcel) (State Office Campus)

Site 1.B: Westwood/Taylor's Landing (Mid Parcel)	
Parcel Address	2700 S
Parcel Size	5.06 Acres
Infrastructure Investment Needed	Seismic retrofit requirements may trigger extraordinary engineering costs for future redevelopment
Condition of Property	Vacant
Existing Tenants	None
Development Constraints	Engineering/infrastructure costs
Development Opportunities	Food & beverage/other amenities serving the adjacent employment center (i.e., gym/fitness, childcare, convenience retail). Leverage employment concentration of BRT Utah Dept of Transit and other public users as demand drivers
Redevelopment Potential	High
Term	Short-Term (1-5 years); Shorter term if new anchor for American Express (?)

Source: City of Taylorsville; The Retail Coach; KGRW; BCT Architects; Willdan, 2019

Site 1.C: Taylor's Landing Shopping Center

Existing Conditions

Located at 2530 W 4700 South, the 5-acre Taylor's Landing shopping center is characterized by area retail brokers as an "obsolete" retail product nearing the end of its estimated useful life. The shopping center is in "fair" condition while achieving relatively high market-rate lease and occupancy rates considered supportive of "investment grade" new retail construction investment.

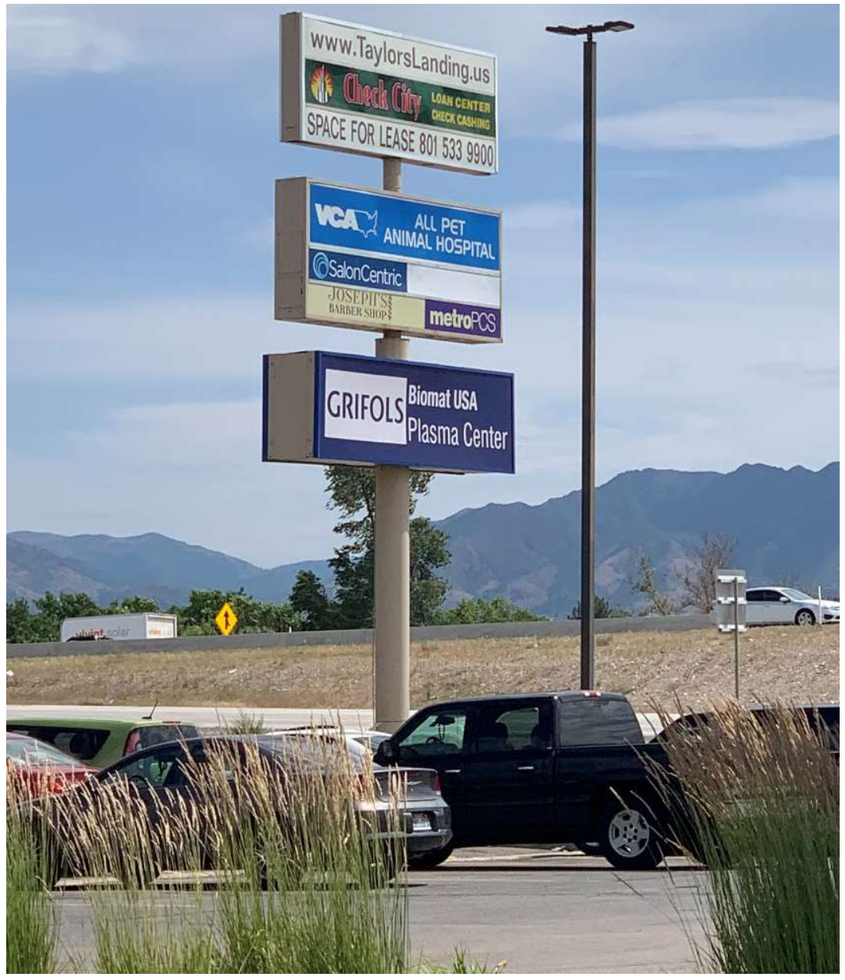
Current tenants located in the Taylor's Landing / Westwood Shopping Center include a credit tenant (the U S. Federal Highway Administration) and health-related uses including a plasma center, a veterinary clinic, a Metro PCS, and less desirable uses including Peak Vapor and Check City Cashing.

The pad site occupied by a dialysis center is now vacant signaling opportunity for a phased de-leasing strategy that would allow for comprehensive property assemblage and redevelopment into a higher value and higher intensity community-serving use.

Adjoining the Taylor's Landing Center, the 10-acre Westwood Village Center is considered to be in blighted condition. The surface parking lot requires resurfacing and drainage attention, building facades and signage and most of the pad sites, with the exception of Chase Bank, appear in dilapidated condition. The Ream's property is grocery use and main anchor.

The current in-line stores include restaurants such as Los Machetes, Canton Wok, Thai Issan Restaurant/Mini-Mart, and recreation uses including GameDen, CosmoPro Spa and United Studios of Self Defense. The pad sites include a vacant Credit Union, a well-maintained Chase Bank branch, Artic Circle, and Arby's. The Car Inspection Shop and USA Cash Services are in poor condition

Figure 12: Taylor's Landing Shopping Center Tenants



Development Constraints & Opportunities

The site's greatest assets are:

- Location at the corner of I-215 and 4700 S with regional visibility and connectivity; and
- Forthcoming BRT stop at the 4700 S frontage near I-215

The site's greatest constraint is:

- Parcel size: This site configuration and size (15.12 acres) are constrained for financially feasible horizontal mixed use without the provision of public infrastructure incentives.

If the redevelopment area could be expanded to include the Taylor's Landing site, the Westwood Village site, and possibly portions of the state parking lot behind the center, a parcel size sufficient for a meaningful mixed-use project could be created. A mixed-use development at this site would provide strong brand recognition for office users from I-215.

One to two office buildings, mixed use multifamily housing (3-5 story over parking and/or limited retail), strategic retail and possibly limited service hotel could complement the site. This project could draw greater daytime population and support community development and the market for new housing in the area. An expanded parcel size with significant public incentives at this location on I-215 has strong mid-term (5-10 year) potential.

Redevelopment Strategy Recommendations

Targeted City of Taylorsville involvement in expediting this project could include:

- Expand City of Taylorville Economic Development staff to include a senior project expeditor/advisor ("Commercial Development Manager") to assist landowners and shepherd the project from potential assemblage to structuring or evaluating structures for the development opportunity (landowner participation, land sale, etc.).
- Engage property owners/brokers to undertake a long-term, tactical de-leasing strategy to position the commercial center for future property assemblage and large-scale redevelopment.
- Establish a "Merchant Assistance Program" to facilitate tenant relocation/small business retention, and to catalyze retail and neighborhood service business formation.
- Engage property owners to explore land sales or joint-venture strategies that could benefit from public development incentives.
- Identify high quality, highly experienced regional real estate developer targets and market the redevelopment opportunity through the RFQ process with the land seller and/or jointly with the City.

Figure 13: Site 1.C –Westwood/Taylor's Landing (Taylor's Landing Shopping Center)

Site 1.C: Westwood/Taylor's Landing (Taylor's Landing Shopping Center)	
Parcel Address	Taylor's Landing Shopping Center, 2530 W 4700 S, Taylorsville, UT 84129
Parcel Size	15.12 Acres
Infrastructure Investment Needed	Requires highway transportation access improvements
Condition of Property	Fair
Existing Tenants	US Department of Highways Administration, Plasma Center, Vet, Salon Centric, Staffing Solutions, Peak Vapor, Barber, Metro PCS, Check City Cashing, Fuzz Drinks; adjacent tenants: REAM's Grocery, Conaton Waok, Karate, Arctic Circle, (former large dialysis tenant space now vacant)
Development Constraints	Relatively well leased property cash flowing to owner; parcel too small for large meaningful horizontally mixed-use project - requires property assemblage to allow for meaningful project
Development Opportunities	Excellent location with highway access, visibility from I-215 for signs and taller structures; opportunity for property assemblage, forthcoming BRT on 4700 directly in front of site, Employment concentration north of the site with Utah Dept of Transportation and other employment as potential demand drivers; high traffic counts on 4700/I-215, site provides gateway opportunity for Taylorsville
Redevelopment Potential	High for vertical mixed-use with 1-2 office buildings, multifamily, hospitality, limited complementary retail (food and beverage)
Term	Mid-Term (5-10 years) for assemblage, de-leasing, office and multifamily market maturation, securing of anchor office tenants

Source: City of Taylorsville; The Retail Coach; KGRW; BCT Architects; Willdan, 2019

Site 2: Fore Lakes Golf Course

Existing Conditions

Located at 1285 West 4700 South, the 60-acre family-owned Fore Lakes Golf Course has operated as a 9-hole executive golf course since 1974. The site is largely open land with attractive mountain views and a club house. The course includes typical golf course features, driving and walking paths and parking areas. The course runs golf leagues for couples, men, women, Junior Golf Academy and camps. The site has a long frontage on Route 4700 South.

Redevelopment Constraints and Opportunities

The site location has multiple advantages for infill residential community development including:

- Regional highway connectivity: Approximately 1.5 miles to I-215 and I-15 respectively;
- A future BRT stop identified at the center of its frontage;
- A significant parcel size with opportunity to create a new residential district with central amenities and a sense of place;
- Attractive mountain views; and
- Parcel does not require land assembly.

The central constraint to redevelopment of the Fore Lakes Golf Course site is the unknown nature of the property owner's exit strategy and time horizon for sale.

Redevelopment Strategy Recommendations

Stakeholder interviews indicated universal interest from area developers of higher-density housing from three-story townhomes with decks at 18 to 20 dwelling units per acre to multifamily rental and senior housing, as well as potential for patio homes or more compact single-family homes. Given the market in Taylorsville, the homes would likely be priced at approximately $375,000 to $425,000 for entry-level and "move-up" housing.

Given that the property is privately held, the City of Taylorsville should explore owner outreach to offer development support in the form of a professional development analysis. This real estate service could inform the landowner's evaluation of the timing of the sale and outline the process by which the City facilitate the redevelopment of the site as a "priority project" with expedited development review and City support for the project.

Buyers of the property would need to gain confidence of the timeline required for the Site-Specific Design review process and the City's support for the project. In addition, it should be noted that the Fore Lakes Golf Course is in a Community Development Block Grant area (CDBG) which could quality for funding to support affordable housing development.

Figure 14: Fore Lakes Development Constraints & Opportunities

Site 2: Fore Golf Course	
Parcel Address	1285 W 4700 S, Taylorsville, UT 84123
Parcel Size	62.55 Acres
Infrastructure Investment Needed	N/A
Condition of Property	Excellent Condition
Existing Tenants	Privately owned 9-hole golf course
Development Constraints	Land seller objectives/timing
Development Opportunities	Beautiful mountain views, raw Land, BRT stop located in front of site, convenient 1.5 miles access to I-215/I-15
Redevelopment Potential	High - market for for-sale higher-density residential including large and smaller townhomes, multifamily and senior housing is mature now
Term	Mid-Term (5-10 years)

Source: City of Taylorsville; The Retail Coach; KGRW; BCT Architects; Willdan, 2019

Site 3: Mobile Home Communities

Existing Conditions

This 162.3-acre mobile home community district within Taylorsville is comprised of three large parcels. Two of the communities are owned by Utah-based Kingsley Management Corporation: Majestic Oaks, with 360 units has a larger senior population, and Majestic Meadows with 389 units has a larger family population. The third community, Monte Vista Manufactured Home Community is a 159-unit community owned by California-based Investment Property Group. Monte Vista is restricted to adults 55 and older. All three of the parks present well maintained communities and offer activities and amenities for residents.

With 908-mobile home units in the three communities, the area is currently a significant residential district, likely housing more than 1,200 persons. Although the population is predominately seniors, there is a school-age population in the Majestic Meadows property, with multiple school daily bus pick-ups/drop offs, as well as residents of all ages.

Redevelopment Constraints & Opportunities

The 162.3-acre assemblage would have multiple locational advantages:

- Easy Access to highways including I-15 and I-215;
- Three BRT stops along its frontage on 4700, providing connection to light rail and wider access within the Valley;
- Directly across 4700 from Sorenson Business Park, which represents a large concentration of employment within Taylorsville; and
- Close proximity to Salt Lake Community College and Utah State regional campuses which provide education for area residents and job training support for employers
- Optimal long-term opportunity for consolidation into a single property assemblage as the site is owned by only two commercial property owners.
- The configuration and locational advantages indicate that the site is attractive to office, multifamily and supporting retail in the long-term (10 to 15 years). It is anticipated that the market will support a significant mixed-use development as land constraints impact the wider regional market.
- Driven by the expansion of the Sorenson Research Park employment district's success across 4700 S, a redevelopment of this type could

attract the necessary daytime office population to Taylorsville, which is currently unable to support viable amenity retail and restaurant uses. Dining and amenity retail would be well served by office workers, and an increased number of residents and students.

- A mixed-income housing component to cater to a range of incomes and lifestyles of office workers and existing and new residents to the area could include student housing, affordable housing, senior housing (retirement and assisted living) in various densities of multifamily and townhome style development.

Development Constraints

The Mobile Homes Park Site's development constraints include:

- Displacement/relocation of the current mobile home park tenants. The site currently provides 909 residential units serving lower-income residents.
- Lack of visibility from interior parcels for office and multifamily market could extend the redevelopment opportunity timeframe to five to ten years or longer for increasing regional land values to support such an infill location.

Redevelopment Strategy Recommendations

The current affordable housing land use poses a significant challenge to the redevelopment of this area. Mobile home communities provide a non-subsidized, market-driven option to lower-income households. Although mobile home demographics can vary, typically mobile home communities provide housing for all segments of the population from young families to seniors and serve a variety of income levels from 30 percent to 80 percent of Area Median Income ("AMI").

The pending displacement of the existing residents is a major constraint to redevelopment of the site. Although in some states, residents of mobile home parks have a right of first refusal to purchase when a community is for sale, in most states there is no recourse open to the residents, who are as a group very vulnerable to homelessness.

It appears that the redevelopment of these three sites would require a landowner strategy to de-lease the communities, as well as possibly a coordinated multi-jurisdictional effort from the landowner, City, County, State and other partners to locate housing and facilitate the interim or permanent relocation of residents. If a redevelopment were to move forward, the city could mandate, encourage and/or support the construction of new affordable housing components within the redevelopment project to allow for some amount of replacement units on site. During stakeholder interviews, it was clear that reputable real estate

developers with the financial capacity and experience to develop a high-quality mixed-use community of this scale would only enter into a potential real estate redevelopment at this site after tenant relocation was successfully completed.

Due to the complexities outlined above and the time horizon for the market to mature, this site is considered a long-term redevelopment opportunity (20 years or longer).

Figure 15: Mobile Home Communities Development Constraints & Opportunities

Site 3: Mobile Home Communities	
Parcel Address/Folio Number	Majestic Oaks: 4635 S 840 W, Taylorsville, UT 84123
	Majestic Meadows: 4580 S 1055 W, Taylorsville, UT 84123
	Monte Vista: 4595 S Monte Vista Dr, Taylorsville, UT 84123
Parcel Size	162.34 Acres (three parcels)
Infrastructure Investment Needed	Major redevelopment - UDOT and internal roadways, water/sewer tie ins, etc.
Condition of Property	Good
Existing Tenants	Mobile home park tenants (<5% vacancy)
Development Constraints	Landowner objectives; Loss of 900 units of affordable housing; Potential relocation of 1,200 mobile home park tenants
Development Opportunities	Potential large assemblage to create scale for new horizontal mixed-use development to enhance City's commercial and residential base; Excellent access to I-15/I-215, 3 BRT Stops along frontage
Redevelopment Potential	High. Mixed-Use: Office to Complement Sorenson Research Park and high-density residential to tie-in to TOD/BRT investments
Notes (Potential industry attraction)	Excellent connectivity to existing office concentration would allow for more daytime amenities, strong multifamily sites, potential for excellent site plan to drive values and views
Term	Mid-Term (5-10) for office and multifamily market maturation; Long-Term (20 years or longer) for complexity of existing uses

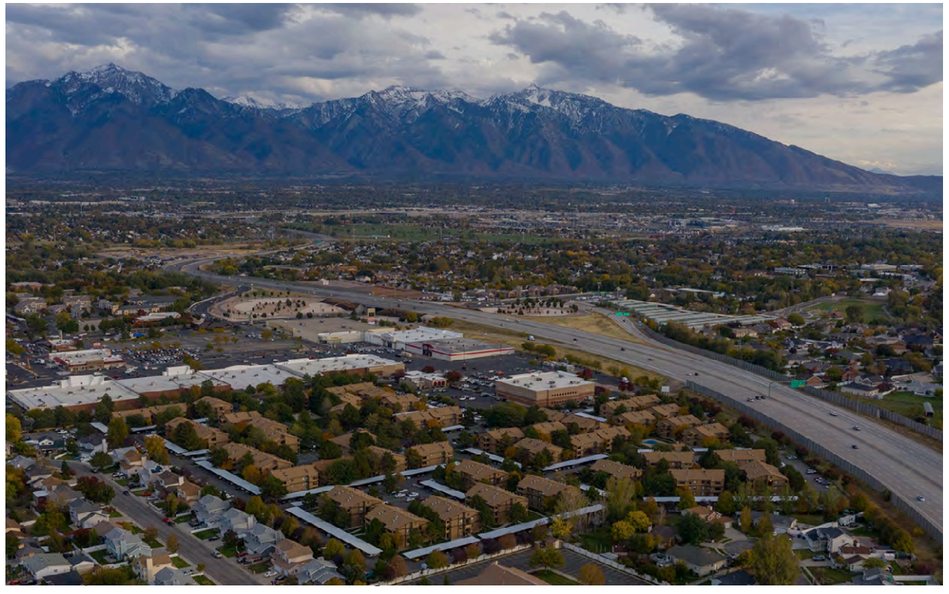
Source: City of Taylorsville; The Retail Coach; KGRW; BCT Architects; Willdan, 2019

Site 4/5: Sorenson/Meadowbrook Vicinity

The Project Team evaluated the redevelopment potential of Site 4/5: Sorenson/Meadowbrook Vicinity. With City of Taylorsville staff input, further investigation will be needed to determine specific land areas to consider. This vicinity has several advantages to recommend redevelopment: proximity to the proposed BRT depending on specific areas of redevelopment, adjacency to the natural environment with access to Jordan River trail and amenities, and large daily workforce within the office park. Potential challenges for redevelopment within the vicinity could be vehicular access and capacity to some portions of potential sites and the presence of the large overhead power lines cutting through a large portion of the vicinity. Potential appropriate uses could be market-rate multifamily residential and/or office with community amenities (retail/dining, neighborhood uses, etc).

Site 6: Salt Lake Community College

The Project Team evaluated the redevelopment potential of Site 6: Salt Lake Community College and, with City of Taylorsville staff input, determined that given the limited daytime foot traffic of the site (less than 1,000 students weekly), formulating a redevelopment strategy for this site is not a high priority at this time. The City of Taylorsville will continue to monitor real estate market trends and conduct quarterly outreach to the Salt Lake Community College administration to ensure that the City is poised to facilitate redevelopment activity should conditions change.



Taylorsville Commercial Center Revitalization Investment Strategy

The City of Taylorsville is well positioned to achieve the Taylorsville's Commercial Center Revitalization Initiative's goals and objectives to catalyze redevelopment and reuse activity through successful Public-Private Partnerships.

Following is a high-level investment strategy that will serve to accelerate the City's current investments in public realm amenities and infrastructure improvements.

It includes an overview of the economic development policies and programs that can be targeted over the next five to ten years and an outline of the strategic partnerships that will be required to incentivize the proposed redevelopment plans.

Key Urban Revitalization Tools

Strategy 1: Focus on One Major Catalytic Redevelopment Project

Strategy 2: Articulate Clear Development Goals and Deliver on Development Processes and Timeframes

Strategy 3: Continued Focus on Infrastructure and Public Realm Improvements

Strategy 4: Adopt Land Banking Strategy

Strategy 5: Employer Focus – Office Tenant Recruitment, Retention and Expansion

Strategy 6: Implement Developer-Focused Marketing and Branding Program

Strategy 7: Invest for Local School Quality

Next Steps

It is recommended that the City of Taylorville Department of Economic Development formulate a five-year tactical plan to prioritize and assign resources to each of these recommended redevelopment strategies to fund associated capital and operating expenditures.

As an initial step, City staff and elected officials are encouraged to build consensus around these specific real estate and economic development revitalization initiatives through a workshop or other mechanism that would allow for an optimal exchange of ideas and prioritization of goals and objectives in the context of limited public funding and increasing demands on the City's infrastructure, supply of affordable housing, and other public facilities and services. The outcome of this "Taylorsville Commercial Center Revitalization Strategy Implementation Workshop" would create a tactical work plan for City Economic Development staff to guide implementation priorities over the next five years.

APPENDICES

SECTION 03

COMMUNITY ENGAGEMENT

SECTION 03.A

- Stakeholder Questions
- Possibilities

REAL ESTATE & ECONOMIC DEVELOPMENT ASSESSMENT

STAKEHOLDER INTERVIEW SURVEY

1. Do you live in Taylorsville? (Yes/ No)

2. Do you work in Taylorsville? (Yes/No)

3. What are your perceptions of the demand for new multifamily development (rental apartments or for-sale condominiums) in Taylorsville? Which demographic market segments do you believe would be attracted to this location? Examples: college students, recent graduates (24-32), singles, young families (children <6 years of age), families, seniors.

4. What price points do you believe the Taylorsville multifamily market could achieve (for example, assuming a 2 bedroom apartment, 950 square feet)?

5. What is the market potential for reuse/development of existing office space for anchor tenants, global business target sectors, or SME business incubation targets?

6. Where do you see the greatest opportunity for new office development within Salt Lake County's target sectors: Financial Services, Aerospace & Defense, BioMed, Advanced Materials, Outdoor Products & Recreation, Information Technology, HQ & Shared Services, Energy & Natural Resources. Provide examples of new leasing activity or active prospects.

7. Can BRT sites in Taylorsville attract new market-rate multifamily/ mixed-use development? Why or why not? If not, what are the conditions necessary for successfully attracting such development? What types of public participation would be most helpful to attract new high-quality development?

8. In your opinion, what retail segments are missing in Taylorsville (i.e.: Sit Down Restaurants, Clothing, etc.)?

9. Are you familiar with Taylorsville's current flexible zoning/ development ordinances for BRT sites? Does the zoning provides a compelling incentive to developers?

10. If you have further comments on issues we may not have asked about, please feel free to let us know your thoughts below.

Source: City of Taylorsville; The Retail Coach; Willdan, 2019

WHAT THE COMMUNITY COULD BE

STREETSCAPE IMPROVEMENTS







COMMUNITY CONNECTIVITY







VARIETY OF EXPERIENCES







RETAIL DEMOGRAPHICS

SECTION 03.B

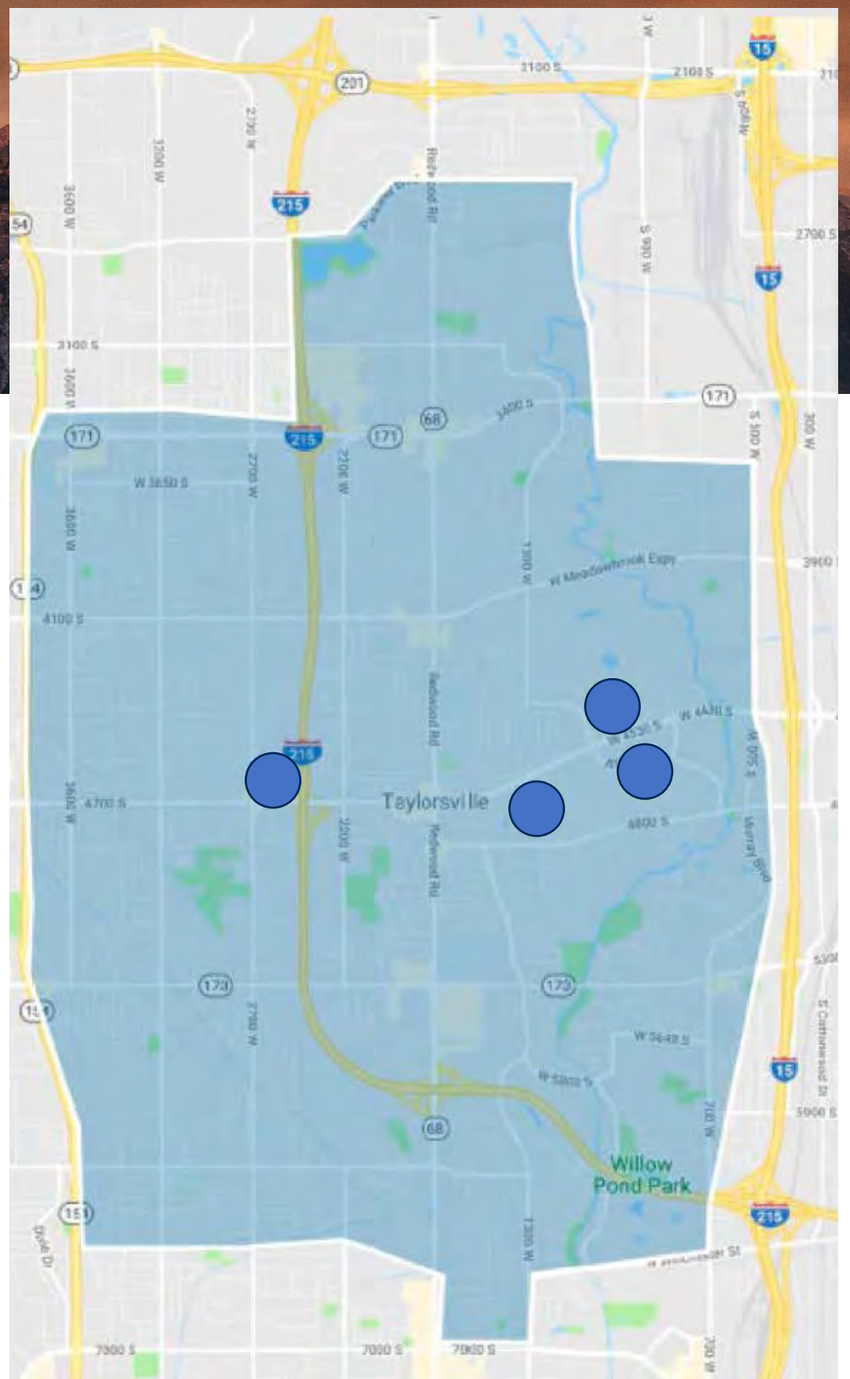
- Primary Retail Trade Area
- Secondary Retail Trade Area
- Demographics
- Population Make-Up
- Household
- Sales Categories

DEMOGRAPHIC SNAPSHOT

PRIMARY RETAIL TRADE AREA

The Retail Trade Area (RTA) is the foundation of any retail strategy. The Retail Trade Area is the geographical area from which a community's retailers derive a majority of their business.

The Primary Retail Trade Area represents those consumers who shop in Taylorsville on a daily basis.



	2000 CENSUS	2010 CENSUS	2019 ESTIMATE	2024 PROJECTION
Population	102,647	105,710	111,217	116,908
Households	34,110	35,955	38,7445	40,653

	2019 ESTIMATE
Average Household	$77,174
Median Household	$61,057
Per Capita	$26,967

	2019 ESTIMATE
9 Years and Under	15.09%
10-17 Years	11.92%
18-24 Years	9.19%
25-34 Years	15.92%
35-44 Years	14.85%
45-54 Years	10.75%
55-64 Years	10.50%
65 Years and Over	11.78%
Median Age	33.69
Average Age	35.44

	2019 ESTIMATE
Graduate or Professional	6.0%
Bachelor's Degree	14.3%
Associate Degree	8.6%
Some College, No Degree	25.5%
High School Graduate	30.3%
Some High School, No Degree	10.0%
Less than 9th Grade	5.4%

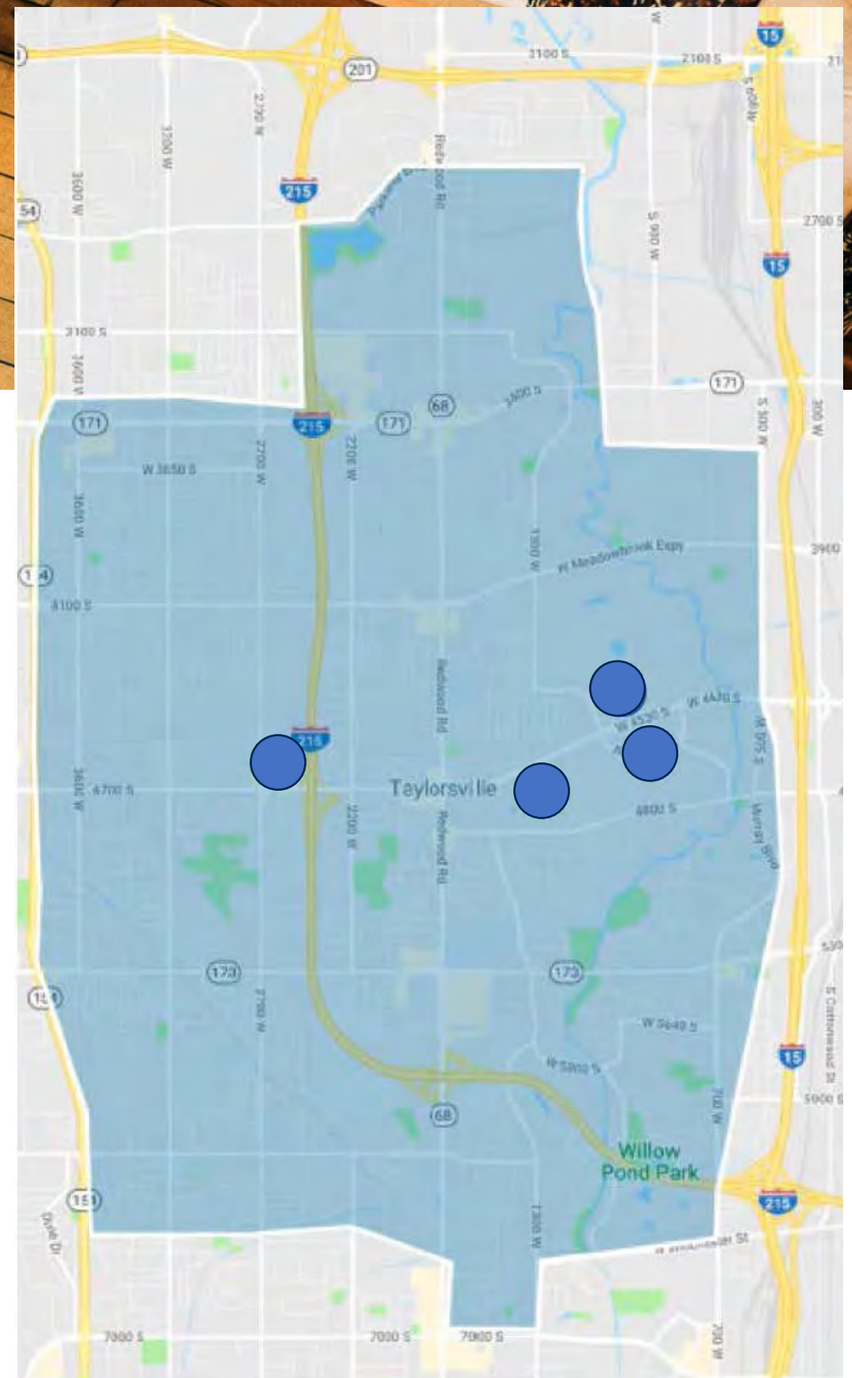
	2019 ESTIMATE
White	69.93%
Black or African American	2.76%
American Indian/Alaskan	1.26%
Asian	5.63%
Native Hawaiian/Islander	2.66%
Other Race	13.64%
Two or More Races	4.13%
Hispanic or Latino (of any race)	25.80%

GAP ANALYSIS

PRIMARY RETAIL TRADE AREA

A Retail Gap Analysis was completed to determine those sectors in Taylorsville that are under supplied. A leakage index below one (1.0) indicates an opportuntiy for retail expansion.

NAICS CODE	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	LEAKAGE	LEAKAGE INDEX
44, 45, 722	Total retail trade including food and drinking places	$1,801,191,942	$736,067,307	$1,065,124,635	0.41
441	Motor vehicle and parts dealers	$420,070,855	$85,470,058	$334,600,797	0.20
442	Furniture and home furnishings stores	$47,299,932	$16,742,243	$30,557,689	0.35
443	Electronics and appliance stores	$22,187,386	$17,488,964	$4,698,422	0.79
444	Building material and garden equipment and supplies dealers	$123,575,163	$62,172,326	$61,402,837	0.50
445	Food and beverage stores	$187,274,612	$78,645,951	$108,628,661	0.42
446	Health and personal care stores	$51,030,939	$30,664,456	$20,366,483	0.60
447	Gasoline stations	$153,579,566	$95,947,652	$57,631,914	0.62
448	Clothing and clothing accessories stores	$60,437,131	$11,998,868	$48,438,263	0.20
451	Sporting goods, hobby, musical instrument, and book stores	$29,492,836	$15,550,861	$13,941,975	0.53
452	General merchandise stores	$235,251,530	$131,622,879	$103,628,651	0.56
453	Miscellaneous store retailers	$27,474,666	$29,197,662	-$1,722,996	1.06
454	Non-store retailers	$283,872,466	$56,923,350	$226,949,116	0.20
722	Food services and drinking places	$159,644,858	$103,642,037	$56,002,821	0.65



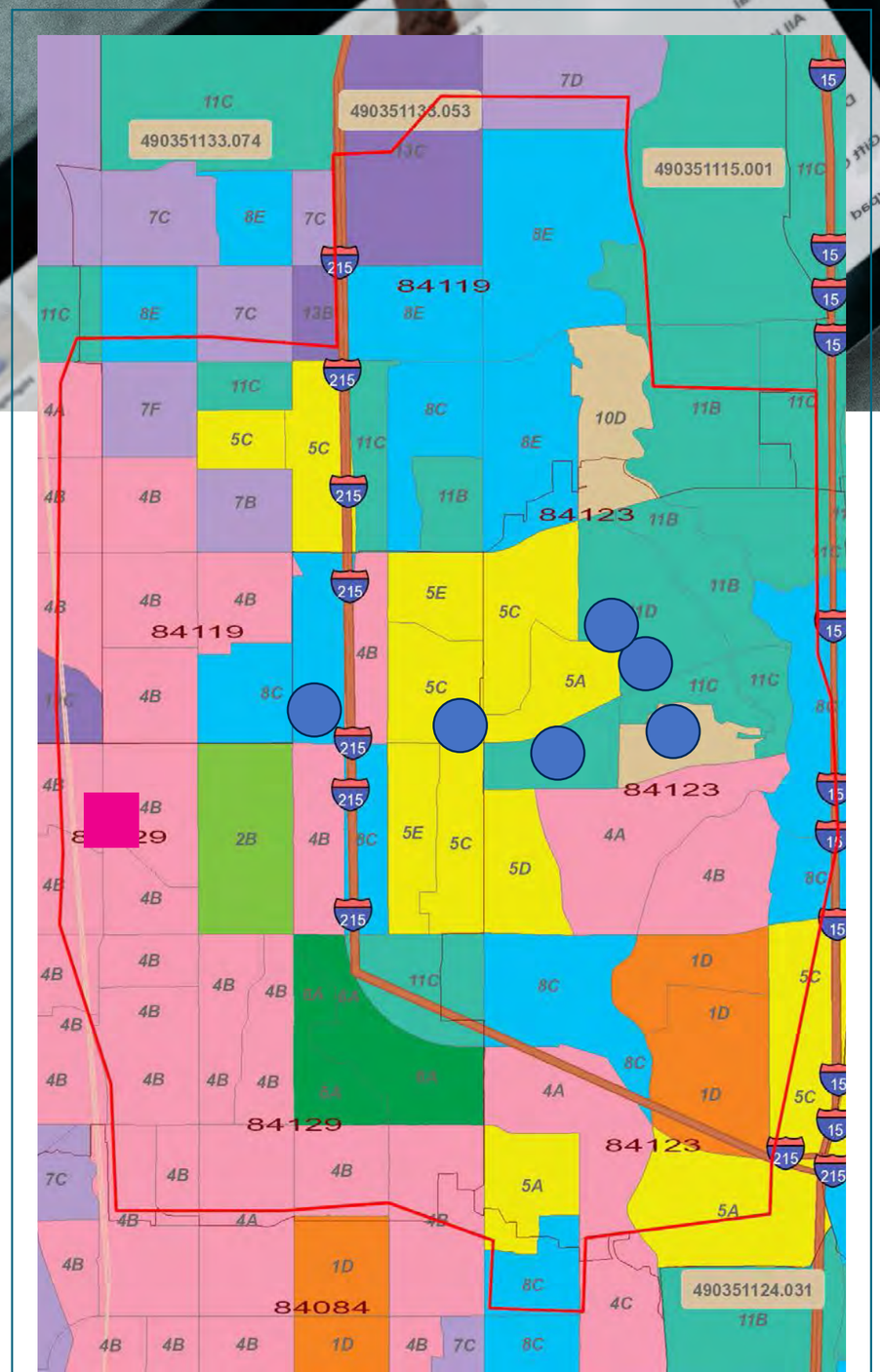
PSYCHOGRAPHIC SNAPSHOT

PRIMARY RETAIL TRADE AREA

Psychographics is the classification of people according to their attitudes, aspirations, and other psychological criteria, especially in market research.

A Psychographic Analysis was completed to better understand the Taylorsville consumer's attitudes and buying habits.

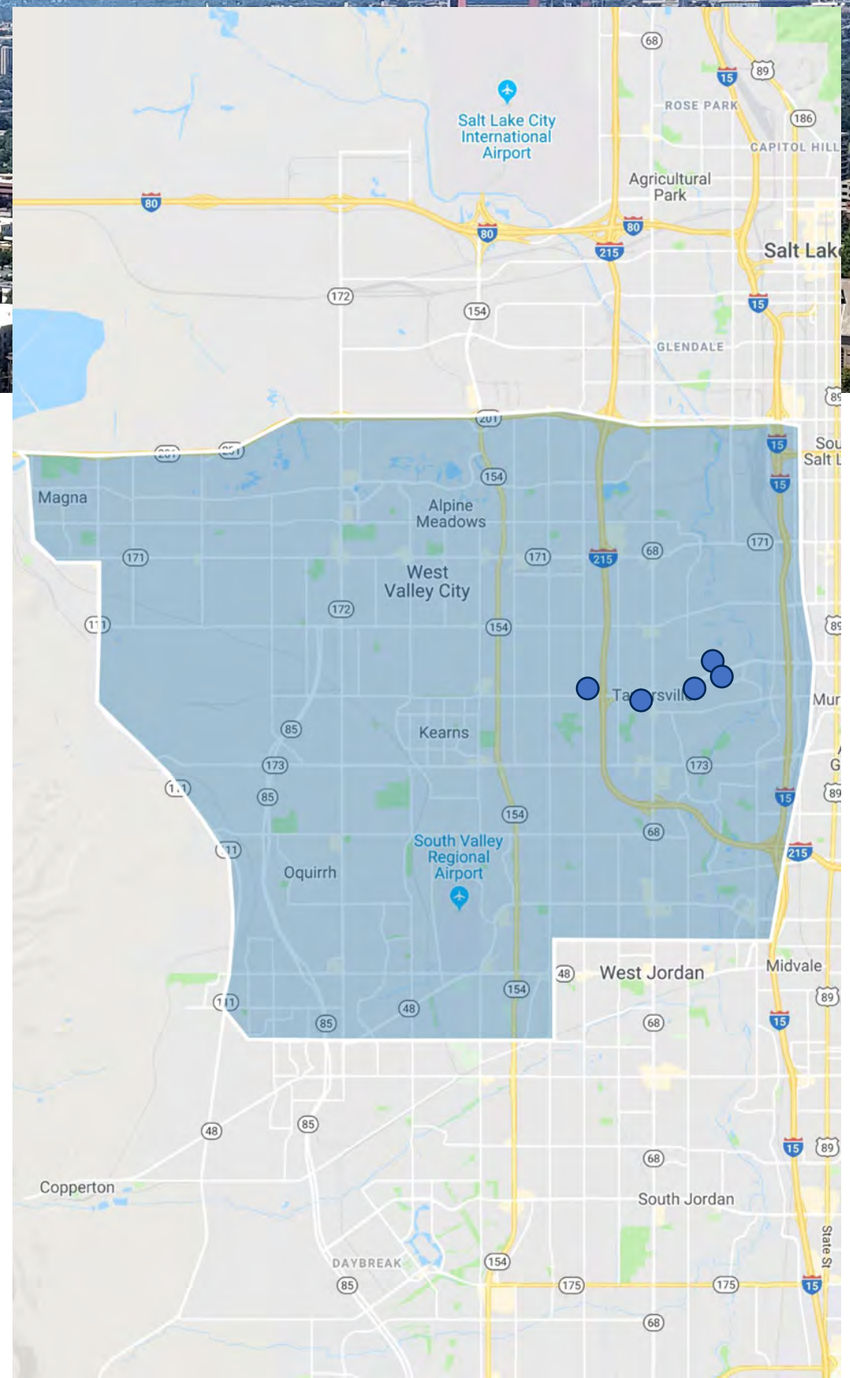
	TAPESTRY SEGMENTATION	HOUSEHOLDS PERCENT	CUMULATIVE PERCENT	US HOUSEHOLDS PERCENT	CUMULATIVE PERCENT	INDEX
1	Home Improvement (4B)	24.1%	24.1%	1.7%	1.7%	1411
2	Bright Young Professionals (8C)	12.2%	36.3%	2.2%	4.0%	543
3	Metro Fusion (11C)	11.4%	47.7%	1.4%	5.4%	812
4	Young and Restless (11B)	9.1%	56.8%	1.7%	7.1%	525
5	Front Porches (8E)	6.9%	63.7%	1.6%	8.7%	437
	Subtotal	**63.7%**		**8.7%**		
6	Parks and Rec (5C)	6.1%	69.8%	2.0%	10.7%	308
7	Soccer Moms (4A)	5.6%	75.4%	2.9%	13.6%	190
8	Down the Road (10D)	4.5%	79.9%	1.2%	14.8%	393
9	Savvy Suburbanites (1D)	2.7%	82.6%	3.0%	17.8%	90
10	Set to Impress (11D)	2.6%	85.2%	1.4%	19.2%	185
	Subtotal	**21.5%**		**10.5%**		
11	Comfortable Empty Nesters (5A)	2.4%	87.6%	2.4%	21.6%	97
12	Midlife Constants (5E)	2.1%	89.7%	2.5%	24.1%	84
13	NeWest Residents (13C)	2.0%	91.7%	0.8%	24.9%	257
14	Green Acres (6A)	1.9%	93.6%	3.2%	28.1%	60
15	Southwestern Families (7F)	1.9%	95.5%	0.8%	28.9%	227
	Subtotal	**10.3%**		**9.7%**		
16	Pleasantville (2B)	1.5%	97.0%	2.2%	31.1%	69
17	Rustbelt Traditions (5D)	1.3%	98.3%	2.2%	33.3%	61
18	Urban Villages (7B)	1.1%	99.4%	1.1%	34.4%	102
19	Barrios Urbanos (7D)	0.5%	99.9%	1.0%	35.4%	49
20	American Dreamers (7C)	0.2%	100.1%	1.5%	36.9%	12
	Subtotal	**4.6%**		**8.0%**		
	Total	**100.0%**		**36.7%**		**272**



DEMOGRAPHIC SNAPSHOT

SECONDARY RETAIL TRADE AREA

The Secondary Retail Trade Area represents those consumers who shop in Taylorsville 4-5 times per month.



	2000 CENSUS	2010 CENSUS	2019 ESTIMATE	2024 PROJECTION
Population	287,068	334,144	365,172	388,027
Households	68,176	77,739	85,272	90,741

	2019 ESTIMATE
Average Household	$80,876
Median Household	$67,901
Per Capita	$24,319

	2019 ESTIMATE
9 Years and Under	16.98%
10-17 Years	12.90%
18-24 Years	9.72%
25-34 Years	15.60%
35-44 Years	15.16%
45-54 Years	11.22%
55-64 Years	9.38%
65 Years and Over	9.05%
Median Age	31.72
Average Age	33.33

	2019 ESTIMATE
Graduate or Professional	5.10%
Bachelor's Degree	12.80%
Associate Degree	9.30%
Some College, No Degree	24.90%
High School Graduate	31.30%
Some High School, No Degree	10.50%
Less than 9th Grade	6.00%

	2019 ESTIMATE
White	68.51%
Black or African American	2.08%
American Indian/Alaskan	1.19%
Asian	4.81%
Native Hawaiian/Islander	2.79%
Other Race	16.39%
Two or More Races	4.23%
Hispanic or Latino (of any race)	29.84%

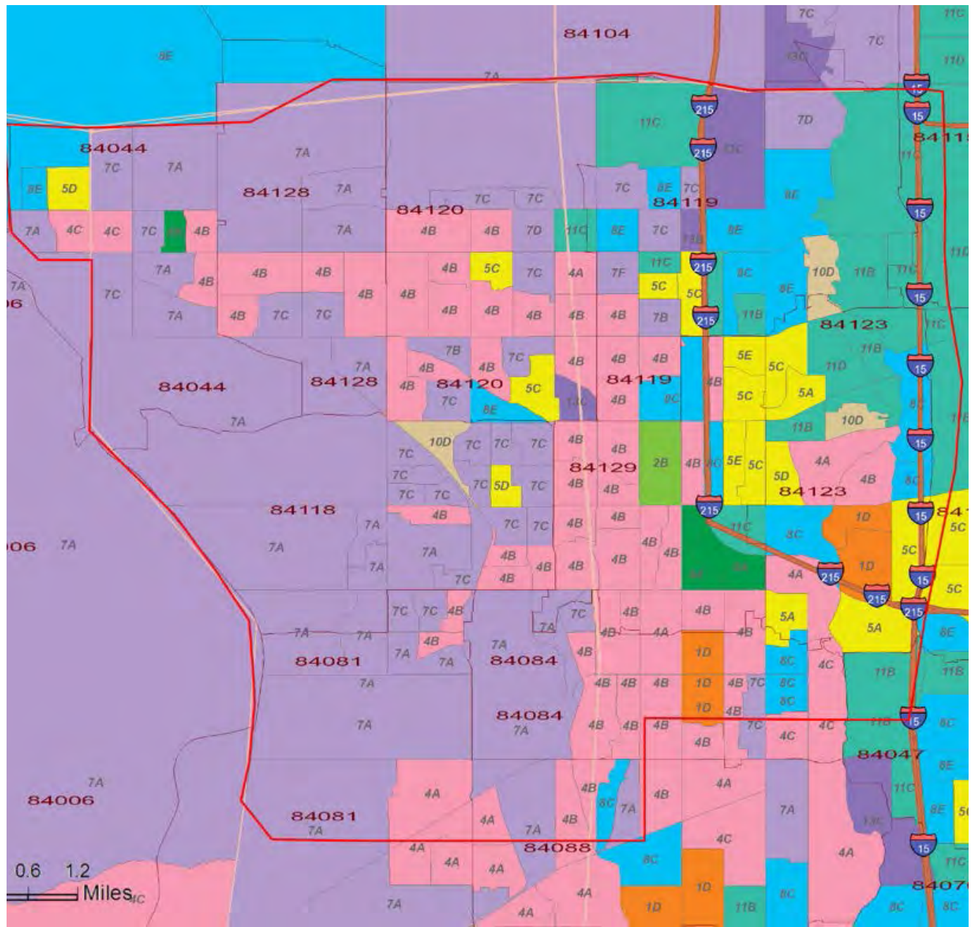
PSYCHOGRAPHIC SNAPSHOT

SECONDARY RETAIL TRADE AREA

A Psychographic Analysis was completed to better understand the greater Taylorsville area consumer's attitudes and buying habits.

	TAPESTRY SEGMENTATION	HOUSEHOLDS PERCENT	CUMULATIVE PERCENT	US HOUSEHOLDS PERCENT	CUMULATIVE PERCENT	INDEX
1	Home Improvement (4B)	24.1%	24.1%	1.7%	1.7%	1411
2	Bright Young Professionals (8C)	12.2%	36.3%	2.2%	4.0%	543
3	Metro Fusion (11C)	11.4%	47.7%	1.4%	5.4%	812
4	Young and Restless (11B)	9.1%	56.8%	1.7%	7.1%	525
5	Front Porches (8E)	6.9%	63.7%	1.6%	8.7%	437
	Subtotal	**63.7%**		**8.7%**		
6	Parks and Rec (5C)	6.1%	69.8%	2.0%	10.7%	308
7	Soccer Moms (4A)	5.6%	75.4%	2.9%	13.6%	190
8	Down the Road (10D)	4.5%	79.9%	1.2%	14.8%	393
9	Savvy Suburbanites (1D)	2.7%	82.6%	3.0%	17.8%	90
10	Set to Impress (11D)	2.6%	85.2%	1.4%	19.2%	185
	Subtotal	**21.5%**		**10.5%**		
11	Comfortable Empty Nesters (5A)	2.4%	87.6%	2.4%	21.6%	97
12	Midlife Constants (5E)	2.1%	89.7%	2.5%	24.1%	84
13	NeWest Residents (13C)	2.0%	91.7%	0.8%	24.9%	257
14	Green Acres (6A)	1.9%	93.6%	3.2%	28.1%	60
15	Southwestern Families (7F)	1.9%	95.5%	0.8%	28.9%	227
	Subtotal	**10.3%**		**9.7%**		
16	Pleasantville (2B)	1.5%	97.0%	2.2%	31.1%	69
17	Rustbelt Traditions (5D)	1.3%	98.3%	2.2%	33.3%	61
18	Urban Villages (7B)	1.1%	99.4%	1.1%	34.4%	102
19	Barrios Urbanos (7D)	0.5%	99.9%	1.0%	35.4%	49
20	American Dreamers (7C)	0.2%	100.1%	1.5%	36.9%	12
	Subtotal	**4.6%**		**8.0%**		
	Total	**100.0%**		**36.7%**		**272**

See Appendix for full sector descriptions and more detailed information.



DEMOGRAPHIC PROFILE



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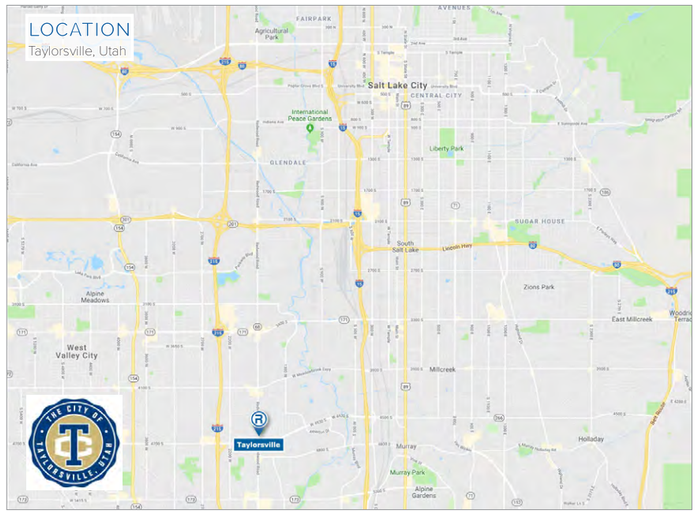
COMMUNITY
DEMOGRAPHIC PROFILE
Taylorsville, Utah

Prepared for
City of Taylorsville, Utah
August 2019

CITY OF TAYLORSVILLE UTAH

TheRetailCoach®

LOCATION
Taylorsville, Utah



CONTACT WAYNE HARPER, ECONOMIC DEVELOPMENT DIRECTOR

City of Taylorsville, Utah | 2600 West Taylorsville Boulevard | Taylorsville, Utah 84129 | 801.955.2024 | 801.647.8401
wharper@taylorsvilleut.gov | www.TaylorsvilleUT.gov

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COMMUNITY • DEMOGRAPHIC PROFILE
Taylorsville, Utah

DESCRIPTION	DATA	%
Population		
2024 Projection	64,152	
2019 Estimate	61,374	
2010 Census	58,652	
2000 Census	58,323	
Growth 2019 - 2024		4.53%
Growth 2010 - 2019		4.64%
Growth 2000 - 2010		0.56%
2019 Est. Population by Single-Classification Race	61,374	
White Alone	45,543	74.21%
Black or African American Alone	1,440	2.35%
Amer. Indian and Alaska Native Alone	611	1.00%
Asian Alone	2,950	4.81%
Native Hawaiian and Other Pacific Island Alone	1,546	2.52%
Some Other Race Alone	6,681	10.89%
Two or More Races	2,603	4.24%
2019 Est. Population by Hispanic or Latino Origin	61,374	
Not Hispanic or Latino	48,587	79.17%
Hispanic or Latino	12,787	20.84%
Mexican	8,975	70.19%
Puerto Rican	265	2.07%
Cuban	59	0.46%
All Other Hispanic or Latino	3,488	27.28%

DESCRIPTION	DATA	%
2019 Est. Hisp. or Latino Pop by Single-Class. Race	12,787	
White Alone	4,877	38.14%
Black or African American Alone	142	1.11%
American Indian and Alaska Native Alone	219	1.71%
Asian Alone	34	0.27%
Native Hawaiian and Other Pacific Islander Alone	30	0.24%
Some Other Race Alone	6,493	50.78%
Two or More Races	992	7.76%
2019 Est. Pop by Race, Asian Alone, by Category	2,950	
Chinese, except Taiwanese	600	20.34%
Filipino	73	2.48%
Japanese	228	7.73%
Asian Indian	766	25.97%
Korean	269	9.12%
Vietnamese	423	14.34%
Cambodian	69	2.34%
Hmong	0	0.00%
Laotian	121	4.10%
Thai	57	1.93%
All Other Asian Races Including 2+ Category	344	11.66%

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COMMUNITY • DEMOGRAPHIC PROFILE
Taylorsville, Utah

DESCRIPTION	DATA	%
2019 Est. Population by Ancestry	61,374	
Arab	102	0.17%
Czech	27	0.04%
Danish	1,122	1.83%
Dutch	1,129	1.84%
English	9,039	14.73%
French (except Basque)	475	0.77%
French Canadian	61	0.10%
German	4,194	6.83%
Greek	346	0.56%
Hungarian	33	0.05%
Irish	1,909	3.11%
Italian	1,276	2.08%
Lithuanian	47	0.08%
United States or American	2,732	4.45%
Norwegian	749	1.22%
Polish	186	0.30%
Portuguese	64	0.10%
Russian	100	0.16%
Scottish	1,588	2.59%
Scotch-Irish	313	0.51%
Slovak	1	0.00%
Subsaharan African	490	0.80%
Swedish	1,435	2.34%
Swiss	375	0.61%
Ukrainian	41	0.07%
Welsh	328	0.53%
West Indian (except Hisp. groups)	11	0.02%
Other ancestries	23,278	37.93%
Ancestry Unclassified	9,923	16.17%

DESCRIPTION	DATA	%
2019 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	43,666	76.98%
Speak Asian/Pacific Island Language at Home	2,031	3.58%
Speak IndoEuropean Language at Home	1,476	2.60%
Speak Spanish at Home	9,021	15.90%
Speak Other Language at Home	530	0.93%
2019 Est. Population by Age	61,374	
Age 0 - 4	4,650	7.58%
Age 5 - 9	4,460	7.27%
Age 10 - 14	4,575	7.45%
Age 15 - 17	2,642	4.31%
Age 18 - 20	2,382	3.88%
Age 21 - 24	3,118	5.08%
Age 25 - 34	9,756	15.90%
Age 35 - 44	8,956	14.59%
Age 45 - 54	6,406	10.44%
Age 55 - 64	6,772	11.03%
Age 65 - 74	5,057	8.24%
Age 75 - 84	1,986	3.24%
Age 85 and over	614	1.00%
Age 16 and over	46,822	76.29%
Age 18 and over	45,047	73.40%
Age 21 and over	42,665	69.52%
Age 65 and over	7,657	12.48%
2019 Est. Median Age		34.09
2019 Est. Average Age		35.90

TheRetailCoach®

COMMUNITY • DEMOGRAPHIC PROFILE
Taylorsville, Utah

DESCRIPTION	DATA	%
2019 Est. Population by Sex	61,374	
Male	30,300	49.37%
Female	31,074	50.63%
2019 Est. Male Population by Age	30,300	
Age 0 - 4	2,376	7.84%
Age 5 - 9	2,267	7.48%
Age 10 - 14	2,321	7.66%
Age 15 - 17	1,337	4.41%
Age 18 - 20	1,227	4.05%
Age 21 - 24	1,598	5.27%
Age 25 - 34	4,859	16.04%
Age 35 - 44	4,558	15.04%
Age 45 - 54	3,168	10.46%
Age 55 - 64	3,165	10.45%
Age 65 - 74	2,348	7.75%
Age 75 - 84	865	2.86%
Age 85 and over	211	0.70%
2019 Est. Median Age, Male		33.31
2019 Est. Average Age, Male		35.00

DESCRIPTION	DATA	%
2019 Est. Female Population by Age	31,074	
Age 0 - 4	2,274	7.32%
Age 5 - 9	2,193	7.06%
Age 10 - 14	2,254	7.25%
Age 15 - 17	1,305	4.20%
Age 18 - 20	1,155	3.72%
Age 21 - 24	1,520	4.89%
Age 25 - 34	4,897	15.76%
Age 35 - 44	4,398	14.15%
Age 45 - 54	3,238	10.42%
Age 55 - 64	3,607	11.61%
Age 65 - 74	2,709	8.72%
Age 75 - 84	1,121	3.61%
Age 85 and over	403	1.30%
2019 Est. Median Age, Female		34.88
2019 Est. Average Age, Female		36.80
2019 Est. Pop Age 15+ by Marital Status		
Total, Never Married	15,340	32.17%
Males, Never Married	8,521	17.87%
Females, Never Married	6,819	14.30%
Married, Spouse present	22,524	47.23%
Married, Spouse absent	2,040	4.28%
Widowed	2,129	4.46%
Males Widowed	440	0.92%
Females Widowed	1,689	3.54%
Divorced	5,656	11.86%
Males Divorced	2,153	4.52%
Females Divorced	3,503	7.35%

TheRetailCoach®

COMMUNITY • DEMOGRAPHIC PROFILE
Taylorsville, Utah

DESCRIPTION	DATA	%
2019 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	1,190	3.0%
Some High School, no diploma	3,079	7.8%
High School Graduate (or GED)	11,844	29.9%
Some College, no degree	11,071	28.0%
Associate Degree	3,664	9.3%
Bachelor's Degree	6,162	15.6%
Master's Degree	2,069	5.2%
Professional School Degree	297	0.8%
Doctorate Degree	171	0.4%
2019 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	2,134	31.59%
High School Graduate	2,032	30.08%
Some College or Associate's Degree	1,727	25.57%
Bachelor's Degree or Higher	862	12.76%
Households		
2024 Projection	21,966	
2019 Estimate	20,896	
2010 Census	19,630	
2000 Census	18,656	
Growth 2019 - 2024		5.12%
Growth 2010 - 2019		6.45%
Growth 2000 - 2010		5.22%

DESCRIPTION	DATA	%
2019 Est. Households by Household Type	20,896	
Family Households	15,387	73.64%
Nonfamily Households	5,509	26.36%
2019 Est. Group Quarters Population	93	
2019 Households by Ethnicity, Hispanic/Latino	3,266	
2019 Est. Households by Household Income	20,896	
Income < $15,000	1,193	5.71%
Income $15,000 - $24,999	1,456	6.97%
Income $25,000 - $34,999	1,727	8.27%
Income $35,000 - $49,999	3,033	14.52%
Income $50,000 - $74,999	4,536	21.71%
Income $75,000 - $99,999	3,163	15.14%
Income $100,000 - $124,999	2,165	10.36%
Income $125,000 - $149,999	1,416	6.78%
Income $150,000 - $199,999	1,319	6.31%
Income $200,000 - $249,999	525	2.51%
Income $250,000 - $499,999	299	1.43%
Income $500,000+	64	0.31%
2019 Est. Average Household Income		$81,591
2019 Est. Median Household Income		$66,044

DEMOGRAPHIC PROFILE

COMMUNITY • DEMOGRAPHIC PROFILE

Taylorsville, Utah

DESCRIPTION	DATA	%
2019 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		$67,428
Black or African American Alone		$63,590
American Indian and Alaska Native Alone		$57,621
Asian Alone		$77,873
Native Hawaiian and Other Pacific Islander Alone		$87,961
Some Other Race Alone		$48,015
Two or More Races		$44,792
Hispanic or Latino		$47,451
Not Hispanic or Latino		$69,145
2019 Est. Family HH Type by Presence of Own Child.	15,387	
Married-Couple Family, own children	5,154	33.50%
Married-Couple Family, no own children	6,319	41.07%
Male Householder, own children	561	3.65%
Male Householder, no own children	659	4.28%
Female Householder, own children	1,444	9.38%
Female Householder, no own children	1,250	8.12%
2019 Est. Households by Household Size	20,896	
1-person	4,371	20.92%
2-person	6,167	29.51%
3-person	3,809	18.23%
4-person	2,944	14.09%
5-person	1,781	8.52%
6-person	1,056	5.05%
7-or-more-person	768	3.68%
2019 Est. Average Household Size		2.93

DESCRIPTION	DATA	%
2019 Est. Households by Presence of People Under 18	20,896	
Households with 1 or More People under Age 18:	8,221	39.34%
Married-Couple Family	5,713	69.49%
Other Family, Male Householder	700	8.52%
Other Family, Female Householder	1,718	20.90%
Nonfamily, Male Householder	67	0.82%
Nonfamily, Female Householder	23	0.28%
Households with No People under Age 18:	12,675	60.66%
Married-Couple Family	5,764	45.48%
Other Family, Male Householder	521	4.11%
Other Family, Female Householder	972	7.67%
Nonfamily, Male Householder	2,491	19.65%
Nonfamily, Female Householder	2,927	23.09%
2019 Est. Households by Number of Vehicles	20,896	
No Vehicles	851	4.07%
1 Vehicle	6,160	29.48%
2 Vehicles	8,261	39.53%
3 Vehicles	3,646	17.45%
4 Vehicles	1,542	7.38%
5 or more Vehicles	436	2.09%
2019 Est. Average Number of Vehicles		2

COMMUNITY • DEMOGRAPHIC PROFILE

Taylorsville, Utah

DESCRIPTION	DATA	%
Family Households		
2024 Projection	16,163	
2019 Estimate	15,387	
2010 Census	14,511	
2000 Census	14,389	
Growth 2019 - 2024		5.04%
Growth 2010 - 2019		6.04%
Growth 2000 - 2010		0.85%
2019 Est. Families by Poverty Status	15,387	
2019 Families at or Above Poverty	14,203	92.31%
2019 Families at or Above Poverty with Children	6,923	44.99%
2019 Families Below Poverty	1,184	7.70%
2019 Families Below Poverty with Children	940	6.11%
2019 Est. Pop 16+ by Employment Status	46,822	
Civilian Labor Force, Employed	32,896	70.26%
Civilian Labor Force, Unemployed	1,368	2.92%
Armed Forces	130	0.28%
Not in Labor Force	12,428	26.54%
2019 Est. Civ. Employed Pop 16+ by Class of Worker	32,183	
For-Profit Private Workers	24,444	75.95%
Non-Profit Private Workers	2,074	6.44%
Local Government Workers	562	1.75%
State Government Workers	1,872	5.82%
Federal Government Workers	1,468	4.56%
Self-Employed Workers	1,740	5.41%
Unpaid Family Workers	23	0.07%

DESCRIPTION	DATA	%
2019 Est. Civ. Employed Pop 16+ by Occupation	32,183	
Architect/Engineer	509	1.58%
Arts/Entertainment/Sports	556	1.73%
Building Grounds Maintenance	1,201	3.73%
Business/Financial Operations	1,422	4.42%
Community/Social Services	289	0.90%
Computer/Mathematical	1,444	4.49%
Construction/Extraction	1,815	5.64%
Education/Training/Library	1,378	4.28%
Farming/Fishing/Forestry	56	0.17%
Food Prep/Serving	1,896	5.89%
Health Practitioner/Technician	916	2.85%
Healthcare Support	702	2.18%
Maintenance Repair	1,170	3.64%
Legal	188	0.58%
Life/Physical/Social Science	293	0.91%
Management	2,454	7.63%
Office/Admin. Support	6,220	19.33%
Production	2,798	8.69%
Protective Services	450	1.40%
Sales/Related	3,354	10.42%
Personal Care/Service	783	2.43%
Transportation/Moving	2,289	7.11%
2019 Est. Pop 16+ by Occupation Classification	32,183	
White Collar	19,023	59.11%
Blue Collar	8,072	25.08%
Service and Farm	5,088	15.81%

COMMUNITY • DEMOGRAPHIC PROFILE

Taylorsville, Utah

DESCRIPTION	DATA	%
2019 Est. Workers Age 16+ by Transp. to Work	31,621	
Drove Alone	24,598	77.79%
Car Pooled	4,015	12.70%
Public Transportation	1,285	4.06%
Walked	345	1.09%
Bicycle	111	0.35%
Other Means	212	0.67%
Worked at Home	1,055	3.34%
2019 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	7,238	
15 - 29 Minutes	16,745	
30 - 44 Minutes	4,577	
45 - 59 Minutes	1,137	
60 or more Minutes	946	
2019 Est. Avg Travel Time to Work in Minutes		23
2019 Est. Occupied Housing Units by Tenure	20,896	
Owner Occupied	14,465	69.22%
Renter Occupied	6,431	30.78%
2019 Owner Occ. HUs: Avg. Length of Residence		17.5
2019 Renter Occ. HUs: Avg. Length of Residence		5.4

DESCRIPTION	DATA	%
2019 Est. Owner-Occupied Housing Units by Value	20,896	
Value Less than $20,000	323	2.23%
Value $20,000 - $39,999	404	2.79%
Value $40,000 - $59,999	120	0.83%
Value $60,000 - $79,999	75	0.52%
Value $80,000 - $99,999	109	0.75%
Value $100,000 - $149,999	848	5.86%
Value $150,000 - $199,999	2,654	18.35%
Value $200,000 - $299,999	6,086	42.07%
Value $300,000 - $399,999	1,993	13.78%
Value $400,000 - $499,999	1,048	7.25%
Value $500,000 - $749,999	612	4.23%
Value $750,000 - $999,999	98	0.68%
Value $1,000,000 or $1,499,999	52	0.36%
Value $1,500,000 or $1,999,999	15	0.10%
Value $2,000,000+	28	0.19%
2019 Est. Median All Owner-Occupied Housing Value		$241,755
2019 Est. Housing Units by Units in Structure		
1 Unit Attached	13,584	62.06%
1 Unit Detached	1,384	6.32%
2 Units	516	2.36%
3 or 4 Units	812	3.71%
5 to 19 Units	3,147	14.38%
20 to 49 Units	830	3.79%
50 or More Units	567	2.59%
Mobile Home or Trailer	1,043	4.77%
Boat, RV, Van, etc.	6	0.03%

COMMUNITY • DEMOGRAPHIC PROFILE

Taylorsville, Utah

DESCRIPTION	DATA	%
2019 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	1,094	5.00%
Housing Units Built 2010 to 2014	282	1.29%
Housing Units Built 2000 to 2009	1,976	9.03%
Housing Units Built 1990 to 1999	2,913	13.31%
Housing Units Built 1980 to 1989	5,246	23.97%
Housing Units Built 1970 to 1979	7,516	34.34%
Housing Units Built 1960 to 1969	1,622	7.41%
Housing Units Built 1950 to 1959	863	3.94%
Housing Units Built 1940 to 1949	141	0.64%
Housing Unit Built 1939 or Earlier	236	1.08%
2019 Est. Median Year Structure Built		1981

ABOUT THE RETAIL COACH

The Retail Coach, LLC, is a national retail analytics and locational intelligence firm that specializes in all aspects of retail market analyses and recruitment, from "macro to micro" trade area assessment to actively recruiting retailers on behalf of our clients.

Through its unique Retail360® process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.



C. Kelly Cofer
President & CEO
The Retail Coach, LLC

Retail360®

Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms' offerings by combining current national and statewide demographics and trend data with real-world, "on-the-ground" data gathered through extensive visits within our clients' communities.

Every community is different, and there is no "one size fits all" retail recruitment solution. Compiling the gathered data into client-tailored information packets that are uniquely designed for, and targeted to, specific retailers and restaurants who meet the community's needs helps assure our clients that they are receiving the latest and best information for their retail recruitment efforts—all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail360® process assures that communities get timely, accurate and relevant information. Translating that data into the information that retailers need and seek assures our clients even better possibilities for tremendous retail growth and success.

The Retail Coach –
"It's not about data. It's about your success."



ACKNOWLEDGEMENTS

The observations, conclusions and recommendations contained in this study are solely those of The Retail Coach, LLC and should not be construed to represent the opinions of others, including its clients, or any other entity prior to such entity's express approval of this study.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.

Sources used in completing this study include: infoUSA®, Applied Geographic Solutions, Environics Analytics, ESRI, U.S. Census Bureau, Economy.com, Spatial Insights Inc., Urban Land Institute, CensusViewer.com, International Council of Shopping Centers, and/or U.S. Bureau of Labor and Statistics.

To better represent current data, where applicable, portions of estimated actual sales may be calculated using an average sales per square foot model.

Mapping data is provided by MapInfo, Nielsen, ESRI and/or Microsoft Corporation.

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DEMOGRAPHIC PROFILE - PRIMARY TRADE AREA

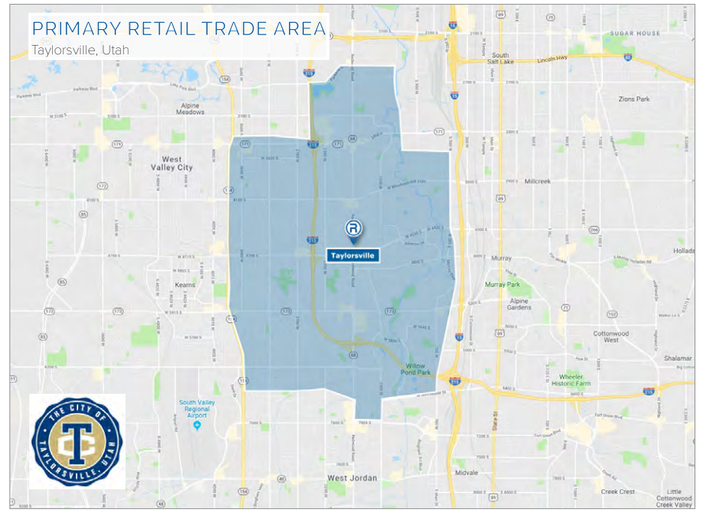


PRIMARY RETAIL TRADE AREA
DEMOGRAPHIC PROFILE
Taylorsville, Utah

Prepared for
City of Taylorsville, Utah
August 2019

CITY OF TAYLORSVILLE UTAH

TheRetailCoach



CONTACT WAYNE HARPER, ECONOMIC DEVELOPMENT DIRECTOR

City of Taylorsville, Utah | 2600 West Taylorsville Boulevard | Taylorsville, Utah 84129 | 801.955.2024 | 801.647.8401
wharper@taylorsvilleut.gov | www.TaylorsvilleUT.gov

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PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE
Taylorsville, Utah

DESCRIPTION	DATA	%
Population		
2024 Projection	116,908	
2019 Estimate	111,217	
2010 Census	105,710	
2000 Census	102,647	
Growth 2019 - 2024		5.12%
Growth 2010 - 2019		5.21%
Growth 2000 - 2010		2.98%
2019 Est. Population by Single-Classification Race	111,217	
White Alone	77,770	69.93%
Black or African American Alone	3,066	2.76%
Amer. Indian and Alaska Native Alone	1,399	1.26%
Asian Alone	6,261	5.63%
Native Hawaiian and Other Pacific Island Alone	2,963	2.66%
Some Other Race Alone	15,164	13.64%
Two or More Races	4,593	4.13%
2019 Est. Population by Hispanic or Latino Origin	111,217	
Not Hispanic or Latino	82,526	74.20%
Hispanic or Latino	28,691	25.80%
Mexican	20,940	72.99%
Puerto Rican	554	1.93%
Cuban	124	0.43%
All Other Hispanic or Latino	7,073	24.65%

DESCRIPTION	DATA	%
2019 Est. Hisp. or Latino Pop by Single-Class. Race	28,691	
White Alone	11,098	38.68%
Black or African American Alone	266	0.93%
American Indian and Alaska Native Alone	482	1.68%
Asian Alone	89	0.31%
Native Hawaiian and Other Pacific Islander Alone	49	0.17%
Some Other Race Alone	14,915	51.99%
Two or More Races	1,791	6.24%
2019 Est. Pop by Race, Asian Alone, by Category	6,261	
Chinese, except Taiwanese	1,038	16.58%
Filipino	349	5.57%
Japanese	322	5.14%
Asian Indian	1,208	19.29%
Korean	623	9.95%
Vietnamese	1,223	19.53%
Cambodian	134	2.14%
Hmong	0	0.00%
Laotian	18	0.29%
Thai	249	3.98%
All Other Asian Races Including 2+ Category	1,097	17.52%

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PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE
Taylorsville, Utah

DESCRIPTION	DATA	%
2019 Est. Population by Ancestry	111,217	
Arab	251	0.23%
Czech	83	0.08%
Danish	1,871	1.68%
Dutch	1,612	1.45%
English	13,783	12.39%
French (except Basque)	895	0.81%
French Canadian	125	0.11%
German	6,494	5.84%
Greek	568	0.51%
Hungarian	62	0.06%
Irish	2,815	2.53%
Italian	2,099	1.89%
Lithuanian	61	0.06%
United States or American	4,297	3.86%
Norwegian	1,379	1.24%
Polish	347	0.31%
Portuguese	72	0.07%
Russian	213	0.19%
Scottish	2,450	2.20%
Scotch-Irish	647	0.58%
Slovak	1	0.00%
Subsaharan African	1,297	1.17%
Swedish	1,900	1.71%
Swiss	571	0.51%
Ukrainian	103	0.09%
Welsh	646	0.58%
West Indian (except Hisp. groups)	50	0.05%
Other ancestries	48,738	43.82%
Ancestry Unclassified	17,789	16.00%

DESCRIPTION	DATA	%
2019 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	72,024	70.17%
Speak Asian/Pacific Island Language at Home	4,741	4.62%
Speak IndoEuropean Language at Home	2,682	2.61%
Speak Spanish at Home	21,702	21.14%
Speak Other Language at Home	1,488	1.45%
2019 Est. Population by Age	111,217	
Age 0 - 4	8,580	7.72%
Age 5 - 9	8,199	7.37%
Age 10 - 14	8,365	7.52%
Age 15 - 17	4,887	4.39%
Age 18 - 20	4,421	3.98%
Age 21 - 24	5,804	5.22%
Age 25 - 34	17,705	15.92%
Age 35 - 44	16,515	14.85%
Age 45 - 54	11,958	10.75%
Age 55 - 64	11,682	10.50%
Age 65 - 74	8,527	7.67%
Age 75 - 84	3,501	3.15%
Age 85 and over	1,072	0.96%
Age 16 and over	84,466	75.95%
Age 18 and over	81,186	73.00%
Age 21 and over	76,765	69.02%
Age 65 and over	13,101	11.78%
2019 Est. Median Age		33.69
2019 Est. Average Age		35.44

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PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE
Taylorsville, Utah

DESCRIPTION	DATA	%
2019 Est. Population by Sex	111,217	
Male	55,597	49.99%
Female	55,620	50.01%
2019 Est. Male Population by Age	55,597	
Age 0 - 4	4,396	7.91%
Age 5 - 9	4,217	7.59%
Age 10 - 14	4,263	7.67%
Age 15 - 17	2,518	4.53%
Age 18 - 20	2,318	4.17%
Age 21 - 24	3,021	5.43%
Age 25 - 34	9,004	16.20%
Age 35 - 44	8,481	15.25%
Age 45 - 54	6,024	10.84%
Age 55 - 64	5,532	9.95%
Age 65 - 74	3,940	7.09%
Age 75 - 84	1,505	2.71%
Age 85 and over	379	0.68%
2019 Est. Median Age, Male		32.88
2019 Est. Average Age, Male		34.56

DESCRIPTION	DATA	%
2019 Est. Female Population by Age	55,620	
Age 0 - 4	4,184	7.52%
Age 5 - 9	3,983	7.16%
Age 10 - 14	4,103	7.38%
Age 15 - 17	2,369	4.26%
Age 18 - 20	2,103	3.78%
Age 21 - 24	2,782	5.00%
Age 25 - 34	8,702	15.65%
Age 35 - 44	8,034	14.44%
Age 45 - 54	5,934	10.67%
Age 55 - 64	6,150	11.06%
Age 65 - 74	4,587	8.25%
Age 75 - 84	1,996	3.59%
Age 85 and over	693	1.25%
2019 Est. Median Age, Female		34.53
2019 Est. Average Age, Female		36.30
2019 Est. Pop Age 15+ by Marital Status		
Total, Never Married	29,110	33.82%
Males, Never Married	16,577	19.26%
Females, Never Married	12,534	14.56%
Married, Spouse present	37,884	44.01%
Married, Spouse absent	5,049	5.87%
Widowed	3,581	4.16%
Males Widowed	729	0.85%
Females Widowed	2,852	3.31%
Divorced	10,449	12.14%
Males Divorced	4,221	4.90%
Females Divorced	6,228	7.24%

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PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE
Taylorsville, Utah

DESCRIPTION	DATA	%
2019 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	3,816	5.4%
Some High School, no diploma	7,073	10.0%
High School Graduate (or GED)	21,472	30.3%
Some College, no degree	18,080	25.5%
Associate Degree	6,114	8.6%
Bachelor's Degree	10,132	14.3%
Master's Degree	3,564	5.0%
Professional School Degree	441	0.6%
Doctorate Degree	271	0.4%
2019 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	6,247	41.78%
High School Graduate	4,199	28.09%
Some College or Associate's Degree	3,000	20.07%
Bachelor's Degree or Higher	1,504	10.06%
Households		
2024 Projection	40,653	
2019 Estimate	38,445	
2010 Census	35,955	
2000 Census	34,110	
Growth 2019 - 2024		5.74%
Growth 2010 - 2019		6.93%
Growth 2000 - 2010		5.41%

DESCRIPTION	DATA	%
2019 Est. Households by Household Type	38,445	
Family Households	27,224	70.81%
Nonfamily Households	11,221	29.19%
2019 Est. Group Quarters Population	1,194	
2019 Households by Ethnicity, Hispanic/Latino	7,476	
2019 Est. Households by Household Income	38,445	
Income < $15,000	2,708	7.04%
Income $15,000 - $24,999	3,165	8.23%
Income $25,000 - $34,999	3,510	9.13%
Income $35,000 - $49,999	5,915	15.39%
Income $50,000 - $74,999	8,192	21.31%
Income $75,000 - $99,999	5,361	13.95%
Income $100,000 - $124,999	3,633	9.45%
Income $125,000 - $149,999	2,384	6.20%
Income $150,000 - $199,999	2,072	5.39%
Income $200,000 - $249,999	848	2.21%
Income $250,000 - $499,999	517	1.35%
Income $500,000+	141	0.37%
2019 Est. Average Household Income		$77,174
2019 Est. Median Household Income		$61,057

DEMOGRAPHIC PROFILE - PRIMARY TRADE AREA

PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Taylorsville, Utah

DESCRIPTION	DATA	%
2019 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		$64,231
Black or African American Alone		$54,877
American Indian and Alaska Native Alone		$55,750
Asian Alone		$68,756
Native Hawaiian and Other Pacific Islander Alone		$69,070
Some Other Race Alone		$43,841
Two or More Races		$42,522
Hispanic or Latino		$45,087
Not Hispanic or Latino		$65,803
2019 Est. Family HH Type by Presence of Own Child.	27,224	
Married-Couple Family, own children	8,980	32.99%
Married-Couple Family, no own children	10,590	38.90%
Male Householder, own children	1,149	4.22%
Male Householder, no own children	1,245	4.57%
Female Householder, own children	2,900	10.65%
Female Householder, no own children	2,359	8.67%
2019 Est. Households by Household Size	38,445	
1-person	8,840	22.99%
2-person	11,187	29.10%
3-person	6,641	17.27%
4-person	5,257	13.67%
5-person	3,204	8.33%
6-person	1,876	4.88%
7-or-more-person	1,440	3.75%
2019 Est. Average Household Size		2.89

DESCRIPTION	DATA	%
2019 Est. Households by Presence of People Under 18	38,445	
Households with 1 or More People under Age 18:	14,941	38.86%
Married-Couple Family	9,931	66.47%
Other Family, Male Householder	1,397	9.35%
Other Family, Female Householder	3,445	23.06%
Nonfamily, Male Householder	129	0.86%
Nonfamily, Female Householder	38	0.25%
Households with No People under Age 18:	23,504	61.14%
Married-Couple Family	9,644	41.03%
Other Family, Male Householder	1,004	4.27%
Other Family, Female Householder	1,803	7.67%
Nonfamily, Male Householder	5,340	22.72%
Nonfamily, Female Householder	5,714	24.31%
2019 Est. Households by Number of Vehicles	38,445	
No Vehicles	1,758	4.57%
1 Vehicle	12,871	33.48%
2 Vehicles	14,788	38.47%
3 Vehicles	5,794	15.07%
4 Vehicles	2,462	6.40%
5 or more Vehicles	771	2.01%
2019 Est. Average Number of Vehicles		1.94

PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Taylorsville, Utah

DESCRIPTION	DATA	%
Family Households		
2024 Projection	28,744	
2019 Estimate	27,224	
2010 Census	25,549	
2000 Census	24,920	
Growth 2019 - 2024		5.58%
Growth 2010 - 2019		6.56%
Growth 2000 - 2010		2.52%
2019 Est. Families by Poverty Status	27,224	
2019 Families at or Above Poverty	24,362	89.49%
2019 Families at or Above Poverty with Children	11,914	43.76%
2019 Families Below Poverty	2,861	10.51%
2019 Families Below Poverty with Children	2,435	8.94%
2019 Est. Pop 16+ by Employment Status	84,465	
Civilian Labor Force, Employed	58,046	68.72%
Civilian Labor Force, Unemployed	2,629	3.11%
Armed Forces	123	0.15%
Not in Labor Force	23,667	28.02%
2019 Est. Civ. Employed Pop 16+ by Class of Worker	56,642	
For-Profit Private Workers	43,173	76.22%
Non-Profit Private Workers	3,453	6.10%
Local Government Workers	1,078	1.90%
State Government Workers	3,022	5.34%
Federal Government Workers	2,450	4.33%
Self-Employed Workers	3,385	5.98%
Unpaid Family Workers	81	0.14%

DESCRIPTION	DATA	%
2019 Est. Civ. Employed Pop 16+ by Occupation	56,642	
Architect/Engineer	788	1.39%
Arts/Entertainment/Sports	938	1.66%
Building Grounds Maintenance	2,952	5.21%
Business/Financial Operations	2,377	4.20%
Community/Social Services	486	0.86%
Computer/Mathematical	2,094	3.70%
Construction/Extraction	3,649	6.44%
Education/Training/Library	2,412	4.26%
Farming/Fishing/Forestry	105	0.19%
Food Prep/Serving	3,291	5.81%
Health Practitioner/Technician	1,551	2.74%
Healthcare Support	1,148	2.03%
Maintenance Repair	1,964	3.47%
Legal	432	0.76%
Life/Physical/Social Science	449	0.79%
Management	3,910	6.90%
Office/Admin. Support	10,770	19.01%
Production	4,795	8.47%
Protective Services	853	1.51%
Sales/Related	5,731	10.12%
Personal Care/Service	1,536	2.71%
Transportation/Moving	4,413	7.79%
2019 Est. Pop 16+ by Occupation Classification	56,642	
White Collar	31,937	56.38%
Blue Collar	14,822	26.17%
Service and Farm	9,884	17.45%

PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Taylorsville, Utah

DESCRIPTION	DATA	%
2019 Est. Workers Age 16+ by Transp. to Work	55,720	
Drove Alone	42,378	76.06%
Car Pooled	7,925	14.22%
Public Transportation	2,208	3.96%
Walked	929	1.67%
Bicycle	205	0.37%
Other Means	411	0.74%
Worked at Home	1,665	2.99%
2019 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	14,226	
15 - 29 Minutes	28,210	
30 - 44 Minutes	8,025	
45 - 59 Minutes	2,093	
60 or more Minutes	1,589	
2019 Est. Avg Travel Time to Work in Minutes		23.01
2019 Est. Occupied Housing Units by Tenure	38,445	
Owner Occupied	23,996	62.42%
Renter Occupied	14,449	37.58%
2019 Owner Occ. HUs: Avg. Length of Residence		16.62
2019 Renter Occ. HUs: Avg. Length of Residence		5.87

DESCRIPTION	DATA	%
2019 Est. Owner-Occupied Housing Units by Value	38,445	
Value Less than $20,000	808	3.37%
Value $20,000 - $39,999	831	3.46%
Value $40,000 - $59,999	378	1.58%
Value $60,000 - $79,999	207	0.86%
Value $80,000 - $99,999	203	0.85%
Value $100,000 - $149,999	1,645	6.86%
Value $150,000 - $199,999	4,422	18.43%
Value $200,000 - $299,999	9,563	39.85%
Value $300,000 - $399,999	3,204	13.35%
Value $400,000 - $499,999	1,600	6.67%
Value $500,000 - $749,999	818	3.41%
Value $750,000 - $999,999	139	0.58%
Value $1,000,000 or $1,499,999	97	0.40%
Value $1,500,000 or $1,999,999	31	0.13%
Value $2,000,000+	50	0.21%
2019 Est. Median All Owner-Occupied Housing Value		$234,265
2019 Est. Housing Units by Units in Structure		
1 Unit Attached	21,080	52.05%
1 Unit Detached	2,302	5.68%
2 Units	1,280	3.16%
3 or 4 Units	2,489	6.15%
5 to 19 Units	7,243	17.88%
20 to 49 Units	1,939	4.79%
50 or More Units	1,583	3.91%
Mobile Home or Trailer	2,573	6.35%
Boat, RV, Van, etc.	13	0.03%

PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Taylorsville, Utah

DESCRIPTION	DATA	%
2019 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	2,601	6.42%
Housing Units Built 2010 to 2014	712	1.76%
Housing Units Built 2000 to 2009	4,004	9.89%
Housing Units Built 1990 to 1999	6,268	15.48%
Housing Units Built 1980 to 1989	8,631	21.31%
Housing Units Built 1970 to 1979	11,628	28.71%
Housing Units Built 1960 to 1969	3,597	8.88%
Housing Units Built 1950 to 1959	1,925	4.75%
Housing Units Built 1940 to 1949	587	1.45%
Housing Unit Built 1939 or Earlier	548	1.35%
2019 Est. Median Year Structure Built		1982

ABOUT THE RETAIL COACH

The Retail Coach, LLC, is a national retail analytics and locational intelligence firm that specializes in all aspects of retail market analyses and recruitment, from "macro to micro" trade area assessment to actively recruiting retailers on behalf of our clients.

Through its unique Retail360® process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.



C. Kelly Cofer
President & CEO
The Retail Coach, LLC

Retail360®

Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms' offerings by combining current national and statewide demographics and trend data with real-world, "on-the-ground" data gathered through extensive visits within our clients' communities.

Every community is different, and there is no "one size fits all" retail recruitment solution. Compiling the gathered data into client-tailored information packets that are uniquely designed for, and targeted to, specific retailers and restaurants who meet the community's needs helps assure our clients that they are receiving the latest and best information for their retail recruitment efforts—all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail360® process assures that communities get timely, accurate and relevant information. Translating that data into the information that retailers need and seek assures our clients even better possibilities for tremendous retail growth and success.

The Retail Coach –
"It's not about data. It's about your success."



ACKNOWLEDGEMENTS

The observations, conclusions and recommendations contained in this study are solely those of The Retail Coach, LLC and should not be construed to represent the opinions of others, including its clients, or any other entity prior to such entity's express approval of this study.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.

Sources used in completing this study include: infoUSA®, Applied Geographic Solutions, Environics Analytics, ESRI, U.S. Census Bureau, Economy.com, Spatial Insights Inc., Urban Land Institute, CensusViewer.com, International Council of Shopping Centers, and/or U.S. Bureau of Labor and Statistics.

To better represent current data, where applicable, portions of estimated actual sales may be calculated using an average sales per square foot model.

Mapping data is provided by MapInfo, Nielsen, ESRI and/or Microsoft Corporation.

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PSYCHOGRAPHICS PROFILE - PRIMARY TRADE AREA



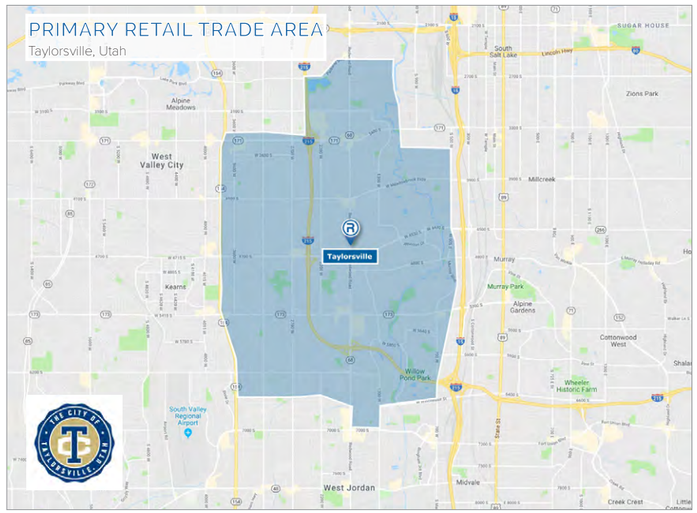
TheRetailCoach®

PRIMARY RETAIL TRADE AREA
PSYCHOGRAPHIC PROFILE
Taylorsville, Utah

Prepared for
City of Taylorsville, Utah
August 2019

CITY OF TAYLORSVILLE UTAH

TheRetailCoach®



CONTACT WAYNE HARPER, ECONOMIC DEVELOPMENT DIRECTOR

City of Taylorsville, Utah | 2600 West Taylorsville Boulevard | Taylorsville, Utah 84129 | 801.955.2024 | 801.647.8401
wharper@taylorsvilleut.gov | www.TaylorsvilleUT.gov

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TAPESTRY SEGMENTATION PROFILE

+ WHAT IS TAPESTRY SEGMENTATION?

Tapestry Segmentation is a market segmentation system that classifies US neighborhoods based on their socioeconomic and demographic compositions. Tapestry is a system for classifying consumers and constituents using all the variables that can distinguish consumer behavior, from household characteristics such as income and family type to personal traits like age, education, or employment and even housing choices.

Tapestry Segmentation classifies US neighborhoods into 67 distinct market segments. Neighborhoods with the most similar characteristics are grouped together, while neighborhoods with divergent characteristics are separated. Tapestry Segmentation combines the "who" of lifestyle demography with the "where" of local neighborhood geography to create a model of various lifestyle classifications, or segments, of actual neighborhoods with addresses—distinct behavioral market segments.

+ WHO SHOULD USE TAPESTRY SEGMENTATION?

All companies, agencies, and organizations need to understand consumers/constituents in order to supply them with the right products and services and to reach them via their preferred media. These applications require a robust segmentation system that can accurately profile these diverse markets. The versatility and predictive power of Tapestry Segmentation allow users to integrate their own data or national consumer surveys into Tapestry Segmentation to identify their best market segments and reach them through the most effective channels.

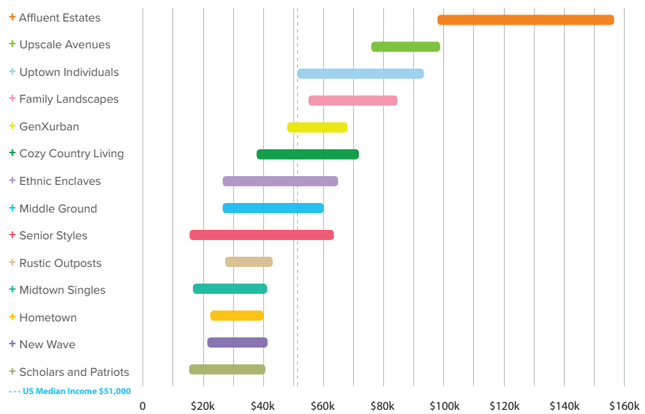
+ TAPESTRY SEGMENTATION SUMMARY GROUPS

Esri's Tapestry Segmentation provides a robust, powerful portrait of the 67 US consumer markets. To provide a broader view of these 67 segments, Esri combined them into 14 LifeMode Summary Groups based on lifestyle and lifestage composition.

L1 Affluent Estates
L2 Upscale Avenues
L3 Uptown Individuals
L4 Family Landscapes
L5 GenXurban
L6 Cozy Country Living
L7 Ethnic Enclaves
L8 Middle Ground
L9 Senior Styles
L10 Rustic Outposts
L11 Midtown Singles
L12 Hometown
L13 New Wave
L14 Scholars and Patriots

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INCOME RANGE OF LIFEMODE SUMMARY GROUPS



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PRIMARY RETAIL TRADE AREA • LIFEMODE SUMMARY GROUPS MAP
Taylorsville, Utah

+ L1 AFFLUENT ESTATES
Established wealth — educated, well-traveled married couples

+ L2 UPSCALE AVENUES
Prosperous, married couples in higher density neighborhoods

+ L3 UPTOWN INDIVIDUALS
Younger, urban singles on the move

+ L4 FAMILY LANDSCAPES
Successful younger families in newer housing

+ L5 GENXURBAN
Gen X in middle age; families with fewer kids and a mortgage

+ L6 COZY COUNTRY
Empty nesters in bucolic settings

+ L7 ETHNIC ENCLAVES
Established diversity — young, Hispanic homeowners with families

+ L8 MIDDLE GROUND
Lifestyles of thirtysomethings

+ L9 SENIOR STYLES
Senior lifestyles reveal the effects of saving for retirement

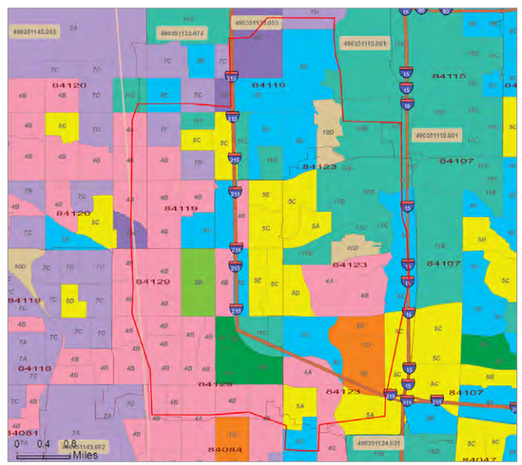
+ L10 RUSTIC OUTPOSTS
Country life with older families, older homes

+ L11 MIDTOWN SINGLES
Millennials on the move; single, diverse, and urban

+ L12 HOMETOWN
Growing up and staying close to home; single householders

+ L13 NEXT WAVE
Urban denizens; young, diverse, hardworking families

+ L14 SCHOLARS AND PATRIOTS
College campuses and military neighborhoods



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PRIMARY RETAIL TRADE AREA • TOP TAPESTRY SEGMENTS
Taylorsville, Utah

	TAPESTRY SEGMENTATION	HOUSEHOLDS PERCENT	CUMULATIVE PERCENT	US HOUSEHOLDS PERCENT	CUMULATIVE PERCENT	INDEX
1	Home Improvement (4B)	24.1%	24.1%	1.7%	1.7%	1411
2	Bright Young Professionals (8C)	12.2%	36.3%	2.2%	4.0%	543
3	Metro Fusion (11C)	11.4%	47.7%	1.4%	5.4%	812
4	Young and Restless (11B)	9.1%	56.8%	1.7%	7.1%	525
5	Front Porches (8E)	6.9%	63.7%	1.6%	8.7%	437
	Subtotal	**63.7%**		**8.7%**		
6	Parks and Rec (5C)	6.1%	69.8%	2.0%	10.7%	308
7	Soccer Moms (4A)	5.6%	75.4%	2.9%	13.6%	190
8	Down the Road (10D)	4.5%	79.9%	1.2%	14.8%	393
9	Savvy Suburbanites (1D)	2.7%	82.6%	3.0%	17.8%	90
10	Set to Impress (11D)	2.6%	85.2%	1.4%	19.2%	185
	Subtotal	**21.5%**		**10.5%**		
11	Comfortable Empty Nesters (5A)	2.4%	87.6%	2.4%	21.6%	97
12	Midlife Constants (5E)	2.1%	89.7%	2.5%	24.1%	84
13	NeWest Residents (13C)	2.0%	91.7%	0.8%	24.9%	257
14	Green Acres (6A)	1.9%	93.6%	3.2%	28.1%	60
15	Southwestern Families (7F)	1.9%	95.5%	0.8%	28.9%	227
	Subtotal	**10.3%**		**9.7%**		
16	Pleasantville (2B)	1.5%	97.0%	2.2%	31.1%	69
17	Rustbelt Traditions (5D)	1.3%	98.3%	2.2%	33.3%	61
18	Urban Villages (7B)	1.1%	99.4%	1.1%	34.4%	102
19	Barrios Urbanos (7D)	0.5%	99.9%	1.0%	35.4%	49
20	American Dreamers (7C)	0.2%	100.1%	1.5%	36.9%	12
	Subtotal	**4.6%**		**8.0%**		
	Total	**100.0%**		**36.7%**		**272**

PSYCHOGRAPHICS PROFILE - PRIMARY TRADE AREA



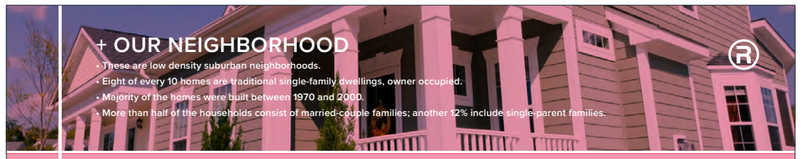
LifeMode Group • Family Landscapes

4B HOME IMPROVEMENT

Married-couple families occupy well over half of these suburban households.

Most Home Improvement residences are single-family homes that are owner occupied, with only one-fifth of the households occupied by renters. Education and diversity levels are similar to the US as a whole. These families spend a lot of time on the go and therefore tend to eat out regularly. When at home, weekends are consumed with home improvement and remodeling projects.

US Household // 2,058,000
Average Household Size // 2.86
Median Age // 37.0
Median Household Income // $67,000



+ OUR NEIGHBORHOOD

- These are low density suburban neighborhoods.
- Eight of every 10 homes are traditional single-family dwellings, owner occupied.
- Majority of the homes were built between 1970 and 2000.
- More than half of the households consist of married-couple families; another 12% include single-parent families.

HOME IMPROVEMENT LifeMode Group • Family Landscapes

4B + MARKET PROFILE

(Consumer preferences are estimated from data by GfK MRI)

- Enjoy working on home improvement projects and watching DIY networks.
- Make frequent trips to warehouse/club and home improvement stores in their minivan or SUV.
- Own a giant screen TV with fiber-optic connection and premium cable; rent DVDs from Redbox or Netflix.
- Very comfortable with new technology; embrace the convenience of completing tasks on a mobile device.
- Enjoy dining at Chili's, Chick-fil-A, and Panera Bread.
- Frequently buy children's clothes and toys.

+ SOCIOECONOMIC TRAITS

- Higher participation in the labor force and lower unemployment than US levels; most households have 2+ workers.
- Cautious consumers that do their research before buying, they protect their investments.
- Typically spend 4–7 hours per week commuting, and, therefore, spend significant amounts on car maintenance (performed at a department store or auto repair chain store).
- They are paying off student loans and second mortgages on homes.
- They spend heavily on eating out, at both fast-food and family restaurants.
- They like to work from home, when possible.

+ HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.

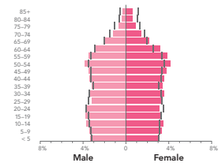
Typical Housing:
Single Family
Median Value:
$174,000
US Median: $177,000

4B HOME IMPROVEMENT LifeMode Group • Family Landscapes

AGE BY SEX (Esri data)

Median Age: 37.0 US: 37.6

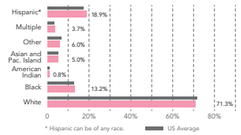
| Indicates US



RACE AND ETHNICITY (Esri data)

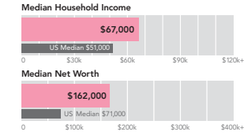
The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: 63.4 US: 62.1



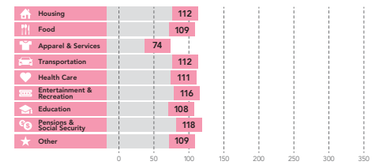
INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.



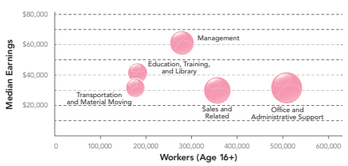
AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.





LifeMode Group • Middle Ground

8C BRIGHT YOUNG PROFESSIONALS

Bright Young Professionals is a large market, primarily located in urban outskirts of large metropolitan areas.

These communities are home to young, educated, working professionals. One out of three householders is under the age of 35. Slightly more diverse couples dominate this market, with more renters than homeowners. More than two-fifths of the households live in single-family homes; over a third live in 5+ unit buildings. Labor force participation is high, generally white-collar work, with a mix of food service and part-time jobs (among the college students). Median household income, median home value, and average rent are close to the US values. Residents of this segment are physically active and up on the latest technology.

US Household // 2,613,000
Average Household Size // 2.40
Median Age // 32.2
Median Household Income // $50,000



+ OUR NEIGHBORHOOD

- Approximately 56% of the households rent; 44% own their homes.
- Household type is primarily couples, married (or unmarried), with above average concentrations of both single-parent (index 125) and single-person (index 115) households.
- Multiunit buildings or row housing make up 55% of the housing stock (row housing (index 182), buildings with 5–19 units (index 277)); 44% built 1980–99.
- Average rent is slightly higher than the US (index 102).
- Lower vacancy rate is at 8.9%.

BRIGHT YOUNG PROFESSIONALS LifeMode Group • Middle Ground

8C + MARKET PROFILE

(Consumer preferences are estimated from data by GfK MRI)

- Own US savings bonds.
- Own newer computers (desktop, laptop, or both), iPods, and 2+ TVs.
- Go online to do banking, access YouTube or Facebook, visit blogs, and play games.
- Use cell phones to text, redeem mobile coupons, listen to music, and check for news and financial information.
- Find leisure going to bars/clubs, attending concerts, going to the zoo, and renting DVDs from Redbox or Netflix.
- Read sports magazines and participate in a variety of sports, including backpacking, basketball, football, bowling, Pilates, weight lifting, and yoga.
- Eat out often at fast-food and family restaurants.

+ SOCIOECONOMIC TRAITS

- Education completed: 36% with some college or an associate's degree, 30% with a bachelor's degree or higher. Education in progress is 10% (Index 127).
- Unemployment rate is lower at 7.1%, and labor force participation rate of 73% is higher than the US rate.
- These consumers are up on the latest technology.
- They get most of their information from the Internet.
- Concern about the environment, impacts their purchasing decisions.

+ HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.

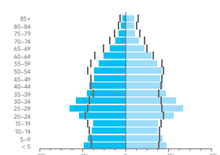
Typical Housing:
Single Family;
Multiunits
Average Rent:
$1,000
US Average $990

8C BRIGHT YOUNG PROFESSIONALS LifeMode Group • Middle Ground

AGE BY SEX (Esri data)

Median Age: 32.2 US: 37.6

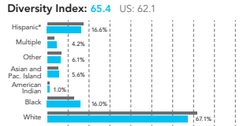
| Indicates US



RACE AND ETHNICITY (Esri data)

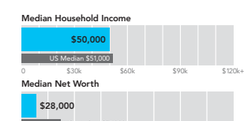
The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: 65.4 US: 62.1



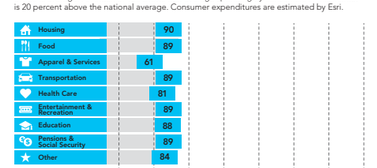
INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.



AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.



PSYCHOGRAPHICS PROFILE - PRIMARY TRADE AREA



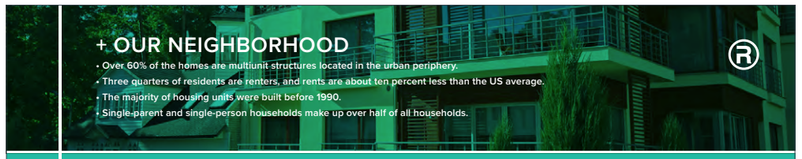
LifeMode Group • Midtown Singles

11C METRO FUSION

Metro Fusion is a young, diverse market. Many residents do not speak English fluently and have moved into their homes recently.

They are highly mobile and over three quarters of households are occupied by renters. Many households have young children; a quarter are single-parent families. The majority of residents live in midsize apartment buildings. Metro Fusion is a hard-working market with residents that are dedicated to climbing the ladders of their professional and social lives. This is particularly difficult for the single parents due to median incomes that are 35% lower than the US level.

US Household // 1,664,000
Average Household Size // 2.63
Median Age // 28.8
Median Household Income // $33,000



+ OUR NEIGHBORHOOD

- Over 60% of the homes are multiunit structures located in the urban periphery.
- Three quarters of residents are renters, and rents are about ten percent less than the US average.
- The majority of housing units were built before 1990.
- Single-parent and single-person households make up over half of all households.

METRO FUSION LifeMode Group • Midtown Singles

11C + MARKET PROFILE

(Consumer preferences are estimated from data by GfK MRI)

- They enjoy watching MTV, BET, Spanish TV networks, and pay-per-view.
- They listen to R&B, rap, Latin, and reggae music.
- Football and soccer are popular sports.
- They shop at discount grocery stores, Kmart, and Walmart.
- They often eat frozen dinners, but when dining out prefer McDonald's, Wendy's, and IHOP.

+ SOCIOECONOMIC TRAITS

- They're a diverse market with 30% black, 34% Hispanic, and 20% foreign born.
- Younger residents are highly connected, while older residents do not have much use for the latest and greatest technology.
- They work hard to advance in their professions, including working weekends.
- They take pride in their appearance, consider their fashion trendy, and stick with the same few designer brands.
- They spend money readily on what's hot unless saving for something specific.
- Social status is very important; they look to impress with fashion and electronics.

+ HOUSING

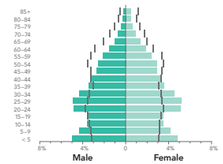
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.

Typical Housing:
Multiunit Rentals
Single Family
Average Rent:
$880
US Average: $990

11C METRO FUSION LifeMode Group • Midtown Singles

AGE BY SEX (Esri data)

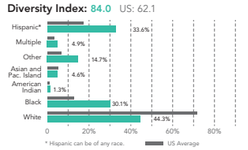
Median Age: 28.8 US: 37.6
| Indicates US



RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: 84.0 US: 62.1



INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

Median Household Income

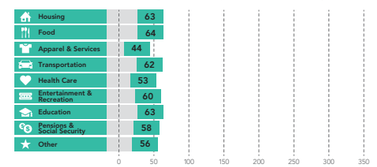


Median Net Worth



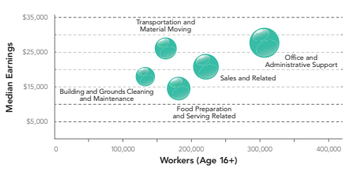
AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.





LifeMode Group • Midtown Singles

11B YOUNG AND RESTLESS

Gen Y comes of age: Well-educated young workers, some of whom are still completing their education, are employed in professional/technical occupations, as well as sales and office/administrative support roles.

These residents are not established yet, but striving to get ahead and improve themselves. This market ranks in the top 5 for renters, movers, college enrollment, and labor force participation rate. Almost 1 in 5 residents move each year. Close to half of all householders are under the age of 35, the majority living alone or in shared nonfamily dwellings. Median household income is still below the US. Smartphones are a way of life, and they use the Internet extensively. Young and Restless consumers are diverse, favoring densely populated neighborhoods in large metropolitan areas; over 50% are located in the South (almost a fifth in Texas), with the rest chiefly in the West and Midwest.

US Household // 2,005,000
Average Household Size // 2.02
Median Age // 29.4
Median Household Income // $36,000



+ OUR NEIGHBORHOOD

- One of the youngest markets: Half the householders under age 35; median age 29.4.
- Primarily single-person households (Index 163) with some shared households (Index 201).
- Highly mobile market, beginning careers and changing addresses frequently.
- Naturally, one of the top 5 renter markets (Index 237).
- Apartment rentals popular: 45% in 5–19 unit buildings (Index 507); 26% in 20+ unit buildings (Index 325).
- Majority of housing built in 1970 or later (83%).

YOUNG AND RESTLESS LifeMode Group • Midtown Singles

11B + MARKET PROFILE

(Consumer preferences are estimated from data by GfK MRI)

- No landline telephone for majority of HHs, preferring a cell phone only.
- Use their cell phone to text, listen to music, pay bills, redeem coupons, look up directions, and access financial information.
- Online activities include banking (with paperless statements), purchasing items on eBay, accessing Twitter and Facebook, and watching movies and TV shows.
- Enjoy dancing, playing pool, watching MTV and Comedy Central programs, reading fashion magazines, and playing volleyball.
- Listen to blues, jazz, rap, hip hop, and dance music, and read music magazines.
- Purchase natural/organic food, but frequent fast food restaurants.

+ SOCIOECONOMIC TRAITS

- Education completed: 2 out of 3 have some college, an associate's degree, or a bachelor's degree or higher. Education in progress: almost 15% are still enrolled in college (Index 185).
- Labor force participation rate is exceptionally high at 75.4%; unemployment is low at 7.8%.
- These are careful shoppers, aware of prices, and demonstrate little brand loyalty.
- They like to be the first to try new products, but prefer to do research before buying the latest electronics.
- Most of their information comes from the Internet and TV, rather than traditional media.
- Carry their cell phone everywhere they go.

+ HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.

Typical Housing:
Multiunit Rentals
Average Rent:
$920
US Average: $990

11B YOUNG AND RESTLESS LifeMode Group • Midtown Singles

AGE BY SEX (Esri data)

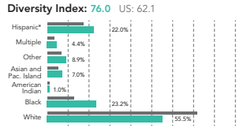
Median Age: 29.4 US: 37.6
| Indicates US



RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: 76.0 US: 62.1



INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

Median Household Income

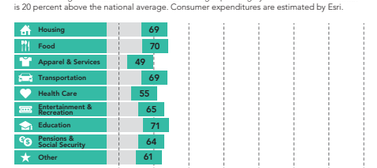


Median Net Worth



AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.



PSYCHOGRAPHICS PROFILE - PRIMARY TRADE AREA



LifeMode Group • Middle Ground

8E FRONT PORCHES

Front Porches blends household types, with more young families with children or single households than average.

This group is also more diverse than the US. Half of householders are renters, and many of the homes are older town homes or duplexes. Friends and family are central to Front Porches residents and help to influence household buying decisions. Residents enjoy their automobiles and like cars that are fun to drive. Income and net worth are well below the US average, and many families have taken out loans to make ends meet.

US Household // 1,910,000
Average Household Size // 2.55
Median Age // 34.2
Median Household Income // $39,000



+ OUR NEIGHBORHOOD

- Nearly one in five homes is a duplex, triplex, or quad; half are older single-family dwellings.
- Just over half the homes are occupied by renters.
- Older, established neighborhoods; three quarters of all homes were built before 1980.
- Single-parent families or singles living alone make up almost half of the households.

+ MARKET PROFILE

(Consumer preferences are estimated from data by GfK MRI)

- Go online for gaming, online dating, and chat rooms.
- Use their cell phones to redeem mobile coupons and listen to hip-hop and R&B music.
- Drink energy and sports drinks.
- Participate in leisure activities including sports, indoor water parks, bingo, and video games.
- Watch Comedy Central, Nickelodeon, and PBS Kids Sprout.

+ SOCIOECONOMIC TRAITS

- Composed of a blue-collar work force with a strong labor force participation rate, but unemployment is high at 11%.
- Price is more important than brand names or style to these consumers.
- With limited incomes, these are not adventurous shoppers.
- They would rather cook a meal at home than dine out.
- They seek adventure and strive to have fun.

+ HOUSING

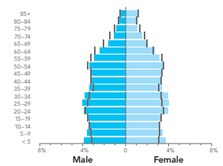
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.

Typical Housing:
Single Family;
Multiunits
Average Rent:
$890
US Average $990

AGE BY SEX (Esri data)

Median Age: 34.2 US: 37.6

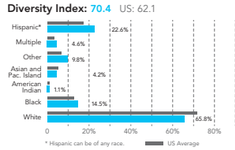
| Indicates US



RACE AND ETHNICITY (Esri data)

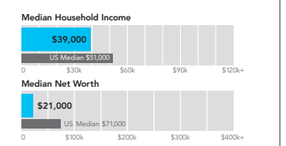
The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: 70.4 US: 62.1



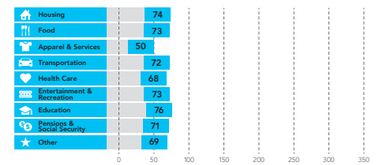
INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.



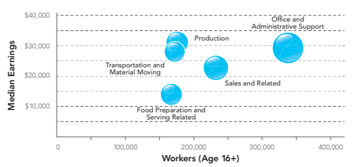
AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.



ABOUT THE RETAIL COACH

The Retail Coach, LLC, is a national retail analytics and locational intelligence firm that specializes in all aspects of retail market analyses and recruitment, from "macro to micro" trade area assessment to actively recruiting retailers on behalf of our clients.

Through its unique Retail360° process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.



C. Kelly Cofer
President & CEO
The Retail Coach, LLC

Retail360°

Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms' offerings by combining current national and statewide demographics and trend data with real-world, "on-the-ground" data gathered through extensive visits within our clients' communities.

Every community is different, and there is no "one size fits all" retail recruitment solution. Compiling the gathered data into client-tailored information packets that are uniquely designed for, and targeted to, specific retailers and restaurants who meet the community's needs helps assure our clients that they are receiving the latest and best information for their retail recruitment efforts—all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail360° process assures that communities get timely, accurate and relevant information. Translating that data into the information that retailers need and seek assures our clients even better possibilities for tremendous retail growth and success.

The Retail Coach –
"It's not about data. It's about your success."

TheRetailCoach® P.O. Box 7272 | Tupelo, MS 38802 | 800.851.0962 | info@theretailcoach.net | www.theretailcoach.net



ACKNOWLEDGEMENTS

The observations, conclusions and recommendations contained in this study are solely those of The Retail Coach, LLC and should not be construed to represent the opinions of others, including its clients, or any other entity prior to such entity's express approval of this study.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Environics Analytics, ESRI, U.S. Census Bureau, Economy.com, Spatial Insights Inc., Urban Land Institute, CensusViewer.com, International Council of Shopping Centers, and/or U.S. Bureau of Labor and Statistics.

To better represent current data, where applicable, portions of estimated actual sales may be calculated using an average sales per square foot model.

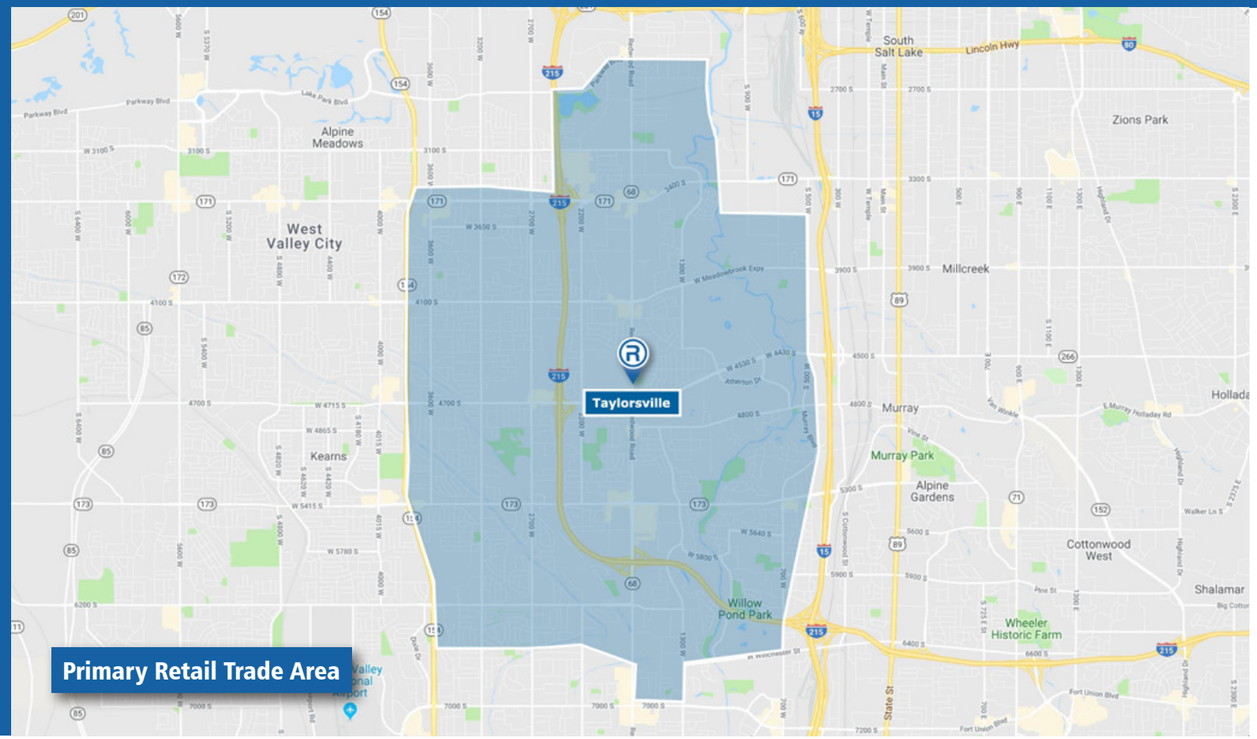
Mapping data is provided by MapInfo, Nielsen, ESRI and/or Microsoft Corporation.

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RETAIL WRAP UP - PRIMARY TRADE AREA

Retail Market Profile 2019



CITY OF TAYLORSVILLE UTAH

Contact Information

Wayne Harper
Economic Development Director
City of Taylorsville, Utah
2600 West Taylorsville Boulevard
Taylorsville, Utah 84129

Phone 801.955.2024
Cell 801.647.8401

wharper@taylorsvilleut.gov
www.TaylorsvilleUT.gov

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Population

	2000	2010	2019 ESTIMATE	2024 PROJECTION
Primary Retail Trade Area	102,647	105,710	111,217	116,908

Income

	2019 ESTIMATE
Average Household	$77,174
Median Household	$61,057
Per Capita	$26,967

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Educational Attainment

	2019 ESTIMATE
Graduate or Professional	6.0%
Bachelor's Degree	14.3%
Associate Degree	8.6%
Some College, No Degree	25.5%
High School Graduate	30.3%
Some High School, No Degree	10.0%
Less than 9th Grade	5.4%

Race Distribution

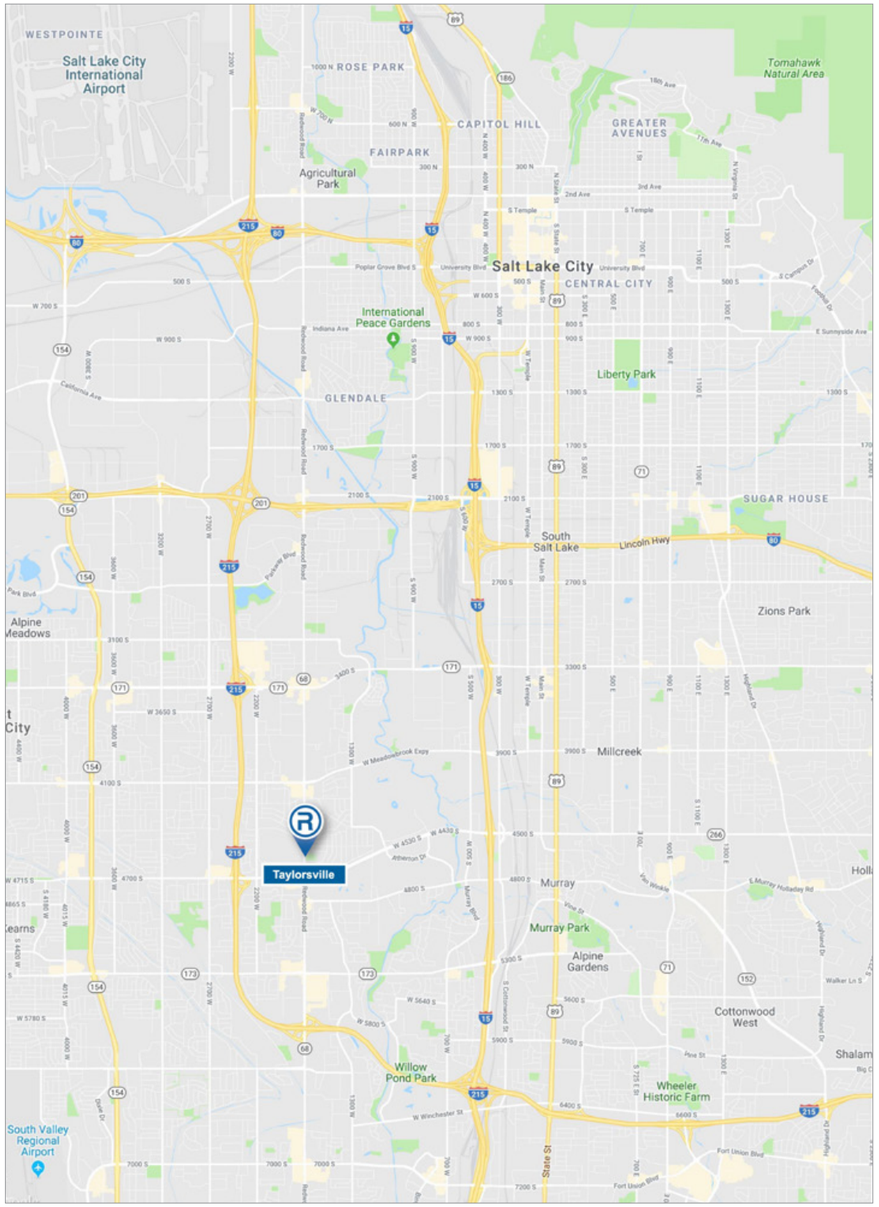
	2019 ESTIMATE
White	69.93%
Black or African American	2.76%
American Indian/ Alaskan	1.26%
Asian	5.63%
Native Hawaiian/ Islander	2.66%
Other Race	13.64%
Two or More Races	4.13%
Hispanic or Latino (of any race)	25.80%

Age

GROUPS	2019 ESTIMATE
9 Years and Under	15.09%
10-17 Years	11.92%
18-24 Years	9.19%
25-34 Years	15.92%
35-44 Years	14.85%
45-54 Years	10.75%
55-64 Years	10.50%
65 Years and Over	11.78%
DISTRIBUTION	**2019 ESTIMATE**
Median Age	33.69
Average Age	35.44

RETAIL WRAP UP - PRIMARY TRADE AREA

LOCATION MAP



EXISTING RETAIL



Information provided is for illustrative purposes only and is deemed to be correct as of publish date of this document.
Data souces used may include: ESRI, AGS, Nielsen, RegisPro, SitesUSA, and/or Microsoft Corporation.

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VOID ANALYSIS

MERCHANT VOID ANALYSIS

TheRetailCoach

Lat/Lon: 40.6677/-111.9388

VOID_DISTANCE

Taylorsville, UT	Closest Location	Locations In Taylorsville	Locations In UT
Auto Parts Tires			
AAMCO		1	10
VOID Advance Auto Parts	2.72 Mi NE	0	18
AutoZone		2	62
Big O Tires		1	44
VOID CARQUEST	20.29 Mi SW	0	20
Discount Tire		1	24
VOID Firestone	4.85 Mi SE	0	4
VOID Grease Monkey	5.31 Mi NW	0	15
VOID Honest-1	31.91 Mi SE	0	1
Jiffy Lube		2	76
Les Schwab Tires		1	28
VOID Midas	3.41 Mi NE	0	6
VOID NAPA	3.41 Mi SW	0	48
O'Reilly		1	65
VOID Pep Boys	2.79 Mi NE	0	6
VOID Precision Tune Auto Care	2.23 Mi SW	0	3
VOID Quick Lane	3.32 Mi NW	0	9
VOID Valvoline Instant Oil Change	7.03 Mi SE	0	4
Clothing Apparel			
VOID Abercrombie & Fitch	21.46 Mi NE	0	1
VOID Aeropostale	3.71 Mi SE	0	6
VOID American Eagle Outfitters	3.66 Mi SE	0	10
VOID Ann Taylor	3.55 Mi SE	0	1
VOID Ann Taylor Factory	21.49 Mi NE	0	1
VOID Ann Taylor Loft	3.57 Mi SE	0	3

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MERCHANT VOID ANALYSIS

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VOID_DISTANCE

Taylorsville, UT	Closest Location	Locations In Taylorsville	Locations In UT
VOID Ann Taylor Loft Outlet	15.65 Mi SE	0	2
VOID Anthropologie	8.26 Mi NE	0	1
VOID Athleta	3.62 Mi SE	0	3
VOID Banana Republic	3.58 Mi SE	0	4
VOID Buckle	3.66 Mi SE	0	11
VOID Carters	2.60 Mi NW	0	9
VOID Chico's	5.80 Mi NE	0	4
VOID Coach	8.24 Mi NE	0	3
VOID Dress Barn	2.78 Mi SW	0	7
VOID Express	3.59 Mi SE	0	5
VOID Forever 21	3.67 Mi SE	0	6
VOID Gap	3.68 Mi SE	0	7
VOID H And M	3.53 Mi SE	0	6
VOID Hollister Co.	7.17 Mi SE	0	2
VOID J. Crew	3.61 Mi SE	0	2
VOID J. Jill	8.24 Mi NE	0	1
VOID Jos. A. Bank	3.59 Mi SE	0	3
VOID Justice	3.61 Mi SE	0	7
VOID Lane Bryant	2.87 Mi SW	0	8
VOID Lucky Brand Jeans	21.50 Mi NE	0	1
VOID Lululemon	3.55 Mi SE	0	4
VOID maurices	2.81 Mi SW	0	23
VOID Men's Wearhouse	3.51 Mi SE	0	8
VOID New York & Company	7.15 Mi SE	0	1
VOID Nordstrom Rack	6.65 Mi NE	0	4
VOID Old Navy	2.83 Mi SW	0	12

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PacSun	3.71 Mi SE	0	8
Rue21	2.54 Mi NW	0	12
Talbots	3.72 Mi SE	0	2
The Childrens Place	2.54 Mi NW	0	10
Tilly's	2.88 Mi SW	0	4
Urban Outfitters	3.63 Mi SE	0	1
Victoria's Secret	3.54 Mi SE	0	12
White House | Black Market	3.58 Mi SE	0	3
Computers Electronic			
Apple Store	3.55 Mi SE	0	3
Best Buy	3.29 Mi NE	0	11
Craft Fabric Stores			
Hobby Lobby	7.05 Mi SE	0	7
Jo-Ann		1	14
Michaels	3.56 Mi SW	0	14
Department Stores			
Bealls		0	2
Dillard's	3.64 Mi SE	0	5
Gordmans	8.22 Mi SW	0	2
JCPenney	2.67 Mi NW	0	8
Macy's	3.63 Mi SE	0	4
Nordstrom	3.54 Mi SE	0	2
Discount Department Stores			
Burlington Coat Factory	3.24 Mi SW	0	8
buybuy Baby	6.92 Mi SE	0	1
David's Bridal	5.54 Mi NE	0	3

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MERCHANT VOID ANALYSIS

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VOID_DISTANCE

Taylorsville, UT	Closest Location	Locations In Taylorsville	Locations In UT
Kmart		0	1
Kohl's	3.08 Mi SW	0	12
Marshalls	3.65 Mi SE	0	4
Ross		1	21
Shopko	29.06 Mi NW	0	6
Stein Mart	8.56 Mi NE	0	1
Target	2.00 Mi SE	0	14
TJ Maxx		1	14
Tuesday Morning	5.68 Mi NE	0	6
Wal-Mart Supercenter		1	40
Dollar Stores			
Big Lots	2.05 Mi SW	0	8
Dollar General	1.69 Mi NW	0	11
Dollar Tree		1	63
Family Dollar		1	60
Drug Stores			
Complete Nutrition	76.28 Mi NE	0	1
CVS	1.84 Mi NE	0	29
GNC		2	51
NUTRISHOP	29.84 Mi SE	0	2
Vitamin Shoppe	6.56 Mi NE	0	3
Viva Vitamins	2.95 Mi NW	0	7
Walgreens		1	57
Entertainment			
AMC	5.03 Mi SE	0	3
Century	4.42 Mi NE	0	2

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VOID Chuck E. Cheese's	5.57 Mi NE	0	2
VOID Cinemark	2.55 Mi NW	0	18
VOID Dave and Busters	7.92 Mi NE	0	1
Regal		1	1
VOID Theatres	2.34 Mi NE	0	85
VOID Topgolf	2.95 Mi SE	0	1
Fitness			
24 Hour Fitness		1	5
VOID 9Round	9.39 Mi SE	0	3
VOID Anytime Fitness	4.83 Mi SE	0	20
VOID Burn Boot Camp	29.88 Mi SE	0	1
Curves For Women		1	5
VOID CycleBar	7.92 Mi SW	0	2
VOID EOS Fitness	34.86 Mi NW	0	1
VOID F45 Training	2.88 Mi SW	0	14
VOID Fit Body Boot Camp	9.21 Mi SE	0	2
VOID Lifetime Fitness	7.43 Mi SE	0	1
VOID Orangetheory Fitness	5.49 Mi SE	0	15
Planet Fitness		1	12
VOID Pure Barre	21.87 Mi NE	0	1
VOID Retro Fitness		0	1
VOID Snap Fitness	4.34 Mi SW	0	6
VASA Fitness		1	25
VOID YMCA	5.94 Mi NE	0	1
Furniture Household			
VOID Aarons	3.00 Mi NW	0	6

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VOID Ashley Furniture	5.78 Mi NE	0	6
VOID At Home	3.16 Mi SW	0	5
VOID Bassett	5.27 Mi NE	0	5
VOID Bed Bath & Beyond	2.62 Mi NW	0	11
VOID Cost Plus	5.53 Mi SE	0	3
VOID Crate and Barrel	3.55 Mi SE	0	1
VOID Ethan Allen	7.17 Mi SE	0	1
VOID HomeGoods	3.50 Mi SE	0	8
VOID IKEA	10.64 Mi SE	0	1
VOID Kirklands	5.25 Mi SE	0	3
VOID La-Z-Boy	36.00 Mi NW	0	1
VOID Pier 1	5.80 Mi NE	0	7
VOID Pottery Barn	8.01 Mi NE	0	1
VOID Relax The Back	5.78 Mi NE	0	1
VOID Rent A Center	2.19 Mi NW	0	12
VOID Sur La Table	3.67 Mi SE	0	1
VOID The Container Store	3.68 Mi SE	0	1
VOID Thomasville	3.28 Mi E	0	1
VOID West Elm	8.25 Mi NE	0	1
VOID Williams-Sonoma	7.97 Mi NE	0	2
VOID Z Gallerie	3.56 Mi SE	0	1
Grocery Stores			
VOID Albertsons		0	2
VOID City Market		0	1
Harmons		1	21
VOID IGA	2.33 Mi NW	0	4

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VOID_DISTANCE

Taylorsville, UT	Closest Location	Locations In Taylorsville	Locations In UT
Natural Grocers	6.61 Mi NE	0	8
Neighborhood Market	2.29 Mi NW	0	10
Smith's	1.92 Mi NE	0	55
Sprouts	3.45 Mi SE	0	5
Trader Joe's	5.51 Mi SE	0	3
Whole Foods	6.36 Mi SE	0	4
WinCo Foods	3.02 Mi SE	0	7
Health Beauty			
Bath & Body Works	2.55 Mi NW	0	16
Claire's	2.53 Mi NW	0	13
Fantastic Sams		1	17
Great Clips		1	73
M-A-C	3.58 Mi SE	0	2
Regis Salon	7.17 Mi SE	0	3
Sally Beauty Supply		2	65
Sephora	2.54 Mi NW	0	10
Sport Clips		1	34
Supercuts	2.76 Mi NW	0	26
ULTA	2.64 Mi NW	0	14
Home Improvement			
Ace Hardware	2.49 Mi SE	0	51
Builders FirstSource	3.41 Mi SE	0	5
Do It Best	4.30 Mi NE	0	23
Harbor Freight Tools	2.18 Mi NW	0	13
Home Depot	2.04 Mi NW	0	22
Kelly-Moore	4.37 Mi SE	0	4

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Lowe's	2.61 Mi NE	0	16
Restoration Hardware	8.26 Mi NE	0	1
Sherwin-Williams		1	34
Sutherlands	8.00 Mi NE	0	2
Tractor Supply Company	15.01 Mi NE	0	14
True Value		1	40
Hotels			
Americas Best Value Inn	32.27 Mi SE	0	6
Ascend Hotel Collection	7.87 Mi NE	0	2
Autograph Collection	22.91 Mi NE	0	2
Baymont Inn & Suites	2.75 Mi NE	0	2
Best Western Hotels	19.61 Mi SE	0	16
Best Western Plus	7.49 Mi SE	0	19
Candlewood Suites	7.96 Mi NW	0	1
Clarion		0	3
Comfort	2.89 Mi N	0	20
Comfort Suites	8.03 Mi NW	0	5
Country Inns & Suites	2.84 Mi NE	0	2
Courtyard	7.44 Mi SE	0	9
Days Inn	3.68 Mi SE	0	16
Days Inn & Suites	74.94 Mi NE	0	2
DoubleTree	7.47 Mi NE	0	3
Econo Lodge	5.39 Mi SE	0	9
Embassy Suites	2.77 Mi NW	0	2
Extended Stay America	2.95 Mi NW	0	4
Fairfield Inn	9.25 Mi SE	0	4

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Fairfield Inn and Suites	2.55 Mi NE	0	8
Four Points	8.82 Mi NW	0	1
Hampton Inn	2.53 Mi NE	0	29
Hawthorn Suites	5.57 Mi SE	0	1
Hilton	2.98 Mi SE	0	8
Hilton Garden	6.63 Mi SE	0	7
Holiday Inn	7.07 Mi SE	0	2
Holiday Inn Express	2.59 Mi SE	0	25
Holiday Inn Hotel & Suites	8.63 Mi NW	0	1
Home2	3.27 Mi NE	0	6
Homewood	4.93 Mi SE	0	5
Howard Johnson	57.25 Mi NW	0	2
Hyatt	20.68 Mi NE	0	1
Hyatt House	6.24 Mi SE	0	2
Hyatt Place	7.72 Mi SE	0	9
InTown Suites	3.85 Mi SE	0	3
Kimpton Hotel	8.03 Mi NE	0	1
Knights Inn	65.31 Mi NE	0	3
La Quinta Inn	2.68 Mi N	0	2
La Quinta Inn & Suites	7.18 Mi SE	0	12
MainStay Suites		0	1
Marriott	7.92 Mi NE	0	9
Microtel Inn & Suites	8.30 Mi NW	0	3
Motel 6	3.59 Mi SE	0	20
Quality	2.36 Mi SE	0	22
Radisson Hotel	7.87 Mi NW	0	2

MERCHANT VOID ANALYSIS

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VOID_DISTANCE

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Ramada	5.29 Mi NE	0	8
Red Lion Hotels	7.40 Mi NE	0	2
Residence Inn	3.36 Mi E	0	8
Rodeway		0	10
Sheraton	7.58 Mi NE	0	2
Sleep	2.80 Mi N	0	5
Springhill Suites	6.73 Mi NE	0	13
Staybridge Suites	3.27 Mi SE	0	4
Super 8	4.92 Mi SE	0	19
Towneplace Suites	5.38 Mi NW	0	7
Travelodge	67.42 Mi NE	0	4
Wingate		0	3
Woodspring Suites	2.85 Mi NE	0	3
Wyndham	20.99 Mi NE	0	8
Mattress			
Denver Mattress	10.42 Mi SE	0	2
Mattress Firm		1	23
Sleep Number	8.29 Mi SE	0	6
Office Supply			
Office Depot	5.33 Mi NE	0	5
Office Max	2.74 Mi SW	0	7
Staples	21.53 Mi NE	0	7
Pet Stores			
Petco	2.11 Mi SE	0	18
PetsMart		1	16
Restaurants Bakery Bagels			

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VOID Corner Bakery	3.66 Mi SE	0	6
Einstein Bros		1	23
VOID Kneaders	3.72 Mi SW	0	22
VOID Paradise Bakery	8.14 Mi NE	0	2
Restaurants Casual			
Applebee's		1	10
VOID Black Bear Diner	3.02 Mi SW	0	13
VOID Brio	3.52 Mi SE	0	2
VOID Buca Di Beppo	5.01 Mi SE	0	2
VOID Buffalo Wild Wings	5.05 Mi SE	0	10
Cafe Rio		1	36
VOID Cafe Zupas	2.60 Mi NW	0	23
VOID California Pizza Kitchen	3.59 Mi SE	0	3
VOID Carrabba's	30.02 Mi SE	0	1
VOID Chili's	2.95 Mi SW	0	15
VOID Chipotle	3.23 Mi NE	0	11
VOID Costa Vida	3.06 Mi SE	0	43
VOID Cracker Barrel	2.90 Mi NW	0	4
VOID Denny's	2.74 Mi NE	0	30
VOID Dickey's	5.60 Mi NW	0	6
VOID Egg & I		0	1
VOID Famous Dave's	3.04 Mi SW	0	3
Five Guys		1	18
VOID Fleming's	8.08 Mi NE	0	1
VOID Freddys	3.26 Mi SE	0	6
VOID Golden Corral	2.97 Mi NW	0	7

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VOID_DISTANCE

Taylorsville, UT	Closest Location	Locations In Taylorsville	Locations In UT
VOID Habit Burger Grill	3.68 Mi SW	0	11
VOID IHOP	2.88 Mi NE	0	22
VOID Joe's Crab Shack	6.10 Mi SE	0	1
VOID Johnny Rockets	8.30 Mi NE	0	3
VOID Longhorn Steakhouse	5.05 Mi SE	0	3
VOID Macaroni Grill	3.59 Mi SE	0	1
VOID Marie Callender's	5.17 Mi NE	0	2
VOID Mimis Cafe	3.23 Mi NE	0	2
VOID Moe's	29.93 Mi NW	0	2
VOID Noodles & Company	3.23 Mi NE	0	15
VOID Olive Garden	2.76 Mi NW	0	12
VOID Outback Steakhouse	5.96 Mi SE	0	4
VOID P.F. Chang's	7.84 Mi NE	0	3
VOID Pei Wei	7.17 Mi SE	0	1
VOID Perkins	8.87 Mi NW	0	1
VOID Qdoba	8.88 Mi NW	0	1
VOID Red Lobster	3.92 Mi SE	0	5
VOID Red Robin	2.48 Mi NW	0	7
VOID Rubio's	6.69 Mi NE	0	2
VOID Ruth's Chris	7.89 Mi NE	0	2
VOID Samurai Sam's	30.24 Mi NW	0	1
VOID Shake Shack	7.90 Mi SE	0	1
VOID Sizzler	2.90 Mi NE	0	10
VOID Smashburger	6.58 Mi NE	0	6
VOID Taco Time	2.39 Mi SE	0	38
VOID Texas De Brazil	8.27 Mi NE	0	1

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Texas Roadhouse		1	10
VOID The Cheesecake Factory	3.55 Mi SE	0	2
VOID The Melting Pot	7.85 Mi NE	0	1
VOID The Original Pancake House	5.28 Mi SE	0	3
Village Inn		1	14
Zaxby's		1	11
Restaurants Coffee Donuts			
VOID Dunkin' Donuts	3.18 Mi SE	0	7
VOID Krispy Kreme	7.40 Mi SE	0	5
VOID Scooters Coffee	35.45 Mi NW	0	1
Starbucks		2	113
Restaurants Fast Food Major			
Arby's		2	71
Burger King		2	73
Chick-fil-A		1	30
VOID Dairy Queen	2.50 Mi NW	0	29
VOID Jack in the Box		0	3
KFC		2	39
McDonald's		4	115
VOID Sonic	2.16 Mi NW	0	22
Taco Bell		1	64
Wendy's		2	84
Restaurants Fast Food Minor			
A&W		2	28
Carl's Jr.		1	26
VOID Culver's	3.15 Mi SE	0	10

MERCHANT VOID ANALYSIS

Lat/Lon: 40.6677/-111.9388

VOID_DISTANCE

Taylorsville, UT	Closest Location	Locations In Taylorsville	Locations In UT
Del Taco		1	35
VOID El Pollo Loco	3.58 Mi SW	0	8
VOID Freebirds	6.83 Mi NE	0	2
Green Burrito		1	20
VOID In-N-Out	2.42 Mi NW	0	10
Panda Express		1	41
Popeyes		1	14
VOID Teriyaki Madness	40.49 Mi SE	0	1
VOID Wienerschnitzel	2.86 Mi NW	0	7
Wing Stop		1	4
Restaurants Ice Cream Smoothie			
VOID Baskin-Robbins	3.06 Mi NW	0	12
VOID Bruster's	30.91 Mi SE	0	1
VOID Cold Stone Creamery	3.06 Mi SW	0	23
Jamba Juice		1	23
VOID Menchie's	5.44 Mi NW	0	8
VOID Orange Julius	2.50 Mi NW	0	7
VOID Pinkberry	9.22 Mi NW	0	1
VOID Red Mango	5.58 Mi SE	0	1
VOID Rita's	3.13 Mi SW	0	2
VOID TCBY	6.69 Mi NE	0	2
VOID Tropical Smoothie Cafe	5.94 Mi SE	0	8
VOID Yogurtland	2.96 Mi SW	0	6
Restaurants Pizza			
Blaze Pizza		1	4
Domino's Pizza		1	68

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VOID ANALYSIS

MERCHANT VOID ANALYSIS

Lat/Lon: 40.6677/-111.9388

VOID_DISTANCE

Taylorsville, UT	Closest Location	Locations In Taylorsville	Locations In UT
Fox's Pizza Den	74.81 Mi NE	0	1
Godfather's Pizza	7.23 Mi SE	0	1
Hungry Howie's	26.15 Mi SE	0	7
Little Caesars		2	65
Marco's Pizza	2.22 Mi SE	0	11
Mellow Mushroom	6.61 Mi NE	0	1
MOD Pizza	3.62 Mi SE	0	12
Mountain Mike's Pizza	6.84 Mi SW	0	1
Papa John's		1	30
Papa Murphy's	2.16 Mi SE	0	60
Pieology	15.83 Mi SE	0	2
Pizza Hut		1	53
Pizza Studio		1	4
Sbarro	3.66 Mi SE	0	3
Villa Pizza	33.85 Mi SE	0	1
Restaurants Sandwich			
Blimpie	31.73 Mi SE	0	4
Capriotti's	3.36 Mi SE	0	7
Charley's Grilled Subs	2.56 Mi NW	0	4
Firehouse Subs	4.62 Mi NE	0	13
Great Steak	3.67 Mi SE	0	2
Jersey Mike's	3.08 Mi SE	0	14
Jimmy John's		2	49
Port of Subs	5.78 Mi NW	0	6
Potbelly Sandwich Works	5.42 Mi NW	0	3
Quiznos	5.57 Mi NW	0	2

MERCHANT VOID ANALYSIS

Lat/Lon: 40.6677/-111.9388

VOID_DISTANCE

Taylorsville, UT	Closest Location	Locations In Taylorsville	Locations In UT
Schlotzsky's Deli	5.55 Mi SE	0	1
Subway		3	215
Shoes Footwear			
Aldo Shoes	3.65 Mi SE	0	2
DSW	5.24 Mi SE	0	3
Famous Footwear	2.55 Mi NW	0	25
Foot Locker	2.56 Mi NW	0	8
Nike	2.87 Mi SW	0	4
Payless ShoeSource		1	38
Shoe Carnival	35.91 Mi NW	0	2
Shoe Dept Encore	7.20 Mi SE	0	4
Skechers		1	7
Sporting Goods			
Big 5	2.81 Mi NW	0	17
Cabela's	15.47 Mi SE	0	2
Champs Sports	33.87 Mi SE	0	1
Dick's	5.22 Mi SE	0	5
Golf Galaxy	3.40 Mi SE	0	1
Hibbett Sports	76.05 Mi NE	0	4
Play It Again Sports	6.19 Mi NE	0	3
REI	6.92 Mi SE	0	2
Scheels	8.16 Mi SE	0	1
Sportsman's Warehouse	3.81 Mi SE	0	9
Uinta Golf	6.12 Mi NE	0	5
Wholesale			
Costco	2.32 Mi NW	0	11

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VOID ANALYSIS

MERCHANT VOID ANALYSIS

Lat/Lon: 40.6677/-111.9388

VOID_DISTANCE

Taylorsville, UT	Closest Location	Locations In Taylorsville	Locations In UT
VOID Sam's Club	3.35 Mi SW	0	8
Wireless Stores			
AT&T		1	64
Cricket		2	49
MetroPCS		1	67
Sprint		1	48
T-Mobile		1	84
VOID Verizon Wireless	2.94 Mi SW	0	13



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VOID ANALYSIS

DEMOGRAPHIC PROFILE - SECONDARY TRADE AREA



TheRetailCoach®

SECONDARY RETAIL TRADE AREA DEMOGRPAHIC PROFILE

Taylorsville, Utah

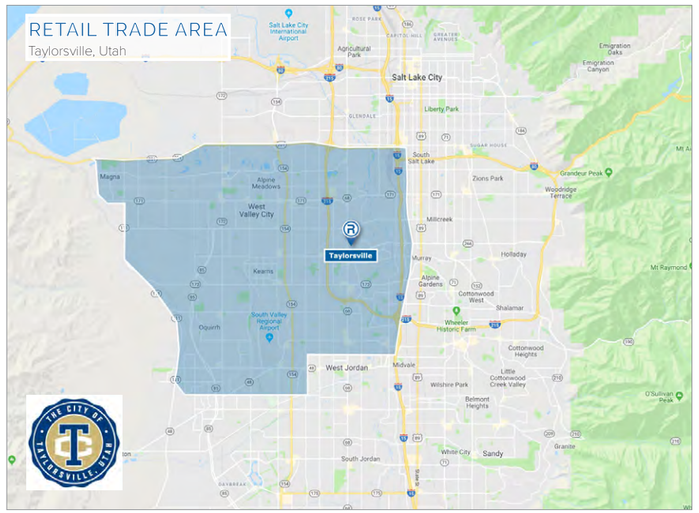
Prepared for
City of Taylorsville, Utah
August 2019

CITY OF TAYLORSVILLE UTAH

TheRetailCoach®

RETAIL TRADE AREA

Taylorsville, Utah



CONTACT WAYNE HARPER, ECONOMIC DEVELOPMENT DIRECTOR

City of Taylorsville, Utah | 2600 West Taylorsville Boulevard | Taylorsville, Utah 84129 | 801.955.2024 | 801.647.8401
wharper@taylorsvilleut.gov | www.TaylorsvilleUT.gov

TheRetailCoach®

RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Taylorsville, Utah

DESCRIPTION	DATA	%
Population		
2024 Projection	388,027	
2019 Estimate	365,172	
2010 Census	334,144	
2000 Census	287,068	
Growth 2019 - 2024		6.26%
Growth 2010 - 2019		9.29%
Growth 2000 - 2010		16.40%
2019 Est. Population by Single-Classification Race	365,172	
White Alone	250,170	68.51%
Black or African American Alone	7,582	2.08%
Amer. Indian and Alaska Native Alone	4,360	1.19%
Asian Alone	17,578	4.81%
Native Hawaiian and Other Pacific Island Alone	10,193	2.79%
Some Other Race Alone	59,838	16.39%
Two or More Races	15,451	4.23%
2019 Est. Population by Hispanic or Latino Origin	365,172	
Not Hispanic or Latino	256,199	70.16%
Hispanic or Latino	108,973	29.84%
Mexican	81,605	74.89%
Puerto Rican	1,701	1.56%
Cuban	381	0.35%
All Other Hispanic or Latino	25,286	23.20%

DESCRIPTION	DATA	%
2019 Est. Hisp. or Latino Pop by Single-Class. Race	108,973	
White Alone	40,669	37.32%
Black or African American Alone	825	0.76%
American Indian and Alaska Native Alone	1,407	1.29%
Asian Alone	290	0.27%
Native Hawaiian and Other Pacific Islander Alone	163	0.15%
Some Other Race Alone	58,939	54.09%
Two or More Races	6,681	6.13%
2019 Est. Pop by Race, Asian Alone, by Category	17,578	
Chinese, except Taiwanese	2,698	15.35%
Filipino	1,327	7.55%
Japanese	1,024	5.83%
Asian Indian	1,852	10.54%
Korean	760	4.32%
Vietnamese	3,971	22.59%
Cambodian	1,482	8.43%
Hmong	78	0.44%
Laotian	1,358	7.73%
Thai	320	1.82%
All Other Asian Races Including 2+ Category	2,707	15.40%

TheRetailCoach®

RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Taylorsville, Utah

DESCRIPTION	DATA	%
2019 Est. Population by Ancestry	365,172	
Arab	598	0.16%
Czech	348	0.10%
Danish	7,000	1.92%
Dutch	6,005	1.64%
English	44,438	12.17%
French (except Basque)	2,965	0.81%
French Canadian	451	0.12%
German	20,875	5.72%
Greek	1,596	0.44%
Hungarian	125	0.03%
Irish	9,411	2.58%
Italian	6,221	1.70%
Lithuanian	185	0.05%
United States or American	13,868	3.80%
Norwegian	3,926	1.08%
Polish	1,012	0.28%
Portuguese	254	0.07%
Russian	397	0.11%
Scottish	7,551	2.07%
Scotch-Irish	1,707	0.47%
Slovak	154	0.04%
Subsaharan African	2,922	0.80%
Swedish	5,379	1.47%
Swiss	1,517	0.42%
Ukrainian	257	0.07%
Welsh	2,252	0.62%
West Indian (except Hisp. groups)	78	0.02%
Other ancestries	165,623	45.36%
Ancestry Unclassified	58,055	15.90%

DESCRIPTION	DATA	%
2019 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	235,343	70.51%
Speak Asian/Pacific Island Language at Home	13,071	3.92%
Speak IndoEuropean Language at Home	6,180	1.85%
Speak Spanish at Home	76,146	22.81%
Speak Other Language at Home	3,030	0.91%
2019 Est. Population by Age	365,172	
Age 0 - 4	31,402	8.60%
Age 5 - 9	30,615	8.38%
Age 10 - 14	29,790	8.16%
Age 15 - 17	17,304	4.74%
Age 18 - 20	15,472	4.24%
Age 21 - 24	20,033	5.49%
Age 25 - 34	56,952	15.60%
Age 35 - 44	55,345	15.16%
Age 45 - 54	40,971	11.22%
Age 55 - 64	34,257	9.38%
Age 65 - 74	22,010	6.03%
Age 75 - 84	8,479	2.32%
Age 85 and over	2,542	0.70%
Age 16 and over	267,686	73.30%
Age 18 and over	256,062	70.12%
Age 21 and over	240,590	65.88%
Age 65 and over	33,031	9.05%
2019 Est. Median Age		31.72
2019 Est. Average Age		33.33

TheRetailCoach®

RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Taylorsville, Utah

DESCRIPTION	DATA	%
2019 Est. Population by Sex	365,172	
Male	183,334	50.21%
Female	181,838	49.80%
2019 Est. Male Population by Age	183,334	
Age 0 - 4	16,063	8.76%
Age 5 - 9	15,628	8.52%
Age 10 - 14	15,240	8.31%
Age 15 - 17	8,883	4.85%
Age 18 - 20	8,065	4.40%
Age 21 - 24	10,348	5.64%
Age 25 - 34	28,592	15.60%
Age 35 - 44	28,199	15.38%
Age 45 - 54	20,856	11.38%
Age 55 - 64	16,542	9.02%
Age 65 - 74	10,348	5.64%
Age 75 - 84	3,625	1.98%
Age 85 and over	943	0.51%
2019 Est. Median Age, Male		31.16
2019 Est. Average Age, Male		32.70

DESCRIPTION	DATA	%
2019 Est. Female Population by Age	181,838	
Age 0 - 4	15,339	8.44%
Age 5 - 9	14,987	8.24%
Age 10 - 14	14,550	8.00%
Age 15 - 17	8,421	4.63%
Age 18 - 20	7,407	4.07%
Age 21 - 24	9,685	5.33%
Age 25 - 34	28,361	15.60%
Age 35 - 44	27,145	14.93%
Age 45 - 54	20,115	11.06%
Age 55 - 64	17,715	9.74%
Age 65 - 74	11,662	6.41%
Age 75 - 84	4,855	2.67%
Age 85 and over	1,599	0.88%
2019 Est. Median Age, Female		32.28
2019 Est. Average Age, Female		33.95
2019 Est. Pop Age 15+ by Marital Status		
Total, Never Married	88,685	32.44%
Males, Never Married	49,163	17.98%
Females, Never Married	39,522	14.46%
Married, Spouse present	128,540	47.02%
Married, Spouse absent	16,296	5.96%
Widowed	9,833	3.60%
Males Widowed	2,089	0.76%
Females Widowed	7,745	2.83%
Divorced	30,011	10.98%
Males Divorced	13,034	4.77%
Females Divorced	16,977	6.21%

TheRetailCoach®

RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Taylorsville, Utah

DESCRIPTION	DATA	%
2019 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	13,262	6.0%
Some High School, no diploma	23,223	10.5%
High School Graduate (or GED)	69,134	31.3%
Some College, no degree	54,868	24.9%
Associate Degree	20,582	9.3%
Bachelor's Degree	28,297	12.8%
Master's Degree	9,257	4.2%
Professional School Degree	1,274	0.6%
Doctorate Degree	659	0.3%
2019 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	22,023	39.15%
High School Graduate	18,064	32.11%
Some College or Associate's Degree	11,750	20.89%
Bachelor's Degree or Higher	4,416	7.85%
Households		
2024 Projection	115,855	
2019 Estimate	108,849	
2010 Census	99,133	
2000 Census	84,713	
Growth 2019 - 2024		6.44%
Growth 2010 - 2019		9.80%
Growth 2000 - 2010		17.02%

DESCRIPTION	DATA	%
2019 Est. Households by Household Type	108,849	
Family Households	85,272	78.34%
Nonfamily Households	23,577	21.66%
2019 Est. Group Quarters Population	3,188	
2019 Households by Ethnicity, Hispanic/Latino	24,809	
2019 Est. Households by Household Income	108,849	
Income < $15,000	5,693	5.23%
Income $15,000 - $24,999	6,970	6.40%
Income $25,000 - $34,999	8,682	7.98%
Income $35,000 - $49,999	15,375	14.13%
Income $50,000 - $74,999	24,057	22.10%
Income $75,000 - $99,999	18,030	16.56%
Income $100,000 - $124,999	12,732	11.70%
Income $125,000 - $149,999	7,861	7.22%
Income $150,000 - $199,999	5,652	5.19%
Income $200,000 - $249,999	2,164	1.99%
Income $250,000 - $499,999	1,300	1.19%
Income $500,000+	333	0.31%
2019 Est. Average Household Income		$80,876
2019 Est. Median Household Income		$67,901

DEMOGRAPHIC PROFILE - SECONDARY TRADE AREA

RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Taylorsville, Utah

DESCRIPTION	DATA	%
2019 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		$70,700
Black or African American Alone		$58,140
American Indian and Alaska Native Alone		$57,026
Asian Alone		$79,744
Native Hawaiian and Other Pacific Islander Alone		$72,489
Some Other Race Alone		$53,682
Two or More Races		$51,695
Hispanic or Latino		$55,380
Not Hispanic or Latino		$71,897
2019 Est. Family HH Type by Presence of Own Child.	85,272	
Married-Couple Family, own children	34,641	40.62%
Married-Couple Family, no own children	28,853	33.84%
Male Householder, own children	3,764	4.41%
Male Householder, no own children	3,552	4.17%
Female Householder, own children	8,274	9.70%
Female Householder, no own children	6,188	7.26%
2019 Est. Households by Household Size	108,849	
1-person	18,132	16.66%
2-person	27,409	25.18%
3-person	18,852	17.32%
4-person	17,988	16.53%
5-person	12,392	11.39%
6-person	7,449	6.84%
7-or-more-person	6,626	6.09%
2019 Est. Average Household Size		3.32

DESCRIPTION	DATA	%
2019 Est. Households by Presence of People Under 18	108,849	
Households with 1 or More People under Age 18:	53,217	48.89%
Married-Couple Family	37,935	71.28%
Other Family, Male Householder	4,688	8.81%
Other Family, Female Householder	10,068	18.92%
Nonfamily, Male Householder	398	0.75%
Nonfamily, Female Householder	128	0.24%
Households with No People under Age 18:	55,632	51.11%
Married-Couple Family	25,566	45.96%
Other Family, Male Householder	2,630	4.73%
Other Family, Female Householder	4,383	7.88%
Nonfamily, Male Householder	11,446	20.58%
Nonfamily, Female Householder	11,607	20.86%
2019 Est. Households by Number of Vehicles	108,849	
No Vehicles	3,702	3.40%
1 Vehicle	28,844	26.50%
2 Vehicles	44,485	40.87%
3 Vehicles	20,344	18.69%
4 Vehicles	8,106	7.45%
5 or more Vehicles	3,368	3.09%
2019 Est. Average Number of Vehicles		2.13

RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Taylorsville, Utah

DESCRIPTION	DATA	%
Family Households		
2024 Projection	90,741	
2019 Estimate	85,272	
2010 Census	77,739	
2000 Census	68,176	
Growth 2019 - 2024		6.41%
Growth 2010 - 2019		9.69%
Growth 2000 - 2010		14.03%
2019 Est. Families by Poverty Status	85,272	
2019 Families at or Above Poverty	77,577	90.98%
2019 Families at or Above Poverty with Children	43,781	51.34%
2019 Families Below Poverty	7,696	9.03%
2019 Families Below Poverty with Children	6,654	7.80%
2019 Est. Pop 16+ by Employment Status	267,686	
Civilian Labor Force, Employed	187,026	69.87%
Civilian Labor Force, Unemployed	8,722	3.26%
Armed Forces	397	0.15%
Not in Labor Force	71,541	26.73%
2019 Est. Civ. Employed Pop 16+ by Class of Worker	183,178	
For-Profit Private Workers	141,799	77.41%
Non-Profit Private Workers	10,004	5.46%
Local Government Workers	3,361	1.84%
State Government Workers	8,641	4.72%
Federal Government Workers	8,519	4.65%
Self-Employed Workers	10,713	5.85%
Unpaid Family Workers	142	0.08%

DESCRIPTION	DATA	%
2019 Est. Civ. Employed Pop 16+ by Occupation	183,178	
Architect/Engineer	2,552	1.39%
Arts/Entertainment/Sports	2,562	1.40%
Building Grounds Maintenance	9,143	4.99%
Business/Financial Operations	7,617	4.16%
Community/Social Services	1,431	0.78%
Computer/Mathematical	5,681	3.10%
Construction/Extraction	13,119	7.16%
Education/Training/Library	7,668	4.19%
Farming/Fishing/Forestry	166	0.09%
Food Prep/Serving	9,810	5.36%
Health Practitioner/Technician	5,042	2.75%
Healthcare Support	3,702	2.02%
Maintenance Repair	6,015	3.28%
Legal	985	0.54%
Life/Physical/Social Science	1,095	0.60%
Management	13,847	7.56%
Office/Admin. Support	34,095	18.61%
Production	18,128	9.90%
Protective Services	2,860	1.56%
Sales/Related	18,135	9.90%
Personal Care/Service	4,444	2.43%
Transportation/Moving	15,080	8.23%
2019 Est. Pop 16+ by Occupation Classification	183,178	
White Collar	100,712	54.98%
Blue Collar	52,342	28.57%
Service and Farm	30,124	16.45%

RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Taylorsville, Utah

DESCRIPTION	DATA	%
2019 Est. Workers Age 16+ by Transp. to Work	180,496	
Drove Alone	139,180	77.11%
Car Pooled	24,357	13.50%
Public Transportation	6,144	3.40%
Walked	2,574	1.43%
Bicycle	552	0.31%
Other Means	1,107	0.61%
Worked at Home	6,581	3.65%
2019 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	37,617	
15 - 29 Minutes	88,268	
30 - 44 Minutes	34,596	
45 - 59 Minutes	7,943	
60 or more Minutes	6,156	
2019 Est. Avg Travel Time to Work in Minutes		24.95
2019 Est. Occupied Housing Units by Tenure	108,849	
Owner Occupied	78,819	72.41%
Renter Occupied	30,030	27.59%
2019 Owner Occ. HUs: Avg. Length of Residence		15.2
2019 Renter Occ. HUs: Avg. Length of Residence		5.81

DESCRIPTION	DATA	%
2019 Est. Owner-Occupied Housing Units by Value	108,849	
Value Less than $20,000	1,772	2.25%
Value $20,000 - $39,999	1,899	2.41%
Value $40,000 - $59,999	735	0.93%
Value $60,000 - $79,999	394	0.50%
Value $80,000 - $99,999	602	0.76%
Value $100,000 - $149,999	6,457	8.19%
Value $150,000 - $199,999	17,231	21.86%
Value $200,000 - $299,999	30,963	39.28%
Value $300,000 - $399,999	11,151	14.15%
Value $400,000 - $499,999	4,961	6.29%
Value $500,000 - $749,999	1,717	2.18%
Value $750,000 - $999,999	290	0.37%
Value $1,000,000 or $1,499,999	295	0.37%
Value $1,500,000 or $1,999,999	149	0.19%
Value $2,000,000+	203	0.26%
2019 Est. Median All Owner-Occupied Housing Value		$229,717
2019 Est. Housing Units by Units in Structure		
1 Unit Attached	78,533	68.97%
1 Unit Detached	7,047	6.19%
2 Units	2,645	2.32%
3 or 4 Units	4,359	3.83%
5 to 19 Units	10,479	9.20%
20 to 49 Units	3,376	2.97%
50 or More Units	2,503	2.20%
Mobile Home or Trailer	4,912	4.31%
Boat, RV, Van, etc.	13	0.01%

RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Taylorsville, Utah

DESCRIPTION	DATA	%
2019 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	8,742	7.68%
Housing Units Built 2010 to 2014	2,830	2.49%
Housing Units Built 2000 to 2009	19,330	16.98%
Housing Units Built 1990 to 1999	18,017	15.82%
Housing Units Built 1980 to 1989	18,697	16.42%
Housing Units Built 1970 to 1979	26,274	23.08%
Housing Units Built 1960 to 1969	8,690	7.63%
Housing Units Built 1950 to 1959	7,866	6.91%
Housing Units Built 1940 to 1949	1,450	1.27%
Housing Unit Built 1939 or Earlier	1,970	1.73%
2019 Est. Median Year Structure Built		1985

ABOUT THE RETAIL COACH

The Retail Coach, LLC, is a national retail analytics and locational intelligence firm that specializes in all aspects of retail market analyses and recruitment, from "macro to micro" trade area assessment to actively recruiting retailers on behalf of our clients.

Through its unique Retail360® process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.



C. Kelly Cofer
President & CEO
The Retail Coach, LLC

Retail360®

Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms' offerings by combining current national and statewide demographics and trend data with real-world, "on-the-ground" data gathered through extensive visits within our clients' communities.

Every community is different, and there is no "one size fits all" retail recruitment solution. Compiling the gathered data into client-tailored information packets that are uniquely designed for, and targeted to, specific retailers and restaurants who meet the community's needs helps assure our clients that they are receiving the latest and best information for their retail recruitment efforts—all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail360® process assures that communities get timely, accurate and relevant information. Translating that data into the information that retailers need and seek assures our clients even better possibilities for tremendous retail growth and success.

The Retail Coach –
"It's not about data. It's about your success."



ACKNOWLEDGEMENTS

The observations, conclusions and recommendations contained in this study are solely those of The Retail Coach, LLC and should not be construed to represent the opinions of others, including its clients, or any other entity prior to such entity's express approval of this study.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.

Sources used in completing this study include: infoUSA®, Applied Geographic Solutions, Environics Analytics, ESRI, U.S. Census Bureau, Economy.com, Spatial Insights Inc., Urban Land Institute, CensusViewer.com, International Council of Shopping Centers, and/or U.S. Bureau of Labor and Statistics.

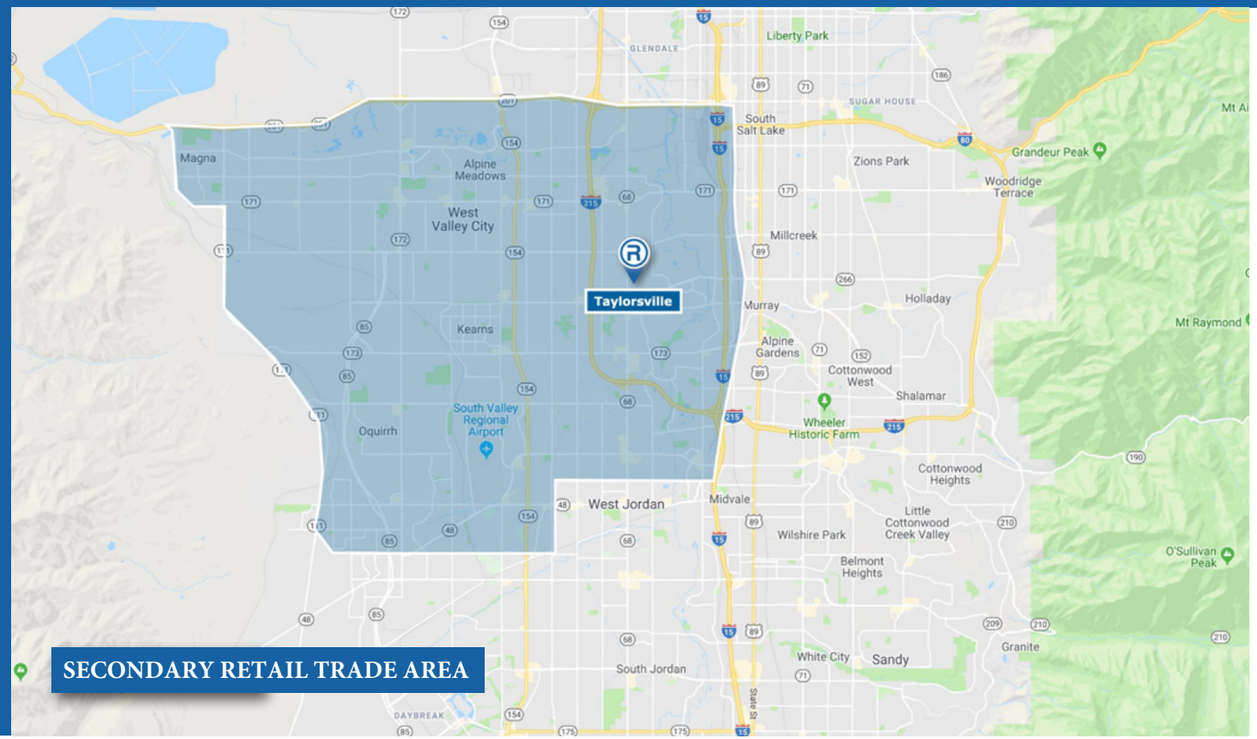
To better represent current data, where applicable, portions of estimated actual sales may be calculated using an average sales per square foot model.

Mapping data is provided by MapInfo, Nielsen, ESRI and/or Microsoft Corporation.

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RETAIL WRAP UP - SECONDARY TRADE AREA

Retail Market Profile 2019



CITY OF TAYLORSVILLE UTAH

Contact Information

Wayne Harper
Economic Development Director
City of Taylorsville, Utah
2600 West Taylorsville Boulevard
Taylorsville, Utah 84129

Phone 801.955.2024
Cell 801.647.8401

wharper@taylorsvilleut.gov
www.TaylorsvilleUT.gov

August 2019. All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions. Prepared by The Retail Coach, LLC, a national retail consulting and market research firm. 800.851.0962.

Population

	2000	2010	2019 ESTIMATE	2024 PROJECTION
Retail Trade Area	287,068	334,144	365,172	388,027

Income

	2019 ESTIMATE
Average Household	$80,876
Median Household	$67,901
Per Capita	$24,319

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Educational Attainment

	2019 ESTIMATE
Graduate or Professional	5.1%
Bachelor's Degree	12.8%
Associate Degree	9.3%
Some College, No Degree	24.9%
High School Graduate	31.3%
Some High School, No Degree	10.5%
Less than 9th Grade	6.0%

Race Distribution

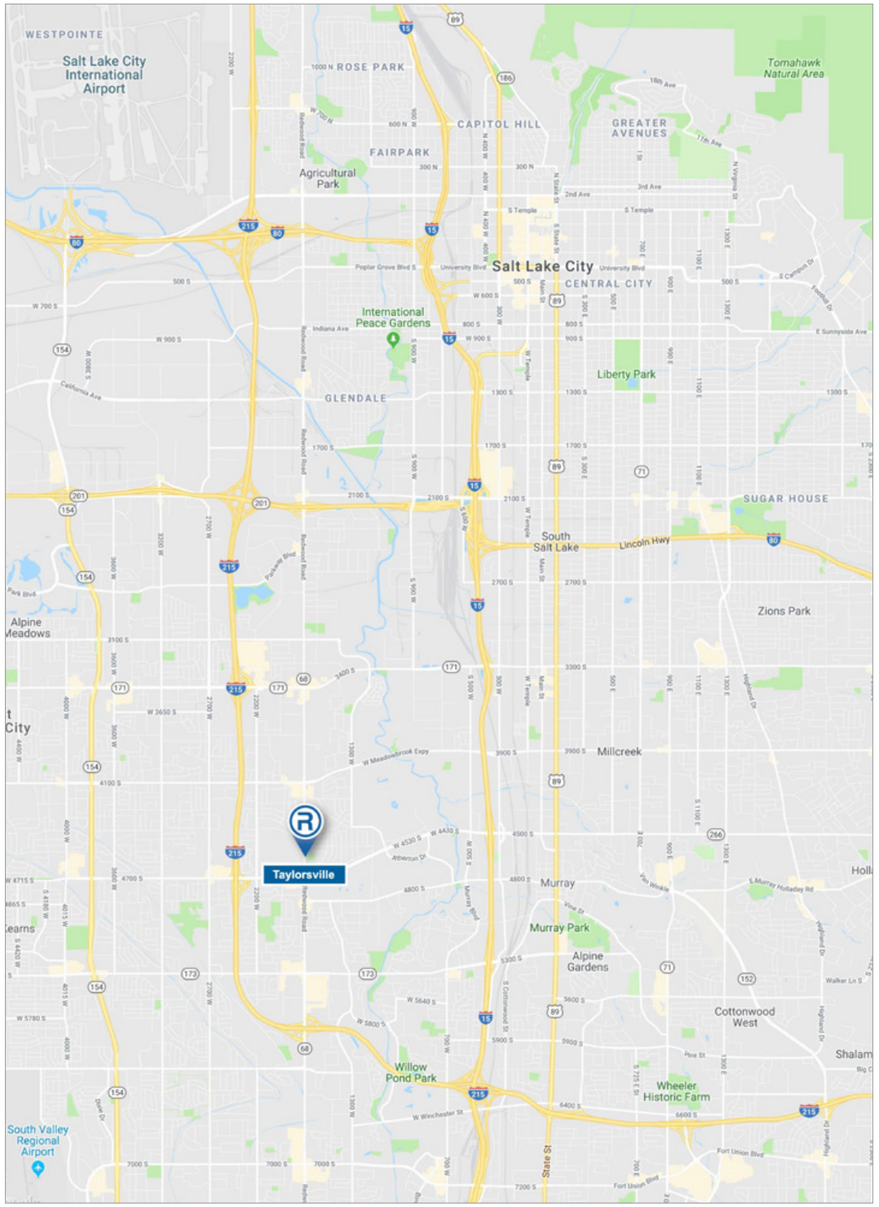
	2019 ESTIMATE
White	68.51%
Black or African American	2.08%
American Indian/ Alaskan	1.19%
Asian	4.81%
Native Hawaiian/ Islander	2.79%
Other Race	16.39%
Two or More Races	4.23%
Hispanic or Latino (of any race)	29.84%

Age

GROUPS	2019 ESTIMATE
9 Years and Under	16.98%
10-17 Years	12.90%
18-24 Years	9.72%
25-34 Years	15.60%
35-44 Years	15.16%
45-54 Years	11.22%
55-64 Years	9.38%
65 Years and Over	9.05%
DISTRIBUTION	**2019 ESTIMATE**
Median Age	31.72
Average Age	33.33

RETAIL WRAP UP - SECONDARY TRADE AREA

LOCATION MAP



EXISTING RETAIL



Information provided is for illustrative purposes only and is deemed to be correct as of publish date of this document.
Data souces used may include: ESRI, AGS, Nielsen, RegisPro, SitesUSA, and/or Microsoft Corporation.

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RETAIL WRAP UP - RETAIL TYPE COUNTS

NAICS CODE	LOCATION TYPES	POTENTIAL SALES	ACTUAL SALES	LEAKAGE	LEAKAGE INDEX
44, 45, 722	Total retail trade including food and drinking places	$1,801,191,942	$736,067,307	$1,065,124,635	0.41
441	Motor vehicle and parts dealers	$420,070,855	$85,470,058	$334,600,797	0.20
4411	Automobile dealers	$348,976,529	$61,571,829	$287,404,700	0.18
4412	Other motor vehicle dealers	$34,779,139	$1,909,804	$32,869,335	0.05
4413	Automotive parts, accessories, and tire stores	$36,315,187	$21,988,425	$14,326,762	0.61
442	Furniture and home furnishings stores	$47,299,932	$16,742,243	$30,557,689	0.35
4421	Furniture stores	$28,508,025	$2,225,086	$26,282,939	0.08
4422	Home furnishings stores	$18,791,907	$14,517,157	$4,274,750	0.77
443	Electronics and appliance stores	$22,187,386	$17,488,964	$4,698,422	0.79
443141	Household appliance stores	$3,043,878	$4	$3,043,874	0.00
443142	Electronics stores	$19,143,508	$17,488,960	$1,654,548	0.91
444	Building material and garden equipment and supplies dealers	$123,575,163	$62,172,326	$61,402,837	0.50
4441	Building material and supplies dealers	$109,574,830	$52,263,581	$57,311,249	0.48
44411	Home centers	$55,547,628	$24,858,832	$30,688,796	0.45
44412	Paint and wallpaper stores	$2,882,912	$1,834,317	$1,048,595	0.64
44413	Hardware stores	$7,460,947	$702,574	$6,758,373	0.09
44419	Other building material dealers	$43,683,343	$24,867,858	$18,815,485	0.57
4442	Lawn and garden equipment and supplies stores	$14,000,334	$9,908,745	$4,091,589	0.71
44421	Outdoor power equipment stores	$1,243,478	$1	$1,243,477	0.00
44422	Nursery, garden center, and farm supply stores	$12,756,855	$9,908,744	$2,848,111	0.78
445	Food and beverage stores	$187,274,612	$78,645,951	$108,628,661	0.42
4451	Grocery stores	$169,379,379	$74,406,697	$94,972,682	0.44
44511	Supermarkets and other grocery (except convenience) stores	$165,539,035	$72,604,148	$92,934,887	0.44
44512	Convenience stores	$3,840,345	$1,802,549	$2,037,796	0.47
4452	Specialty food stores	$5,515,936	$679,257	$4,836,679	0.12
4453	Beer, wine, and liquor stores	$12,379,297	$3,559,997	$8,819,300	0.29
446	Health and personal care stores	$51,030,939	$30,664,456	$20,366,483	0.60
44611	Pharmacies and drug stores	$35,964,059	$20,947,719	$15,016,340	0.58
44612	Cosmetics, beauty supplies, and perfume stores	$5,325,826	$5,840,226	-$514,400	1.10
44613	Optical goods stores	$3,050,964	$561,206	$2,489,758	0.18
44619	Other health and personal care stores	$6,690,090	$3,315,305	$3,374,785	0.50
447	Gasoline stations	$153,579,566	$95,947,652	$57,631,914	0.62
448	Clothing and clothing accessories stores	$60,437,131	$11,998,868	$48,438,263	0.20
4481	Clothing stores	$47,528,974	$6,586,680	$40,942,294	0.14
44811	Men's clothing stores	$2,031,174	$1,383	$2,029,791	0.00
44812	Women's clothing stores	$7,318,742	$4,016,063	$3,302,679	0.55
44813	Children's and infants' clothing stores	$4,011,375	$427	$4,010,948	0.00
44814	Family clothing stores	$28,725,646	$2,566,325	$26,159,321	0.09
44815	Clothing accessories stores	$1,081,615	$2,479	$1,079,136	0.00
44819	Other clothing stores	$4,360,421	$3	$4,360,418	0.00
4482	Shoe stores	$6,836,847	$2,487,386	$4,349,461	0.36
4483	Jewelry, luggage, and leather goods stores	$6,071,311	$2,924,802	$3,146,509	0.48
44831	Jewelry stores	$5,790,761	$2,924,802	$2,865,959	0.51
44832	Luggage and leather goods stores	$280,550	$0	$280,550	0.00
451	Sporting goods, hobby, musical instrument, and book stores	$29,492,836	$15,550,861	$13,941,975	0.53
4511	Sporting goods, hobby, and musical instrument stores	$26,659,258	$15,550,587	$11,108,671	0.58
45111	Sporting goods stores	$17,520,885	$8,083,785	$9,437,100	0.46
45112	Hobby, toy, and game stores	$5,757,281	$4,966,000	$791,281	0.86
45113	Sewing, needlework, and piece goods stores	$1,970,455	$2,498,279	-$527,824	1.27
45114	Musical instrument and supplies stores	$1,410,637	$2,523	$1,408,114	0.00
4512	Book stores and news dealers	$2,833,578	$274	$2,833,304	0.00
452	General merchandise stores	$235,251,530	$131,622,879	$103,628,651	0.56
4522	Department stores	$26,187,240	$16,587,873	$9,599,367	0.63
4523	Other general merchandise stores	$209,064,290	$115,035,006	$94,029,284	0.55
453	Miscellaneous store retailers	$27,474,666	$29,197,662	-$1,722,996	1.06
4531	Florists	$1,523,309	$529	$1,522,780	0.00
4532	Office supplies, stationery, and gift stores	$6,962,884	$3,099,192	$3,863,692	0.45
45321	Office supplies and stationery stores	$3,264,574	$2,799,665	$464,909	0.86
45322	Gift, novelty, and souvenir stores	$3,698,310	$299,527	$3,398,783	0.08
4533	Used merchandise stores	$3,313,919	$2,188,857	$1,125,062	0.66
4539	Other miscellaneous store retailers	$15,674,554	$23,909,084	-$8,234,530	1.53
45391	Pet and pet supplies stores	$5,169,221	$21,072,452	-$15,903,231	4.08
45399	All other miscellaneous store retailers	$10,505,333	$2,836,632	$7,668,701	0.27
454	Non-store retailers	$283,872,466	$56,923,350	$226,949,116	0.20
722	Food services and drinking places	$159,644,858	$103,642,037	$56,002,821	0.65
7223	Special food services	$9,023,734	$2,908,227	$6,115,507	0.32
7224	Drinking places (alcoholic beverages)	$4,583,606	$217	$4,583,389	0.00
7225	Restaurants and other eating places	$146,037,519	$100,733,593	$45,303,926	0.69
722511	Full-service restaurants	$57,255,142	$36,908,638	$20,346,504	0.64
722513	Limited-service restaurants	$77,982,712	$59,241,694	$18,741,018	0.76
722514	Cafeterias, grill buffets, and buffets	$3,182,158	$2,153	$3,180,005	0.00
722515	Snack and nonalcoholic beverage bars	$7,617,507	$4,581,108	$3,036,399	0.60

RESIDENTIAL/OFFICE DEMOGRAPHICS RESEARCH

SECTION 03.C

- Community Mission Statement
- Household Demographics
- Redevelopment Opportunities

ASSESSMENT GOALS & OBJECTIVES



MISSION STATEMENT

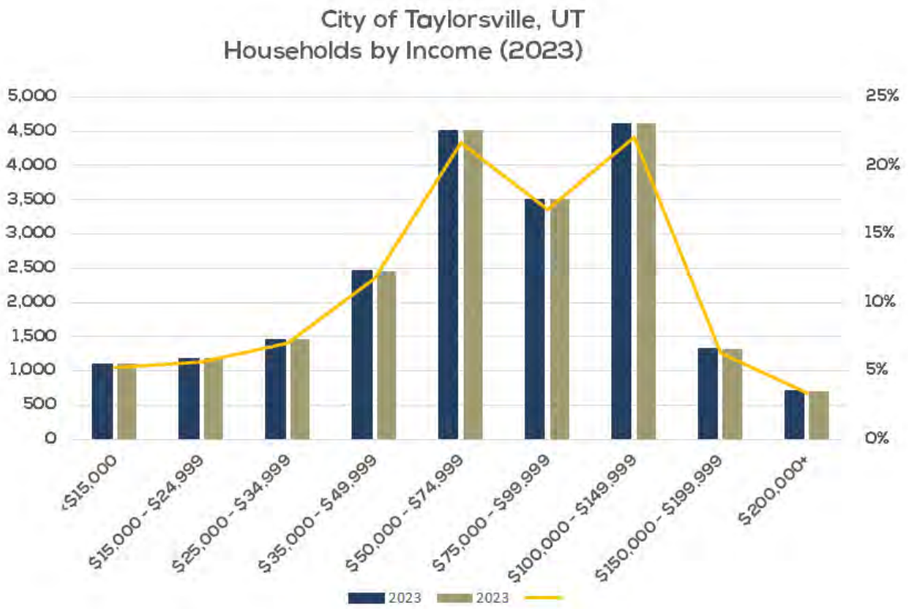
To foster a thriving business climate and the highest quality of life for the community of Taylorsville through targeted business retention and attraction, increased production of high quality housing product alternatives, and enhanced retail/entertainment offerings served by state-of-the-art public transportation throughout the City's commercial core.

Sources: City of Taylorsville, Willdan, 2019









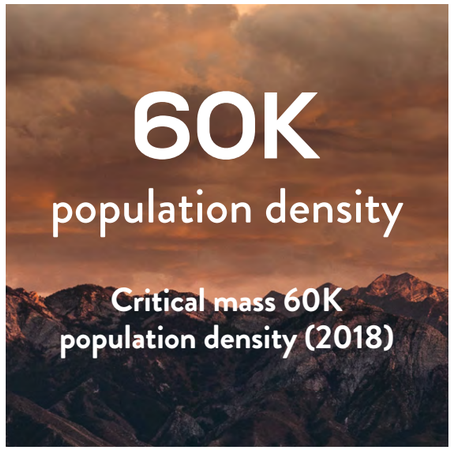
Source: Esri Business Analyst, Willdan, 2019

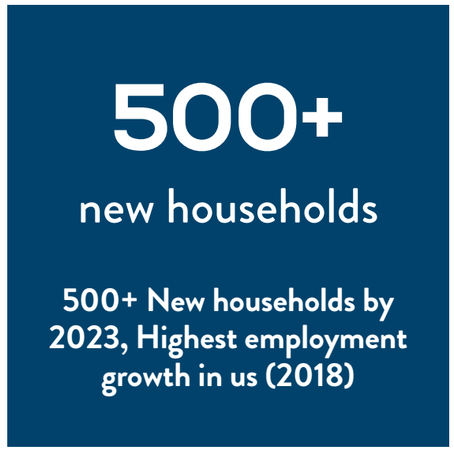


DEMOGRAPHIC & ECONOMIC TRENDS

KEY GROWTH INDICATORS

- Critical mass 60k population density (2018)
- 500+ New households by 2023
- Strong median household income $63k ↑ $72k by 2023
- Incomes > $50k = 70% of households
- Approximately 1,660 net new households w/ incomes >$50
- Highest employment growth in US (2018)
- Strong wage growth fueling housing & retail purchasing power
- Estimated $275m net new HH income $'s by 2023









RESIDENTIAL MARKET TRENDS & OPPORTUNITIES

MARKET TRENDS

- Salt Lake City Metro area multifamily occupancy rate signals pent-up demand (94.4% - Q4 2018, REIS.COM)
- Household incomes support new construction rent targets
- Taylorsville lagging new multifamily construction starts vs. metro

COMPETITIVE ADVANTAGES

- Availability of urban infill sites adjacent to BRT stations
- Relatively low(er) cost land
- Proximity to employment centers
- Population growth projected to continue (500+ new HH by 2023)
- Optimal Infrastructure/ Utility Capacity
- Strong Political Leadership & Community Consensus

TARGET PRODUCT TYPES

- Urban Infill multifamily (rental and for-sale)
- Variety of price points (market rate/workforce/ senior affordable)



Multifamily Rental Market Comparable
ICO Fairbourne Station - Target Rent & Household IncomeAnalysis

Unit Type	Sq. Ft.	Rent/Month	Rent/Sq. Ft.
1 BR/1 BA	653	$ 1,119	$ 1.71
1 BR/1 BA	891	$ 1,309	$ 1.47
2 BR/ 2 BA	998	$ 1,439	$ 1.44
		$ 1,311	$ 1.52
Annual Rent		$ 15,735	
Min HH Income /1		$ 52,449	
1/ Assumes annual rent <= 30% of household income.			
Source: https://liveatfairbournestation.com/availability.html; Willdan, 2019			



BRT EVALUATION SUMMARY

SECTION 03.D

TAYLORSVILLE EXPRESSWAY BRT

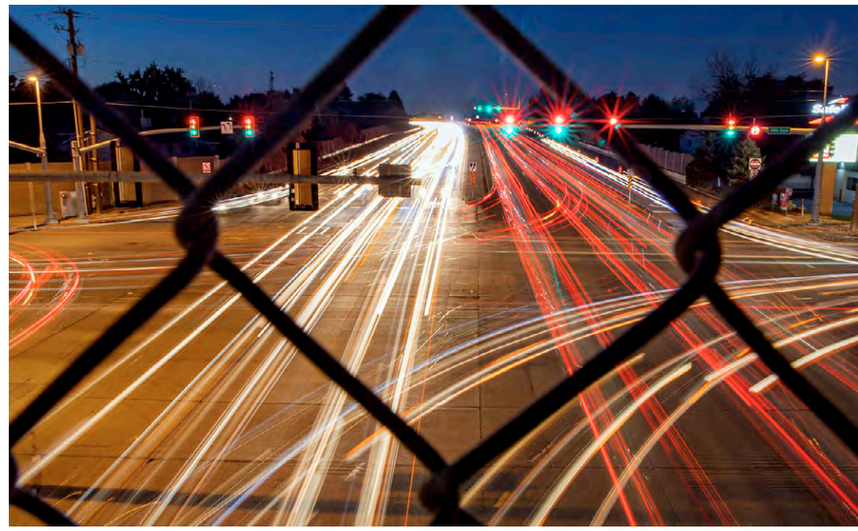


OVERVIEW OF THE EXPRESSWAY

The Taylorsville Expressway links Salt Lake Community College (SLCC) with the Murray TRAX/Front Runner Station. The Environmental Study Report identified eight stations along the route, five of which are located in Taylorsville. While developing the BRT master plan, two additional stations were proposed, supporting future development along the expressway route.

The Taylorsville Expressway meets all of the Wasatch Choice 2040 Growth Principles and Objectives, as follows: provide Public Infrastructure that is efficient and Adequately Maintained; provide Regional Mobility through a Variety of Interconnected Transportation Choice; integrate Local Land-Use with Regional Transportation systems; provide Housing for People in all Life Stages and Incomes; ensure Public Health and Safety; enhance the Regional Economy; Promote Regional Collaboration; strengthen Sense of Community; protect and Enhance the Environment.







PROPOSED BRT ROUTE

ADJACENT LAND USE



PROPOSED BRT STATIONS

OPPORTUNITY NODES



TAYLORSVILLE EXPRESSWAY BRT



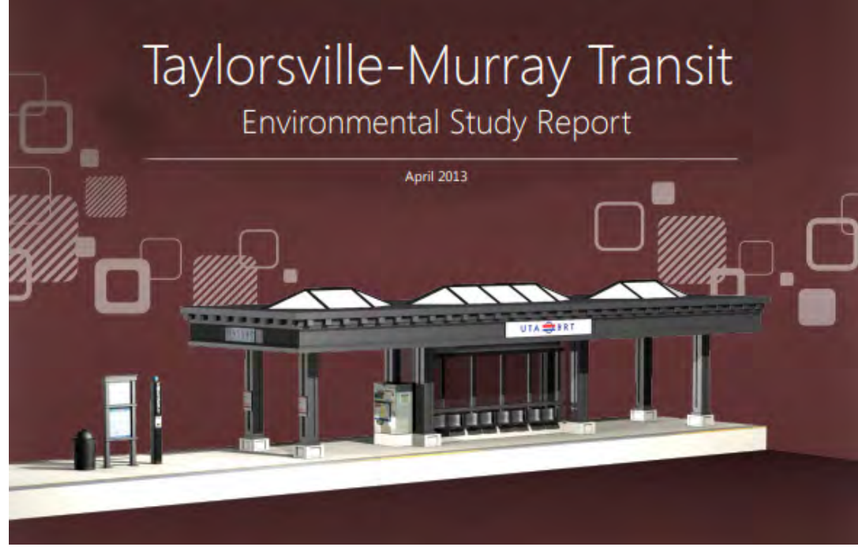
ESR + BRT REVIEW

1. In April 2013, the Taylorsville-Murray Transit Environmental Study Report was published. The Utah Transit Authority Salt Lake County, Utah, prepared the Draft Environmental Study Report (Draft ESR) and described the environmental impact and identified potential mitigation measures associated with Taylorsville-Murray Transit Project that extends into both cities.

2. The proposed action includes a bus rapid transit (BRT) line that travels from Murray City Center just north of the Intermountain Medical Center in Murray to the Murray Central TRAX and FrontRunner Stations and then west, to Salt Lake City Community College on Redwood Road located in Taylorsville City.

3. This project is 4.4 miles long and includes 1.5 miles of exclusive bus lane with a majority of the BRT lane running in the center of the roadway. The project is to include eight new stations for the bus rapid transit line. The main purpose of the project is to provide a reliable, efficient transit connection between Murray Central TRAX to the Murray City Center District and Salt Lake City Community College.

4. It was determined that the cost at that time was estimated at $33 Million and the ridership expected in the Year 2016 was 2,200, and





TAYLORSVILLE EXPRESSWAY BRT
MASTER PLAN



TAYLORSVILLE EXPRESSWAY BRT



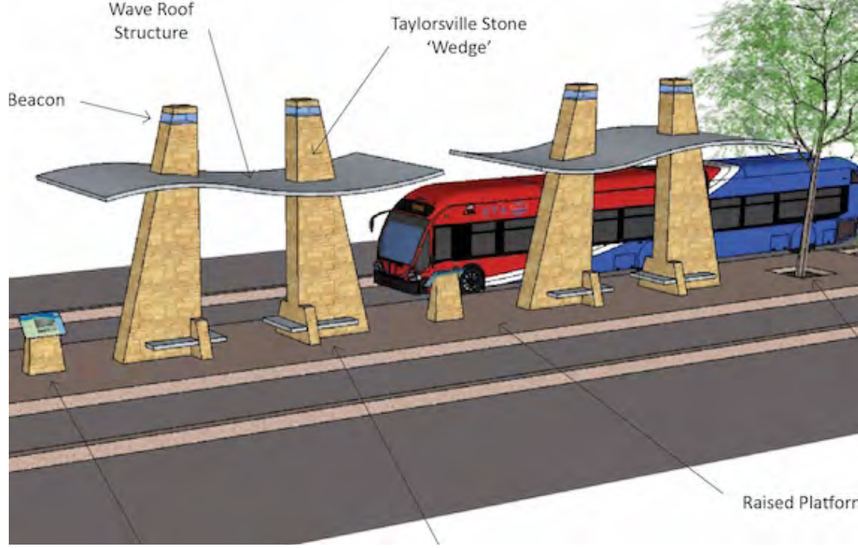
ESR + BRT REVIEW CONT.

would more than double to 4,600 by the Year 2040. Existing local bus service in the Year 2012 ranges from 360 to 1,200 persons per day. It is expected that the travel time would be cut in half versus local bus service to 13 minutes. BRT frequency was expected to be at 15 minutes. Overall, there would be an increase of person throughput of 7% by 2016 and 10% by 2040.

5. In September of 2015, the Taylorsville Expressway BRT Master Plan Draft was published.

6. Major proposed BRT stations in the area were at 4700 South, Four Lakes Golf Course, at the Mobile Home Community, and near the Sorenson Research Park. The Utah Transportation Authority (UTA) estimates that by 2030, nearly half of all east-west routes in Salt Lake Valley will be highly congested and hopes that the BRT will provide viable transportation alternatives.

7. The 2013 ADT along Taylorsville Expressway ranges from 25,000 near Redwood Road on the west to 36,000 near 500 West on the east. The existing level of service is at Taylorsville Expressway and Redwood Road—Level of Service "C" in the morning, Level of Service "E" in the evening, which is the same condition existing at East Atherton – 4700 South intersection.





TAYLORSVILLE EXPRESSWAY BRT



ESR + BRT REVIEW CONT.

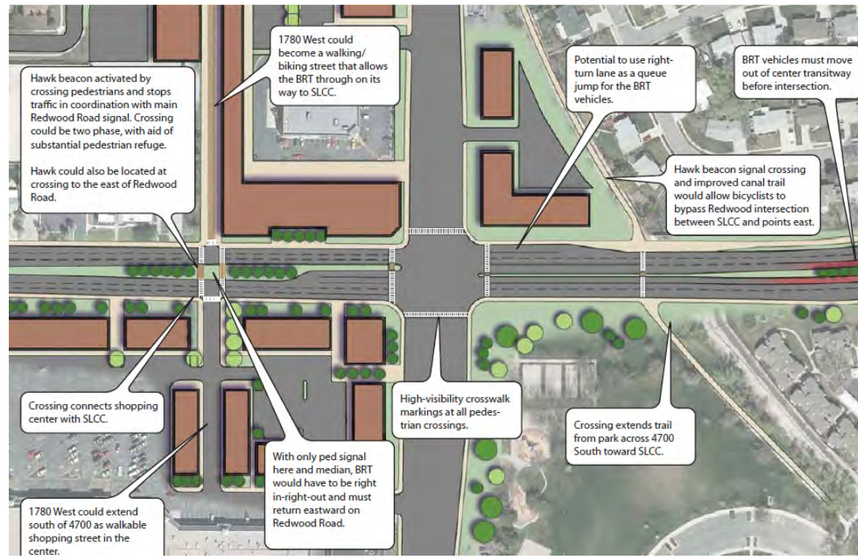
8. The Master Plan assumes a ¼-mile walk-shed (approximately 1,200 feet) from each station to provide opportunities for increasing ridership. The right-of-way widths along Taylorsville Expressway varies from 150 feet on the west end to over 245 feet on the east end.

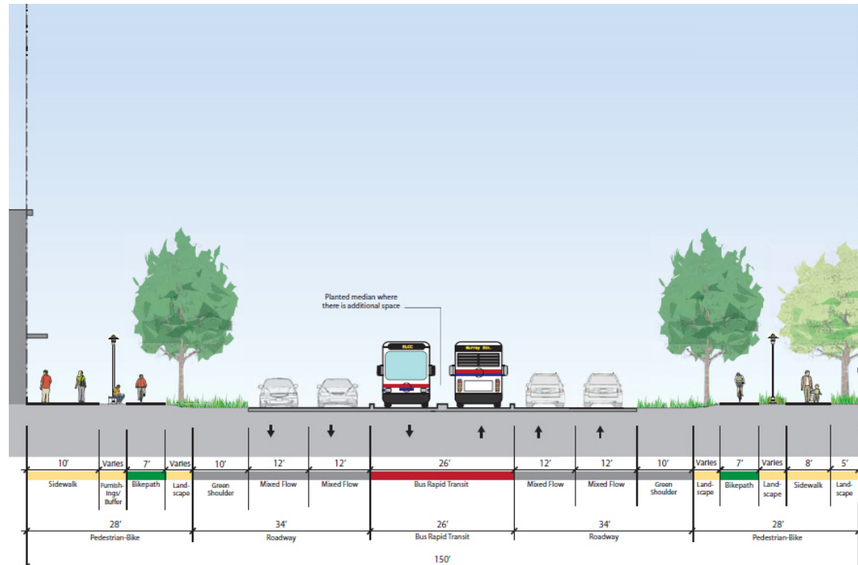
9. Page 21 of the Master Plan details the planned BRT line analysis and recommendations discussing where pedestrian crossings will occur and signalization. There is a queue jump lane proposed at the intersection of Redwood and Taylorsville Expressway, and transit signal priority is proposed at various locations.

10. Page 22 of the Master Plan details a location for Hawk Beacon signals, which are mainly for pedestrian crossings, plus, details where BRT vehicles must move out of the center transit way before reaching the intersection of 4700 South and Redwood Road. A continuous flow intersection is detailed as an option for this intersection of 4700 South and Redwood Road. That option is shown on page 23 of the Master Plan.

11. Page 25 details Alternative 1 where there is a 15 foot-wide multi use path for both pedestrians and bicyclists in addition to landscaping, shoulders, two lanes for automobiles in each direction plus a 26-foot-wide bus rapid transit section in the median. Alternative 2 is a







TAYLORSVILLE EXPRESSWAY BRT



ESR + BRT REVIEW CONT.

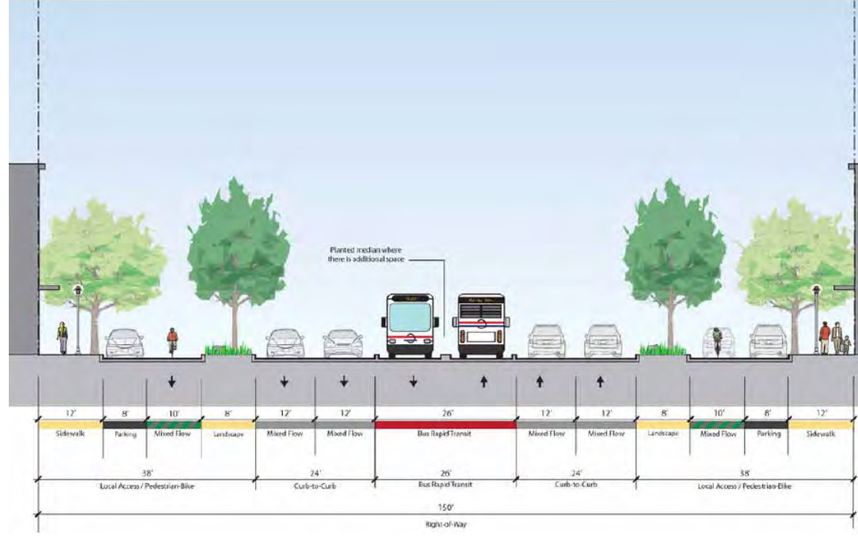
dedicated sidewalk and a dedicated bike path within a 150-foot-wide right-of-way section. The study assumes 12-foot mixed flow lanes for automobiles and other vehicles.

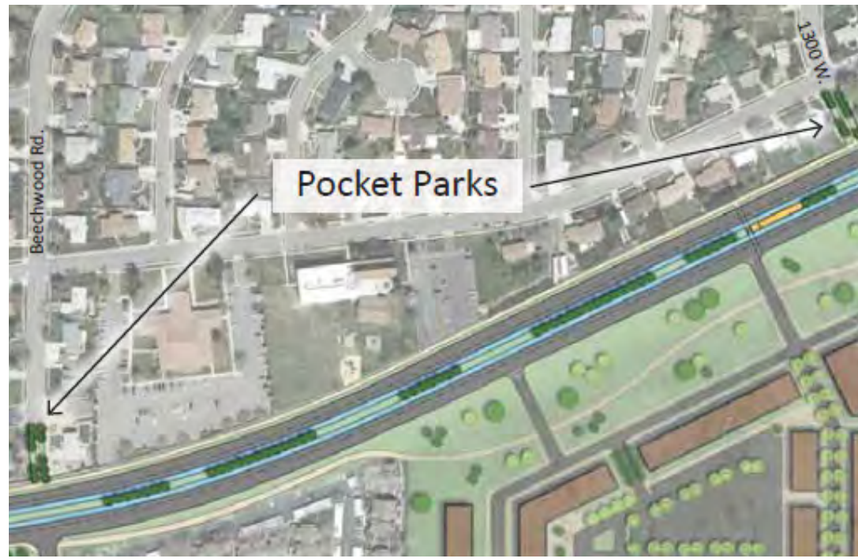
Alternative 3 is detailed as a local access lane where there is an 8-foot parking lane, a 12-foot-wide sidewalk, and a 10-foot-wide mixed flow bicycle and vehicle lane on each side of the expressway.

Depending on the ultimate land use proposed, the alternatives in the Master Plan from 2015 provide multiple urban design options as it relates to land use.

12. The Master Plan beginning on page 31 through the end of the Master Plan (from page 31 to page 51) describes options for how stations will be designed and provides the approximate location of the stations both in the median and the side of the expressway. This section of the Master Plan also describes urban landscape treatments and design guidelines.

In conclusion, these two reports from April 2013 and September 2015 provide an excellent background for how the BRT could be designed and function as well as urban design issues that will provide guidance for redevelopment in the corridor for our team.







THANK YOU

KGRW & Associates, LLC
Development Services | Planning | Architecture | Interiors

bct

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The Traffic Group

GREAT BASIN ENGINEERING INC