

CITY COUNCIL

MEMBERS:

LEANNE HUFF COREY THOMAS SHARLA BYNUM PORTIA MILA SHANE SIWIK NATALIE PINKNEY RAY DEWOLFE

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South Salt Lake City Council Amended Work Meeting

Public notice is hereby given that the **South Salt Lake City Council** will hold a Work Meeting on **Wednesday, July 14, 2021** in the City Council Chambers, 220 East Morris Avenue, Suite 200, commencing at **5:30 p.m.**, or as soon thereafter as possible. The meeting can be viewed on Ustream. The link can be found on the City Council page on the City's website sslc.com/city-government/council-meetings.

Conducting: Sharla Bynum

MATTERS FOR DISCUSSION:

- 1. Communication/Engagement Tools Discussion
- 2. General Plan
- 3. Tree Abatement Ordinance Discussion

Posted July 12, 2021

Those needing auxiliary communicative aids or other services for this meeting should contact Craig Burton at 801-483-6027, giving at least 24 hours' notice.

CITY OF SOUTH SALT LAKE CITY COUNCIL WORK MEETING

COUNCIL MEETING Wednesday July 14, 2021

5:30 p.m.

CITY OFFICES 220 East Morris Avenue #200

South Salt Lake, Utah 84115

PRESIDING Council Chair Sharla Bynum CONDUCTING Council Chair Sharla Bynum

COUNCIL MEMBERS PRESENT:

Sharla Bynum, Ray deWolfe, LeAnne Huff, Portia Mila, Natalie Pinkney, Shane Siwik and Corey Thomas

STAFF PRESENT:

Mayor Cherie Wood
Charee Peck, Chief of Staff
Josh Collins, City Attorney
Randy Sant, Economic Development Consultant
Terry Addison, Fire Chief
Alexandra White, Community Development Director
Sean Lewis, Deputy Community Development Director
Sharen Hauri, Urban Design Director
Craig Burton, City Recorder
Ariel Andrus, Deputy City Recorder

Matters for Discussion

1. Communication/Engagement tools discussion. Communications & Outreach Manager, Julie Taylor, gave an overview of the communication team. A copy of her presentation is attached to these minutes and incorporated by this reference.

Council Member deWolfe ask how additional budget for this would benefit the City.

Ms. Taylor said they could reach more people. Currently they don't have any mechanism to text or email every resident in the City on a non-emergency basis.

Council Member Pinkney asked if they have a social media strategy.

Ms. Taylor said because they have a limited staff, they don't have a social media strategy separate from the communications and public relations strategy. They prioritize across all channels and parallel them. What is featured in the newsletter they try put out on the other channels. They could be more targeted in their social media efforts with the additional ability to do so.

Neighborhoods Director, Sharen Hauri, said they haven't looked into an audience building strategy. That is probably something they would hire out.

In discussing a possible name change of the Columbus Center, Council Chair Bynum would like to wait and purchase the tools needed to gather more input from residents they don't frequently hear from.

The Council agreed and requested that staff move forward in purchasing the software needed.

- 2. General Plan. Christine Richman, with GSBS Architects, reviewed a presentation regarding community vision and future land use. A copy is attached to these minutes and incorporated by this reference.
- 3. Tree abatement ordinance discussion. Council Chair Bynum explained that years ago the Council talked about nuisance trees in the City and established the possibility of having an abatement fund to help residents. This Council decided they would look at this ordinance and see if this was something they really wanted to do. She asked if the Council thought they should be providing any funding for tree abatement. Currently there is the possibility to do this, but no money for it.

Council Member Siwik said he would like to see it be part of a bigger program where they might have some general landscaping that needs to be done, but he doesn't want to see the City paying for it. He suggested interest free loans that a homeowner could access to do front yard landscaping, sprinkler systems, tree abatement, etc., to enhance curb appeal. He suggested it be income qualified.

Council Member deWolfe asked if the City already had such a program.

Neighborhoods Director, Sharen Hauri, explained that the Community Action Program was how they did most of that. It was funded for a period of time through CDBG monies so it wasn't City funding. She doesn't know if they have any restrictions on the decision to spend public money on private property. It could be done under the CDBG program but it's a lot of red tape. Since they haven't had that funding source they have done what they could for free with donated service.

City Attorney, Josh Collins, explained that the current ordinance is set up as a grant, it's not a loan. He offered to look into a loan program if the Council desired that.

The Council discussed how a loan system might work.

Ms. Hauri advised if they set up a loan or grant program they will need to have someone administer it. There are agencies which offer first-time home buyer loans and home fix up grants to help people. She doesn't think there is any organization that deals with landscaping.

After discussion, the Council requested that the ordinance be removed.

Council Member Siwik asked if the ordinance is taken off the books will that also remove some of the teeth that were put in it regarding the obligation of a person to remedy a tree that is dead and is a potential threat to his neighbor.

Mr. Collins advised that before they remove an ordinance, they will look at what it affects. The City Attorney's Office will do the analysis and provide feedback to the Council.

Council Chair Bynum said after they receive the analysis, they will put it on the regular city council agenda under New Business so they can discuss it further.

The meeting adjourned at 6:55 p.m.

Sharla Bynum, Council Chair

Craig D. Burton, City Recorder

CITY COUNCIL - WORK MEETING LIST OF ATTENDEES

<u>NAME</u>	<u>CITY/TOWN</u>	REPRESENTING
B. 11 HARDESTA	Toylorsulle	Ciry Journal
JAMES BROWN	So. Salt-lake	Lising With Ride
Danielle apoyle	55LPP	SUPP
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SOUTH SALT LAKE

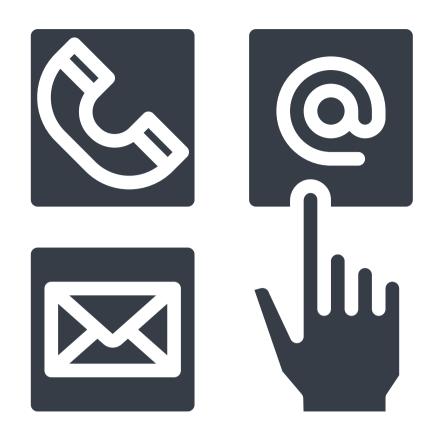
Communication & Engagement

July 14, 2021

Communication Team Small & Mighty

- 2 Full-Time Staff
 - Public Relations Coordinator
 - Public Outreach Coordinator





- Public Relations Strategy
- Citywide Messaging
- Write, edit, design & publish
- Events

Multi-Departmental Support

- Police PIO
- Promise Community Engagement Supervisor
- Fire, Community Development, Recreation, etc.
- Arts Council

Professional Service

• Wilkinson Ferrari & Co











17.1%

Key Audience: Residents

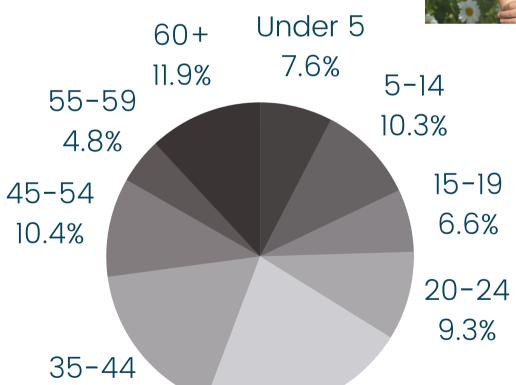




25,017

Age

Median Age: 32.2 Under 18 - 21.8%



25-34

21.9%



Languages

English
Spanish
Arabic
Somali, Swahili
Others



No tech



Low tech



High tech

*2019: ACS 5-Year

Other Audiences

- Businesses
 - o **3,200**
- Employees
 - o 295 FT, 53 PT
- Prospective Residents & Businesses
- Community At-Large
- Media
- Partners

















Channels

- SSLC.com
- OTM Newsletter
- Utility Bills
- E-Newsletters
- Signage
 - Banner
 - Sign
 - Flyer
- Social Media







- Directmail
- Councils & Committees
- Partners
- Events & Activities



Fireworks Prohibited 2021 Season See Fire Chief's Message





SSL Fiscal Budget for 2021 - 2022

The Budget Breakdown A Quick Summary of City Funds

Once adopted by the City Council, I sign for its executive approval and the new budget goes into effect on July 1. This sounds a lot simpler than it is in real life. There are lots of requests bligation to balance the budget. It would seem we get to take a acation after all this work, but typically, we are back the next day







Attention: Pay by Mail Utility Customers

The City utilizes Xpress Bill Pay as our online payment processor and now uses their payby-mail service via a Lockbox facility. Mailed payments will now be sent to Lockbox via pre-addressed envelopes to: PO Box 989 Pleasant Grove, UT 84062

Payments may still be dropped in the box on the north side of City Hall and in person payment are also accepted. Call City Hall with any questions 801-483-6000

Ready to go paperless? Visit www.xpressbillpay.com to sign up



The FEC offers FREE, 1-on-1 financial coaching sessions to South Salt Lake residents



SSLC.COM/RESIDENTIAL-SERVICES/FEC





















You Matter! Be Counted! **Represent Your Community!**

Waa muhiim! Lagu tiriyo! Matalo Beeshaada

my2020census.gov 844-330-2020





For more info contact Myrna Clark: mclark@sslc.com or 801-483-6076

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Engagement Platform Option



getpolyplatform.com



What is it?

- Opt In App
- Seeks to foster 'genuine' interaction

How it works?

- Push Engagement
- Topic Based
 - Meetings
 - Events
 - Survey
 - EmergencyAlerts
 - Departments

Cost

- .15 per resident
- \$3,750.15 Annually
- Free 2 week pilot

Things to Consider?

- Lacks translation options
- No Feedback Mechanism
- Staff time to manage
- Emergency Alerts
- App appeal

Survey Option



~ ~ • • • • • • • •



What is it?

- Scientific Survey
 - ∘ 6 a year
- Representative Sample
- Email, Text, Voice

How it works?

- Push Engagement
- Opt in to Pool
- Survey build to results in I week
- Input in 48 hours

Cost

- \$1,500 Setup
- \$6,900 Annually
- Invite Expenses at Cost

Things to Consider?

- Survey only
- Build panel
- Spanish available
- Stock or Build our own?s
- Courtesy Results Email



Questions

julie.taylor@sslc.com



SOUTH SALT LAKE GENERAL PLAN 2040

City Council Briefing
July 14, 2021





SCHEDULE

- May 26
 - Housing
 - Economic Development
- June 9
 - Economic Development
 - Parks, Trails, Recreation, Open Space
- June 14
 - Community Event @ State of the City
- June 23
 - Transportation & Connectivity
 - Community Facilities
 - Natural Environment & Sustainability
 - Natural Hazards & Resiliency

- July 14 (Tonight)
 - Community Vision & Future Land Use
 - Future Land Use Map
- July 28
 - Discuss draft plan
- August 11
 - Public Hearing
 - Possible Adoption





Community Vision





2040 Vision Statement

South Salt Lake is a community that fosters diversity, equity, and inclusion. South Salt Lake is a city of safe and enduring neighborhoods where people are connected to jobs, vibrant retail areas, green spaces, and each other. As the City on the Move, we take advantage of our unique location and unparalleled transportation options. We are a modern city that is home to parks and green spaces, clean water ways, and sustainable services and policies. South Salt Lake residents embrace diversity, feel part of the community, and share an enthusiasm for their "small city with big opportunities."





Diversity, Equity, & Inclusion

We value the cultural diversity of our residents, visitors, neighborhoods, shops, and restaurants. We support continued and increased diversity in the community. We promote and support policies and services that treat all members of the community fairly and impartially. We are committed to equitable access to the community, its amenities, and resources. All members of the community are active participants and enjoy the benefits of living or working in South Salt Lake.





Safe, Cared for, & Vibrant

We value a community that is safe, cared for, and vibrant. A community where people take pride in their home or business and have a sense of community. Ours is a community where buildings, roadways, and public amenities create safe walking, bicycling, and play areas; enhance awareness of neighborhood activities and interactions; and encourage positive interactions between all members of the community. We are a community where people enjoy visiting parks and shops and spending time in the neighborhoods and business areas getting to know their community and each other.





Enduring & Resilient

We value the community passed on from prior generations of South Salt Lake residents and businesses. We believe it is our responsibility to pass on a healthy and vibrant City to the next generation. Our decisions today will consider the needs of the future. We partner and cooperate with each other and surrounding cities, communities, the County and the State to implement policies and projects that make SSL more resilient and enduring.





Connected, Sustainable, & Healthy

We value a healthy environment. We believe it is our responsibility to protect water quality, the watershed, and air quality through the wise use of land. We take advantage of active transportation and open space to support healthy activities that contribute to our physical and mental health and protect our natural resources.





WHAT OUR COMMUNITY IS SAYING



TRANSPORTATION

PEDESTRIAN CROSSINGS
TRANSPORTATION OPTIONS
TRAFFIC MAJOR ARTERIALS
CONNECTIONS

QUALITY OF LIFE

HEADED IN RIGHT DIRECTION

RECYCLING PROGRAM CULTURAL ACTIVITIES

SENSE OF COMMUNITY FUNKY VIBE

DIVERSE AND CREATIVE CITY NEW SENIOR CENTER

RETAIN CURRENT RESIDENTS RELIABLE INTERNET

PARKS & RECREATION

NEW RECREATION CENTER
IMPROVING EXISTING PARKS
MORE PARKS AND RECREATION
TRAILS AND BIKE LANES
MORE NATURAL OPEN SPACE

SAFETY

STREET LIGHTING
SIDEWALK MAINTENANCE
UNSHELTERED RESIDENTS
EMERGENCY CALL BOXES
PEDESTRIAN SAFETY
EMERGENCY SERVICES

NEIGHBORHOOD LIVABILITY
IDENTITY & PRIDE
GROWTH & SERVICES
DIVERSITY, EQUITY, INCLUSION & ACCESSIBILITY

ENVIRONMENT

NATURAL RESOURCES

URBAN FORESTRY JORDAN RIVER
 INFRASTRUCTURE IMPROVEMENTS
 ENVIRONMENTALLY-FRIENDLY POLICIES

HOUSING / NEIGHBORHOODS

MAINTAINING NEIGHBORHOODS MIX OF RETAIL AND SERVICES
ATTRACT FAMILIES UNIQUE NEIGHBORHOODS QUIET AND FRIENDLY
AFFORDABLE HOUSING ADU'S HOUSING OPTIONS CODE ENFORCEMENT

ECONOMIC DEVELOPMENT

IDENTITY CULTURAL ACTIVITIES
DISTINGUISHABLE PUBLIC PLAZAS

RESIDENT NEEDS GOOD MIX

ECONOMIC DEVELOPMENT SPECIALTY SHOPS ADD JOBS
NIGHTLIFE PLACE-MAKING RESTAURANTS AGING INFRASTRUCTURE
SERVICES STORE FRONTS AND BEAUTIFICATION GROWTH

Goal #1

South Salt Lake neighborhoods support livability by creating pedestrian, bike, and play environments appropriate to the surrounding housing types.





Provide walkable neighborhoods with complete sidewalks in good repair.

- Complete an inventory of walkability needs and the pedestrian environment including review of the sidewalk inventory, street tree inventory, crosswalks and safety upgrades, traffic calming, 10minute walk gaps, and school walk routes to prioritize areas in need of investment.
- Create a funding strategy to address identified sidewalk gaps and replacements over time.
- Identify appropriate funding sources to complete the pedestrian system.
- Implement the streetlighting recommendations from the Streetlighting Master Plan.





Provide multi-modal linkages within and between neighborhoods to promote walking/biking access to parks, schools, trails, transit, services, and retail areas.

- Complete an inventory of street crossings and identify locations for improved pedestrian and bicycle crossings using appropriate warning and marking systems including warning lights, raised crosswalks, HAWK crossings, and painted crosswalks.
- Identify bicycle routes to enhance connectivity and minimize auto/bicycle negative interactions.
- Add connections and linkages as appropriate to increase connectivity throughout the City. Particularly in areas affected by major highways, interstates, and railways.



Goal #2

Ensure that existing and new development has equitable access to all services and amenities in South Salt Lake.





Create a menu of public amenities, infrastructure, and services needed to support housing types of various densities to ensure all residents have equitable access.

- Complete an inventory of areas with adequate existing or planned transportation, transit, and utility infrastructure to support high-, medium-, and low-density housing options.
- Identify additional amenities and services needed to support residents of high-, medium-, and low-density housing including parks, plazas, trails, sidewalks, streetlighting, bike lanes, and walkable neighborhood nodes.





Identify the infrastructure, services, and amenity needs of various land use types and ensure that areas zoned or rezoned for those uses have or will include the necessary infrastructure, services, and amenities with adequate capacity for the proposed use.

- Evaluate current location of key amenities and services in relation to development opportunities and identify needed amenities and services to support anticipated future land use.
- Work with public and private partners to identify possible funding sources for needed amenities and services.
- Evaluate capacity and current utilization of transportation, water, wastewater, and storm drainage infrastructure to determine possible necessary upgrades to accommodate anticipated future demand.
- Identify possible funding strategies including impact fees, grants, public-private partnerships, private funding and CIP allocations.



Goal #3

South Salt Lake takes advantage of opportunities relating to its location at the center of the regional transportation, transit, trails, open space, library, recreation, and school systems to serve residents, businesses, and visitors.





Work with adjacent municipalities, Salt Lake County, Wasatch Front Regional Council, the State of Utah, and other groups to coordinate planning and service needs.

- Participate on the various Wasatch Front Regional Council committees and boards.
- Hold regular discussions with adjacent municipalities to discuss upcoming projects, plans, and policy changes.
- Take advantage of private non-profit, Federal, and State level programs and funding for open space, trails, and the Great Salt Lake Initiative.
- Identify a location and funding partners for a South Salt Lake Recreation Center



Goal #4

Enhance community pride and identity.





Create a distinct identity using signage and a wayfinding system to mark the transition from surrounding jurisdictions to South Salt Lake.

- Enhance "Gateway" elements using signage, wayfinding, lighting, and landscaping at key entrances to the City.
- Create a "streetscape" language for major corridors that reinforces South Salt Lake's unique identity and the transition into the City from other jurisdictions.





Create distinct identities for sub-districts within the City to reinforce the sense of place and neighborhood identity.

- Prioritize key business districts to continue to attract private investment.
- Prepare a strategy for outreach and engagement in all neighborhoods.





Build on the success of existing festivals, public art, and other community arts programs

- Invest in the Historic Scott School as the community's arts hub.
- Explore the expansion of art-based community activities and events throughout the City.
- Involve individuals from South Salt Lake's various diverse groups and cultures to plan, organize, and hold activities throughout the year.
- Expand youth-art programs to integrate art into the neighborhoods.
- Build on the success of the downtown neighborhood and create industries and arts-based businesses.





Enhance neighborhood livability through proactive and coordinated code enforcement.

- Create an inventory of abandoned and derelict buildings in the City for targeted enforcement and possible redevelopment.
- Identify and make available a "menu" of strategies to encourage rehabilitation and reinvestment in existing structures to preserve neighborhood cohesion and surrounding property values.



Manage the General Plan according to best planning practices.





Evaluate land use and development decisions based on the provisions of the General Plan.

- Amend the General Plan only when necessary.
- Update the General Plan every 5 − 10 years.

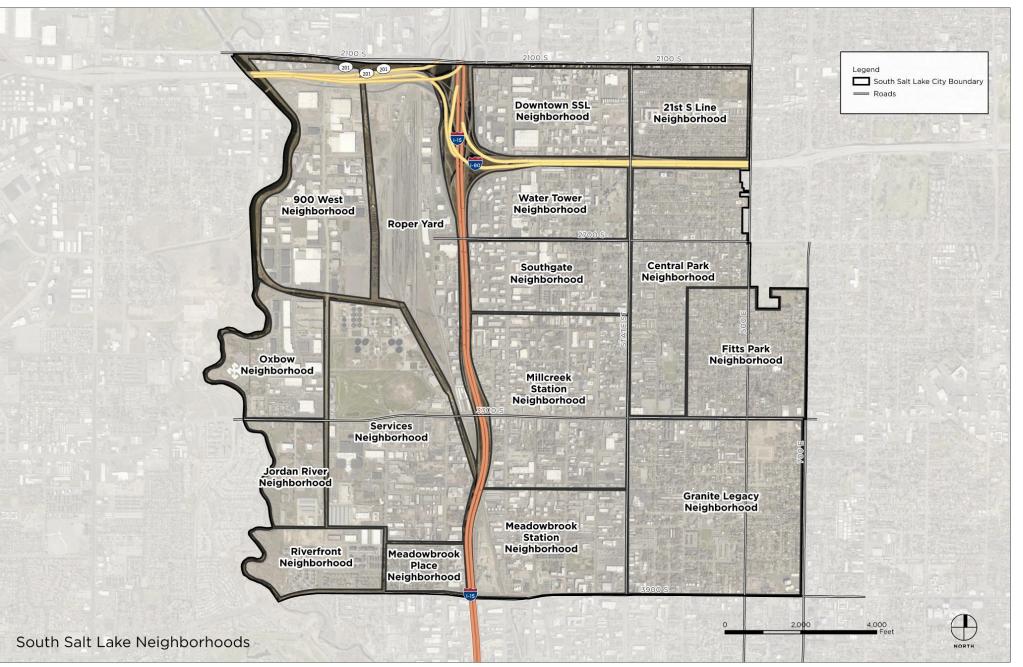




Future Land Use & Neighborhoods

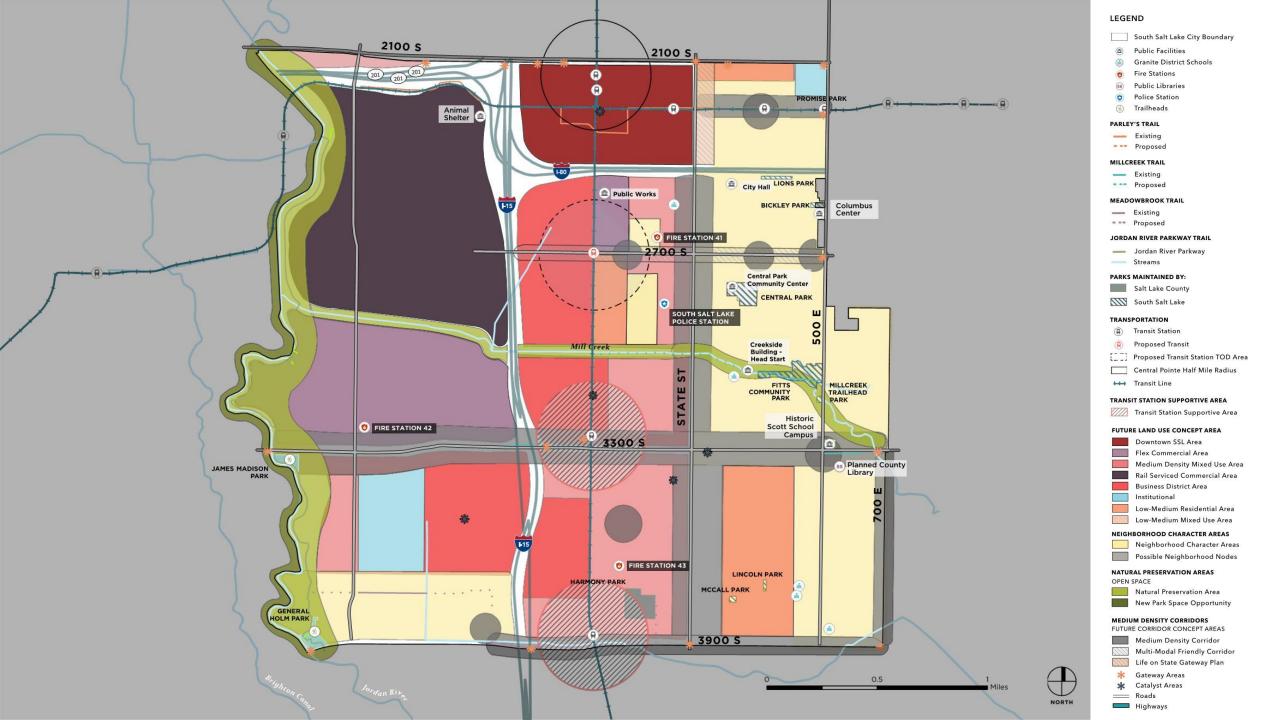












Future Land Use Map Area Types

- Neighborhood Character Areas Maintain the density & massing of existing residential and/or neighborhood serving commercial areas.
- Low-Medium Density Residential Areas Areas of primarily residential development at densities of 12-36 units per acre. May include incidental neighborhood serving commercial areas at neighborhood nodes.
- Low-Medium Density Mixed Use Areas Areas of primarily residential development at densities of 12-36 units per acre. Areas also include neighborhood and community service commercial with transportation or transit access.





- Neighborhood Nodes Areas for consideration of neighborhood serving retail and services considering:
 - Capacity of collector & neighborhood road network
 - Walking, biking, and transit access
 - Parking requirements & location
- Medium Density Corridor Areas Areas with appropriate transportation networks and existing or planned services & amenities to support housing at 35-60 du/acre and commercial of 3-6 stories





- Downtown SSL
 - Core Area Within 1/4 mile of station platforms and existing or planned services and amenities unlimited density limited by setbacks and parking
 - Transition Area Remaining area with existing or planned services and amenities unlimited density limited by height, setbacks, and parking
- Medium Density Mixed-Use Areas Areas within ½ mile of TRAX or streetcar station with appropriate transportation networks and existing or planned services & amenities to support housing at 35-60 du/acre and commercial of 3-6 stories
- Business Development Areas Employment focused areas with appropriate transportation networks and existing or planned services & amenities to support high quality commercial uses



- Rail-Serviced Commercial Area Heavy-rail or interstate served areas for preservation and expansion of large format commercial uses.
- Flex-Commercial Area Areas with access to the interstate and arterial network for preservation and expansion of large format public and private uses.
- Nature Preservation Areas Areas near the Jordan River and Mill Creek for preservation of natural areas, trails, and nature education centers.
- Community Gateways Primary access points to SSL for urban design treatments including signage, landscaping, streetscape, wayfinding, streetlighting, etc.
- Parks Existing and planned parks
- Trails Existing and planned trails
- Recreation Facilities Existing facilities





- Catalyst Areas
 - Downtown/S-Line
 - Brewery Row
 - Creative Businesses
 - 3300 South (West & East)
 - State Street Corridor
 - Cultural Area
 - Entertainment Area
 - Transit Hubs
 - Neighborhood Nodes
 - Roper Yard





Continue to welcome new residents and businesses into South Salt Lake





Accommodate a diversity of housing types, costs, and densities to encourage a diverse population.

- Identify areas of the City with appropriate infrastructure, amenities, and services to support households of various types and densities.
- Complete neighborhood plans that identify appropriate locations for neighborhood nodes or amenities or services within walking distance of residents





Identify areas of the City for higher density employment-based uses to take advantage of existing and planned infrastructure.

- Invest in a business hub in the City to attract higher-wage jobs to the community
- Review and revise as appropriate existing design standards for business and commercial areas to ensure they enhance South Salt Lake's unique and identifiable urban fabric.
- Redevelopment of property should be actively pursued and incentives, when deemed appropriate, should be offered to further this goal.



Enhance urban and streetscape design in the City to support South Salt Lake's distinct image and enhance community pride.





Require a high level of design in areas transitioning to new uses and densities.

- Review and revise as appropriate existing streetscape and urban design requirements for neighborhoods throughout the City
- Review and revise as appropriate South Salt Lake's transit-oriented development land use plans, policies, and zoning provisions to measure effectiveness and consistency with the goals of this plan.
- Enhance the street appearance in business and commercial areas.
- Make business and commercial areas pedestrian and bicycle friendly.





Enhance the livability of existing and planned residential neighborhoods

- Enhance programs that improve neighborhoods and keep residential streets clean and attractive.
- Review and revise as appropriate zoning provisions that address transitions between residential and business areas.





Implement best practices in the regulation of development and land uses

- Regulate land uses based on compatibility with surrounding uses, the health of residential areas and economic feasibility.
- Maintain residential, business and industrial areas that are vibrant and where the health and safety of all are protected
- Encourage mixed use neighborhoods in appropriate locations to reduce reliance on automobile travel and increase transit ridership.
- Review and revise as appropriate current curb management practices, on- and off-street parking requirements, regulations, and enforcement to create a City-wide parking strategy.





Preserve the unique identity of South Salt Lake





Create an historic preservation strategy

- Complete an inventory of neighborhoods and areas with distinct architectural and urban forms.
- Complete and inventory of existing historic buildings in South Salt Lake
- Create a strategy for preserving the history of important places in the City.





Appropriately seek the redevelopment of legal non-conforming uses, properties and structures to be more conforming over the long term.

- Review and revise as appropriate the City's current zoning and development provisions relating to nonconforming uses, properties and structures
- Create a strategy for addressing non-conforming uses, properties, and structures.







