



# The **POINT**

FRAMEWORK PLAN

---

Executive Summary | August 2021

POINT OF THE MOUNTAIN STATE LAND AUTHORITY  
SKIDMORE, OWINGS & MERRILL



# THE POINT

---



# Authority Objectives

(Utah Code 11-59-203)

- Maximize job creation and facilitate a highly trained workforce
- Promote a high quality of life for residents in and surrounding the state land
- Strategic residential and commercial growth that matches workforce needs
- Preserve natural lands and enhance recreational opportunities
- Improve air quality and minimize resource use
- Plan for future transportation infrastructure and other investments to enhance mobility and protect the environment
- Complement development on surrounding properties
- Attract nationally recognized research center



**The People**

# THE CO-CHAIRS

---



Lt. Governor  
Deidre Henderson



Representative V. Lowry  
Snow



# THE BOARD

---



April Cooper



Lincoln Fillmore



Stephen Handy



Dan Hemmert



Dawn Ramsey



Jim Russell



Jerry Stevenson



Troy Walker



David Woolstenhulme



# GUIDING PRINCIPLES

---

- Promote the Public Interest
- Set the Standard
- Think Regionally
- Take the Long View
- Be Open and Transparent
- Act with Integrity

## Public Engagement

Our working groups and stakeholder advisory committee met collectively for 3,127 hours and 38 minutes.

Their meetings on social media garnered 915 views, 1,056 impressions, and 254 engagements.



10,000  
Utahns surveyed



52  
news stories



55  
presentations  
given



5,320  
website visitors



13  
stakeholder  
meetings



83  
public meetings



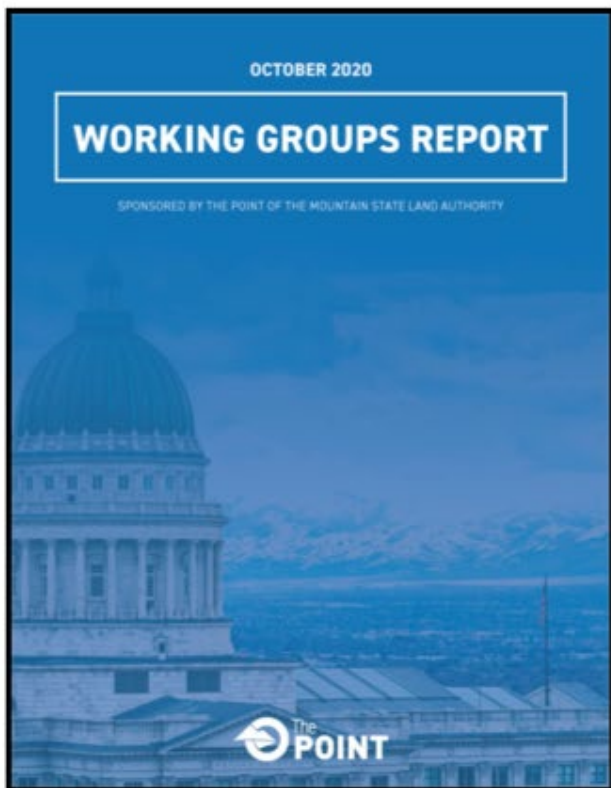
1,636  
email subscribers

258,777  
social media engagements





# KEY VISION ELEMENTS



COMMUNITY



TRANSIT



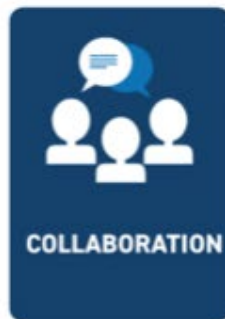
ECONOMIC  
GROWTH



INNOVATION



SUSTAINABILITY



COLLABORATION



# The Point: Utah's Innovation Community

The Point project will create a new innovation community and economic catalyst that is grounded in the unique character of its place.





## Signature Feature A 15-Minute City

All daily needs can be met at The Point:

- Jobs
- Housing
- Retail
- Food & Beverage
- Recreation
- Entertainment



## Signature Feature

### Five Key Elements Create a One Car Community



#### **Front Runner**

Connect The Point to the region



#### **Bus Rapid Transit (BRT)**

Connect to surrounding communities, destinations, and other transit



#### **Circulator**

Link districts in The Point and encourage "park once" behavior



#### **Streets**

Integrate and mix within The Point's streets



#### **Walking/Biking/ Micromobility**

Provide fine-grained connectivity within the site



# Consensus Framework Plan

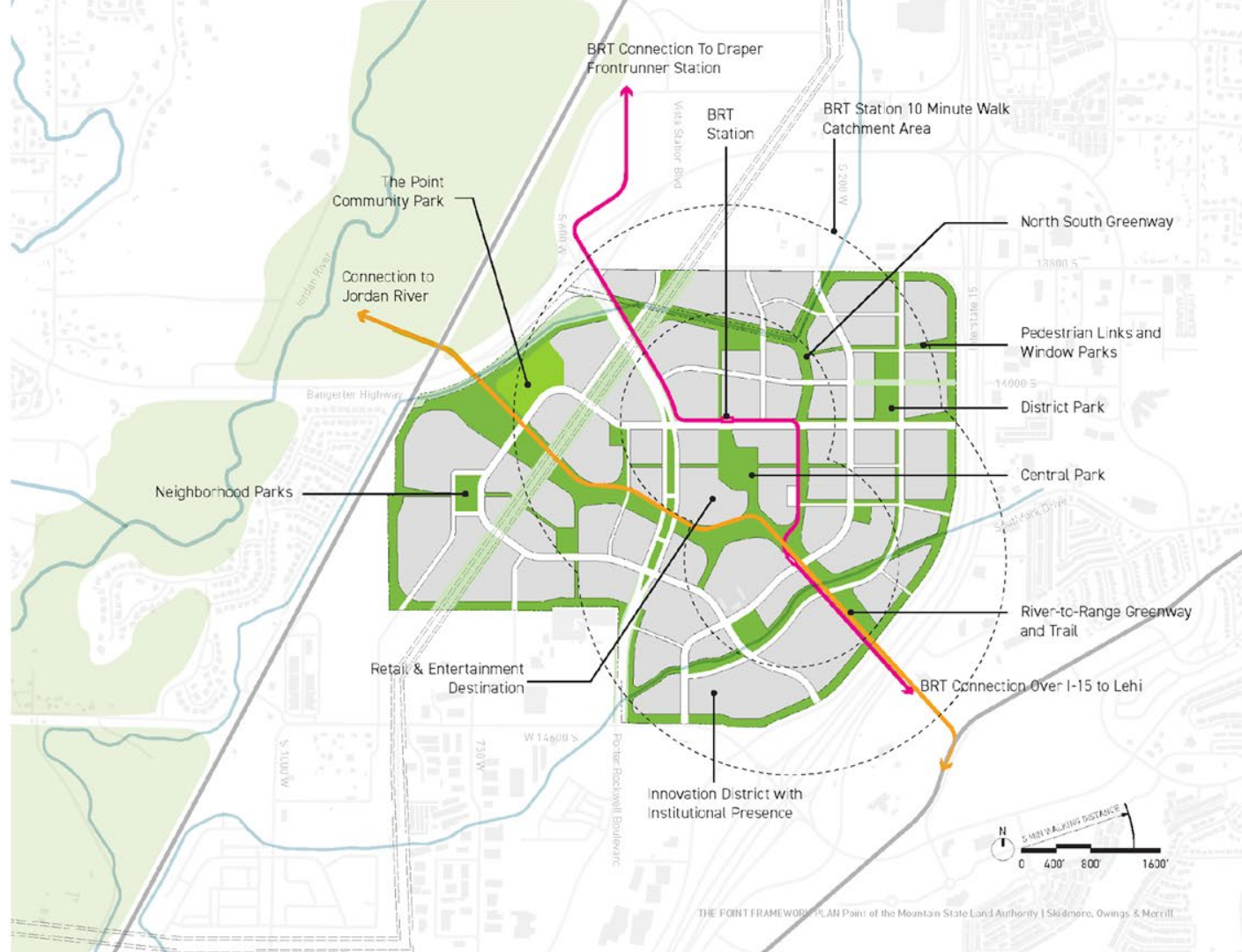
## Key Elements:

60 development parcels make for a flexible framework plan

River to Range Park and Central Park are the project's signature open spaces

## Land Use:

- Developable Area  
350.6 ac (57.9% of site area)
- Open Space  
142.7 ac (23.5% of site area)
- Infrastructure & Roads  
112.6 ac (18.6% of site area)



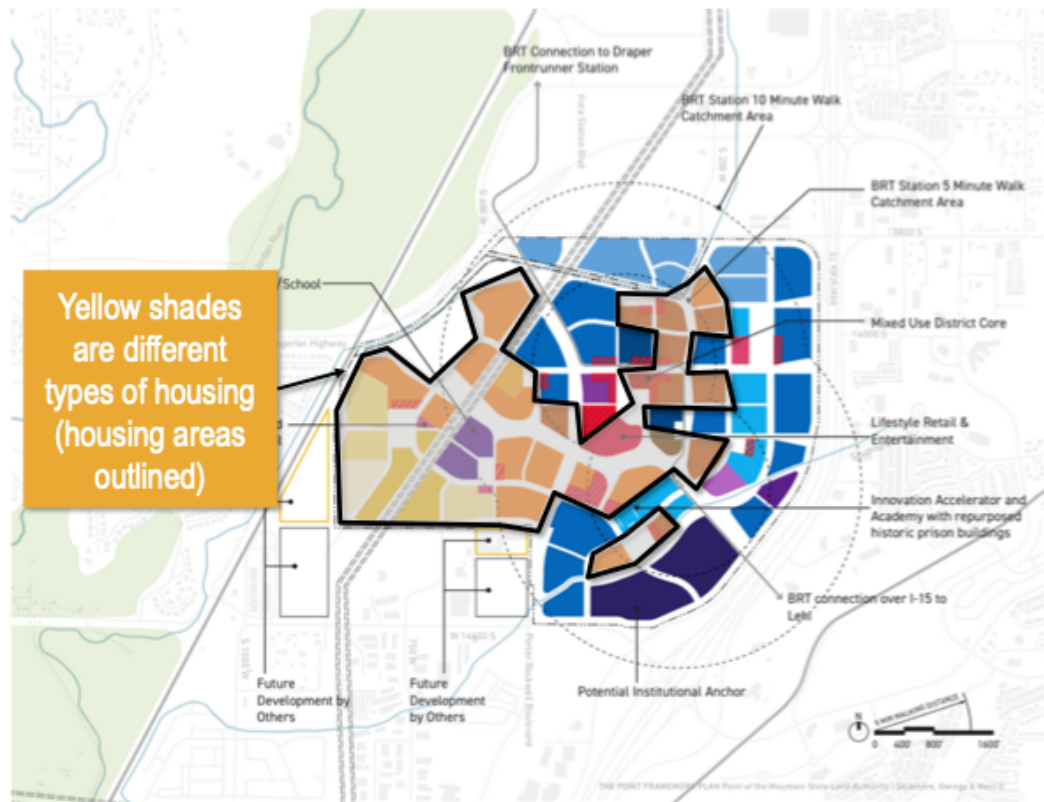
# HOUSING IS AN IMPORTANT AND PREVALENT USE IN FRAMEWORK PLAN –

*Housing critical to creating a vibrant, mixed-use community*

*Housing also necessary to attract innovation and new economic catalysts to the site*

*Balance of housing and jobs on site limits off-site trips*

**40% of land is dedicated to housing;  
almost 50% of total GFA (SF)**



# THE POINT ACHIEVES MANY ELEMENTS OF AFFORDABILITY

- ✓ Utah needs more housing supply  
(at all price points)



7,400 new housing units

Utah needs more housing *especially* at  
low and moderate price/rents



Board willing to set goals  
on affordability

- ✓ Utah needs more diversity of housing  
options



A mix of detached, attached, and multifamily  
housing; both rental and for-sale

And location matters too:

- ✓ Utah needs housing with low  
commute costs (time and \$)



35,000 jobs on site  
Nearly 100k jobs in POM

- ✓ Utah needs easy and  
safe commuting  
options



Entire site accessible within 10  
min walk of BRT; easy walking,  
biking, and circulator options

# KEY VISION ELEMENTS



## OUR CHALLENGE: SO MANY IMPORTANT LEGISLATIVELY-MANDATED OBJECTIVES!

**And The Land Value And Tax Increment Available To Fund Them Is Not Infinite.**

- High quality jobs
- Strategic growth
- High quality of life
- Complementary to nearby development
- Air quality improvements
- Limit natural resource use
- World class transit
- Research center and innovation
- Higher education presence
- Fund other state initiatives



# WHAT IS MARKET RATE IN POINT OF THE MOUNTAIN?

Market Rates Are Strong And Growing – Helpful For Achieving The Placemaking Goals On Site, But Challenging For Offering Low And Moderate Price Points

*New apartment rents in POM are not that far off of 100-120% AMI today, but limited 2B and 3B options for families under \$2,000/month. Some jurisdictions do not allow new multifamily, leading to limited supply.*

*Home prices in POM are \$450k+ for townhomes and attached options. Need to drive to Eagle Mountain or MVC in West Jordan to find townhomes priced under \$400k, which would be affordable for families <120% AMI.*



# POTENTIAL STRATEGIES TO INCORPORATE GREATER AFFORDABILITY INTO THE POINT'S FRAMEWORK PLAN

## SITE-SPECIFIC OPTIONS UNDER CONSIDERATION BY BOARD:

- ▶ Set a clear affordability target across the community (mimic Inclusionary Zoning)
- ▶ Encourage naturally-affordable housing options, such as triplex/quadruplex housing and small apartment buildings, with flexible zoning
- ▶ Set aside land on site for lower-cost housing typologies that can be built profitably by the market and offered at attainable rents/prices
- ▶ Partner with local nonprofit housing organizations
- ▶ Discount land value in exchange for permanently affordable housing
- ▶ Contribute a portion of all land proceeds, fee-in-lieu, or other economic benefit from the site to housing trust fund to invest in affordable housing in the surrounding POM communities



---

What additional resources should we be aware of to subsidize the construction of below market rate housing?



# Central Park









## Mixed-use Hub

