



2015 APPLICATION WEBINAR

WEBINAR GOALS



1. Support application
2. Discuss program goals and requirements
3. Provide examples on how the WC 2040 tools can be incorporated
4. Answer questions on projects of applications

objectives

tools

next steps

PROGRAM OVERVIEW



- **\$600,000 PROGRAM-** in partnership with Salt Lake County
 - WFRC:
 - \$140,000 for Ogden-Layton Area
 - \$260,000 for Salt Lake-West Valley Area
 - Salt Lake County
 - \$200,000



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PROGRAM GOALS within the APPLICATION



Consistency with Local Planning Resource Goals

Discuss how your application furthers the following Local Planning Resource Program goals and specifically utilize the Wasatch Choice for 2040 Toolbox. Applications will be evaluated relative to these goals and additional considerations. Please note that successful applications are not required to meet all of these program goals and additional considerations.

INCLUDE ANSWER IN AN ATTACHED DOCUMENT

Maximum length is 1 page for the above items.

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PROGRAM GOALS



- 1) Help local governments create desired livable communities and focus growth in centers.



objectives

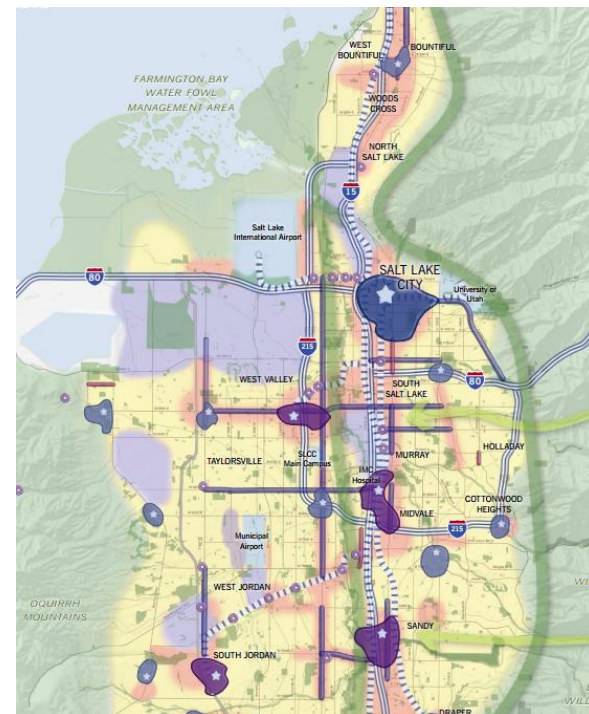
tools

next steps

PROGRAM GOALS



2) Foster a prosperous and livable region as outlined in the Wasatch Choice for 2040 growth principles and support the tools



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PROGRAM GOALS



- 3) Reduce travel demand by enabling shorter commutes, and providing more bicycling, walking and transit opportunities.



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Top 10 List: Strategies to Reduce Travel Demand

1. Balance jobs and homes in the city
2. Create a mixture of uses within a block or district
3. Connect streets and provide connecting trails
4. Don't overpark (just-enough parking)
5. Jobs or Housing near transit
6. Density near jobs
7. Walkable buildings and sites
8. Bicycling infrastructure
9. Safe and comfortable walking
10. Reinvest in existing communities (infill)



objectives

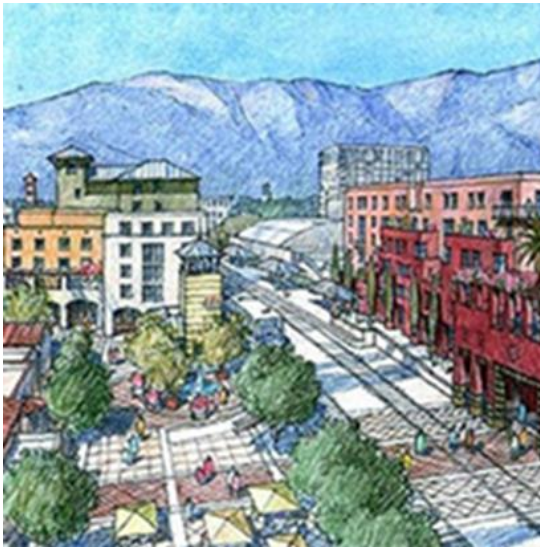
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PROGRAM GOALS



4) Provide technical assistance for challenging planning projects.



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PROGRAM GOALS



5) Promote Collaboration (e.g., among cities, between city and county, between local and regional governments)



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PROGRAM GOALS within the APPLICATION



Program Goals

1. Support your local government(s) in their efforts
2. Support local outreach and engagement and promote broad stakeholder involvement
3. Enhance coordination of future development with existing or planned regional transportation infrastructure
4. Reduce single-occupant vehicle travel demand and promote alternative travel choices through land development strategies. (For links and more information refer to our program guide)
5. Consider the Wasatch Choice for 2040 voluntary vision and growth principles. (www.WasatchChoice2040.com)
6. Support the use of the Wasatch Choice 2040 Toolbox (Envision Tomorrow Plus, Form Based Code, Housing Plans, Transit Oriented Development Financing, Complete Streets, Green Infrastructure, TravelWise, etc.) in local planning efforts. (www.WasatchChoice2040.com)
7. Promote collaboration (e.g., among cities, between city and county, between local and regional governments)

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ELIGIBLE PROJECTS



-Wasatch Choice 2040 Toolbox Training

-Complete Streets Policy

-Planning

-Zoning



-Market or Housing Studies

-Visioning

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Project Type: Complete Streets

Complete Streets Policy

- Ensures that all users are considered with each street investment
- Complete Streets better connect communities in support of Wasatch Choice for 2040



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ELIGIBLE PROJECTS within the APPLICATION



Project Type

Select All That Apply

General Plan Update/Development	Select One
---------------------------------	------------

Zoning/ Ordinance Development	Select One
-------------------------------	------------

Small Area or Specific Plan	Select One
-----------------------------	------------

Analysis or Studies	Select One
---------------------	------------

Training	Select One
----------	------------

Open Space Plan	Select One
-----------------	------------

Other? (specify)	
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TOOLBOX within the APPLICATION



Type of Wasatch Choice for 2040 Tools

<i>Select All That Apply</i>	ET+	<input type="checkbox"/>	Select One	Implementing Centers	<input type="checkbox"/>	Select One	Envisioning Centers	<input type="checkbox"/>	Select One	Click here to view the Tools	
	StreetsPlan	<input type="checkbox"/>	Select One	Green Infrastructure	<input type="checkbox"/>	Select One	Form-Based Code	<input type="checkbox"/>	Select One		
	Other? (specify)										

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Wasatch Choice 2040 Toolbox: Envisioning Centers

What is it?

- A planning and implementation process for smaller areas
- Outlines and illustrates scenario planning process to weigh associated benefits and challenges.

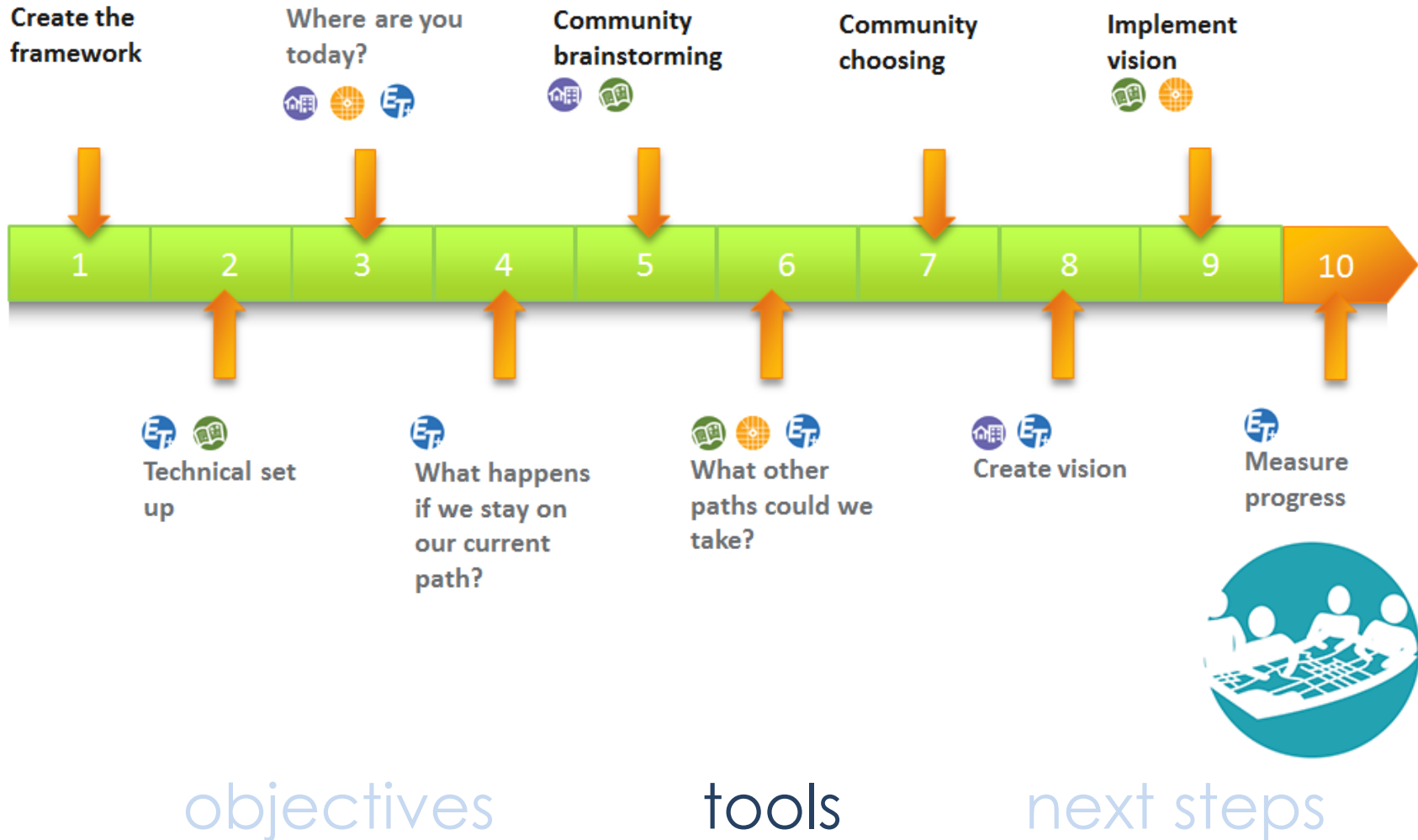


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Wasatch Choice 2040 Toolbox: Envisioning Centers



Wasatch Choice 2040 Toolbox: Envision Tomorrow Plus (ET+)

What is it?



- Comprehensive scenario planning tool
- Allows user to compare potential impacts of development decisions
- Examines economic, demographic and environmental indicators



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Wasatch Choice 2040 Toolbox: Envision Tomorrow Plus (ET+)

Select a drawing tool:

Polygon Navigate Map

Select a development type:

Development Type	Symbol	Info
Unspecified	Grey	1
City Center	Dark Purple	1
Town Center	Purple	1
Neighborhood Center	Magenta	1
City Neighborhood	Pink	1
Town Neighborhood	Light Pink	1
Compact Neighborhood	Yellow	1
Single Family Subdivision	Light Yellow	1
Large Lot Single Family	Yellow	1
Urban Office District	Orange	1
Suburban Office District	Dark Orange	1
Flex Employment Space	Brown	1
Light Industrial	Cyan	1
Heavy Industrial	Blue	1
Main Street Commercial	Red-Orange	1
Strip Commercial	Red	1
Big Box Commercial	Dark Red	1

- Select a drawing tool.
- Select a development type.
- Draw on map to change the development type for selected parcels.

Housing Mix

Description	Acres
Single Family	57,151
Townhome	11,838
Multifamily	112,114
Mobile Home	0

31.8%
81.8%

Jobs Mix

Description	Acres
Retail	52,173
Office	340,688
Industrial	1,382

8.4%

Acres Consumed

Description	Acres
Total Vacant Acres	24,000
Discounted Developed Acres ("Redev %")	5,000

19%
81%

Built Environment

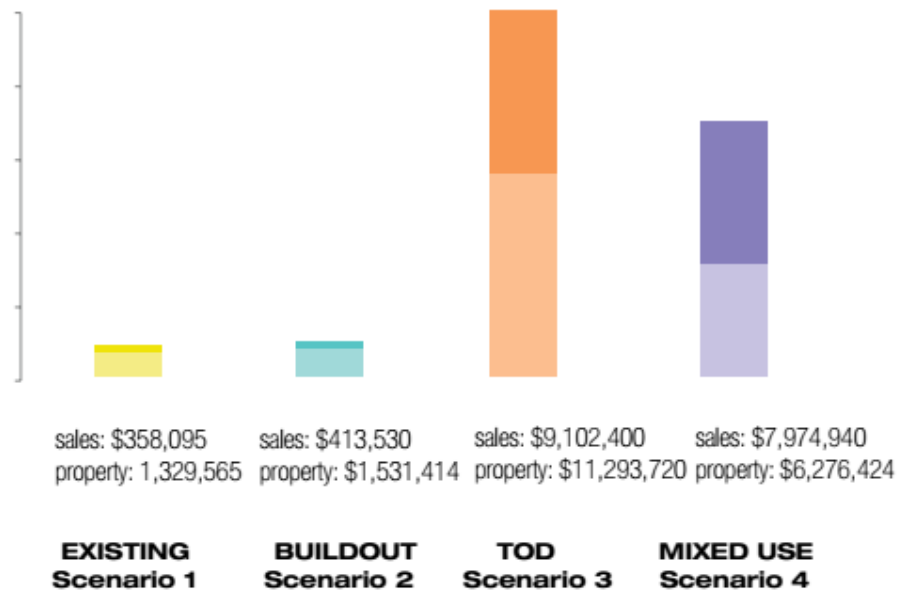
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Wasatch Choice 2040 Toolbox: Envision Tomorrow Plus (ET+)

Property and Sales Tax revenue generated from development



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Wasatch Choice 2040 Toolbox: Form-Based Code Template

What is it?

- An ordinance template that emphasizes physical form rather specific uses to guide development.
- Sets a design standard and encourages active, vibrant communities
- Guides communities through a comprehensive process

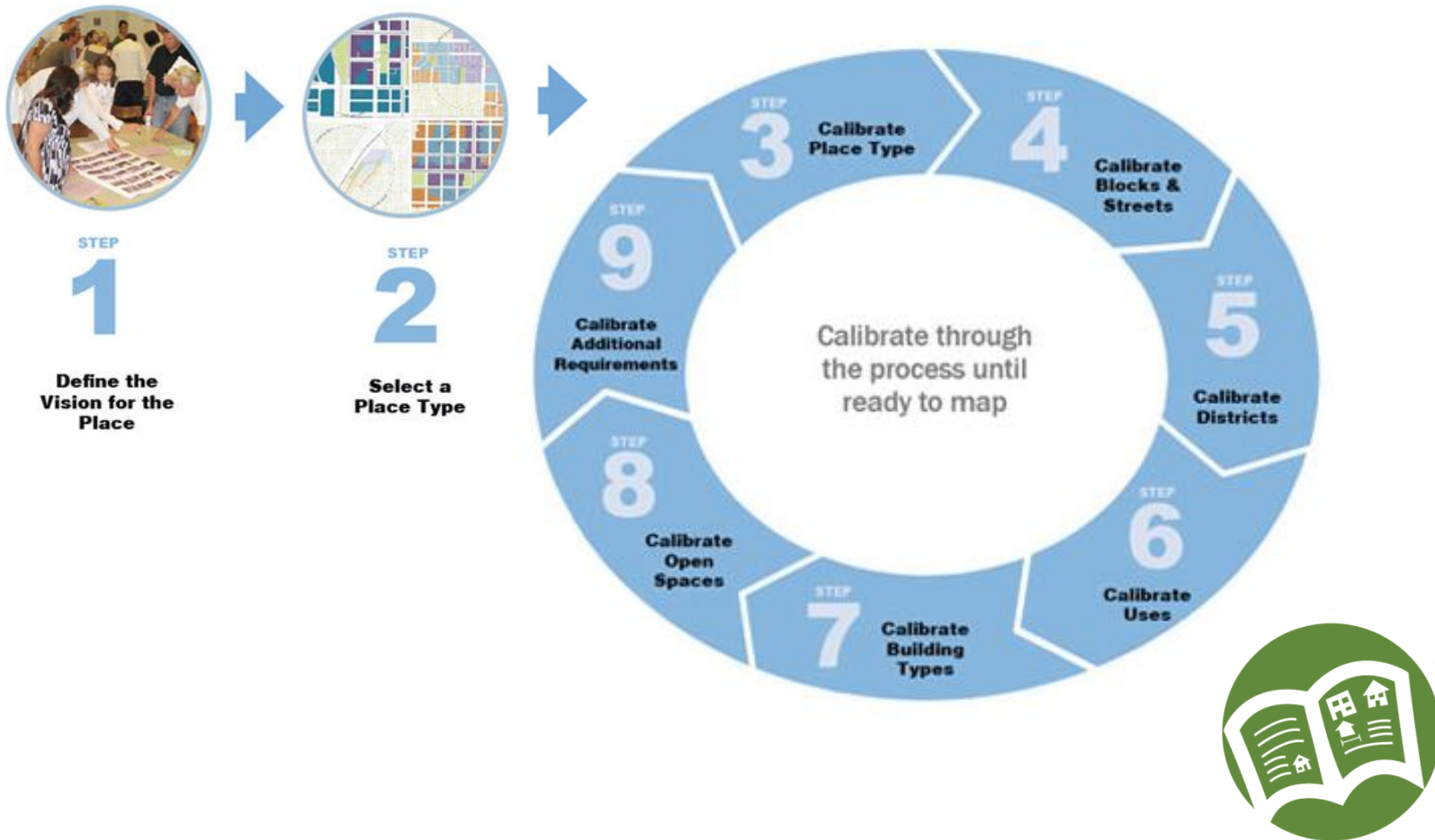


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Wasatch Choice 2040 Toolbox: Form-Based Code Template



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Wasatch Choice 2040 Toolbox: Utah Community Data Project

What is it?

- A report that provides current data, maps and information demographics and socioeconomics for the Wasatch Front
- Highlights opportunities for economic development



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Wasatch Choice 2040 Toolbox: Utah Community Data Project



[Home](#) [Data](#) [About](#) [Help](#)

South Salt Lake

The population in South Salt Lake was 23,617 in 2010, ranking it 34 among 326 places. This represents an increase of 1,579 from 22,038 in 2000. The largest minority group in 2010 in South Salt Lake was Hispanic/Latino, which accounted for 29.1 percent of the total population. The fastest-growing minority group in South Salt Lake was non-Hispanic Asian, with an increase of 103.5 percent from 2000 to 2010. Households with children under 18 made up 30.4 percent of all households in 2010, a decrease from 33.5 percent in 2000. Owner-occupied housing units accounted for 38.4 percent of all households in 2010, an increase from 2000 when 38 percent of all housing units were owner-occupied.

Analysis & Research for South Salt Lake

Filter the Results



South Salt Lake FHEA
Non-Entitlement City

South Salt Lake Population and Household Demographic Trends: 1990 to 2010
Demographics / Household / Population

Population Distribution Profile for South Salt Lake
Demographics / Population



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Wasatch Choice 2040 Toolbox: Green Infrastructure

What is it?

-Green infrastructure is an interconnected network of natural and social systems



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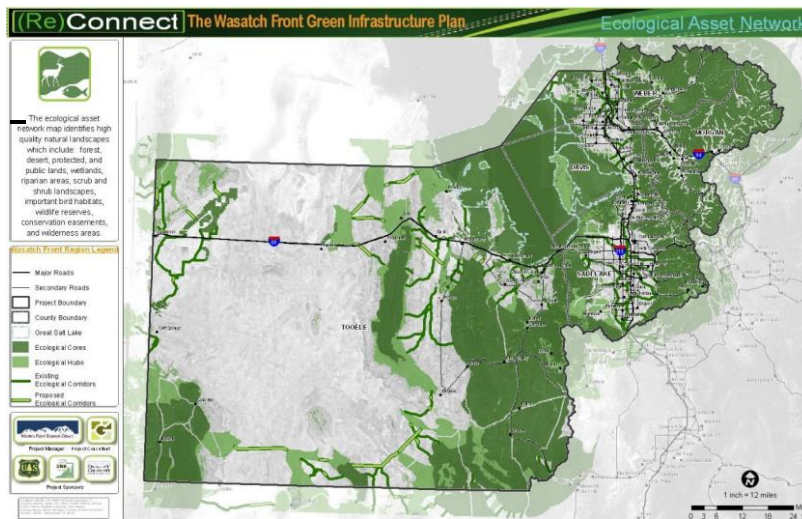
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Wasatch Choice 2040 Toolbox: Green Infrastructure

ReConnect

1. Map (GIS) of green infrastructure resources



2. Implementation Strategies (Best Practices)

BluePrint Jordan River



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Wasatch Choice 2040 Toolbox: Implementing Centers

What is it?

- A guidebook to assess barriers to developing centers and to develop strategies to overcome them
- Allows users to go into planning with confidence in their prior assessment



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Wasatch Choice 2040 Toolbox: Implementing Centers

1	Have parcels with redevelopment potential been identified within the project site boundary? Refer to Conduct parcel-level utilization analysis (page 23) of the Guidebook	<input checked="" type="radio"/> Yes	<input type="radio"/> No
<i>Notes/Action Items:</i> <input type="text"/>			
2	Has a market analysis been completed that identifies market needs for the project site area? Refer to Conduct a Market Analysis (page 22) of the Guidebook	<input checked="" type="radio"/> Yes	<input type="radio"/> No
<i>Notes/Action Items:</i> <input type="text"/>			
3	Is there a strategy to promote the area as a "great place to live or work" and specific redevelopment sites as development opportunities? Refer to Establish a Development-Friendly Process (page 41) of the Guidebook	<input type="radio"/> Yes	<input checked="" type="radio"/> No
<i>Notes/Action Items:</i> <input type="text"/>			

Next Step: Create a marketing strategy, aimed at developers, that provides information about the development potential and opportunity in the project site boundary and for the specific redevelopment sites. Work with the Chamber of Commerce, local economic development departments, EDC Utah and consultants to create and distribute the market strategy.



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Wasatch Choice 2040 Toolbox: Street Plan

What is it?



- StreetPlan.net allows users to quickly design a street interactively rather than with static graphics
- Enhances design by incorporating engineering principles and best practices into the discussion

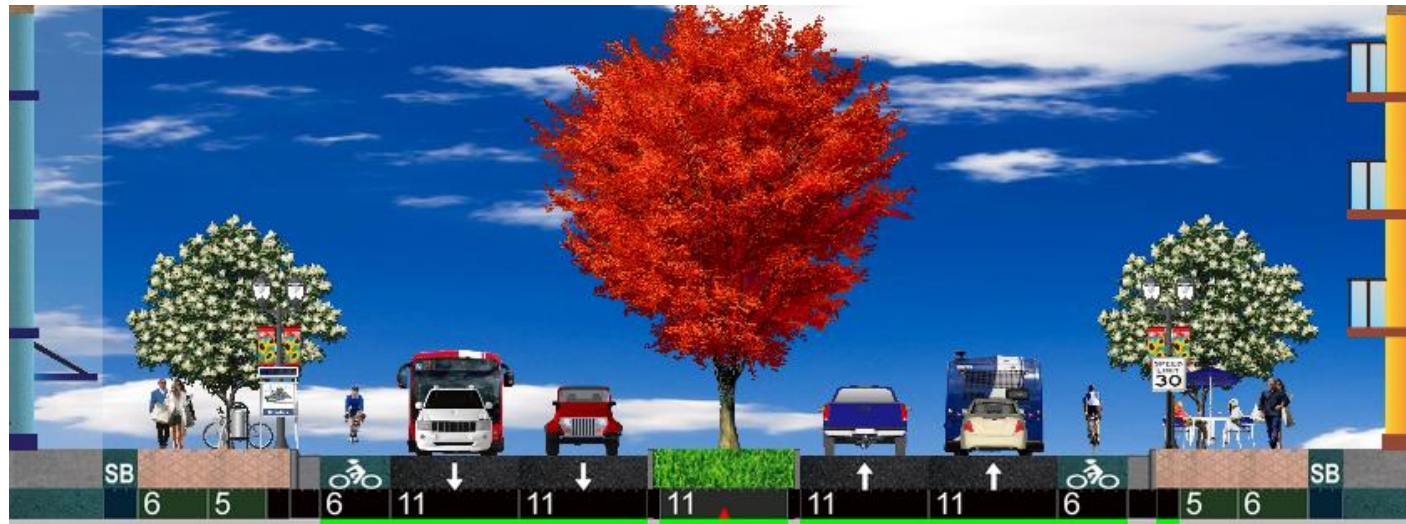


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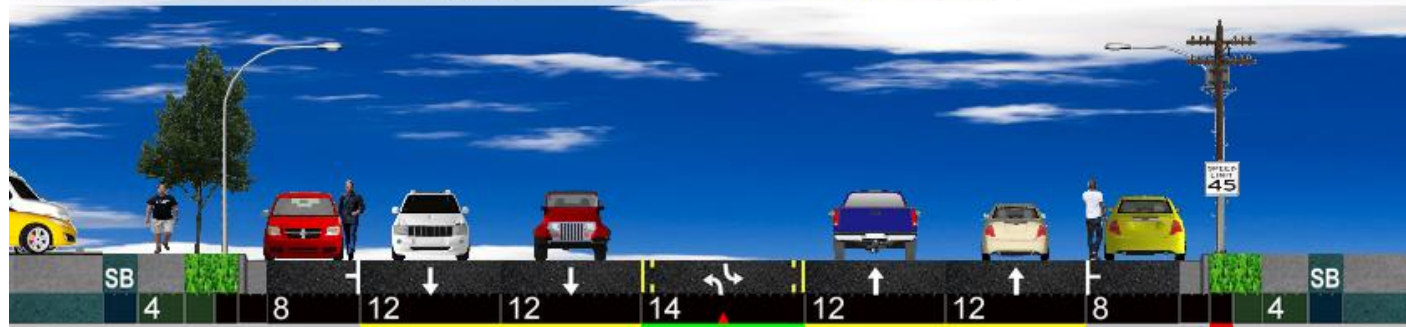
Wasatch Choice 2040 Toolbox: Street Plan



ons

Current Width: 100' (100' desired)

Curb to Curb: 83'



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Application Process: Timeline



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Application Process: Evaluation



Complete list of project evaluation considerations include the following: (in random order). Refer and respond to the complete the application.

1. Consistency with local planning resource program goals
2. Quality and completeness of the application
3. Level of final implementation contemplated -- the extent to which the deliverables are anticipated to become adopted plans and ordinances or otherwise shape the community.
4. Project Timing and Readiness (ability to get started and complete the project in a timely manner)
5. Financial Match
6. Local in-kind match (e.g., staff hours)
7. Use of the Wasatch Choice for 2040 tools
8. Cost-effectiveness

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Application Process: Project Details



Scope of Work, Schedule, Deliverables and Budget

INCLUDE THE PROJECT DETAILS IN A SEPARATE, ATTACHED DOCUMENT.

Please Include: Overview, Purpose of the Project and how it relates to the key objectives of the program, Tasks, Deliverables, Schedule, and Budget. Please identify how you envision your staff will be integrated into this process and next step(s) after the projects conclusion.

Maximum length is 6 pages for all of the above items.

Please note that it is anticipated for most project types that adoption consideration will be part of the project scope.

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Application Process: Your Project Match



*Demonstration of Local
Commitment*

Local Financial Match*

Local In-Kind Match (In labor hours)**

*For applicants that receive assistance over \$20,000 a matched financial commitment is required; a minimum 10% financial match is required, and a minimum 25% financial match is suggested. For applicants that receive less than \$20,000 in assistance, a financial match of 10% is encouraged and a minimum of 6.77% required.

**In addition to the financial contribution, please demonstrate how many staff hours you can reasonably contribute to this project. This should include your anticipated oversight of the consultant and/or WFRC team that you select.

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Application Process: Matches



- Project over \$20,000 in Assistance
financial match of 10% required, 25% suggested
- Project under \$20,000 in Assistance
minimum financial match of 10% encouraged
- In-Kind Match (Labor Hours)

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Application Process: Type of Assistance



Preferred Form(s) of Assistance

<i>Select All That Apply and include percentages relative to your request</i>	Staff Assistance?	Consulting?	Training?	Click Here to View Consultant Pool
	Select One	Select One	Select One	
	Percent of Project	Percent of Project	Percent of Project	
	Other? (specify)			

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Application Process: Consultant Pool (subject to change)



Local Planning Resource Program Consultant Pool 2014

Technical Assistance and Training	Planning	Ordinance Writing
Avenue	Avenue	Civil Solutions
Bio-West	Bio-West	CRSA
Civil Solutions	Civil Solutions	IBI
Digit Lab	CRSA	Logan Simpson
Envision Utah	Envision Utah	Metro Analytics
Fehr and Peers	Fehr and Peers	Planning and DS
Fregonese	Fregonese	Psomas
InterPlan	Hales	
JUB	IBI	
Lochner	InterPlan	
Logan Simpson	JUB	
Metro Analytics	Kimley-Horn	
RSG	Landmark Design	
Zions Bank	Lochner	
	Logan Simpson	
	Metro Analytics	
	Psomas	
	Zions Bank	

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Application Process: Signatures



Signatures

Please include a separate document containing the Signatures of the applicant (multiple signatures for each applicant contact (if filling jointly) and signatures of support from Mayor(s). If filing jointly, include all municipal Mayors.



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Application Process: Checklist



LOCAL PLANNING RESOURCE PROGRAM APPLICATION CHECKLIST

Submission Checklist for Applicant

All Projects Must - Complete ALL blue fields in this form, and return it as an Excel file

All Projects Must - Complete how the project meets the Local Planning Resource Program goals

All Projects Must - include a copy of their work scope.

The work scope should address: *Overview, Purpose, Tasks, Deliverables, Schedule and Budget*

Include Signatures of Support from involved Applicant and Mayors

Optional:

Include Project Location, Aerials, or Maps

Completed Forms

Needed

Needed

Needed

Needed

Needed

Deadline is
 January 15th
 2015,
 by 5:00 PM

Please submit all information in an Electronic Copy, Please keep this application in the Excel Format, and email it with additions to: Julia Collins, Julia@wfrc.org

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FAQ



- When and how do I apply?
- Can I send you a draft and have you look at it?
- Does my mayor have to sign this?
- Will you write me a check?
- Who manages the project?
- How much money is a reasonable award?

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Additional Questions?



Contact:

-Julia Collins
801-363-4230 x1126
Julia@wfrc.org

-Val Halford
801-363-4230 x1108
Vhalford@wfrc.org

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