

# Economic Development Element



## NARRATIVE

The purpose of the economic prosperity element is to enhance the quality of life for residents within the city. A vibrant economic environment provides the opportunity for residents to live and work within the same city,



increases the goods, services, and facilities available to the community, and creates tax revenue for maintaining and improving city services and facilities. Residential development typically requires more services than supported through its own property taxes and user fees. This is also true of many institutional land uses, such as churches and schools. To offset this deficit, new opportunities to provide revenue-producing commercial and industrial uses, or to revitalize old uses, need to be developed. Economic prosperity is essential to the quality of life within a city.

The pursuit of increasing the quality of life for residents is a desirable pursuit of itself. Quality of life is also becoming a more important consideration in business location

decisions. Technology allows companies increasingly greater flexibility in where they locate. The quality of life of a location is a benefit to employees and assists in attracting future employees, providing a competitive advantage to a City in attracting new businesses. In return, businesses provide jobs and tax revenue, both necessary for economic prosperity and increasing the quality of life within the City.

Nonresidential growth (commercial, office, industrial) generally follows residential growth. As the City continues to maintain strong residential growth, it is expected that it will also maintain nonresidential growth. The purpose of this element is to ensure that nonresidential growth develops in line with the City's vision, that the character of the city is protected and enhanced, that job growth matches housing growth, and quality establishments provide desired goods



and services. The collaboration with other General Plan elements is essential. The balance of land uses affects the City's capacity to provide public services and facilities. An appropriate amount of land must be designated for each use to maintain a proper balance. Transportation systems must allow for mobility and accessibility of goods and people. The livability of a place that draws business is enhanced by entertainment/arts, cultural attractiveness, parks and recreation, open space quality urban and architectural design, sense of place, and governmental stability. By implementing the vision through regulation and investment, the City lays the foundation for the future it would like to create.

South Jordan recognizes the potential mutual benefit of appropriate industries and business types locating within the city. It is the City's desire to continue positioning itself as an attractive location for these companies. Besides quality of life, other elements are important to attract desirable businesses and establish ongoing economic prosperity. A city actually has a significant amount of influence and control over its economic climate through the use of:

- By-right, predictable, flexible, and stable regulations
- Land use availability
- Expedited approval processes
- Transportation investments
- Friendly and flexible service
- Use of financial leverage (TIF, PPP, Fee Reduction)
- Establishment of special districts (RDA, CDA, EDA, BID)

The City's resources in providing these incentives must be used with great care.

Incentives are not intended to replace market demand, but to facilitate desired industries and business types that the market is demanding to develop in the most appropriate locations, assisting in the fulfillment of the City's vision.

The City's strategy of increasing the intensity of non-residential use in specific corridors and centers accomplishes many desired objectives. Areas are identified where regulations will be accommodating and land will be available for significant economic development. These will be areas where an environment will be established that inherently supports retail, commercial, and office success through mixed-use, quality design, and multi-modal transportation. The vision is that these will be areas that attract more people, for a longer period of time, in a more comfortable environment that is more accessible.



Economic development is often a joint endeavor. It requires leadership, initiative, and cooperation between the city, chamber of commerce, school district, county, state, developers, taxing entities, businesses and others. The City also recognizes its role in the regional context. More and more economic competition is becoming regional. The City desires to be a strong regional partner by striving to attract businesses

that will contribute to the region economy. This general plan demonstrates the city's leadership and

desire to work with others in making South Jordan and the Wasatch Front a great place well into the future.

## **GOALS & POLICIES**

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### **Goal ED-1 Develop a positive business atmosphere that fosters economic development for the benefit of City residents and businesses.**

- Policy ED-1.1 Continue commitment to a high standard of development for all commercial and industrial projects by adhering to high standards of site design, architecture, landscaping and project construction.
- Policy ED-1.2 Encourage quality businesses to locate in the City and expedite projects by minimizing delays in project approvals and development processing.
- Policy ED-1.3 Promote high quality commercial and industrial development by establishing and maintaining high architectural and landscaping standards.
- Policy ED-1.4 Pursue transportation improvements that will increase mobility, access and capacity.
- Policy ED-1.5 Preserve and enhance development value and South Jordan's "sense of place" by promoting compatible projects with consistent design themes.
- Policy ED-1.6 Encourage recreational and cultural amenities for an enhanced quality of life through zoning and incentive practices.
- Policy ED-1.7 Strengthen relationships and communication with existing businesses through an active business outreach program.
- Policy ED-1.8 Partner with the South Jordan Chamber of Commerce in promoting area businesses and encouraging residents to shop locally.
- Policy ED-1.9 Update and revise the City's "Economic Development Plan" as business and economic needs of the City change.
- Policy ED-1.10 Identify uses/businesses/employers that provide goods and services that will increase convenience for City residents, that

will increase the variety of places to shop and that will help the City become a full service community.

Policy ED-1.11 Actively recruit targeted retail, restaurant, and employment base businesses, with higher paying salaries.

Policy ED-1.12 Seek a better balance of the 'jobs to dwelling unit' ratio in the City by promoting new businesses and job opportunities for City residents, including seasonal and part time jobs for youth.

Policy ED-1.13 Monitor the number and types of businesses in the City for a more equitable level of service in the community.

Policy ED-1.14 Provide a flexible regulatory environment in order to respond to changes in the future economic environment.

**Goal ED- 2    Expand South Jordan's economic base with new retail commercial businesses and high quality clean industry.**

Policy ED-2.1 Maximize the economic development potential at key nodes within the City. Encourage commercial activities around major intersections with I-15, 1300 West, Redwood Road, Bangerter Highway, Mountain View Corridor, South Jordan Parkway, and 11400 South.

Policy ED-2.2 Establish office, retail, mixed use, and light industrial uses near major transportation facilities such as I-15, Mountain View Corridor, light rail stops and commuter rail.

Policy ED-2.4 Provide prestigious office locations for research and business parks including Class A (steel frame construction, minimum three stories with at least 10,000 sf per floor, and central interior lobby) and Class B developments (steel frame, concrete, or masonry construction, minimum two stories with at least 15,000 sf per floor, and central interior lobby)

Policy ED-2.5 Establish and equitably implement economic development incentive policies.

Policy ED-2.6 Identify and attract selected targeted industries that are consistent with the City's goal of expanding economic vitality while protecting the environment and quality of life.

Policy ED-2.7 Develop an action plan for each targeted industry to encourage retention and expansion of businesses.

**Goal ED- 3** **Plan for adequate land within the City for shopping and employment locations which will encourage regional shopping and employment centers in South Jordan, conveniently serve current and future local needs, provide employment opportunities and contribute to the City's tax base.**

Policy ED-3.1 Designate commercial sites on the Future Land Use Plan Map that are large enough to accommodate regional commercial development.

Policy ED-3.2 Promote transit oriented development where multi-modal transit is established.

Policy ED-3.3 Discourage commercial strip centers and the piecemeal development of large commercial and employment centers.

Policy ED-3.4 Develop land use policies that blend or buffer employment centers with adjoining residential development.

Policy ED-3.5 Establish and maintain a capital projects plan and implement it based upon available financial resources.

Policy ED-3.6 Promote and leverage expansion and densification of the South Jordan Town Center on Redwood Road, the development of the Daybreak Town Center and other appropriate regional commercial development for the benefit of the community.

Policy ED-3.7 Identify desired industries and developments, i.e. medical technology, light manufacturing, educational and scientific facilities, recreational uses. Create mechanisms to attract them to the City.

Policy ED-3.8 Investigate strategies, land use clusters, and development designs that will encourage residents and visitors to lengthen their on-site shopping experiences.