

# The 3% Strategy

## Targeted Land-Use Changes

If we allow one-third of our future homes, jobs and stores to go on three percent of our region's developable land, linked by a world-class transportation system, we will...

## Big Quality- of-Life Benefits

- Improve air quality,
- Save billions of dollars,
- Reduce traffic congestion,
- Preserve our key open spaces,
- Use less water,
- Create vibrant communities and gathering places, and
- Respond to market demand for more choices for living, working, commuting, shopping and playing.

# 3%

*The cover*

*spread in*

*folded*

*position*

*The cover*

*spread in*

*folded*

*position*

## Challenge & Opportunity

Utah is among the fastest growing states in the nation due to our family-friendly environment and high quality of life. Growth brings both benefits and challenges:

- Two-thirds of the buildings that will exist in 2040 have not yet been built.
- Total investment in new development will approach \$700 billion.
- More than 900,000 growth-related residential units will be constructed by 2040. About 180,000 existing housing units will be replaced, rebuilt or renovated.
- Nearly 1.9 billion square feet of new and rebuilt space will be needed to accommodate the projected 2.9 million jobs we'll have by 2040. If we continue current patterns of development, municipalities will soon find that growth-related expenses exceed expected revenues.
- The Wasatch Front has limited land available for development, and building roads to serve widely dispersed populations will become increasingly impractical.

Source: Arthur C. Nelson, Presidential Professor & Director of Metropolitan Research, University of Utah (2009)

All this development gives us the opportunity to create thriving urban environments and friendly neighborhoods. That's where Envision Utah's 3% Strategy comes in – strategically accommodating 33% of our future development on 3% of our land near key transit stops and road corridors. This approach responds to market trends and creates significant regional benefits, while leaving existing residential neighborhoods largely unchanged.

**1. FOCUS GROWTH IN ECONOMIC CENTERS AND ALONG MAJOR TRANSPORTATION CORRIDORS.** Centers feature housing and jobs within close proximity, resulting in shorter trips and greatly improving transportation performance. Rail and bus rapid transit systems provide the backbone for mobility among the centers. Streetcars, shuttles and bus corridors provide excellent internal transportation options, reducing dependence on cars.



**2. CREATE SIGNIFICANT AREAS OF MIXED-USE DEVELOPMENT THROUGHOUT THE REGION.** Mixed-use development with well-designed retail shops, worksites and housing nearby puts people closer to their frequent destinations, reducing travel time and cost.



**3. TARGET GROWTH AROUND TRANSIT STATIONS.** Fostering employment near major road corridors and transit stations requires a constructive partnership between local governments and transportation agencies.

The result is more effective use of our infrastructure and appealing new commuting options for the workforce.



**4. ENCOURAGE INFILL AND REDEVELOPMENT TO REVITALIZE DECLINING NEIGHBORHOODS.** Old industrial sites and transportation corridors, in particular, can be transformed into new neighborhoods with a range of housing options. Redeveloping non-residential areas brings new life to a community without affecting existing neighborhoods.



**5. PRESERVE RURAL, RECREATIONAL AND ENVIRONMENTALLY SENSITIVE AREAS.** More compact economic centers will absorb much of the coming growth, taking pressure off critical undeveloped land such as farms, hillsides, riparian areas and winter range for wildlife. We can preserve opportunities for experiencing nature in our communities.



# 3% Strategy

## Accommodate 33% of Future Development on 3% of the Available Land



## The Benefits

To meet consumer demand, half of all new housing between now and 2040 should be in mixed-use, transit-accessible locations (Source: Nelson). If we create such walkable town centers and villages, we'll reap regional benefits:

- Neighborhoods that reflect consumer preferences, supporting property values and municipal revenues.
- 10% less driving, resulting in cleaner air, less traffic congestion, and \$6.4 to \$8.8 billion in savings.
- Lower per capita water use.
- More active neighborhoods, supporting improved public health.
- More choices for how we live, work and travel.

## A Practical Market Solution

The 3% Strategy encourages targeted investment to create exceptional places and maximize efficiency while keeping the cost of living in check.

Market analyses suggest that one-third of Utahns will want to live in walkable neighborhoods, close to school, church, the grocery store and other services [Source: Robert Charles Lesser Company, Wasatch Front Development Trends (Nov. 2007); Nelson (2009)]. Declining household size, increasing housing and energy costs, and a growing desire to trade commute time for family, service, work and recreation time will drive this demand for walkable living. Currently, the supply of these neighborhoods lags demand, increasing their cost and reducing choice. The 3% Strategy responds to this consumer demand, while preserving traditional single-family neighborhoods for the majority who prefer suburban living.

# Strategy

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Envision Utah is a nonprofit partnership that engages people to create and sustain communities that are beautiful, prosperous, healthy, and neighborly, for current and future residents.

Envision Utah provides tools and training to help communities meet their strategic goals, evaluate and capitalize on growth opportunities, and minimize the negative impacts of our fast-growing population.



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