

## 7-1 Introduction

The data at the beginning of this chapter covers all housing within West Valley City and is intended to provide a snapshot of housing conditions at the time of the General Plan update. Comparisons are made between West Valley City and Salt Lake County. The issues, goals, and actions that follow the data are geared toward new housing in the City. Issues, goals, and actions relating to existing housing are found in the Existing Neighborhoods Chapter. In addition, the City’s Moderate Income Housing Plan required by the State is included as an appendix to this General Plan.

## 7-2 Background

### Value of Owner-Occupied Units

Information was gathered from the Salt Lake Board of Realtors and the U.S. Census Bureau to evaluate the value of owner-occupied units in the City over recent years in comparison with values in Salt Lake County overall.

Table 7-1 contains median home price data for zip codes within Salt Lake County based on actual home sales information from the Salt Lake Board of Realtors. This table shows that homes on the west side of the City in zip code 84128 are selling for more than those in the rest of the City. This is due in part to the fact that most of the new homes built in recent years have been on the west side of the City. Table 7-1 also shows that home values in West Valley are significantly lower than the County overall.

**Table 7-1: 2011 to 2014 Home Median Prices for Salt Lake County by Zip Code**

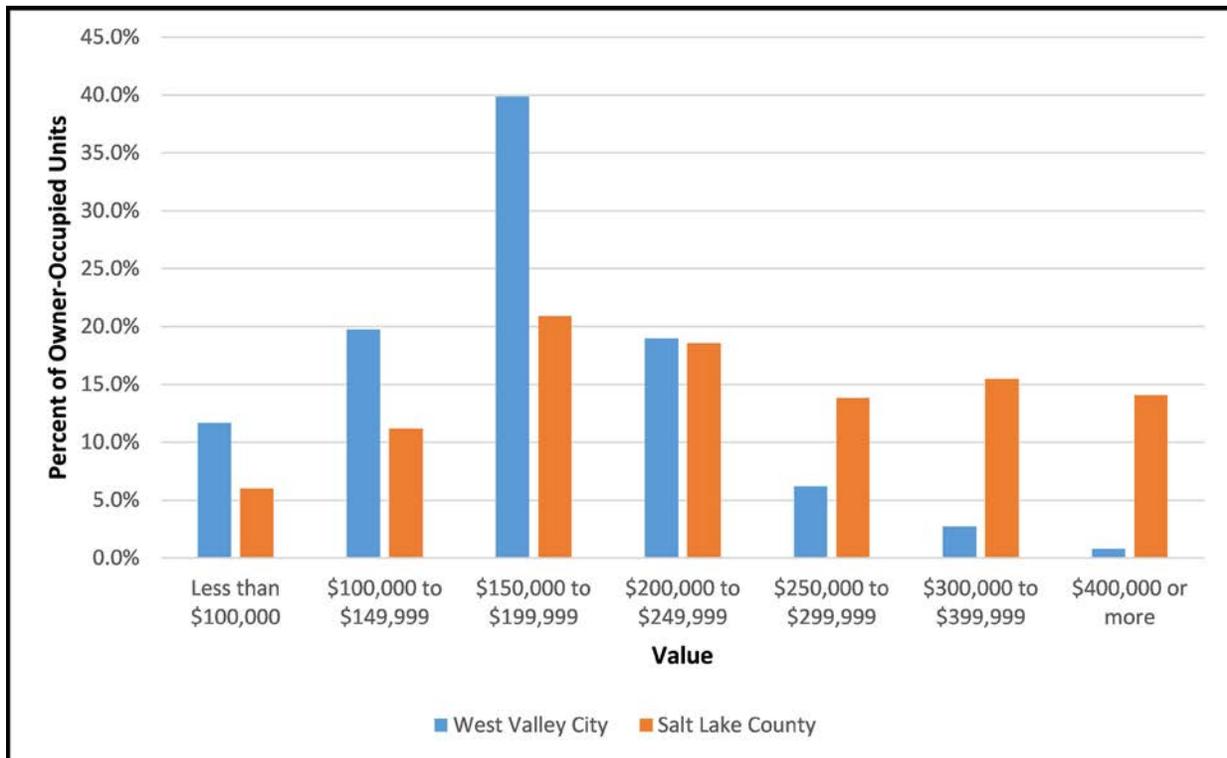
Zip Code	Municipality/ Unincorporated Area	2011 Home Median Sales Price	2012 Home Median Sales Price	2013 Home Median Sales Price	2014 Home Median Sales Price	Appreciation from 2011 to 2014
84020	Draper	\$300,000	\$325,000	\$365,000	\$400,000	33.3%
84044	Magna	\$124,900	\$108,900	\$139,950	\$150,000	20.1%
84047	Midvale	\$175,500	\$154,900	\$177,500	\$223,000	27.1%
84065	Riverton	\$276,000	\$244,950	\$279,450	\$305,200	10.6%
84070	Sandy	\$176,000	\$174,500	\$204,000	\$215,600	22.5%
84084	West Jordan	\$160,000	\$156,600	\$184,800	\$207,000	29.4%
84088	West Jordan	\$191,500	\$195,000	\$231,000	\$238,000	24.3%
84092	Sandy	\$278,000	\$300,000	\$338,250	\$424,900	52.8%
84093	Sandy	\$296,000	\$255,500	\$292,750	\$317,750	7.3%
84094	Sandy	\$191,000	\$204,000	\$212,500	\$240,950	26.2%
84095	South Jordan	\$270,000	\$267,587	\$314,000	\$350,000	29.6%
84096	Herriman	\$250,500	\$243,450	\$276,000	\$301,500	20.4%
84102	Salt Lake City	\$230,950	\$239,000	\$212,500	\$222,000	-3.9%

Zip Code	Municipality/ Unincorporated Area	2011 Home Median Sales Price	2012 Home Median Sales Price	2013 Home Median Sales Price	2014 Home Median Sales Price	Appreciation from 2011 to 2014
84103	Salt Lake City	\$332,000	\$324,300	\$392,700	\$358,000	7.8%
84104	Salt Lake City	\$99,900	\$87,000	\$112,450	\$125,000	25.1%
84105	Salt Lake City	\$237,000	\$251,500	\$267,000	\$312,500	31.9%
84106	Salt Lake City	\$200,000	\$199,900	\$232,750	\$274,210	37.1%
84107	Murray	\$190,500	\$199,900	\$214,000	\$215,000	12.9%
84108	Salt Lake City	\$368,500	\$342,250	\$372,450	\$399,000	8.3%
84109	Salt Lake City	\$276,250	\$260,105	\$317,500	\$305,000	10.4%
84115	South Salt Lake	\$123,900	\$135,566	\$169,900	\$177,875	43.6%
84116	Salt Lake City	\$121,250	\$120,000	\$140,000	\$158,600	30.8%
84117	Holladay	\$309,900	\$240,000	\$339,500	\$359,000	15.8%
84118	Kearns	\$129,550	\$125,000	\$140,000	\$158,600	22.4%
84119	West Valley City	\$131,175	\$119,950	\$154,750	\$152,250	16.1%
84120	West Valley City	\$134,000	\$127,900	\$153,000	\$172,000	28.4%
84121	Cottonwood	\$287,185	\$269,750	\$279,250	\$312,500	8.8%
84123	Taylorsville/Kearns	\$190,000	\$185,000	\$221,750	\$215,000	13.2%
84124	Holladay	\$255,000	\$290,000	\$311,250	\$382,825	50.1%
84128	West Valley City	\$146,600	\$148,000	\$174,550	\$180,700	23.3%
	Averages	\$218,320	\$212,905	\$243,894	\$265,408	22.6%

Source: Salt Lake Board of Realtors

Figure 7-1 below contains information from the 2013 American Community Survey conducted by the U.S. Census Bureau. Like Table 7-1, Figure 7-1 shows that the value of owner-occupied units in West Valley City is significantly lower than those in Salt Lake County. According to the Census, the 2013 median home price in the City was \$172,300 and \$231,800 in the County. As of 2013, nearly three quarters of owner occupied housing in the City was valued at less than \$200,000. Accordingly, the City's Moderate Income Housing Plan shows that the City has sufficient moderate income housing. About 38% of owner-occupied units in the County were valued below \$200,000 in 2013. Figure 7-1 also shows that West Valley City also has very little high value housing. The 2013 Census data shows less than 4 percent of the City's owner-occupied housing valued at \$300,000 or more. Nearly 30% of owner-occupied housing in the County in 2013 was valued at \$300,000 or more.

**Figure 7-1: Value of Owner-Occupied Units in West Valley and Salt Lake County in 2013**



Source: U.S. Census Bureau

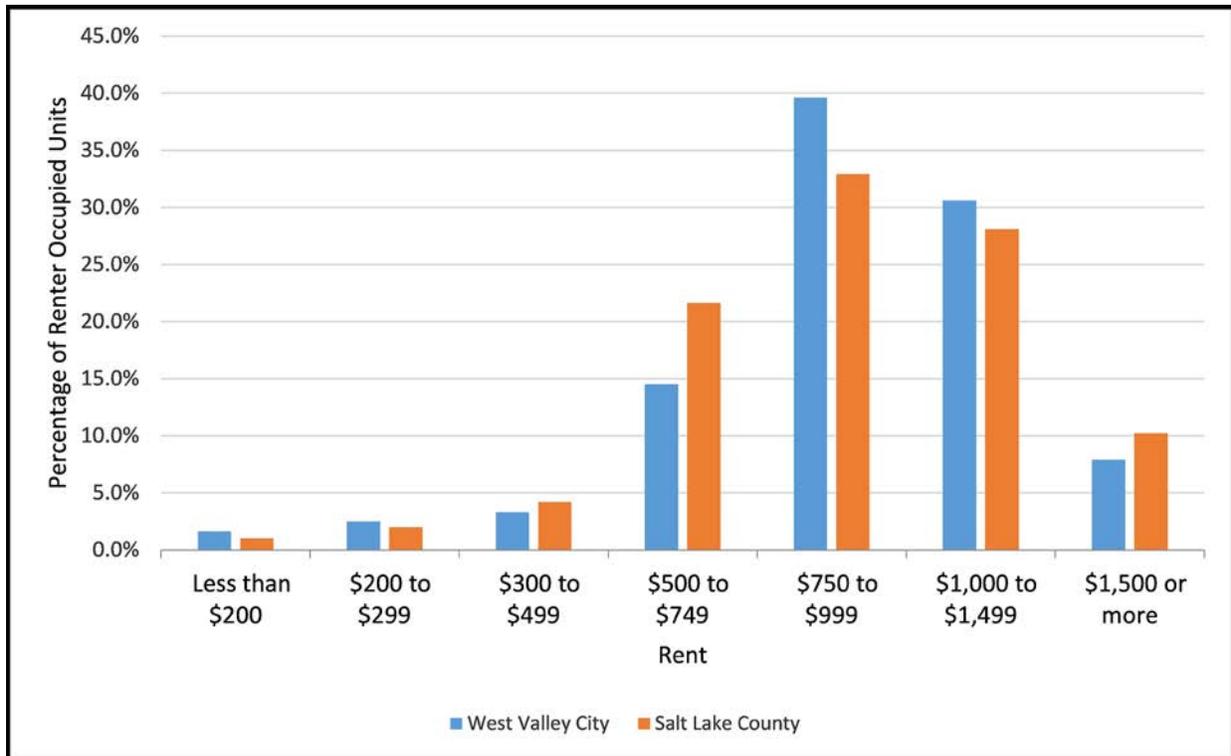
### Rent Charged for Renter-Occupied Units

Information was gathered from the U.S. Census Bureau to evaluate the rent charged for renter-occupied units in the City in comparison with rents in Salt Lake County overall. These numbers were compared with private firms that conduct apartment research.

Figure 7-2 below shows the percent of all renter-occupied units within West Valley City and Salt Lake County that fall within a certain rent range. When compared with Figure 7-1, the differences in rent are not as substantial as the differences in value. Figure 7-2 includes all renter-occupied units regardless of housing type. In other words, it includes single family detached homes, townhomes as well as apartments.

When considering just apartments, private data sources show that West Valley City rents have historically been about 10% less than the average rate in the region. However, three recently constructed apartment projects, The Residences at Fairbourne Station, Pinnacle at Highbury and Sage Gate are expected to help narrow the rent gap. Prior to the approval of these three projects, there were no Class A apartment units within West Valley City.

**Figure 7-2: Rent in West Valley and Salt Lake County in 2013**



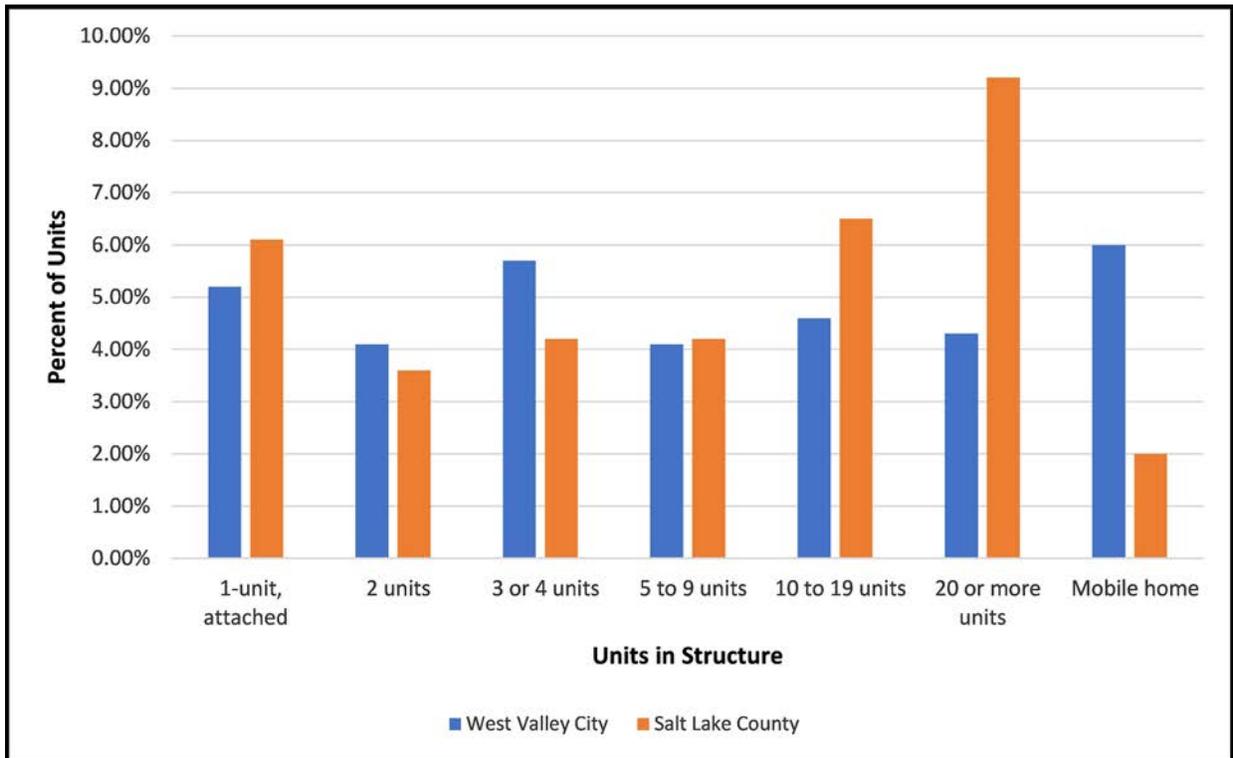
Source: U.S. Census Bureau

### Types and Tenure of Housing

The majority (around 65 percent) of housing units in West Valley City and in Salt Lake County are single family detached homes. In terms of tenure, the percentage of owner-occupied units within both West Valley and the County is nearly 70%. Figure 7-3 shows the percent of total housing units for different types of housing in West Valley City and Salt Lake County as of 2013. The most notable differences relate to residential buildings with 10 or more units per building and mobile homes. The County has a higher percentage of residential buildings with 10 or more units per building. This would imply that, when compared to the County overall, West Valley City has fewer large apartment/condo complexes than the County. The City has a significantly higher percentage of mobile homes. In fact, about 30 percent of all mobile homes in the County are located in West Valley City.

When considering new apartment developments, West Valley City staff experience has shown that larger apartment developments (200 units and up) can have advantages over smaller developments. Larger developments tend to have more amenities like swimming pools, clubhouses, etc. and are more likely to have on-site management along with some level of surveillance or security. When there are issues requiring City involvement, the City is dealing with one landowner as opposed to numerous owners. Larger developments also tend to be owned by groups that are more likely to reinvest/update the units.

**Figure 7-3: Units in Structure or Types of Housing (Excluding Single Family Detached) in West Valley and Salt Lake County in 2013**



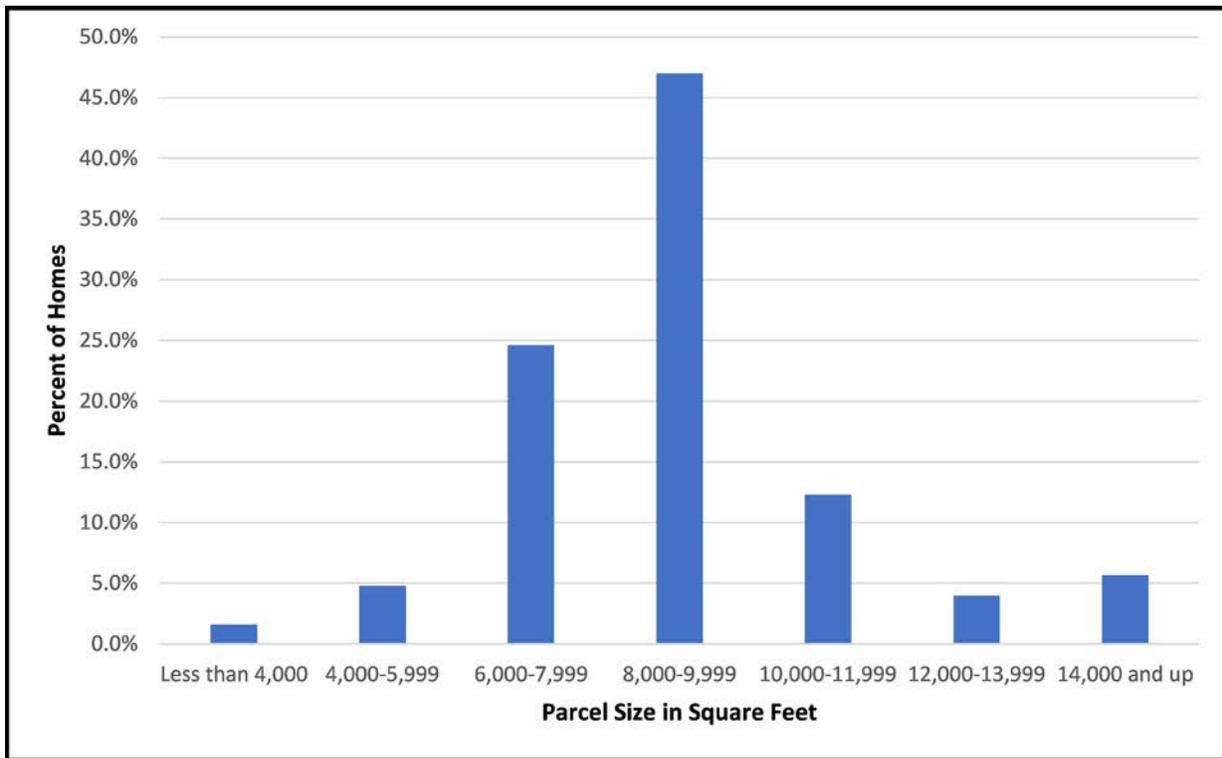
Source: U.S. Census Bureau

### Lot Size

Having a variety of lot sizes in a community offers greater housing choice. While West Valley does have a variety of lot sizes as seen in Figure 7-4, over 70% of all homes are on lots between 6,000 and 10,000 square feet.

The trend in the region is moving toward smaller lots. Envision Utah found that in 1998, the average single family lot size in Salt Lake, Davis, Utah and Weber County was 0.32 acres for lots under 5 acres. In 2012, the average lot size had decreased to 0.25 acres. West Valley’s average lot size in 2014 was below one quarter acre.

**Figure 7-4: Single Family Detached Homes by Lot Size in West Valley City**



Source: West Valley City GIS

When comparing lot size with home value, an interesting trend is revealed. Table 7-2, which utilizes 2014 data from the Salt Lake County Assessor and the City’s GIS, shows the average home value and average total value (home and land) for each of the three most common lot size ranges in the City. It is expected that the total value, which includes the land value, would be higher for larger lots. What is interesting is that larger lots on average yield a higher value home.

**Table 7-2: Average Home Value by Lot Size**

Lot Size Range in Square Feet	Average Assessed Value of Home Only (Land Value Excluded)	Average Total Assessed Value of Home (Land Value Excluded)
6,000 to 7,999	\$83,179	\$144,160
8,000 to 9,999	\$89,108	\$156,086
10,000 to 11,999	\$102,010	\$173,731

Source: Salt Lake County Assessor and West Valley City GIS

## 7-3 Vision

West Valley City should continue to maintain its diverse mix of housing for people of different ages, incomes, and ethnicities. Given the substantial supply of moderate income housing, the City should encourage higher value housing with quality architecture and amenities such as trails, parks, and open space. Any new high density development should only be considered in very particular instances and should be within walking distance of substantial transit infrastructure.

## 7-4 Issues, Goals and Actions

### Issue: Housing Value and Affordability

Based on the City's Moderate Income Housing Plan for 2014, the City has a substantial amount of affordable housing for moderate income households – those at 80 percent of the median household income for Salt Lake County. What is lacking in the City is higher value housing.

This fact is supported by the recently released Regional Analysis of Impediments to Fair Housing Choice for Salt Lake County prepared by the Bureau of Economic and Business Research. The following excerpts are from this document. "Lack of price diversity can impede fair housing choice. The lack of price diversity not only affects housing choice for low-income households but also housing choice for higher income households. For example, West Valley City and Taylorsville both have a disproportionately small share of homes priced above \$250,000. A home priced at \$250,000 or more is affordable to those households with at least a median income level. West Valley City with 11 percent of households in the County has only 1.1 percent of homes priced above \$250,000. Taylorsville with 6 percent of the households in the county has only 1.8 percent of the homes priced above \$250,000. West Valley City and Taylorsville need to continue to concentrate on improving housing opportunities for higher income households."

Affordable housing is a regional issue. West Valley City together with other Salt Lake County communities like Salt Lake City, South Salt Lake and Taylorsville generally have a significant amount of affordable housing. However, other communities at the south end of the valley have substantially less affordable housing. While the State does require each city to have a Moderate Income Housing Plan, the State has not established a technique to assure that individual city plans are appropriate, responding accurately to the data, and that local implementation strategies address the regional need.

#### **7.1 Goal: Create a more balanced mix of single family home lot sizes and values by promoting higher value single-family homes on larger lots.**

**7.1.1 Action:** When considering residential rezone requests, approve developments that will increase the City's average lot size

**7.1.2 Action:** Encourage unique developments that include a combination of items like larger homes with lasting value, unique layouts, project amenities, unique architecture, renewable energy use and dedicated park space.

**7.1.3 Action:** Allow some flexibility on lot size for smaller, infill parcels that are surrounded by lots less than 10,000 square feet.

**7.2 Goal: Improve housing opportunities for higher income households.**

**7.2.1 Action:** Use tools like development agreements, planned unit developments, zone changes and ordinance amendments to continue to promote higher value homes.

**7.2.2 Action:** Consider incentives for or partnerships with developers to build higher value homes. Examples include fee waivers, density increases and assistance with infrastructure.

**7.3 Goal: Create a more balanced mix of rental product by encouraging Class A units in larger developments near transit stations.**

**7.3.1 Action:** When considering rezone requests for high density residential development, the proximity to transit, the size of the project and the proposed level of quality (i.e. exterior and interior finishes and amenities) should be primary factors for evaluation along with other site specific considerations.

**7.4 Goal: Update the City’s Moderate Income Housing Plan every two years.**

**7.4.1 Action:** Implement the Moderate Income Housing Plan recommendations.

**7.5 Goal: Promote a balance of affordable housing throughout the Salt Lake region.**

**7.5.1 Action:** Lobby for an update to HB295 that would include more enforcement tools in State law to ensure that each City is acting in good faith to provide their fair share of affordable housing.

## **Issue: Aging Population**

Persons aged 65 and over will represent a larger portion of the County’s population in the future. According to the Governor’s Office of Planning and Budget, persons aged 65 and over represented 8.7% of the total population within Salt Lake County in 2010. By 2040, this age cohort is expected to grow to 15.6%. While many seniors choose to stay in single family detached homes, others seek housing options that reduce or eliminate yard and home maintenance, reduce the use of stairs and offer amenities targeted toward their age group.

**7.6 Goal: Promote housing that is more accommodating of seniors.**

**7.6.1 Action:** Encourage senior housing.

**7.6.2 Action:** Encourage housing where the use of stairs is minimized (i.e. master bedroom on the main level, elevators, single level buildings, etc.).

## Issue: Housing Quality and Maintenance

Beginning in the late 90's, the City made major changes in policy, ordinances and City organizational structure to improve housing quality and property maintenance. The list below describes these changes:

- Prior to 1998 – The minimum house size was 900 square feet and a single car garage or basement storage was required.
- 1998 – The minimum house size was increased to 1,200 square feet, two car garages were required and the City started to use development agreements.
- 2002 – The minimum house size was increased to 1,350 square feet for ramblers and 1,500 square feet for multi-levels, 35% masonry was required on exteriors and the use of development agreements was required for all developments involving rezones or a PUD.
- 2005 - The City Council adopted architectural standards in the form of a point system for single family detached homes.
- 2006 – The City Council adopted architectural standards for multi-family residential development and the minimum house size was again increased for single family homes to 1,400 square feet for ramblers and 1,600 square feet for multi-levels.
- 2008 – A new City department, Community Preservation, was formed with a primary focus of improving property maintenance.
- 2014 – The City Council updated the architectural standards to require more architectural features.
- 2015 – The minimum house size was increased to 2,000 square feet for ramblers and 3,000 square feet for multi-levels, three car garages were required, and exterior materials were limited to brick, stone, and fiber cement siding.

As evidenced by newer developments, the City has definitely seen improvements in the quality of residential development. This is attributable to both the market and the City's efforts to raise the bar.

With recent improvements in housing quality, there is still room for improvement. PUDs have been used for many developments since the late 90's; however, the City's PUD ordinance is dated and does not emphasize those features the City Council has stressed. Landscape improvements and maintenance can make a major difference in the attractiveness and perceived quality of a neighborhood. Standards that were recently adopted need to be evaluated as development occurs to ensure that result is the kind of development the City is trying to promote.

### **7.7 Goal: Establish clear standards and expectations for PUDs that promote higher value and uniqueness.**

**7.7.1 Action:** Update the City's PUD ordinance. Items to emphasize include larger homes, unique subdivision layouts, project amenities, quality architecture, unique architecture, the use of renewable energy, universal home design and dedicated park space. The long term viability of HOAs and the associated maintenance of common areas should be evaluated.

**7.8 Goal: Improve the initial installation and maintenance of landscaping for new residential properties.**

**7.8.1 Action:** Encourage water efficient landscaping that can reduce the cost of maintenance.

**7.8.2 Action:** Encourage developer installed landscaping. Where landscaping is not installed by the developer, amend the ordinance to require or incentivize the developer to install or pay for landscaping (voucher).

**7.8.3 Action:** Educate new residents on City maintenance standards.

**7.9 Goal: Continue to encourage the development of new single family homes that are well designed and attractive.**

**7.9.1 Action:** Evaluate the effectiveness of the latest ordinance revisions to the City's single family home standards and make revisions as needed.

**7.10 Goal: Promote higher quality multi-family residential in appropriate locations.**

**7.10.1 Action:** Update the multi-family residential standards adopted in 2006