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Davis County's largest city is more than just 'Restaurant Row'

For a community that began with a very small population and a strong farming heritage in 1920, it is amazing to see how Layton City has evolved. The arrival of Hill Field (now Hill Air Force Base) in 1940 began this transformation from a rural town to a regionally significant city.

Now boasting a population of over 70,000 and an area of 23.5 square miles, Layton is Davis County's leading city and is Utah's ninth-largest city. Layton City is the hub of economic activity in Northern Utah, featuring a regional mall, hospital, the Davis Conference Center, a hospitality district and many large employers.

Layton City was recently ranked the 39th-best City in the U.S. by *24/7 Wall Street*, and it is evident that Utahns have figured this out. Approximately 1,000 new people per year are choosing to make Layton their home. With a high quality of life supported by tremendous park and recreation programs, amazing performances at the Ed Kenley Amphitheater, low crime, low unemployment, excellent schools and a high median household income, it is no surprise why so many families are locating in Layton.

Since the nationwide recession in

2008, Layton has recognized a 210 percent increase in new single family building permits issued in 2013 (93 permits in 2008 to 289 permits in 2013). The return

of the housing construction market was captured well by a representative from Metrostudy, a real estate analysis company, who said that "if you are not building in Layton, then you are not building."

There has also been a new transit-oriented development, the recently completed Kay's Crossing high-end apartment community, which opened in April. This 156-unit, five-story multi-family development is immediately adjacent to the Layton FrontRunner commuter rail station and is the start of new development and redevelopment of Layton's Historic downtown.

With over \$1.28 billion in total taxable sales in 2013, a 4 percent increase over 2012, Layton is a constantly expanding economic driver that provides services for all of Northern Utah. A prominent local broker explains that "Layton is the third-strongest retail market in the state."

With the Layton Hills Mall, several large retailers, many smaller retailers, car and boat dealers, etc., there are plenty of

places to satisfy shopping desires. There is also a well-established hospitality presence with many hotels and restaurants. There are now over 1,000 hotel rooms in Layton with the completion of Best Western in 2013.

Dining options have never been in short supply. From the well-known "Restaurant Row" of national chain restaurants to multiple independent and local establishments, there are over 150 restaurants offering cuisine that caters to every taste. Layton is the perfect place for "dinner and a movie," particularly with the remodeled AMC theater sporting new cozy, overstuffed recliner seating.

With job growth in government contracting, manufacturing, distribution, and professional office sectors, Layton offers an opportunity to live and work in the same community. With proximity to Hill Air Force Base and its 25,000 employees, it is no surprise that well known aerospace and defense companies such as Boeing, Northrop Grumman and General Atomics operate within Layton. There are also innovative aerospace manufacturing companies, such as Janicki Industries and KIHOMAC, that continue to expand.



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With easy access to multiple interstate highway's, Kroger — and its 1,500 employees — continues to grow its distribution activities for the western U.S. There are also several emerging companies, such as Wolf Peak, a safety eyewear designer and manufacturer; Pick Your Plum, an online discount retailer; and the Hive Winery, a local winery that uses over 95 percent locally purchased products. From established companies to new entrepreneurs, Layton is an excellent home for any type of business.

With all of the positive activity occurring in Layton, there is still work to be done to promote and develop what is needed. The 650-acre East Gate Business Park is an area that is ready to accept 1 million square feet of new industrial

development to help create a better work/live balance with family-sustaining jobs.

As land in Salt Lake County gets scarce and Davis County land gets developed with residential housing, it is important that areas are preserved to allow for new job development. Layton City is committed to providing opportunities for residents to work closer to where they live and allow them the opportunity to reduce their commute and increase their leisure time.

To protect what exists and shape the future of Layton, there are significant planning studies and citizen engagement activities that are occurring. Using a grant from the Wasatch Front Regional Council, Layton City has contracted with Envision Utah to conduct visioning/scenario planning this upcoming year to gather public input and analyze scenarios for the future growth of Layton. City staff is also wrap-

ping up a housing analysis to assist the City Council in a General Plan update by providing recommendations of not only where housing should be located, but at what density and the percent composition of different types.

Placing an importance on mobility, Layton City is also nearing an opportunity for the public to comment on an update to its Master Transportation Plan. With an interchange proposed for the West Davis Corridor and significant upgrades coming in years 2015-16 to the Hill Field Road and Antelope Drive I-15 interchanges, this Transportation Plan will help shape the future of travel in Layton.

As Layton has come out of the economic downturn, there have been reoccupation of vacant buildings, new development completed and other projects that are just starting or being planned. In 2013, the reoccupation of the old Ultimate

Electronics, PetSmart and Citi Financial buildings accounted for 140,000 square feet of major retail and office reoccupation.

New projects, such as the 120,000-square-foot Weber State University-Davis campus building, Janicki Industries and the Layton Medical office building have been completed. There is even more development on the horizon with the recent submittal for a building permit for a new 85,000-square-foot WinCo Foods at the Fort Lane Village Center. With a business-supportive local government, a strong private sector market and a growing residential base, Layton is primed for more business and community success for years to come.

Kent Andersen is the deputy director of community and economic development for Layton City.

COALITION

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growing needs of the state. This sentiment leaves the door open for a conversation. And the majority of poll respondents said they would back elected officials who support transportation funding.

“Our collective challenge is to convey the importance of transportation investment and how it contributes to things Utahns care about: economic development, convenience, air quality, fiscal responsibility and family values,” said Sandy City Mayor Tom Dolan. “To ensure we meet our needs, both currently and with future growth, financial planning for transportation must take place as soon as possible.”

With its roots in the Salt Lake Chamber, members of the coalition believe Utah's transportation system is the backbone of the state's economy. Strong transportation options attract new businesses to Utah. Transportation creates efficient distribution channels, opens up markets and provides a predictable system for moving products and services. A study conducted by the Economic Development

Research Group in 2013 showed that investing in Utah's transportation would spur economic growth, create hundreds of thousands of new jobs, increase household incomes and provide return-on-investment of nearly two to one for taxpayers.

Air quality is another important issue to Utahns that could be improved through enhanced transportation investment and smart transportation solutions. And polls show that Utahns back it. Air quality ranked first among reasons Utahns would support transportation projects and second among reasons they would support a tax increase for transportation (the first reason for supporting an increase was for an improved system with better access).

“We believe there is substantial support for significant investment in Utah's transportation system to bolster economic growth,” said Beattie. “We hope to generate enough understanding going into the 2015 legislative session of the urgency that the time for our future investment now.”

Members of the business community can join the conversation and show support for the co-

alition's educational program and policy discussions on Twitter: @utranscoalition using the hashtag #dontdelayUT. For more information on the Utah Transportation

Coalition and how to become a member, visit utahtransportation.org, or contact Abby Albrecht at (801) 831-6116 or abby.albrecht@gcinc.com.

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GITOMER

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every error, every weakness and give you a report card on your effectiveness.

The average salesperson (not you, of course) is presentation-weak. This is predominantly caused by lack of study, lack of creativity, lack of belief, lack of

preparation and lack of recording.

Wouldn't you think with all this at stake, that presentation skills would be one of the highest priorities in a salesperson's life? Well, luckily for you, the average sales person doesn't feel that way. The average salespeople are home right after work hunting around for the TV remote instead of hunting up new facts for their presentation tomorrow. They're hunting for a

can of beer instead of hunting for a Toastmasters meeting.

Hunt for a speech. When you find it, there's money attached.

Jeffrey Gitomer is the author of 12 best-selling books, including *The Sales Bible* and *The Little Red Book of Selling*. His new book, *21.5 Unbreakable Laws of Selling* is now available as a book and an online course at www.gitomerVT.com.

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won't be helping, either.) Sure, I can prove a Roth is probably at least 33 percent to 50 percent better than a traditional, but I don't own an IRA or 401(k) — nor a Roth.

I ask, “Why postpone tax to a future 'perceived' advantage, accumulate a nest egg and then face significant taxes when you pull it out — especially when we're

convinced taxes are going up?” If you think about it, IRAs or 401(k)s come with fine print on the label: “Caution, must wash with tax before use. Will shrink 33 percent due to tax. Manufacturer admits you'll be taken to the cleaners.”

There are far better ways to save and accumulate money tax-free. And that tax-free element can prove critical when it comes to avoiding an all-too-common danger — outliving your money during retirement. It may be well

worth your time to don your farmer's hat and take a closer look at when you'd really like to pay taxes — on the seed or the harvest? Because strategies that enable you to pay taxes on the seed, then enjoy a tax-free retirement, may help you reap a lot of more of what you've sown — and you deserve a more abundant harvest.

Douglas R. Andrew is a best-selling author, radio talk show host and abundant living coach.