

The Central City/Central Ninth and Poplar Grove target areas were identified through an extensive process that analyzed local poverty rates, low and moderate-income rates, neighborhood conditions, and available resources. Both target areas are located in areas of racial/ethnic concentrated areas of poverty (RCAP/ECAP). A recent fair housing equity assessment completed by the Bureau of Economic and Business Research at the University of Utah identified a disparity in access to opportunity for residents living in Salt Lake City's RCAP/ECAP areas. The target area strategy will be utilized to direct resources to expand opportunity within the target areas.

- Concentrating resources geographically will provide a way to help stabilize and improve distressed areas in the Central City/Central Ninth and Poplar Grove neighborhoods.
- The 800 and 900 South corridors will provide an opportunity to increase connectivity between the east and west sides of I-15.
- Neighborhood and/or community nodes will be targeted for commercial façade improvements, streetscaping and other improvements (park, street, transportation) as determined by needs and resources.
- Park, street and transportation projects can be located throughout CDBG eligible census tracts/block groups, with a focus on the target area.
- Housing rehabilitation projects can be located throughout the city, with a focus on the target area.

Figure SP-10.2
Central City/Central Ninth Target Area

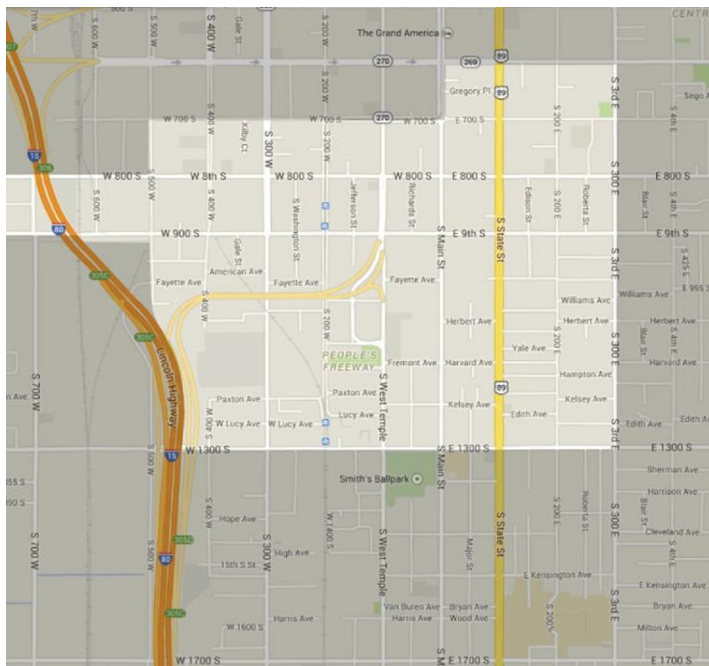
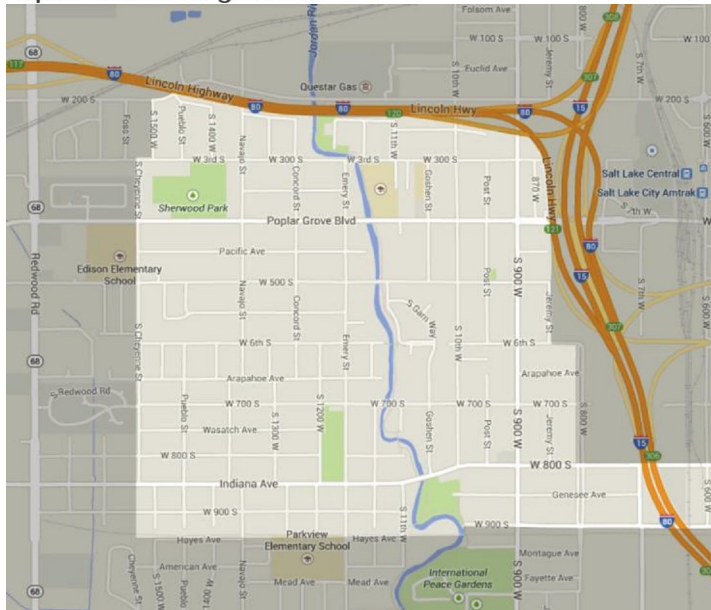


Figure SP-10.3
Poplar Grove Target Area



In an effort to expand community engagement in local target areas, HAND will reach out to residents, business owners, property owners, community councils, non-profit organizations, and other stakeholders to gather input on housing and community development activities. City departments and divisions will collaborate to develop a neighborhood revitalization strategy to leverage City-driven projects and programs, and will utilize public input in strategy development. HAND and the Division of Economic Development will create an inventory of commercial buildings to target for rehabilitation and will engage property owners and entrepreneurs in outreach efforts.

Rationale for the priorities for allocating investments geographically:

Salt Lake City's Division of Housing and Neighborhood Development, along with internal and community stakeholders, identified the target areas through an extensive process that included data analysis, identification of opportunities/barriers, and an evaluation of potential resources. Through this process, the Central City and Poplar Grove neighborhoods were identified as areas where a concentration of resources would make significant impacts within the community.

Of particular importance is to direct resources to expand opportunity within racial/ethnic concentrated areas of poverty. According to HUD, neighborhoods of concentrated poverty isolate residents from the resources and networks needed to reach their potential. The concentration of poverty can influence outcomes relating to crime, delinquency, education,