

The Power of Murals—More than just paint.

How art adds value and longevity to a community.

By **Jen Hill** - January 14, 2020

Incorporated as a city in 1938, South Salt Lake is made up of seven (very flat) square miles, from 21st to 39th South, and running west of 500 and 700 East to the Jordan River. *Salt Lake* magazine recently wrote an in-depth feature about [South Salt Lake](#), addressing the complex nature of urban development, and along with new growth, the vicious cycle of decline.

SoSL Mural Fest 2020—Call for Artists



Application deadline: Monday, February 3rd at 5:00 p.m. themuralfest.com



Why build up a space that is going to be torn down or unusable in 20 years? According to SoSL's Mayor Cherie Wood, the lifespan of the average shopping center is 20 years. However, when built

near transit, a grocery store and a residential area, that number jumps to 50 years. Adding murals and art to an urban area is another way to enhance the value and longevity of developments.

With a degree in Community Leadership and a love for working with disadvantaged populations and youth, Lesly Allen is the tour de force as the Executive Director behind [South Salt Lake's Mural Fest](#), along with the Utah Arts Alliance and acclaimed artists who have created 10 murals in SoSL's Creative Industries Zone. Artist murals display a wide range of styles and themes which brighten many not-so-vibrant cinder brick facades, sometimes deterring graffiti, sometimes not. To view these works of public art, walk along West Temple south of 21st South or along the S-Line/Parley's trail.

To read more about relevant issues from around our city, go [here](#).