

SPRINGVILLE CITY

ECONOMIC DEVELOPMENT
MASTER PLAN 2015



SHAPING SPRINGVILLE
for 2035

INTRODUCTION TO THE ECONOMIC DEVELOPMENT PLAN



The Springville General Plan is the long-range policy document that expresses the City's development goals, objectives and strategies relative to the distribution of future land uses, both public and private. The General Plan also addresses a number of other topics or 'elements'. The General Plan is not a panacea for all of Springville's physical development issues, but is intended to identify issues and work to find answers to those issues. The plan provides a vision for the next twenty years to help provide guidance and a framework for development within the City to build-out.

The City will be largely built-out over the next generation. Most of the green fields will be developed and the population will largely stabilize, or at least cease to grow at rates of over four percent annually as it has for the past decade. Now is the opportunity to plan the City's future for generations to come.

The General Plan is not meant to be a static document. It is a tool that should be used as a guide to identify the goals and vision for physical development, to encourage economic growth without adversely impacting the overall character of the community.

Future master plans and capital improvement plans will be detailed plans that follow the General Plan. As capital improvements are completed and as other elements of the plan become outdated, it will become necessary to revise the plan and associated master plans.

Chapter 9 of the Springville General Plan discusses Economic Development. A crucial part of the General Plan is to establish goals, objectives and strategies to accomplish them. The primary goal of the City with regard to economic development is "to encourage economic development that will focus on future growth while benefiting present and future residents; through an increased revenue base, employment opportunities, and business diversity." Springville General Plan, page 9-8. The first objective of this goal is to "Improve Springville's economic image by creating a marketing strategy to promote job creation and quality of life advantages." *Id.* This is to be accomplished by creating "an economic advisory committee to better define the City's goals for future economic growth and develop[ing] a specific economic development plan to be updated every five years." *Id.* This document is the economic development plan.



Springville City's family-centered and traditional neighborhoods have led to the development of important core values.



Springville City has a magnificent **setting** that allows for immediate access to a variety of outdoor recreational pursuits while remaining connected to Utah's population centers. Springville City's family-centered and traditional neighborhoods have led to the development of important core values. Ideals include **education, arts and culture** and an **Americana lifestyle**. These values are exemplified by tree-lined streets, a historic downtown district, a walkable community with a variety of architectural styles and dominant facilities including an excellent library and a preeminent, regional art museum. Access to one of the best recreational canyon areas is also easily available. Hobbie Creek Canyon features one of the most beautiful, world-class golf courses anywhere. The canyon also boasts campgrounds and picnic areas, hiking, cycling, and a large, new park featuring a small, man-made lake accessible to swimming, fisherman and non-motorized boating. All of these amenities and growth potential near I-15 make Springville an ideal location for business and families.



TABLE OF CONTENTS

Springville General Plan.....	1
Incentives.....	2
By the Numbers.....	3
Economic District Analysis	
<hr/>	
North Interchange	4
South Interchange.....	5
Lakeside Mixed-Use.....	6
Industrial Park	7
Industrial.....	8
Village Center.....	9
Historic Town Center.....	10
Economic Corridor Analysis	
<hr/>	
I-15.....	11
North Main	12
South Main	13
400 South West fields	14
400 South Museum.....	15
Conclusion.....	16
Maps.....	17



Introduction to Economic Development

Efforts to attract jobs, encourage the growth of businesses, and grow income are all important to the vitality and well-being of Springville. While the community has shown interest in economic development for many years, it is important that Springville continues to define its role in economic development.

The Benefits of doing Economic Development in Springville

Springville currently benefits from a variety of natural and manmade improvements which help make the City a great location for economic development.

Springville is beautifully situated on the south end of the Wasatch Front with a historic town center that has largely maintained its integrity through the years. This area of tree-lined streets and historic buildings contributes to a small town identity that is attractive to many types of business firms. The City also includes hundreds of acres of vacant land available for commercial and manufacturing uses. Additionally, vacant land is zoned for a variety of densities for residences to help ensure that the wide variety of housing types are available for people who choose to live and work in our community.

The Springville Museum of Art, located within the historic area, is a significant cultural venue in the region and draws national and international attention with its range of permanent and temporary exhibits. Hobbble Creek Canyon is the home of Hobbble Creek Golf Course that has continued to be recognized regionally as one of the best public golf courses. Additionally, a developing trails system through the City and Canyon, along with a constantly improving park system, contribute to the opportunities for recreation.



Proximity to regional and national road, rail, and air transportation networks all help address the variety of transportation needs important to many companies. Improvements on the I-15 interchanges have occurred over the past eight years which have improved traffic flow in those areas.

Traditional infrastructure improvements for water, sewer, and streets continue to be constructed in connection with development. As nearly half of the City is vacant land, costs for infrastructure improvements continue to be a challenge. Efforts are being made to ensure that the infrastructure system meets the current and build-out needs of the City, which is ultimately a more economical approach for businesses and taxpayers.



SPRINGVILLE GENERAL PLAN

The importance of a committed, educated workforce is essential to successful economic development. According to the 2000 US Census, over 90% of Springville's population over 25 years of age are high school graduates and over 30% have at least a college degree.

Efforts for quality education is a continuous focus of both Nebo School District and the charter schools which provide primary and secondary education in the City. In addition to these facilities, Brigham Young University and Utah Valley University are located within a ten-mile radius of the City. Mountainland Applied Technology College is also within that ten-mile radius and provides important vocational training opportunities, along with several other private vocational colleges.

The Role of Government in Economic Development

Springville's role in encouraging Economic Development may include certain demand-side efforts such as helping local suppliers find local producers, encouraging local buying of products and marketing local products. The majority of efforts are on the cost or supply side of the equation. Types of activities where the City can be most effective include:

- ~ Developing a data base of available commercial and industrial land and buildings;
- ~ Clearing and assembling land;
- ~ Reviewing and modifying regulations that are overly burdensome to business;
- ~ Underwriting risk (e.g., use of tax increment financing, utility construction, renewal project);
- ~ Working with others to promote economic development;
- ~ Providing or helping set up job training; and,
- ~ Considering changes to tax structure.



SPRINGVILLE GENERAL PLAN

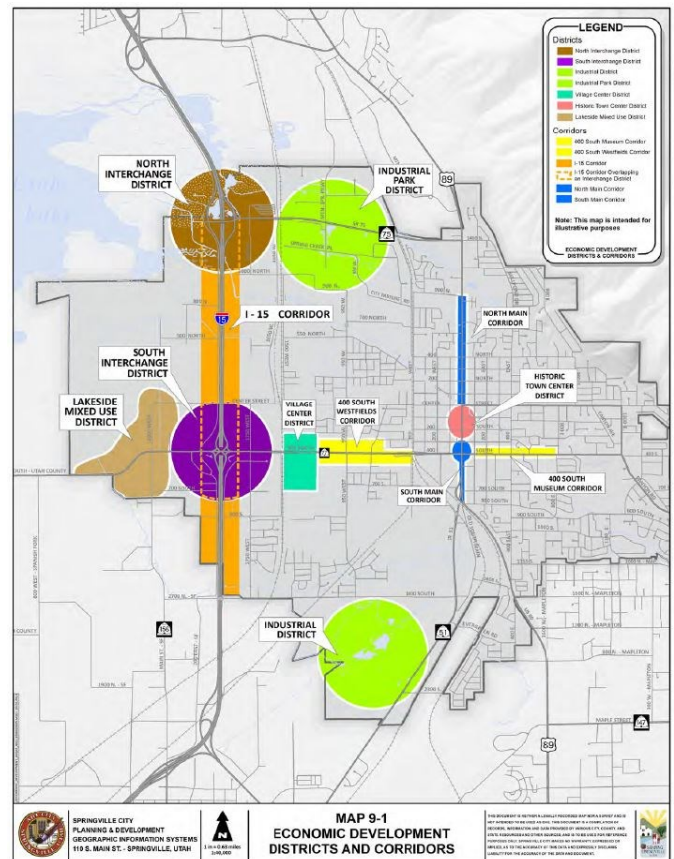


- ~ Should Springville further define what types of commercial and manufacturing uses are appropriate for which areas of the City? and,
- ~ Are there specific types of analysis that need to be done by the City to better understand what is taking place here economically?

The City Council also has the important role of defining the overall policy direction for Springville City. Just as businesses do an analysis to determine the costs and benefit of doing business in a certain location, the City may do likewise. A clear vision of what types of uses are seen as being appropriate for Springville are explored herein. In considering economic incentives and the development of districts and corridors, the Economic Advisory Commission worked through many questions. Here are some examples of considerations:

In accordance with the Springville General Plan, this Economic Development Plan focuses on each individual District and Corridor with Springville to determine how Springville City can best promote economic development within the community in accordance with the Economic Advisory Committee's core ideology and envisioned future for the community.

- ~ While there are many resources here, such as water, could the City support a water intensive use? If it were to do so, what other types of businesses might not be able to locate here?
- ~ Are there businesses whose locating here might serve as a deterrent to other businesses locating here because of odors, appearance, or other types of impacts?
- ~ Are there specific resources in our community which should be promoted to try to encourage certain types of businesses or manufacturers to locate here?
- ~ What is the overall effect of a business or manufacturer on our community now and in the future? Is that impact worth having the business in our City?



I. Background

In the State of Utah, local governments have a limited palette of incentives that may be offered to potential developments. The state has a number of incentive programs that are focused on job creation. The city does not control any aspect of this process. At the local level, incentives can be lumped into four broad categories: tax rebates, infrastructure, fee waivers and loans.

A. Tax Rebates

Historically, the State of Utah allowed tax rebates through “Redevelopment” projects. In the past several years, traditional redevelopment projects have been replaced in the state code with a variety of projects which allow tax rebates to be offered to developers. These are now called Economic Development Areas, Urban Renewals Areas, and Community Development Areas.

All of these programs effectively do the same thing. They allow property tax increment to be shifted back to the development area to encourage development. In some cases, sales tax revenues can also be used to the benefit of the developer.

Increment is defined as the difference between the property tax generated on the property after development and the tax generated before the development. Increment can include taxes to other government agencies (e.g. the school district,) if they agree to the plan.

Tax rebate plans or areas are expensive to create and incur ongoing costs to the city associated with the plan. To establish such an area will initially cost \$10,000 - \$20,000. Ongoing costs will impact the city as well. Reports must be filed at the County and State level. Separate budgeting and auditing occur on the plan area.



Springville currently has one existing Redevelopment Area (RDA) and one existing Community Development Area (CDA.) The RDA comprises 100 acres west of I-15 between exit 260 and 261. The CDA is located on both sides of 1750 West between 400 South and Center Street. An additional CDA is being considered to overlay and expand the existing RDA area.

In all cases, the City Council currently has the authority to authorize tax rebates to potential development. There is a plan in place in both existing cases, but there is no existing policy on how to award incentives.



B. Infrastructure

The City has full control over its own capital improvement programs. Each year, the City spends millions of dollars on roads, water pipes and power lines. Generally, the City spends more operational dollars on maintenance and replacement than on new construction. The city does spend significant dollars on expanding utilities due to new growth. Most of these dollars come from impact fees charged to new development.

This becomes a critical point to consider on incentives. The City can choose how to spend rate revenue and general fund dollars to install infrastructure to benefit the community and even a specific development. The city cannot do this with impact fees in the same way. Impact fees are tightly controlled by state law. The collection and expenditure of impact fees is closely monitored by state agencies and developers.



Without going through a number of lengthy examples the simplest way to approach the discussion is that the City can assist with the installation of infrastructure (streets, sidewalks, power lines, storm drain, etc.) that would normally be paid by the developer.¹ This assistance will come from operational revenues of the city (e.g. general tax revenues, water fees.) This will always come at the expense of other needed projects.



The largest incentive of the past 15 years was given to a developer on the 1750 West corridor. The City agreed to pay \$1,000,000 towards the development of 1750 West. The developer did not have to pay for this cost that would normally have been carried by the developer. The developer used this incentive in turn to reduce the amount of money it needed to receive from Wal*Mart for the 20 acres Wal*Mart purchased. The developer then made money on housing units (Camelot) and additional retail development to the north of Wal*Mart.

Spanish Fork used a combination of infrastructure, fee waivers and tax rebates to lure Costco. Lehi installed infrastructure as part of the deal to land Cabellas. This is perhaps the most commonly used form of incentive in Utah.

¹When a development comes to town, the developer must install all improvements necessary to serve that particular development at their cost. This includes roads and utilities. The city must pay for upsizing of the infrastructure, if necessary. The City can also pay for some infrastructure that is planned and scheduled through the impact fee process.





C. Fee Waivers

Retail developers often ask for fee waivers. Building and development fees can often be very costly. In a similar vein to the infrastructure discussion, impact fees cannot be waived without consequence. The impact fee fund must be made whole with dollars from a source that the Council has complete discretion over.

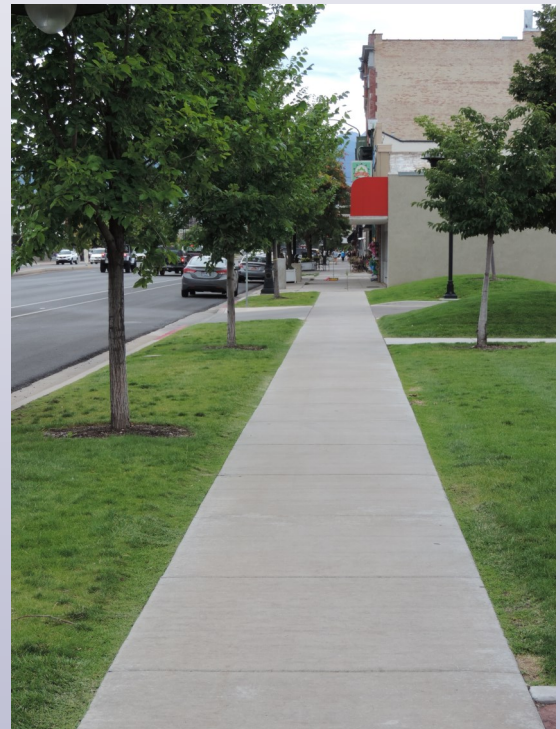
As with everything, there is a lot of complexity here. A recent development – the South Valley Professional Plaza built a shell building on 400 South. The building permit totaled just over \$97,000 dollars. Additional permits were issued for tenant finishes. Of the \$97,000, only about \$12,000 dollars were charged for plan reviews and building permit fees. The remaining \$85,000 was in various impact fees.

In order to “waive” the impact fees the City must spend real dollars to pay the impact fees for the developer. It is true that these are dollars going from one city pocket to another city pocket, but the use of the impact fee dollars become very restricted.

If the City were to use only the dollars it had complete control over (\$12,000) for an incentive, it can be pretty negligible. The development highlighted here probably had \$200,000+ in land purchase costs, \$2,000,000+ in construction costs (for a shell!) and about \$100,000 in City fees. A \$12,000 rebate would equate to 0.52% of their costs.

D. Loans

Large cities in Utah and other states often offer various low interest loans to encourage development in their cities. These are rarely used for retail development. They also require a lot of city resources to manage the program. Money must be set aside to loan to businesses. Staff must create loan programs and manage them. Staff has to collect on the loans and foreclose when businesses fail. Provo and Salt Lake City have such programs. Springville City currently has no program and does not anticipate starting such a program in the near future.



The City will review how the development enhances the community and moves the city towards accomplishing the goals set forth herein...the City will set fees at the lowest manageable rate to encourage development without the need for additional incentives.



II. City Positions on Incentives

After extensive consideration and discussion, the City's policy towards incentives is one of offering reasonable incentives that make sense for the community. This means that the City will focus on the long-term effect of the proposed development, not the short-term view. It means that not every development warrants incentives and that the incentives will be tied closely to the long-term benefits and return of the development to the City as a community.

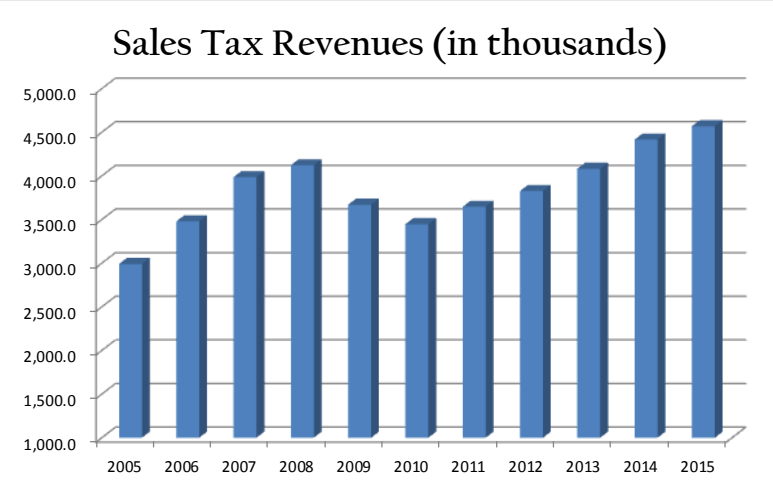
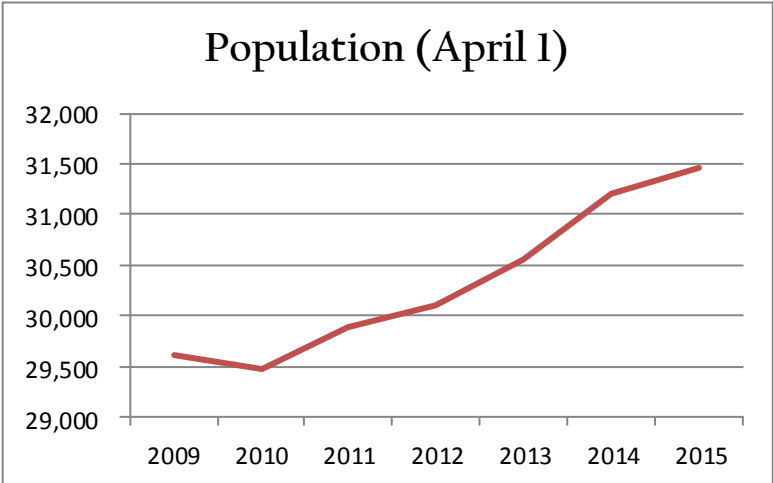
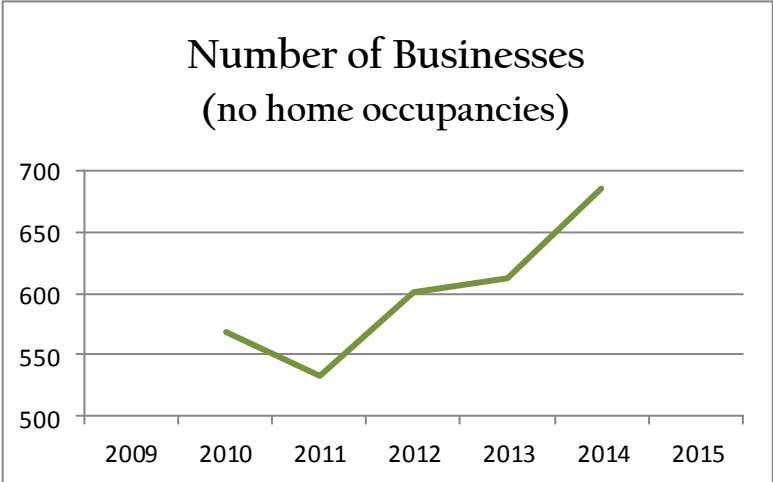
Incentives will be considered on a case-by-case basis and will not be limited to large scale development. But local/shop local initiatives, specialty store and restaurant incentive programs should be considered. The City will also work with local and state-level agencies to encourage manufacturing and high tech companies to locate within the City.

In analyzing incentive opportunities, the City will look at total tax revenues generated by the development less cost of serving such developments. The City will also review how the development enhances the community and moves the city towards accomplishing the goals set forth herein. The likelihood of long-term positive impact will be accounted for in the analysis. In general, the City will set fees at the lowest manageable rate to encourage development without the need for additional incentives.



BY THE NUMBERS

Springville City has seen consistent, positive economic growth for more than a decade. This section contains information, numbers and charts which reflects the current status of economic activity in Springville.



36%
Bachelor's Degree or Higher

72.3%
Home Ownership Rate

\$58,504
Median Household Income



ECONOMIC DISTRICT ANALYSIS

North Interchange District

South Interchange District

Lakeside Mixed-Use District

Industrial Park District

Industrial District

Village Center District

Historic Town Center District



ECONOMIC DISTRICT ANALYSIS

NORTH INTERCHANGE DISTRICT

Definition

The North Interchange District comprises an area surrounding exit 261 from I-15 in a radius of approximately one-half mile. The existing RV Park would be at the outside edge of this District.

Our Vision

The North Interchange District has a variety of characteristics. Travel services will continue to be offered immediately off of the freeway interchange. On the east side of the district, uses will transition to light industrial. On the south side of the district, a business park and residential uses will cluster along 1750 West. On the west side of the district, efforts need to be made to improve the view of and access to the future uses west of the freeway.

Initiatives and Actions

1. Improve look and feel of 1750 West. Connecting 1750 West to 400 South is one of the top catalytic projects suggested for encouraging development. Improving the look and feel of the north end of this road at the intersection of 1400 North will assist goals to see a business park constructed along the east side of the I-15 corridor.



2. East/West Connector at 1000 North. Work towards an improved east/west connector at approximately 1000 North to provide better access to the Community Park and Westfields residents.
3. Light Industrial Pocket. Consider a light industrial pocket between the railroad tracks and I-15. This would provide a transition between the Industrial Park District and the North Interchange travel-related services near I-15.
4. Residential Housing. Residential housing may be an option on the south side of this district as 1750 W approaches the creek.
5. Entry Signage. Entry signage would be a good addition to the District so travelers know they are entering Springville.

Catalytic Projects

1. Exit 261 West Side. Improving the west side of the Exit 261 off-ramp will encourage development around the interchange and encourage traffic down the west frontage road.



ECONOMIC DISTRICT ANALYSIS

SOUTH INTERCHANGE DISTRICT

Definition

The South Interchange District comprises an area surrounding exit 260 from I-15 in a radius of approximately one-half mile. The existing Wal*Mart would be at the outside edge of this District.

Our Vision

The South Interchange District provides large box, mid-size box, and pad sites for a variety of retail uses.



Initiatives and Actions

1. Big Box stores on the East. The District is all about retail. The City encourages big box, clustered retail on the east side of I-15.
2. Travel related services. The focus of the west side of I-15 should be on travel-related services. As residential neighborhoods start to develop, additional retail solutions may be warranted.
3. Entry Signage. Entry signage would be a good addition to the District so travelers know they are entering Springville.

Catalytic Projects

1. Railroad Crossings. Getting road connections across the 1500 railroad tracks is a priority. One crossing at approximately 900 South and a second crossing somewhere near Center Street would be preferred.



ECONOMIC DISTRICT ANALYSIS

LAKESIDE MIXED-USE DISTRICT

Definition

The Lakeside Mixed-Use District incorporates land around 400 South from approximately 2500 West to the end of the City.

Our Vision

The Lakeside Mixed Use District is to provide opportunities for the development of a mix of commercial, office and residential uses at the major intersection of 2600 West and 400 South with an opportunity to provide a full range of housing types within the City and create housing near shopping and work opportunities to decrease vehicular trips and encourage pedestrian traffic.



Initiatives and Actions

1. Maintain Zoning. Maintain the current zoning to allow development as it occurs. Once development is well underway, review the zoning code to ensure that the vision is being met by the code.



ECONOMIC DISTRICT ANALYSIS

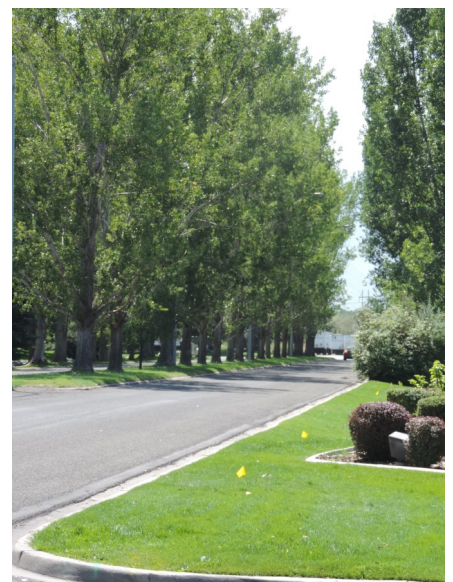
INDUSTRIAL PARK DISTRICT

Definition

The Industrial Park District comprises all industrial parks on the north side of the City. The District ranges from 1500 West to approximately 600 West and from 900 North to the north edge of the City.

Our Vision

The Industrial Park District is well-developed and mostly full. The focus in the district will be in keeping the District greens well-maintained and attractive for future occupants.



Initiatives and Actions

1. Maintenance. Encourage proper maintenance of facilities and grounds while maintaining City infrastructure.



ECONOMIC DISTRICT ANALYSIS

INDUSTRIAL DISTRICT



Definition

The Industrial District comprises all land south of 1400 South and west of State Road 51.

Our Vision

The Industrial District is largely undeveloped and full of difficult to develop land. Over time, this area would begin to mimic the north industrial park with a focus on light industrial manufacturing as opposed to heavy industrial uses.

Initiatives and Actions

1. Transportation. No roads traverse the center of this District. One of the first priorities will be to plan for road connections through this District.
2. Land Acquisition. Consider acquiring this land in this District as funds allow or as other City property is sold.
3. Zoning. Zone the land to mimic the Industrial Park District.

Catalytic Projects

1. Freeway Interchange. Encourage regional planners to provide for a new freeway interchange and good connectivity into Mapleton. This may allow more commercial development along 1600 South.



ECONOMIC DISTRICT ANALYSIS

VILLAGE CENTER DISTRICT

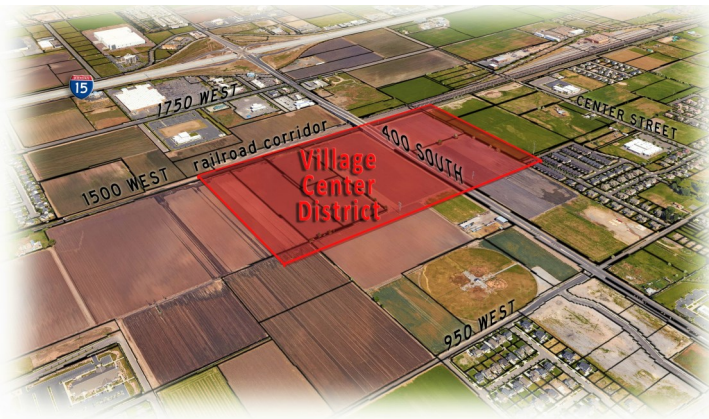


Definition

The Village Center District runs from 1200 West to 1500 West and from 300 South approximately 700 South.

Our Vision

This District is the least developed of all District and Corridors in town. It is largely conceptual in nature and should be held until proper developers are found that can bring the vision to reality. As stated in our current zoning code, the Village Center District is intended to provide opportunities for mixed-use development. This district will require a master-plan concept to be presented to ensure the development meets the intent of the zone. Development in this area includes buildings of up to three stories in height that line the street right-of-way. Multi-family dwellings included in this area may include minimal setbacks. On-site parking is primarily located to the rear of buildings in the center of the block. Mass transit will be part of the overall plan for this area.



Initiatives and Actions

1. Hold for Development. Patient holding of this area to allow for proper development is encouraged.

Catalytic Projects

1. Transit. Continue to encourage the extension of Frontrunner to the planned location within this District.



ECONOMIC DISTRICT ANALYSIS

HISTORIC TOWN CENTER DISTRICT

Definition

The Historic Town Center District runs from Center Street to 300 South and from 100 West to 100 East.

Our Vision

With raised center medians, tree-lined streets and historic, traditional retail buildings, the center of town clearly meets the core ideology desired for long-term development of the City. The Historic Town Center should maintain the current look and feel. Zoning should encourage art and specialty stores and the City should invest in this area of town to keep it viable and vibrant.

Initiatives and Actions

1. Zoning. Zoning rules should be established or maintained to keep the current look and feel while seeking to attract art and specialty stores that can be successful in this environment.
2. Incentives. The City should explore the possibility of building an incentive program to encourage and support investments and improvements from Center Street to 400 South.
3. Parking. The City should stay engaged in and look for opportunities to provide parking to support downtown businesses.



Catalytic Projects

1. 300 South to 400 South transition. The current transition from the Historic Downtown to the South Main corridor is abrupt and immediate. Projects should be encouraged which improve the transition from the Historic Downtown to the South Main Corridor and 400 South Museum Corridor. Businesses may be encouraged to bring their front closer to the street.



ECONOMIC CORRIDOR ANALYSIS

I-15 Corridor

North Main Corridor

South Main Corridor

400 South Westfields Corridor

400 South Museum Corridor



ECONOMIC CORRIDOR ANALYSIS

I-15 CORRIDOR

Definition

The I-15 Corridor runs the entire length of town along I-15. The two interchanges along I-15 are handled separately from the I-15 Corridor. The corridor runs at least 1000 feet in width providing 500-600 feet on either side of the freeway.

Our Vision

The I-15 Corridor will take on a variety of characteristics in this long-term plan. Encouraging a variety of businesses to locate within the corridor will enhance the retail possibilities surrounding the interchanges. A business park and even a village-center concept within the corridor will provide long-term economic stability for the city.

Initiatives and Actions

1. Planning. Additional, detailed planning is appropriate for this corridor. The planning projects would provide zoning for concepts set forth herein as opposed to the blanket zoning currently in place.
2. Business Park. Consider a business park in the middle of the corridor or on the north near the creek on the east side of I-15 which would allow for low-rise office buildings and clean uses to encourage high-tech companies to locate south of Provo.
3. Redevelopment. Consider a variety of redevelopment incentives within the corridor to promote growth in accordance with high tech, retail and even incubator businesses.

4. Residential Pods. Business uses could be interspersed with residential 'pods.' These pods would not be a vertical mixed-use area, but rather neighborhoods of residential correctly placed in the corridor to obtain a better mix of commercial to residentially-zoned land.
5. Alternative Vehicle Sales. The west side of I-15 may be a good location to build a cluster of non-traditional, high value vehicle sales locations. These vehicles include recreational vehicles, all-terrain vehicles, large trucks and boats.

Catalytic Projects

1. 1750 West Connector. 1750 West should connect between 400 South and 1400 North. This high priority project would encourage business growth between the two interchange districts.
2. Freeway Interchange. Encourage regional planners to provide for a new freeway interchange and good connectivity into Mapleton. This may allow more commercial development along 1400 South.



ECONOMIC CORRIDOR ANALYSIS

NORTH MAIN CORRIDOR

Definition

The North Main Corridor is generally defined as the commercial frontage on Main Street from Center Street to 900 North. Some comments and discussion surround the eventual development of the commercial node at 1400 North Main.



Our Vision

The North Main corridor transitions as one travels along its length. It is the one corridor within the plan that does not have a consistent theme throughout. From Center Street to 200 North and, eventually, to 400 North should become an extension of the Historic Town Center District. Thus, the vision is to have a Main Street feel with commercial buildings on the street stretching several blocks north of the governmental core. As a user moves farther north, the North Main Corridor will become more auto-oriented with a mixture of retail, offices and even residential uses from 400 North to 900 North. The intersection at 1400 North Main should develop as a commercial, retail node.

Initiatives and Actions

1. Walkable. Focus on making the entire length of the North Main Corridor more walkable. The focus should start near Center Street and move north. Zoning ordinances and current development should be encouraged and even required to give thought to pedestrian traffic in design. Efforts should be made both in design and through zoning to assure pedestrians that they do not feel isolated between a main highway and berming to hide parking lots.
2. Lighting. Main Street lighting which includes lighting for both vehicles and the pedestrian should be extended to 400 North. Lighting from 400 North to 1400 North should be reviewed and decisions made regarding the transition from pedestrian oriented to auto-oriented development. Custom lighting of a different type may be warranted from 400 North to 1400 North.

In addition to traditional street lighting, businesses are encouraged to consider additional decorative lighting on their businesses. Businesses and the Chamber of Commerce could work together to create a sense of 'place' with custom lighting to define the Historic Town Center District as vehicles and pedestrians enter the area.



ECONOMIC CORRIDOR ANALYSIS

NORTH MAIN CORRIDOR

Initiatives and Actions contd.

3. Traffic Flow. Examine the possibility of slowing traffic along the corridor.
4. Mixed Use. Consider mixed use development and even allowing housing as a permitted use in portions of the corridor from 400 North to 1200 North.
5. Bike Lanes. Connect to Provo's bike lane by working with the County and UDOT to have a dedicated bicycle lane through the corridor and connecting to the bicycle lanes on Center Street.
6. Business Promotion. Assist the Chamber of Commerce in focusing on small-scale Main Street businesses to keep retail options possible for Main Street.

Catalytic Projects

Two catalytic projects are envisioned to help spur development within the corridor.

1. Connectivity. Connecting 700 North to 400 East to allow more options into and out of the corridor.
2. Redevelopment. There are several historic motels along Main Street which have been allowed to deteriorate. Some have been transitioned both legally and illegally into apartments. Assisting landowners or developers to update, renovate, remove or redevelop these properties would encourage development along the corridor and show a commitment to keeping Main Street vital and important to the community.

Redevelopment can be encouraged through tax increment financing, general fund dollars, grants, infrastructure improvements and even volunteer assistance. Code enforcement should be a priority to ensure that all properties along the corridor meet minimum standards for health, safety and welfare of residents.



ECONOMIC CORRIDOR ANALYSIS

SOUTH MAIN CORRIDOR

Definition

The South Main Corridor runs from 400 South to approximately 900 South on Main Street.

Our Vision

Over the long term, Main Street should see growth with the continued look and feel of the existing Historic Town Center District in a mixed-use setting.



Initiatives and Actions

1. Zone for mixed-use through the corridor. Multi-family development is appropriate within the corridor. Other commercial uses are also encouraged. Zoning should allow for the City to respond to economically viable projects that come available in this corridor.
2. Upgrade interchange between highways 89 and 51. Encourage regional and state-wide transportation planners to upgrade the interchange from Main Street to Highway 89 and Highway 51. This updated interchange would allow better local connections within the corridor.



Catalytic Projects

1. 300 South to 400 South transition. The current transition from the Historic Downtown to the South Main Corridor is abrupt and immediate. Projects should be encouraged which improve the transition from the Historic Downtown to the South Main Corridor and 400 South Museum Corridor. Businesses may be encouraged to bring their front closer to the street.



ECONOMIC CORRIDOR ANALYSIS

400 SOUTH WESTFIELDS CORRIDOR



Definition

The 400 South Westfields Corridor runs from 400 West to 1200 West on 400 South.

Our Vision

This corridor is under heavy development at the current time (2015.) Much of the property will be developed within a year. The corridor is developing in harmony with the vision for this corridor – retail commercial on the frontage transitioning to professional office space as a user approaches the city center. This corridor has potential for additional office buildings, some transitional housing, and fast casual restaurants and other retail uses directly on the frontage.

Initiatives and Actions

1. Cautious on Incentives. Many developers have already located in this corridor with little or no incentives. The City has been aggressive at infrastructure installation with all major utilities in the corridor and ready for development. Future development should be able to take advantage of the existing development to locate in the area without incentives.
2. Encourage consistent development. The City should encourage future developers to develop in harmony with the creation of design standards in the corridor.



ECONOMIC CORRIDOR ANALYSIS

400 SOUTH MUSEUM CORRIDOR

Definition

The 400 South Museum Corridor runs from 100 East to 800 East along 400 South.

Our Vision

The 400 South Museum Corridor is anchored by the Museum on the West and Ream's on the east. In between is a mix of retail, office and residential uses. The vision for this corridor would be an intensification of use to and around 400 East from 100 East. On the east side of the corridor the vision is to continue the small town feel and mixed use of the existing corridor.

Initiatives and Actions

1. [Zone for mixed-use through the corridor.](#) Commercial development should be encouraged from 100 East to and around 400 East. Small-scale, multi-family development may be appropriate between 500 East and 700 East. Overall, intensifying uses is not recommended and maintaining a small-town feel east of 400 East is desired.
2. [Restaurants.](#) Encourage restaurants to locate in the corridor.

Catalytic Projects

1. [Roadway Design.](#) Having five lanes on 400 South from Main Street to 400 East will help spur commercial economic development along the corridor. This will provide ample traffic flow through an estimated year 2040.



While 2015 will likely be the biggest year in the history of Springville with regard to economic development, continuing to support and encourage long-term economic development for the City is crucial for citizens. Economic development provides jobs and diversifies the City's tax base. Economic Development inspires quality residential development and focuses the City Council and appointed authorities on long-term efforts that will ultimately benefit the City.

The plan presented herein will not be completed for many years. The Economic Advisory Commission and the City Council must routinely revisit the plan and update it for changing circumstances. Significant effort must be undertaken to plan for, budget and then implement catalytic projects contained herein.

In adopting this plan, the City Council provides the following policy guidance:

1. The City Council will consider reasonable incentives for development based upon a long-term view of the situation. Careful analysis will determine whether any particular incentives are good for the community as a whole.
2. The Economic Development Plan should be considered as part of the overall budget process. The City Council will give guidance as to which projects and initiatives will take precedence in future years as budget dollars allow.
3. Proposed developments will be considered in light of the General Plan and this Economic Development Plan. Staff reports should refer to elements of both plans which may be affected by the development.
4. City staff is directed to track implementation efforts and metric to show the success of any initiative or project as it relates to economic development.



Economic Development inspires quality residential development and focuses the City Council and appointed authorities on long-term efforts that will ultimately benefit the City.



MAP OF REDEVELOPMENT AREA



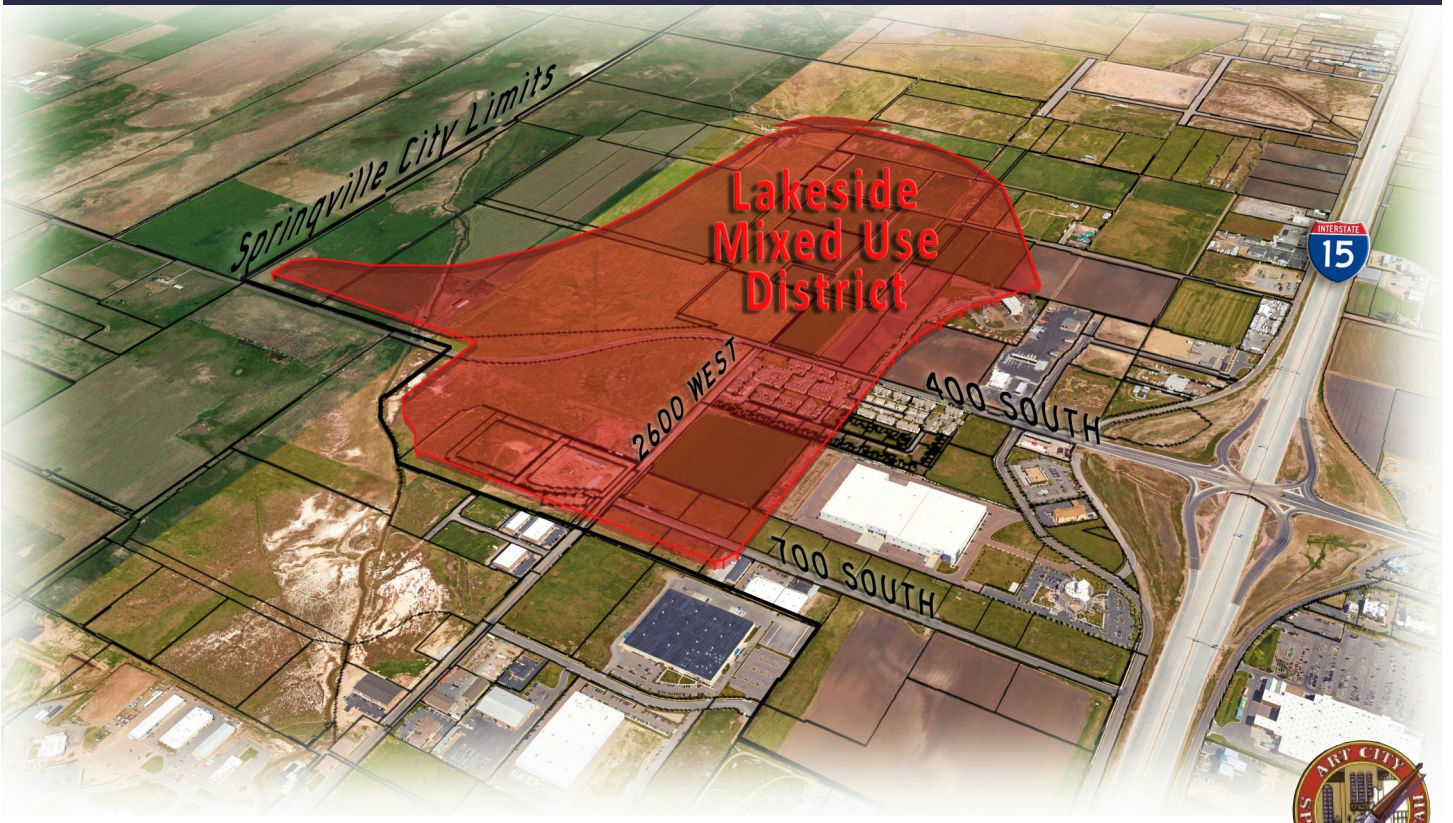
MAP OF COMMUNITY DEVELOPMENT AREA



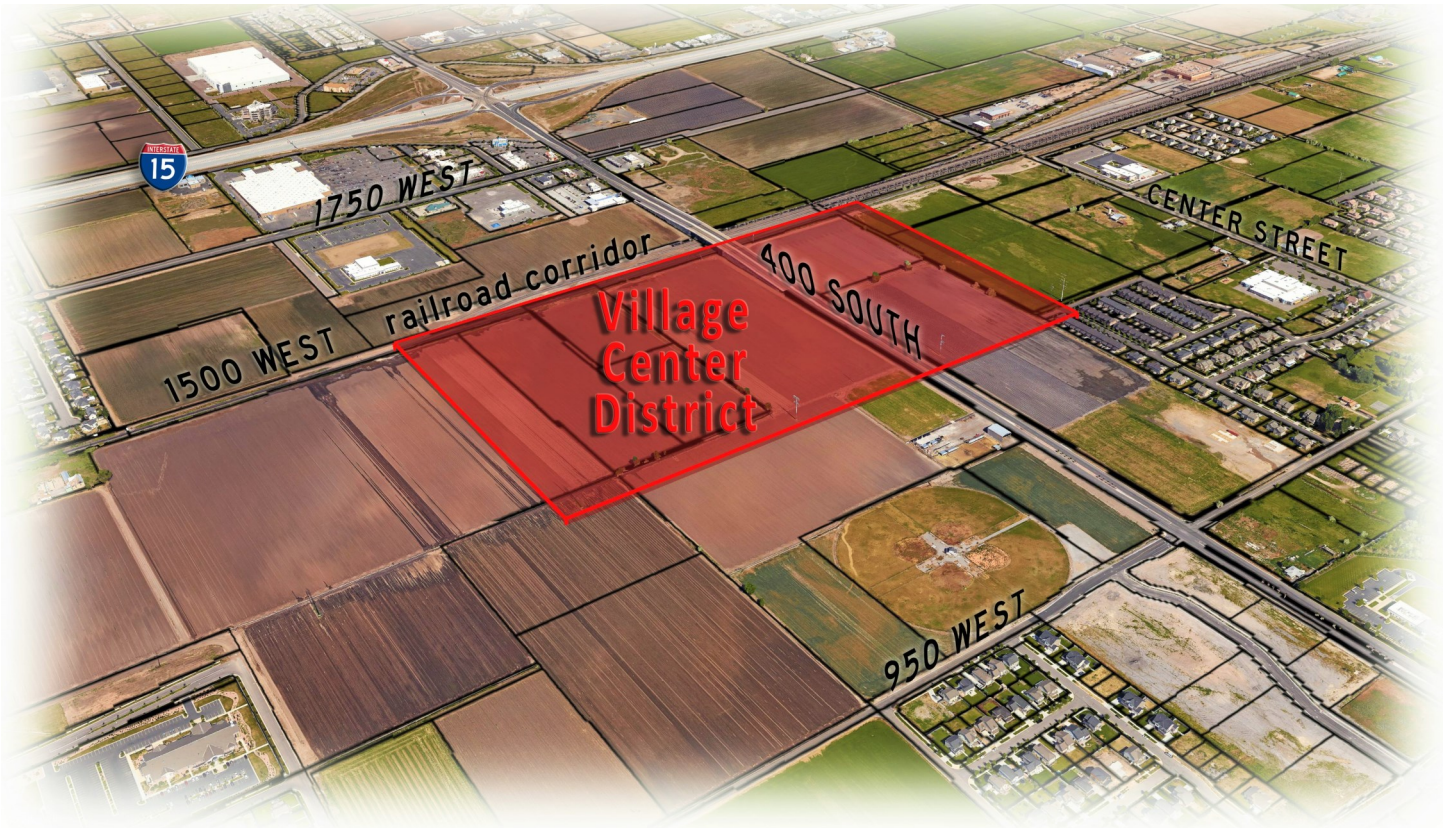
MAP OF DESIRED ROAD CONNECTIONS ACROSS RAILROAD TRACKS



MAP OF LAKESIDE MIXED USE DISTRICT



MAP OF VILLAGE CENTER DISTRICT



MAP OF DESIRED CONNECTION ON 1750 W BETWEEN 400 SOUTH AND 1400 NORTH



MAP OF DESIRED CONNECTION BETWEEN 700 NORTH AND 400 EAST



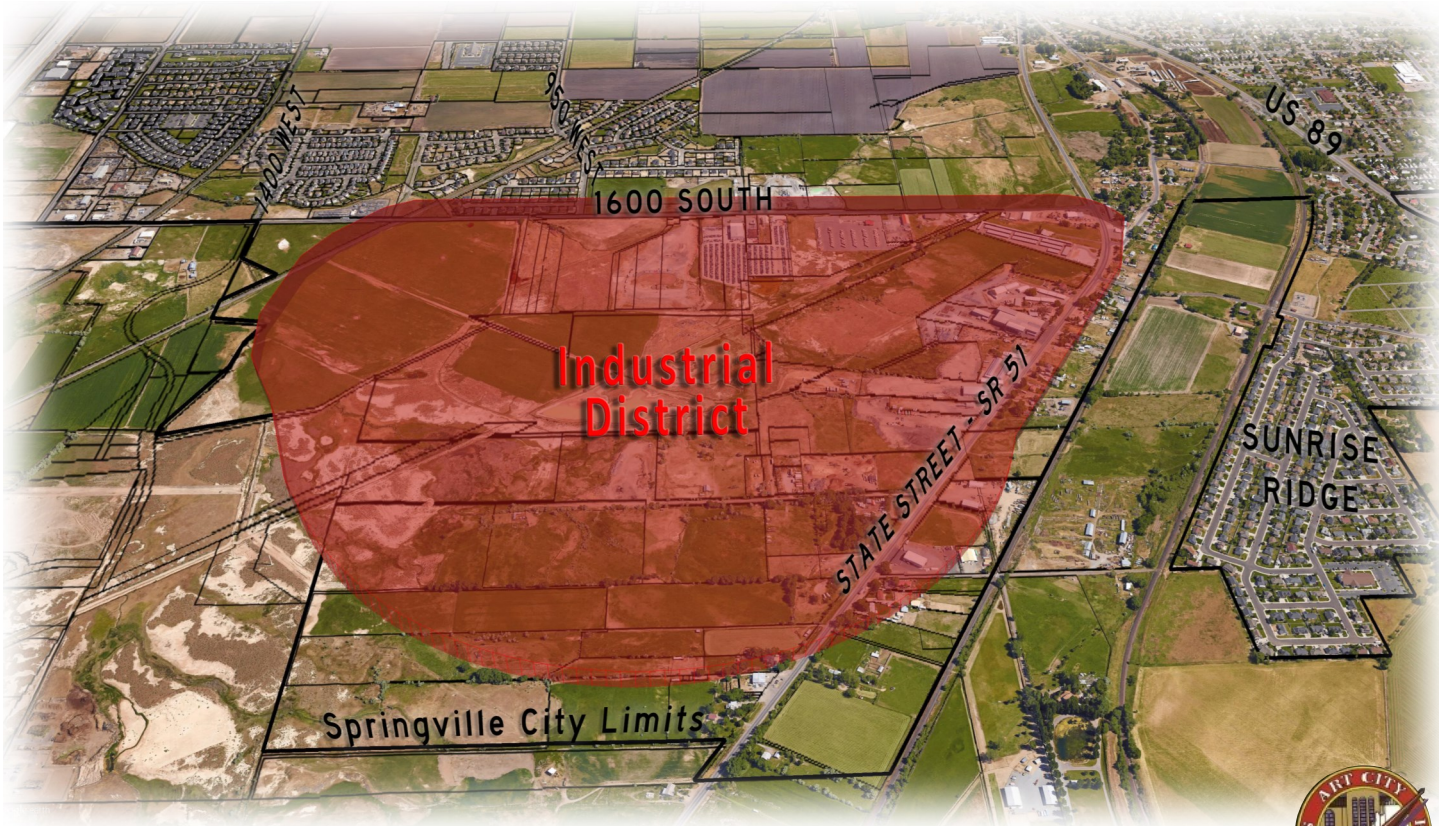
MAP OF NORTH INTERCHANGE DISTRICT



MAP OF INDUSTRIAL PARK DISTRICT



MAP OF INDUSTRIAL DISTRICT



MAP OF HISTORIC TOWN CENTER DISTRICT

