

8 COMMUNITY IDENTITY

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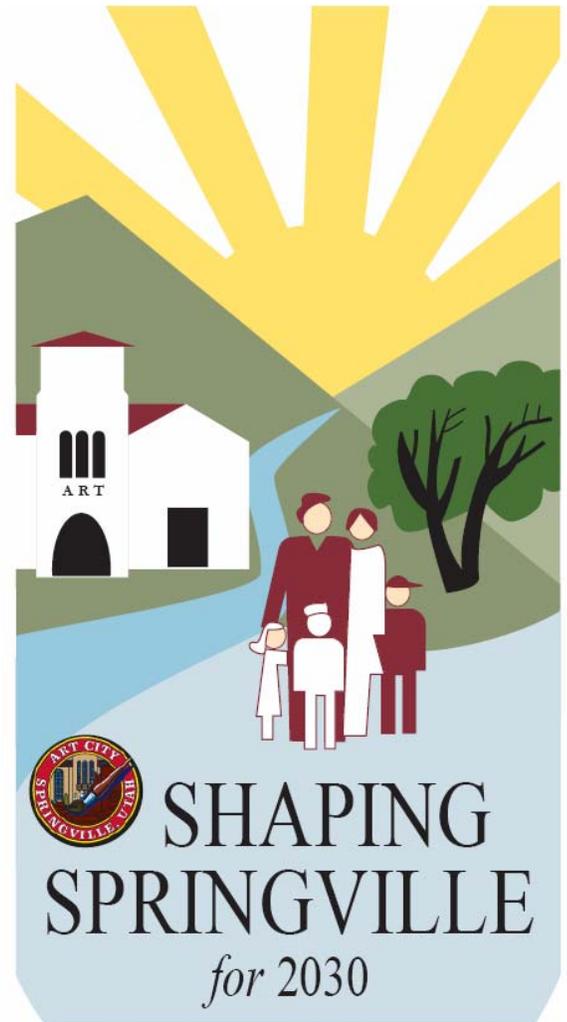
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GOAL: *We are the ‘Art City’ where living is an art, grounded in our heritage, strengthened by our community spirit, and inspired by our beautiful surroundings and commitment to enhancing our heritage.*

8.1 Introduction to Community Identity

There are three basic characteristics that define the character of a community: the natural environment, the built environment, and human activity. Springville City is beautifully situated between the foot of the Wasatch Mountains and the southeastern shore of Utah Lake, with several creeks running through our boundaries. The original town center continues to provide a strong focal point for our City, with its historic and civic buildings and tree-lined streets (see **Figure 8-1**). The various daily, weekly and seasonal activities that occur in this setting all contribute to our unique identity as a great place to experience and enjoy life.

8.2 Natural Environment

Hobble Creek and other creeks and waterways that flow through the City were essential arteries of life for inhabitants of this community. These waterways were the primary source of water for daily activities, including drinking, washing clothes, watering crops and recreating. The fact that the original plat was centered on Hobble Creek clearly illustrates the central role this waterway had in the establishment of this community.

The mountains and Utah Lake identify strong edges for the east and west



Figure 8-1 Main Street in Springville

boundaries of the City. At the narrowest point between these two significant geographic features, Springville is only 2.7 miles in width. Springville, along with Mapleton are situated the farthest east of any cities along the Wasatch Front. The City includes incredible mountain views to the north, east and south.

8.3 Built Environment

The original grid-patterned area established in the 1850s served as the primary location of business and residential development for the first 100 years of Springville’s history. Over time, this grid pattern was largely replaced with a more contemporary street pattern developed in connection with post WWII residential design patterns. These standards included a hierarchy of streets with a variety of street right-of-way widths based on traffic patterns.

Over the past 150 years there have been thousands of buildings constructed within the community. These buildings reflect a variety of building types and architectural styles that all contribute to the identity of Springville. In each of those cases, these buildings have contributed to a context of place. It is important to determine if that context is desirable and, if so, what might be done to ensure its continuity, and





Figure 8-2 Annual Springville Balloon Fest during 'Art City' Days

where appropriate, improvement.

8.4 Human Activity

The variety of human activities within a community define perceptions of that place, specifically those celebrations which are cyclical in nature. Whether they occur daily, weekly, annually or within some other time cycle, they can be important contributors to people's perceptions of where they live and sources of community pride.

Once these events are started, they often become a heart throb within the community (see **Figure 8-2**). Some grow and flourish, while others may limp along without the enthusiasm or support that existed when they were initially conceived or during their early years of existence. For City-sponsored events that have lost their luster, organizers and City officials have the difficult task of determining the relevance of continuing the event and deciding whether the cost is justified.

Other activities are different for each individual depending on where they are in the cycle of life. An example is early morning activities. For some this includes going to work or school. This may be a short walk, but for most it involves travel by personal vehicles and public or school district transit. For those going to school, this most often occurs in the City, while those going to work typically do so outside of Springville.

These daily activities affect our street systems, commerce, and use of public utilities such as water, power and other 'systems' that exist within our community. Both personal and collective activities occurring within the community are affected by the physical surroundings in which they occur, and hence, our perceptions of place.





8.5 Community Identity and the Arts

Springville has been called ‘Utah’s Art City’ since 1907 when the Governor of Utah proclaimed it so. The ‘Art City’ identity is largely linked to the history of the Springville Museum of Art constructed circa 1937 (see **Figure 8-3**).

The interesting challenge is that there are a variety of opinions concerning community image and public art. Some see Springville as a City with an art museum while others include performing and visual arts in general. Still others see it as an overall concern for aesthetics and the built environment of our community.

8.5.1 Springville Arts Commission

The Springville Arts Commission is dedicated to promoting the fine arts and humanities throughout Springville. The commission promotes and supports the various programs and activities throughout the City by assisting with volunteers, grants, and organization.

8.5.2 Performing and Visual Arts

One of Springville’s greatest contributors to the performing and visual arts is the Springville Museum of Art. Other resources include the Springville Playhouse and the World f.

8.5.3 Percent for Art

Springville has not yet adopted a “percent for art” or other similar program. Such a program is intended to insure that public art be incorporated into public buildings and facilities. Other communities have expanded this program to include participation for private development as well. Springville should consider this type of program to strengthen the



Figure 8-3 Springville Museum of Art

‘arts’ image of the community.

8.5.4 Statues to Live By

The “Statues to Live By” program was established in 1990 with the goal of “expanding the public’s ability to enjoy fine sculpture and enhance quality of life.” Statues are donated by friends of the program and sculptors. The program strives to add at least one statue a year. As of January 2010 there were 55 statues City and privately owned (see **Figures 8-4 and 8-5 and Map 8-1**).

8.6 Springville’s Identity

Springville’s identity is made up of several



Figure 8-4 One of many Bronze Statues throughout the City



elements, such as gateways, urban forests, streetscapes, views and vistas, design standards, signs, billboards, districts, including the historic district, and neighborhoods (See **Maps 8-2 Communities and 8-3 Corridors and Districts**).

8.6.1 Gateways

A sense of arrival is an important part of identifying any community’s borders or boundaries. Gateway or entryway enhancements can include a variety of elements such as signage, special landscape treatment, and information kiosks. The types of features included are largely determined by cost and land availability. They create an important first impression for visitors and a sense of civic pride for residents of the community.

It is important that these gateways or entryway enhancements be coordinated in some way as they serve the role of ‘branding’ the community. Another important consideration is where to locate gateway improvements. While they may



Figure 8-6 Gateway on Highway SR-51

need to be adapted to their location, they should be appropriately planned and constructed.

As shown on **Map 8-4 Gateways**, five major and three minor gateways have been identified in Springville. Out of these seven gateways only the gateway located on highway SR-51 has signage and a sense of arrival (see **Figure 8-6**). A plan for Springville to create an identifiable sense of arrival into the community is needed.

8.6.2 Urban Forest

Interest in the community’s urban forest has continued to evolve over the last 30 years. In 1979, Springville became only the second City in the state to be honored as a “Tree City USA.” This designation requires that cities invest \$2 per person annually to urban forestry improvements, along with an Arbor Day celebration, a tree committee, and a City tree ordinance.

Benefits of the urban forest identified by the Master Plan for Street and Parks Trees include:

- Creation of micro-climates that reduce energy costs by lowering air temperatures, increasing humidity, and reducing wind speed;
- Improvement of the economy by adding to the value of homes and



Figure 8-5 Bronze statue in front of library





- increasing the income stream of businesses. When businesses have trees customers often linger longer;
- Creation of safer streets by reducing speeds, and providing a buffer between motorist and pedestrians;
- Strengthening of the small town feel of Springville;
- Improvement of drainage by providing permeable space and requiring less infrastructure;
- Provision of a place for snow to be stored and then infiltrate back into the ground;
- Reduction of air pollution and creation of a buffer from noise;
- Provision of psychological and social benefits; and,
- Creation of an aesthetically pleasing community; and,
- Screening of undesirable structures.

The urban forest plays a part in Springville's identity and history. Springville has several trees of historical importance, so in order to preserve them



Figure 8-7 Lindon heritage tree located on 100 East



Figure 8-8 Horse Chestnut heritage tree located on Main

Springville City has adopted a Heritage Tree ordinance, which identifies trees of historical or original distinction (e.g. the largest in Utah) (see **Figures 8-7 and 8-8**). Records indicate that most of the trees were designated in the early 1980s.

Another important part of the identity and heritage of Springville is the Park Strips. They appear to have been a part of the identity of this community for at least the first 80 years. The majority of Springville urban forest is located within park strips (see **Figures 8-9 and 8-10**).

8.6.3 Streetscape

A large part of Springville's urban forest can be found in the right of way along the City's streets. Street trees can identify a street or an entire City. Street trees beautify the entrances to cities as well as main traffic corridors and neighborhood streets. Trees provide color, texture, line, and form to the landscape and soften the hard lines created by the built environment. Research on the aesthetic quality of residential streets has shown that street trees are the single strongest





Figure 8-9 1040 East has mature landscaping with park strips



Figure 8-10 850 West located within the Westfields neighborhood includes landscaped park strips



Figure 8-11 River Bottoms Road located within a 1990s neighborhood without park strips

positive influence on scenic quality (Schroeder and Cannon 1983).

In 2003, Springville City adopted a new street cross section that includes an eight-foot park strip, a size sufficient to provide space for street trees and landscaping while providing a buffer between pedestrians and vehicular traffic. In 2002 and 2003, as the Planning Commission and Staff discussed public improvements that provide a positive impact on the appearance of the community, pedestrian travel, street trees, and slightly larger sidewalks were identified as some of these improvements (see **Figure 8-11** for an example of a street with narrow sidewalks, no buffer, and no street trees).

Efforts to help ensure that the proper variety and types of street trees were planted resulted in the Street Tree Ordinance, adopted by the City Council in March 2007. This ordinance requires developers to include a street tree plan as part of subdivision or site plan review. In subdivisions, the developer currently (Jan. 2010) pays the City \$315 per tree and when 80% of a block is developed, street trees are planted by the City. This program has served as a model for other communities across the country.

While the street cross-section provides important consistency in the majority of streets, on occasion additional cross-sections tend to evolve. Most often, these new cross sections are developed to address many of the anomalies associated with existing streets or unique situations associated with specific areas. Examples include streets which were never designed to any type of standard and areas that serve a unique role within the community, such as the historic downtown or the village center developed in connection



Figure 8-12 This view toward Maple Mountain and Spanish Fork Canyon is taken from 400 East.



Figure 8-13 This view is seen from 2080 East looking to the northwest.



Figure 8-14 This vista of a portion of Maple Mountain is located on Canyon Avenue.

with commuter rail. Additionally, streetscape standards for lighting and other types of right-of-way improvements will need to be developed for specific areas (e.g. historic streetlights in Plat A).

8.6.4 Views and Vistas

Springville is blessed with a distinct setting between the Wasatch Mountains and Utah Lake which provides important views and vistas. From the east bench of the community there are magnificent views of Utah Lake, while from the west the views of the mountains provide a magnificent backdrop to the City (see **Figures 8-12—8-14 and Map 8-5**). The mountain views are most dramatic to the east and south and to some extent the north.

These expansive views and enframed vistas are an important contributor to the public’s perception of what makes Springville beautiful and desirable. It will be important for the community to determine which of these views and vistas are important and what might be done to protect or enhance them.

Both the natural and built environments affect views and vistas. Approaches for enhancing these corridors have included things as simple as trimming trees and vegetation to ordinances restricting building and sign height. In cases of ridgelines, many communities have required that any building be setback from the ridgeline to protect the appearance of the ridgeline as a natural feature.

Springville currently lacks specific measures, that protect the views and vistas that are part of value to the identity of the community.

8.6.5 Design Standards

The built environment is constantly



evolving and greatly influences community appearance and identity. Within a community, personal decisions can have an impact on neighbors, a section of the City, or the City as a whole. Because of the effects of these decisions, either real or perceived, city government has the role to balance the rights of individuals with those of the public good. Defining the public good is not always an easy task, and often requires vision and foresight.

Design standards are a reflection of a community's values relating to aesthetics. They generally tend to protect property values over the long run, but require some restriction on what can be done in the design of buildings or site work on a property. Most communities recognize the fine balance associated with these types of standards and there is typically an on-going refining process. The intent of such standards is to build a community that will be attractive, retain property values and be a great place to live today and in the years to come.

Design standards typically look at the area surrounding the proposed site to take visual clues as to what fits. In greenfield areas where context is not defined, design standards can be created to help encourage development that the community finds attractive and contributes to the positive appearance of the City.

Design standards typically address such issues as building materials, building height, roof lines, fenestration (windows), signage, pedestrian and vehicular access, and architectural style and building features.

In Springville, there are a variety of residential and commercial districts.

For those areas where design standards are established, it is important that the standards be specific to the area. For example, in the historic part of downtown Springville, most commercial buildings are built to the sidewalk, have flat roofs and have storefront windows. On the 4th South Corridor, most of the buildings have pitched roofs with a variety of setbacks and generally do not have storefront windows.

Currently, the city lacks overall design standards, though limited standards have been adopted for the City for new residential construction in the Springville Historic District.

8.6.6 Signs

As with most communities, the issues of signs produces a wide variety of opinions. Signs are an important and essential part of any community. Typically small towns pay little attention to signs. However, as communities grow and signs proliferate, the issue of signs becomes more important as businesses compete for attention and communities strive to protect their unique identity (see **Figures 8-15 and 8-16**).

Signs are important in defining the character of an area. For example in Las Vegas, the strip includes all types of signs that contribute to the character of the area, which is primarily a world famous entertainment district whose primary customers are visitors. In newer areas of Las Vegas, signs are scaled to meet the character of the area and the customer.

In June, 2005, Springville City adopted a new sign ordinance intended to address the needs of a growing community. This process included a background study along with the work of two ad hoc committees,





Figure 8-15 Illustration of Monument Signs on 1750 West



Figure 8-16 Pole Signs on 1750 West

an open house for public comment, along with other opportunities to hear from business owners and residents. The purpose of the ordinance is “to encourage signs that create and maintain safe and aesthetically pleasing building elevations and streetscapes while allowing for adequate identification, communication, and advertising for land uses in the City.”

Adjustments to the ordinance have been and continue to be made in an effort to ensure that the ordinance functions well for business owners, residents and visitors. As with most sign ordinances, the balance of community identity vs. corporate or business identity is a challenge.

8.6.7 Billboards

Springville City currently manages 29 billboards within the City. These include three of the 72 square foot ‘junior poster’ 11 of the 300 square foot ‘posters’ and 14 of the 672 square foot ‘bulletins.’ The bulletins are all concentrated on I-15, and the majority of posters concentrated on north Main Street (**See Map 8-6 Billboard Locations**).

Since adoption of the interim sign ordinance in 2003, Springville City no

longer allows additional billboards. However state law allows for the relocation of existing ones and allows greater heights than allowed by the City to ensure visibility.

8.6.8 Historic District

The history of Springville City is rooted in the development of Plat A and adjacent areas. In January 2004, the significance of the history of this area was recognized by being listed as the “Springville Historic District” on the National Register of Historic Places (**see Map 8-7 Springville Historic District**). The historic district is significant because of the story it tells of Springville’s growth from an agricultural outpost to a thriving City with a diverse economic base.

The major themes of Springville through the years, have included agriculture, mercantilism, industry, construction, transportation, and tourism as Utah’s ‘Art City.’ The historic district is also significant because 897 (72%) of the 1,238 primary buildings in the district are identified as contributing to the historic character of the area.

The Historic District includes a representative sample of architectural styles and types covering the complete



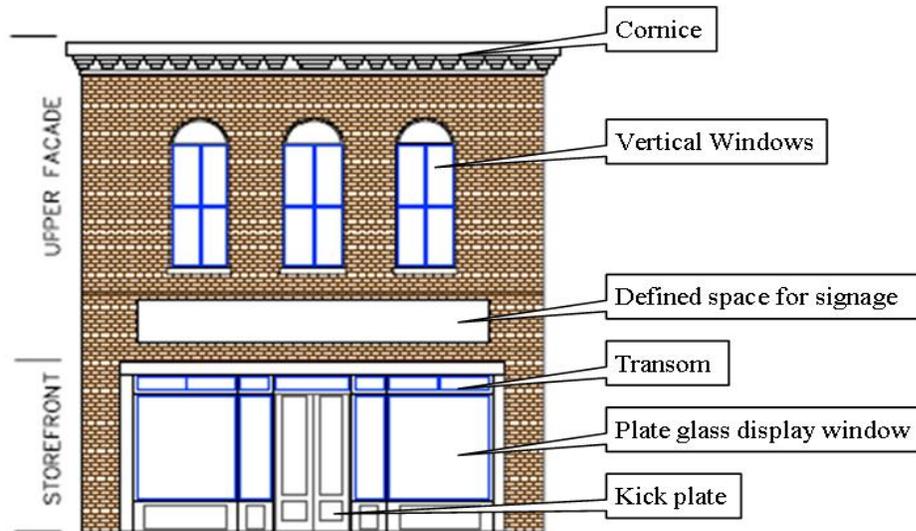


Figure 8-17 Sample of Design Standards for Historic Commercial District

historic period, ranging from well-preserved early adobe homes to elaborately-detailed examples of Victorian Eclectic Architecture from the late nineteenth century. Twentieth century styles such as bungalow, period-revival and ranch style houses make up about three-quarters of the significant primary buildings. According to the National Register nomination, the district retains a high degree of historic integrity despite the presence of some late twentieth-century alteration and new construction.

The City has 27 structures listed individually on the National Register of Historic Places as of August, 2009. Of those 27, all but one is in the Springville Historic District. The National Register, on which the Springville Historic District is listed, is an honorific listing and as such, does not limit in any way what a property owner may do with their property. Some communities have established local historical registers that affect how properties may be altered, but Springville has not. The design standards for new residential construction do affect new

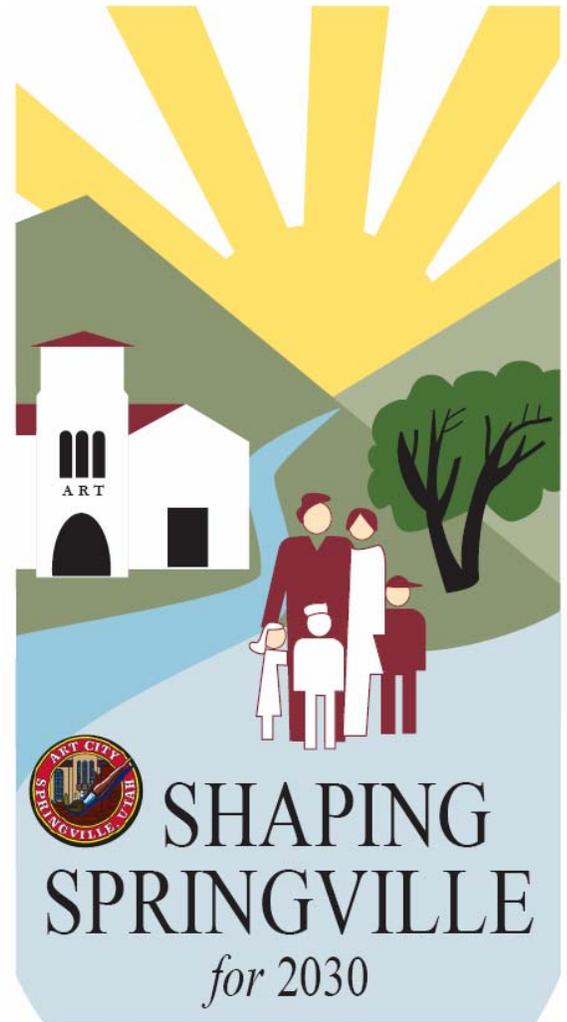
construction but do not have affect on any changes to existing structures.

Springville City has a Historic Landmarks Commission whose role is to encourage historic preservation through education and some small grants. Grant money for the Landmarks Commission work program is provided through the Certified Local Government (CLG) Grant program. This matching grant program may be used on a variety of historic preservation efforts such as documenting historic buildings, developing listings for the National Register, publications, grants and a variety of other programs. The Commission typically receives approximately \$13,000 per 16 month CLG cycle.

Buildings 50 years old are all eligible to participate in tax credit programs. Residential properties may receive a 20% tax credit through the State of Utah for historically appropriate work done on a property. A 20% federal tax credit is available for historically appropriate work done on an income producing property.

8.7 Goals, Objectives, and Strategies

The goals, objectives, and strategies section is comprised of specific goals and actions for Springville during the next 20 years. The following pages present the goals, objectives, and strategies for this element.





GOAL We are the ‘Art City’ where living is an art, grounded in our heritage, strengthened by our community spirit, and inspired by our beautiful surroundings and commitment to enhancing our heritage for future generations.

OBJECTIVE 1

Protect and create an aesthetically pleasing and safe environment that enhances attributes that are unique to Springville and help to make it a desirable place to live.

SYNOPSIS

Springville has many desirable attributes that greatly contribute to the identity of the City. These include: Hobble Creek, mountains, Utah Lake, historic neighborhoods and the downtown. Protecting the unique and iconic attributes around the City can be done in a variety of ways, including design standards and ordinances that identify and address the inclusion of desirable features in new development.

Springville has adopted ordinances and standards for new residential construction in the historic district, commercial and industrial site plans and signs and streetscapes. State and federal laws protect wetlands and waterways located throughout the City.

It is important that existing ordinances and standards be reviewed to insure their relevance and contribution to the long-term well-being and appearance of Springville. It is also important to determine what standards may be important.

STRATEGIES

1A Develop and adopt design standards for commercial and industrial areas that reflect the city’s commitment to an attractive and aesthetically pleasing community.

Implementation: Mayor, City Council, Planning Commission, Administration

1B Review and update design standards to reflect the image the citizens of Springville wish to portray.

Implementation: Mayor, City Council, Planning Commission, Administration

1C Review, update, and implement the sign ordinance.

Implementation: Mayor, City Council, Planning Commission, Administration

1D Plan and construct gateways into the City that enhance the identity of Springville.

Implementation: Mayor, City Council, Planning Commission, Administration

1E Determine what views and vistas should be preserved and how this should be accomplished.

Implementation: Mayor, City Council, Planning Commission, Administration



GOAL We are the ‘Art City’ where living is an art, grounded in our heritage, strengthened by our community spirit, and inspired by our beautiful surroundings and commitment to enhancing our heritage for future generations.

OBJECTIVE 2

Preserve and enhance both the residential and commercial areas of the Springville Historic District.

SYNOPSIS

Springville has a historic district that is a significant part of its identity. This district includes Plat A along with additional areas located between 400 South and 800 South, east of Main Street. Preserving the historic district of Springville is important because of the story it tells about the City and its role as home to thousands of our residents.

Design standards for new construction have been adopted to help protect and enhance the residential portion of the district. Additional standards may be appropriate to consider for existing structures. Standards for the downtown portion of historic Main Street should also be considered for adoption to help enhance the vitality and economic well-being of this area.

The majority of the homes in Plat A are listed on the National Register of Historic Places. Springville has a wide variety of housing types from various historic periods that largely define the overall character of this area.

STRATEGIES

2A Educate the public about the benefits of preserving and improving the historic district.

Implementation: Mayor, City Council, Planning Commission, Administration

2B Review new construction to ensure compliance with the historic district design standards.

Implementation: Mayor, City Council, Planning Commission, Administration

2C Continue to work with business and property owners to revitalize the historic downtown.

Implementation: Mayor, City Council, Planning Commission, Administration

2D Encourage façade restoration of historic buildings that have been covered with new materials.

Implementation: Mayor, City Council, Planning Commission, Administration





GOAL We are the 'Art City' where living is an art, grounded in our heritage, strengthened by our community spirit, and inspired by our beautiful surroundings and commitment to enhancing our heritage for future generations.

OBJECTIVE 3

Provide activities and places that will continue to enhance the 'Art City' image.

SYNOPSIS

Springville has adopted 'Art City' as its motto. Some people in the community see this as a reflection of the Springville Museum of Art being located here. Through the years, several programs and activities have tended to expand the meaning of the 'Art City' motto. These include 'Art City' Days, Springville Playhouse, World Folkfest and Statues to Live By.

Beyond these activities and programs, there is a sense that the 'Art City' motto is a reflection of how things are done in this community with a concern for an overall aesthetic appeal. A majority of the citizens who chose to participate in the "Shaping Springville 2030" process emphasized this aspect of being the 'Art City.'

STRATEGIES

- 3A Promote quality programs and activities that will strengthen our identity as the 'Art City.'

Implementation: Mayor, City Council, Planning Commission, Administration

- 3B Incorporate the 'Art City' motto in the overall aesthetic of the built environment within our community through design guidelines, city provided amenities, etc.

Implementation: Mayor, City Council, Planning Commission, Administration



GOAL We are the ‘Art City’ where living is an art, grounded in our heritage, strengthened by our community spirit, and inspired by our beautiful surroundings and commitment to enhancing our heritage for future generations.

OBJECTIVE 4

Preserve and enhance Springville's community identity by enhancing streetscapes and the urban forest.

SYNOPSIS

Streetscape includes those enhancements within the right-of-way that create an attractive environment for pedestrians, motorists, bicyclists and other utilizing the area. Street furniture for enhancing these areas include street lighting, pavement materials, trees and other landscape features, garbage receptacles, benches, statues and other types of contributing features. A well-planned streetscape helps unify the identity of an area and add to its uniqueness.

In addition to the role of street trees, the overall urban forest provides economic, social, psychological, environmental, and aesthetic benefits. These quality of life benefits are an important part of Springville's identity and heritage. Educating the public about the heritage and importance of the urban forest is part of continuing the City's "Tree City USA" status.

The City has an Urban Forestry Master Plan and Heritage Tree Ordinance in order to preserve, improve, and manage the urban forest. To maintain a healthy urban forest, the City strives for a diversity of trees and their appropriate placement.

The major contributor to the urban forest exists as tree-lined streets. Springville's

small town identity is created from tree-lined streets, as well as, lighting and furniture. New development is required to include street trees in order to maintain the quality of life in Springville.

STRATEGIES

- 4A Design and construct streetscapes with appropriate improvements for the areas they serve that contribute to creating attractive rights-of-way throughout the City.

Implementation: Mayor, City Council, Planning Commission, Administration

- 4B Use Springville's "Tree City USA" status to promote Urban Forestry through Arbor Day and other appropriate activities.

Implementation: Mayor, City Council, Planning Commission, Administration

- 4C Continue to update and follow the Urban Forestry Master Plan.

Implementation: Mayor, City Council, Planning Commission, Administration

- 4D Ensure street trees are planted and maintained so as not to obstruct or interfere with regulatory signs, utilities such as power lines and visibility of storefronts.

Implementation: Mayor, City Council, Planning Commission, Administration





SPRINGVILLE CITY GENERAL PLAN

GOAL We are the 'Art City' where living is an art, grounded in our heritage, strengthened by our community spirit, and inspired by our beautiful surroundings and commitment to enhancing our heritage for future generations.

STRATEGIES (CONTINUED FROM OBJECTIVE 4)

- 4E Define a proper mix of genus and species to help preserve the diversity necessary for a healthy urban forest within Springville.

Implementation: Mayor, City Council, Planning Commission, Administration

- 4F Consider the use of traffic circle centers as places to display public art.

Implementation: Mayor, City Council, Planning Commission

