



Mayor's Economic Advisory Commission Meeting Minutes

July 8, 2014 7:00pm

Springville City Civic Center Multi-Purpose Room

Time: 7:00 p.m.

Committee Members in attendance

Chair Mike Snelson, Kevin Jennings, Bob Johnson, Alan Shurtliff, Kristian Kallaker, Dan Bott

Staff in attendance included

City Operations Manager Rod Oldroyd, Deputy City Recorder Jennifer Grigg

Committee Members absent

Elizabeth Elder, City Administrator Troy Fitzgerald, Councilman Craig Conover, Shirlene Jordan, Rick Salsbury, Ruth Morrison, Clair Anderson and Mayor Clyde were not able to attend

Call to Order

Chair Mike Snelson brought the meeting to order at 7:00 p.m. Because of absences, today's agenda will be postponed until next month.

Approval of Minutes

Chair Mike Snelson acknowledged the minutes of the May 13, 2014 and June 8, 2014 meetings, and everyone received them and requested no changes.

City Update

City Operations Manager Rod Oldroyd took about 30 minutes to talk and discuss things happening in Springville. He also entertained questions, some of the discussions items were:

An article "Cities on the Rise," online at <http://www.nerdwallet.com/blog/cities/economics/cities-on-the-rise-utah/>, surveyed employed residents and listed the top 10 cities in Utah. Springville ranked #6, ahead of Spanish Fork and Lehi.

The major property owner, in the West fields, is very interested in selling it if the price is right, but inquiries have slowed down. For instance, Target stopped expanding in the United States and Canada. Jud Harward, of Harward Farms, currently is leasing the land for pumpkin, corn, and tomato crops. Boyer Development, another major property owner west of 7/11, at 1730 W. 400 S., paid an excessive per acre and wants to sell when the price rebounds.

Holiday Inn at 1502 North 1750 West is being inspected by executives tomorrow—soft opening Thursday; grand opening in a month; 90 rooms, very nice. Executives at Holiday Inn complimented Springville City's swift solution to the sewer lift station site problem. They feel good about working with Springville City.

Stonehenge at 450 South 950 west is being constructed in two phases. The smaller phase is \$3 million dollars and will be rehabilitation offices. Infrastructure has been going in for about a year.

Zion's Bank owns the property on the NE corner at 424 South 750 West, but decided not to build in Springville. There are reports that the property might be for sale.

54 Development at 700 West, north of 400 south, will be Assisted Living facilities and professional
55 plazas. They purchased the vacant house on the corner. The city continues to meet with the
56 major property owners in the west fields.
57

58 Main Street will be milled and re-paved starting this week including removal of the crosswalk in
59 front of Wells Fargo. New pavement will complete the UDOT work from south of 400 South to
60 Ironton Rd.
61

62 Springville City received a letter noting that not much work is happening on the roundabout at
63 1350 E 400 S. Progress seems slow, and the deadline is 5 weeks away.
64

65 City Operations Manager Rod Oldroyd was impressed on a tour of the new junior high. Nebo
66 owns a second piece of property for a second junior high, when residential development begins
67 again in the west fields.
68

69 Nebo School District plans to move projects from the former Grant and Westside Elementary
70 schools into the Old Junior High. The old Westside Elementary property would be perfect for a
71 Recreation Center. Nebo is building a school by the Church ball diamonds in the West Fields.
72 Building an elementary school or junior high potentially increases property values.
73

74 Provo Recreation Center is a huge success. Kris Kallaker said, "I'd rather pay \$10 to go there
75 than \$150 per month on my property tax to build one here." So far, the Provo Recreation Center
76 is a revenue source? Typically Recreation Centers are not a revenue source for municipalities. It
77 cost \$50 million to build the Provo Recreation Center. A Recreation Center is a priority for Mayor
78 Clyde. If we pass the Recreation Center bond before we know where it's going to go, property
79 values could increase. The major property owner in the West Fields is willing to work with us.
80

81 Interest in building a new grocery store where Allen's is has disappeared. Ream's is more up to
82 date and successful. Steve Allen's dad started the Allen's store and owns property, so it doesn't
83 need to make much profit. Wal-Mart, as a grocery store, is very successful and does great
84 Walmart is building the new store in Spanish Fork after reporting estimated sales of \$115 million
85 per year at in Springville.
86

87 Costco gas in Springville would be a great idea.
88

89 East Bay & Spanish Fork Kmart's are closing. Provo Towne Center is struggling.
90

91 There is a big Provo announcement forthcoming.
92

93 Every business that goes to Spanish Fork is an opportunity missed by the major property owner
94 in the west fields of Springville.
95

96 **Review of progress on past issues**
97 Mayor Clyde organized a new Sign Ordinance Committee to reorganize the existing sign
98 ordinances, especially for Love's Travel Stops at 358 Sweetwater Drive. Current restrictions
99 based on sign square footage and acreage restricts Love's to a small sign not visible from
100 Interstate 15. Sunroc uses sign banners to drive business into their store, in opposition to the city
101 ordinance. An opinion expressed that pole signs detract and drive property value down and pole
102 signs aren't allowed in major cities, to avoid the look of State St in Orem. Riverwoods added
103 signs which are tacky. Once signs get out of hand, the contest for who has the biggest sign
104 makes the area lose value. 400 South will become a mecca for electronic signs if we change the
105 sign ordinance. Kristian Kallaker stated that he could see the Wiggy Wash sign blinking blue in
106 his house at night up on the bench.
107

108 Construction of a new billboard around 1000 North Main St is planned.
109

110 Allan Shurtliff, Kneader's architect, designed one near the Gilbert Temple, and the SanTan
111 Village which reported sales of \$80,000 the first week with restricted signage. Gilbert has a much
112 higher population and, therefore, larger customer base than Springville. Retail business needs
113 signs to create business. There could be a different overlay for the development near the City as
114 compared to the residential properties and Main Street area.

115 **Assignments**

116 After last month's exercise, City Administrator Troy Fitzgerald took the suggestions from each
117 group and distilled a Core Value Statement, which was distributed to the Commission. Several
118 members asked that the references to the Canyon and Golf Course as Springville Values be
119 added before the exercise next month.

120
121 **Final Comments**

122 Bartholomew Family Park located at 2900 East 1200 South at the mouth of the Canyon, is a new
123 value for Springville. Alex Roylance reported in City Council Director's meeting that they
124 increased the construction presence and barricades, so people will STOP going to it. Several
125 members of the Economic Advisory Commission suggested that we put the Pond on the list of
126 Core Ideologies. With development, the land along the waterways, from Hobble Creek Canyon to
127 Utah Lake is going to continue to develop with added assets all the way to Utah Lake. Alan
128 Shurtliff asked why the City built a pond. City Operations Manager Rod Oldroyd answered that
129 the Bartholomew Pond's first purpose is for secondary irrigation in the West Fields.
130