



Mayor's Economic Advisory Commission Meeting Minutes

February 10, 2015 7:00pm

Springville City Civic Center Multi-Purpose Room

Committee Members in attendance

Councilman Craig Conover, Chair Mike Snelson, Kevin Jennings, Rick Salsibury and Clair Anderson.

Staff in attendance included

City Administrator Troy Fitzgerald, City Operations Manager Rod Oldroyd, Deputy City Recorder Jennifer Grigg

Committee Members absent

Mayor Wilford Clyde, Kristian Kallaker, Dan Bott, Elizabeth Elder, Alan Shurtliff, Shirlene Jordan, Brian Johnson and Dave Nemelka, were not able to attend.

Call to Order

Chair Mike Snelson brought the meeting to order at 7:00 p.m. and welcomed everybody.

Approval of Minutes

Chair Mike Snelson acknowledged the minutes of the January 13, 2015 meeting and requested a correction for attendance to show that Mike Snelson was not present. Clair Anderson moved to approve the minutes as corrected. Rick Salisbury seconded, and all voted aye.

Discussions

Report and Discussion on Sign Ordinance Amendments

Chairman Snelson reviewed the recommendations to the City Council regarding the Sign Ordinance Ad Hoc Committee which include:

- Removing permanent A-Frame signs used by the City
- Value of Electronic Signs to businesses and the City
- Suggested the Committee act as a clearing house treating the sign ordinance as a living document
- Increase the top of curb height of pole signs to 65 feet in the Commercial Sign Districts; square footage increases recommended as well. The signs in the South Interchange District are all 65 feet.

Administrator Fitzgerald reported the staff is preparing a proposal for Council to purchase an electronic sign.

Clair Anderson praised the Sign Ordinance Committee, saying if the sign height change were its only accomplishment; the committee was worth it; good job.

Administrator Fitzgerald outlined a presentation on zoning and economic development goals for the North Interchange District

The City has twelve Economic Divisions. The EDC will review each economic district on a faster schedule, one or two per month. This month's district is the North Interchange District.

51 Administrator Fitzgerald listed the questions before this committee.

52 1. What is our vision for this area of town?

53 2. What actions, based upon our values should the City take to enhance possible desired development?

54 3. What businesses do we want to see?

55 The Committee discussed existing infrastructure, previous attempts at development, significant wetlands
56 present, the expansion of the Industrial Park and extending 1750 West from 1600 South to the North
57 Interchange with impact fees.

58 Councilman Conover noted the area would be a good retail value. The property north of the Stouffer's
59 retail store has significant wetlands as well as the west side of the freeway, where the creek goes to the
60 lake. Because of the wetland designation, there is not much room for development.

61 Administrator Fitzgerald clarified the extension of 1750 West would be good for business as part of a 5 to
62 20-year plan.

63 Suggested businesses included travel related businesses:

64 • Gas Stations

65 • Hotels

66 • Restaurants

67 • Car dealerships.

68 Councilman Conover mentioned future Mitsubishi dealership and the 15 mile law requiring a manufacturer
69 to separate dealerships.

70 Administrator Fitzgerald recently learned that the League of Cities and Towns will lobby the legislature to
71 change sales tax allocation for car dealerships/also lower the 15 mile buffer between manufacturers. The
72 law does not affect used car dealerships.

73 Administrator Fitzgerald asked the committee, "What action can we take to enhance development?"

74 Responses included:

75 • Extending 1750 West

76 • Pads ready to development would be great

77 • Stub in the utilities before the road goes through

78
79 When new businesses come to town and pay impact fees, the City builds revenue to add roads. A million
80 dollars will build approximately one half mile of road. 1750 West and 1250 West is a road project collecting
81 impact fees. With impact fee revenue in the bank, the City Council has flexibility to add to road funds or
82 maintenance dollars and decide which road to complete first.

83 Councilman Conover suggested a city entrance signage welcoming travelers at the North Interchange.

84 Rick Salisbury suggested apartment complexes west of the North Interchange District?

85 Administrator Fitzgerald answered the professional recommendation is for high-density residential, but the
86 Council declined to change the zone.

87 Councilman Conover suggested changing the area to light industrial zone. 1650 West, by the creek, would
88 be great for high-density residential which would attract retail to the North Interchange District.

89 Rick Salisbury noted high-density apartments near the Interchange because of convenience to all
90 amenities.

91 Administrator Fitzgerald asked, "What is your consideration on the west side of the freeway?"

92 Suggestions included:

- 93 • Hotel
- 94 • Trailer Park
- 95 • General Retail

96
97 Mountainland Association of Governments is considering extending 2600 West across Provo Bay, working
98 around the wetlands that include the June Sucker spawning area. The proposal includes the area around
99 the Provo Airport and the possibility of a dike and draining of Provo Bay. Another consideration connects
100 2600 West to the Springville North Interchange. Provo City Planners consider housing development near
101 the Provo Airport, which has a road connecting to the Provo University Avenue Interchange.

102
103 Operation Manager Rod Oldroyd noted a new transient/short term stay trailer park is approved for
104 development north of Freeway Propane.

105
106 Administrator Fitzgerald acknowledged a 4% sales tax increase for the State in Calendar 2014. Springville
107 had an 8% sales tax increase compared with 6% in Spanish Fork. Springville received the same amount of
108 sales tax from the new Holiday Inn as every new Spanish Fork restaurant combined.

109
110 Extending 1750 West to the North Interchange adds a new North-South Corridor in Springville.

111
112 **Business City Update**

113
114 Administrator Fitzgerald noted there is a more development chatter now than in the last 6 or 7 years
115 combined, including retail, and non-retail, a restaurant and furniture store. Developers are calling every
116 week; some requesting is existing pads.

117
118 There is a new elementary school permitted at 950 West/750 South. There is also an assisted living center
119 approved and more professional offices in the Westfields Corridor and 2650 West. Calendar Year 2014
120 tallied the most dwelling units started in Springville history. Subdivisions are coming back, and large-scale
121 home builders are interested in larger developments.

122
123 The Transfer Station status is adding a host city fee in an entirely enclosed/odor controlled 70,000-90,000
124 square foot facility that would include impact fees and selling 15-20 acres of SUWSD property for retail in
125 Springville. Stouffer's is the major contributor to odor problems in Springville, not the Transfer Station.

126
127 The City Council is aware that Springville has too much commercial ground zoned if we want the right
128 balance of Residential/Commercial Development. A tentative Fire Station on 1250 West with a park is
129 planned. The City has plans to use the land under power lines at 1250 West and 1600 South for Soccer
130 Fields/OpenSpace; also useful for developers in that area.

131
132 **Adjourn 7:49 pm**