

1. Planning Commission Work Meeting Agenda

Documents:

[090121.PCWM.COURTESY.PDF](#)

2. Packet Material

Documents:

[ITEM A1 - GENERAL PLAN UPDATE.PDF](#)

3. Public Comment

Documents:

[PUBLIC COMMENT_J. CARLSON_REDACTED.PDF](#)



118 Lion Blvd • PO Box 187 • Springdale, UT 84767 • (435) 772-3434

PLANNING COMMISSION NOTICE AND AGENDA
THE SPRINGDALE PLANNING COMMISSION WILL HOLD A WORK MEETING
ON WEDNESDAY SEPTEMBER 1, 2021 AT 5:00 PM
AT THE CANYON COMMUNITY CENTER, 126 LION BLVD – SPRINGDALE, UT 84767

A live broadcast of this meeting will be available to the public for viewing/listening only.

****Please see electronic login information below.**

Attending Clerks: Katy Brown and Aren Emerson

Approval of the agenda
General announcements

- A. **Discussion/Information/Non-Action Items**
1. Discussion of the General Plan draft final document

B. **Adjourn**

This notice is provided as a courtesy to the community and is not the official notice for this meeting/hearing. This notice is not required by town ordinance or policy. Failure of the Town to provide this notice or failure of a property owner, resident, or other interested party to receive this notice does not constitute a violation of the Town's noticing requirements or policies.

NOTICE: In compliance with the Americans with Disabilities Act, individuals needing special accommodations or assistance during this meeting should contact Town Clerk Darci Carlson at 435.772.3434 at least 48 hours before the meeting.

****To access the electronic webinar please click the Zoom link below:**

<https://us02web.zoom.us/j/81205687741?pwd=cCtFUUd3bDlrZEJ4UTNKRysrTVpBZz09>

Meeting ID: 812 0568 7741

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Packet materials for this meeting will be posted on August 27, 2021 and available at: <https://www.springdaletown.com/agendacenter>



Memorandum

To: Planning Commission
From: Thomas Dansie
Date: August 27, 2021
Re: General Plan Update

The Commission has been working on the General Plan update for the past twenty months. This process has been delayed due to the COVID pandemic, as well as the Commission's recent heavy workload. However, after these delays the final General Plan draft document is now available for the Commission to review.

As reminder, the Commission has already done the following to prepare the General Plan:

1. Conducted extensive public involvement: several online surveys, in person surveys, stakeholder interviews.
2. Created a vision statement and vision document.
3. Drafted goals and sub-goals for eight different General Plan elements.

The attached draft document combines all these efforts for the Commission's review.

New text in the document that the Commission has not yet reviewed is highlighted in yellow. This is mostly text for the background and existing conditions sections of each element. Where possible, staff used language already developed by the Commission in the background and existing conditions. In addition to the background and existing conditions, a few of the sub-goals in some elements have been revised or added based on the Commission's discussion in previous work meetings.

The Commission should review this language and come to the meeting prepared to offer suggestions for improvement.

Steps that still need to be taken to complete the General Plan process are:

1. Determine whether changes need to be made to the Town's [Future Land Use Map](#). The Commission began a discussion on this topic in the May 2021 meeting. The Commission can discuss this issue in the upcoming meeting.
2. Gather public feedback on the proposed General Plan draft. The Commission is required to hold at least one public hearing on the proposed draft. However, staff suggests additional opportunities for public feedback on the draft should be provided. The Commission can solicit feedback in the form of another online survey, a public meeting (not necessarily a hearing) where the Commission accepts comments and suggestions on the plan, or more stakeholder reviews of the draft.

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3. Determine the final format of the Plan. The Commission has already given general feedback on the look and feel of the Plan. The attached draft does NOT incorporate that feedback. The attached draft should be reviewed for content only. The final document will be formatted according to the Commission's suggestions. The Commission has suggested the Town engage a publishing professional to assist with the final formatting of the Plan.

**Town of Springdale
General Plan Draft
9/2021**

Town of Springdale General Plan Vision

Vision Statement

Surrounded by the towering cliffs of Zion Canyon and with the scenic Virgin River at its heart, Springdale is a stunningly beautiful, walkable, friendly, clean, and safe place to live and visit. Small-scale development throughout the Town's residential, agricultural, and commercial areas reflects the Town's history, is compatible with the natural surroundings, and preserves views of the natural landscape. Natural resources (dark night skies, clean air and water, verdant and vibrant Virgin River riparian corridor, healthy wildlife populations, native vegetation, dramatic scenic vistas, etc.) are prized and protected. The Springdale community (comprised of residents, business owners, employees, and visitors) is diverse, welcoming, caring, and committed to preserving Springdale's unique character and village atmosphere. Springdale is the gateway community to Zion National Park and, as such, seeks opportunities to protect the scenic values and resources that draw millions of visitors here annually.

Community

Springdale is strengthened by solid relationships among community members. Community members come from diverse backgrounds, care for and support each other, respect and protect the natural environment, and work toward preserving the health of the community. The Springdale community is a place where everyone is welcome, all perspectives are valued, and people gather frequently to build community bonds. Adequate living accommodations are available for all members of the diverse community.

Amenities and Services

Springdale will have public and commercial services and amenities that serve the residents and support visitors to the Greater Zion area. The Town will have public spaces for residents and visitors to gather, interact, and enjoy views of Zion Canyon. Thoughtfully-designed and well-maintained streetscape and public art will add interest and beauty to the Town. Recreational facilities will include parks, trails, open spaces, social and cultural activities. Essential services such as excellent medical facilities and state of the art communication infrastructure will be available to all residents and visitors. Convenience services such as hardware stores, banking, barber/beauty salons, and movie theaters will allow residents and visitors to fulfill daily needs in Springdale. Commercial businesses are community minded, unique to Springdale, and respectful of the residential character and feel of the Town. The Town has a wide assortment of independent restaurants, boutique lodging establishments, art galleries, and is a mecca of world-class food and arts. The Town continues to recognize that full-time productive residents serve as the backbone for the community, therefore homeownership for long-term residents and community employees is a priority.

Transportation

Springdale is a place where it is safe, convenient, and enjoyable to get from place to place by walking, biking, or free public transit. Wide sidewalks, bike lanes, and trails make walking and cycling accessible for people of all ages and abilities. Designated pedestrian corridors with no motor vehicles allow residents and visitors to enjoy the Town's assortment of unique shops and outdoor public spaces. Public rural transit between Springdale and other parts of Washington

county will allow people to get to Town without the need for a private automobile. The Town will plan for and accommodate emerging transportation technology such as electric vehicles, autonomous vehicles, and future transportation innovations.

Adaptation

Using the resources in the community, the Town is forward looking to identify coming challenges. The Town provides leadership, information, and communication to community members to adapt to changing conditions. The Town and its community members do everything possible to reduce the effects of unforeseen challenges (such as climate change) and proactively plan to mitigate the damaging consequences of human- and nature-caused challenges.

SUMMARY

Springdale will remain the distinctive small town residents and visitors cherish. It is and will continue to be one of the most desirable places in the State of Utah to live and visit. The Town is committed to maintaining its unique character and village atmosphere, and will actively guard against becoming a generic gateway community. This vision recognizes that new growth and development will occur, and emphasizes the need to guide such development to keep Springdale the unique place it is today and prevent it from becoming “anywhere USA.”

1.0 LAND USE AND TOWN APPEARANCE

General Goal: *The Town will manage the type, size, scale, intensity (e.g., density), and appearance of new growth and development to enhance the unique character of Springdale’s built environment, preserve views of the natural landscape, reduce impacts on existing residents and businesses, and protect natural and cultural resources.*

Background and Existing Conditions

The Town of Springdale’s unique character is defined by 1) its setting in the midst of unparalleled natural beauty and scenic vistas, 2) the historic mix of agricultural, low density residential, and limited commercial land uses throughout the Town, and 3) the restrained size, scale, and density of the built environment (buildings, structures, and infrastructure). These three factors combine to create a village character unique to Springdale unlike anywhere else in the world. The Town finds it imperative to protect this unique village character. Doing so will preserve a high quality of life for residents, provide an enjoyable experience for visitors, and enhance economic viability of small, local businesses.

The community of Springdale (residents and businesses) is highly protective of the Town’s village character. Through its General Plan and Land Use Ordinances, the Town has consistently sought to preserve the unique village character. This element describes the Town's vision and ongoing efforts to promote quality growth and development through land use and town appearance goals and strategies.

Existing Conditions

Current zoning allows for a mixed dispersal of land use along the SR-9 corridor through the town. This includes valley residential, foothill residential, village commercial, central commercial, agricultural, and public use. The intent of this zoning arrangement is to promote a mix of uses along the corridor rather than have a dominant land use in any one area. This furthers the goals of the Town related to land use by preserving the appearance and feel of a small rural community with strong agricultural heritage.

The Town is surrounded on three sides by Zion National Park. These lands are managed by the National Park Service and include some of the most dramatic scenery in the world. Scenic vistas of some of the Park’s most iconic formations (West Temple, Bridge Mountain, the Watchman, etc.) are visible from nearly every property in the Town. Wildlife freely migrates between the National Park and the Town of Springdale. Development in the Town can impact the Park, and vice-versa. For all these reasons the Town strives to maintain an “in the Park” atmosphere to blend the perceived boundaries between the Town and the Park. This contributes greatly to the Town’s village character.

Historically, buildings and structures in Springdale have been modest in height, mass and size, and density. Most buildings in the Town are 26 feet or less in height. Buildings are restrained in size. They are situated on properties strategically to preserve scenic vistas, and to limit impacts on natural resources such as the Virgin River. Existing buildings in the Town demonstrate a diversity of architectural style, yet the Town’s design standards help promote a consistent feel of development in the Town.

The Town strives to protect the dark night sky. The Town has adopted outdoor lighting standards that help limit light pollution, light trespass, glare, and nuisance lighting. This enhances the scenic quality of

the dark night sky. The Town is in the process of obtaining designation as an International Dark Sky Association Dark Sky Community.

Land Use and Town Appearance Goals

General Goal: *The Town will manage the type, size, scale, intensity (e.g., density), and appearance of new growth and development to enhance the unique character of Springdale’s built environment, preserve views of the natural landscape, reduce impacts on existing residents and businesses, and protect natural and cultural resources.*

Sub-Goals:

A. Maintain Springdale's identity as a unique Village within a spectacular scenic setting and preserve the Town’s distinctive small community feel and atmosphere.

1. The Town will continue efforts to reduce light pollution to protect the dark night sky.
2. Discourage consumptive tourism; encourage commercial development that meets the needs of residents and visitors.
3. Development should be “light on the land” with emphasis on natural environment over built environment.
4. The SR9 corridor is critically important and should retain a mix of commercial and residential uses, along with open space and agricultural uses.
5. Development along SR9 should be regulated by enhanced architectural control.

B. Ensure new development is compatible with the Town’s setting at the entrance to Zion National Park, consistent with the Town’s architectural heritage, and complements the existing development in the area.

1. Update the Town’s architectural standards and design guidelines to require that the appearance and design of all new development promotes the Town’s village character.
2. Update policies, regulations, and ordinances concerning the design and appearance of new development with more effective and precise language to ensure such policies achieve their desired intent.
3. Update and enforce land use regulations to minimize the visual impacts of new development on views of Zion Canyon, ridgelines, hillsides, and natural viewscapes in the Town.
4. Carefully monitor new development during construction to ensure it complies with all regulations and standards to reduce negative impacts on existing residents.

C. Use zoning and land use regulation strategically to ensure the style, pace, and intensity of new development does not detract from the Town’s small-town character.

1. The Town will not change residential or agricultural zones to commercial zones, except in very rare and exceptional cases when such a change is clearly in the best interest of the

community, will help promote the Town's village atmosphere, and will not create an unwanted or unwarranted increase in the amount of commercial development in the Town.

2. Zone changes that will promote the Town's housing goals (as outlined in Chapter 3 of this Plan, as well as the 2020 Zions Public Finance Housing Study), will be carefully reviewed and considered. Such zone changes will only be considered for approval if the Town finds the proposed zone change will clearly benefit the Town by providing more attainable housing options for key members of the community.

3. Update the land use ordinance to make sure it stays true to the intention of promoting mixed use along Zion Park Boulevard while allowing development that meets community needs and desires.
4. Develop policies to address the pace of new development, particularly commercial development, to ensure the Town maintains a balance between residential development and commercial development.

D. Promote the Town's unique character and enhance the aesthetics of the community by improving the look and appearance of the public street right-of-way and other public properties.

1. Prepare a streetscape study and plan that creates a consistent theme, look, and feel for the Town's streetscape and suggests strategies for implementation.
2. Revise ordinances to require streetscape improvements for new development on SR-9, Lion, Winderland, Paradise, and Juniper.

E. Acquire open space in strategic locations (both in the foothills and the valley floor) to preserve the Town's small community feel.

1. Develop a plan to identify parcels of property that are important to preserve. These properties could be visually significant parcels, large pastures or fields that reflect the Town's agricultural heritage, important wildlife corridors and other habitat spaces, or any other properties that will enhance the small-town feel.
2. Develop strategies to acquire the properties identified in the plan described above. These strategies could be obtaining funding to purchase the properties, working with conservation groups to acquire conservation easements, or land use tools such as a Transferable Development Rights (TDR) program.

2.0 TRANSPORTATION

General Goal: *It will be convenient, safe, and enjoyable to get from place to place in Springdale through a variety of different transportation modes (including walking, biking, transit, and private automobile). Traffic and parking congestion from vehicles of all types will be minimized and managed. The Town will plan for and accommodate emerging transportation technology such as electric vehicles, autonomous vehicles, charging infrastructure, and plan for future transportation innovations. The Town will participate in regional transit planning efforts.*

Background and Existing Conditions

State Route 9 (SR9) is the only vehicular access into the Town of Springdale. SR9 also acts as the main transportation route through the Town. There are a number of small side streets that provide access to properties located off SR9, but most transportation in the Town occurs on SR9.

Over the past 15 years the Town has made significant investment in promoting multiple modes of transportation in the Town. The Town has constructed portions of a paved multi-use trail network, installed new sidewalks, widened existing sidewalks, cooperated with UDOT to install bike lanes on SR9, installed bike repair stations throughout the Town, and expanded its network of single traffic natural surface recreational trails. All of these changes are intended to promote active transportation in the community.

The Town also supports transit. The Town supports the Zion National Park shuttle operating in Springdale by maintaining shuttle stops and supporting the Park's efforts to seek additional funding for the shuttle. In partnership with Washington County and other communities in the County, the Town is also supporting the development of a public transit route from St. George to Springdale. This system has all the necessary funding in place and should be operational by 2024.

Despite the Town's efforts to create a comprehensive transportation system, the Town experiences periods of traffic and parking congestion during peak visitation to Zion National Park. In 2018 the Town instituted a paid on-street parking program. This has helped manage and organize visitor parking, and has reduced many of the negative impacts of visitor parking congestion. However, during peak periods parking demand exceeds capacity and parking congestion problems continue in the community. Similarly, during peak visitation periods, vehicular traffic on SR9 is so heavy and constant that it makes it difficult for pedestrians to cross the road safely at crosswalks, it limits the ability of cars to enter the road from side streets, and it creates safety issues for the increasing amount of cyclists (including e-bicyclists) on the roads.

This element outlines the Town's goals and strategies to improve the efficiency of the transportation network, in support of the broader goal of preserving the village atmosphere and village character of the Town.

Transportation Goals

General Goal: *It will be convenient, safe, and enjoyable to get from place to place in Springdale through a variety of different transportation modes (including walking, biking, transit, and private automobile).*

Traffic and parking congestion from vehicles of all types will be minimized and managed. The Town will plan for and accommodate emerging transportation technology such as electric vehicles, autonomous vehicles, charging infrastructure, and plan for future transportation innovations. The Town will participate in regional transit planning efforts.

Sub-Goals:

A. Develop the infrastructure, policies, and culture to support active transportation (walking, bicycling) as the primary mode of in-town travel.

1. Develop additional walking and hiking paths to create connectivity with key locations in the Town and Zion National Park.
2. Establish more bike stations / bike corridors to make it easy to move about Town and into the Park via bicycle.
3. Consider making Springdale a mountain biking destination by developing more recreational mountain biking trails.
4. Prepare an active transportation plan for the Town. The intent should be to provide direction, goals and objectives as well as identify specific projects and policies to make active transportation safer, more convenient, and more enjoyable.
5. Work toward a “car free” Springdale. Provide parking outside of town (Hurricane or Laverkin) with transit into town, leaving the Town with open green space.
6. Provide transit service to area recreation destinations.
7. Connect the Town’s active transportation network of walking and bicycling infrastructure to active transportation infrastructure in the region (Washington County, the Park, and Kane County).

B. Continue to partner with Zion National Park and the State Office of Tourism in support and promotion of the in-town Zion shuttle system.

1. Work with Zion National Park to ensure the in-town shuttle schedule is effective and efficient (e.g., computerized schedules displaying seat availability).
2. Partner with Zion National Park to seek funding opportunities to ensure the continued financial viability of the in-town Park shuttle.
3. Encourage Zion National Park to procure and utilize alternative energy vehicles that are both fuel efficient and quiet, minimize noise and air pollution, and promote Springdale as a ‘green’ community.

C. Work to promote different types of regional public transportation systems to facilitate more transportation options between Springdale and the greater Zion area.

1. Work with Zion Regional Collaborative and other regional partners to coordinate the operation of public transit systems in Washington County, Kane County, and Zion National Park.
2. Work with Washington county and other partners to develop “park and ride” locations outside of Springdale to allow visitors to leave their vehicles and ride public transit to Zion National Park.
3. Encourage local businesses to have employees use public transit for their daily commutes. Encourage business owners to coordinate employee shift times with transit schedules.
4. Work with the Zion Canyon Visitors Bureau to encourage “car free” vacations to the greater Zion area using public transit.

5. Ask local businesses to encourage their guests to use the town shuttle to reduce traffic and parking congestion - both in the Town and Park.
6. Encourage employers to provide employee shuttles for their employees.

D. Anticipate and prepare for Emerging and Future Transportation Innovations

1. Support electric vehicle charging to link to the broader network of electrified corridors.
2. Study issues surrounding autonomous vehicles and prepare for the impacts they could have on the Town's transportation system.

E. Use Town parking strategically to encourage more use of alternative forms of travel within Springdale, and discourage using private vehicles as the main mode of transportation.

1. Encourage developers of parking lots to minimize visibility from SR-9 by placing them out of public view, or through landscaping, buildings, etc.
2. Consider a requirement that parking lots have shade covers.
3. Limit the amount of parking provided by the Town and consider price increases when demand rises.
4. Evaluate the Town's requirements for off-street parking required for businesses to make sure they promote the Town's land use and transportation goals.
5. Work with regional partners to develop a method for informing visitors to Springdale and Zion National park about parking availability in Springdale, as well as other transportation options to access the Park, prior to their arrival in Springdale.

3.0 HOUSING

General Goal: *Springdale will retain its rural residential character by protecting existing residential neighborhoods from the impacts of increased commercialization. The Town will have housing options that support a diverse population, including low density residential units, higher density multi-family units in select locations, accessory dwelling units, and others. This will allow the Town to maintain housing for a community with families of diverse income. It will benefit local businesses by providing a larger labor pool. It will benefit the Town by having the people who are working in businesses also be committed and contributing members of the community by having access to attainable housing.*

Background and Existing Conditions

Springdale has a mix of housing types. The Town has approximately 294 single-family housing units, and approximately 118 duplex or multi-family housing units.

Most housing in the Town is low-density, single-family housing. These housing units are distributed throughout the community. Many of these homes are in platted subdivisions (Anasazi Plateau, Canyon Springs Estates, Moenave, and Kinesava Ranch being the largest). Other single-family homes are located on unplatted lots.

A smaller amount of the Town's housing is in duplex or multi-family development. These units are concentrated in several larger developments (Moenave, Red Hawk, Juniper Lane Townhomes, Stone Mountain Condominiums), as well as a number of smaller properties.

Most homes in Springdale are upscale owner occupied single-family dwellings set on a relatively generous lot. These homes are unaffordable to most of the people who work in town. Therefore, this prevents even key small business owners and essential town and Zion National Park park staff from achieving homeownership in our community.

In the rental market, there are about 30 apartments that are regulated as affordable units, and which are occupied by households with incomes at or below the area median income. While these affordable units are all encumbered by deed restrictions and regulated by other legal means to keep them affordable for the long-term, the current supply of these units is inadequate to meet demand. The remaining rental properties in town are always in short supply and much of this rental stock may be substandard in amenities. This lack of supply in both the 'for sale' and 'for rent' markets results in most of the town's workforce commuting from the Hurricane / St. George area.

In 2020, the Town hired Zions Bank Public Finance to complete a housing study for the Town. As noted in that study, "the dynamics of a significant number of incoming employees creates strains in the transportation corridors [and]... prevents a sense of community." The study also notes the overall lack in availability of housing and especially the lack of housing at various price points to accommodate life-cycle demands. This results in a lack of housing for first-time buyers and move-up options for larger families or those needing senior accommodations. This lack of life-cycle options prevents Springdale from having a "deeper sense of community and a continuation of growth of families and relationships that are long-term to the town." In short, our current housing stock hampers the development of a stable long-term residential community and the associated benefits that would accrue if we had a more diverse supply of housing.

This element of the General Plan addresses the overall housing needs of Springdale. It identifies the lack of diversity in current housing stock as a key issue for our community. It recognizes the need for additional long-term rental units and to provide more options to support life-cycle housing for families as they grow and change. It provides guidance for current and future housing and pays particular attention to both regulated affordable housing and attainable homeownership. It also recognizes that homeownership tends to foster a long-term commitment to the community. This results in many intangible benefits including a stable workforce and entrenched support for community activities.

Housing Goals

General Goal: *Springdale will retain its rural residential character by protecting existing residential neighborhoods from the impacts of increased commercialization. The Town will have housing options that support a diverse population, including low density residential units, higher density multi-family units in select locations, accessory dwelling units, and others. This will allow the Town to maintain housing for a community with families of diverse income. It will benefit local businesses by providing a larger labor pool. It will benefit the Town by having the people who are working in businesses also be committed and contributing members of the community by having access to attainable housing.*

Sub-goals:

A. Maintain Springdale's character as a rural residential community.

1. Protect the character of existing residential neighborhoods from the impacts of commercial development and Zion National Park visitation.
2. Consider the full spectrum of impacts of commercial development as it relates to the need for additional housing.
3. Retain existing residential zoning as indicated in the land use element.

B. Promote community character by providing opportunities for more key contributors to the community (first responders, teachers, business owners/managers, etc.) to live full-time in the community.

1. Provide more diversity in housing options available on the market, seeking to increase housing in all categories of housing.
 - i. Encourage the development of homes of modest size and amenities in the 'for sale' market to allow town staff and Zion National Park employees to become homeowners in our community. These homes should be within a price point that will allow achievable homeownership for this segment of our employee community.
 - ii. Take steps to obtain lots and develop homes, per the original design plan, along Redhawk Drive that are tailored to meet the home ownership needs of Springdale and Zion National Park staff.

- iii. Research other available parcels of land within town that may be developed to meet the homeownership needs of key town and Zion National Park staff.
2. Use housing tools identified in 2020 Zions Bank Public Finance Housing Study
- i. Make allowances for expanded use of Accessory Dwelling Units (ADU's), while ensuring these uses do not detract from the character of existing neighborhoods.
 - ii. Create a Transferable Development Right (TDR) program that will allow increased density in targeted areas while preserving open space in sensitive foothill locations.
 - iii. Consider creating a residential multi-family zone that will allow targeted and selected density changes in appropriate areas.
3. Partner with affordable housing providers to develop income-qualified, deed-restricted regulated affordable housing.
- i. Encourage the development of Regulated Affordable Housing units to help address the lack of supply in the 'for rent' market.
 - ii. Explore and evaluate a creative variety of scalable employee housing solutions. These accommodations can range from hostel style, dormitory style and studio apartments. This variety of solutions would help address a wide range of housing for various length employment; short term, seasonal and also provide other longer term and more amenity rich 'for rent' options.

4.0 ECONOMIC DEVELOPMENT

General Goal: *Small, independent, local businesses will continue to serve residential needs and power the Town's tourism-based economy. The Town will diversify economic drivers by encouraging businesses that serve resident needs, promoting remote working opportunities (e.g. "tele-work" and remote commerce), and supporting businesses that are not dependent on the tourism industry (such as agriculture). The Town will partner with other regional entities to disperse any adverse impacts of tourism through efforts such as Greater Zion.*

Background and Existing Conditions

Tourism has been the main economic engine in the Town of Springdale for the past 50 years and more. The Town's businesses are currently dependent on visitors, the majority of whom come to Springdale to Zion National Park. Tourist oriented services (hotels, restaurants, gifts shops, guiding and rental businesses, etc.) comprise the majority of commercial activities in the Town. The Town currently has approximately 1,200 transient lodging units, 22 restaurants, numerous gift shops and art galleries, several guiding companies, three markets, and a hardware store.

The Town supports local and independent businesses. Many of the businesses in the Town are unique, one of a kind. They are locally owned, or owned by interests with strong connections to and investments in the Town. These businesses add to the Town's unique village character and help the Town establish its own identity, instead of turning into "anywhere, USA." The Town has attempted to preserve its character and identity by providing an environment where local, independent businesses can thrive.

The Town relies on its businesses for its municipal operations. Because the Town of Springdale's property tax rate is very low, tax revenue from these businesses supports the Town's municipal operations and services (law enforcement and public safety, parks and recreation, utility and public works services, and general government).

The community also benefits from the services these businesses provide, particularly the restaurants, markets, and hardware services that would not normally be economically viable in a community of 600 people.

However, impacts from commercial activities also negatively impacts quality of life for residents. Parking and traffic congestion associated with businesses can spill into residential neighborhoods and create nuisances for residents. Noises and odors from commercial operations, particularly in the late evening or early morning hours can disturb the peace and quiet of residential areas. And homogenization of the type of commercial businesses (e.g. more and more transient lodging, less of anything else) detracts from the village character.

This element outlines goals and strategies that balance the need to provide commercial services catering to tourists with the need to protect the residential community and quality of life. The Town desires to support businesses that will benefit residents and add to the residential quality of life.

Economic Development Goals

General Goal: *Small, independent, local businesses will continue to serve residential needs and power the Town's tourism-based economy. The Town will diversify economic drivers by encouraging businesses that serve resident needs, promoting remote working opportunities (e.g. "tele-work" and remote commerce), and supporting businesses that are not dependent on the tourism industry (such as agriculture). The Town will partner with other regional entities to disperse any adverse impacts of tourism through efforts such as Greater Zion.*

Sub-Goals:

A. Enhance and support small, independent businesses that are unique to Springdale and help promote small-town village character.

1. The Town Council will review and update strategies and outreach to attract and maintain independent businesses.
2. The Planning Commission will pass a Design Standards Ordinance limiting the physical appearance of properties on and adjacent to SR 9, thereby limiting larger box stores and "chains" in the central commercial zone.
3. Consider asking shops and restaurants to stay open longer in the evening; people are looking for things to do and times / places to spend their money.
4. Encourage outdoor dining and, where appropriate, live music.

B. Develop new amenities for residents and tourists that enhance the visitor experience as well as the quality of life for residents.

1. Because the vast majority of Springdale tourism is driven by Zion National Park, consider developing amenities to benefit Park visitors. Examples would be public restrooms, parking for larger buses, smaller buses to take people from larger buses into the canyon, and eateries that cater to busloads.
2. When developing amenities for tourists, consider the origination of the visitors. Some visitors participate in package tours, but others want to find their own amenities in Town. Signage, materials, menus, etc. should be provided in multiple languages.
3. Encourage the development of more restaurants, and more diverse style and price-point of restaurants, to benefit both residents and tourists.
4. Expand publicly available wireless internet to benefit both residents and tourists.
5. Consider partnering with the Visitors Bureau, Greater Zion, and other tourism entities to operate a visitor center (potentially in the visitor center) that offers concierge services such as reservations for restaurants and experiences.
6. Encourage commercial businesses that promote experiences and not just goods (help tourists become contributors, and not consumers).
7. Develop a public space in the Downtown area that serves as a central gathering space for residents and tourists. Encourage people to spend more time in the downtown area and have more meaningful experiences in the area.
8. Explore opportunities for evening outdoor events such as music/poetry in the park, art fairs, guest speakers. Some of these could include food courts.

C. Develop communication infrastructure to support private, public, and business needs.

1. "Messaging" should include information on how to take care of the historic and cultural resources of the area and the Park. Campaigns about "leaving no waste" would be a good idea.
2. "Marketing" should emphasize quality, not necessarily quantity, or visitation. We don't need to increase visitation, but we need to provide a quality visitor experience. Crowds, lines, human waste, and lack of restrooms provide a less-than-ideal experience for tourists.
3. Continue to work with the Park to let visitors know what to expect. Press releases prior to busy weekends can help set expectations.
4. Communication, marketing, and advertising should include information about events occurring in Springdale (concerts, festivals, etc.).

D. Participate in regional planning efforts to disperse tourism impacts outside of Springdale.

1. Continue to support regional efforts to bring tourists into Springdale by public transit.
2. Consider co-sponsoring large bus parking areas outside of the east and west sides of the Park, with smaller vehicles bringing people into the Canyon. This will also alleviate some pressure on the tunnel.
3. The Town will partner with regional entities such as the Zion Regional Collaborative and the Greater Zion tourism office to promote tourist amenities and attractions outside of Springdale.
4. Consider encouraging businesses to stay open year round and later into the evening. Visitors need somewhere to spend their money outside of hotels and restaurants.

E. Maximize visitor revenue to create infrastructure that would benefit residents. Examples might be a bakery, town square, sidewalks throughout the town, shade structures and picnic tables at key locations, and a more-robust medical facility.

1. Use RAP tax to fund streetscape and recreational amenities such as shade structures, picnic tables, and other amenities in the right-of-way.
2. Consider a small business incubator program using tourist generated tax revenue to help businesses that will have a benefit to residents get started (such as a bakery, drug store, etc.)

5.0 MUNICIPAL AND PUBLIC SERVICES

General Goal: *The Town will provide excellent culinary water, irrigation water, and wastewater treatment services to the community. Either directly or through partnerships, the Town will ensure excellence in other utility services such as power, trash, recycling, and telecommunication. The Town will ensure excellence in general government services such as fiscal management and budgeting, town administration, clerk services, development services, and general customer service. Public safety officers and emergency responders will continue to serve the community with dedication, and will have the full support and backing of the Town.*

Background and Existing Conditions

The Town of Springdale boasts excellent municipal and public services, especially for a community of its relatively small size (approximately 600 people).

The Town maintains a police department which provides 24 hour law enforcement and public safety services to the community. The Town provides water, wastewater, and irrigation water utilities that serve not only Springdale, but also portions of Zion National Park and the Town of Rockville.

The Town partners with other public service providers for additional services. The Hurricane Valley Fire Protection District provides fire and emergency medical services in the community. Rocky Mountain Power provides electric utility service. Century Link provides telecommunications services, in addition to several other broadband internet services (although these latter primarily serve businesses and not residential properties).

The Washington County School District operates Springdale Elementary School, which offers Kindergarten through Fifth Grade instruction. Washington County operates a public library, housed in the Canyon Community Center.

Sub-goals:

A. Ensure that consistent, effective, and affordable water is available to all residents and businesses.

1. Continue to provide culinary water of excellent quality and reliability to all residents and businesses.
2. Manage secondary water usage via meters throughout the Town.
3. Promote water conservation for primary and secondary water uses to ensure that diversion amounts are not exceeded, even in time of drought.
4. Consider water filtration to eliminate medications that end up in the wastewater system.

B. Actively seek opportunities to make new utility technologies and services (i.e. fiber optics) available to all residents and businesses.

1. Support the installation of infrastructure so that all residents may use reliable internet and communication services.

2. Adopt sustainable practices, such as the collection of green waste, in the development and availability of Town utilities and infrastructure.
3. Consider installing free electric car charging stations.

C. Ensure that important infrastructure and essential utility facilities are maintained and protected.

1. Diversify utility power sources to ensure continuity of services.
2. Enter into private / public partnerships to ensure efficiency and excellence in utility service.

D. Encourage the implementation of renewable energy, conservation and use reduction, and the practice of sustainability in power utilities.

1. Promote the use and development of renewable and sustainable alternative resources such as solar, wind, and geothermal.

E. Provide efficient, responsive, friendly, and helpful service to the community in general administrative government functions such as utility billing, town clerk services, public engagement, land use planning and development services.

1. Add user-friendly links in the Town website to find needed forms and contact information.
2. Pursue opportunities to effectively communicate with residents and visitors about current conditions, local opportunities, and help resources.
3. Provide educational outreach to residents to encourage water and energy conservation.

F. Keep the community safe and protected with public safety and emergency response services that have the capability and capacity to serve the Town's unique needs as both a small residential village and a popular tourist destination.

1. Enter into partnerships with service providers and the National Park Service to ensure emergency response providers (fire, EMS, etc.) have the capability and capacity to respond to emergencies of all types with excellent service and short response times.
2. Offer volunteer search and rescue courses and certifications.
3. Continue to provide superior police service to the community.
4. Support community emergency response training.

6.0 PARKS, RECREATION, AND THE ARTS

General Goal: *Residents and visitors will have access to a wide diversity of recreational, social, and cultural activities that are compatible with the Town's unique natural setting, and promote community diversity and cohesiveness.*

Background and Existing Conditions

The Town of Springdale strives to provide an array of recreational amenities for community members. The Town also seeks to promote Springdale as an arts community.

The Town maintains two public parks, the River Park and the Town Park. The River Park is located in the southern end of the Town and is bisected by the Virgin River. The west side of the park contains a developed grass area with picnic facilities and a restroom. The east side of the park is undeveloped and contains natural surface walking trails, it is also used as an off leash dog park. The Town Park is located on Lion Boulevard near the Town Hall and Canyon Community Center. It contains a gazebo, picnic facilities, pickleball and tennis courts, sand volleyball courts, a playground, a softball field, and a community garden.

The Town has a network of paved multi-use trails, as well as single track natural surface trails. These provide recreational opportunities for residents and visitors.

The Canyon Community Center is used for fitness and wellness programs, educational lectures and other programs, and concerts and performances. The lobby of the Community Center is a gallery space that displays rotating art shows.

Zarts is a the Towns arts and humanities organization. They organize performances in the CCC, and help promote art awareness and public art throughout the community.

This element outlines the Town's goals relative to parks, recreation, and the arts.

Parks, Recreation, and the Arts Goals

General Goal: *Residents and visitors will have access to a wide diversity of recreational, social, and cultural activities that are compatible with the Town's unique natural setting, and promote community diversity and cohesiveness.*

Sub Goals:

- A. Develop park and recreation facilities that effectively serve the needs of residents and visitors.
 1. Continue to make facilities safe, functional and accessible to both residents and town visitors.
 2. Consider requiring that new commercial development provide public restrooms.
 3. Provide more trash / recycle cans throughout the Town, and develop a strategy to ensure they are regularly emptied and maintained.

4. Ensure line-item support (financial and staffing) in the Town budget necessary for park maintenance and operation of existing facilities and expansion of future amenities. Consider development of a community aquatic and recreation center.
5. Continuously seek out opportunities to purchase and preserve open space for the use of the community.
6. Consider the addition of trails, dog parks, playgrounds, picnic areas, a basketball court, a skateboard park, and other “niche” amenities.

B. Promote public art and performing art throughout the community to enhance the quality of life, promote the reputation of Springdale as an arts community, and add interest to the Town’s visual appearance.

1. Support organizations such as Z-Arts, the Historic Preservation Society, and The Mesa Project with direct assistance, in-kind assistance, or advocacy and partnership, as appropriate.
2. Work with Zion National Park to provide and promote ongoing art classes in common areas that are highly visible to the public and led by local artists as social gatherings.
3. Build a Center for Visual and Performing Arts that includes museum exhibit space, classrooms, storage and an auditorium for lectures.
4. Support frequent small events such as music, poetry readings, lectures, group discussions, and other intellectual recreation events at the Canyon Community Center, history center, and the new Center for Visual and Performing Arts.
5. Establish a line item budget for the elevation of art in our community, specifically the commissioning of large public art pieces in our town common areas and along walkways.
6. Support the promotion of small, temporary, art and music displays in green areas of the town.

C. Support, encourage, and sponsor community events and festivals throughout the year.

1. Provide information, outreach, and education to inform visitors of various recreation and other activities occurring in the Town.
2. Support large events such as the Music Festival, Earth Day, etc.
3. Support local and visiting artists with “art days” where artists go to the elementary school and share a program, provide a community lecture, and are provided the opportunity to display their art as “a showing” in any and all green space.
4. Provide housing for a resident artist.
5. Engage and support local galleries to host frequent art walks throughout the year.

7.0 PUBLIC HEALTH

General Goal: *Springdale will promote community health and the wellness of its residents by facilitating first-class medical facilities and providers, promoting a healthy and clean environment, and encouraging healthy lifestyles.*

Background and Existing Conditions

The Town promotes public health through wellness programs at the Canyon Community Center, promotion of active lifestyles by providing recreational amenities, providing space for a community garden for local food production, and supporting the local volunteer-run medical clinic.

This element outlines the Town's strategies to continue to promote public health.

Public Health Goals

General Goal: *Springdale will promote community health and the wellness of its residents by facilitating first-class medical facilities and providers, promoting a healthy and clean environment, and encouraging healthy lifestyles.*

Sub-goals:

- A. Encourage and support the development of enhanced medical services in Springdale.
 1. Support private and public medical providers and services in the Town to enhance and expand the types and availability of medical care in the Town.
 - a. Assist the Zion Canyon Medical Clinic in researching and applying for federal grants through the Department of Health and Human Services and other potential grant sources. These grants may be available based upon the average age of the population of Springdale. The Town Council will consider supporting the clinic with an annual stipend; the amount requested by the Clinic is \$5,000.
 - b. Consider providing housing for healthcare professionals who are willing to live in Springdale and staff the Clinic. The goal would be to have a physician on call or on duty at all times.
 - c. Consider incentives or funding to bring a pharmacy into Springdale, preferably with 24-hour access to critical supplies.
- B. Promote and educate our community on wellness issues and offer classes.
 1. Promote healthy lifestyles through programs and policies to enhance community health.
 2. Classes will be offered, both in-person and virtually, to encourage residents to stay active and healthy.
 3. Information will be distributed via the Town mail and e-mail system, notifying residents of "healthcare" events, i.e., flu shot clinics and blood drives

C. Promote wellness by continuing to develop and offer indoor and outdoor recreational and fitness facilities, equipment and infrastructure.

1. Construct an indoor recreation center that includes fitness equipment and offers space for wellness classes and activities.
2. Continue to develop trails, parks, and other outdoor recreational amenities to encourage outdoor activity and healthy lifestyles.

D. Support/encourage community gardens, agricultural pursuits, and farmers markets.

1. The Town will make community garden space available at no cost to residents.
2. The Town will support agricultural pursuits and prohibit properties from being re-zoned from agricultural to other zoning.
3. Farmers Markets will be sponsored and supported in order to make fresh, locally produced food available to the community.

E. The Town will prepare an Emergency Response Plan to address unforeseen events (pandemics, natural disasters).

1. The Town Staff will be trained and ready to respond to unforeseen events.
2. The Town will work with state and federal officials to prepare for emergencies and obtain assistance quickly when warranted.

8.0 NATURAL AND CULTURAL RESOURCES

General Goal: *The natural resources in and around Springdale (dark night skies, clean air and water, verdant and vibrant Virgin River riparian corridor, healthy wildlife populations, native vegetation, dramatic scenic vistas, peace and quiet, etc.) will be protected and conserved, will be healthy, and will enhance the quality of life for residents and visitors.*

Background and Existing Conditions

Springdale has rich natural and cultural resources. These add to the Town's identity and are a primary contributor to the Town's unique village character. Town residents consistently rank preservation of natural and cultural resources as a top priority.

The Virgin River is one of the most important natural resources in the community. The river is the source of the Town's water. It provides critical habitat for wildlife. It provides cooling and refreshment for residents and visitors in hot summer months. The river is also one of the most threatened resources in the community. New development encroaches on the floodplain and riparian area. Stormwater runoff from developed areas carries pollutants into the river. And invasive species (primarily tamarisk and Russian olive) are outcompeting native vegetation along its banks. The Town completed a Virgin River Management Plan in 2019. This Plan outlines key strategies to protect the river and enhance the health of the river ecosystem. The Town has begun to implement these strategies (the Town adopted an erosion hazard ordinance in 2019 which regulates new development in the river corridor), but much is still necessary to be done.

The Town enjoys relatively dark night skies, and the natural dark is an important community resource. The Town has adopted outdoor lighting standards and has retrofitted or replaced public lighting to ensure it protects the night sky. The Town is in the process of obtaining Dark Sky Community designation from the International Dark Sky Association.

The Town has sought to preserve historical resources throughout the community. The Town recently acquired ownership of the historic pioneer cemetery and is in the process of developing a plan to protect this resource. The Town is developing a history center, housed in a structure with historic characteristics. A historic pioneer era jail is located in the center of Town. The Town is home to one privately owned property listed on the National Register of Historic Places. The Town's Historic Preservation Commission actively seeks to preserve the historic resources throughout the community.

This element provides guidance on strategies to continue to protect the important natural and cultural resources in the community.

Natural and Cultural Resources Goals

General Goal: *The natural resources in and around Springdale (dark night skies, clean air and water, verdant and vibrant Virgin River riparian corridor, healthy wildlife populations, native vegetation, dramatic scenic vistas, peace and quiet, etc.) will be protected and conserved, will be healthy, and will enhance the quality of life for residents and visitors.*

Sub Goals:

A. Ensure the Virgin River retains its natural character, flow, and quality to ensure wildlife health and to maintain good water quality.

1. Protect and enable access to the Virgin River riparian zone. This access should be managed pursuant to the strategies in the Virgin River Management Plan to protect the health of riparian areas while still allowing recreational access.
2. Require water conservation measures for new and existing development.
3. Continue to implement strategies from the comprehensive Virgin River Management Plan, such as developing a river bank restoration project in the River Park.
4. Take a proactive approach to minimize any impact from development and monitor point source pollutants along the Virgin River corridor.
5. Partner with Zion National Park and the State of Utah Department of Forestry, Fire, and State Lands in the removal of non-native species such as Tamarisk and Russian Olive. Consider best removal strategies (chipping/burning vs cut/leave in place).
6. Protect aquatic habitat and macro invertebrates as food sources for fish species.
7. Protect native vegetation within the river corridor.
8. Apply through FEMA for funding for riverbank protection projects.

B. Preserve the Dark Sky as a defining characteristic of the Town.

1. Continue to enforce and enhance outdoor lighting regulations on all development (new and existing).
2. Obtain designation as an IDA Dark Sky community.
3. Coordinate and implement educational and star party type events in tandem with the National Park Service.
4. Develop community outreach and education programs to promote the importance and value of protecting night sky values.

C. Preserve the natural quiet in the Town.

1. Mitigate unavoidable sources of noise by use of physical buffers such as fences, vegetation, etc.
2. Enforce existing noise ordinance regulations.
3. Develop community outreach and education programs on the importance and value of natural quiet.
4. Create, where feasible, natural quiet areas (e.g. nature trails) for the mental and spiritual wellness of residents and visitors and health of wildlife populations.

D. Preserve and promote community appreciation for the Town's heritage and cultural history.

1. Continue to identify, preserve, and recognize the sites, buildings, features, and vegetation that symbolize tradition and history or that have cultural significance to the community.
2. Complete the renovation of the History/Visitor Center and offer programs around the Town's unique cultural history.

3. Develop educational and social events that celebrate the diversity of culture that makes up the community of Springdale - past and present.
4. Participate in Utah History Day by scheduling activities and events - including keynote speakers - to highlight Utah and Springdale's prehistoric and historic past.
5. Partner with the Paiute Indian Tribe to develop awareness, education, and appreciation of the history of indigenous people who lived in the area for hundreds of years prior to European settlement of Springdale.

E. Preserve and protect air quality in the Town.

1. Work with the Park, using the monitoring station near the helipads, to monitor particulates, etc.
2. Continue to promote "no idling," either through education (signage, etc.) or adoption of an ordinance.
3. Continue to work toward minimizing the number of private vehicles in Town through mass transit, electric shuttles, safe sidewalks, and bike lanes.

F. Protect healthy wildlife populations.

1. Educate visitors on proper etiquette around wildlife and discourage feeding any animals in the Town or the Park.
2. Educate residents about the importance of bees in the ecosystem and encourage them to have beehives.
3. Consider adding bat houses throughout the area.
4. Educate visitors and residents about coexistence with animals that have inhabited the area for hundreds of years.
5. Encourage new development to be wildlife friendly by providing wildlife access through the property, using appropriate outdoor lighting, and using appropriate landscape.

From: Jeff Carlson [REDACTED]
Date: September 1, 2021 at 9:50:21 AM MDT
To: bbruno@springdale.utah.gov
Subject: General Plan Review

Good Morning Ms. Bruno,

I wanted to send a brief message regarding the Planning Commission's current review of the Springdale General Plan.

For the past many years, I have observed a number of efforts to periodically update the General Plan document. Most of the updates tend to reflect the recent and current topics of the times.

Despite our efforts to update the General Plan, it appears that in many instances Springdale finds itself in a reactive mode based upon development and other related issues that were not foreseen or addressed by the Town (in some instances despite being mentioned in the General Plan).

I would like to suggest that the Planning Commission and the Town Council consider a different approach this time around.

In our previous efforts to update the plan, there has been a significant missing ingredient.

The General Plan includes suggested Implementation Strategies for each key section of the plan. Unfortunately, no one is held accountable for each Implementation Strategy and no dates are committed to for the completion of the recommended items.

The result is that we have ended up with some good ideas that never get executed upon.

I am hopeful that this time around the Planning Commission and the Town Council will assign individuals with accountability for each Implementation Strategy and establish a timeline for their accomplishment.

I would be more than happy to provide further insights on this recommendation if necessary.

Respectfully,

Jeff [REDACTED]
[REDACTED]