



**Memorandum**

**To:** Planning Commission  
**From:** Thomas Dansie, Director of Community Development  
**Date:** February 28, 2020  
**Re:** **March 4, 2020 Planning Commission Work Meeting  
General Plan Update**

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In the last meeting the Commission reviewed a draft general plan survey and discussed options for public involvement in the general plan update. The Commission directed staff to make revisions to the survey, to revise the process for public involvement, and to prepare a schedule for the update process with the goal of being complete in 12 months.

**Survey**

A revised and refined version of the general plan survey is attached to this report. Staff would like to begin distributing this report mid-March.

**Public Involvement / Schedule**

A plan and schedule for the general plan update is attached. This plan includes a revised plan and process for public involvement.

***Requested Action / Direction from the Commission***

Staff requests the following action and direction from the Commission:

- 1- Make final edits to general plan survey, and direct staff to begin distributing the survey in mid-March.
- 2- Review the attached proposed process and schedule for the general plan update. If acceptable, direct staff to begin implementing this process and schedule.
- 3- Staff notes many of the actions in the process require participation from the Commission (e.g. leading focus groups, contacting the public at events/businesses). Staff also requests the Commission indicate their level of availability to participate in these events. Based on individual Commissioner's availability staff will plan "Go to the Public Events" and "Focus Group Meetings."

## General Plan Survey #1

Think about what you envision as the “perfect” Springdale. Think about what the perfect Springdale could look like in the next twenty years. Answer the following questions based on your vision of the “perfect” Springdale. Don’t think about current conditions in the Town, answer based on what you think should happen in Town.

Tell us how important each of the following things are on a scale from 1 to 5, with 1 being not important at all and 5 being extremely important.

### *In your perfect Springdale, how important is it that....*

1. Buildings and structures all have a similar architectural style and character.  
1      2      3      4      5
  
2. The Town actively uses its fiscal resources, including increasing property tax, to purchase property for open space within the community.  
1      2      3      4      5
  
3. There are housing options in a variety of price ranges, making it feasible for households of diverse incomes to afford to live in the community.  
1      2      3      4      5
  
4. New development is designed and constructed with the specific goal of preserving views of natural features (Zion Canyon, Virgin River, etc.).  
1      2      3      4      5
  
5. The Town actively promotes independent, local business to develop and grow in the Town.  
1      2      3      4      5
  
6. There are a variety of opportunities and amenities for recreation (trails, athletic courts, parks, etc.).  
1      2      3      4      5
  
7. There are a number of cultural and arts projects and initiatives, and the Town has a growing reputation as an arts community.  
1      2      3      4      5
  
8. It is convenient, safe, and enjoyable to get around town by walking or riding a bike and the Town has a connected network of sidewalks, trails, and bike lanes.  
1      2      3      4      5
  
9. Zion National Park and the Town work cooperatively to address the needs and concerns of residents, local businesses, and visitors.  
1      2      3      4      5

10. The Town has a diverse economy based on more than just tourism related economic development.

1      2      3      4      5

11. Housing types and densities remain essentially the same as currently developed in the Town (primarily low-density single-family development).

1      2      3      4      5

12. Hotels and motels are modest in size.

1      2      3      4      5

13. Buildings and transportation networks are carbon neutral and have a reduced consumption of non-renewable natural resources.

1      2      3      4      5

14. Natural features such as the Virgin River, clean air, and dark night skies are protected.

1      2      3      4      5

15. There are shaded areas, planters, benches, outdoor art displays, etc. on sidewalks and in the public areas along the streets.

1      2      3      4      5

***Of the things listed above, which are the four most important in your vision of the perfect Springdale?***

***Other than the things listed above, what are important characteristics of your perfect Springdale?***

***What is your definition of "village scale"?***

***How important is village scale in your vision of the perfect Springdale (1 being not important at all, 5 being extremely important)?***

1      2      3      4      5

***What else would you like the Planning Commission to know as they begin the process of updating the Town's General Plan?***

## ***General Plan Update Process and Schedule***

### **Public Involvement**

*The General Plan must be based on community input. The plan is the community's plan, and therefore community involvement is key in developing the plan. These actions are designed to help facilitate robust public involvement in developing the plan.*

Survey 1: This survey will gather input from the community regarding the general direction the community wants the Town to move. It will not get into specifics, rather it will assess general opinions about town character, community values and priorities, perspectives on growth and development, etc. This survey will be used to help the Commission refine the General Plan guiding principles. This survey will be distributed in March.

PI Event 1: Staff proposed the Commission replace the April work meeting with a public involvement event. The event will be based on some of the ideas and concepts discussed at the last work meeting, but more modest in scale. To emphasize that the event is not a formal public meeting, Staff recommends the event be held outdoors (weather permitting) with a draw of food (could be very low key). There will be some formalized opportunities for the public to provide input on their vision for Springdale, what they want Springdale to be in the next twenty years, and what the priorities for the community should be.

Go to the Public Events: As discussed in the previous work meeting, staff will coordinate a number of opportunities for staff and Commissioners to interact with the public at community events and locations. These informal contacts will allow feedback from a wide cross section of community members. A simple short survey (taking five minutes or less to complete) could help guide the input received at these events. Some of these events and locations could include:

- The post office, Sol Foods, Deep Creek, Park entrance
- St. Patrick's Day celebration
- Earth Day service project
- Others?

Focus Group Meetings: Staff recommends organizing small focus groups centered on specific issues (e.g. housing, town appearance, future trends, natural resources, infrastructure, etc.). A Planning Commission could lead each focus group. Staff is available to provide support. The members of each focus group should be selected based on their experience or knowledge of the issue the group is addressing. These informal focus groups can meet as often as necessary. The main purpose is for the Commission to be able to get feedback from community members with particular expertise, interest, or insight into a specific issue.

Survey 2: The second community wide survey will be distributed after much of the plan development and drafting has been completed. The purpose of the survey will be to check whether the plan as developed is in keeping with the public input received at the beginning of the process, and to highlight any areas where adjustments to the plan are necessary.

PI Event 2: The Commission can present the draft plan to the community at the second public involvement event. Staff recommends the Commission replace the November work meeting with the

second public involvement event. Details of this event can be worked out in the coming months. The main purpose of the event will be to gather community feedback on the draft plan, prior to the plan going to formal public hearing. This will allow any necessary adjustments to be made prior to the formal adoption process.

Public Hearings: As required by State Code, the Commission and Council must each hold a public hearing on the General Plan update. Unlike previous public involvement events where the purpose was to gather public feedback that helped form the vision and content of the plan, the public hearing process allows the public to give the Commission and Council direction on whether or not to adopt the plan as proposed. This is a final check to ensure the plan is representative of the collective vision of the community.

### **Establishing the Vision**

*Based on the community input gathered during the Public Involvement activities, the Commission should develop a vision for Town. The vision should address how the Town develops in the next 20 years. It should identify the most important issues for the Town address. It should be general (meaning “comprehensive”) enough to provide a roadmap and guide for future Town Staff, Planning Commissions and Town Councils as they deliberate on policy, budget, zoning issues, ordinances, town operations, etc.*

Confirm Community Values: The foundation of the community vision should be the values and priorities of the community. Using the survey results, feedback from PI event 1, and other public involvement, the Commission should determine the most important issues for the Community. What does the community feel most strongly about? What are the fundamental attributes of the Town that need to be protected to maintain community character? What makes Springdale a place where people will want to continue to live, work, and visit?

Refine Guiding Principles: Based on the community values discussed above, the Commission should refine the guiding principles for the General Plan. What should the Town be addressing?

Draft Vision: The draft vision should be a brief description of how the Town will grow, develop, and operate in the next twenty years. What is the ultimate desired outcome in twenty years? What should the Town accomplish? What should the Town be like for the next twenty years?

Establish Major Plan Elements: A General Plan is typically broken down into “elements” which can be seen as roughly equivalent to “chapters.” Each element addresses a specific set of issues. The State Law requires the Town to include elements on Land Use and Transportation in the General Plan. The Town’s current plan includes the following elements:

- Town Appearance
- Land Use and Zoning
- Economic Development
- Housing
- Historic Preservation
- Environmental Resources and Conservation
- Public Works
- Transportation
- Parks, Recreation, and the Arts

- Peacekeeping, Health, and Safety
- Sustainability
- Future Land Use Map

The Commission should determine which elements are necessary in the general plan update in order to accomplish the vision established earlier. The Commission can keep the same elements as in the current plan, or the Commission can come up with a new organizational structure and format with new elements that more efficiently address the general plan vision.

### **Developing Goals and Strategies**

*Goals and strategies are the “nuts and bolts” of the general plan. They provide the specific action plan and roadmap for the Town to accomplish the general plan vision. They should be specific, measurable, actionable, realistic, and timely.*

Determine Major Goals for each Element: Major goals under each element serve as the outline and framework for the rest of the plan content. These goals should be based on public input, and should be designed with the specific purpose of promoting the general plan vision. During this stage of the process the Commission is not drafting the specific language for each goal. The Commission is merely answering the question: *What do we need to accomplish in this element (area of emphasis) to accomplish the vision?*

Create Strategies to Support Goals: Once the Commission has established goals, the next step is to create a plan to accomplish the goals. The strategies are action steps under each goal that will help the Town accomplish the goal. Again, at this point the Commission is not drafting specific language for the strategies. The Commission is merely plotting a course with specific action steps to accomplish each goal.

### **Drafting Language / Formatting**

*In previous General Plan updated processes, the Commission has spent the majority of its time drafting specific language for the Plan. As documented in this outline, for this General Plan update staff recommends the Commission spend the majority of its time on public involvement, visioning, and planning. This will allow the Commission to create a vision and framework for the plan without getting bogged down in the minutia of drafting language. Only after the vision is established and the major goals and strategies developed should the Commission devote significant time to drafting plan language. Staff feels this will make the update process more efficient, and more effective.*

Create Guiding Principles Language: After the Commission has reviewed public feedback, confirmed community values, and had a thorough deliberation on the guiding principles, staff will draft language for the general plan guiding principles for the Commission to review. Depending on public feedback, this language could be very similar to the existing guiding principles.

Create Vision Statement: The current general plan does not have a vision statement. A vision statement is a brief description of what the community will be for the next 20 years. It is an aspirational statement, not a documentary statement. Once the Commission has reviewed public input and had a thorough deliberation, staff will draft language for a vision statement for the Commission to review.

Develop Language for Goals / Strategies: Based on the Commission’s discussion, deliberation, and direction concerning goals and strategies, staff will draft language formally establishing the goals and strategies for the Commission to review.

Proofread / Wordsmith: The very last state of plan preparation is the proofread and wordsmith process. In the past the Commission has started the general plan update process with wordsmithing. This led to a tedious and long update process. By focusing on public involvement and visioning through out the process staff feels the process will be more effective and efficient. Once those tasks are complete it is essential to refine the plan language with careful proofreading and wordsmithing to ensure the Plan says what Commission intends it to say. Staff recommends the Commission use the November work and regular meetings to perform a final proofreading and wordsmithing of the plan.

### **Adopt the Plan**

*The formal adoption process is fairly straightforward. The Plan is adopted by Resolution of the Town Council. After the plan has been adopted it should be published on the website and distributed through the community. Based on the schedule proposed herein, staff recommends the Council adopt the Plan in their January 2021 meeting.*

### **Implementation**

*Preparing and adopting the General Plan is not an end in itself. The Town should constantly be directed by the Plan, and should actively seek to implement the goals and strategies contained in the plan. This is an ongoing process that does not stop.*

**General Plan Update - Process and Timeline**

	March					April					May					June					July					August					September					October					November					December					January																																																													
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