



### **Memorandum**

**To:** Planning Commission  
**From:** Thomas Dansie, Director of Community Development  
**Date:** August 28, 2020  
**Re:** September 2, 2020 Planning Commission Meeting  
General Plan Update  
Vision Statement

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### **Executive Summary**

The Commission has gathered public input to guide the direction of the General Plan update. Based on this input the Commission should develop a guiding vision for the General Plan. This guiding vision can be condensed into a short vision statement or vision document. This statement will guide the direction for the rest of the General Plan update.

The Commission reviewed draft vision statement language in the last meeting the Commission. In the current meeting the Commission should finalize the vision statement for the General Plan.

### **Commissioner Draft Vision Statement**

In the last meeting the Commission review public input received to date, the priorities of the existing General Plan, as well as a staff produced draft vision statement. During the meeting Commissioners made the following observations based on these data:

- The Town should prepare for the impacts of a changing climate, including having an emergency response plan.
- To ensure a healthy community the Town should prioritize investments in healthcare and public health.
- Enforcement of ordinances should continue to be a top priority.
- The Town should continue to implement policies to protect the Virgin River.
- Information infrastructure will become increasingly important in the future.
- Commercial development should promote a sense of community and serve the residents, in addition to the visitors.

After the meeting Commissioners were asked to submit their written suggestions for vision statements, as well as lists of priority issues for the Commission to address. These written suggestions are attached to this report for the Commission's review.

There are general themes in the Commissioner's written suggestions. These include:

- Protection of natural features and amenities (Virgin River, night sky, scenic beauty and vistas, wildlife, etc.)
- Preservation of the Town's village feel/character/environment
- Preparation and adaptation for natural disasters and changing climate
- Promotion of community spirit / support / engagement / relationships
- Provision of amenities for residents and visitors (medical facilities, information infrastructure, recreational facilities, streetscape and pedestrian improvements, trails, open space)

There are also areas in the Commissioner’s written comments where there does not appear to be clear consensus. In particular, some Commissioners emphasize the need to promote low-density residential development, others prioritize affordable and attainable housing.

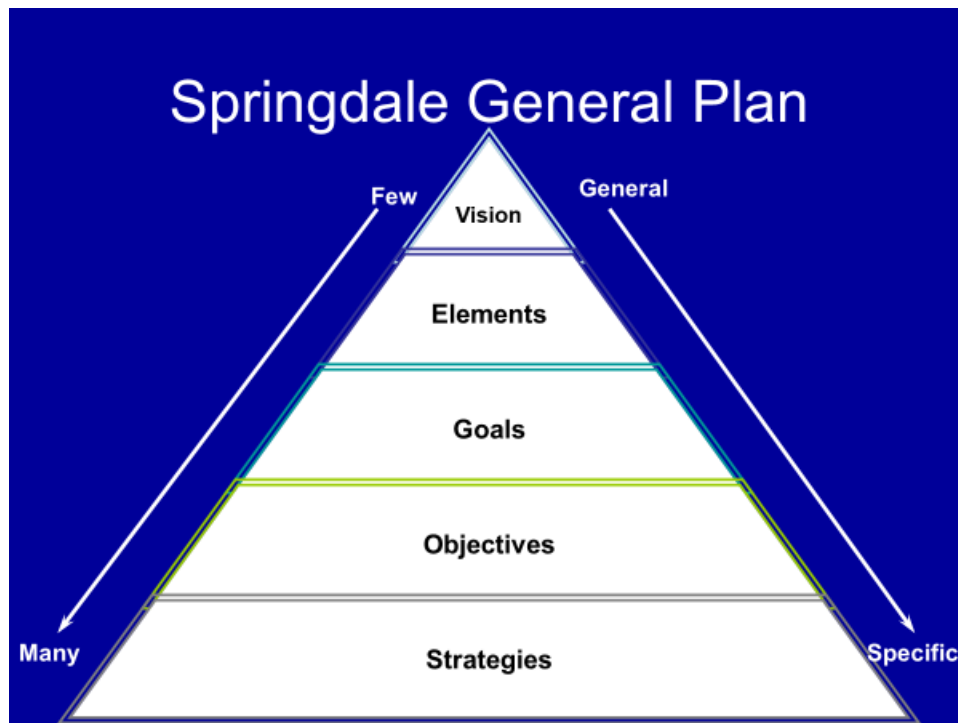
**Commission Action**

In the meeting the Commission should finalize the general concepts and content for the General Plan vision. The Commission does not need to produce a polished and wordsmithed vision statement in the meeting. The Commission should develop the general vision for the Town for the next 20 years. This vision must be firmly based in community feedback. The Commission may wish to refer to public survey data (from previous staff reports) to verify the vision is in keeping with input from the community.

In developing this vision, the Commission should determine:

- *What are the core essential qualities that make Springdale unique and a desirable place to live and visit?*
- *Realizing growth and change will occur, what will the Town look like in the next 20 years if we preserve those core essential qualities?*

These questions will help the Commission establish a vision for the General Plan. This vision will guide the remainder of the General Plan content, as shown in the graphic below.



The vision does not need to contain detailed actions. Those detailed actions will be included in the Goals, Objectives, and Strategies section of the Plan. The vision is merely a description of the future desired state of the community. It needs to be specific enough to be unique to Springdale, but general enough to be applicable for the next 20 years. It needs to be comprehensive enough to guide all aspects of community growth and development, but concise enough to be accessible and easily understandable.

In the last meeting the Commission requested visual support for charting the vision. Staff will have visual resources at the meeting to help the Commission organize concepts and finalize the vision.

# **COMMISSIONER WRITTEN INPUT**

Our vision is to be stewards of our magnificent gateway community that is surrounded on three sides by the awe inspiring Zion National Park. As host to over 4 million visitors each year, we strive to be a welcoming, informative, caring community that offers both its residents and visitors a variety of amenities, shops, lodging, restaurants, and other services.

Our community is a living example of how through the vision, guidance and input of all our residents, businesses, and town leadership we continue to move forward into the future while maintaining the quaint small village feel, a pedestrian friendly commercial area, access to local shuttle service while also maintaining the open natural views of Zion that surrounds us. With the ongoing input of all of our community members, we will continue to revise and enforce our ordinances and code to maintain our vision for low density along with providing the services and amenities that are essential in being a host community. We are committed to respecting and preserving this majestic area, its dark skies, unique geologic challenges, including the Virgin River Corridor, wildlife, open space, trails, natural vegetation, water and energy conservation.

Located near the entrance to Zion National Park in southern Utah, the Town of Springdale is surrounded by some of the most outstanding scenery found anywhere in the world. Springdale is home to descendants of early pioneers who settled here because it was a place of refuge with fertile floodplains and abundant water. It is also a place that draws those who want to live in a small community with easy access to recreation on public lands, experience magnificent night skies, and enjoy the convenience of modern amenities. As a world destination to literally millions of visitors each year, the challenge to keep Springdale a small rural community that is the gateway to a national park is great. Meeting the needs of residents and visitors alike is a delicate balance.

This vision statement serves as a road map to achieving what residents and town officials have determined are high priorities over the next ?? years as part of its general plan. It represents a collaborative effort to protect Springdale's small town feel while creating economic sustainability. This vision statement meant to foster a sense of ownership and represents differing opinions so residents feel their voice has been heard and each has contributed in their own way to make Springdale home – now and into the future.

**From:** [Barbara Bruno](#)  
**To:** [Tom Dansie](#); [Darci Carlson](#)  
**Subject:** Re: Revised Vision Statement  
**Date:** Wednesday, August 12, 2020 4:16:50 PM

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After looking at the other Vision Statements, I would expand this a little as follows:

Our vision is to preserve the Town of Springdale's village environment, scenic beauty, pristine views, clean air, and water. Springdale will be a world-class place to live, work, play and visit. We will provide necessary amenities and services to promote the health, safety, and welfare of residents, business owners, and visitors. We are committed to fostering economic growth, environmental sustainability, and year-round tourism and recreational opportunities.

On 08/06/2020 12:45 PM Barbara Bruno <[b.bruno@comcast.net](mailto:b.bruno@comcast.net)> wrote:

To preserve the Town of Springdale's "village environment" while providing necessary services to promote the health, safety, and welfare of residents, business owners, and visitors and to provide year round tourism and recreational opportunities;

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**From:** [Eric Rioux](#)  
**To:** [Tom Dansie](#)  
**Subject:** General plan priorities  
**Date:** Monday, August 10, 2020 5:46:20 PM

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Tom,

I have been giving a lot of thought to the top issues/priorities to be incorporated into the General Plan. I have put together my thoughts in a bit of an outline as follows:

Conceptually, I think that zoning and ordinances set the foundation for the vision of the future for Springdale.

A very common thread that came out of our surveys and public input was to maintain our current zoning, be very judicious and thoughtful when thinking of implementing overlay zones, and the oversight and enforcement of current code and ordinances.

Our village feel, density, building height, protection of views, color palette, dark skies, etc. all seem to fall under this umbrella.

One of the themes I picked up on is that the residents are frustrated with the polls because they seem to have the sense that they are asked for their input and that they are not being heard. I thought the last newsletter was helpful to help address this issue. I think more education, communication, and feedback to the community is vitally important. Community is the coming together of a wonderfully diverse group of people, sharing their visions and participating in making our village unique. We have gone to the community again and have asked for their input over the past few months. The main take away themes that I heard are listed below.

Consistent with the current General Plan:

- 1 - Maintain low density housing
- 2 - Maintain current zoning
- 3 - Oversight and Enforcement of Town Code and Ordinances
- 4 - Maintain the stunning views and natural beauty of the canyon and foothills
- 5 - Dark Skies - Virgin River corridor
- 6 - Adding additional open space and more trails
- 7 - Critical care / Wellness facilities

Our current zoning and ordinances address most of these issues. The newly implemented Virgin River Hazard ordinance should be very helpful in maintaining the natural beauty of that area as well as prevent future hazards.

The oversight and enforcement of town code and ordinances is critical to the success of the



plan and the community.

If you would like any further input or clarification just let me know.

Thanks,

Ric

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**From:** [Jon Marriott](#)  
**To:** [Tom Dansie](#)  
**Subject:** Planning Commission Priority List  
**Date:** Tuesday, August 25, 2020 11:30:07 PM

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Tom,  
Here is my priority list. I like the idea of broader topic priorities that can have multiple subcomponents.

General Plan Priorities:

- 1- Disaster Planning - Drought, Fire, Earthquake, Landslide, Pandemic & Economic Recession
- 2- Town Infrastructure - Communications Infrastructure, Streetscape & Recreational Facilities
- 3- Residential Development - Housing
- 4- Commercial Development - Private Sector Convenience Services
- 5- Community Development - Community Building Events

Mike

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**From:** [Barbara Bruno](#)  
**To:** [Tom Dansie](#); [Darci Carlson](#)  
**Subject:** Priorites for General Plan  
**Date:** Thursday, August 6, 2020 12:39:27 PM

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Hi Tom,

As a follow up to our conversation last night, here are the five "priorities" I would name in the new general plan:

1. Emergency Planning and Flexibility to anticipate and protect against climate change.
  2. Amenities for residents, visitors, and business owners: medical, internet, cellular coverage, etc.
  3. Open Space, Bike Trails, Town Trails, and Pedestrian Streetscape; Traffic Management
  4. Maintenance of Village Environment: Low-density housing, smaller scale boutique hotels, resistance to zoning changes, etc.
  5. Protection of natural features and night sky
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**From:** [jburns@springdaletown.com](mailto:jburns@springdaletown.com)  
**To:** [Tom Dansie](#); [Katy Brown](#); [Darci Carlson](#)  
**Subject:** Re: General Plan Priorities  
**Date:** Monday, August 17, 2020 3:02:34 PM

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Here you go Tom:

Issues:

- Readiness for Natural Disaster and Changing Weather Conditions
- Community Enhancements and Events
- Community Amenities
- Protection of Natural Resources (i.e., wildlife, night sky, river corridor)

Other Issues of Importance:

- Protection of Village Character
- Attainable and Affordable Housing
- Community Support as related to Infrastructure
- High Volume Visitor Impacts on the Town and Community
- Fostering Community Support and Engagement

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**STAFF DRAFT VISION LANGUAGE**

## ***Draft General Plan Vision Statement***

### **Small Residential Town**

- The priority for decision making and town administration should be on promoting and maintaining the residential nature of community.
- New development (both residential and commercial) should be small-scale, primarily low-density, thoughtful in design, and compatible with natural surroundings and existing neighborhoods.
- Town services and amenities should be designed to meet the needs of residents and visitors.

### **Protection of Natural Resources**

- The Town's character and the quality of life for residents are both heavily influenced by the rich array of natural resources in Zion Canyon: dark night skies, the Virgin River, abundant wildlife, etc. The Town should prioritize protection of these resources.
- To preserve natural resources, the Town should protect important and strategic open space within the community (orchards, pastures, hillsides, ridgelines).

### **Community and Relationships**

- Strong and enduring relationships between members of the community are a large part of what gives Springdale its unique sense of place. The Town should help foster a sense of community and camaraderie between residents, local businesses, and other community members.
- The Town should facilitate positive and productive interaction between community members through community events geared toward Town residents.
- The Town should provide community gathering spaces such as commons, parks, and town squares to promote more frequent social interactions between community members.

### **Local and Independent Commercial Development**

- Local, independent businesses help contribute to the Town's character and make Springdale unique and distinct from other gateway and natural amenity communities. The Town should help foster small, local, and independent businesses.
- All commercial development should be limited in scale (mass and height), fit with the architectural heritage of Springdale and Zion National Park, and respect the needs of surrounding residential development.
- Commercial services that meet the of residents, not just visitors, should be encouraged.

### **Setting in Zion Canyon**

- The Town is situated at the base of Zion Canyon, and set against the backdrop of incredible scenery and beauty. The Town should ensure views of Zion Canyon and the lower foothills are protected.
- The Town should continue to partner with Zion National Park on Zion Canyon regional issues that impact both the Town and the Park.

### **Planning for Future Uncertainty**

- The Town should anticipate and plan for future changes that could impact the quality of life in Springdale. These changes could include impacts of a changing climate (drought, wildfire, flooding).