Signs the General Plan is Out of Touch

September 10, 2021
Obsolete

• Old: 2003 adoption, 15 years out of date
• Business as usual
• Based largely on the 1973 General Plan
• Lengthy: 165 pages
• Lacking strong vision
• Lacking graphics
Surrounding Area

• Didn’t address nearby unincorporated growth

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Lack of Importance

• No celebration of the General Plan
• A “shelf filler” plan
• No buy-in from public
• No buy-in from City
• No tie into City policies
Irrelevant

• Didn’t address issues of importance to the community
  • Trails
  • Open space
  • Growth
  • Dark Sky
  • Agriculture
Weak Implementation

• Only minor code band-aid updates
• Few and vague prescribed code updates
The Unknown Document

• Not referenced by policy makers
• Not referenced by staff
• Not referenced by public
• Unclear future path
• Frequent misquotes
Rapid Growth

- 2000: 7,281
- 2010: 11,362
- 2020: 18,250
Why a New General Plan?

• Address surrounding growth
• Identify relevant issues for code updates
• Identify and address new trends
• Maintain community relevance
A Two-Part Process:

1. Visioning
2. General Planning
Why do visioning?

To help the public and today’s decision makers understand the long-term consequences of the choices they make now.
Why do visioning?

To inform our general plan, which guides the growth and development of our city.
A Public Stakeholder Process

1. Research and information to the public
2. Broad public input
3. Builds plans directly from public input
4. Transparent
5. Builds momentum for implementation
A Scenarios Process

Contrast today’s choices by showing long-term consequences

Scenarios created with ideas from the public
A Practical Vision

Process

• Identifies, honors and addresses values and “big ideas/issues”
• Yields vision map, statement, and guiding principles

Vision statement and principles

• Open and guide sections of your general plan
• Become a standard to weigh current decisions against
• Are we becoming what we want to become?
Public Visioning & General Plan Process

1. Public Workshop (Brainstorm)
   - Analysis/Scenario Development

2. Town Hall Meeting (Express Preferences)
   - Draft Vision Development

3. Vision Celebration (Consensus)
   - Vision and Guiding Principles

4. Implementation (Ready, Set, Action!)
   - General Plan
A Steering Committee Guides the Process

1. Respected community-minded leaders committed to the process
2. Serve as champions and ambassadors
3. Keep things true to the process
4. Review and feedback on all materials developed for the public
Steering Committee

KELLEEN POTTER, HEBER CITY MAYOR
MATT BROWER, CITY MANAGER
TONY KOHLER, PLANNING DIRECTOR
MARIANNE ALLEN
BRIAN BALLS
KRISTEN BYBEE
STACIE FERGUSON
ASHLYN FULLER
ISELA JIMENEZ

PHILIP JORDAN
RACHEL KAHLER
RICHARD LEE
LANE LYTHGOE
JOYCELYN LUJAN
JIM MORTENSEN
MATT PARKER
KEITH RAWLINGS
DAVID RICHARDS

RYAN STACK
RYAN STARKS
TOM STONE
DON TAYLOR
DEBRA WEST
Heber City: A Context of Growth

Source: MAG, Census Estimates, Governors Office of Management and Budget
Heber 2050
Trend Scenario

12,900 new households

Are we growing in the way we want to grow?
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Public Process: Hundreds of Citizen Voices

1. 3 public meetings
2. Huge online and social media presence
3. Significant print/radio presence
4. 700+ Survey responses (350+ weighing in on scenarios)
Heber 2050 Workshop

What do you value? What do you imagine?

As we grow, what do we need to hold on to? How shall we accommodate anticipated growth?
25 Maps Created by Groups of Citizens
What did the **public** tell us?

(This is what matters!)
What do you value?

As we grow, what do we need to hold on to?

- Open space
- Scenic views/beauty
- Small town feel
- Friendly people
- Trails
- The setting
- Proactive planning
- Proximity to recreation
- Need to fix Main Street
Big Ideas

Open Space/Rural Character Preservation

Trails

Centers (New & Historic)

Downtown Enhancement

Neighborhoods with Open Space

Small Town Character (Even as We Grow)
Public Visioning & General Plan Process

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Heber’s Scenario Process

trend scenario + scenarios created from public’s ideas
Scenario A: Bedroom Community (Baseline Projection)

Scenario B: Corridor Focus

Scenario C: Town Centers with Neighborhood Open Space

Scenario D: Destination Centers with Rural Open Space
Scenario A: Bedroom Community (Baseline Projection)

Trends continue—what Heber could be like if trends of last 20 years continue to 2050.

- Dispersed larger lot subdivisions
- Commercial strips and big boxes
- Open space fragmented over time by development
- City trail system built
Scenario B: Corridor Focus

- Housing and jobs focused along the highway 40 corridor
- Larger lot subdivisions in outlying areas
- Open space fragmented over time by development, though 20-acre zoning maintained in North Fields
- City trail system built
- Prioritizes vehicles over pedestrians
Scenario C: Town Center Clusters with Neighborhood Open Space

- 6 Walkable Town Centers
- Neighborhoods with Open Space
  - Flexible lot sizes | housing variety
  - Park | tree-lined sidewalks/trails | community garden
- Major Business Center
- Open Space & Trails
  - North Fields 20-acre zoning
  - Clustered development = significant preservation
  - Walk to parks, plazas and open spaces
  - Trails connect centers (city’s planned system also built)
Scenario D: Destination Centers with Rural Open Space

- Permanently preserved open space (mountains, north and south fields)
- 3 Destination Centers
- Walk to destinations
- New trails and bus service
- Rural residential clusters
Scenario A: Bedroom Community (Baseline Projection)
Scenario B: Corridor Focus
Scenario C: Town Centers with Neighborhood Open Space
Scenario D: Destination Centers with Rural Open Space

Scenarios Created with Ideas from the Public
Scenario Shopping

Like Selecting Ingredients to Make a Meal

(Not a Prepackaged Dinner)
What did the public tell us?
(This is what matters!)
What approach to community life do you prefer?

- Community life is most vibrant in larger distribution centers: 24%
- Smaller town centers are a focal point of community life: 17%
- Community life mostly happens in conventional suburban neighborhoods: 55%
- Other: 4%

79% prefer centers
Trail you’re most excited about?

66%: Lake-to-lake

Connect Jordanelle and Deer Creek via Provo River
Approach to economic development?

68%: Attract more family-sustaining jobs

More (48%), substantially more (20%) 

33%: Remain a bedroom community
Approach to conserving the Jordanelle Mountains?

23%: Zoning precludes development on slopes over 30%

77%: In addition to precluding development on steep slopes, significant open space is permanently preserved by clustering development in town centers
What did we learn?

Which scenario best preserves “small town” feel?

- A. Bedroom Community (Baseline Projection) 16%
- B. Corridor Focus 6%
- C. Town Centers and Neighborhood Open Space 34%
- D. Destination Centers Surrounded by Rural Open Space 44%

78% select scenarios with centers and open space.
What did we learn?

That trend holds...
% that select scenarios C/D featuring centers & open space...

78%: small town feel
78%: goals for open space
77%: goals for preserving Heber’s views & scenic beauty
79%: fosters a friendly atmosphere
76%: overall preferred scenario
79%: best addresses needs of future residents
Public Visioning & General Plan Process

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You Envisioned Heber
Your voice. Your vision. Your city.
Vision Statement

Heber City is nestled in a green valley, brimming with historic agricultural uses, the beautiful Provo River, and unmatched views of the Wasatch Mountains. Our residents value this beautiful and unique setting and are committed to preserving its character while growing and nurturing our city.
Vision Statement

Together, we desire to:

• preserve the beautiful open lands that surround us;

• create friendly neighborhoods and centers that focus homes, jobs, shopping, and recreation into places where we gather and interact regularly;

• enhance and strengthen downtown—the heart of our community; and

• grow, promote and diversify our recreational opportunities.
Vision Statement

By focusing our growth in specific areas, we foster a vibrant community and a quiet countryside—a place residents and visitors alike will enjoy for generations to come.
Shared Values

We value:

- Our **people** and the friendly, caring atmosphere that we create together.

- Maintaining a **small town feel** even as we grow.

- An **outdoor lifestyle** and recreational opportunities, with the ability to access and enjoy the lands that surround us.

- The **beauty** of our mountain valley setting.

- A **thriving downtown**, the heart of our city.

- **Proactive planning** to realize the future we envision.
6 Vision Principles
1. Quality Neighborhoods

Heber City’s neighborhoods thrive because all of them are valued for their unique character, amenities and context. Residents with a range of incomes have access to great places to live, and all residential neighborhoods are stable, attractive options.
Centers enable Heber to maintain a small town feel by focusing new growth into distinct areas rather than dispersing growth across our city’s surrounding open lands.

Centers focus activities, providing a home base for visitors and a “living room” for residents.
3. Open Space and Rural Character

Heber City draws a distinction between what is city and what is country, maintaining a distinct city that is surrounded by open land valuable for its beauty, ecology and agricultural function.
4. Outdoor Recreation, Parks and Trails

For Heber residents, outdoor recreation is a lifestyle and a passion. Both new and existing homes should have walking access to parks, trails and other outdoor amenities.
5. Mobility and Streetscape

Heber’s streets are safe and inviting for all travel modes, including pedestrian, bike, car and bus.
6. Jobs and Economic Development

Heber’s **economic vitality** enables most residents to work in town if they choose. The City *attracts and partners with* employers in key industry sectors to *locate downtown*, in *new town centers*, and in the *business center* on the south end of downtown.
Vision Map

1. Significant open space preservation
2. Downtown, town centers & business center
3. Neighborhoods with open space
4. Rural residential clusters
5. Trails
6. Bus Service
You Envisioned Heber
Your voice. Your vision. Your city.

And...
Your General Plan.
Public Visioning & General Plan Process

1. Public Workshop
   - Brainstorm

2. Open House
   - What are your preferences?

3. Vision Celebration
   - Consensus

4. General Plan Adoption
   - 2020 Implementation (ordinance updates and new programs)
Written in just a few months (vision & principles established in public process)
Concise, graphical (living document)
Adopted rapidly & unanimously (broad public support)
Public Visioning & General Plan Process

1. Public Workshop
   - Brainstorm

2. Open House
   - What are your preferences?

3. Vision Celebration
   - Consensus

4. General Plan Adoption
   - 2020 Implementation
     - (ordinance updates and new programs)

CODE UPDATES
Other identified issues

- Parks Master Plan
- Updated Parks Impact Fee
- Open Space Impact Fee
- Parking
- Signs
- Sensitive Lands
- Infill
- ADUs
- Wellhead Protection

- Conditional Uses
- Non-conforming Uses
- Appeal Authority
- Simplification
- Consolidation
- Combining Zones
- Administrative vs Legislative Processes
- State Law Updates
New Policy & Budget ties to General Plan

• Purchase of open space
• Community Alliance for Main Street
• Development agreement provisions
• Community Reinvestment Agency (CRA)
• Park Improvements
• Cemetery Master Plan
• UVU campus
• School District
• Performing Arts
• Farmer’s Market
• Food Truck Court
• Airport Planning
• Bypass Planning