

## DESIGNWORKSHOP

Landscape Architecture

Planning

Urban Design

Strategic Services

120 East Main Street

Aspen, Colorado 81611

## MEMORANDUM

To: Project Team

From: Design Workshop

Date: March 5, 2024

Project Name: Spanish Fork General Plan and Station Area Plan

Project #: 7361

Subject: Survey Results

This memorandum provides an overview of the results from the survey administered for the Spanish Fork General Plan Land Use Element Update and the future Station Area Plan.

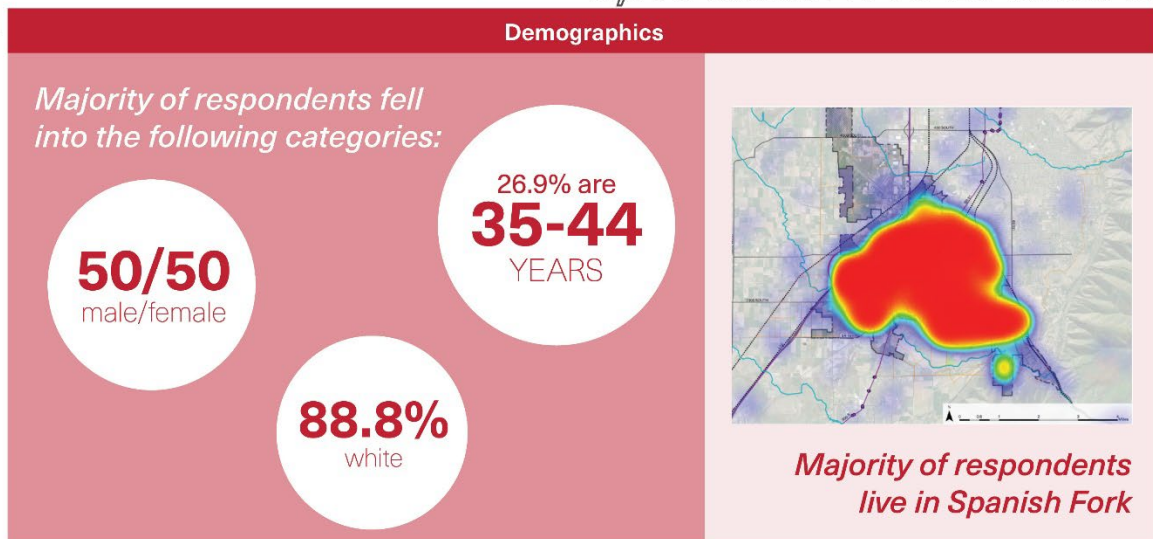
The survey was open from January 22 to February 13 and a total of 3,176 responses were recorded. The following sections highlights the answers and conclusions from the survey:

### Demographics

- A total of 3,176 responses were recorded.
- Majority of respondents were in the 35-44 age group (26.9% of respondents).
- Almost 50% of respondents were female and 50% male.
- Majority of respondents were white (88.8% of respondents).
- Majority of respondents lived in central Spanish Fork.

## SURVEY RESULTS

3,176 SURVEY RESPONSES



## **Community Benchmarking**

**Q1** - What characteristics do you value most about Spanish Fork today? (select top 3)

- View of mountains (15.66%)
- Parks, open space, and trails (14.70%)
- Sense of community (12.13%)
- Affordability (8.61%)
- Agricultural lands (7.44%)
- Shops and restaurants (6.12%)
- Mountain access (5.89%)
- The River Bottoms (5.62%)
- Walkable and bikeable environment (5.36%)
- Great schools (5.32%)
- Low tax rate (4.97%)
- Large residential lots/upscale neighborhoods (3.16%)
- Other (1.41%)
- Downtown (1.17%)
- Residential growth (0.95%)
- Destination area (0.76%)
- Employment opportunities (0.73%)

When selecting 'Other' (1.41% selected), participants gave an extended response. Common themes from the extended responses that emerged included:

- Small town feel
- Family-friendly values
- Good neighbors
- Easy access to highways
- Reasonable utility rates
- Parks and recreation opportunities for both youth and adults
- Road improvement and maintenance
- Sense of community

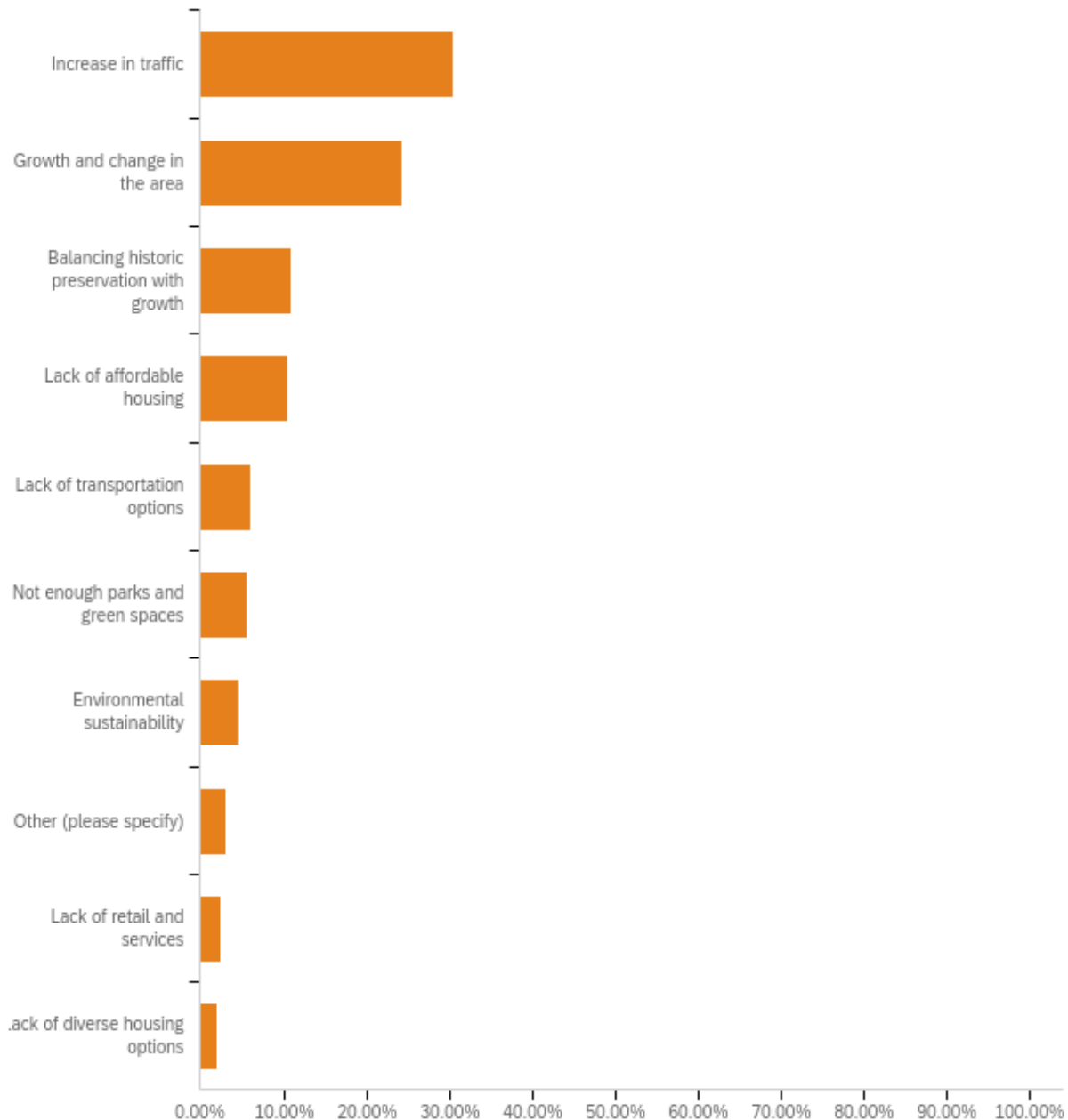
Residents appreciate the close-knit community, the amenities for families, and the overall quality of life in Spanish Fork.

## MOST VALUED CHARACTERISTICS IN SPANISH FORK



Q2 –What are the greatest challenges for Spanish Fork? (select top 3):

- Increase in traffic (30.43%)
- Growth and change in the area (24.37%)
- Balancing historic preservation with growth (10.98%)
- Lack of affordable housing (10.43%)
- Lack of transportation options (6.15%)
- Not enough parks and green spaces (5.71%)
- Environmental sustainability (4.57%)
- Other (3.01%)
- Lack of retail and services (2.35%)
- Lack of diverse housing options (2.00%)



When selecting ‘Other’ (3.01% selected), participants gave an extended response. Common themes from the extended responses that emerged included:

- High property taxes
- City council perceived as not listening to residents
- Insufficient parking and poor parking lot layouts
- Resistance to change and modernization from some residents
- Destruction of agricultural/green spaces
- Zoning restrictions limiting housing options
- Concerns about high-density housing developments

- Difficulty in preserving agriculture in the area due to commercial zoning practices

Overall, there were concerns related to infrastructure, governance, urban development, and preserving the city's character.

## BIGGEST CHALLENGES IN SPANISH FORK



*Common themes from the extended response also included....*

high property taxes

no parking *city council perceived not listening to residents*

destruction of agricultural/green spaces

high-density housing

**Q3** – How important is it for Spanish Fork to address these issues in the next 10 years? Click and drag your selection in order of priority (1 being extremely important and 7 being not important).

- Traffic management (52.3%)
- Smart growth to accommodate growing population (16.3%)
- Planning for the future FrontRunner station area (3.2%)
- Transportation and mobility options (1.7%)
- Agricultural preservation (13.2%)
- Community services and facilities (1.2%)
- Parks and open space (2.4%)
- Schools (5.6%)
- Economic development (1.6%)
- Other \_\_\_\_\_ (2.4%)

### Visioning

**Q1** – When asked to provide a short phrase to describe Spanish Fork today, common themes identified were...

- Well-run city

- Safe, family- friendly, with a country/small-town feel
- Rapid growth and development
- Concerns about high-density housing and property tax rates
- Traffic congestion and busy roads
- Sense of community and hometown feel
- Rapid progress and development
- Need for managed growth to preserve the community's character
- Mixed feelings about the pace of growth and development
- Enjoyable and fantastic community

It seems like residents appreciate the city's management, safety, and community feel, but are also concerned about the effects of rapid growth on traffic, housing, and overall quality of life.

**Q2** – What 3 words describes your vision for Spanish Fork in 10 years...

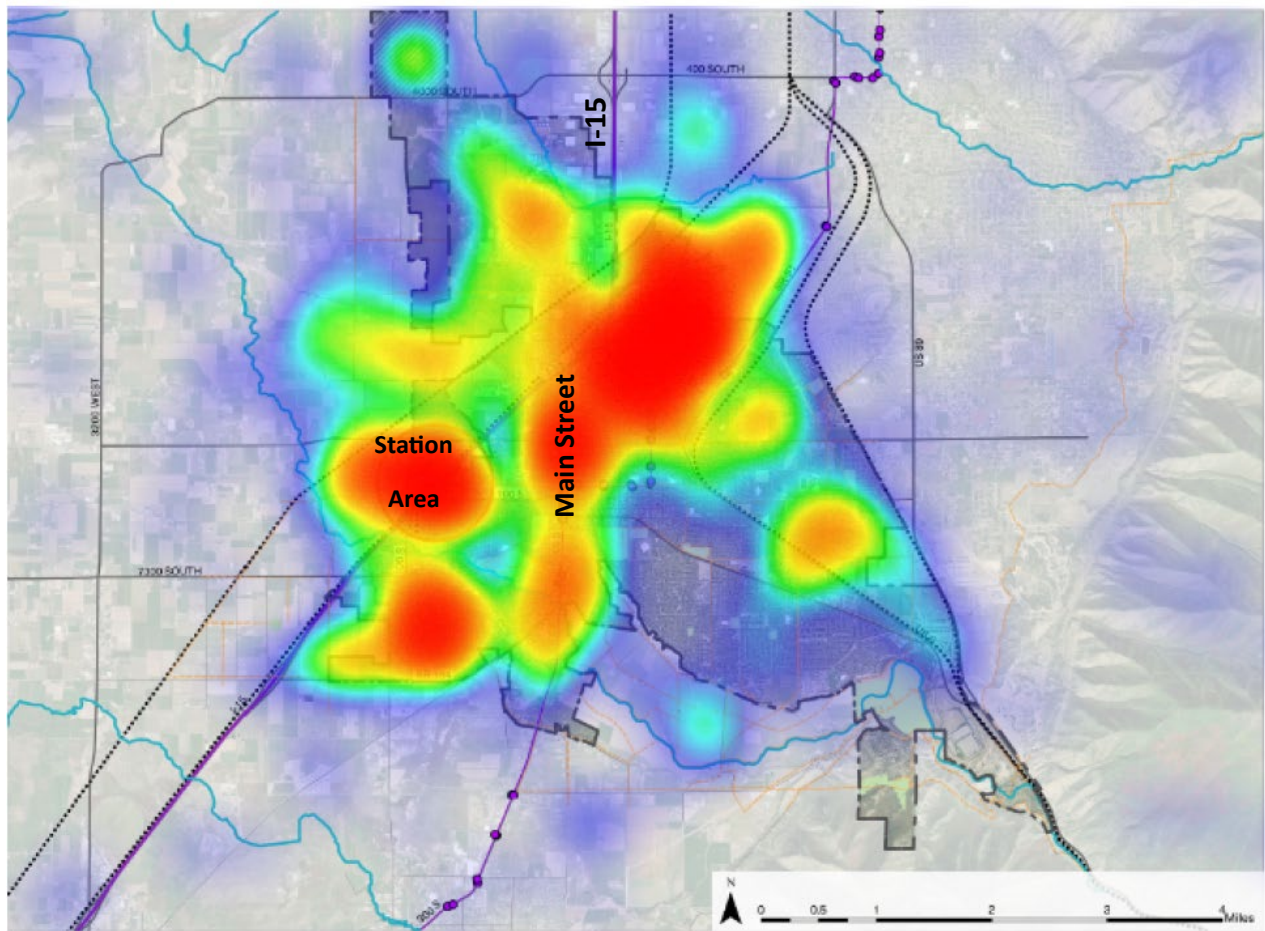


These words reflect a variety of hopes and concerns for the future of Spanish Fork, including community, safety, affordability, growth, and preserving the town's character.



## Future Growth

**Q1** – Where would you like to see residential growth, commercial development, or overall change?



**Q2** – What types of development should be prioritized over the next 5 to 10 years?

- Affordable/attainable housing (28.82%)
- Other (21.45%)
- Mixed-use development (13.50%)
- Arts and cultural facilities (13.14%)
- Restaurants (11.01%)
- Public/institutional facilities (6.88%)
- Retail (3.91%)
- Office (1.29%)

When selecting 'Other' (21.45% selected), participants gave an extended response. Common themes from the extended responses that emerged included:

- Preservation of green space and open areas: Many respondents express a desire to preserve green spaces, open areas, and agricultural land. They advocated for slowing down development to maintain the town's natural beauty and outdoor recreational opportunities.
- Overdevelopment and traffic: There are numerous mentions of concerns regarding overdevelopment, traffic congestion, and the strain on infrastructure. Respondents emphasized the need to slow down development and address traffic issues to maintain the quality of life in the community.
- Desire for affordable housing and diverse housing options: Several respondents highlighted the importance of affordable housing options, particularly single-family homes, and genuinely affordable multi-family residences. They expressed a preference for larger lots and single-family housing over townhomes or condos.
- Advocacy for sustainable growth and mixed-use development: Responses advocated for sustainable growth practices, including mixed-use development near transit stations to reduce reliance on cars and promote walkability. Responses also emphasized the importance of preserving the town's character while accommodating growth.
- Infrastructure improvement and community enhancement: Many respondents called for improvements in infrastructure, such as road maintenance and public transit. They also emphasized the importance of enhancing community amenities, such as parks, trails, and recreational facilities, to improve quality of life for residents.

## DEVELOPMENT PRIORITIES IN THE NEXT 5-10 YEARS



### Affordable/ attainable housing

More options to obtain  
single family homes



### Mixed-use development and sustainable growth

This includes reducing reliance on  
cars and promoting walkability



### Arts and cultural facilities

To maintain community, create  
identity, and host events



### Preservation of green space and open space

To maintain Spanish Fork's natural  
beauty and outdoor recreation



### Infrastructure improvements

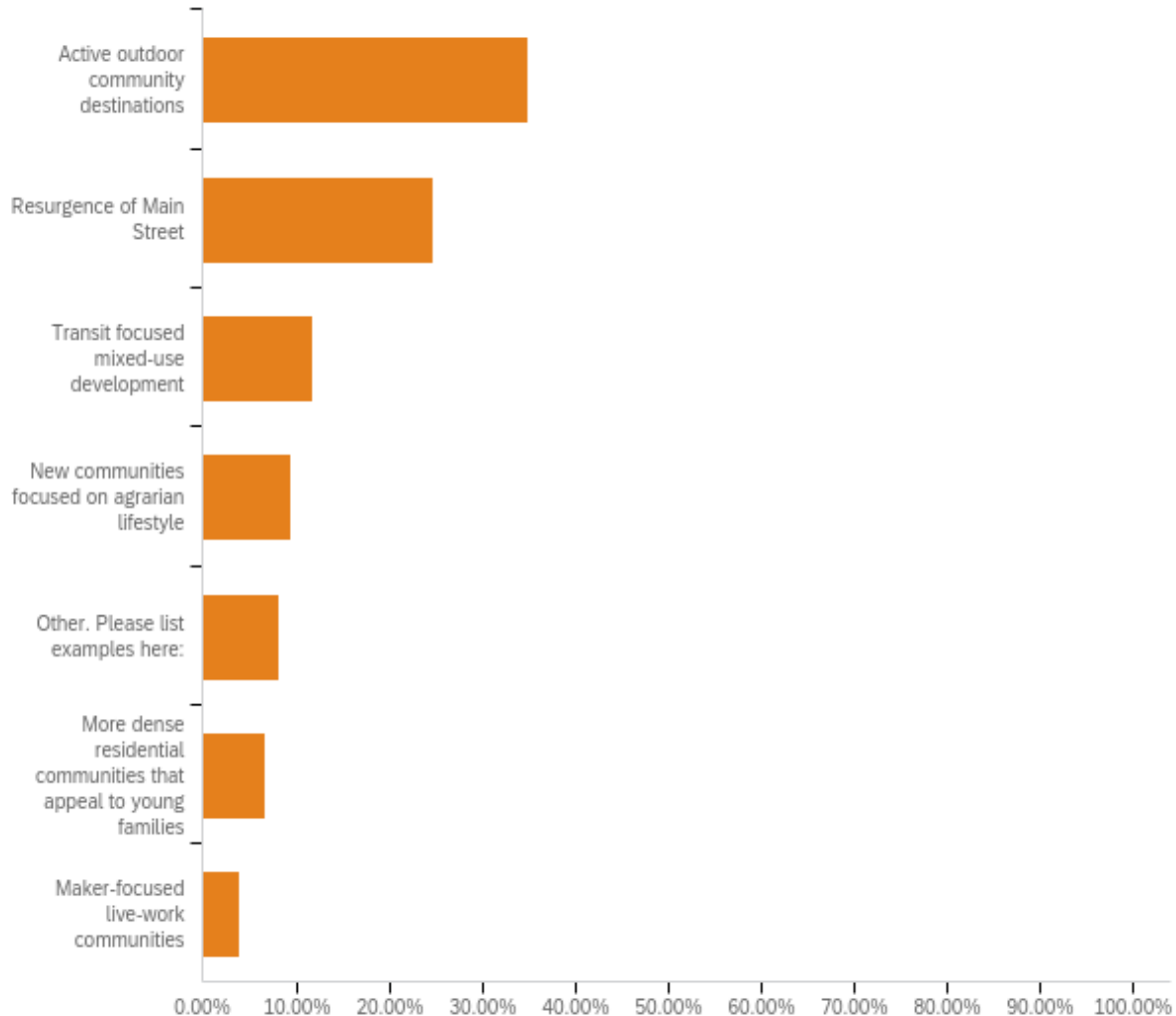
This includes road maintenance  
and public transit

**Q3** – Are there development concepts that have been successful elsewhere that you'd like to see in Spanish Fork? Please select from below or provide specific examples.

- Active outdoor community destinations (35.02%)



- **Resurgence of Main Street (24.76%)**
- Transit focused mixed-use development (11.89%)
- New communities focused on agrarian lifestyle (9.36%)
- Other (8.27%)
- More dense residential communities that appeal to young families (6.79%)
- Maker-focused live-work communities (3.91%)



When selecting ‘Other’ (8.27% selected), participants gave an extended response. Common themes from the extended responses that emerged included:

- Preservation of small-town character and avoidance of high-density housing: Many respondents expressed a desire to maintain the small-town feel and avoid excessive high-density housing developments. They emphasized the importance of preserving open spaces, farms, and single-family homes with larger lots.
- Transit-focused development: Several respondents advocated for transit-focused development, including the resurgence of Main Street, improved traffic management, and the development of

walkable and bikeable communities. They suggested implementing bus routes, bike-centric infrastructure, and transit-oriented development to reduce reliance on cars.

- **Emphasis on outdoor community destinations:** Respondents highlighted the importance of outdoor community destinations such as parks, trails, nature preserves, and outdoor recreational facilities. They emphasized the need for year-round accessible spaces for families and individuals to enjoy.
- **Diverse residential development:** Many respondents called for diverse residential development, including single-family homes, townhomes, and smaller starter homes. They also suggested mixed-income housing options and communities that cater to different lifestyles and needs.
- **Balanced business development and infrastructure improvement:** Respondents advocated for more discerning business development, avoiding redundant businesses like excessive car washes, and focusing on infrastructure improvement to accommodate growth without compromising the town's character. They also emphasized the importance of improving roadway infrastructure and incorporating features like roundabouts and overpasses to ease traffic congestion.

**Q4** – Majority of respondents think the housing opportunities in Spanish Fork are currently too expensive (39.10%).

Others commented how they have a strong preference for single-family housing with spacious backyards and larger lot sizes. They also emphasized a desire for more rural housing opportunities, community-oriented developments, and incentives to rebuild and improve old parts of town. There is a general sentiment against high-density housing, townhomes, and condos, with concerns about overcrowding and lack of greenspace. They perceived these developments as contributing to overcrowding, low-quality living conditions, and strains on infrastructure. Respondents associated densification as a threat to the preservation of community character and quality of life.

## WHEN IT COMES TO HOUSING....

**39.10%** of respondents think the housing opportunities in Spanish Fork are currently too expensive



### **Strong preference for single-family housing**

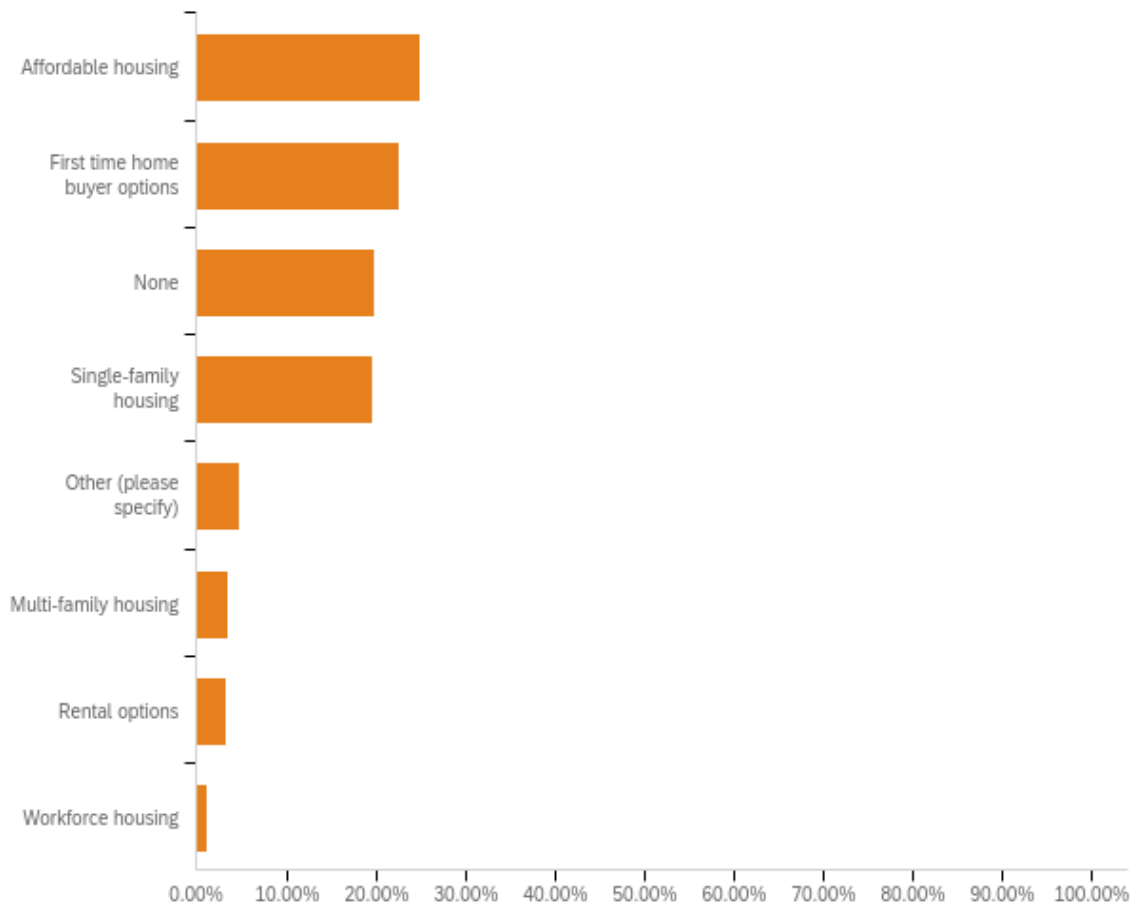
With spacious backyards and larger lot sizes. There is also a desire for more rural housing opportunities, community-oriented developments, and incentives to rebuild and improve old parts of town.



### **Concerns regarding high-density housing**

Which also includes townhomes and condos. Main concerns for high-density housing included overcrowding, lack of greenspace, perceived low-quality living conditions, and strains on infrastructure.

**Q5 – What kind of housing typologies are missing in Spanish Fork? (Choose all that apply)**



Majority of respondents think housing missing in Spanish Fork include affordable housing for first-time buyers.

This includes single-family starter homes that are priced within reach for individuals or families purchasing their first home. There is also a mention of the importance of affordability in housing options for this demographic. Respondents believe there should be a preference for diverse housing types and rural living arrangements. There is a need for multi-family housing, rental options, and active senior housing, alongside the desire for single-family homes. Additionally, there is a call for rural housing options and the ability to keep small animals or horses, indicating a preference for more spacious and rural living environments.

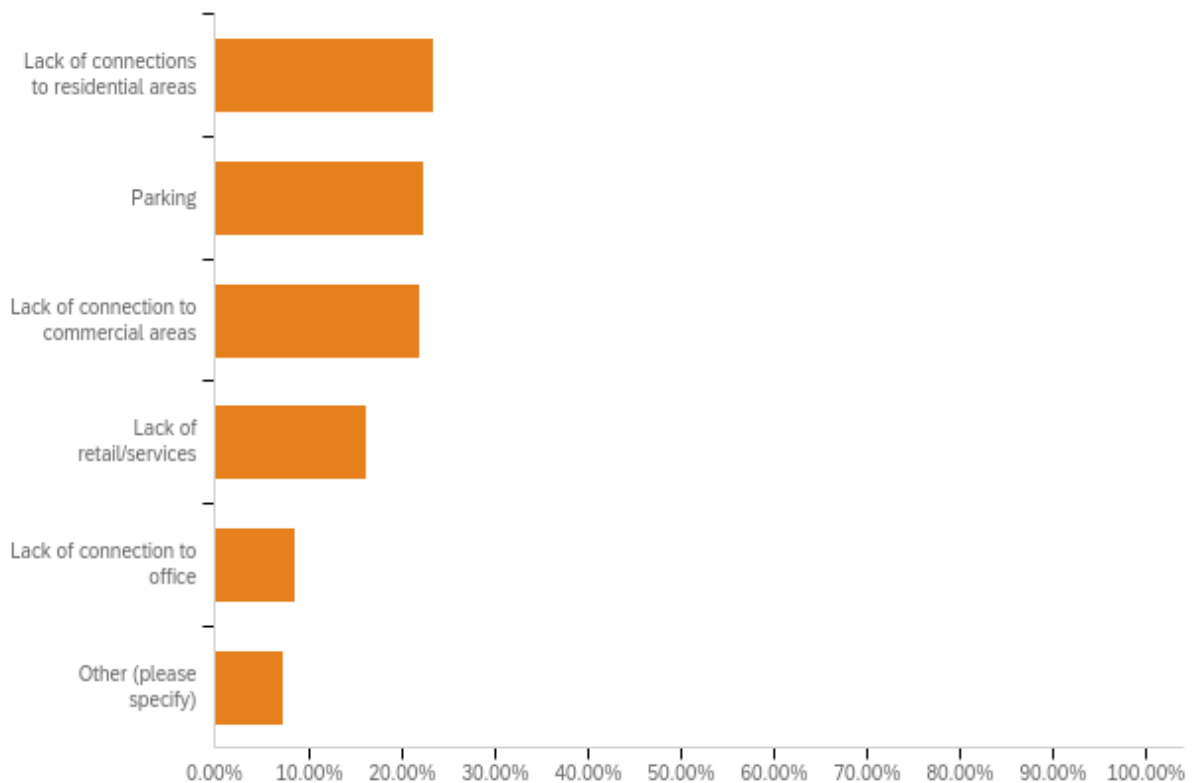
**Station Area Plan:**

**Q1 – Which of these are the greatest challenges for the future station area? (Select up to 3)**

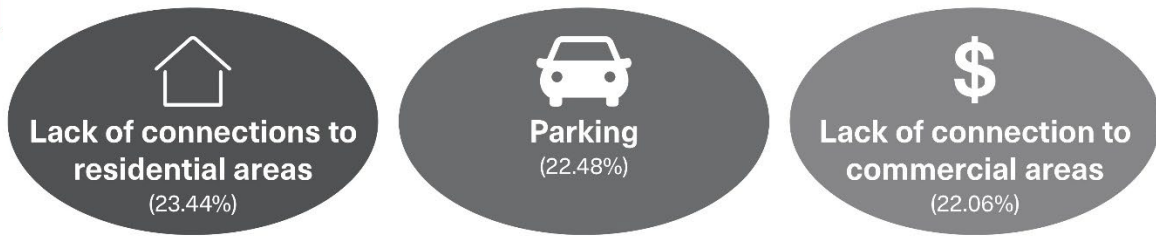
- Lack of connections to residential areas (23.44%)
- Parking (22.48%)
- Lack of connection to commercial areas (22.06%)
- Lack of retail/services (16.21%)
- Lack of connection to office (8.56%)
- Other (7.25%)

In the 'other' extended responses, comments centered around:

- Concerns about crime and safety: Many respondents expressed worry about increased crime, drug use, and homelessness associated with the proposed development. They fear that bringing in more people and infrastructure could lead to safety issues, especially along trails and in residential areas.
- Impact on traffic and infrastructure: There were numerous mentions of concerns regarding traffic congestion, lack of transportation infrastructure (such as bus routes and freeway access), and the potential negative effects on property values due to increased traffic.
- Desire to preserve rural character and farmland: Several respondents expressed a desire to maintain the rural character of the area and protect agricultural land from development. They worry about the loss of farmland and the irreversible impact of urbanization on the landscape.
- Preference for alternative locations: Many respondents suggest alternative locations for the development, such as closer to major roadways or exits, to minimize the impact on residential areas and facilitate access for commuters.
- Skepticism about utility and ownership: Some respondents question the utility and ownership of the proposed location, expressing doubts about whether it aligns with the needs of the community or the intentions of property owners. They also raised concerns about the financial viability and utilization of the proposed development.



## STATION AREA: CHALLENGES WITH THE FUTURE SITE INCLUDE...



*Common themes from the extended response also included...*

**crime and safety**  
 desire for preserved rural character and farmland

**traffic impacts** utility **ownership**  
 alternative locations by highway instead

**Q2** – How important are the following concepts for future planning for the station area? Click and drag your selection in order of priority. (1 being extremely important and 7 being not important)

- Create a sense of place (gathering spaces, open space, events)
- Increased residential through affordable/attainable housing
- Increased office space and employment
- Increased retail options (restaurants, convenience, food access)
- Enhanced pedestrian connections to nearby destinations
- Safe and comfortable access to transit
- Create a vibrant community destination
- Other \_\_\_\_\_

## STATION AREA: HIGHEST RANKED PRIORITIES FOR THE SITE

