



AGENDA FOR THE
SPRINGVILLE COMMUNITY BOARD
110 South Main Street
Multi-Purpose Room
Thursday, May 09, 2024, 7:00 P.M.

CALL TO ORDER

APPROVAL OF THE MINUTES

Motion to approve minutes from the March 14, 2024, and the April 11, 2024 meetings.

PUBLIC COMMENT

The public is invited to make comments or bring issues before the board for discussion.

DISCUSSION ITEMS

1. Bring forward for discussion more areas of concern for zoning amendments.
2. Be prepared to make nominations and vote for a new chair.

ADJOURNMENT BY CONSENSUS

THIS AGENDA IS SUBJECT TO CHANGE WITH A MINIMUM OF 24 HOURS NOTICE

This meeting was noticed in compliance with Utah Code 52-4-202 on May 09, 2024. Agendas and minutes are accessible through the Springville City website at www.springville.org/agendas-minutes. Springville Community Board meeting agendas are available through the Utah Public Meeting Notice website at www.utah.gov/pmn/index.html. Email subscriptions to Utah Public Meeting Notices are available through their website; In compliance with the Americans with Disabilities Act, the City will make reasonable accommodations to ensure accessibility to this meeting. If you need special assistance to participate in this meeting, please contact the Administration Department at (801) 491-7833 at least three business days prior to the meeting.

MINUTES OF THE MEETING OF THE SPRINGVILLE CITY COMMUNITY BOARD HELD ON WEDNESDAY, MARCH 14, 2024, AT 7:00 P.M. AT THE CIVIC CENTER, 110 SOUTH MAIN STREET, SPRINGVILLE, UTAH, IN THE MULTI-PURPOSE ROOM.

Board Members and Staff in Attendance: Bryan BJ Smith, Byran Korth, Cason Acor, Chelsey Rosander, Dave Cook, Deborah Hall, Jake Smith, Jennifer Grigg, Josh Yost, Kelly Norman, and Todd Fischio.

Excused: Carla Wiese, Mariah Hurst, Patrick Monney, Mayor Matt Packard, Mike Florence, Scott Duncan
Cason called the meeting to order at 7:08 P.M.

BJ moved to approve minutes from the January 11, 2024, and February 08, 2024 meeting. Dave seconded and all present voted aye.

PUBLIC COMMENT

Cason asked Jake Smith, the new member of the City Council to introduce himself. Deborah said she attended the open house for the North Gateway Plan and left feeling that those property owners strongly desired a vision. The owner of Sage Station said she would love to improve her property she just wants to know the vision. The owner of 6.5 acres behind Joe Banditos refused Provo annexation because they wanted to remain in Springville. Most property owners were there or represented. Her clear takeaway was that this board is on the right track to turn this into a welcoming space and the property owners will be grateful. Cason agreed saying there was an encouraging conversation on housing, no conflicting viewpoints, and property owners asked about lowering the speed limit so drivers would notice their businesses, stop, and shop. They express concern about the lack of safe crossing east to west for pedestrians. Kelly said the speed limit has already been decreased. Cason agreed with Deborah that property owners wanted increased residential rooftops. Deborah said an increase in rooftops might bring in a grocery store because it is a food desert. Cason said feedback was consistent across all three meetings. Kelly asked about the property owners around 7-11. Todd said that parcel and the one behind McDonald's are owned by the same owner. He asked about annexation to Provo. Josh said annexation is not an option. Todd said access is hard because that is the intersection of two state highways. Cason said access affects the rezoning conversation. Josh said UDOT is anxious to improve safety between Sodalicious and Joe Banditos, by moving access to those businesses to the Clyde yard. Springville has access to the new road on SR 75/1400 North. Councilmember Smith asked about the land north of Sodalicious. Josh said it is owned by Turley.

Chelsey said a map of amenities and densities would help determine the gaps. Josh said staff is conducting a market study. Todd said South Provo is a food desert with a remarkable amount of new housing filling in. Chelsey said a grocery store would attract those Provo residents and help Springville's sales tax. Todd said he lives in the area and his neighbors would like to see amenities added. Cason said Klauck volunteered to help the city make Heritage Park nicer. Josh said Salisbury owns the storage business and the previous DWR director said there is a desire to add a nature center, fishing pond, and interpretive trails to the fishery while maintaining biosecurity. Deborah said the owner of Rustica said there is great access to Bonneville Trail and with improvements, it could be a gateway. She is grateful this board is far along in this process and the community is ready and would like to develop their property without constraint by highway commercial zoning. Cason said they want a more intimate and walkable neighborhood. Deborah agreed stating they do not want to be a frontage road. BJ stated they are already

welcome to make their property intimate and walkable. Chelsey said American Fork has retail visible from I-15 which makes it seem easy to get to retail. Cason said he noted the 9th and 9th neighborhood in Salt Lake City is cohesive and walkable and Springville should emulate. BJ said Highway 89 makes that look and feel difficult. Dave said the 9th and 9th neighborhood was mostly houses. Josh said walkable neighborhoods in Salt Lake City are developing organically at the old streetcar line intersections.

DISCUSSION ITEMS

1. Establish a protocol for meetings.

The board established protocol to move through items efficiently for future meetings as well. BJ kept track of the votes.

2. Finalize recommendations on the uses that need more discussion (MD).

Dave led the board back to the land-use matrix and the uses that needed more discussion. BJ reiterated the focus on retail for the North Main Street frontage. Cason said he agreed with mixed-use on the North Main Street frontage. Deborah said she did not mind residential just behind retail on Main Street. Josh said this board will recommend zoning eventually but today's discussion is on analyzing current uses and creating a beta version or a stopgap to prevent unwanted development right now. He continued by saying the board does not need to be concerned with leaving businesses out of the final development of this area as much as making sure unwanted businesses do not develop before the North Gateway Plan is finalized and adopted. Cason moved on to the land-use matrix and the uses that needed more discussion. BJ reviewed the last meeting for those who were not there when a standard for discussion was established. Chelsey started reviewing uses that need more discussion from her notes.

- a) Yes - church, temple, or rectory
- b) Yes - college, institution, or trade school
- c) Yes - daycare center-commercial
- d) Yes - public buildings and/or community uses
- e) No - paint and body shop

Cason and Josh reminded the board that this discussion is about how a business can conform to the standards of form and function in the North Gateway Zone. Josh explained that Wavetronix is a beautiful development even though it is an office warehouse. BJ said we all agree that form-based code is the standard we are operating under to control look and feel and we are creating stop-gap code to prevent unwanted development. Stop-gap code creates the leverage to control the form in the meantime before the permanent code is in place. Josh said if a use cannot conform to the preferred look and feel then the use should not be allowed. Cason clarified that if there is a question about a use conforming to look and feel then the vote should be no.

- f) No - tire sales
- g) Yes - general retail stores -< or = 20,000 sq. ft. up to 40,000 sq. ft.
- h) No - general retail stores -< or = 80,000 sq. ft.

Cason and Josh said no one would refuse a grocery store in that area. Todd asked about the code for parking stalls which cost about \$8,000 per stall including the land and a parking garage is \$27,000 - \$30,000 per stall. Cason said the city should remove mandatory parking minimums.

- i) No/No- bars and taverns

BJ acknowledged the existential crisis the board reached and suggested voting twice, once for the stopgap and once for the long term. Dave asked if Strap Tank could serve high balls and Carla described the different liquor licenses. Todd said the state liquor store is the biggest bar in Utah.

- j) No/Yes brew restaurant
- k) Yes/Yes preschool, commercial
- l) No/Yes kennels- animal boarding
- m) No/Yes motel
- n) No/Yes convenience store, I think
- o) No/No medical cannabis pharmacy
- p) No/No medical cannabis pharmacy
- q) No/No tobacco specialty business

Kelly said he has a new neighbor from Seattle who specifically moved here because they are tired of the politics, drugs, and crime. His greatest concern is Utah is safe today but the rules are changing. Josh clarified he will create a final list for this board to approve for recommendation to the Planning Commission. He reported Utah will get new sports teams.

ADJOURNMENT BY CONSENSUS 9:06.

This document constitutes the official minutes for the Springville City Community Board Meeting held on Thursday, March 14, 2024.

I, Jennifer Grigg, do hereby certify that I am the duly appointed, qualified, and acting Deputy Recorder for Springville City, of Utah County, State of Utah. I do hereby certify that the foregoing minutes represent a true and accurate, and complete record of this meeting held on Thursday, March 14, 2024.

DATE APPROVED: _____

Jennifer Grigg
Deputy Recorder

MINUTES OF THE MEETING OF THE SPRINGVILLE CITY COMMUNITY BOARD HELD ON THURSDAY, APRIL 11, 2024, AT 7:00 P.M. AT THE CIVIC CENTER, 110 SOUTH MAIN STREET, SPRINGVILLE, UTAH, IN THE MULTI-PURPOSE ROOM.

Board Members and Staff in Attendance: Bryan BJ Smith, Cason Acor, Chelsey Rosander, Dave Cook, Deborah Hall, Jennifer Grigg, Josh Yost, Kelly Norman, Lana Nord, Mariah Hurst, Mike Florence, Patrick Monney, and Scott Duncan.

Visitor: Rushford Lee from REDKOR Brands.

Excused: Mayor Matt Packard, Carla Wiese, and Todd Fischio.

Call to Order at 7:06 P.M. Lana Nord from the Youth Council introduced herself.

PUBLIC COMMENT

Cason reviewed the last meeting's discussion of the recommended uses for the North Gateway Zone. Dave said the recommendation of this board would have some weight but, a use could be approved in any zone. Deborah agreed with the clarification in voting a stop-gap zoning code until the final North Gateway Zone code is approved. Mariah said it is continuing and the board is here for discussions.

DISCUSSION ITEMS

1. Presentation and discussion of concepts for Springville Flag - Rushford Lee REDKOR Brands

Rushford started his presentation by showing some concepts for the Springville flag. He explained he has designed flags for many communities both conservative and not-so-conservative. Josh explained Councilmember Smith asked for a flag to represent Springville. Josh said that Administrator Fitzgerald presented to the Council some ideas and passed the information to the city branding team, [RedKor](#). Rushford explained that during his presentation he needs input from this board as long as they can express why they do not like each possible flag. Patrick confirmed that none of these examples will end up being the final Springville flag.

Rushford showed the basic ideas of flags to refine the final idea of a flag. Dave asked about the color scheme. Rushford said these are the Springville colors established in the style guide that represents the brand for Springville. Patrick said this is not the same as the high school colors. Deborah prefers a flag that expressly says Springville even though the USA flag does not have a name on it. Dave said he likes flags without a name on them. He was president of the museum board for 13 years therefore, he prefers referring to the museum. Cason said he prefers imagery over letters which is a common design standard for flags. He liked the style of the red/white but it's too contrasty. Mariah said red is too dramatic, bold, and not representative of small-town/rural. Cason agreed and said blue should be emphasized. BJ said they are all pretty bold. Chelsey said she likes the words but has no knowledge of the symbol. 3 out of 9 board members like the word on the flag.

Mariah asked about the timeline for rebranding and what would happen if the spring imagery was gone in preference to the museum. Rushford said rebranding happens every 10 years Josh said Councilmember Millsap said he preferred a timeless flag and Administrator Fitzgerald said hopefully rebranding won't be drastic, and Springville will keep the basic iconography. The Council also was concerned with a flag cycling with each rebranding. Rush said rebranding contains equity transfer. Dave said he likes the splash of paint which represents a water spring as well as art/paint.

40 Michael prefers the *est. 1853* round stamp flag. Deborah likes the spring in spring colors and the
flag referring to art. Rushford said the old logo was not legible from far away. Dave liked the stained-glass
42 look. Chelsey liked the stars because it is patriotic and simple. Rushford said the stars could represent
the number of springs. Lana said the *est. 1853* round stamp flag is pleasing to the eye but suggested
44 changing the words to a symbol to read universally without a language barrier.

Rushford clarified the board is leaning toward blue. Deborah said she prefers the *est. 1853* round
46 stamp flag with clean circles without stained glass. Chelsey agreed. Deborah likes blue as the dominant
color. BJ asked about the splash. Rushford said the colors refer to art as well as the drops are water. BJ
48 does not mind the words *Art City* and prefers a flag that is not cute and does not use clip art. The board
nixed the cutesy flag unanimously. Mariah agreed residents of Springville know we are *Art City*. Cason
50 suggested using the words *Art City* is simpler and more concise than *Springville*. Michael said people
might think the name of our town is *Art City*. Patrick said Springville's tag is *Art City* and asked if we are
52 the *Art City* with art throughout the city or just because we have a museum. Scott said he prefers the stars
but they must represent something.

54 Mariah said Springville was the fourth city [incorporated](#) in Utah County. Dave said Aaron Johnson
was also the bishop of Provo. Cason prefers a rising slant and the splash contrasting with the slant color.
56 Scott shared his experience with tourists enjoying the statues in front of the Civic Center and art is part
of Springville's feelings of pride. Kelly suggested the name should be on the flag. Patrick suggested
58 keeping the springs colorful. BJ said he is not convinced this splash will be our forever brand and none
of the flags are timeless except the bottom left on the second page. He prefers the flag to refer to our
60 history, and there is no reason to be beholden to our current style guide. Our current colors are fickle and
off. He prefers simple clean bold colors like the white and red of the first page. Josh said he agreed and
62 would like to see the flag another level detached from the brand especially when there is not a ton of
equity in the current brand. Any council could vote to change the brand or the flag and suggest a flag that
64 is graphic and symbolic. Mariah suggested Hobbie Creek as a symbol and asked how long a logo lasts—
seems temporary.

66 Dave said leaving the idea of being *Art City* is a big mistake and the museum has the shows that
draw people to Springville. It is what makes us unique. Michael said people identify Springville by its
68 Historic Main Street. Scott said it would be nice if the colors represented something. Rush said the colors
are primary artist colors that work well together. Dave said the Springville Art Museum is the dominating
70 factor that brings people to Springville. Rushford explained that when his firm created branding for Provo
they did not want to be known as BYU. When he designed the Springville logo, he wanted it to stand
72 alone. Cason said the colors pay respect without having the building on the flag. Josh said this flag will
not be used for marketing or letterhead—it is not a piece of branding collateral. A flag can convey meaning
74 and identity but heraldry is imbued *ex post facto*. The flag does not need to scream Springville.

Rushford said the Springville logo was one of the most challenging because the committee did
76 not want to be known just for the museum but the *Art City* and simplicity was preferred. Mariah said that
ART CITY is a good base to work from and is welcoming because we are not just the museum, we are
78 a diverse community. Josh's favorite is the bottom right because it is NOT similar to an Eastern Bloc
country. The mosaic is unique and bold but welcoming. Cason said he likes the bottom right but it is too
80 busy, it is simple imagery without the splash or the museum. Patrick hates and loathes this crazy flag
because it is trendy not timeless or classic. Jen said the idea that the flag should be a graphic or piece of
82 art instead of the icon of the museum, or splash is the idea that Rushford will take home. The flag could
be a piece of art that can be recognized from far away. Patrick prefers two simple stripes of blue as with
84 a representation of the city, without the logo, or a word. Josh suggested four stars representing the order

of [incorporation](#) in Utah County. Lana suggested the star in the middle with a red stripe. BJ agreed and said he resonates with symmetry. Cason and Mariah said the splash is too simple for a flag and stars are timeless. BJ suggested the gold color as an accent. Kelly said he would assume it was a high school flag or foreign flag without a tie to *Art City* or the word Springville. Patrick referred to the Nike swoosh took time to become recognizable. Scott said we are known as the *Art City*, but they don't move here for that and there is no need to advertise art or devils on a flag. People love living here without those icons. Rushford summed up the thoughts of the board as blue is the favorite color, with gold and red as accents. Keep it simple with angles up not down and not too abstract. He asked the board to return with ideas that tie stars into the history of Springville. BJ suggested a single field of blue with icons in accent colors. Deborah asked for a timeline for the final flag submission. Rushford thanked the board and excused himself.

2. Recommendation to Planning Commission on new Main Street North Gateway Zone uses.

Josh passed out the proof for the Land Use Matrix for the North Gateway Zone. The board reviewed uses that needed more discussion or that they remembered differently. Deborah expressed that the notes from the last meeting show the change in voting from one to two votes—one for a use that is allowed now and the second for the use that will be allowed in the final approval of the Main Street North Gateway Zone which will use form-based code. BJ said specific items needed more discussion and the thought process changed part way through the voting. Mariah said these notes are just for the interim land uses that are permitted until the North Main Street Gateway Zone is in effect. Cason said this vote will be to update land use in the interim while form-based code is established. BJ said a use would be permitted later if we can control the look and feel. Deborah said there are many uses that she approves of in the name of private property rights but she will vote no on the interim land uses while the form-based code is created.

- a) No - tire sales
- b) No - upholstery - seat covers
- c) No - animal hospital
- d) Yes - animal, grooming
- e) No - animal clinic
- f) No - financial institutions - banks - credit unions
- g) No - tattoo parlor
- h) No - taxidermy
- i) No - antique or collectable shop
- j) Yes - home improvement & garden store - (completely indoors with no outdoor storage)
- k) No - home improvement & garden store & farm supply - (with outdoor display and/or storage)
- l) Yes - batting cages
- m) Yes - bowling alley
- n) Yes - roller rinks
- o) Yes - theater
- p) No - dance hall

BJ recommended controlling the form and function of wind and wireless structures and after lots of discussion, clarifying, and changing the document, the board voted on recommended the Land Use Matrix for the North Gateway Zone with current corrections.

BJ MOVED TO RECOMMEND THE LAND USE MATRIX FOR THE NORTH GATEWAY ZONE WITH CURRENT CORRECTIONS CASON SECONDED AND ALL PRESENT VOTED AYE.

3. Bring forward for discussion more areas of concern for zoning amendments.

Chelsey said she would like to discuss what the planning commission is working on. Cason suggested a discussion on mandatory parking requirements and asked about the TOD (Transit-Oriented Development) for the proposed Front Runner Station. Josh said engineers are working on the environmental study and funding. He said there is no concern in the Village Center Zone [§11-5-501](#) because there are only three property owners in that area and they are working well together.

Josh listed some areas of concern in the city like 400 South continuing to develop standard suburban commercial, the area around Old South Main Street and the east side of SR 51. Cason asked about the Lakeside Landing area, the transfer station, and annexation in that area. Josh said the transfer station would be demolished and the land was sold to Unified Business Alliance, the developer of the Lakeside Landing project.

Chelsey asked about the density around the proposed Front Runner Station. Josh said unless Springville wants to use the [HTRZ](#) (Housing and Transit Reinvestment Zones) there is no minimum threshold of density. If the area is zoned for single-family density, UTA could cancel the transit station. He continued by stating density is a terrible measure of what the development will look like. Currently, there is a draft of the station area plan being updated by the consultants. Chelsey said the density around the transit station is already high and in the time since the Village Center Zone was approved in 2003 the people that live there now do not want more high density.

BJ suggested looking at the area south of downtown. Josh said the [Reframing Downtown Plan](#) extends to 800 South and he is concerned about the area north of the KOA and north of Wavetronix becoming too highway commercial. Additionally, the area around the realignment of the railroad tracks is part of our proposed annexation area and needs planning.

Mariah listed two items for the next meeting's agenda. One item is to bring forward for discussion more areas of concern for zoning amendments. Mariah said she has been chairing for two years and stated it is time to elect a new chairperson so the other item for the next meeting's agenda is to be prepared to make nominations and vote for a new chair.

ADJOURNMENT BY CONSENSUS 9:04.

This document constitutes the official minutes for the Springville City Community Board Meeting held on Thursday, April 11, 2024.

I, Jennifer Grigg, do hereby certify that I am the duly appointed, qualified, and acting Deputy Recorder for Springville City, of Utah County, State of Utah. I do hereby certify that the foregoing minutes represent a true and accurate, and complete record of this meeting held on Thursday, April 11, 2024.

DATE APPROVED: _____

Jennifer Grigg
Deputy Recorder