



AGENDA FOR THE
SPRINGVILLE COMMUNITY BOARD
110 South Main Street
Multi-Purpose Room
Wednesday, August 14, at 7:00 p.m.

CALL TO ORDER

APPROVAL OF THE MINUTES

Motion to approve minutes from the June 13, 2024 meeting.

PUBLIC COMMENT

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

DISCUSSION ITEMS

1. A roundtable discussion led by the consultant team from Houseal Lavigne of our General Plan.

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 August 05, 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 THURSDAY, JUNE 13, 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, Chelsea Rosander, Deborah Hall, Councilmember Jake Smith, Jennifer Grigg, Josh Yost, Kelly Jensen, Councilmember Logan Millsap, Mariah Hurst, Mike Florence, Natalie Hollingshead, Patrick Monney, Scott Duncan, and Todd Fischio.

Visitor: Rushford Lee from [RedKor](#) Design

Call to Order 7:05 p.m.

APPROVAL OF THE MINUTES

Cason moved to approve the minutes from the May 09, 2024 meetings and Mariah seconded the motion. All voted aye.

PUBLIC COMMENT

There was none.

DISCUSSION ITEMS

1. Recommendation to the City Council on the Design of a Springville Flag.

Rushford brought examples to narrow down what to recommend to the City Council. Josh explained staff has used the board's feedback to create eight options to discuss. BJ asked to review the process that led to emphasizing the blue. Patrick explained there are pieces of everything in the current examples. The subtle *S* river flag is timeless because the splash logo could change with rebranding. Mariah asked if the flag should stand alone. Rushford said if the splash logo changes the flag could change also and the flag should wrap around the existing branding. Most board members liked the river in the final example. Scott said the river keeps it simple and represents Hobble Creek. Councilmember Smith listed the principles of flag design which prove the river flag follows all of the points from ["Good" Flag, "Bad Flag", How to Design a Great Flag by Ted Kaye](#). He said he wants the logo to be separate from the flag. Cason agreed the flag should not be the logo. Rushford said it is good if the image of the flag is discoverable. BJ asked about the reverse side of the flag. Councilmember Smith suggested adding more symbolism. The board discussed the different uses of stars and the color blue as the river. Natalie suggested another element of interest. Mariah agreed. Cason suggested a silhouette of mountains to the chagrin of staff and Rushford. Councilmember Millsap asked about the history of Springville and how these designs and symbols were decided upon. BJ said he recollects most board members agree with moving away from using the symbol of the splash on the flag. Deborah said she disagrees and stands with the splash but can support the decision of the board.

Rushford said he has heard the comments about the splash and this is a case of a minority of 5-10% acting as the majority. Not everyone sees the splash as an offensive emoji. BJ said he represents young people when he says emojis are common in our communication and the splash symbol has an obvious sexual connotation. The people who have a problem feel very strongly about it. Mariah said we do not want to divide the generations. BJ said the flag should be just the logo or completely separate and the board needs to decide if the flag is tied to the logo. Councilmember Smith said he agrees and that is why he proposed a flag originally. Cason said the board already decided to not tie the flag to the logo.

Councilmember Smith said he knows how proud the city and Administrator Fitzgerald are of the logo because Springville is lauded for coalescing around a theme. He added when he was running for the City Council, this was one of the three main topics voters asked him to change because the logo is a joke and too many people make fun of it. He said he likes having a theme he just wishes the logo did not have this connotation.

Councilmember Millsap said when you look at the great city flags around the world, they all focus on symbolism, not a logo. Mariah asked if the examples would look better without the logo. Cason suggested combining aspects of several of the examples. Patrick suggested avoiding representing an east/west division. Mariah said it could represent our bright future and that staying away from division is wise. Councilmember Millsap suggested the flag could illustrate the lake and the mountains with a star for the city and the curve for the creek as representing the geographic features in Springville. Cason and Josh discussed the fact that too many flags have a silhouette of mountains which is why it was steered away from during the branding process. Patrick said the idea was to focus on the creek and usually the flag drapes down and is not visible straight out. Cason suggested adding something to the S curve example. Natalie suggested a gold line of shading. Kelly suggested shading in the blue for a reflection. Cason agreed that shading would add a three-dimensional effect.

Councilmember Smith asked about the symbols of Springville. Patrick explained the first meeting had very basic examples. Rushford showed more examples of the S flag. Cason suggested including all three colors. A star symbolizing the location of Springville by a river was discussed. The board concluded the example with the river in the shape of an S with no splash is 80% there but they would like to see another round of iterations.

2. Presentation of and recommendation to the City Council on the Station Area Plan

BJ moved on to the Station Area Plan. Josh said the [Village Center Zone](#) in the West Fields Overlay had a plan for a transit station for 20 years and includes a radius of a half mile for future Frontrunner Station development. The Smith's development changed a corner of the zone accommodating its more suburban design. Until we have a station there is not a density requirement. BJ asked if UTA would build a station without a Station Area Plan. Councilmember Smith asked if bus routes would change. Josh said UTA will build without a plan and routes are already changing to build habits in the current ridership. Mariah asked about buses and parking. Josh said the UTA contracted engineers will work with the [Station Area Plan](#) which dictates parking. Cason suggested traffic will increase around a transit station. Councilmember Millsap cautioned against building it too small. Josh says the plan is to offer convenient access to the train platform. Cason asked if UTA provided data on a station increasing demand for public transportation. Josh said ridership in the vicinity of the station will be measured and there is a trade-off between ridership and frequency. Josh clarified Santaquin will have 1000 parking spaces because it is the end of the line.

Josh said UTA owns nothing but the right of way so every amenity beyond the platform will be the priority of the major private property owner who will maximize their investment. The city can mediate between those interests. Geotech reports discourage underground parking. The best use of space around the station is for jobs, and housing while providing train parking. Cason said he is a big fan of condensing the parking into a small surface area. At the beginning of the creation of this plan, public input from focus groups and a survey was collected and the data showed that residents prioritized safe streets for walking and biking, local transit access and shops, restaurants, and housing. The state legislation regulates funding as it relates to moderate-income housing which Springville is lacking. Mike asked about the tax increment and [HTRZ](#) (Housing and Transit Reinvestment Zones) requirements. Chelsea asked how an increase in population is predicted. Josh said future population estimates come from Springville's adopted

86 zoning and the average household sizes which are changing. Additionally, in migration moving in
87 Springville births are predicted. Chelsea asked why the city does not prefer single-family housing and
88 families who stay instead of residents who move in and out of apartments and condos. Josh said studies
89 show that Utah simply needs more housing and is trying to make homeownership more accessible for
90 apartment and condo dwellers. Data shows that housing tenure is less different between multifamily
91 housing as a whole and single-family housing as a whole. He said Springville is mandated to have a
92 moderate-income housing plan and strategies but there are no requirements for implementation. BJ
93 clarified that the Station Area Plan can go ahead without meeting HRTZ requirements. Natalie said her
94 experience is that apartment and condo housing is nothing to be scared of. Councilmember Smith asked
95 for a timeline guesstimate. Josh answered Front Runner from its beginnings to revenue service took five
96 years but he predicts Springville will not see a station for ten years unless a Democratic administration
increases federal funding for transportation.

97 Josh continued by showing the preferred plan which includes a primary transportation network
98 creating an at-grade crossing or a road under the viaduct. Natalie asked for clarification on the benefits
99 of an at-grade crossing. Josh explained that the city will not need to fund the maintenance of a bridge. An
100 overpass would drop a massive wall/barrier dividing the neighborhood. An at-grade crossing provides
101 access to the retail area around Walmart for that neighborhood. UTA and UPRR will decide on our
102 application for an at-grade crossing. The platform will be long enough for future longer trains. There will
103 be parks to the north and south of the platform. 700 South is a bike boulevard which is another advantage
104 of an at-grade crossing. Chelsea asked about 700 South reconnecting to Main Street. Josh said
105 eventually that would be an east-to-west crossing. Cason suggested that location for our version of [The](#)
106 [Whale](#). The Community Board expressed interest in an elevated [roundabout](#) for safe pedestrian and bike
107 crossing of Main Street where it intersects [Highway 89](#). Josh continued explaining the flow of the platform
108 in the Station Area Plan should make the train passengers feel like they are arriving in a village instead
109 of a park-and-ride lot. Moving to land use, Josh explained the plan is commercial use, [20 dwelling units](#)
110 [per acre](#) residential use, and mixed-use immediately surrounding the platform. Cason asked about height
111 limits in this plan. Josh said a maximum of five stories is the planned limit and there are issues naming a
112 numerical height instead of a story. Josh said the Reynolds block is 54 feet tall to the parapet. Chelsea
113 said the Clyde Recreation Center is 55 feet tall. Cason asked about the definition of a story. Josh
114 answered the standard for commercial development is 14 feet for the first story.

115 He continued by surmising the density will be centered around the platform with a proposed
116 maximum of five stories. He clarified height in downtown Springville is limited to 45 feet and 60-70 feet in
117 industrial areas. Josh said the city will control height, size, color, material, and green space standards.
118 Chelsea said that allowing any five-story development will not blend and is not compatible with the
119 Springville *look and feel*. Councilmember Millsap noted that the representatives of the major landowner
120 in that area said the viaduct is so tall it dwarfs other buildings. Josh said a certain amount of height is
121 needed for a vibrant, transit-supportive development. He continued by saying Mayor Packard generally
122 does not support more than three stories with a fourth story in the middle of the block like the [Allen's Block](#)
123 [plan](#). Natalie asked hypothetically if increased height/density in the center of the Station Area Plan would
124 allow for single-family dwelling units on the outer edges of the plan. Josh explained that HTRZ has a set
125 number of units to qualify for financing that would help with a parking garage, but the city controls the
126 development. Natalie asked if families want a single-family home with a transit station in their backyard.
127 Chelsea suggested promoting commercial development around the transit station instead of residential
128 because that would bring in more sales tax for the city. Mike said most developers will hit the max density
129 and 60 units to the acre in the middle of the plan is extremely dense. Josh said the residential density
130 count does not show what it will look like. Mike brought his professional [book on visualizing density](#) and

the board passed it around. Chelsea clarified that [HTRZ requires 39 units per acre](#). Josh said there is no requirement unless applying for HTRZ funding but businesses follow people and higher density attracts retail services, professional services, daily need services, and restaurants.

Cason asked about the conversation with property owners on density and what their pushback was because there is no question of the demand for increased housing density. Josh said he asked the representatives of the majority property owner if they intended to build high-density products and they answered no. Cason agreed and said the upper limit makes sense because of the increased construction cost above five stories. Josh added parking is also a big variable. Mike added most recent TOD (Transit-Oriented Developments) have lower parking requirements. Josh said he is very Libertarian about eliminating parking requirements. Mike said planned parking could fill in with future residential or commercial development.

Kelly asked about how a five-story development can get to a density of 60 units per acre. Josh said by limiting parking requirements—there is more variety in the looks of high-density development than in the book. He said in the short term the rental market in Springville does not justify building structured parking or high-density residential developments. Out-of-date parking requirements are creating cities designed for cars, not people. Streets are an asset and there should be a parking charge. By removing off-street parking minimum requirements, the demand for street parking will determine the price—zero demand equals free parking. If there are one or two street parking places available the balance between price and demand is met. Net proceeds created by a street parking charge can be returned to the community to improve public infrastructure, parks, and open spaces. Natalie asked and Josh clarified there is extensive academic research verifying the high cost of free parking to a community. Cason said some communities have incentives for developers.

BJ determined the discussion on the Station Area Plan should continue at the next meeting. Josh asked what to focus on for his next presentation. Cason asked about examples of higher density in the 65-foot height limit. Mike asked to see some high-density projects and suggested balancing the density better. Josh asked for examples that are real and represent reality from the contractor who created the plan. Cason asked to see an example of an ideal transit-oriented development. He said this is a tremendous opportunity because there are zero existing structures and Springville can work from scratch. Josh said after the Community Board and the Planning Commission make a recommendation, the City Council will vote on the Station Area Plan. Natalie asked to hear the feedback from UTA about the public input meeting. BJ concluded by asking for more discussion on the flag and this plan.

ADJOURNMENT BY CONSENSUS 9:13 p.m.

This document constitutes the official minutes for the Springville City Community Board Meeting held on Wednesday, June 13, 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 Wednesday, June 13, 2024.

DATE APPROVED: _____

Jennifer Grigg
Deputy Recorder