

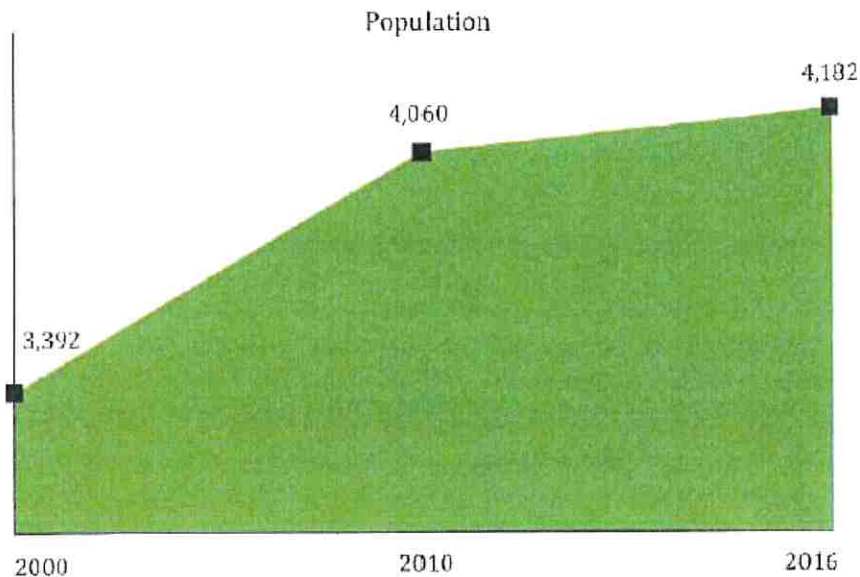


*Top Side general area - outlined in red*

[That being said, the estimates become more difficult to make – many factors, including the timing of when construction will begin and the pace it – these factors are still unknowns. At some point, that land will be developed and population is likely to stabilize.]

A note on population projections: ~~data collected from past census counts help~~ they provide estimates of how much growth is to be expected in an area. The private sector uses projections to help identify the needs and locations for new industrial, commercial, and housing facilities. In the public sector, agencies use projections to determine service needs for water, sewer, power, and other infrastructure, along with public safety, park space, and other City services. Anticipating these needs helps ~~public decision maker~~ the City work toward ensuring ~~an acceptable~~ a good quality of life. It is important to remember that projections are susceptible to change based on certain unforeseeable events such as changes in the economy or natural or human-caused catastrophes. ~~Also, projections assume that situations will stay as they are.~~ Therefore, projections are useful to get an idea for what a potential future ~~population count~~ will look like; ~~and is~~ not a sure number.

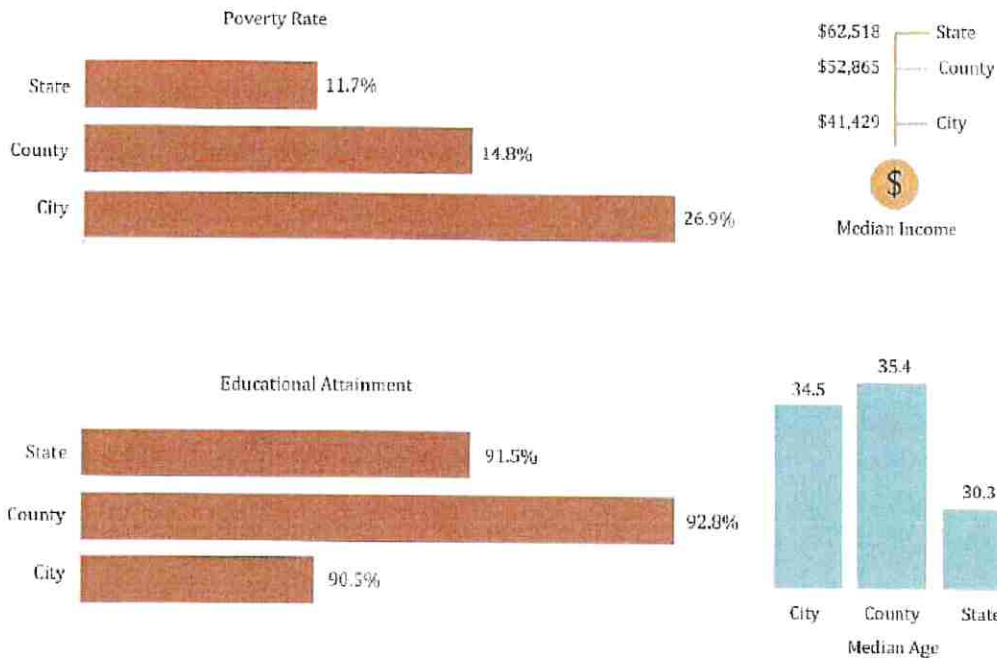
[This graph or similar will be updated to 5-6-year intervals]



#### ANTICIPATED CHANGES

Over time, the area will continue to grow. A large portion of this growth will be dependent on the visitation of the nearby national parks development of the Top Side of La Verkin. It is expected to open up for development and planning for growth in that area is a key to helping keep the lower elevation part of La Verkin more rural and to maintain a small-town feel. As population increases, there will be more demand for housing options and public services within La Verkin. The potential for more and different commercial services will also become feasible as the population generates increased demand. Public facilities will need to be upgraded, and the city will need to determine where the funds for improvements will come from. Whether it is impact fees (where developers pay their own way) in the currently undeveloped areas, or the city providing services through local taxes, difficult decisions will need to be made. Development pressure will threaten the rural atmosphere of the City, but can be managed and minimized through informed policy decisions.

[The following graph, or similar, will be included.]



## LAND CAPACITY ANALYSIS

The health, safety, and welfare of citizens is the first priority of the city. The city feels that natural, open space and visual resources are valuable shared assets. Special consideration should be given to structures and infrastructure that are built in areas with potentially problematic slopes, soils, or drainage.

To assist in identification of these areas that are not less suitable for development, an overlay map was created showing the land that is susceptible to a variety of hazards [Included as a separate map from 2018. Has this been used since then? The following is based on this map and could be subject to change depending on what is decided.]. Areas of particular risk in La Verkin include hillsides and floodplains. Areas near the river and the overlook should be kept as open space and not developed due to risk. If development is sufficiently set back from these areas (which are denoted by the colors red and blue on the map), it could be suitable. The green areas on the map would be most suitable for development because that are separated from areas of risk and they have a slope that supports building without large significant grading efforts.

## COMMUNITY SURVEY

A community survey was conducted to gather resident feedback about the future of La Verkin. Residents were asked questions about all the elements of the general Plan and were used to identify areas of interest. ~~One specific question they were asked was what the top priorities of the City should be over the next five years. According to the results, the top three priorities of La Verkin residents include economic development, public safety, and city financial stability.~~

The results from the survey have been used to guide the goals and policies of this plan. This was done to ensure that the plan adequately reflects the viewpoint of the residents of La Verkin.

[Hazard analysis overview Map] ~~[This map, or similar will be included.]~~

## VISION STATEMENT

~~After a long process of public input and analysis,~~ La Verkin City has crafted ~~a~~ this vision for their future. This vision statement serves as a guide for policy recommendations with this plan. These policy recommendations, if followed and applied, can help create this vision of La Verkin's future.

La Verkin is a beautiful, family-oriented rural community.

We Value: safe neighborhoods, ~~large residential lots,~~  
recreation opportunities, and fiscal responsibility.

We Support: agriculture, tourism, infrastructure improvements,  
and a business-friendly environment.

# LAND USE

## Chapter Contents

Introduction  
Land Use Designations  
Anticipated Changes  
Future Land Use Map  
Annexation  
Goals & Policies  
Potential Action Steps

## INTRODUCTION

The Land Use Chapter of the plan is ~~to be~~ used in deciding when, where, and how development may take place within the City. The chapter is heavily influenced by the Community Vision and outlines how future growth is to be accommodated. ~~[The following is a statement to you; is there any part of it you would like to put into language that indicates your ideas of how the plan will be used?]~~ The Planning Commission and City Council ~~should will~~ refer to this chapter when making decisions concerning land use.

## LAND USE DESIGNATIONS

Land Use ~~designations is characterized as the way that a community would are used to~~ ~~indicates how we would~~ like to see their area develop and grow. The ~~principal guide to this is the~~ Future Land Use Map ~~provides the framework for that growth~~. As zone changes are proposed and annexations requested, ~~this the~~ map ~~should will~~ be ~~utilized used~~ as a guide ~~to Planning Commission and City Council members on where these requests are appropriate and where they are not in decisions regarding appropriateness, use, and design~~.

The foundational basis of the City's zoning districts can be found in the following:

**Open Space** – Over time, open space lands become more limited and more valuable. The purpose of these designations is to preserve areas and corridors that should be managed for public health and safety (i.e. floodplains), outdoor recreation, natural resources, etc.

**Low Density Residential** – The purpose of this designation is to allow residential uses with low densities. This ~~development is typified by land use is for~~ single-family, detached homes with limited options for attached housing. ~~Large lot Lot sizes range from 10,000 to 14,000 square feet~~ and lot clustering is encouraged to maintain agricultural areas and open spaces.

**Medium Density Residential** – This designation is for residential uses with an average density that has smaller lot sizes than the low-density designation, primarily consisting of single-family detached homes on medium to small sized lots, with options for attached housing. ~~Lot sizes range from 6,000 to 8,000 square feet.~~

**High Density Residential** – This designation is for residential uses with higher densities. It will primarily consist of multi-family dwelling units on medium to small lots with opportunities for flexible development.

**Commercial** – This designation is ~~characterized by for~~ various retail, service, and office uses. Tourist and resort related activities are commonly found in this designation. These uses are normally clustered together and located in areas that have greater infrastructure capacity (i.e. road access).

**Industrial** – This land use designation allows a variety of manufacturing, assembly, research and development, storage, warehousing and distribution uses. It also includes uses devoted to the sale of retail and wholesale products manufactured on-site.

**Planned Community** – This designation is specifically for areas that have significant enough development constraints, ~~or are large areas of land,~~ to make planned community development projects the most viable type of development. ~~These areas will require development agreements that ensure the needs of the area are met and impacts are addressed.~~ This ~~will ensure~~ that ~~new communities large developments~~ have multiple uses ~~that which~~ are not just residential and that the City can maximize the public benefit from development; and minimize any adverse impacts of development.

## ANTICIPATED CHANGES

The ~~area around~~ La Verkin ~~area~~ is growing rapidly due to many factors. Some of the main factors that drive La Verkin's development are generated from neighboring municipalities as they reach build-out, as well as tourism related growth. ~~If La Verkin wishes to~~ To maintain ~~their~~ rural character ~~in the established part of La Verkin,~~ ~~more land may need to be annexed or zoned for development to keep large lot sizes vacant private land in the Top Side area and~~

other appropriate areas of the city need to be developed as Medium and High Density Residential.

Great opportunities exist within the City for commercial development. As travel to tourist destinations in the area increases, La Verkin can capitalize and draw development in if area is zoned properly. If the city dedicates its hillside amenities for recreational development, it can expect consistent use of them. Land can be ~~acquired and~~[does the city want to purchase or require donation of land?]-preserved as open space, and trails can be developed in these areas. This will only further draw tourism to the area. [Do you want to mention that local commercial service will increase as more people live in the general area?]

Residential development can occur either as infill or as new subdivisions. Because of the desire to maintain existing large lots, a shift in where residential is located may will occur. The “Top Side/East Bench” area of La Verkin identified on the Future Land Use Map is already within City boundaries and already has garnered some interest to be developed. This area has unique and sensitive lands and is not currently serviced by City utilities, which will make development a complex process. Areas near the ridge side ~~should will~~ be preserved and used for recreation, but beyond the hillside and ridgeline, the east bench or top side could be developed. ~~Any uses of land~~ proposed for this area ~~should will~~ be carefully reviewed to ensure that important and sensitive areas are preserved and that adequate services will be provided. Although homes should not be placed in hazardous areas just to accommodate the preservation of a viewshed. [“Development will not be allowed in sensitive or hazardous areas, and viewsheds will be preserved.”?]

~~A tool that should be utilized in this area~~The Top Side is a planned community development zone. Planned community developments are a designed grouping of varied uses within a cohesive environment that are developed in phases. This will ensure that new developments are built efficiently and to the City’s standards. As part of planned unit developments requirements should be imposed to protect viewsheds, minimize cut and fill, and promote pedestrian scale development. Development should not occur north of Highway 9 and the space to the north should be preserved for recreation uses. Large tracts of just residential development should not be approved. Only developments that include a variety of uses and include spaces for churches, schools, neighborhood commercial, and other uses should be allowed. [We will discuss this at the meeting.]

Some other requirements of planned community developments should be color palettes, fluctuating densities that take into account the landscape, and landscaping that matches the environment. Developers could be given density bonuses if the community is well planned.

When development pressure starts to mount, La Verkin will need to decide how much development can occur, while still maintaining the rural character that is vital to the City. Administrative policies and zoning can be used to ensure that development only occurs in ways that align with their vision and where the city can provide services efficiently.

## FUTURE LAND USE MAP

The Future Land Use Map serves as a guide to where and how future growth should occur. The map guides decisions about proposed intensities of development, the locations of future development, and general transportation corridors. The map lays the foundation for making changes to zoning in the future, but it is not zoning or the zoning map.

## ANNEXATIONS

Annexation activity that affects La Verkin takes place as it is requested by individual private property owners. When a property is annexed into the city, it will receive police and fire protection, planning and zoning, street maintenance, and curbside garbage service.

~~Appropriate annexation areas are identified on the approved annexation overview map.~~

Unless there are extremely unique circumstances, any annexation and accompanying development must finance the proportional extension of necessary municipal services such as utilities, roads, and other capital improvements.

La Verkin is bounded on multiple sides by ~~other cities like~~ Hurricane, Toquerville, and Virgin, so space to expand in certain directions is limited. ~~The annexation policy plan map identifies two main areas that are eligible for annexation. Only adjoining areas of unincorporated Washington County are eligible.~~ Areas near special service districts or other utility improvements should be given priority unless the new development can pay for the expansion of services. ~~Since the adoption of current annexation policy plan, a portion of the designated area has been annexed. This area already has some public utility services available, and is prime for development.~~

~~Also,~~ the city ~~should will~~ consider the effects of ~~the an~~ annexation ~~request~~ on residential taxes and cost of utilities to ensure that the annexation will not place any undue burden upon existing residents.

[Maps – Future Land Use Map (bubble); Annexation Plan Overview; Current Zoning Overview; and, Top Side/East Bench]

## GOALS AND POLICIES

*Note: The Future Land Use Map also represents the goals and policies of La Verkin.*

### **Goal 1. Maintain Rural Character**

*La Verkin seeks to ensure that new development is consistent with overall community character and that it contributes in a positive way toward the City's image.*

1. Regulate setbacks, landscaping, art, appropriate lighting, signs, and other design amenities that complement and enhance the streetscape and design of new development through the zoning code.
2. Where resources permit, support the preservation of significant architectural, historical, and cultural structures and landmarks.
3. Ensure that signage on new and existing development is visually attractive and provides a high quality image for the City.
4. Maintain the character of **existing** neighborhoods in the City by encouraging comparable uses and densities **to existing neighborhoods and development patterns for infill and appropriate transition for adjacent development.**

### **Goal 2. Manage Growth**

*La Verkin intends to preserve the integrity of its infrastructure systems by permitting orderly growth that synchronizes development with the availability of public facilities such as roads, sewer, and water service needed to support it.*

1. Utilize a program of Development Impact Fees to provide adequate public facilities and services in a timely manner.
2. Maintain an annual Capital Improvement Program.
3. Cooperate with governmental entities that administer and control areas bordering La Verkin City.

### **Goal 3. Support a Mix of Land Uses**

*La Verkin desires a well-balanced, financially sound, and functional mix of agricultural, residential, commercial, open space, recreational, and institutional land uses.*

1. The basis of La Verkin's zoning ordinance and map is the City's general plan.
2. Provide for the reservation of adequate land to meet projected institutional and infrastructure needs.

3. Ensure compatibility of future land uses with adjoining properties.
4. Promote commercial development in areas, and in a manner, that does not impact existing or planned residential development, and does not distract from the **residential** character of the community.

#### **Goal 4. Preserve Natural Resource Assets**

*La Verkin intends to reduce flood risk and provide protection of the environmental settings and habitat through the location of land uses and the use of sensitive design.*

1. Ensure that development, grading, and landscaping is sensitive to the natural topography and major landforms in the area.
2. Allow only responsible and sensitive development of hillside areas and prohibit development of significant ridgelines.
3. Ensure compatibility of future land uses with adjoining properties.
- 3-4. Integrate city facilities with appropriate access to surrounding public lands for outdoor recreational uses.

#### **POTENTIAL ACTION STEPS**

1. Exchange information between La Verkin City and surrounding governmental entities on policies/activities which may have cross-boundary impacts.
2. Create and adopt a more streamlined zoning ordinance and map that is customized to La Verkin. [Has this been accomplished?]
3. Avoid rezoning residentially zoned areas to higher density if the area is not served by adequate public facilities.
4. Work with the programs of the Governor's Office of Economic Development **and**, EDC Utah, and other economic development resources to promote commercial opportunities available near State Street and 500 North.

# COMMUNITY DESIGN

## Chapter Contents

Introduction

Community Survey / Beautification

Street Design & Edges

Nuisance

Natural Beauty

Historic Preservation

Goals & Policies

Potential Action Steps

## INTRODUCTION

Well-planned community design improves ~~both~~ the visual and functional characteristics of the City ~~and supports quality of life for residents~~. It ~~can make~~helps the City ~~to be~~ more aesthetically pleasing while enhancing the flow of goods and people. While community design shapes, and is shaped by, other facets of planning, such as transportation, housing, and recreation, this chapter will focus on the visual appearance of the City as well as preserving La Verkin historical ~~entities~~features.

## COMMUNITY SURVEY AND BEAUTIFICATION

~~Initial survey results found that many La Verkin residents are concerned with public safety. At first glance, design and safety may not seem related, but most comments about safety were rooted in the appearance of neighborhoods. When given the opportunity to describe any areas of special concern, 43% of residents responded with a concern related to community design. Some of these concerns specifically mentioned the appearance of illicit activities and a feeling of not being safe when walking or driving through the City.~~

Opportunities abound in La Verkin for reinvestment in community design. Most solutions deal with stricter regulations or incentives to homeowners to keep their properties maintained.

[Graphic about 43%]

## STREET DESIGN AND EDGES

For La Verkin to be adequately able to attract business and tourists, streets like State Street can be updated to function better and look more inviting. Streets act as edges and can help define boundaries of districts, and create visual changes. ~~These visual~~ Visual changes that happen at edges often are the most memorable and can be the most noticeable. ~~Those visiting the City will be more likely to stay if they~~ A well designed street can help residents and visitors feel safe and welcomed. Business ~~will be~~ more likely to locate if ~~where~~ they feel the area will attract visitors.

## NUISANCE

A poorly maintained house property with a run-down appearance can be considered a nuisance. A nuisance ~~is normally defined~~, in a land use sense, ~~as is~~ conduct or use of land that interferes with another's ability to enjoy and use their property. This ~~is can be~~ reflected in property values. A property's value can be negatively impacted if a neighboring property has not been properly maintained. ~~In contrast, well maintained neighborhoods can increase property values.~~ Things like overgrown weeds, broken windows, ~~and trash, debris, discarded objects, or~~ chipping paint ~~can lead to the effects of perceived poor public safety are considered a nuisance.~~

## NATURAL BEAUTY

Essential to La Verkin's community feel is the landscape that surrounds the City. ~~Often,~~ development can be harmful to natural views and areas of beauty. These areas are called viewsheds, or ~~areas that can be seen from a specific point like a lookout~~ the natural environment that is visible from one or more points. La Verkin has many points that have beautiful scenery, and future development should be concerned with the preservation of these viewsheds and use the natural landscape of the area in the design of their developments. The City already has an extensive hillside ordinance that ~~should~~ will be utilized to accomplish these objectives.

## HISTORIC PRESERVATION

Historic buildings and houses contribute to the small-town charm and cherished heritage of La Verkin. Preservation of La Verkin's historic legacy and culture is a top priority of residents and the City Council. There are currently no historic district designations in La Verkin. The City does have an existing Historic Preservation Council that recommends policy or actions to preserve locally significant buildings and areas.

## GOALS AND POLICIES

### **Goal 1. Street Aesthetics**

*Improve corridors traversing La Verkin to enhance their aesthetics and accessibility.*

1. Utilize screening and buffering as tools to minimize visual impact of roads on new development.
2. Ensure that design guidelines for main corridors improve the human scale environment.

### **Goal 2. Context Sensitive Development**

*Design and blend foothill and ~~topside~~ Top Side development with the surrounding landscape and topography to diminish its visual prominence ~~from the valley floor~~.*

1. Strive to protect unique landscapes within the city.
2. Ensure that new development takes into account its surrounding landscape and incorporates features of the landscape into its design.

### **Goal 3. Rehabilitation**

*La Verkin seeks to rehabilitate old properties through encouragement and the use of administrative processes.*

1. Protect La Verkin residents' property values.
2. Use administrative processes to rehabilitate dilapidated properties.
- 2-3. Encourage all property owners to keep well maintained land.

### **Goal 4. Historic Preservation**

*Maintain La Verkin's history for future generations.*

1. Seek to protect and maintain areas and buildings that have historical significance.

## POTENTIAL ACTION STEPS

1. Develop design guidelines for main transportation corridors. [\[Still needed?\]](#)
2. Define a viewshed for protection that limits the height, color, and lighting of properties within the viewshed. [\[Still needed?\]](#)
3. Consider infill development tools that make properties easy and affordable to develop by reductions in requirements like parking and setbacks (i.e. infill development zones). [\[Still needed?\]](#)
4. Update and enforce a nuisance ordinance that requires property owners to maintain their properties. [\[Still needed?\]](#)
5. City Council could identify historic areas / buildings. [\[Still needed? Chapter material mentioned Historic Preservation Council, does it still exist, could this be assigned to them to recommend properties / buildings?\]](#)
6. Strengthen “sense of place” through public art, gateway development, wayfinding, and streetscape investments. [\[If this is wanted, need to focus some chapter discussion about this.\]](#)

# ECONOMIC DEVELOPMENT

## Chapter Contents

Introduction

Current Conditions

Community Survey

Areas of Potential

Goals & Policies

Potential Action Steps

## INTRODUCTION

La Verkin is well known for its small-town charm and proximity to beautiful landscapes. According to surveys, it is important to residents that the City retain its small-town feeling, and that any growth is planned strategically. A certain degree of economic growth will provide employment opportunities and more public services while expanding the tax base.

While cities cannot control when and which businesses locate in the city, La Verkin seems to have a unique opportunity to capitalize on its location. The projected population growth and the continued interest in Zion National Park will generate demand for commercial businesses like restaurants and hotels if the right policies are in place to create a **business business**-friendly environment.

## CURRENT CONDITIONS [Is this first paragraph helpful? I can't find recent information with any level of detail similar.]

According to the 2012 survey of business owners, La Verkin is home to 365 companies. That may seem like a high number, but this includes every business, including home occupations, within the community. The top three industries with the most establishments in La Verkin are retail trade (4), healthcare / social assistance (4), and transportation / warehousing (3). The three industries that employ the most residents of La Verkin are educational and healthcare services, retail trade, and accommodation / food services. The

county has similar patterns, with the top three industries with the most establishments being construction, retail trade, and healthcare or social assistance.

The county's economy is crucial to La Verkin's residents. A large ~~amount number~~ of La Verkin residents work outside the city. ~~40.2% of residents travel 30 to 34 minutes to work, which is well outside the city boundaries. Also, 75.3% of residents reported working outside of their place of residence.~~ The 2024 American Community Survey, 5-Year Estimates predicted there were 1,919 workers who lived in La Verkin. The majority of them worked outside the city. The average travel time to work was 29 minutes. Twenty-three people walked to work and 130 worked at home.

In recent years the development of the hot springs and more tourism-related accommodations have located in La Verkin. These have resulted in small businesses that serve travelers but also employ and benefit residents.

## COMMUNITY SURVEY

In the 2018 survey, 21% of residents responded that La Verkin is underdeveloped and needs improvement. When asked about what areas could be utilized for economic development and housing 50% of residents identified an area north of the City next to the new school, 14.3% said east of the City (top side of the bench), 7% said inner city locations or underdeveloped parcels inside urban areas. All three areas have potential to be developed and would help respond to resident concerns that La Verkin is underdeveloped. [This addresses growth in general, not just economically focused growth.]

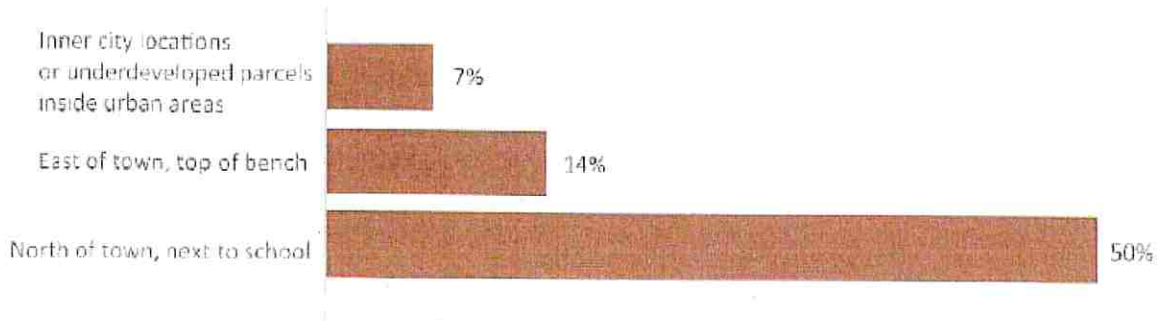
## AREAS OF POTENTIAL

In a 2018 general plan City meeting, La Verkin residents identified the intersection of State Street and 500 North as a prime area for economic development. Some businesses that would do well in this location could be another grocery store, restaurant, or a regional farmers market. [Are these examples of the kinds of things the city would like to attract?] All of these These opportunities can increase and support ~~that the~~ tax base in La Verkin. Industries that currently have a large impact should be a focus in the City because the regional economy already supports them. [It seems that this sentence could be dropped – it is confusing and kind of redundant.]

With the projected increase in population, demands for business like these are realistic in the coming future, and the city can make policy decisions now that make development and entry into La Verkin's economy easy.

[This paragraph seems un-needed – there is a cap on the number of STRs. Ensuring that the existing ones are licensed and contribute to the economy seems sufficient.] Another area of potential are short-term rentals. Cities around the state are trying to learn how to capture the revenue that short-term rentals can produce. La Verkin will have to be willing to embrace innovative techniques to do so successfully.

[Is this survey result from 2018 wanted in this version of the General Plan?]



## GOALS AND POLICIES

### Goal 1. Priority Areas

Recognize the Economic Opportunity Areas identified by the community, and prioritize them for long-term development. [Do the areas need to be defined better?]

1. Support the creation of a local chamber of commerce. [Still needed?]
2. Zone priority areas strategically. [Does the city proactively zone land without plans and with the consent of the property owner?]

### Goal 2. Administrative Business Incentives

La Verkin is a *business-business*-friendly community that actively seeks ways to encourage business.

1. Streamline the development process for priority businesses like restaurants and other tourism-related businesses. [Is there a desire to streamline the approval process for certain types of businesses? Has the city found certain types of businesses that are more beneficial or that it prefers?]
2. Utilize incentives for desired businesses (i.e. tax increment financing). [Is this something the city is doing or wants to do?]

## POTENTIAL ACTION STEPS

1. Designate a council member who is responsible for business recruitment, relationship, or regulation that fit the local economy. [\[Still wanted?\]](#)
2. Zone the intersection of N State St and W 500 N for commercial development. [\[Still needed / wanted?\]](#)
3. As resources become available, work with the Salt Lake Chamber of Commerce to receive the Governor's award for being a business-friendly community. [\[Still needed?\]](#)
4. Review business licensing and development process for commercial business for inefficiencies that may cause the process to be more expensive for potential businesses. [\[Has this been done?\]](#)
5. Identify, inventory and assemble underutilized parcels for redevelopment within the commercial corridors and nodes. [\[Has the city identified a redevelopment area\(s\) and working to assemble parcels for development?\]](#)