
ARGUMENTS "FOR" VIRGIN ORDINANCE NO. 2018-07

Ballot Text

On February 28, 2018, the Virgin Town Council passed Ordinance 2018-7, which amended Section 22.3 of Chapter 22 (Highway Resort Zone – “HRZ”) of the Virgin Uniform Land Use Ordinances (“VULU”) to expand the area within Virgin Town (“Town”) where property owners could seek to rezone their property to the HRZ zoning district. The expanded area of eligibility would include all areas within the Town’s municipal boundaries South of SR-9 and North of the Virgin River.

ARE YOU FOR VIRGIN ORDINANCE 2018-7

OR AGAINST VIRGIN ORDINANCE 2018-7

*****NOTE: ARGUMENTS FOR OR AGAINST ARE THE OPINIONS OF THE AUTHORS*****

Zion National Park ("Zion") visitation has more than doubled since 2010. In 2018 it is estimated that 615,000 more people will visit Zion than last year (approximately 13,500 additional visitors each day). With the tremendous growth of tourism and visitors to Zion and surrounding areas, the impact upon Virgin and its infrastructure has also increased. Allowing uses which are conditionally permitted in the Highway Resort Zone (HRZ) to occur throughout Town along the SR-9 corridor will allow the Town to reap the benefit of the additional visitors to the area to help offset the burden they cause.

The Town’s elected/appointed officials have closely analyzed the issues and received feedback from the public. They have determined that expanding the geographical area eligible to be rezoned to HRZ per Ordinance 2018-07 (“Ordinance”) is in the best interest of the Town and its residents for the following reasons, among others:

1. Expanded the geographical eligibility area per the Ordinance means that more land directly adjacent to SR-9 could ultimately become re-zoned and used for those uses which are conditionally permitted within the HRZ. Per the Ordinance, conditionally permitted uses allowed in the HRZ should be revenue positive to the Town. Thus increasing tourism and traffic along SR-9 should spur re-zoning and resort type uses and structures to be erected/commenced, which should in turn create revenue for the Town through various types of tax mechanisms (property tax, sales tax, transient room tax, etc). The additional revenue will allow the Town to maintain and build new infrastructure within the Town so that current residents do not feel negative impacts of growth and their standard of living is maintained without unnecessary tax or municipal fee increases. Additional local jobs may also become available to the Town’s residents should increased development of conditionally permitted uses of the HRZ occur.
2. The Ordinance only allows a few additional parcels to become eligible to be rezoned. It does not automatically rezone the property HRZ. After extensive surveys, open house meetings and collection of community input as part of the Town’s General Plan update,

Town residents have indicated that they are generally in favor of commercial/resort style uses all along SR-9, not just the East side of Town. The Ordinance effectuates the themes and principals encapsulated in the Town's new General Plan.

3. The Ordinance does not eliminate the physical characteristic eligibility requirements for the HRZ found in VULU 22.3.2. Just because a parcel is within the geographical eligibility area expanded by the Ordinance, does not mean that the Town has to grant an HRZ re-zone request. Parcels that do not meet the physical characteristics summarized in VULU 22.3.2 can and should be denied.

**ACCORDINGLY, THE TOWN COUNCIL STRONGLY REQUESTS
THAT YOU VOTE "FOR" VIRGIN ORDINANCE # 2018-07!**