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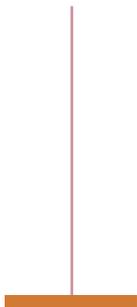


HAVE YOUR SAY
Hurricane

HURRICANE CITY GENERAL PLAN 2020

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CHAPTER 1

INTRODUCTION

Have Your Say Hurricane, the General Plan for Hurricane City, Utah, sets forth a long-range guide for the City. This document outlines the community's values, visions, and desires for the future.

The City of Hurricane is positioned in the heart of Southern Utah, just off Interstate 15 and directly between St. George and Zion National Park.

As Southern Utah grows, new development occurs, and more visitors than ever set their sites on the region's beautiful tourist destinations, Hurricane has begun to feel significant growth pressures.

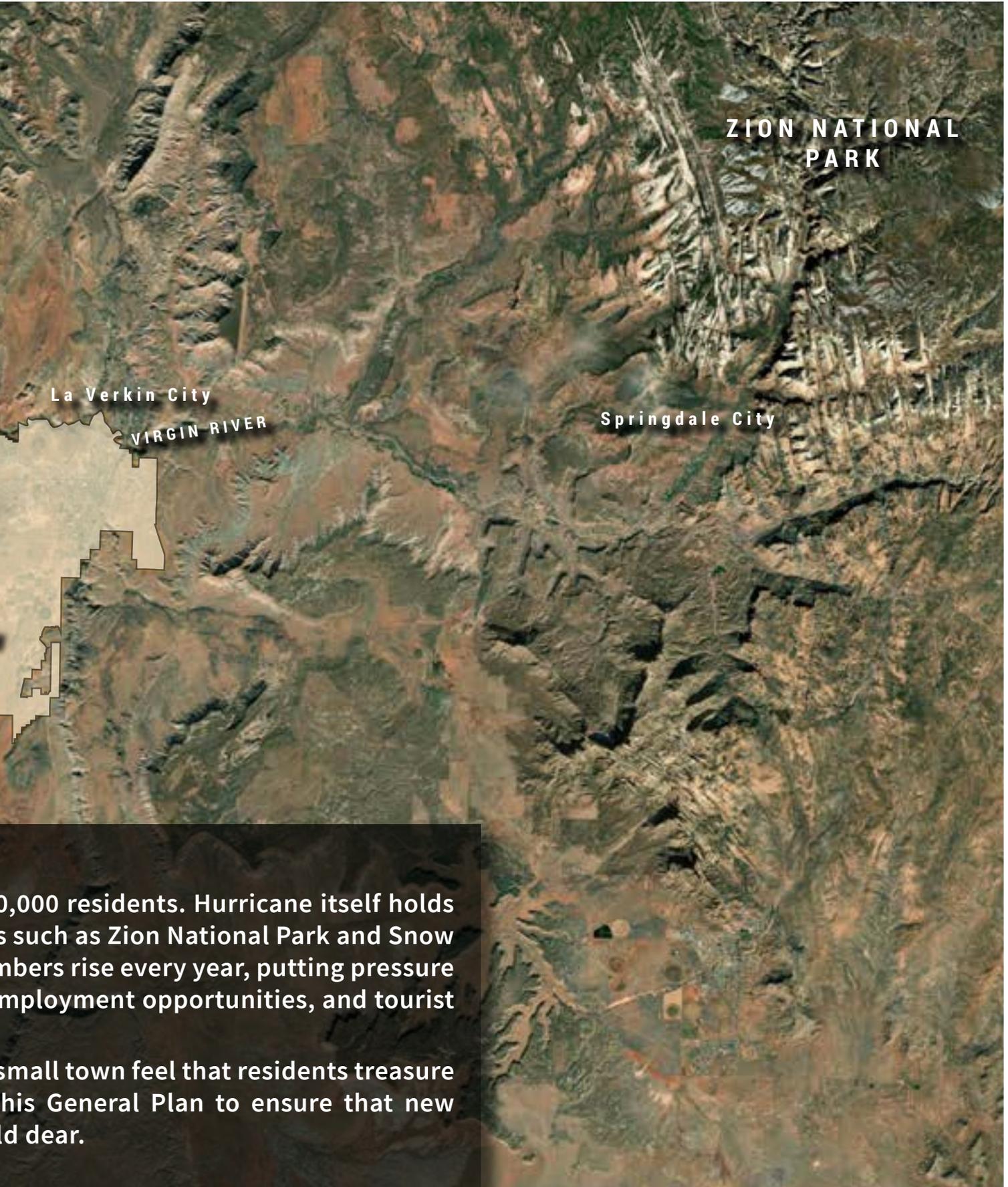
It is the intent of this plan to highlight the things that Hurricane residents hold dear, and guide future land use and development decisions to protect and enhance those elements.



HURRICANE AT-A-GLANCE

Hurricane is roughly 53 square miles in the heart of Southern Utah with about 20,000 residents. It is bordered by two state parks in its border and is a short drive from several other regional draws including Snow Canyon State Park. This region is quickly growing in population and visitation numbers. It is on Cities to invest in upgraded infrastructure, new housing development, more employment opportunities, and more amenities.

Despite the region's growth spurt, Hurricane remains a charming rural city with a small-town feel and incredible natural resources that are frequently utilized. It's the goal of the city's development preserves or enhances the attributes of Hurricane that residents hold dear.



0,000 residents. Hurricane itself holds
s such as Zion National Park and Snow
embers rise every year, putting pressure
employment opportunities, and tourist

small town feel that residents treasure
his General Plan to ensure that new
d dear.

WHAT IS A GENERAL PLAN?

A general plan is the primary planning document for the community. It will serve as a long-term, strategic plan with a guiding vision built by the community and strategies to support that vision. Once adopted, a general plan will shape decisions related to new development, redevelopment, City programs, and services; focusing on enhancing the City's values and high quality of life.

WHY DOES IT MATTER TO RESIDENTS?

The plan will identify community character elements and locations for future housing, parks, trails, community facilities, and more.

WHY DOES IT MATTER TO BUSINESS AND PROPERTY OWNERS?

The plan will include land use recommendations and development policies.

WHY DOES IT MATTER TO CITY LEADERS?

The plan will provide direction on the topics of development, policies, programs, and services provided by the City.

WHY DOES IT MATTER TO DECISION-MAKERS?

The plan will give guidance on budget, timing for capital improvements, and review of development proposals

WHY UPDATE THE PLAN?

Planning theory, particularly for fast growing communities like Hurricane, has advanced since the last General Plan was adopted. Because Hurricane has changed and continues to change, it is critical to identify the attributes and character of the City that residents and businesses value most.

This new General Plan will provide the vision and the tools to anticipate and guide change in ways that preserve the character of Hurricane, and to ensure quality development, effective multi-modal transportation, and economic development, while protecting the community's heritage and sensitive landscapes.

Development of a general plan is required by Utah State Statutes in [Section 10-9a-403 of the Utah Code](#) and [Section 10-2-2 of Hurricane's City Code](#).

PLAN PURPOSE

The General Plan is designed to be used for five primary purposes:

1. To articulate the City's values and vision for a desired future;
2. To identify initiatives that can be undertaken to advance Hurricane's goals and objectives;
3. As a guide for City initiatives pertaining to the physical development of the City, including but not limited to the following:
 - a. Priorities and areas of focus for small area and topical plans for Hurricane
 - b. Direction for changes to the Zoning and other sections of the City Code
 - c. Consideration in the development of the capital improvement priorities for the City
 - d. Guidance for grant applications and community partnerships
4. As a basis for reviewing land use applications for consistency with the overall land use vision in conjunction with the Hurricane Zoning Code and any applicable topical or sub-area plans of the City; and/or
5. To monitor progress on Plan objectives and adapt, where necessary, to ensure continuing progress toward Hurricane's goals and objectives.



PLAN STRUCTURE

This document is divided into eight chapters and is designed to cover six themes: Our Land Use, Our Heritage and Culture, Our Housing, Our Economy, Our Open Space and Trails, and Our Natural Resources. These themes were carried throughout the plan development and public engagement process as key areas of focus and concern for community members. Each theme has a correlating chapter which includes existing conditions, a vision for the future, and goals and policies to achieve that vision. Following these chapters is an implementation chapter that breaks down specific actions the City plans to take to achieve the community-built vision statements in this document and preserve and enhance the high-quality lifestyle Hurricane residents cherish.

CHAPTER 1

Provides an orientation to the purpose, structure, and foundations of this Plan.

CHAPTERS 2-7

Chapters 2 through 7 provide much of the plan detail, each of these chapters highlights a different theme and covers existing conditions, the community's vision for the future, and specific goals, policies, and strategies that relate to that theme. Essentially, where we are and where we want to go.

CHAPTER 8

If Chapters 2 through 7 call out where we are and where we want to go, Chapter 8 is how we get there. Chapter 8 details the City's Future Land Use Plan and takes the strategies from 2 through 7 and complies them into manageable actions the city can use the next ten-or-so years to achieve their goals.

This chapter is intended to be updated often as the City accomplishes goals or changes direction.



PLAN PROCESS

The Have Your Say Hurricane process was focused on community outreach to ensure a plan reflective of Hurricane’s values and desires. The following describes the four-phase process that was used to develop this plan.

PHASE 1

Phase 1 began by listening and learning about what works in Hurricane, what sets Hurricane apart within the southern Utah region, and how the final plan will be used to ensure the Plan update is a success. In this phase, we developed an Existing Conditions document that served as the basis for “where we are”.

PHASE 2

Phase 2 was used to illustrate the community’s vision by graphically representing what we have heard from the public and community stakeholders. These shared community vision statements serve as a framework for this plan, providing statements of commonly shared goals for the future of Hurricane.

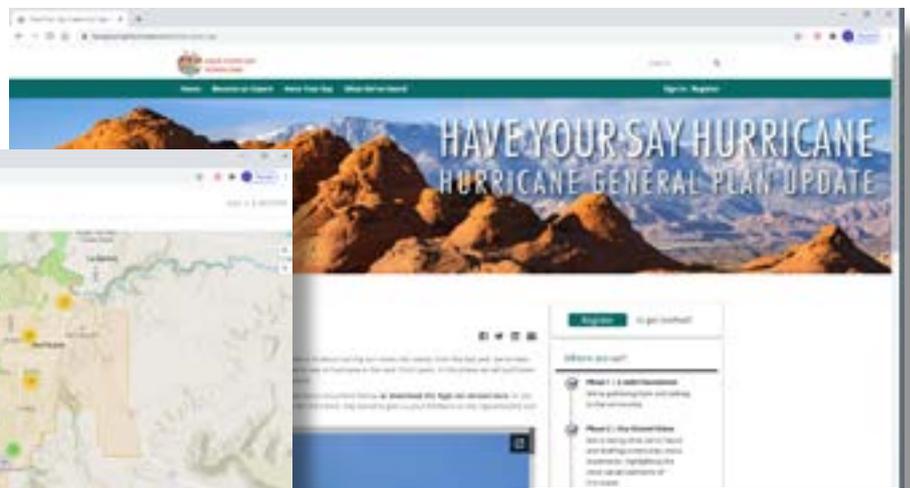
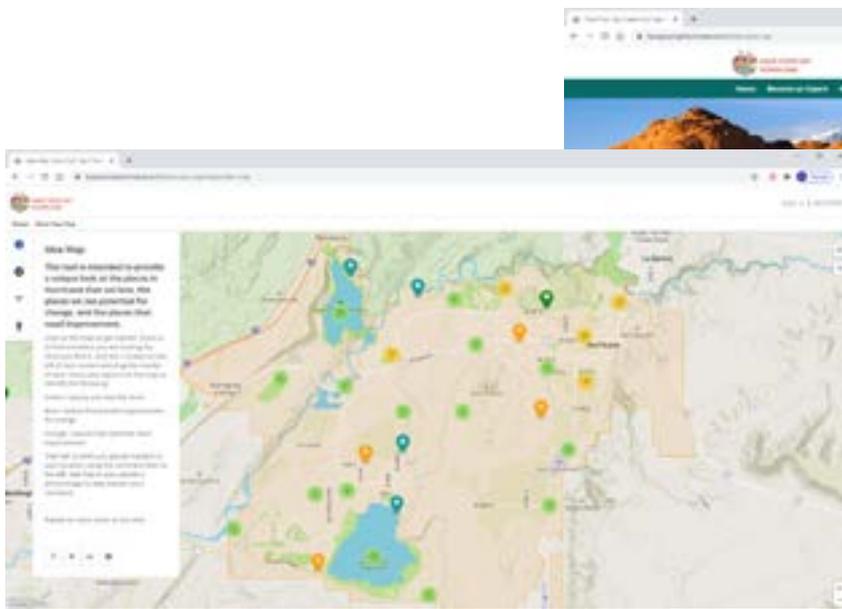
PHASE 3

Phase 3 translated the vision into reality by identifying opportunities that reflect Hurricane’s goals for the future and meet the vision. The public reviewed community choices and big opportunities to determine what the City should prioritize over the next decade.

PHASE 4

Phase 4 is the bridge between opportunity and implementation, during which the actions and strategies to employ in this plan were evaluated. The data analysis, goals, and vision identified to this point, were pulled together to create a strategic, innovative, and streamlined General Plan document.







CHAPTER 2

OUR LAND USE

Currently, Hurricane has a lot of undeveloped land. Most of this land is zoned for Agricultural Residential, even though that may not be the desired use of the land.

Thinking ahead about land use now and understanding Hurricane's existing land use patterns helps determine what types of development the City is lacking and where these developments will be most appropriate in the future. Creating a healthy balance of land uses ensures economic stability by creating jobs and sales tax; builds higher quality of life by giving residents safe access to recreation, services, education, and jobs; and helps preserve natural resources by determining where density belongs while minimizing the chance of development spreading into the natural landscape.

OUR LAND USE IN 2020

HOW IS OUR LAND USED?

As of 2020, roughly 70% of Hurricane is undeveloped. About 30% of the land is left undeveloped due to the area’s natural landscape, which includes steep slopes and floodplains. Nearly all of the undeveloped land in Hurricane, developable or not, is zoned “Residential Agricultural one acre”. In fact, over half of the city is zoned Residential Agricultural one acre or Residential Agriculture 0.5 acre. Residential Agricultural, Single Family Residential, and Multifamily Residential make up 86% of the zoned land in the City, leaving just 14% for commercial, industrial, and other uses.

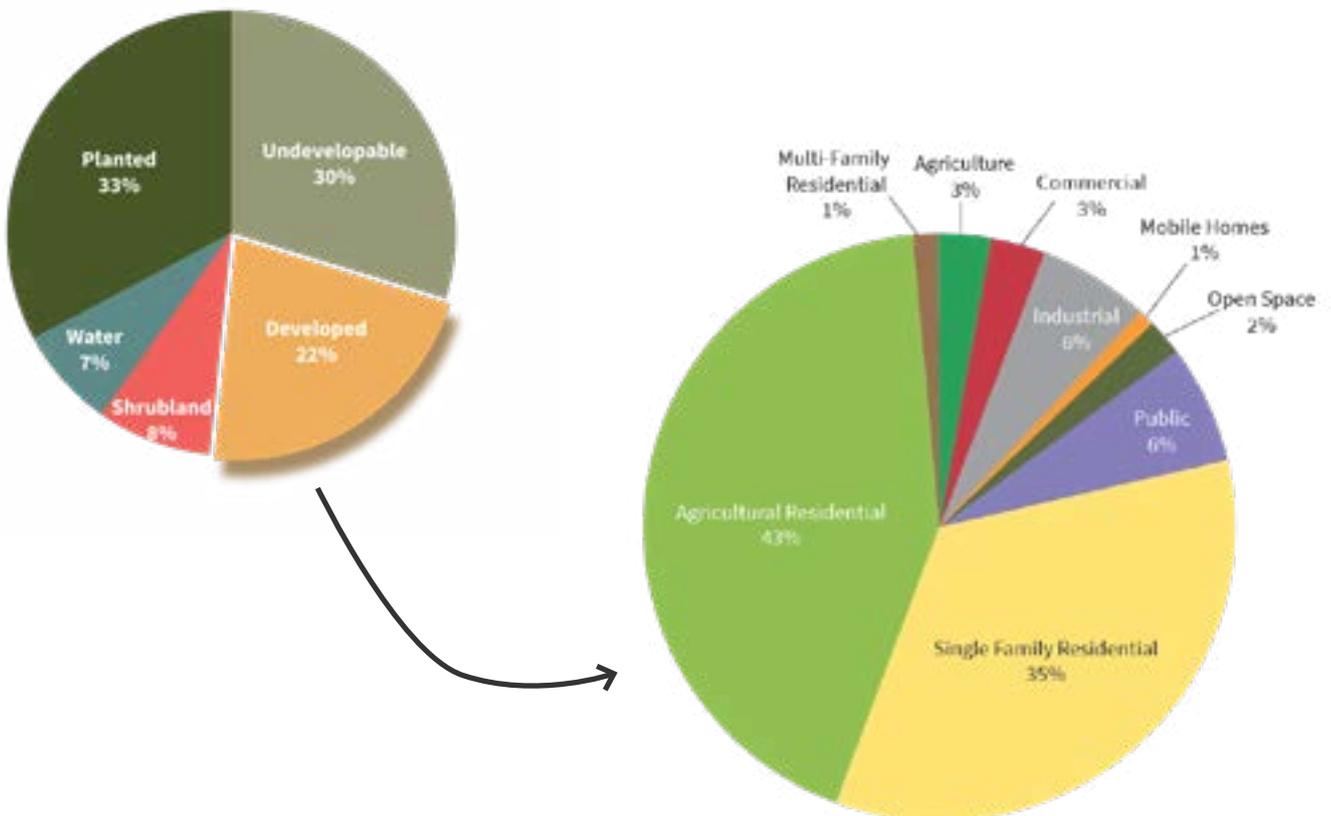
The zoning and actual use of the land in Hurricane are two different stories. With the exclusion of undeveloped land, undevelopable land, and water (70% of the City’s land in total), the most prominent remaining land uses are Single Family Housing and Agricultural Residential.

JOB/HOUSING

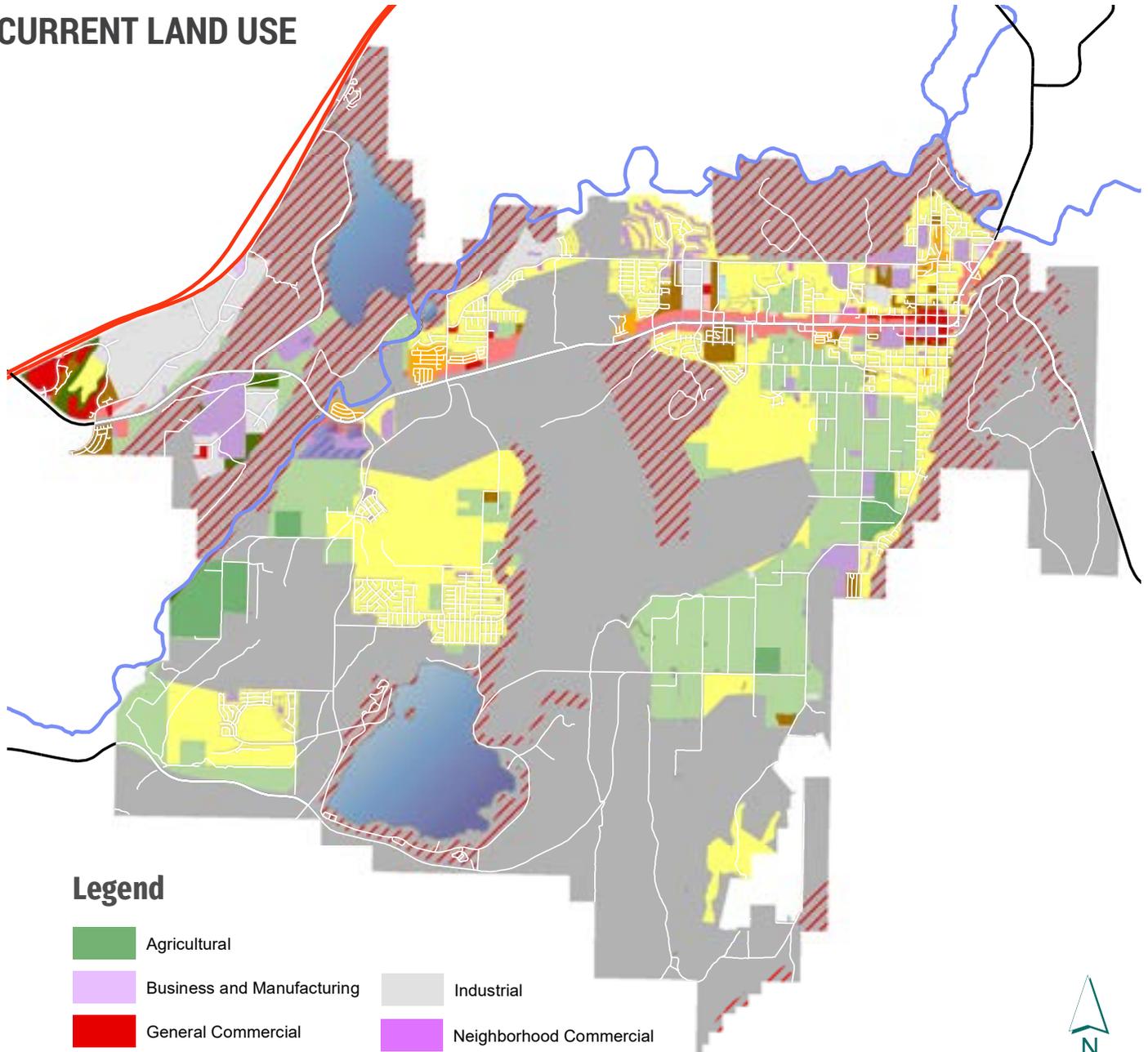
Comparing employment numbers with household data indicates whether a community is a net importer or exporter of employment. A ratio above 1.0 suggests that a community is a net importer while a ratio below 1.0 indicates that residents tend to work outside of the area due to a lack of local job opportunities, both in numbers and quality. Increasing this ratio in the future will indicate growing success as an employment center, leading to increased local tax revenues.

According to 2018 Census data, the number of primary jobs available within the City of Hurricane is about 5,719. The City has an estimated 5,765 households, resulting in a jobs to housing ratio of 0.99 jobs per household. This is slightly higher than the 2010 ratio of 0.85 jobs per household, indicating an increase in employment opportunities, closer to roughly one job available per household. With roughly 6,500 Hurricane residents currently employed (half of the working age population), there may be a need for more living wage jobs within the City.

HURRICANE LAND USE BREAKDOWN

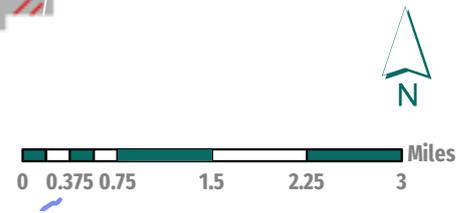


CURRENT LAND USE



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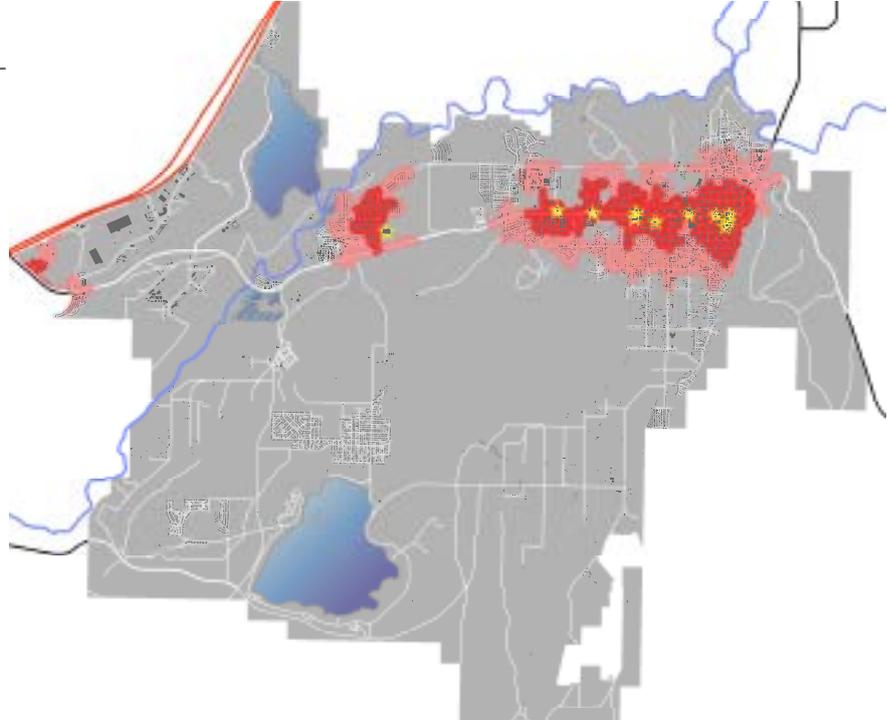
- | | | | |
|---|----------------------------|---|--------------------------|
|  | Agricultural |  | Industrial |
|  | Business and Manufacturing |  | Neighborhood Commercial |
|  | General Commercial |  | Open Space |
|  | Highway Commercial |  | Residential Agriculture |
|  | Planned Commercial |  | Multi-Family Residential |
|  | Planned Development |  | Resort Recreational |
|  | Public Facility |  | Undeveloped |
|  | Single Family Residential |  | Undevelopable |
|  | Mobile Homes | | |



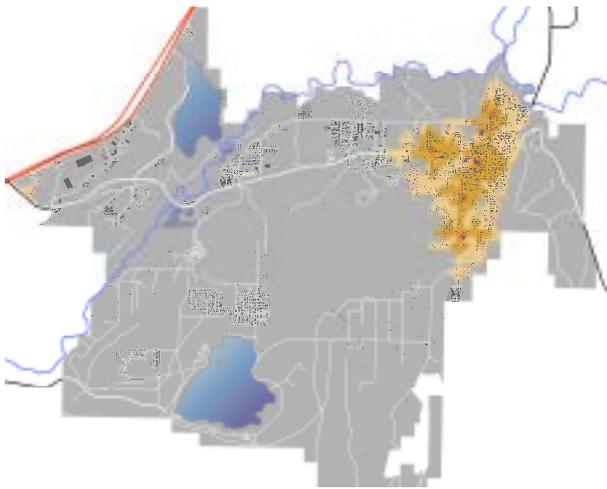
DISTANCE TO COMMERCIAL CENTERS

Legend

- 1/2 Mile Walk to a Commercial Center
- 1 Mile Walk to a Commercial Center
- Commercial Center



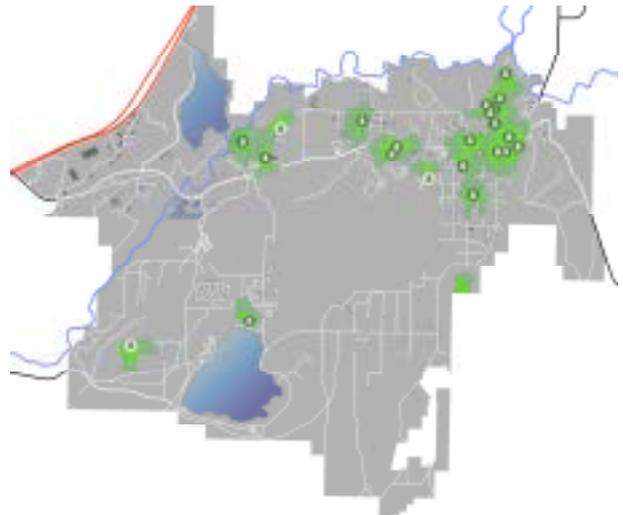
DISTANCE TO SCHOOLS



Legend

- 1/2 Mile Walk to a School
- 1 Mile Walk to a School
- School

DISTANCE TO CITY PARKS



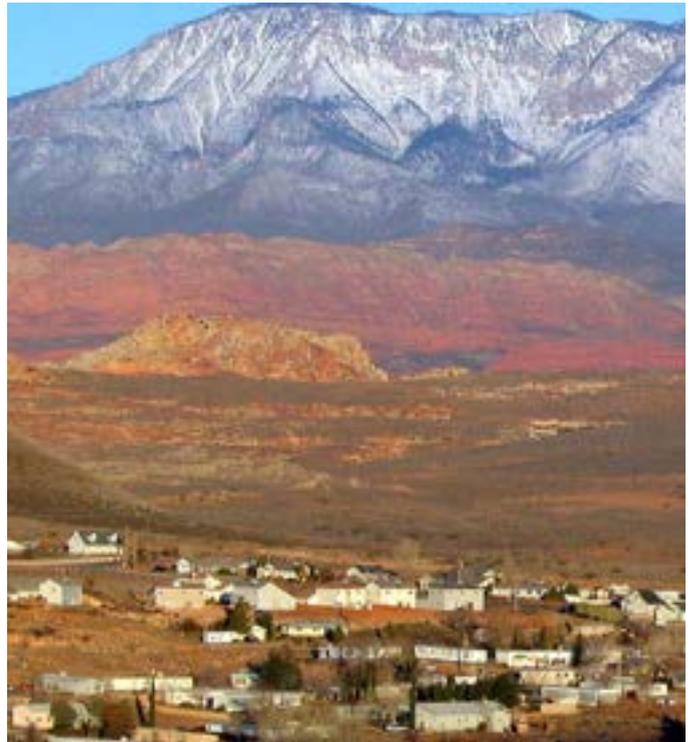
Legend

- Future City Park
- Existing City Park
- 1/4 Mile Walk to a City Park
- 1/2 Mile Walk to a City Park

HOUSEHOLDS DISTANCE TO...

A key metric when evaluating the land use of a community is understanding what amenities residents have reasonable access. For example, what percentage of residents can access schools, jobs, and recreation without a personal vehicle?

As shown on the map to the left, there are a few neighborhoods within the City that cannot walk a half-mile and be at a City-owned park facility. Because parks and open space are such a highly valued amenity to Hurricane residents, this may indicate a need for more parks, or a more connected trail system. This is true for residential access to schools and commercial centers as well. This distance has been expanded to a half mile walking distance. Planning for shorter walking distances from neighborhoods to schools and commercial centers is crucial in ensuring residents of all ages and abilities can navigate life in Hurricane without having to drive a personal vehicle. Additionally, planning key amenities and infrastructure near households can benefit residents by minimizing their transportation time and costs. Typically, a household's second largest expense is transportation; Hurricane is no exception to this statistic. According to the Center for Neighborhood Technology, the average household in Hurricane spends 26% of their monthly income on housing and 28% on transportation with an average of \$14,417 in annual transportation costs..



WHY DOES IT MATTER?

Hurricane has a lot of undeveloped land. Most of this land is zoned for Agricultural Residential, even though that may not be the desired use of the land.

Thinking ahead about land use now and understanding Hurricane's existing land use patterns helps determine what types of development the City is lacking and where these developments will be most appropriate in the future. Creating a healthy

balance of land uses ensures economic stability by creating jobs and sales tax; builds higher quality of life by giving residents safe access to recreation, services, education, and jobs; and helps preserve natural resources by determining where density belongs while minimizing the chance of development spreading into the natural landscape.





OUR LAND USE VISION

In 2030, Hurricane is forward-thinking with land use decisions, prioritizing transitional growth and access to amenities in local neighborhoods. Each new development adds to the quality of life of existing and future Hurricane residents with the necessary infrastructure, appropriately-sized buildings and lots, and consideration of local and regional trail systems. The balanced land use plan reinforces the City's economic stability, helps foster a vibrant downtown, and preserves key natural open space areas.

THIS MEANS:

- » Preserving open space
- » Creating “complete neighborhoods” with necessary amenities nearby
- » Expanding options for property owners
- » Planning for appropriate infrastructure
- » Ensuring local land regional trail connection
- » Planning new development with consideration of existing surrounding land uses

GOALS, POLICIES, AND STRATEGIES

The goals and policies in this section support and advance the vision for our land use and is supported by the existing conditions in this chapter. The policies in this section should be used for policy guidance and assist in decision making. The strategies are specific steps the City can take to achieve each goal. This

section should be used alongside the final chapter in this document, Implementation. The Implementation Chapter combines the land use strategies with strategies from other chapters and groups them together to ensure the most efficient use of City resources.

LAND USE GOAL 1: MANAGE GROWTH

The population of Hurricane has been steadily growing alongside the rest of Washington County, and it is anticipated that the growth trend will continue for the foreseeable future for a projected 2030 population of 27,927 according to Mountainland Association of Governments. The increasing population creates an increased demand for public services, utilities, roads, schools, shopping, recreation facilities, and other goods and services. It is vital that growth be managed in a way that allows the City to provide needed services effectively and efficiently and within the limits of available resources. The Hurricane Future Land Use Map identifies areas within the City where new development is anticipated, and generally describes the land uses and levels of development that would be appropriate for each area.

POLICIES

- 1.1. New development should be planned and designed to use the land area efficiently; allow for efficient delivery of utilities and services; avoid natural hazards; protect open spaces and natural features; and respect the historic context and character of the City.
- 1.2. New development should occur at intensities and in locations that can be reasonably served by existing City services and facilities to minimize the financial burden on existing residents. The costs of new development should be borne primarily by the developers.
- 1.3. New development should be compatible with existing surrounding land uses.
- 1.4. The City supports expansion and infill development in appropriate locations to utilize existing infrastructure and services efficiently.
- 1.5. The City encourages the development of complete neighborhoods with necessary amenities to emphasize a sense of community.
- 1.6. The City supports small scale, convenient neighborhood stores and services throughout the City to reduce the need for cross-town traffic.
- 1.7. Impact to existing or proposed residential should be considered in all development proposals, sites should be configured to mitigate impacts to adjacent existing residential and higher intensity uses should be buffered.



STRATEGIES

- 1.1. Consider amending the City code to require that all new developments larger than 20 acres be master planned to protect natural features and farmlands; provide open space; and utilize efficient development patterns.
- 1.2. For land development projects located within or near identified geologic or soils hazards, a geologist, soil scientist, or civil engineer will identify, delineate, and evaluate those hazards as they affect the project area. The City should review and update the Sensitive Lands and Hillside Development requirements to help preserve natural areas.
- 1.3. Update the capital facilities plans as needed to provide guidance in construction of public facilities.
- 1.4. Review and adjust, as necessary, fees to assure that new development pays the total cost of the expansion of public utilities and services to support the development.
- 1.5. Establish concurrency standards to require or secure the installation of required infrastructure as a condition of approving rezoning applications.
- 1.6. Evaluate areas within the City where development impact fees or the creation of service areas could finance needed infrastructure.
- 1.7. Pursue the addition and/or expansion of a public transportation system
- 1.8. Regularly coordinate with public agencies regarding the provision of roads and utilities on public lands anticipated to be developed.
- 1.9. Ensure that development is coordinated to maintain the character of current land uses and is economically viable as part of the General Plan.



CHAPTER 3

OUR HERITAGE AND CULTURE

Hurricane City is a growing community with a large retiree population, a wide range of outdoor enthusiasts, agricultural roots, and a love for their surrounding natural open space.

Understanding the history and character of Hurricane helps to prioritize what matters most to residents. As a retired population is moving in seeking warm weather, scenic views, and outdoor activities, some long-time residents may be preparing to redevelop their agricultural land.

As opportunities are further identified and developed with the community, it will be important to discuss how to pursue changes while promoting healthy growth patterns that mitigate pressures on our community. Additionally, that the changes are conducive to strengthening Hurricane's economy, quality of life, and infrastructure.

OUR HERITAGE AND CULTURE IN 2020

HISTORIC ASSETS

Hurricane City is well known for its rich history and vibrant culture. Throughout history, the various groups that have called this place home have left their mark; from pictographs and petroglyphs to well-preserved canals and historic buildings. Historical assets in the region even include dinosaur tracks, just a couple miles south of the City border.

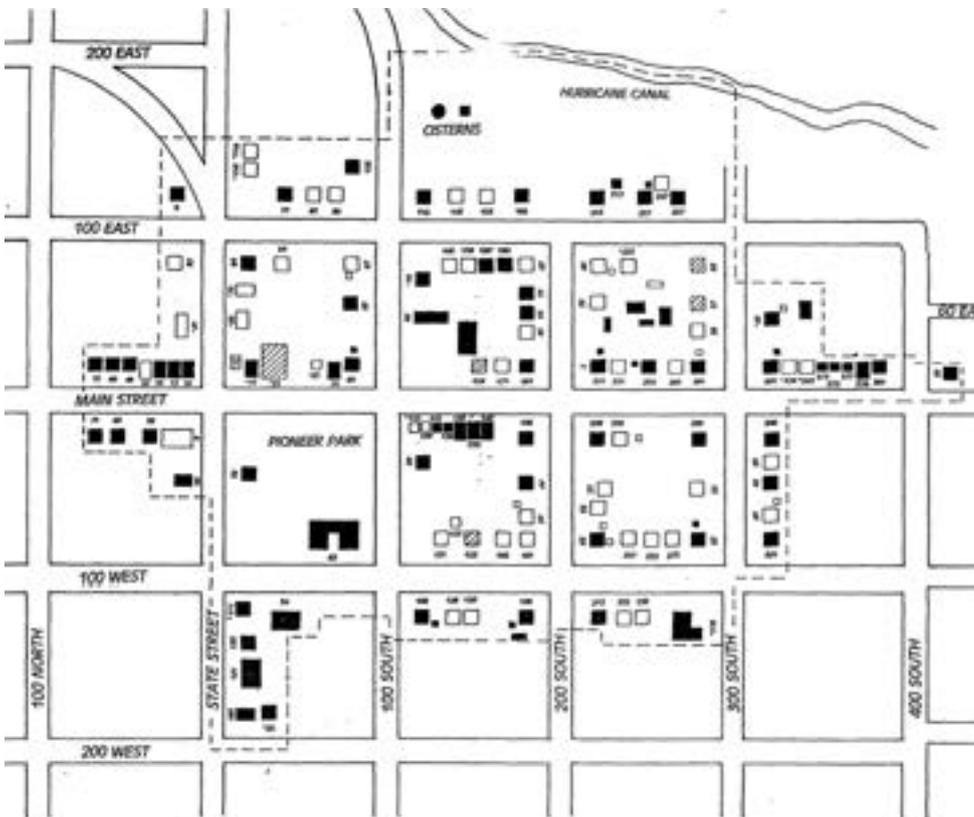
People have lived in Hurricane for several thousand years, leaving behind beautiful petroglyphs and house outlines. The Paiutes called this area home until the arrival of Euro-American settlers in the mid-1800s.

Today, historic buildings and homes from as early as 1906 can be seen in Hurricane’s Historic District which is on the National Register of Historic Places. The buildings are functioning and in-tact examples of

residential and commercial buildings from several different periods of the community’s early history. These buildings contribute to the unique character of Hurricane and are highly valued by residents.

Although Hurricane’s character is reflective of its agricultural roots, the region’s economic base has expanded with a strong industrial presence and the city’s culture and character have transformed.

In addition to Hurricane’s industrial presence, the region is supported by tourism and two large universities; Dixie State College in St. George and Southern Utah University in Cedar City. Hurricane has grown and transformed with the region and many cultural and historical assets have been preserved for future generations to enjoy.



HURRICANE HISTORIC DISTRICT
HURRICANE, WASHINGTON COUNTY, UTAH 1995

■ CONTRIBUTING
▨ NON-CONTRIBUTING
□ OUT-OF-PERIOD
← NORTH
NOT TO SCALE



Warner Valley Dinosaur Tracks
Source: Hike St. George



Little Black Mountain Hieroglyphs
Source: Back O' Beyond

CHARACTER - WHO ARE WE?

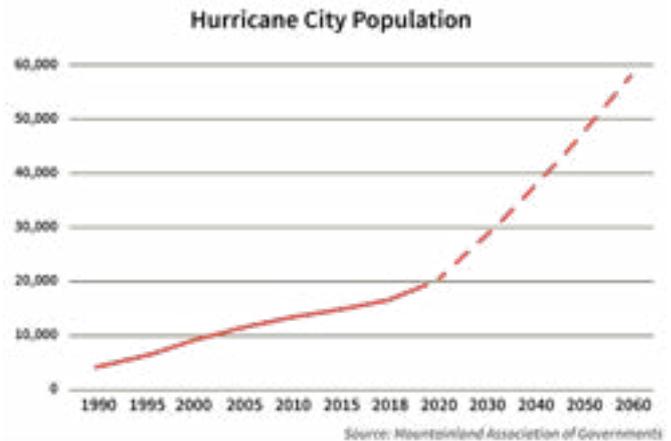
Although much of Hurricane’s history is tied to the surrounding region, in 2020 it stands on its own as a City with an estimated 17,212 residents, two state parks, a growing downtown, and engaging year-round events.

Over the last two decades, Hurricane’s population has grown significantly. Unlike most of the state, much of this population increase comes from net migration, meaning more people are moving to Hurricane than are being born there. Compared to counties with similar growth rates, Washington County has a significantly older group of people moving in, with the most common age group ranging from 60-75 years old in Washington County compared to 15-30 years old in many others. This plays a factor in bringing Hurricane’s median age to 39.2 compared to the states 30.7.

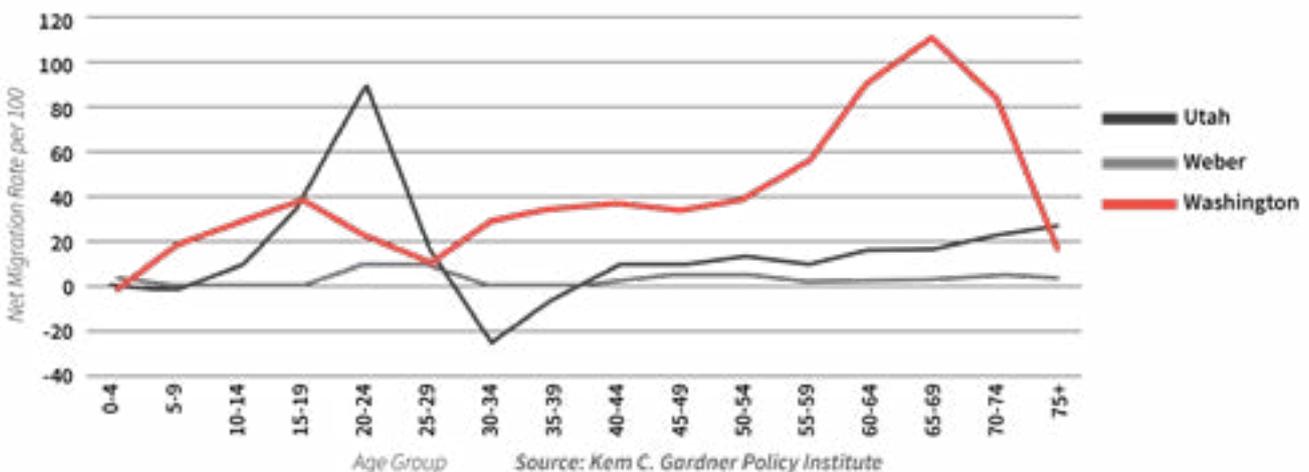
Although Hurricane’s population may be more mature than some places in Utah, the City is full of active residents and adventurous events. With year-round sunshine and warm weather, Hurricane can host many outdoor events that attract people from all corners of the state. Some of the most popular events include Peach Days, a Mountain Biking Festival, Concerts in the Park, a 4th of July Celebration, the Back2School Party, Movies in the Park and Pool, the Christmas Tree Festival, and multiple races such as the Hurricane Half Marathon and 5K, Neon Night Run, Hurricane Triathlon, and the Dam2Dam 10-Miler.



Sailing at Sand Hollow Source: Hurricane City



County Migration Rates by Age Group from 2000-2010



NEIGHBORHOODS/AREAS

Hurricane is directly off Interstate-15 with State Route 9, or State Street, running through the City. Most of the high intensity uses such as industrial, commercial, and mid to high density residential is concentrated along this main route. However, State Route 7 is currently under construction, bringing a new north/south route that opens up swaths of undeveloped area. While some areas along these corridors consist of steep slopes and floodplains, others could soon be used to expand developed areas.

The heart of the City is the old downtown, along State Street. Downtown is home to Hurricane City Leisure and Recreation, Hurricane Valley Heritage Park Museum, Pioneer Park, Pioneer Corner Museum, the Hurricane Library, Hurricane High School, and several local restaurants, shops, and tourist amenities. Many of Hurricane's events occur downtown and the area is rich with the City's historic agricultural character. Throughout public outreach, downtown was often brought up as a place the community loves, and a place the community sees as an area full of opportunity.

As you move south from downtown, much of the land is used as agricultural residential, with large lots and some small livestock, or traditional agriculture with

fields and large livestock. These areas are commonly known as South Fields and Bench Lake.

Hurricane is home to two major State Parks that attracts visitors from all over the western United States, Sand Hollow and Quail Creek. These two State Parks attract boaters, hikers, ATV riders, and many others year-round. These beautiful lake-centered parks are just a couple of examples of the natural beauty and adventurous spirit that Hurricane embodies. In the vicinity of Sand Hollow State Park are the Dixie Springs and Sand Hollow Resort, where large neighborhoods and recreation development provide ready access to the Park far from downtown.

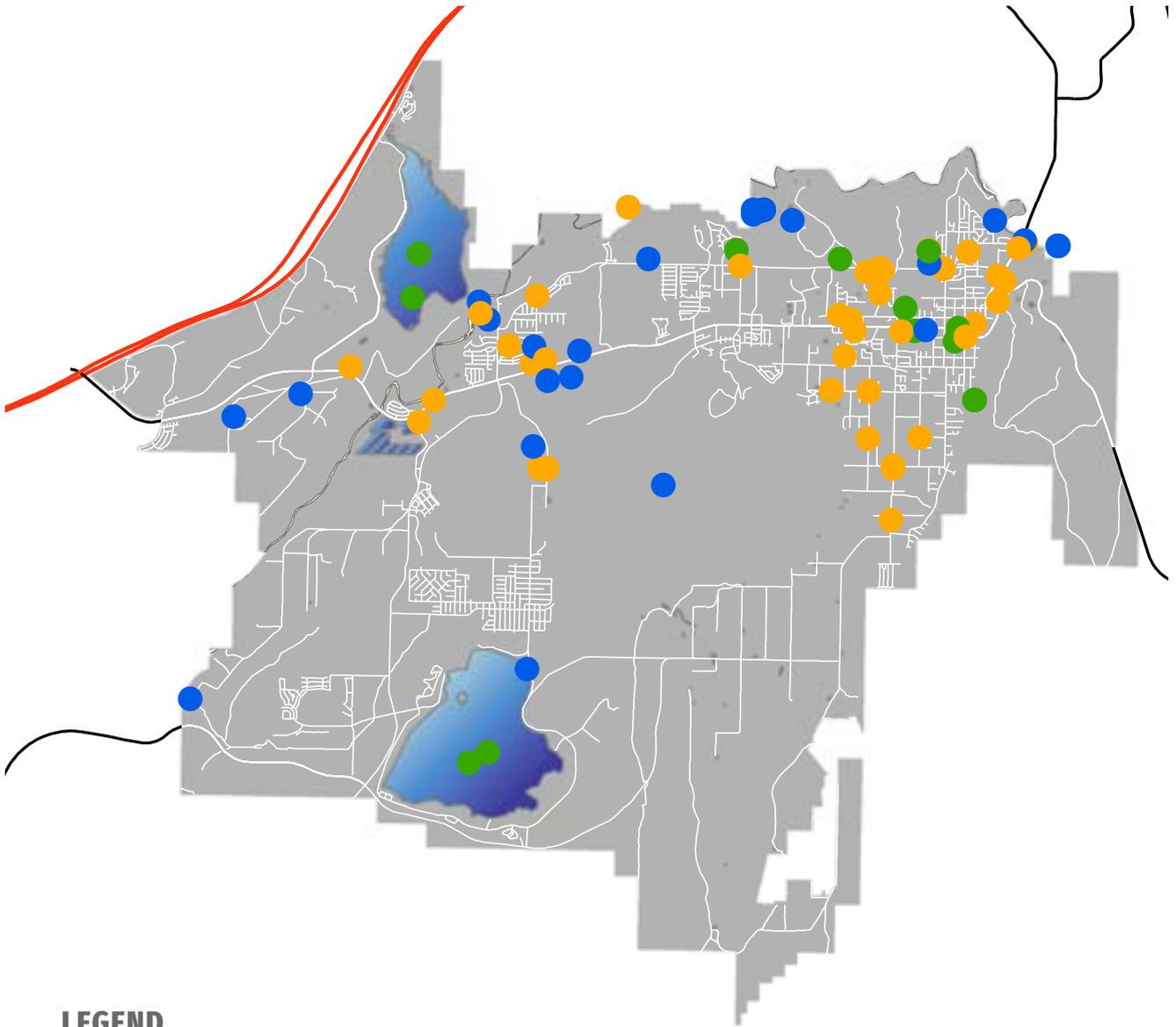
Other areas of interest include the Purgatory area with the County Legacy Park which includes a horse racing facility and county fairgrounds, state agency buildings, the county jail, and two industrial parks are located. Another exciting neighborhood area is around Grandpa's Park, a public fishing pond, where residents have easy access to shopping and the state roads.

WHY DOES THIS MATTER?

Understanding the history and character of Hurricane helps to prioritize what matters most to residents. Hurricane City is a growing community with a large retiree population, a wide range of outdoor enthusiasts, agricultural roots, and a love for their surrounding natural open space. As a retired population is moving in seeking warm weather, scenic views, and outdoor activities, some long-time residents may be preparing to redevelop their agricultural land. Balancing differing views on land use and character will be a key task of the General Plan.

As opportunities are further identified and developed with the community, it will be important to discuss how to pursue changes while promoting healthy growth patterns that mitigate pressures on our community (on housing prices, existing infrastructure, and future resources needs). Additionally, that the changes are conducive to strengthening Hurricane systems (government services, businesses, community organizations, and natural and built environments).

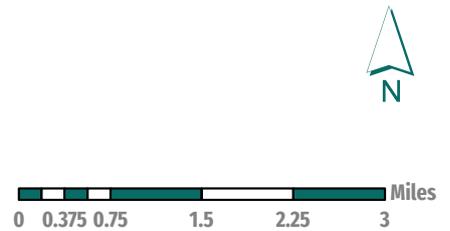
Places People Love



LEGEND

- Places People Love
- Places That Need Attention
- Place With Opportunity for Change

*According to an online survey tool April-May of 2020



*This map is provided for context only. Every reasonable effort is made to ensure the accuracy and completeness of the data provided.



WESTERN LEGACY



FARM AND RANCH

CliffSIDE



FARMS

Hurricane, Utah

FARM
fresh

PEACHES

435-669-4189

435-862-429



OUR HERITAGE AND CULTURE VISION

“In 2030, Hurricane values and celebrates its agricultural heritage and works to preserve the character, open space, and scenic qualities that residents treasure. Known as an adventurous, active, and family-friendly city, Hurricane has year-round events for all ages and strives to create a culture of inclusion. Hurricane’s vibrant downtown is a prime example of our heritage and culture, representative of where we’ve been and where we’re headed with beautifully repurposed historic buildings and modern amenities such as walkable streets.”

THIS MEANS:

- » Preserving agriculture
- » Incorporating heritage-based design elements in public places
- » Creating a vibrant downtown
- » Facilitating inclusive events
- » Preserving open space

GOALS, POLICIES, AND STRATEGIES

The goals and policies in this section support and advance the vision for our heritage and culture and is supported by the existing conditions in this chapter. The policies in this section should be used for policy guidance and assist in decision making. The strategies are specific steps the City can take to achieve each

goal. This section should be used alongside the final chapter in this document, Implementation. The Implementation Chapter combines the land use strategies with strategies from other chapters and groups them together to ensure the most efficient use of City resources.

HERITAGE AND CULTURE GOAL 1: PRESERVE HURRICANE’S AGRICULTURAL HERITAGE

Much of the land area of Hurricane is in open space and agricultural uses. These open areas provide a distinct sense of place and historical context that residents value. As Hurricane grows, some of these open areas will be put to different uses, while others will remain open or in agricultural uses indefinitely. The following policies and strategies are designed to protect the City’s historical and agricultural character, while allowing for well-managed growth.

POLICIES

- 1.1. Hurricane encourages the preservation of farms and open pastures that recall the agricultural heritage of Hurricane and help provide a sustainable local food source.
- 1.2. The City encourages development within close proximity to existing services.
- 1.3. The City supports flexibility and some diversity in land uses in agricultural areas to promote continuing agricultural operations’ economic viability. Uses such as produce stands, truck farms, event venues, agritourism, seasonal activities, and worker housing may be appropriate in some agricultural areas to supplement farmers’ incomes.
- 1.4. The City supports conversion to higher value crops to keep lands in agricultural production.
- 1.5. The City will work with landowners to provide regulatory agricultural protections where desired and feasible.
- 1.6. The City will continue to facilitate low cost water and power to agricultural operations.

STRATEGIES

- 1.1. Develop regulatory criteria for reviewing and acting on applications for rezoning land from agricultural to other land uses.
- 1.2. Identify land uses that may be compatible with, and support, continued agricultural operations, and include them in the City Code land use tables.
- 1.3. Identify properties that could qualify for Green Belt Preservation and work with property owners to achieve that status.
- 1.4. Review City codes to identify barriers to continued agricultural production in the City
- 1.5. Consider long-term protection of farmlands and open spaces through acquisition, bonding, conservation easements, tax districts, impact fees, etc.
- 1.6. Encourage the use of and support applications for agricultural protection overlay zones.
- 1.7. Work with property owners in key agricultural areas, as shown on the General Plan Map, to adopt agriculture zoning to preserve current agricultural land uses.

HERITAGE AND CULTURE GOAL 2: MAINTAIN HURRICANE’S STRONG SENSE OF PLACE, QUALITY OF LIFE, AND UNIQUE CHARACTER

Hurricane’s setting, history, and built and natural environments make the City unique and creates a sense of place that residents and visitors value. Key components that contribute to Hurricane’s sense of place and quality of life include its spectacular geographic setting; open spaces including natural open lands and farm fields and orchards; its historic buildings and places; proximity and access to a variety of recreational activities; and its friendly small-town feel. The following policies and strategies are designed to support Hurricane’s character and quality of life.

POLICIES

- 2.1. Hurricane supports the preservation, restoration, renovation, and adaptive re-use of historic buildings.
- 2.2. Hurricane’s history and historic buildings should be accessible to the general public, through such means as historical markers, scenic tours, authentic re-creations, and enactments.
- 2.3. New development should be planned and designed to enhance the qualities and character that Hurricane residents and visitors value.
- 2.4. Hurricane will continue to support and encourage local events and celebrations that bring the community together and draw visitors, such as Peach Days, the Easter Car Show, the Mountain Bike Festival, equine events at the City’s equine park, and other events.

STRATEGIES

- 2.1. Review and revise as necessary the City’s codes to incorporate development design standards to protect scenic resources, historic structures and places, sensitive areas and open spaces.
- 2.2. Consider adopting design regulations (such as a form based code) in critical areas of the City and along key corridors such as SR-9 and SR-7 to ensure that new development in Hurricane’s Historical core is compatible with the City’s historical character.
- 2.3. Upgrade the Hurricane Historical Museum.
- 2.4. Develop a “self-guided history tour” highlighting Hurricane’s historic landmarks.
- 2.5. Support and assist the City’s new Farmer’s Market to ensure its success.
- 2.6. As part of local development strategy, develop local trails, maps, and guides to promote Hurricane’s adventurous atmosphere.

WHAT IS FORM-BASED CODE?

A form-based code offers a powerful alternative to conventional zoning regulation. Instead of regulating uses in a development (i.e. retail, restaurant, office), a form-based code specifies how the development should look.

Form-based codes focus heavily on the relationship between buildings and the public realm (i.e. sidewalk, parkstrips), the look and size of buildings in relation to one another, and the scale and types of streets and blocks.

The end result is predictable development styles, well-planned sidewalks, beautiful public spaces, and a specific and consistent character.

HERITAGE AND CULTURE GOAL 3: PROTECT AND REVITALIZE DOWNTOWN HURRICANE

In its historical center, downtown Hurricane is both an iconic rural Utah town that gives Hurricane its unique character and is an economic engine for the City of Hurricane, drawing visitors from all over.

POLICIES

- 3.1. Hurricane will strive to preserve the small town feel and rural character of its historic Downtown area.
- 3.2. Hurricane supports infill development and redevelopment in the Downtown.
- 3.3. New development and redevelopment in the Downtown should be planned and designed to be compatible with the character of the historic period architecture and should be landscaped to enhance the pedestrian experience and overall look of the area.
- 3.4. Downtown Hurricane is intended to function as a mixed use village with effective pedestrian and bicycle connectivity to the surrounding neighborhoods.
- 3.5. Hurricane supports the development of unique shops, restaurants, professional offices, financial institutions in the Downtown, and supports additional residential options, including lofts, apartments, and townhouses.
- 3.6. The City encourages and sponsors occasional promotional activities (e.g. farmer’s market, Peach Days) to bring people downtown.
- 3.7. The City encourages interim uses of vacant lots and buildings Downtown (i.e. holiday markets) to draw people to the area.

STRATEGIES

- 3.1. Develop a Downtown/historic main street master plan and accompanying zoning or overlay development standards to address:
 - a. Mixed Uses;
 - b. Design Standards;
 - c. Infill Standards;
 - d. Building Facades;
 - e. Public Realm Enhancements;
 - f. Gathering Places
- 3.2. Explore the redevelopment of the community center area as a catalyst project to revitalize the downtown area. Conduct a fiscal impact study to understand the amount of tax revenue, jobs, and other benefits such a project could provide while considering the cost of service.
- 3.3. Beautify Downtown’s public spaces by enhancing landscaping, updating public furnishings, and establishing a façade improvement program to incentivize business owners to update their storefronts.
- 3.4. Explore funding grants such as CDBG Block Grants to accomplish downtown vibrancy goals.
- 3.5. Develop a Downtown community arts program and district to display public art.
- 3.6. Create a Parking Plan for the Downtown area.
- 3.7. Review City codes to identify possible regulatory barriers to Downtown development and identify possible incentives to support the types of development that the City supports. Options could include:
 - a. Consider a Downtown District form-based code
 - b. Evaluate parking requirements
 - c. Waive or reduce local development fees
 - d. Review project permitting processes for redundancies/inefficiencies
 - e. Consider a grant program to help local businesses update facades on buildings or provide for additional updates.



Hurricane Community Center Reimagined



Hurricane 100 West Street Reimagined



CHAPTER 4

OUR HOUSING

As Hurricane continues to develop homes, the City has opportunity to design and implement policies conducive to diverse housing options for families of difference sizes, age groups, and income levels.

Hurricane has a large proportion of elderly residents and young families with children. As a result, many households receive earnings from Social Security and/or retirement income. In many cases, Social Security income and retirement income are lower than the cost of living in most areas. This could be contributing to the high percentage of cost-burdened households. Planning for this group means ensuring the City has enough housing options that are not only affordable but also suited to age in place.

Hurricane's relatively new housing stock is an attractive factor for home buyers looking for modern, quality housing. However, the rising cost of housing is leaving 48% of local households without an opportunity to own a house.

Additionally, given the increasing popularity of second homes, the City has an opportunity to build mechanisms to safeguard the availability and attainability of rental options also for families of difference sizes, age groups, and income levels.

OUR HOUSING IN 2020

HOUSING STOCK

Hurricane City is located in Washington County which is considered one of the fastest-growing counties in the United States. As people move to Hurricane and Washington County from all over the country for the region’s warm climate, abundance of recreational opportunities, and beautiful natural landscape, the City has seen a significant growth in home construction. From 1990-2009, over 4,000 homes were constructed in the City. Roughly 800 homes have been constructed since 2010, with plans for more. Today, those 4,000 homes built between 1990 and 2009 make up roughly two thirds of Hurricane’s housing stock.

Hurricane has roughly 5,765 households. According to the 2018 Census, of those 5,765 households,

approximately 75% are single-family homes, 11% are manufactured/mobile homes, 9% are classified as townhomes, and about 5% are apartments. Because manufactured/mobile homes tend to be rented or sold at lower price points than other housing options, the high percentage of manufactured/mobile home parks appears to be serving lower-income residents, park and visitor service workers, and elderly residents. Hurricane also has a large proportion of three-bedroom and two-bedroom homes; three-bedroom homes comprise about 50% of the housing stock and two-bedroom homes another 18%. Two and three-bedroom homes are typically inhabited by families, especially families with multiple children.

HOUSEHOLD DEMOGRAPHICS

Hurricane has an occupancy rate of over 86%, which is slightly lower than the state and national average but higher than Washington County overall. Of all occupied housing units, roughly 70% are owner-occupied which is also higher than the county average, but lower than the state average. The overall high owner-occupied rate indicate a strong desire of residents to stay in Hurricane long-term and a low community turn-over.

A large portion of the 13% of vacant homes (roughly 70%) is classified as “seasonal, recreational, or occasional” occupancy. Overall, this makes up about 10% of the housing stock, indicating a strong and growing presence of second homeowners. There are roughly 250 short term or vacation rentals in Hurricane City listed on VRBO and Airbnb that may be included in this second home category. Though Hurricane’s share only makes up about 8% of Washington County’s vacation rentals and second homes, the City will need to pay close attention to this number. As homes are purchased by investors or as second homeowners convert their property to short-term rentals for additional income, the market can tighten and become more expensive for local residents who may struggle to find acceptable housing options.

The average persons per household in Hurricane is 2.72 and the average persons per family is 3.19. Families comprise nearly three-quarters of the households in Hurricane and nearly a third have children in their home. Hurricane also has a large retirement population, and over half of Hurricane household have an occupant that is 60 years old or older. The high proportion of households with children or elderly residents illustrates a trend towards multi-generational housing and potentially a lack of housing options for senior residents.

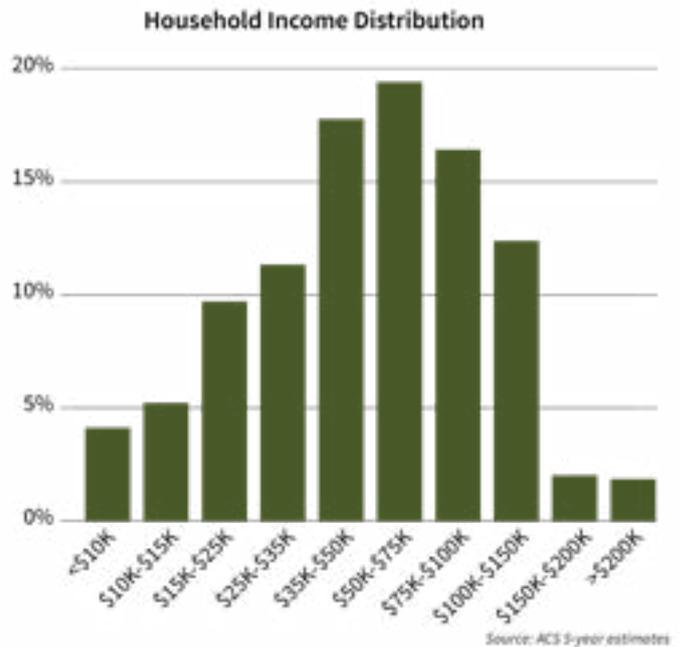


Source: Hurricane City

HOUSEHOLD INCOME

In 2018, the median household income in Hurricane was \$52,023, representing a 7% growth from 2016’s 48,500. Of 2018’s total 5,765 households, 16% make between \$75,000 and \$100,000 annually and an additional 10% make between \$60,000 and \$75,000 annually. However, according to 2018 Census Data, Hurricane has a large retirement and senior population, as shown by 43% of households receiving Social Security and 28% receiving retirement income. Another 7.7% of households receive Supplemental Nutrition Assistance Program “SNAP” (formerly Food Stamps) income and 3.1% receive Supplemental Security Income (SSI).

An important indicator of economic hardship is whether housing is affordable to the residents. Generally, residents should be spending 15-30% of their income on housing for it to be considered “affordable”. If residents spend less than 15% of their income on housing, housing is considered “highly affordable” and if residents spend more than 30% of their income on housing, households are cost-burdened and housing is considered “unaffordable”. In 2018, the median property value in Hurricane grew to \$214,700 from 2016’s value of \$181,200, an 18.5% increase. The median rental rate and median monthly mortgage rates also rose to \$1,019 and \$1,228 respectively, but the average household income only



increased by 7% from the previous year. As a result, 30% of home owners and 33% of renters are spending more than 30% of their income on rent. Housing is therefore, unaffordable to nearly a third of home owners and over a third of renters.

HOUSING AFFORDABILITY

Housing affordability analysis is used to compare the existing available housing with average wages in an area and then assess if there are home options available for all income categories. Closely following the guidelines above, US Department of Housing and Urban Development (HUD) guidelines suggest that no more than 30% of a household’s income should be spent on housing costs (rent, mortgage payment, insurance, property taxes and utilities).

Moderate income housing is defined by the state as “housing occupied or reserved for occupancy by households with a gross household income equal to or less than 80% of the median gross income (MGI) for households of the same size in the county in which the city is located.” For Hurricane City, that median gross income is \$48,764. This value is used when determining the total number of housing units currently locally-serving Hurricane for various income levels.

Below is a chart showing maximum annual and monthly incomes for each income group, the maximum monthly rent or mortgage payment each group can reasonably afford, the rough number of households in each income group, and the rough number of properties in the City that are reasonably affordable to each income group.

The determination of housing affordability at the AMI income of \$70,700 is calculated in this way:

- » \$70,700 annual income / 12 months = \$5,892 gross monthly income
- » \$5,892 monthly income with 30 percent allocated for housing = \$1,768 housing expense per month
- » \$1,768 housing expense minus an assumed average \$300 in non-mortgage or rental expenses (e.g. utilities, taxes, insurance) = \$1,468

Therefore, a moderate-income family in Hurricane can afford a monthly rent or mortgage payment of approximately \$1,468 per month. For property rental, this translates simply to a maximum rental payment of \$1,468. The analysis of affordability of home ownership is a bit more complex. To calculate an affordable house purchase price for the same family of three, the following calculations would apply:

- » Expendable mortgage income (not including taxes and insurance) = \$1,468/month.
- » Current average interest rate of 4.5% on a 30-year loan.
- » Assuming a 10% down payment.

At the assumed interest rate, this family could afford a \$318,590 home with a 10% down payment leaving a mortgage of approximately \$353,989. A local household would need an income of just over \$51,250 to afford the median priced home that sold in the City in 2018, meaning roughly 30% of households in Hurricane cannot afford the median house price. Affordability will change if interest rates increase from their current historic lows, and homes will become less affordable unless area incomes (AMI) rise with the market.

	<30% AMI	30%-60% AMI	60%-80% AMI	80%-100% AMI	>100% AMI
Max Annual Income	21,210	42,420	56,560	70,700	NA
Max Monthly Rent	230.25	760.5	1,114	1,467.5	NA
Max Attainable Home Price	\$49,986.65	\$165,102.48	\$241,846.36	\$318,590.25	NA

CLOSEST ESTIMATED AVAILABILITY					
Households in AMI group*	537 under 15K	1,209 from 15K-35K	1,024 from 35K-50K	1,118 from 50K -75K	1,877
Homes Available*	165 under \$50K	861 from \$50K-\$150K	802 from \$150K-\$200K	1,292 from \$200K - \$300K	935

United States Census American Community Survey 2018



With a median property value of \$214,700, there are significant shortages in available housing stock for those making 80% of the average medium income or less, especially for households making below 30% of AMI. Households below 30% AMI typically cannot afford to purchase a home and rely on rental options; therefore, it is essential to have sufficient rental options for low-income households. In the past 3 years, over 984 new multi-family units have been approved and are in various stages of construction or occupation. Many of these units are planned to be renter-occupied.

Below is a chart from the City’s recent Moderate Income Housing Report showing the gap between

renter households and affordable rental units. There is an overall shortage of available units and the gap has grown since 2016, suggesting there is a greater need for affordable units.

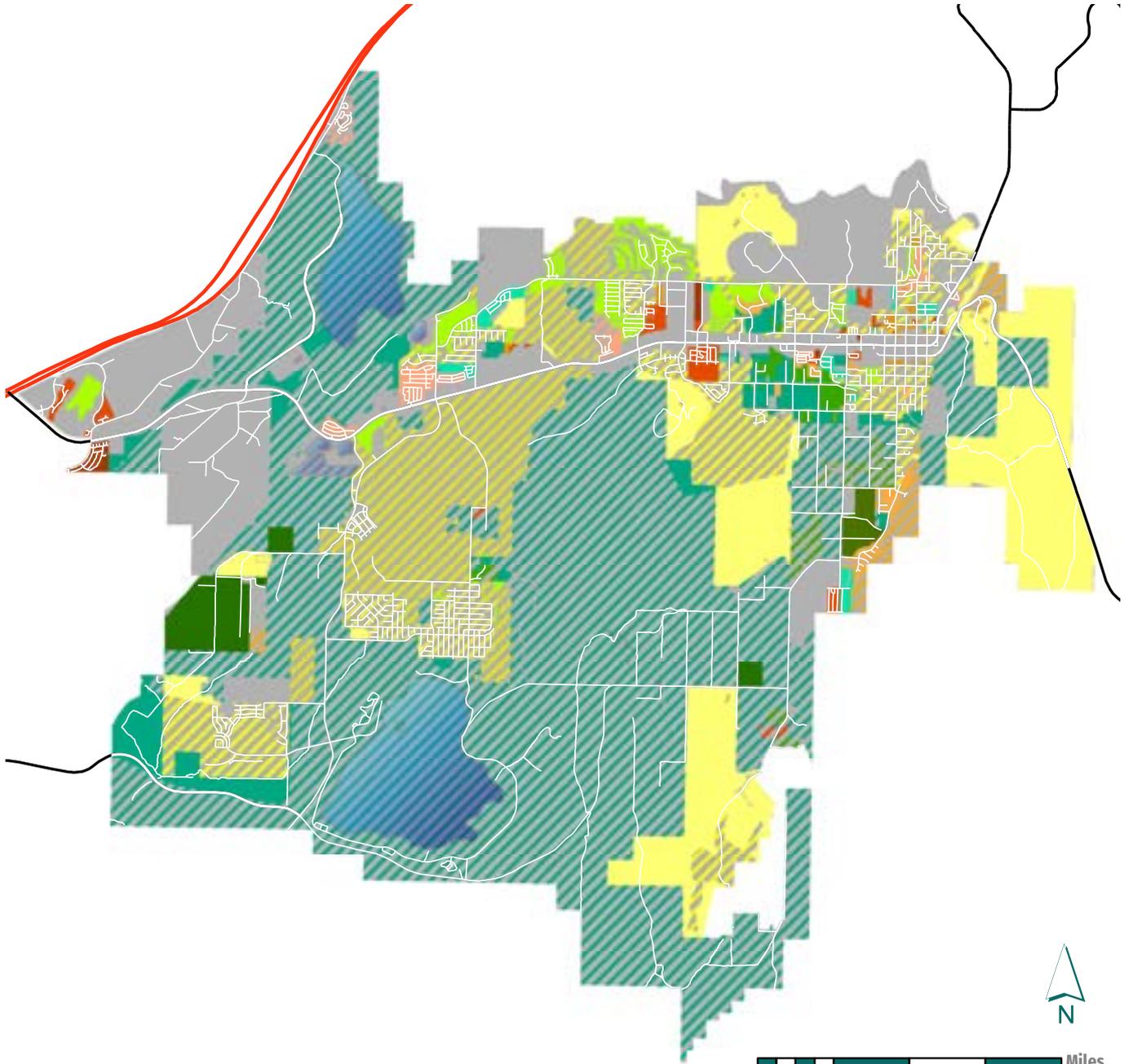
One way to ensure housing affordability is deed restriction; a mechanism for preserving the long-term affordability of housing units whose price was reduced to below-market levels through a government or philanthropic subsidy. There are currently 356 state and federal deed restricted housing units in the City, the City will need to provide opportunities for the development of additional units every year up to and including 2024.

2020 Shortage	Renter Households	Affordable Rental Units	Available Rental Units	Affordable Units Gap	Available Units Gap
≤ 80% HAMFI	875	1,465	805	590	-70
≤ 50% HAMFI	615	500	270	-115	-345
≤ 30% HAMFI	405	205	70	-200	-335

Source: Hurricane City Moderate Income Housing Report 2019

CURRENT AND FUTURE HOUSING AND AGRICULTURE

*BASED ON HURRICANE CITY'S CURRENT ZONING MAP AND DEVELOPMENT STATUS



Legend

 Agriculture 10 Acre	 RA-1 Undeveloped	 R1-10 Developed	 Mobile Homes Developed
 Agriculture 5 Acre	 R1-6 Developed	 R1-10 Undeveloped	 Multifamily Undeveloped
 RA-0.5 Developed	 R1-6 Undeveloped	 R1-15 Undeveloped	 RM-1 Developed
 RA-0.5 Undeveloped	 R1-8 Developed	 R1-15 Developed	 RM-2 Developed
 RA-1 Developed	 R1-8 Undeveloped	 Mobile Homes Undeveloped	 RM-3 Developed

WHY DOES THIS MATTER?

Hurricane has a large proportion of elderly residents and young families with children. As a result, many households receive earnings from Social Security and/or retirement income. In many cases, Social Security income and retirement income are lower than the cost of living in most areas. This could be contributing to the high percentage of cost-burdened households. Planning for this group means ensuring the City has enough housing options that are not only affordable but also suited to age in place.

Hurricane's relatively new housing stock (with 2/3 of its homes constructed in the last 30 years) is an attractive factor for home buyers looking for modern, quality housing. However, the rising cost of housing is leaving 48% of local households without an opportunity to own a house. As Hurricane continues to develop homes, the City has opportunity to design and implement policies conducive to diverse housing options for families of difference sizes, age groups, and income levels.

Additionally, given the increasing popularity of second homes, the City has an opportunity to build mechanisms to safeguard the availability and attainability of rental options also for families of difference sizes, age groups, and income levels.





OUR HOUSING VISION

In 2030, Hurricane is a city that addresses their diverse housing needs with a wide range of housing options. A balance of stable single-family neighborhoods filled with full-time residents, retirement communities, affordable, well-designed multi-family developments, and residential agriculture provides options for families and individuals at all stages of life and allows residents to age-in-place.

THIS MEANS:

- » Allowing a mix of housing options such as accessory dwelling units to meet housing affordability needs
- » Providing high-quality senior housing options and smaller lots with less maintenance to allow residents to age-in-place
- » Preserving and investing in already established neighborhoods
- » Creating design standards for high-density housing
- » Managing short term/vacation rentals to mitigate potential impacts on the surrounding neighborhoods



GOALS, POLICIES, AND STRATEGIES

The goals and policies in this section support and advance the vision for our housing and is supported by the existing conditions in this chapter. The policies in this section should be used for policy guidance and assist in decision making. The strategies are specific steps the City can take to achieve each goal. This section should be used alongside the final chapter in this document, Implementation. The Implementation Chapter combines the land use strategies with strategies from other chapters and groups them together to ensure the most efficient use of City resources.

Many of the goals, policies, and strategies in this chapter are based on the City's [Moderate-Income Housing Plan](#) which was adopted in November of 2019 and the City's [Transportation Master Plan](#) which was adopted in December of 2019

Low to moderate income families are being priced out of the single family housing market based on an average sales price of \$295,600 and an affordable monthly payment of \$1291 including utilities. Allowing accessory dwelling units and the development of more small lot and multifamily housing are a couple methods the City expects to continue to facilitate

moderate to low income housing. Due to the large number of units already approved, 2021 will help the City examine the effect of these additional housing options on access to housing.

Housing stock and housing affordability can not be considered without looking at transportation. Hurricane, along with many communities in Wasatch County, is experiencing a rapidly increasing population and constantly rising annual visitation numbers to surrounding State and National Parks. These two factors combined pose challenges to the City and region's transportation systems.

As Hurricane's population continues to rise, it will become increasingly more important to consider how new housing developments are connected to recreation, education, employment opportunities, and necessary amenities.



HOUSING GOAL 1: PROVIDE CHOICE IN HOUSING OPTIONS

Over the past several years, annual population growth in Hurricane has been between 5.5% and 6.5%, with both “for sale” and rental prices having notably increased. The City desires to provide housing opportunities for a range of incomes and family sizes. Historically, most residential development in Hurricane has been for owner-occupied single family homes, and the large-lot rural residential development patterns in some areas of the City support the agricultural history and character of the area.

In recent years, the City has recognized the need to approve zoning changes and project plans that provide a wider variety of housing options for Hurricane residents. A number of new multi-family housing units have been approved in recent years and are in various stages of construction and occupation. These multi-family homes are a mixture of rental apartments, rental and owner-occupied townhomes, and duplex housing.

In 2018, the City adopted the Hurricane Moderate Income Housing Plan. The Plan provides information on housing costs in Hurricane, local incomes, and the attainability of housing for City residents. The Plan also sets policies and identifies strategies to broaden housing availability. The 2019 Plan states:

“While the City cannot control the housing market, it can take steps to ensure housing options continue to be available for all residents of all income ranges and ages. These include locating appropriate land use designations for multi-family housing, manufactured home communities, and townhome development. Ensuring these land use designations are located in areas convenient to shopping, transportation, and jobs will help families keep transportation costs lower. The City will be starting an amendment of the entire General Plan in 2020 and will ensure consideration is given to these factors when finalizing the updated plan.”



POLICIES

- 1.1. The City encourages the preservation of areas suitable for a rural lifestyle consistent with the City's agricultural heritage.
- 1.2. The City supports the preservation and protection of stable existing residential neighborhoods.
- 1.3. The City encourages the development of affordable and proportionally priced and sized homes to meet all community residents and workers' needs.
- 1.4. The City encourages innovative approaches to provide affordable housing and will partner with developers to develop affordable housing implementation strategies. The city will consider available economic development tools and statewide resources to encourage development of affordable housing.
- 1.5. Medium and high density residential developments should be planned near support facilities such as collector and arterial roads, schools, shopping, and employment centers.
- 1.6. Medium and high density residential developments should be planned and designed to minimize impacts to nearby existing developments, while providing high-quality, attractive housing options.
- 1.7. Planning for the proposed St. George to Zion bus system should include housing options near projected stops along the route. These stops may be located in areas already built up with older housing stock that can be utilized by lower income households.
- 1.8. The City encourages well planned and managed manufactured homes as a way to provide affordable single family housing.
- 1.9. The City supports the development of senior living facilities that can accommodate different levels of care.
- 1.10. Housing developments should not be placed in close proximity to heavy industrial land uses where possible.
- 1.11. Mixed housing developments should be configured in a manner that preserves open space where possible.
- 1.12. The City encourages implementation of inclusive design standards that allow residents to comfortably age-in-place.
- 1.13. Housing developments should include a mix of housing types and densities to support households from a wide range of incomes.



STRATEGIES

- 1.1. Consider adopting regulations to provide a bonus of one additional housing unit for each affordable unit provided, up to 5% of the total number of residential units in certain zones.
- 1.2. Ensure that developments that receive incentives for affordable housing provide plans to maintain the affordability of the units beyond the first occupants or a set time period.
- 1.3. Allow for moderate income residential development in mixed-use zones and planned commercial and neighborhood commercial zones based on guaranteed low to moderate income rental or ownership rates for a set time period.
- 1.4. Zone for affordable housing near major corridors such as SR-9.
- 1.5. Continue to allow for accessory dwelling units for full-time and short-term renters, which provides revenue for City residents.
- 1.6. Consider revising the land use code for mixed use and planned commercial zones to set specific densities and percentages of residential uses in commercial zones, with density bonuses available for deed restricted rent and sales prices.
- 1.7. Begin a study on the per-acre density standards in multi-family zones and consider how to rewrite the land use code to more easily accommodate more single bedroom units with less parking on the same size parcels. Consider amending the land use code to adjust density per acre standards to be based on number of bedrooms and parking requirements rather than unit count.
- 1.8. Create a plan to enforce Short Term Rental violations with civil penalties to increase regulation authority.
- 1.9. Adopt a policy regarding the implementation of Public Infrastructure Districts (PIDs), as well as a vision for enacting Community Reinvestment Areas (CRAs) to support a variety of housing stock.
- 1.10. Consider the impact of a transferable developmental rights (TDR) program to ensure preservation of agricultural land and open space in exchange for increased intensity of uses in key, supportable areas.
- 1.11. The City will continually review the Moderate Income Housing Plan and update the goals and strategies to align with this 2021 General Plan and ensure the plan complies with state law.



TRANSPORTATION GOAL 1: PROVIDE EFFICIENT AND SAFE TRAVEL OPTIONS

POLICIES

- 1.1. New development should take into account surrounding sidewalk networks and provide a similar or higher level of comfort for pedestrians.
- 1.2. The City prioritizes sidewalk, trail, and pedestrian facility infill.
- 1.3. The City supports the development of walkable communities and neighborhoods.
- 1.4. The City supports programs that encourage the use of alternative modes of transportation.
- 1.5. The City supports the development of communities that are near employment and educational opportunities, recreational amenities, and retail necessities and that would result in decreased vehicle miles traveled within the city.
- 1.6. The City supports affordable, safe, and easy-to-use transit options for everyone with emphasis on seniors, youth, people with low income levels, people with mobility impairments, and other transit-reliant individuals.



STRATEGIES

- 1.1. Annually assess the fiscal feasibility of prioritized project recommendations outlined in the 2019 Transportation Master Plan.
- 1.2. Develop bicycle route and parking standards.
- 1.3. Designate, sign, and leverage recreational bicycle routes.
- 1.4. Develop an active transportation committee
- 1.5. Coordinate with Washington and St. George to include SunTran routes in Hurricane.
- 1.6. Consider locations for future park-and-ride lots for public transportation and ride sharing.
- 1.7. Consider developing transportation demand management programs and traffic control measures among businesses and employers which are substantial generators or attractors of traffic in order to reduce trip generation, traffic congestion, and air quality impacts.
- 1.8. Develop an Active Transportation Master Plan.



CHAPTER 5

OUR ECONOMY

Hurricane has strong service, retail/accommodation, educational, and health care industries drawing non-resident workers from neighboring communities. However, three-quarters of Hurricane residents travel to other communities for work.

Combined with the large percentage of job opportunities being in the accommodation and retail industries, this commute is likely due to lower paying jobs. When commuters are traveling to other cities for work, they are likely spending money on groceries and goods there before returning home to Hurricane.

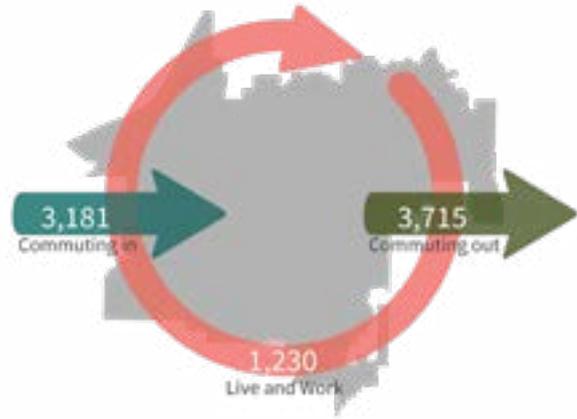
These workers may not be making Hurricane their home due to the current prices and shortages of housing options. Hurricane has an opportunity to develop workforce housing to provide a live/work balance for those who contribute to Hurricane's economy. Similarly, for the three-quarters of Hurricane residents who travel to other communities for work, the City has an opportunity to identify and attract industries that can help diversify local employment options, leading to secure, higher paying jobs. Balancing economic with housing efforts will not only increase revenue but also the quality of life of residents who can live, work, and play, right at home.

OUR ECONOMY IN 2020

WHERE DO WE WORK?

Employees in Hurricane on average have a shorter commute time than the normal US worker at 20.4 minutes compared to 25.1 minutes. However, 102 Hurricane households, 1.8% of the workforce, have “super commutes” in excess of 90 minutes and an additional 90 households commute 60-89 minutes for work. The average commute times indicate that there are a good number of jobs near Hurricane, but there are still residents who travel over an hour to and from work every day.

Interestingly, over 75% of Hurricane residents work outside of the city and 71% of Hurricane’s workforce commutes into Hurricane from the surrounding areas. Hurricane residents are primarily commuting west and over 37% of residents are traveling to St. George for work. Non-resident workers in Hurricane are also mainly commuting from St. George.



The high interchange of inflow and outflow workers, especially with St. George, highlights an opportunity for Hurricane to partner with other communities to provide transit options to serve those commuters better.

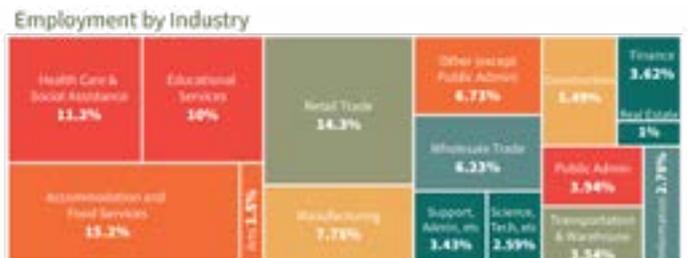
WHO DO WE EMPLOY?

Employment statistics illustrate the relative diversity of the economy and the degree of dependence on certain sectors. Occupation demographics offer additional information to describe what residents do for a living. Occupational information describes what people do, while employment by industry describes where people work.

The most common employment sectors for those who live in Hurricane, are Accommodation & Food Services, Retail Trade, and Health Care & Social Assistance. However, the highest paying industry is Real Estate & Rental & Leasing, averaging \$112,902 annually, Transportation & Warehousing and Transportation & Warehousing, & Utilities are the next highest paying industries, with median earnings at less than half those of the Real Estate industry (\$54,750 and \$52,414 respectively).

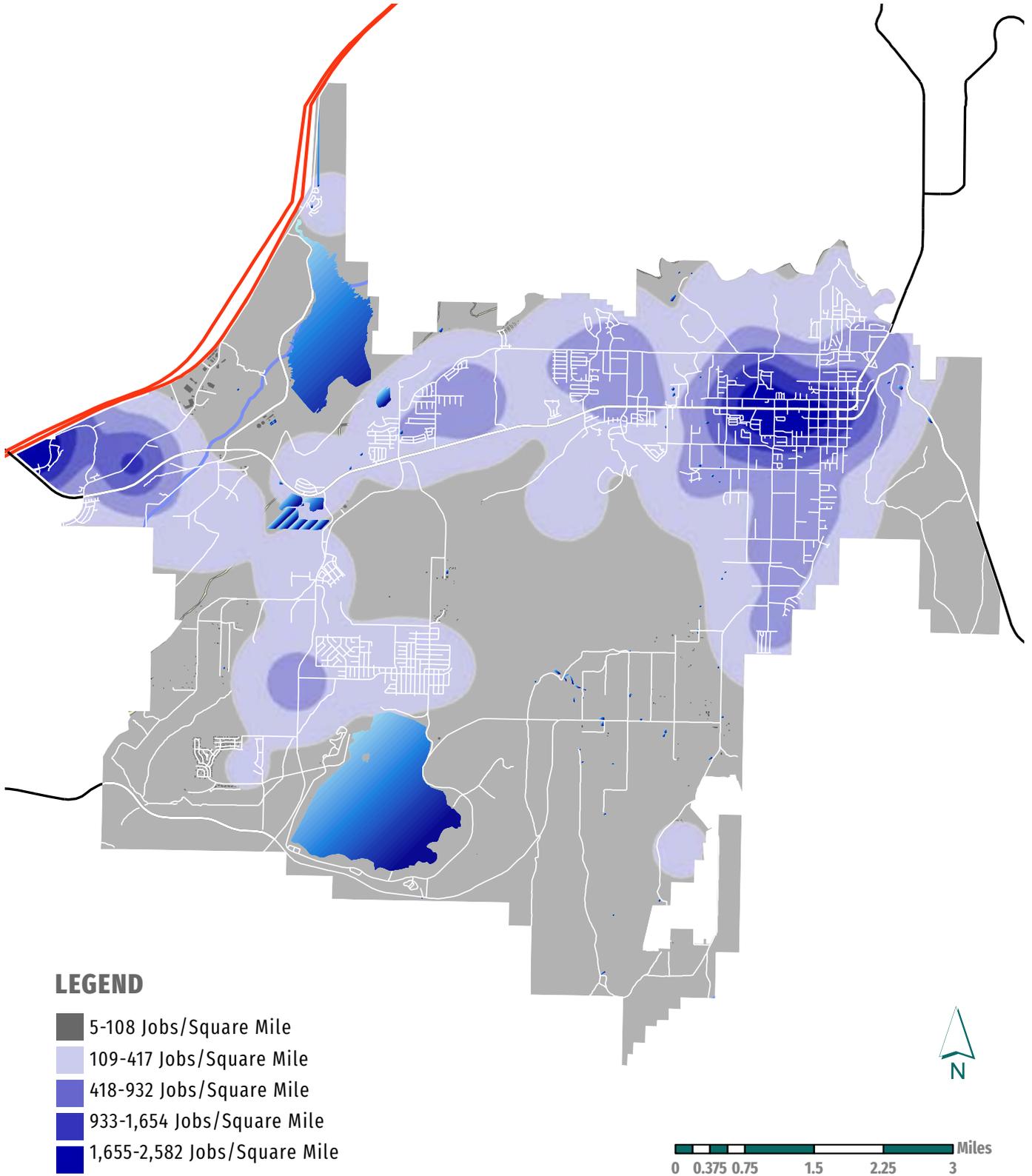
The most common occupations available in Hurricane are retail trade, education, healthcare, and accommodation and food services. The proximity of popular tourist destinations - to Zion National Park, Quail

Creek and Sand Hollow State Parks, and Red Cliffs National Recreation Area- are likely contributing to the number of people in the accommodations & food services and retail industries. Unfortunately, these occupations tend to be among the lowest paying industries. For the third quarter of 2019, hospitality and service industry jobs in Washington County paid roughly \$1,500 to \$2,500 per month. The high number of jobs in the health care & social assistance industry and health care support occupations may be tied to the high number of retirees in the community or to the proximity to St. George Regional medical center, which serves northwestern Arizona, southeastern Nevada, and southern Utah.



United States Census American Community Survey 2018

Where People Work



EMPLOYMENT DEMOGRAPHICS

Income inequality in Hurricane is higher than the national average. Income inequality is measured using the Gini Index, which analyzes the distribution of income across income categories in a population. A higher Gini Index indicates greater inequality, with high income individuals receiving much larger percentages of the total income of the population. A low Gini index indicates lesser inequality. The Gini Index for Hurricane is 0.484, compared to the national average of 0.479. Additionally, the median household income in Hurricane is \$49,961, with males making an average of 1.53 times more than females.

Hurricane is a family community with a large population of retired residents. As such, half of Hurricane’s workforce is between the ages of 30 and 54. Other potential factors resulting in a high percentage of workers age 30-54 compared to other age groups are a lack of entry-level jobs that allow younger workers to enter the workforce, and an unwillingness for workers under the age of 29 to live in Hurricane and commute to work. Both reasons suggest an increase in the number of entry level jobs is needed to attract younger workers, especially as workers in senior level positions retire.

TOURIST ECONOMY

Recreation tourism is quickly becoming one of the United State’s largest economic sectors, according to the Outdoor Industry Association. The outdoor recreation industry generates \$887 billion in consumer spending annually, 4.6 million American jobs, \$65.3 billion in federal tax revenue, and \$59.2 billion in state and local tax revenue. The industry is third nationally in annual consumer spending, behind health care and financial services/ insurance.

A large amount of tourist trips in Utah are to State and National Parks. Annual visits to National Parks in Utah have increased dramatically over the last decade from 5.7 million in 2008 to 10.7 million in 2018 while annual ski trips in Utah have remained somewhat steady. Zion National Park alone saw roughly 4.3 Million visitors in 2018. Hurricane’s two state parks attracted nearly a million visitors in 2019 with Quail Creek finishing out the year (July 2018-June 2019) with 148,466 visitors and Sand Hollow 827,527 visitors. Though the traffic to these parks never stops, the busiest months are late spring and early summer, from April to July.

Utah is a leader in the national trend for recreational outdoor tourism, welcoming over 19 million visitors in 2018 alone (from in and out of state). Roughly 75% of trips in Utah are for leisure, as opposed to business, with about 15 million leisure trips in 2018. In 2018, Utah visitors spent \$9.75 billion, supporting 136,000 jobs and resulting in \$1.28 billion in state and local tax revenue. The top industries in which tourists spend their money are sports and recreation averaging \$1,070 per trip, adventure sports averaging \$880 per trip, and parks and gardens averaging \$867 per trip.

Hurricane is in a unique location with close proximity to several national and state parks and a celebrated network of mountain biking trails. Capitalizing on this national and state-wide trend will have huge economic benefits and can create hundreds of jobs each year.



WHY DOES THIS MATTER?

Hurricane has strong service, retail/accommodation, educational, and health care industries, drawing non-resident workers from neighboring communities. However, three-quarters of Hurricane residents travel to other communities for work. This may indicate a low amount of living wage jobs, with many job opportunities being in the accommodation and retail industries. When commuters are traveling to other cities for work, they are likely spending money on groceries and goods there before returning home to Hurricane. Additionally, long commutes translate into increased vehicles miles traveled (VMTs) which are associated with increasing emissions and automobile collisions, and decreasing physical activity.

These workers may not be making Hurricane their home due to the current prices and shortages of housing options. Hurricane has an opportunity to develop workforce housing to provide a live/work balance for those who contribute to Hurricane's economy. Similarly, for the three-quarters of Hurricane residents who travel to other communities for work, the City has an opportunity to identify and attract industries that can help diversify local employment options, leading to secure, higher paying jobs. Balancing economic with housing efforts will not only increase revenue but also the quality of life of residents who can live, work, and play, right at home.



View of Zion National Park Source: Hurricane City



Quail Creek State Park Source: Logan Simpson



Sand Hollow State Park Source: Reddit





OUR ECONOMY VISION

In 2030, Hurricane has a strong and resilient economy that is supported by a variety of industrial and manufacturing, recreational tourism, local businesses, and healthcare facilities with employment opportunities that offer living-wage jobs. While there are many opportunities for living-wage jobs, and the City's downtown has activities, dining, and retail for residents, employees, and visitors to enjoy, the City maintains a small-town feel.

THIS MEANS:

- » Creating more opportunity for living-wage jobs
- » Capitalizing on local tourism industry to bring in new strings of revenue
- » Creating vibrant public places downtown for residents and visitors to gather
- » Encouraging development of a new health care facility
- » Encouraging more restaurants, bars, and retail options

GOALS, POLICIES, AND STRATEGIES

The goals and policies in this section support and advance the vision for our economy and is supported by the existing conditions in this chapter. The policies in this section should be used for policy guidance and assist in decision making. The strategies are specific steps the City can take to achieve each goal. This

section should be used alongside the final chapter in this document, Implementation. The Implementation Chapter combines the land use strategies with strategies from other chapters and groups them together to ensure the most efficient use of City resources.

ECONOMY GOAL 1: SUSTAIN A DIVERSE AND RESILIENT ECONOMY

POLICIES

- 1.1. The City supports the revitalization of the downtown area.
- 1.2. The City strives to create an environment that will attract new business and employment to Hurricane.
- 1.3. The City strives to attract clean, non-polluting industries.
- 1.4. The City supports industrial uses with convenient access to transportation and other services.
- 1.5. The City encourages commercial development in “walkable” (pedestrian - oriented) centers.
- 1.6. The City supports private investments in workforce development, training, technology, and education for the evolving needs of a diverse workforce and changing economy.
- 1.7. The City supports the redevelopment of existing commercial and industrial sites in both urban and rural areas.
- 1.8. The City supports provision of basic and enhanced services needed to foster local employment opportunities.
- 1.9. The City supports secondary-income options on agricultural land through home and accessory rural occupations.
- 1.10. The City supports the development of businesses that will pay living wage jobs.
- 1.11. School sites should be located in such a manner that they provide educational services in convenient and safe locations.
- 1.12. The City shall work with the School District to ensure that schools are designed to minimize negative impacts on surrounding neighborhoods.
- 1.13. The City shall continue to work with Dixie State College to expand programs and facilities in the Hurricane Valley.
- 1.14. The City continually collaborates with municipalities, economic development, business groups, non-profit organizations, and educational institutions on a coordinated regional approach to economic and workforce development.

STRATEGIES

- 1.1. Coordinate with health care companies to expand their medical facility in Hurricane.
- 1.2. Create a downtown master plan that will guide the City in redevelopment and recommend standards for public infrastructure, streets, sidewalks and trails, bike lanes, housing, and commercial uses.
- 1.3. Create an economic development master plan that will outline strategies for attracting business and retaining current business within the City and identify a council to execute and implement the plan.
- 1.4. Create a retail strategy plan that understands current sales tax generators and where areas of growth might be best accommodated.
- 1.5. Create a financial sustainability model that projects key future expenditures and revenues to best understand city capacity and future development potential/impacts.
- 1.6. Support creating commercial spaces in population Centers in the City to provide services to those areas.
- 1.7. Create a citywide understanding of the financial implications of each development type, clearly outlining fiscal impacts and costs of services for all commercial and residential uses.
- 1.8. Support mixed use developments in key areas to support future commercial growth. Require a minimum percentage of those developments be retained as commercial space.
- 1.9. Support continued industrial growth and zone changes in appropriate areas of the City.
- 1.10. Support the Zion Regional Collaborative to bring infrastructure improvements into the area that will help attract tourists.
- 1.11. Create activities in the downtown area to attract people to commercial sites.
- 1.12. Periodically review and update the City's policy regarding the implementation of Public Infrastructure Districts (PIDs), as well as a vision for enacting Community Reinvestment Areas (CRAs) to support a variety of commercial and residential properties.
- 1.13. Allow for Heavy Industrial in proper areas, ensure there is proper buffering between heavy industrial sites and residential areas.



CHAPTER 6

OUR OPEN SPACE AND TRAILS

Hurricane is widely known for breathtaking scenery, large agricultural properties, two state parks, and convenient access to world-class recreation opportunities. Naturally, it's these things that many residents recognize as some of the most important aspects of life in Hurricane City.

Parks and open space are a vital part of life in Hurricane. When surveyed, citizens ranked this the most important aspect of the community. When planning for Hurricane's future, open space and access to parks and recreation should be a top priority.

Given the presence of multi-generational households and of diverse visitors, the City of Hurricane has an opportunity to enhance the accessibility of parks and open spaces for people with different physical abilities. There is also an opportunity to enhance public spaces and events so they can be enjoyed by multi-generational families.

OUR OPEN SPACE AND TRAILS IN 2020

EXISTING AND PLANNED OPEN SPACE

In the first questionnaire of the Have Your Say Hurricane process, 76% of participants agreed that open space, trails, and parks are their favorite thing about Hurricane and 59% of those responses were in favor of natural open space. In the heart of Southern Utah, with stunning views of red rock bluffs, the Virgin River, two state parks, ready access to the Red Cliffs National Conservation Area and the Confluence Park, and proximity to Zion National Park; Hurricane’s natural beauty is unmatched. This deep love for and connection to the natural environment is a defining attribute of Hurricane’s culture.

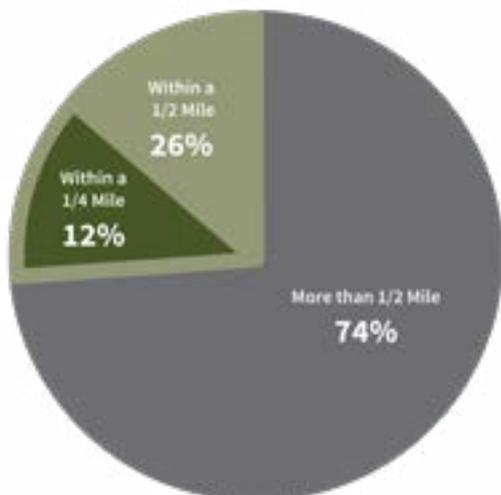
Currently, there are 17 formal city-owned parks and four more planned. Existing city-owned parks add up to roughly 88 acres of park space. With the four new planned parks, this number will increase to 147. Among city-owned parks, Hurricane has a dog park, a BMX park, two splash pads, a fishing pond, playgrounds, picnic areas, and various sports fields and courts for residents and visitors to use and enjoy. In addition to these city owned parks, Hurricane owns two golf courses, one City-run and one leased to

a local resort, and is home to an additional newly opened private golf course.

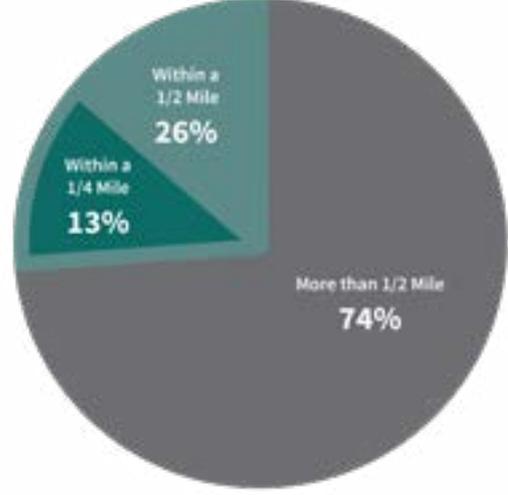
Hurricane City is also home to two state parks and surrounded by federally protected natural open space. Sand Hollow State Park is a 1,322-acre warm-water reservoir along the southern border of the City. Visitors come from all over the western United States to enjoy and Sand Hollow’s sandy red-rock beaches that lead directly to incredible sand dunes for off road activities. Among the most popular activities in the state park include skiing and wakeboarding, fishing, swimming, beach going, ATV riding, camping, and canoeing, just to name a few.

On the North end of the City is Quail Creek State Park with a 600-acre reservoir, also ice free year-round. While this state park lacks the sandy beaches of Sand Hollow, it provides beachside picnic areas, fish cleaning stations, dog friendly areas, mountain bike trails, lakeside camping, and a no wake area great for paddling of all kinds as well as shore fishing opportunities and a gear rental shop.

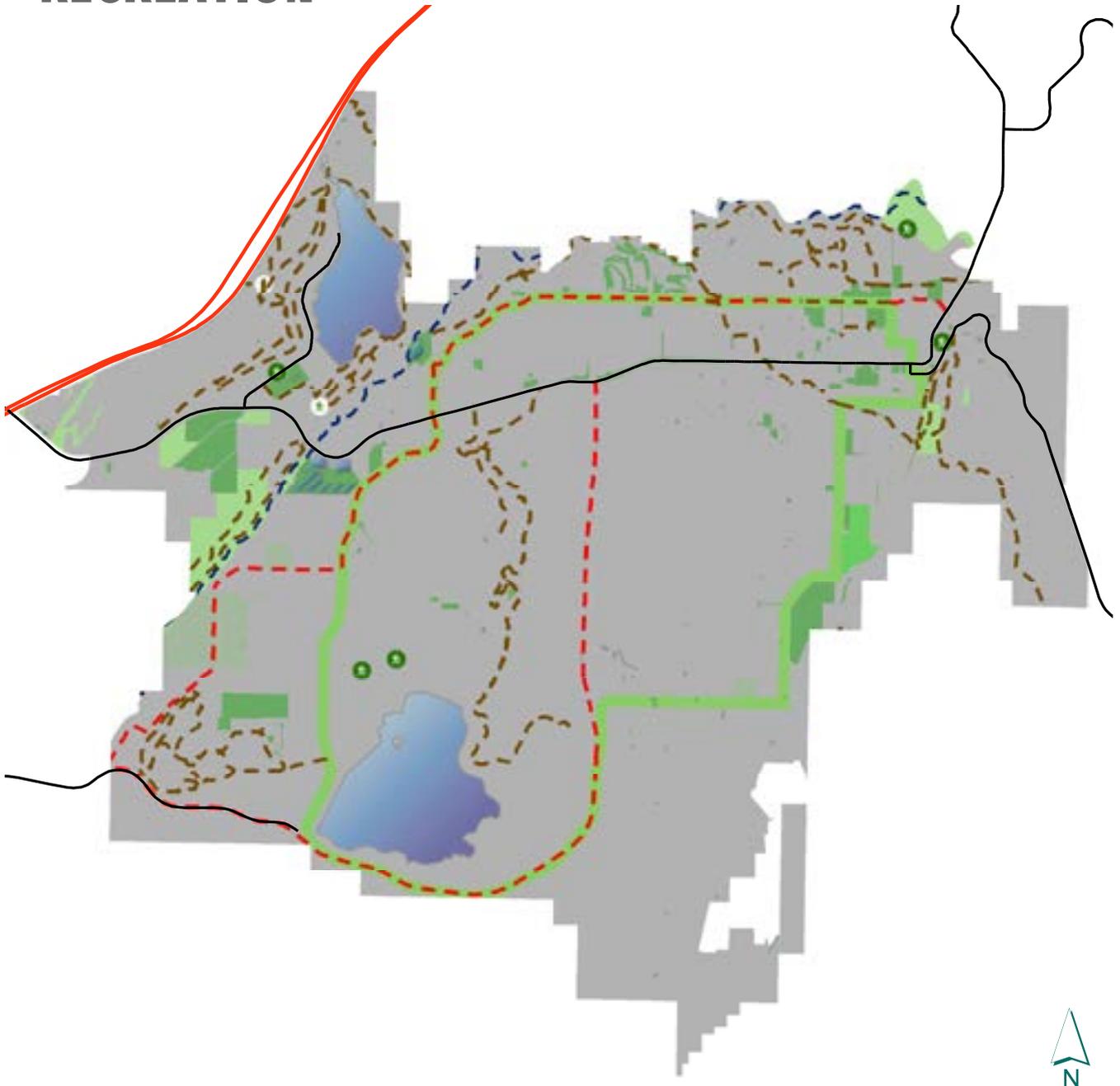
RESIDENTIAL WALKING DISTANCE TO A CITY-OWNED PARK



ALL PARCELS WALKING DISTANCE TO A CITY-OWNED PARK



RECREATION



Legend

- | | | |
|--|--|---|
|  Agricultural 10 Acre |  Virgin River Trail (planned) |  Shared Route |
|  Agricultural 5 Acre |  Separate Facility Paved |  Existing Trail Head |
|  Open Space |  Separate Facility (planned) |  Planned Trail Head |
|  Public Facility | | |



OPEN SPACE PER CAPITA

Parks and open space are a high priority for Hurricane residents, and trails are crucial to ensuring that all residents have safe and convenient access to these outdoor amenities. Currently, Hurricane City maintains 88 acres of City-owned park space and has 18,205 residents. This makes about 4.8 acres of parks per 1,000 residents. With planned parks totaling 147 acres and accounting for a future population in 2050 of 47,039 (Mountainland Association of Governments), this ratio changes to 3.12 acres per thousand.

Adding in state and federally owned land dramatically increases the amount of parks and open space available per capita in Hurricane. Hurricane City is bursting with open space and recreation opportunities inside and outside the City boundary, but much of this land is state or federally owned. Including the state owned (3,772.5 acres) and planned additional parks, there will be 3,919 acres of parks within Hurricane City limits, making roughly 83 acres per thousand residents. The issue with including this land in per capita and walkability statistics is that this land often has additional regulations and/or fees that can make them less accessible.

EXISTING AND PLANNED TRAILS

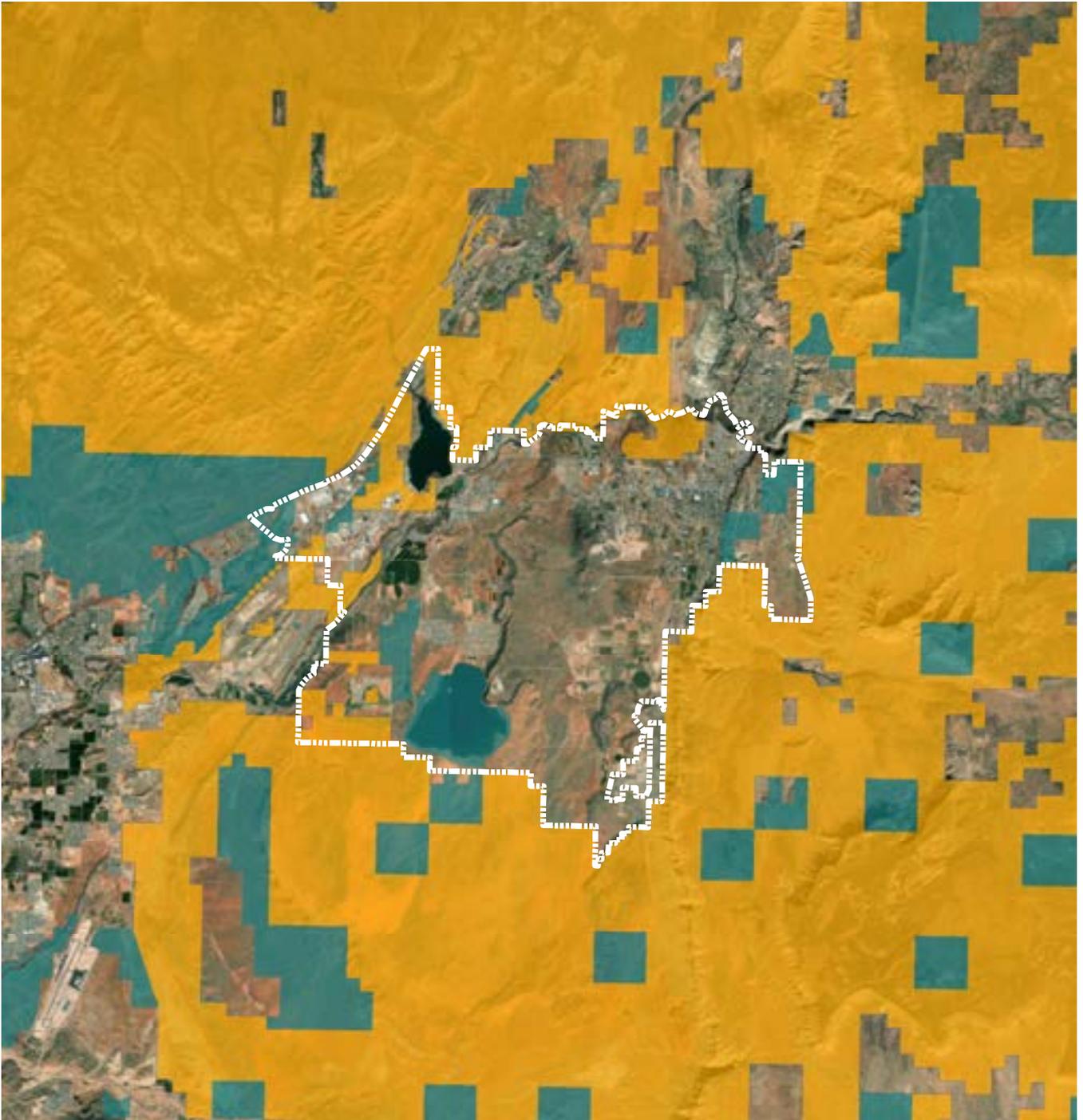
Hurricane City is known as a “home base” for a wide range of hiking and biking trails in Southern Utah. Inside City borders, Hurricane has 153 miles of trails existing and planned to connect residents and visitors locally and regionally. Plans include 11 miles for bike-only trails, 41 for hike-only trails, and 101 miles for bike/hike/equestrian trails.

WHY DOES THIS MATTER?

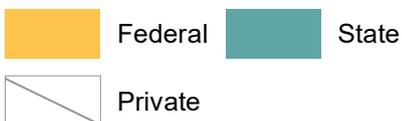
Parks and open space are a vital part of life in Hurricane. When surveyed, citizens ranked this the most important aspect of the community. When planning for Hurricane’s future, open space and access to parks and recreation should be a top priority.

Given the presence of multi-generational households and of diverse visitors, the City of Hurricane has an opportunity to enhance the accessibility of parks and open spaces for people with different physical abilities. There is also an opportunity to enhance public spaces and events so they can be enjoyed by multi-generational families.

LAND OWNERSHIP



Legend





NO
PARKING
ANY
TIME

CAJ62
4



OUR OPEN SPACE AND TRAILS VISION

In 2030, Hurricane is surrounded by scenic red-rock open space and trails for hiking, biking, walking, and OHV, and the many City-owned parks offer a wide range of activities for all ages. The City's internal sidewalk and trail system connects seamlessly to regional trails and recreation opportunities, offering endless possibilities for adventure. The City coordinates closely with state and federal organizations on Quail Creek and Sand Hollow State Parks and the surrounding BLM land, to ensure the preservation of natural open space and the continuation of unique recreation opportunities.

THIS MEANS:

- » Collaborate regionally to ensure connected trail systems
- » Connect internal trail systems and enhance pedestrian/bike crossings
- » Continue to support natural open space preservation
- » Evaluate new locations for parks where residents do not have reasonable walking access
- » Evaluate the feasibility of expanding recreational activities

GOALS, POLICIES, AND STRATEGIES

The goals and policies in this section support and advance the vision for our open space and trails and is supported by the existing conditions in this chapter. The policies in this section should be used for policy guidance and assist in decision making. The strategies are specific steps the City can take to achieve

each goal. This section should be used alongside the final chapter in this document, Implementation. The Implementation Chapter combines the land use strategies with strategies from other chapters and groups them together to ensure the most efficient use of City resources.

OPEN SPACE AND TRAILS GOAL 1: INCREASE ACCESS TO RECREATION AMENITIES

POLICIES

- 1.1. The City will work to provide a variety of park types and sizes to meet the broadest possible spectrum of recreational needs, readily available to serve all residents of the City.
- 1.2. The City promotes joint development of City/School park sites and facilities.
- 1.3. The City supports the transition of 100 West (from State Street to 100 South) from a vehicular road to a plaza, provided that the transition is accompanied by the development of additional, adequate parking.

STRATEGIES

- 1.1. Evaluate the locations, amount, and quality of recreation and open space frequently to assure that current and future populations have adequate access to these amenities.
- 1.2. Periodically review development impact fees and/or land dedication requirements to ensure they accurately reflect the true costs to the City of providing parks and recreation facilities for its residents.
- 1.3. Consider cost effective and self-sustaining upgrades to/expansion of the Community Recreation Center or a phased approach to expansion.
- 1.4. Review standards for level of service, proximity and service areas for pocket/neighborhood parks to expand residential access to recreation.
- 1.5. Explore feasibility of using 100 West (from State Street to 100 South) as a pedestrian oriented plaza.
- 1.6. Update Hurricane's Sensitive Land and Hillside Ordinance to ensure the protection of sensitive lands and open space.

OPEN SPACE AND TRAILS GOAL 2: INTERCONNECTED TRAIL SYSTEM

POLICIES

- 2.1. The City encourages the development of walking and bike paths/lanes in new development to contribute to an interconnected system that links major destinations.
- 2.2. Neighborhoods should be designed to provide safe pedestrian connectivity. This may include trails between lots, wider sidewalks, and connections through open space, parks, and common areas.
- 2.3. The City encourages pedestrian connectivity to improve safety and quality of life, enhance the sense of community, encourage people to walk or bike, and increase the opportunity for neighbors to interact.
- 2.4. New trail systems shall provide access to adjacent neighborhoods, open spaces, and employment centers and tie in with the Washington County and adjacent city trails systems.
- 2.5. The City coordinates closely with surrounding land owners, such as BLM, to ensure local and regional trail systems are connected.

STRATEGIES

- 2.1. Update the City's trails and active transportation master plan to include:
 - a. Timeline, funding, and partners for proposed/planned trail projects
 - b. Identify trailheads for upgrades
 - c. Identify key locations and trailheads for wayfinding signage and maps
 - d. Standards for bike lanes and locations for future bike routes
- 2.2. Consider revising City codes to require master planning to provide open spaces and recreation facilities for all residential projects larger than 5 acres.
- 2.3. Improve key intersections where trails cross major roads with enhanced crosswalks.
- 2.4. Coordinate with canal companies to explore the possibility of canal trails.
- 2.5. Apply for grants to achieve trail connectivity goals.
- 2.6. Propose an annual trail development and acquisition budget.
- 2.7. Pursue purchasing or dedication of waterways, floodplains, and washes for trails within the City.
- 2.8. Assist in the organization of an Active Transportation Committee for hikers and bikers to engage the community in trails planning.



CHAPTER 7

OUR NATURAL RESOURCES

Hurricane City is nestled in the middle of a beautiful red-rock desert and surrounded by State and Federally Protected lands that are nationally recognized for their unique beauty. Hurricane has the opportunity to capitalize on the beautiful and abundant natural resources Southern Utah has to offer.

Moving forward, as the City continues to develop, it will be important to preserve critical viewsheds that connect residents to their scenic landscape. Additionally, understanding the effect of water availability and cost to new developments is crucial.

Water is a valuable resource, especially in semi-arid climate. As a land use that requires plenty of water, agricultural uses should be closely evaluated. Agriculture is an important part of Hurricane's history and many residents call it a defining part of the City's character. Understanding the role agriculture plays in Utah's economy and how the market for locally-grown produce is evolving and can bring light to new opportunities for agricultural preservation in Hurricane and inform decisions that will make the most of this high-water-use land. As Hurricane continues to develop, the City has an opportunity to strengthen food security and resilience by incorporating food networks (urban farms, community gardens, etc) into development projects.

OUR NATURAL RESOURCES IN 2020

OUTDOOR RESOURCES

Hurricane City is known for their stunning views and close proximity to natural open space. Outdoor resources in the City are highly valued by residents.

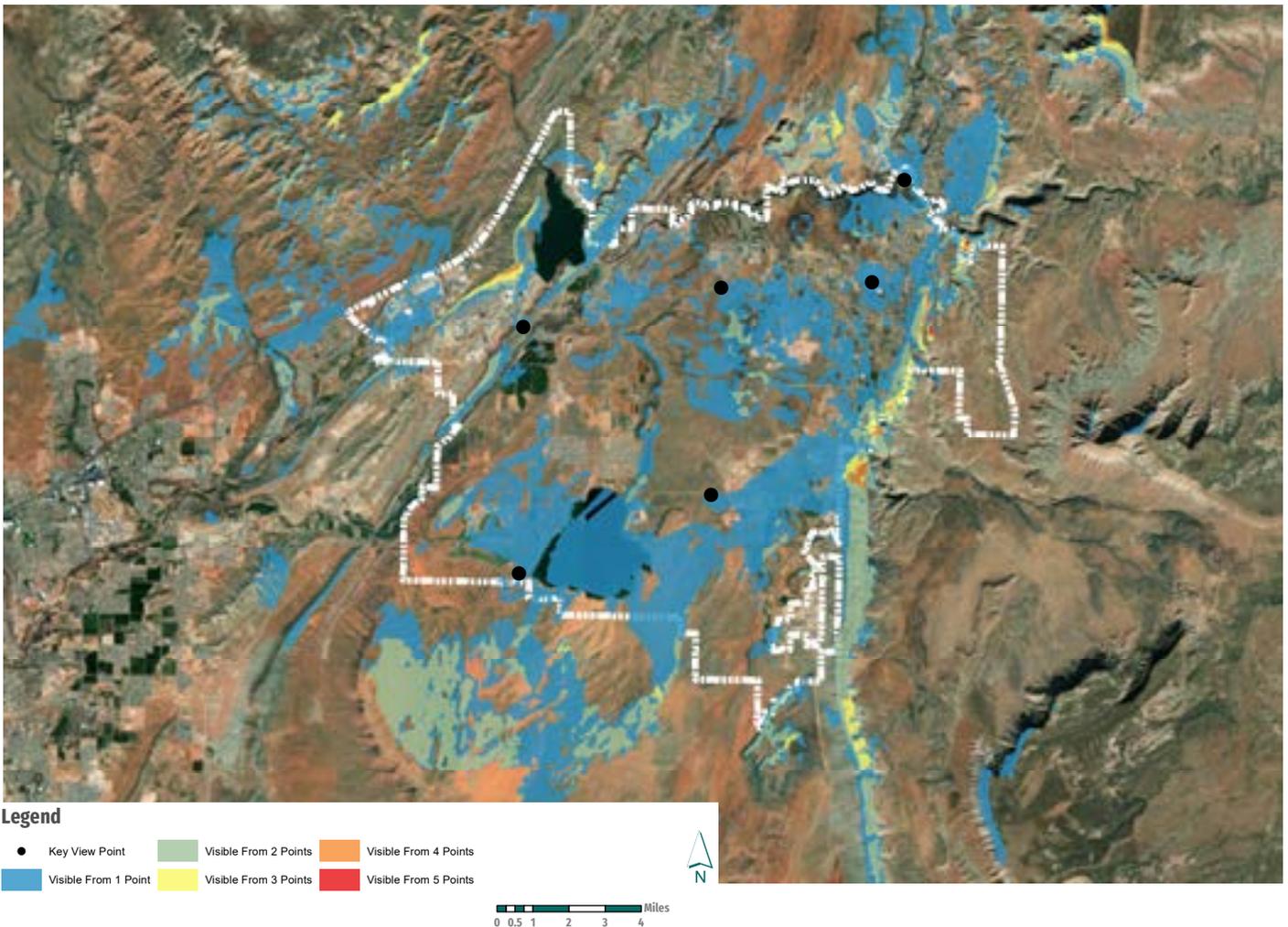
Some of the other abundant outdoor resources in the City include the water supply, agricultural land, and dark night skies.

VIEWSHEDS

One thing that all Hurricane residents can agree on is that the view is unbeatable. In the heart of Southern Utah, Hurricane’s red rock bluffs, sky blue reservoirs, and historic charm are all highly valued assets in the community. Since a large percentage of the City is currently undeveloped, the views of this landscape are rarely interrupted.

regions color-coded by how many of these viewpoints have visibility of the region. This map helps determine which viewsheds are likely to be the most important to a community, as areas that can be seen from several points in the City may be more valuable. This map shows that the ridge to the Southeast of the City can be seen from almost anywhere in town, indicating that it may be an important view to preserve as new development occurs.

The map below shows several “viewpoints” scattered through town (represented as black dots) and several



WATER SUPPLY

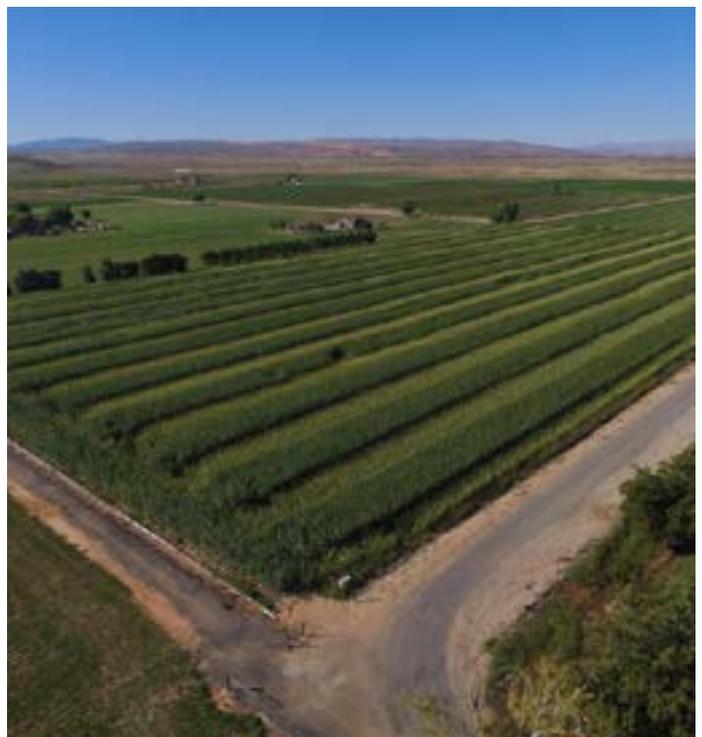
Our beautiful desert landscape also comes with an extra awareness of water supply and quality. Hurricane City’s water department is responsible for the culinary and pressurized irrigation systems for the community and maintains several springs and wells along with water lines, meters, tanks, etc. The

City also has a Water Board that is responsible for reviewing the City’s water supply and distribution system. An agreement with the Washington County Water Conservancy District for wholesale water delivery helps cover areas and times when municipal supplies cannot keep up with demand.

AGRICULTURAL RESOURCES

In a study conducted by Envision Utah in 2014, an astounding 97% of Utahans favored scenarios where Utah increases production in agriculture and consumes more locally grown food, even though Utahans are exporting locally-grown produce and consuming more out-of-state food. In fact, according to the American Planning Association of Utah, “roughly 3% of fruits and 2% of vegetables consumed by Utahans are grown in-state ... In contrast, Utahans produce 95% of grains, 134% of protein (beef, pork, chicken, turkey, eggs), and 26% of dairy, but not all of that production is consumed by Utahans, in part due to the lack of processing facilities.” (APA Admin)

Behind livestock and dairy, alfalfa hay is by far the most abundant agricultural resource produced in Utah and it’s certainly the most common crop, in 2017 the state produced over two million tons of it. In 2017 Washington County alone had 8,507 acres of alfalfa fields followed by 114 acres of vegetable fields and 70 acres of peach fields.



Hurricane Agriculture Source: Realtor.com

Economic Contribution of Utah’s Production Agriculture to the Utah Economy in 2014

	Direct	Indirect	Induced	Total
Output (\$ Millions)	\$2,375	\$732	\$369	\$3,477
Employment	17,968	5,141	2,762	25,871
Labor Income (\$ Millions)	\$130	\$130	\$109	\$538
Total Value Added (\$Millions)	\$1,392	\$361	\$200	\$1,953

Source: IMPLAN Analysis with revised 2014 ag receipts

DARK SKIES

Over the last several years, many rural communities or communities surrounding large areas of protected land, such as national parks have been pushing to reduce light pollution. There are few areas left in the United States where you can see the Milky Way.

In addition to the cultural and sentimental effects of losing our night skies, light pollution has a dramatic effect on natural ecosystems. For billions of years, plants and animals have been able to count on a predictable pattern of day and night and have adapted to this schedule. This schedule determines important patterns and behaviors for reproduction, sleep, protection from predators, and access to food and nourishment. As light pollution spills past city limits into natural habitats, it disrupts this pattern by lighting the night and can have deadly effects on many species.

Research scientist Christopher Kyba stated that, for nocturnal animals, “the introduction of artificial light probably represents the most drastic change human beings have made to their environment... Predators use light to hunt, and prey species use darkness as cover.” Kyba further explains that “near cities, cloudy skies are now hundreds, or even thousands of times brighter than they were 200 years ago. We are only beginning to learn what a drastic effect this has had on nocturnal ecology.”

WHY DOES THIS MATTER?

Hurricane has the opportunity to capitalize on the beautiful and abundant natural resources Southern Utah has to offer. Moving forward, as the City continues to develop, it will be important to preserve critical viewsheds that connect residents to their scenic landscape. Additionally, understanding the effect of water availability and cost to new developments is crucial in Southern Utah’s semi-arid climate. The City has an opportunity to review development standards, specifically in regards to landscaping, to ensure water is being used wisely and is somewhat consistent with the natural vegetation.

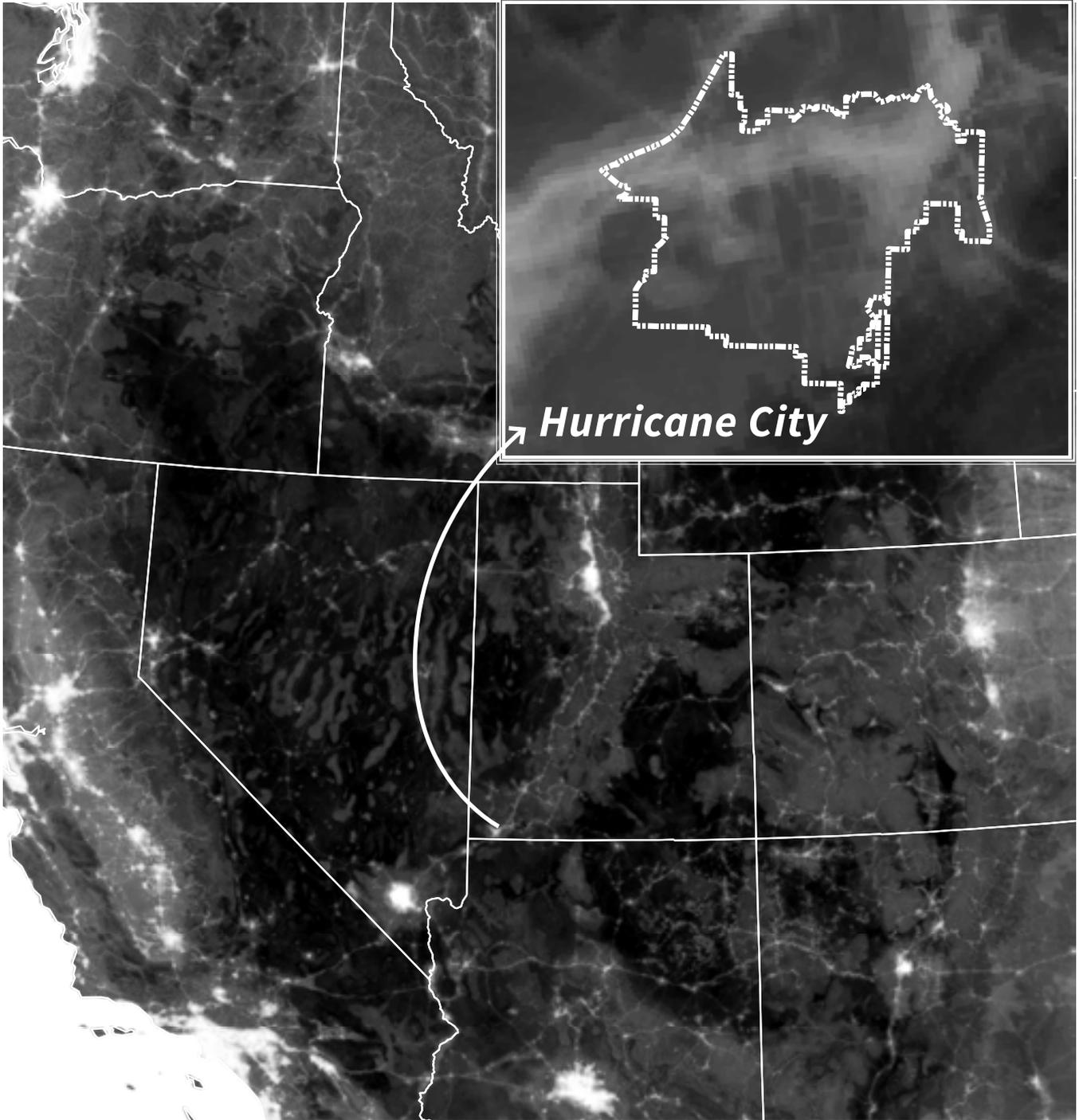
Water is a valuable resource, especially in semi-arid climate. As a land use that requires plenty of water,

Utah is lucky enough to have 16 certified dark-sky communities and parks. To become an International Dark Sky Park certified by the International Dark-Sky Association, a park must “demonstrate robust community support for dark sky protection and document designation-specific program requirements.” The closest certified dark sky park to Hurricane is Cedar Breaks National Monument, which is about an hour drive from Hurricane City or Kaibab Indian Reservation, which is roughly 45 miles to the south, just over the Arizona border.

Though Hurricane is not certified as a Dark-Sky Park or Community, it is still a common place for “astro-tourism”. Stargazing and astrotourism are becoming increasingly more popular as urban areas continue to develop and light pollution spills further into urban communities. Protecting these night skies provides a beautiful natural asset to the community, but it can also offer an economic advantage. Since most light pollution comes from unnecessary outdoor lighting, or lighting that is not properly shielded, eliminating excess outdoor lighting can improve visibility of the night sky and save millions of dollars.

agricultural uses should be closely evaluated. Agriculture is an important part of Hurricane’s history and many residents call it a defining part of the City’s character. Understanding the role agriculture plays in Utah’s economy and how the market for locally-grown produce is evolving can bring light to new opportunities for agricultural preservation in Hurricane and inform decisions that will make the most of this high-water-use land. As Hurricane continues to develop, the City has an opportunity to strengthen food security and resilience by incorporating food networks (urban farms, community gardens, etc) into development projects.

LIGHT POLLUTION



Legend

 State Boundaries


Darker Brighter



 Miles
0 35 70 140 210 280





OUR NATURAL RESOURCES VISION

In 2030, Hurricane is aware of its unique location in the heart of an arid climate and strives to minimize negative impacts on the surrounding environment. The City's policies reflect a desire to protect the scenic views, natural open space, quality of our limited water supply, and the wildlife and natural habitats surrounding our city.

THIS MEANS:

- » Creating new and enhanced regulations for water use
- » Preserving key views
- » Preserving agriculture
- » Preserving natural open space
- » Creating dark Sky regulations

GOALS, POLICIES, AND STRATEGIES

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NATURAL RESOURCES GOAL 1: PRESERVE HURRICANE’S NATURAL BEAUTY

POLICIES

- 1.1. New development should minimize obstruction of views of scenic vistas and the natural quality of the SR-9 and SR-7 City gateways.
- 1.2. New development should preserve ridges, escarpments, river washes, and other natural features where possible; and provide open spaces for natural and public benefit.
- 1.3. The City supports and encourages the preservation of natural open space.

STRATEGIES

- 1.1. Review and revise City codes, as necessary, to implement project planning and design standards to protect scenic vistas, natural open spaces, and wildlife habitats.
- 1.2. Continue to monitor air quality standards set by the State Board of Air Quality and petition for standards particular to Washington County.
- 1.3. Develop a sensitive areas master plan that addresses preservation of key natural spaces and wildlife corridors.
- 1.4. Update Hurricane’s Sensitive Land and Hillside Ordinance to ensure the protection of sensitive lands and open space.

NATURAL RESOURCES GOAL 2: PRESERVE HURRICANE’S DARK NIGHT SKIES

POLICIES

- 2.1. The City values it’s night-sky views and recognizes our regional role in preserving them.
- 2.2. New development shall utilize outdoor lighting that is shielded downwards to minimize upward light dispersal.
- 2.3. The City supports the conversion of street lighting to energy efficient LEDs.

STRATEGIES

- 2.1. Develop a “dark hours campaign” encouraging commercial properties to shut off bright, unused interior lights.
- 2.2. Convert street lighting to energy efficient LED bulbs.
- 2.3. Ensure outdoor lighting on City properties uses energy efficient LED lighting and is directed downward.
- 2.4. Develop a palette of Dark Sky friendly lighting fixtures for new development.
- 2.5. Consider updating current Dark Sky ordinances to contain “shall” wording, including exceptions for safety and security lighting.

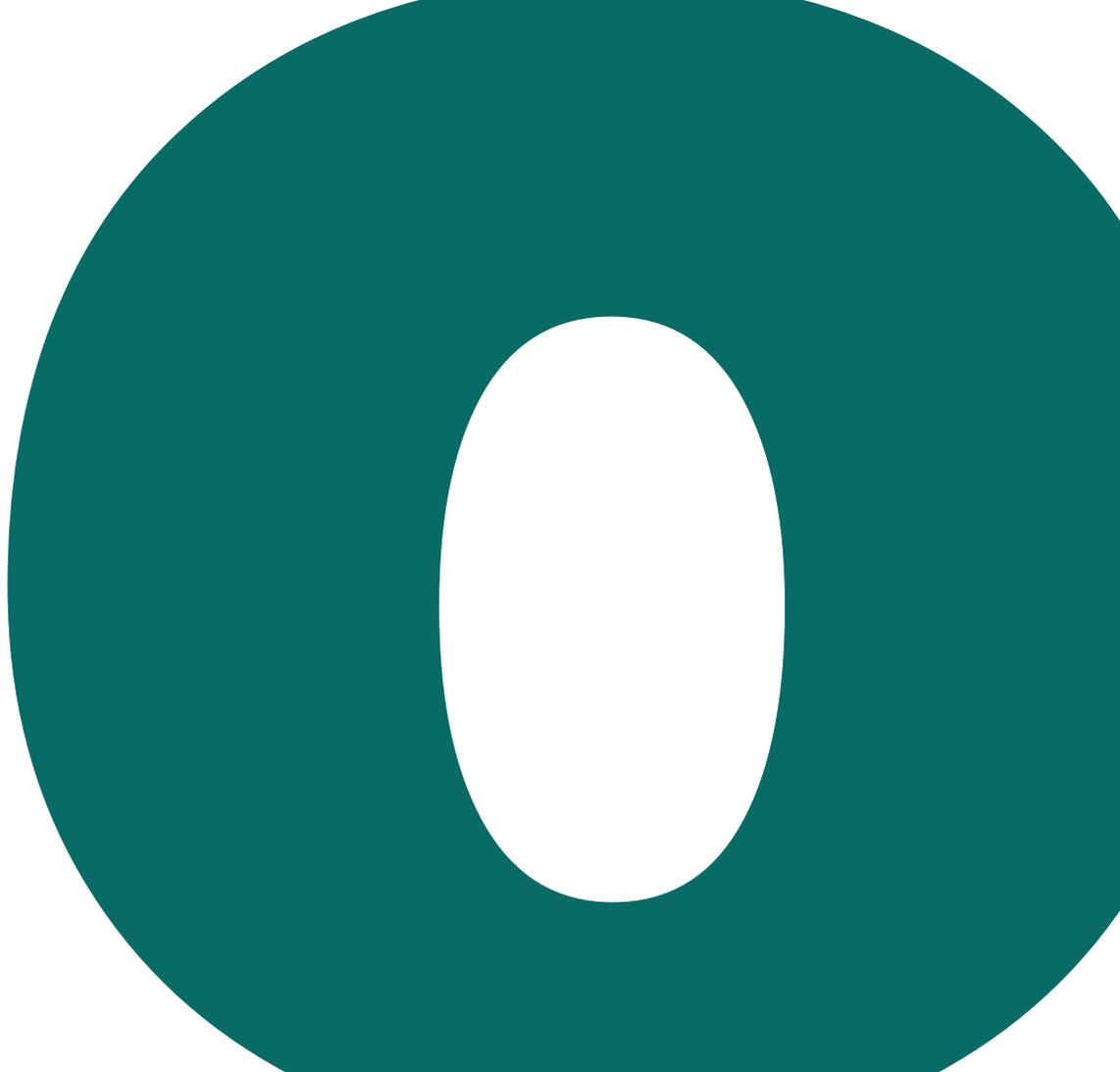
NATURAL RESOURCES GOAL 3: WATER QUALITY PROTECTION AND CONSERVATION

POLICIES

- 3.1. Development projects that could have adverse impacts on significant wetlands should be designed to eliminate or adequately mitigate such adverse impacts.
- 3.2. Ensure that City properties use xeriscaping as appropriate and water-wise irrigation methods.
- 3.3. New development should use native or low water use landscaping elements where possible to minimize the amount of water needed.

STRATEGIES

- 3.1. Work with the Corps of Engineers to obtain advance wetland identification to aid in prevention of wetland encroachment by public and private projects.
- 3.2. Coordinate closely with the Washington County Conservancy District to educate residents and promote available water-wise incentives to the public and to developers.
- 3.3. Consider revisions to the City codes to:
 - a. Require that new developments use turf grass sparingly, eliminating it where possible to reduce water use
 - b. Require new developments to use local/native plants for landscaping to reduce water use
- 3.4. Consider updating the City's landscaping and irrigation standards to conserve water usage. Techniques could include landscaping standards, approved plant lists, rainwater harvesting (where allowed), encouraging use of hydrozones, and others.



CHAPTER 8

IMPLEMENTATION



FUTURE LAND USE PLAN

PLANNING FOR THE DEVELOPMENT WE WANT

The geographic area of Hurricane is approximately 34,323 acres. Approximately 70% of that land within the City is undeveloped or is not developable due to land ownership, hazards, and/or environmental sensitivities. Unlike other, more compact municipalities, the “buildout” of the City is years, likely decades in the future. As the City develops, it will be important to ensure that development patterns and the mix of land uses continue to support the objectives of the General Plan, and to work to balance residential and commercial land uses to maintain financial sustainability.

Hurricane City has a unique opportunity as a rapidly growing municipality to implement key measures to ensure a proper balance of residential and commercial development. The “commercial” land use categories generally include all non-residential uses such as retail sales, offices, employment centers, and industrial uses. Historical trends in some communities have shown an ability to quickly add residences while commercial opportunities lag. This results in what are known as “bedroom communities,” or cities which are primarily residential, while employment and shopping for residents are found elsewhere. Challenges for these communities include relatively

high annual household transportation costs, high commute times, limited access to employment, and traffic issues that result from traveling to obtain services available primarily in surrounding areas.

At present, Hurricane shows characteristics of a community that may have a slight imbalance of commercial and residential options. Average commute times are 20.8 minutes for Hurricane, which is slightly higher than most built-out communities throughout Utah that have a more balanced mixture of use types. St. George shows an average commute time of 14.2 minutes, suggesting a better balance of residential and commercial uses, while Cedar City commutes average 13.3 minutes.

Annual transportation costs per household for Hurricane average \$14,417, which is notably higher than the costs for St. George at \$13,161. This difference is largely due to the differing commute times for the two cities, and reflects that there are fewer job opportunities on a per capita basis in Hurricane than in St. George. Roughly 10,015 jobs are available within a square mile in St. George (as measured from a center point), while approximately 1,506 jobs are available in Hurricane within a square mile.



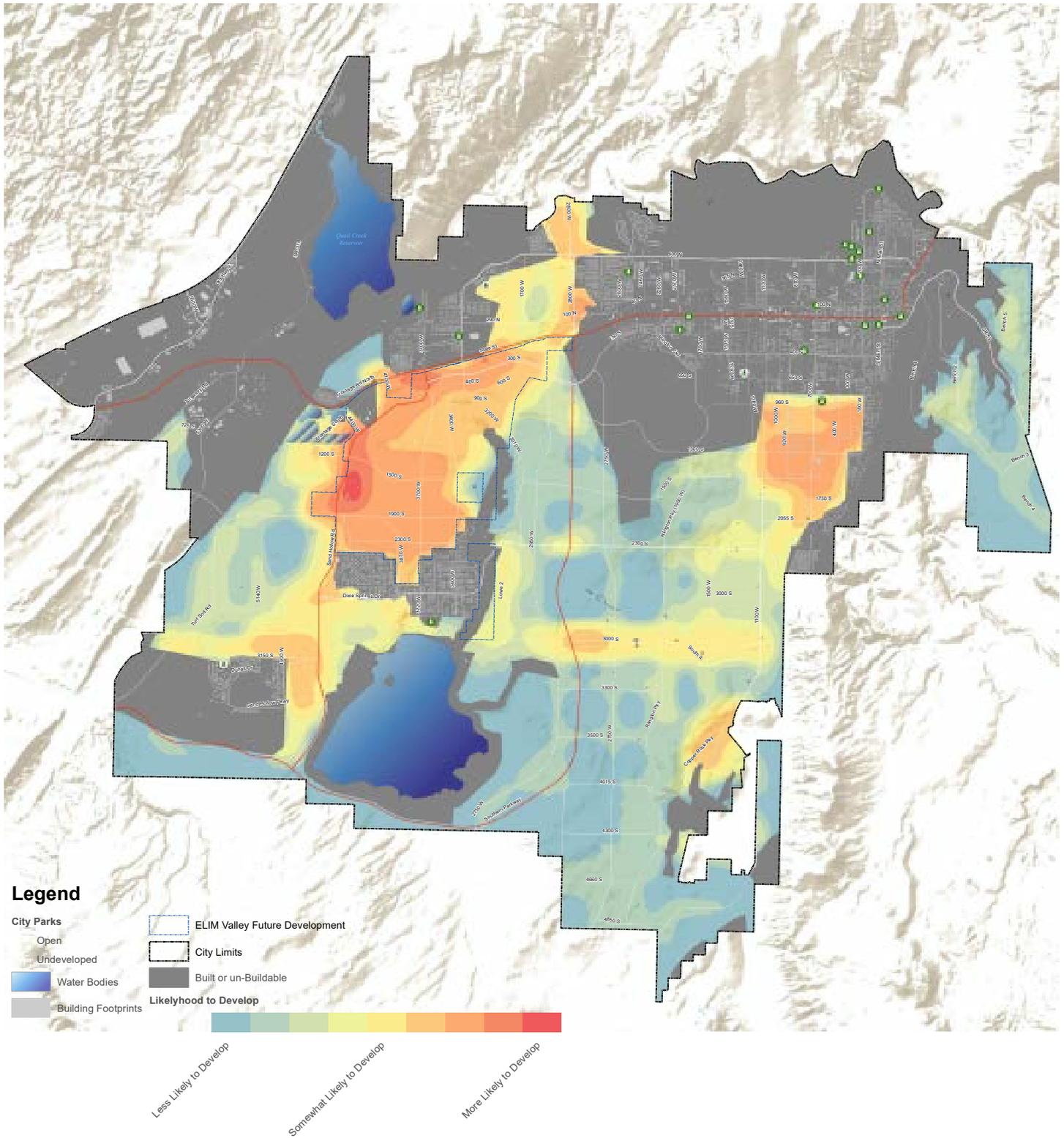
The difference in transportation costs is also notable in that it results in reduced disposable income for residents of Hurricane, as compared to St. George. This has an impact on retail spending power and retail desirability characteristics for potential commercial tenants. Additionally, the near \$1,250 difference in transportation costs between Hurricane and St. George has an impact on housing attainability. Financing institutions now look more closely at the relationship of total household income to be spent on housing and transportation as criteria for mortgage financing. A family that could afford a \$300,000 home could qualify for a \$340,000 home with the addition of \$1,250 per year in saved transportation costs. Consequently, this metric is important to follow in understanding all the life-cycle housing options and the relationship of the amount of residential versus commercial (employment) options within a city.

A key metric for Hurricane to track going forward will be the total commercial space per household and total retail space per capita. For the latter, commercial space needs (including office and industry) have been at about 200 square feet per household and for retail, that number is about 60 square feet per household. However, retail space need is trending downward as market conditions change and more retail activity

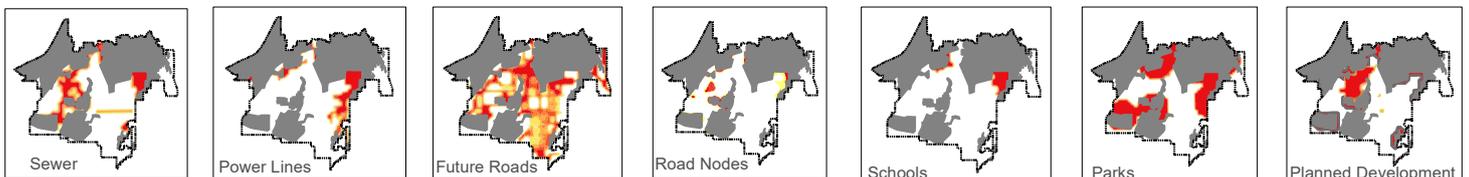
is done online. Most communities throughout the Intermountain West are planning for retail needs of 15 square feet per person. Areas which capitalize on tourism traffic and highway accessibility may see increased needs over this metric. Hurricane currently has about 1,400 square feet of developed commercial per household, this number is inclusive of several large distribution warehouses. The future land use plan herein allows for roughly 200-400 square feet per household depending on the rate of development and the development market. It will be critical for the city to continuously monitor this ratio as new development is proposed to ensure a viable community.

With only about 22% of Hurricane's land having been developed at the time of this plan, it is important to determine not only WHAT land uses we want to pursue in the remaining areas, but WHEN we want to pursue them. New development in Hurricane comes with expanded infrastructure. The following map shows development potential based on existing infrastructure such as sewer and water, power, existing and future road networks, schools, and parks. Areas that are labeled "more likely to develop" have access to more of this infrastructure than areas that are labeled "less likely to develop".

Infrastructure and Facility Supported Development



DETERMINING FACTORS:



TOOLS TO HELP US GET THERE

As described above, key indicator for Hurricane to track and manage will be the amount of newly developed commercial floor space per residence, with a separate consideration for the amount of retail space per capita. To maintain or establish a community balance, Hurricane should monitor these metrics in relation to the numbers of new residential units. As developers will largely prefer to build residential over commercial in the current market (due to greater available returns for residential from limited risk), the potential for imbalance will persist. Hurricane should consider implementing some specific policies to help establish a proper ratio of commercial and residential space. These may include the following:

Public Infrastructure District (PID) – This development tool allows the city to establish specific requirements and guidelines for new construction. A PID is a financing tool that permits a property owner to issue bond against tax revenues or assessments created from the development. It requires 100 percent property ownership approval, so it typically relates to single-ownership developments. A city can require specific development in “exchange” for approval of a PID, thereby allowing the city to have notable say in what type of development occurs at key sites. Hurricane City recently adopted a PID ordinance in December of 2020 that should be periodically reviewed and updated as necessary.

Community Reinvestment Area (CRA) – A CRA is an economic development tool that permits for capturing new increases in taxable values, with those gains to be spent with a defined project area. This tool is intended to aid projects that would not otherwise be built with existing market conditions. A city creates a project area plan for defined boundaries and outlines key objectives and purposes of the planned tax financing. Hurricane may choose to incentivize specific types of commercial development, or make requirements that for residential development to receive funding assistance, a certain amount of commercial space also be added.

Transferable Development Rights (TDRs) – this economic development and preservation tool allows for concentrated areas of development focus within a city. Development rights in areas of high sensitivity (environmental, neighborhood pressures, etc.) can be “transferred” via an open market to areas that are capable of supporting more development. The exchange of rights does not need to be equivalent (1:1), thereby resulting in the option of buoying up key areas with increased density while preserving others. This tool could prove useful in maintaining a proper balance of residential space, and providing a population boost to key retail areas to ensure their success.

These three tools can operate independently or collectively. They can be used to balance land uses in Hurricane, gauge development impact on key quality of life characteristics such as reducing commute times and transportation costs; and will increase the number of local options for employment.

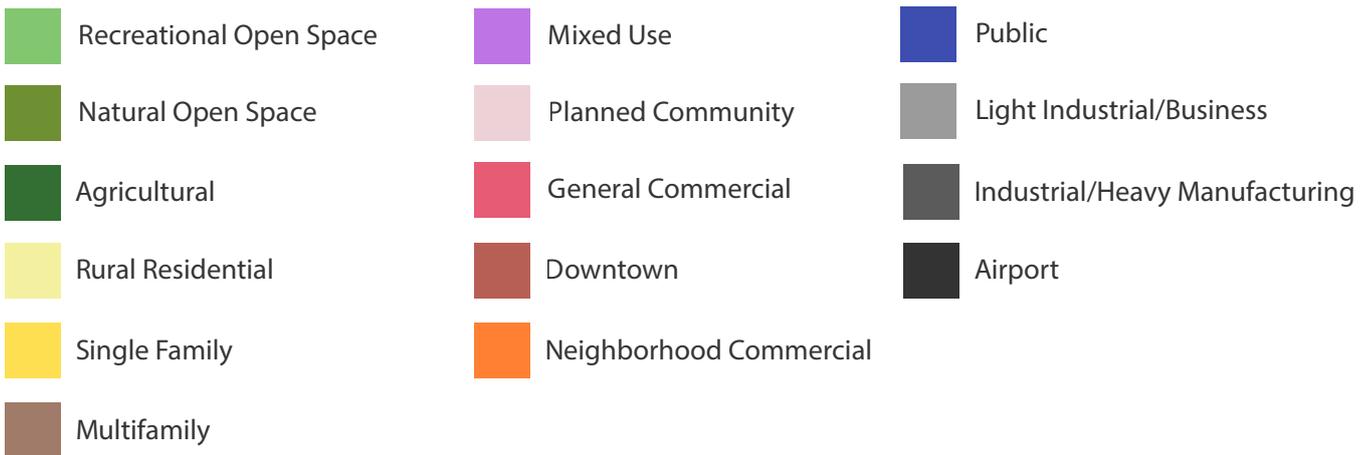
OUR FUTURE LAND USE MAP

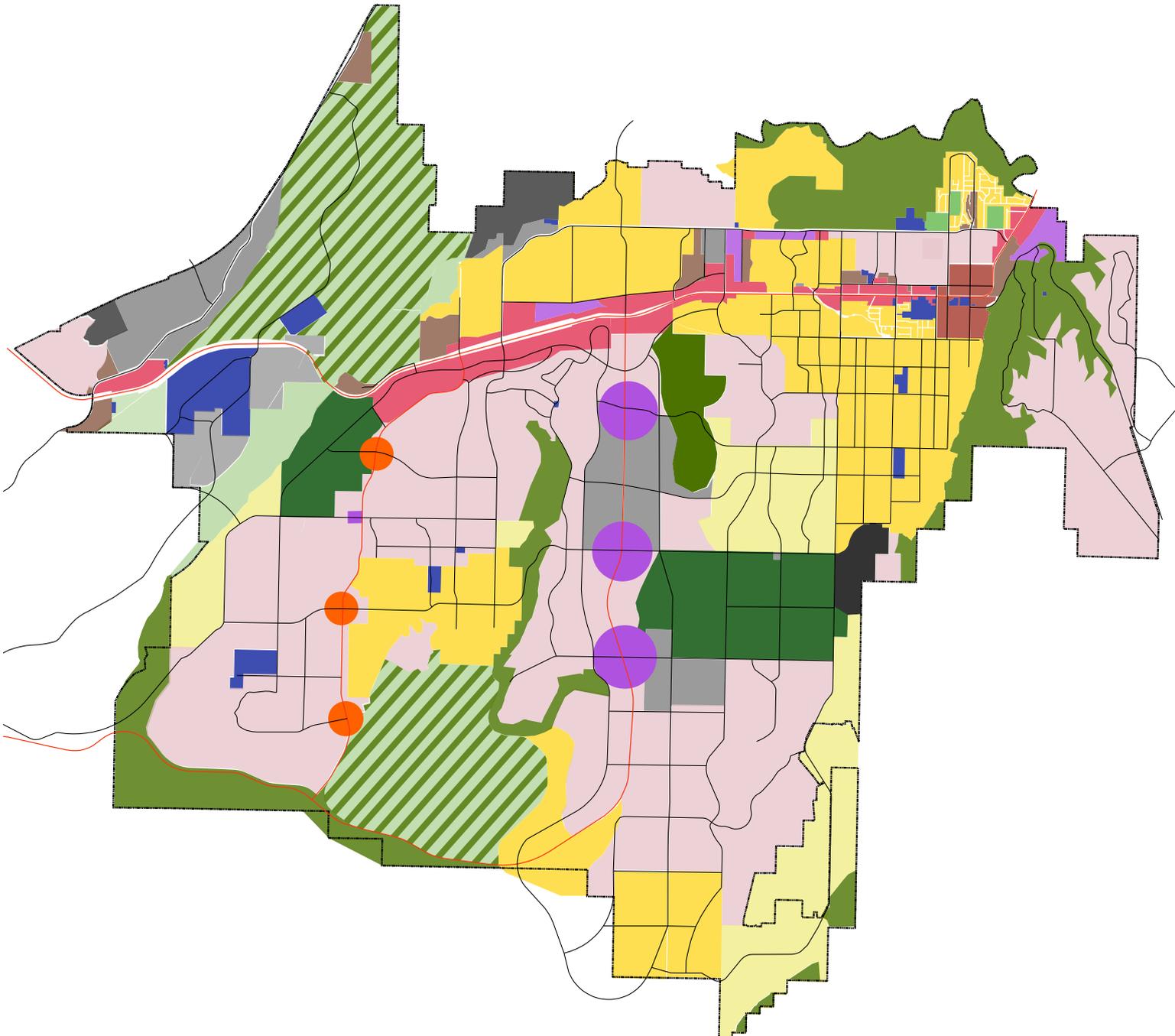
The utility of the Future Land Use Map (FLUM) is to identify areas that are currently zoned to support current and anticipated future uses, and distinguish those from areas where current zoning is anticipated to change in the future to accommodate desired and planned future uses. In Hurricane, the developed and developing areas have current zoning that supports current and near-term future uses. The main areas of the City in which land uses are anticipated to change in the future, and where zoning is expected to change to accommodate new uses, are the areas currently zoned RA-1, Residential Agriculture, which provides for agricultural uses and residences at up to one unit per acre and undeveloped areas.

Future Land Use is separate from Zoning and doesn't change the City's existing land uses. The purpose of a FLUM is to guide future development and growth in a direction the City can support and in a way that enhances the quality of life of existing and future

residents. FLUM land use categories should be general enough to allow for some design flexibility, but specific enough to give landowners and developers some direction as to what the City is looking for in uses and style and patterns of future development. The FLUM should also recognize and acknowledge the expectations of current landowners with regard to allowable future zone changes, while providing an understanding of the City's own expectations.

The approach to developing a new FLUM is generally two-fold. The first step was to revise and clarify the future land use category descriptions to provide guidance regarding desired land development patterns, land uses and "neighborhood" types. The City's new FLUM describes land uses in four main categories; residential land uses, commercial land uses, office and industry land uses, and public and open space. The land use descriptions can be found on the following pages.







RESIDENTIAL LAND USES

RURAL RESIDENTIAL

These areas should serve as a transition from agricultural to traditional neighborhoods or commercial uses. Appropriate residential densities for this land use include from one unit per 40 acres to RA-.5 and RA-1

SINGLE FAMILY RESIDENTIAL

Residential neighborhoods characterized by single-family homes. These uses should be located near supporting community uses such as, but not limited to churches, schools, and parks. Appropriate densities for this land use include R1-15, R1-10, R1-8, and R1-6.

MULTIFAMILY RESIDENTIAL

Residential neighborhoods with a combination of small-lot single family and multifamily residences that include designated shared open spaces. Each development should consider proximity of transportation, schools, shopping, etc. The specific conditions for each project would be addressed during the approval process. Appropriate densities for this land use include RM-1, RM-2, and RM-3.

PLANNED COMMUNITY

Master planned communities should be complete communities that offer a mixture of housing types and supporting uses such as neighborhood and supporting commercial uses, offices, churches, schools, and parks. Development in this designation should take into account the character of existing surrounding development.

COMMERCIAL LAND USES

MIXED USE

Mixed use areas should be developed as small districts or community centers offering a mix of retail, dining, entertainment, employment, and supporting residential. These developments should be easy and safe to navigate on foot and located in areas with access to major roads and surrounded with appropriate residential densities to support these uses.

GENERAL COMMERCIAL

Commercial uses that provide retail, employment and service uses for the City. These developments should be located along major corridors.

NEIGHBORHOOD COMMERCIAL

Retail and service uses scaled to surrounding existing and planned future residential uses at strategic locations throughout the City.

DOWNTOWN

This land use is concentrated in Hurricane's historic downtown district. Desired uses downtown include retail, residential, dining, public, and entertainment. Development in this area should build on Hurricane's unique character and heritage, reusing existing buildings where possible. This area is held to a higher standard of design and strives to create a safe and inviting environment for pedestrians.



OFFICE AND INDUSTRY

LIGHT INDUSTRIAL/BUSINESS

Uses including general business operations, employment centers, and small-scale warehousing or assembly facilities with automobile and truck access. BMP and M-1 zone designations are most appropriate for this use.

INDUSTRIAL/HEAVY MANUFACTURING

Uses including heavy manufacturing and large-scale warehousing within large, predominately single or two story, structures. Use includes vehicular access for large trucks for raw materials and finished product shipping. The M-2 zone designation is most appropriate for this land use.

AIRPORT

Land uses in the area around the Hurricane Airport are limited in both use and scale to protect area residents and ensure safe use the airport.

PUBLIC AND OPEN SPACE

AGRICULTURAL

Property used for keeping or pasturing of animals or raising of crops with supporting residential use. Appropriate residential density should be between one unit per 40 acres to one unit per five acres.

PUBLIC

Uses including municipal services, public or private schools and campuses, playing fields, recreational facilities and similar public facilities.

NATURAL OPEN SPACE

Areas within the City of undeveloped open space, such as hillsides, ridge lines, river corridors, habitat, and drainage channels left in a predominately undisturbed state with minimal use impacts. These areas may include uses such as trails, trailheads, and small pavilions.

RECREATIONAL OPEN SPACE

Areas designated for private or public open space used for managed recreational activities including but not limited to playgrounds, splash pads, golf courses, and sports fields.

IMPLEMENTATION

In this section you will find implementation strategies (strategies) and key actions (actions). Implementation strategies must be relevant, adaptive, and decisive in order to realize the vision, goals, and policies of the General Plan. Strategies to implement this plan are included in Chapters 2-7 alongside goals and policies. The same strategies are included as a table in this chapter with specific information on timeline, responsibility, and anticipated cost.

STRATEGY TYPE

Supporting Plan or Study: These strategies include initiatives that may require additional support and direction at a more detailed level than what is established in this General Plan. These could include site-specific development guidelines, feasibility studies, master plans, subarea plans, or additional funding mechanisms.

Regulatory Changes: These strategies point to existing development regulations and standards will need to be updated to ensure consistency with the goals and policies of the General Plan.

Capital Project: These strategies include major infrastructure investments and funding partnerships are specifically relevant to the implementation of the General Plan goals and policies, but should be considered in conjunction with other capital improvements to determine priorities, project efficiencies, and timing of capital improvement expenditures.

Administrative: These strategies do not require regulatory changes, additional plans, or projects. They may require City staff supporting types of projects or development, close ongoing coordination with other agencies, or include minor projects that do not need major investment such as forming a committee.

STRATEGY TIMELINE

Short Term: 0-5 years

Mid Term: 5-10 years

Long Term: 5-20+ years

STRATEGY ANTICIPATED COST

Low: Anticipated cost to the City is less than \$20,000

Mid: Anticipated cost to the City is \$20,000-\$100,000

High: Anticipated cost to the City is \$100,000 or more

STRATEGY LEAD

Responsible parties and agencies to lead and organize the completion of these strategies can include The City of Hurricane (City) and associated departments and resources, Utah Department of Transportation (UDOT), Washington County (County), Bureau of Land Development (BLM), State of Utah (Utah), Washington County Water Conservancy District (WCWCD), or others.

The strategies in this document have been consolidated into key actions for more effective and efficient implementation starting on page 101 of this document. These actions include projects the city would like to take on, development code and other regulatory updates, and supplemental plans or studies.

The implementation section of this document should be reviewed and updated frequently to monitor the City's progress and updated to reflect the community's priorities and changing economic climate.

IMPLEMENTATION STRATEGIES

LAND USE					
STRATEGY	TYPE	TIMEFRAME	COST	LEAD	
1.1	Consider amending the City code to require that all new developments larger than 20 acres be master planned to protect natural features and farmlands; provide open space; and utilize efficient development patterns.	Regulatory Changes	Short	Low	City Planning
1.2	For land development projects located within or near identified geologic or soils hazards, a geologist, soil scientist, or civil engineer will identify, delineate, and evaluate those hazards as they affect the project area. The City should review and update the Sensitive Lands and Hillside Development requirements to help preserve natural areas.	Regulatory Changes/Supporting Plan or Study	Short	Mid	City Planning, City Engineering
1.3	Update the capital facilities plans as needed to provide guidance in construction of public facilities.	Supporting Plan or Study	Short	Low	City Planning, City Engineering
1.4	Review and adjust, as necessary, fees to assure that new development pays the total cost of the expansion of public utilities and services to support the development.	Regulatory Changes	Short	Low	City Planning
1.5	Establish concurrency standards to require or secure the installation of required infrastructure as a condition of approving rezoning applications.	Regulatory Changes	Short	Low	City Planning
1.6	Evaluate areas within the City where development impact fees or the creation of service areas could finance needed infrastructure.	Regulatory Changes	Short	Low	City Planning, City Administration
1.7	Pursue the addition and/or expansion of a public transportation system	Capital Project	Mid	High	City Planning, City Engineering, St. George City, SunTran, UDOT

LAND USE					
STRATEGY	TYPE	TIMEFRAME	COST	LEAD	
1.8	Regularly coordinate with public agencies regarding the provision of roads and utilities on public lands anticipated to be developed.	Administrative	Short	Low	City Planning, City Engineering, UDOT
1.9	Ensure that development is coordinated to maintain the character of current land uses and is economically viable as part of the General Plan.	Administrative/ Regulatory Changes	Short	Low	City Planning

HERITAGE AND CHARACTER					
STRATEGY	TYPE	TIMEFRAME	COST	LEAD	
1.1	Develop regulatory criteria for reviewing and acting on applications for rezoning land from agricultural to other land uses.	Regulatory Changes	Short	Low	City Planning, City Engineering
1.2	Identify land uses that may be compatible with, and support, continued agricultural operations, and include them in the City Code land use tables.	Regulatory Changes	Short	Low	City Planning
1.3	Identify properties that could qualify for Green Belt Preservation and work with property owners to achieve that status.	Supporting Plan or Study	Mid	Mid	City Planning, Property Owners
1.4	Review City codes to identify barriers to continued agricultural production in the City	Regulatory Changes	Short	Low	City Planning
1.5	Consider long-term protection of farmlands and open spaces through acquisition, bonding, conservation easements, tax districts, impact fees, etc.	Regulatory Changes	Short	Low	City Planning, Property Owners
1.6	Encourage the use of and support applications for agricultural protection overlay zones.	Administrative	Short	Low	City Planning
1.7	Work with property owners in key agricultural areas, as shown on the General Plan Map, to adopt agriculture zoning to preserve current agricultural land uses.	Regulatory Changes	Short	Low	City Planning, Property Owners
2.1	Review and revise as necessary the City's codes to incorporate development design standards to protect scenic resources, historic structures and places, sensitive areas and open spaces.	Regulatory Changes	Mid	Low	City Planning, County Historical Society

HERITAGE AND CHARACTER					
STRATEGY	TYPE	TIMEFRAME	COST	LEAD	
2.2	Consider adopting design regulations (such as a form based code) in critical areas of the City and along key corridors such as SR-9 and SR-7 to ensure that new development in Hurricane's Historical core is compatible with the City's historical character.	Regulatory Changes	Mid	Mid	City Planning, County Historical Society, City Recreation
2.3	Upgrade the Hurricane Historical Museum.	Capital Project	Mid	High	City Admin
2.4	Develop a "self-guided history tour" highlighting Hurricane's historic landmarks.	Administrative	Short	Low	City Planning, County Historical Society
2.5	Support and assist the City's new Farmer's Market to ensure its success.	Administrative	Short	Low	City Recreation
2.6	As part of local development strategy, develop local trails, maps, and guides to promote Hurricane's adventurous atmosphere.	Administrative	Short	Low	City Recreation, City Planning, City GIS
3.1	"Develop a Downtown/historic main street master plan and accompanying zoning or overlay development standards to address: Mixed Uses; Design Standards; Infill Standards; Building Facades; Public Realm Enhancements; Gathering Places"	Supporting Plan or Study	Short	High	City Planning
3.2	Explore the redevelopment of the community center area as a catalyst project to revitalize the downtown area. Conduct a fiscal impact study to understand the amount of tax revenue, jobs, and other benefits such a project could provide while considering the cost of service.	Supporting Plan or Study	Mid	Mid	City Planning, City Recreation, City Parks

HERITAGE AND CHARACTER					
STRATEGY	TYPE	TIMEFRAME	COST	LEAD	
3.3	Beautify Downtown's public spaces by enhancing landscaping, updating public furnishings, and establishing a façade improvement program to incentivize business owners to update their storefronts.	Capital Project	Long	High	City Admin
3.4	Explore funding grants such as CDBG Block Grants to accomplish downtown vibrancy goals.	Administrative	Mid	Low	City Planning
3.5	Develop a Downtown community arts program and district to display public art.	Administrative	Short	Mid	City Planning, City Recreation, Public Arts Committee
3.6	Create a Parking Plan for the Downtown area.	Supporting Plan or Study	Short	Mid	City Planning, City Engineering
3.7	Review City codes to identify possible regulatory barriers to Downtown development and identify possible incentives to support the types of development that the City supports. Options could include: Consider a Downtown District form-based code, Evaluate parking requirements, Waive or reduce local development fees, Review project permitting processes for redundancies/inefficiencies, Consider a grant program to help local businesses update facades on buildings or provide for additional updates.	Regulatory Changes	Short	Low	City Planning

HOUSING					
STRATEGY	TYPE	TIMEFRAME	COST	LEAD	
1.1	Consider adopting regulations to provide a bonus of one additional housing unit for each affordable unit provided, up to 5% of the total number of residential units in certain zones.	Regulatory Changes	Short	Low	City Planning
1.2	Ensure that developments that receive incentives for affordable housing provide plans to maintain the affordability of the units beyond the first occupants or a set time period.	Regulatory Changes	Short	Low	City Planning
1.3	Allow for moderate income residential development in mixed-use zones and planned commercial and neighborhood commercial zones based on guaranteed low to moderate income rental or ownership rates for a set time period.	Regulatory Changes	Short	Low	City Planning
1.4	Zone for affordable housing near major corridors such as SR-9.	Regulatory Changes	Mid	Low	City Planning
1.5	Continue to allow for accessory dwelling units for full-time and short-term renters, which provides revenue for City residents	Regulatory Changes	Short	Low	City Planning
1.6	Consider revising the land use code for mixed use and planned commercial zones to set specific densities and percentages of residential uses in commercial zones, with density bonuses available for deed restricted rent and sales prices.	Regulatory Changes	Mid	Low	City Planning

HOUSING

STRATEGY	TYPE	TIMEFRAME	COST	LEAD
1.7	Regulatory Changes	Mid	Low	City Planning
<p>Begin a study on the per-acre density standards in multifamily zones and consider how to rewrite the land use code to more easily accommodate more single bedroom units with less parking on the same size parcels, Consider amending the land use code to adjust density per acre standards to be based on number of bedrooms and parking requirements rather than unit count.</p>				
1.8	Regulatory Changes	Mid	Low	City Planning
<p>Create a plan to enforce Short Term Rental violations with civil penalties to increase regulation authority.</p>				
1.9	Regulatory Changes	Mid	Low	City Planning, City Engineering
<p>Adopt a policy regarding the implementation of Public Infrastructure Districts (PIDs), as well as a vision for enacting Community Reinvestment Areas (CRAs) to support a variety of housing stock.</p>				
1.10	Supporting Plan or Study	Mid	Mid	City Planning, City Admin
<p>Consider the impact of a transferable developmental rights (TDR) program to ensure preservation of agricultural land and open space in exchange for increased intensity of uses in key, supportable areas.</p>				
1.11	Supporting Plan or Study	Short	Low	City Planning, City Admin
<p>The City will continually review the Moderate Income Housing Plan and update the goals and strategies to align with this 2021 General Plan and ensure the plan complies with state law.</p>				

TRANSPORTATION					
STRATEGY	TYPE	TIMEFRAME	COST	LEAD	
1.1	Annually assess the fiscal feasibility of prioritized project recommendations outlined in the 2019 Transportation Master Plan.	Administrative	Short	Low	City Planning, City Engineering
1.2	Develop bicycle route and parking standards.	Regulatory Changes	Mid	High	City Planning, City Engineering
1.3	Designate, sign, and leverage recreational bicycle routes.	Capital Project	Long	Mid	City Planning, City Recreation
1.4	Develop an active transportation committee	Administrative	Short	Low	City Planning, City Recreation
1.5	Coordinate with Washington and St. George to include SunTran routes in Hurricane.	Capital Project/ Administrative	Mid	High	City Planning, City Engineering, St. George City, SunTran, UDOT
1.6	Consider locations for future park-and-ride lots for public transportation and ride sharing.	Supporting Plan or Study	Mid	Mid	City Planning, City Engineering, St. George City, SunTran, UDOT
1.7	Consider developing transportation demand management programs and traffic control measures among businesses and employers which are substantial generators or attractors of traffic in order to reduce trip generation, traffic congestion, and air quality impacts.	Regulatory Changes/Supporting Plan	Mid	Mid	City Planning, City Engineering, UDOT
1.8	Develop an Active Transportation Master Plan	Supporting Plan or Study	Short	Mid	City Planning, City Recreation, City Engineering

ECONOMY					
	STRATEGY	TYPE	TIMEFRAME	COST	LEAD
1.1	Coordinate with health care companies to expand their medical facility in Hurricane.	Capital Project/ Administrative	Short	Low	City Planning
1.2	Create a downtown master plan that will guide the City in redevelopment and recommend standards for public infrastructure, streets, sidewalks and trails, bike lanes, housings, and commercial uses.	Supporting Plan or Study	Mid	High	City Planning
1.3	Create an economic development master plan that will outline strategies for attracting business and retaining current business within the City and identify a council to execute and implement the plan.	Supporting Plan or Study	Mid	High	City Planning
1.4	Create a retail strategy plan that understands current sales tax generators and where areas of growth might be best accommodated.	Supporting Plan or Study	Mid	High	City Planning
1.5	Create a financial sustainability model that projects key future expenditures and revenues to best understand city capacity and future development potential/ impacts.	Supporting Plan or Study	Mid	Mid	City Planning
1.6	Support creating commercial spaces in population Centers in the City to provide services to those areas.	Administrative	Short	Low	City Planning
1.7	Create a citywide understanding of the financial implications of each development type, clearly outlining fiscal impacts and costs of services for all commercial and residential uses.	Supporting Plan or Study	Mid	Mid	City

ECONOMY					
STRATEGY	TYPE	TIMEFRAME	COST	LEAD	
1.8	Support mix uses developments in key areas to support future commercial growth. Require a minimum percentage of those developments be retained as commercial space.	Supporting Plan or Study	Short	Low	City Planning
1.9	Support continued industrial growth and zone changes in appropriate areas of the City.	Supporting Plan or Study	Short	Low	City Planning
1.10	Support the Zion Regional Collaborative to bring infrastructure improvements into the area that will help attract tourists.	Administrative	Short	Low	City Planning
1.11	Create activities in the downtown area to attract people to commercial sites.	Administrative/ Capital Project	Short	Mid-High	City Planning
1.12	Periodically review and update the City’s policy regarding the implementation of Public Infrastructure Districts (PIDs), as well as a vision for enacting Community Reinvestment Areas (CRAs) to support a variety of commercial and residential properties.	Supporting Plan or Study	Short	Mid	City Planning, City Admin
1.13	Allow for Heavy Industrial in proper areas, ensure there is proper buffering between heavy industrial sites and residential areas.	Regulatory Changes	Short	Low	City Planning, City Admin

OPEN SPACE AND TRAILS

STRATEGY	TYPE	TIMEFRAME	COST	LEAD	
1.1	The City will evaluate the locations, amount, and quality of recreation and open space frequently to assure that current and future populations have adequate access to these amenities.	Capital Project	Short	Low	City Planning, City Recreation
1.2	The City will periodically review development impact fees and/or land dedication requirements to ensure they accurately reflect the true costs to the City of providing parks and recreation facilities for its residents.	Regulatory Changes	Short	Low	City Planning, City Recreation, City Administration
1.3	Consider cost effective and self-sustaining upgrades to/ expansion of the Community Recreation Center or a phased approach to expansion.	Capital Project	Mid	High	City Admin, City Recreation
1.4	Review standards for level of service, proximity and service areas for pocket/neighborhood parks to expand residential access to recreation.	Regulatory Changes	Mid	Low	City Planning, City Recreation
1.5	Explore feasibility of using 100 West (from State Street to 100 South) as a pedestrian oriented plaza.	Capital Project	Mid	High	City Admin, City Planning, City Recreation
2.1	Update the City's trails and active transportation master plan to include: Timeline, funding, and partners for proposed/planned trail projects Identify trailheads for upgrades Identify key locations and trailheads for wayfinding signage and maps Standards for bike lanes and locations for future bike route	Supporting Plan or Study	Short	Mid	City Planning, City Recreation, City Engineering

OPEN SPACE AND TRAILS					
STRATEGY	TYPE	TIMEFRAME	COST	LEAD	
2.2	Consider revising City codes to require master planning to provide open spaces and recreation facilities for all residential projects larger than 20 acres.	Regulatory Changes	Short	Mid	City Planning, City Recreation
2.3	Improve key intersections where trails cross major roads with enhanced crosswalks.	Project	Long	High	City Planning, City Recreation, City Engineering
2.4	Coordinate with canal companies to explore the possibility of canal trails.	Project	Long	Mid	City Planning, City Recreation, Hurricane Canal Company
2.5	Apply for grants to achieve trail connectivity goals.	Project	Short	Low	City Planning, City Recreation
2.6	Propose an annual trail development and acquisition budget.	Regulatory Changes	Short	Low	City Planning, City Recreation
2.7	Pursue purchasing or dedication of waterways, floodplains, and washes for trails within the City.	Capital Project	Long	High	City Planning, City Recreation, City Engineering
2.8	Assist in the organization of an Active Transportation Committee for hikers and bikers to engage the community in trails planning.	Administrative	Short	Low	City Planning, City Recreation

NATURAL RESOURCES					
STRATEGY		TYPE	TIMEFRAME	COST	LEAD
1.1	Review and revise City codes, as necessary, to implement project planning and design standards to protect scenic vistas, natural open spaces, and wildlife habitats.	Regulatory Changes	Short	Low	City Planning
1.2	The City will continue to monitor air quality standards set by the State Board of Air Quality and petition for standards particular to Washington County.	Administrative	Short	Low	City Planning
1.3	Develop a sensitive areas master plan that addresses preservation of key natural spaces and wildlife corridors	Supporting Plan or Study	Mid	Mid	City Planning, City Engineering
1.4	Update Hurricane’s Sensitive Land and Hillside Ordinance to ensure the protection of sensitive lands and open space.	Regulatory Changes	Mid	Mid	City Planning, City Engineering
2.1	Develop a "dark hours campaign" encouraging commercial properties to shut off bright, unused interior lights.	Regulatory Changes	Short	Low	City Planning
2.2	Convert street lighting to energy efficient LED bulbs.	Capital Project	Short	Mid	City Planning
2.3	Ensure outdoor lighting on City properties uses energy efficient LED lighting and is directed downward.	Capital Project/ Regulatory Changes	Short	Low	City Admin, City Planning
2.4	Develop a palette of Dark Sky friendly lighting fixtures for new development.	Regulatory Changes	Short	Low	City Planning
2.5	Consider updating current Dark Sky ordinances to contain “shall” wording, including exceptions for safety and security lighting.	Regulatory Changes	Short	Low	City Planning

NATURAL RESOURCES					
STRATEGY	TYPE	TIMEFRAME	COST	LEAD	
2.6	Consider adding Dark Sky components to the Residential Zoning Code for new residential developments, including exceptions for safety and security lighting.	Regulatory Changes	Short	Low	City Planning
3.1	Work with the Corps of Engineers to obtain advance wetland identification to aid in prevention of wetland encroachment by public and private projects.	Supporting Plan or Study	Mid	Mid	City Planning, City Engineering, Corps of Engineerings
3.2	Coordinate closely with the Washington County Water Conservancy District to educate residents and promote available water-wise incentives to the public and to developers.	Administrative	Short	Low	City Planning, WCWCD
3.3	Consider revisions to the City codes to: Require that new developments use turf grass sparingly, eliminating it where possible to reduce water use Require new developments to use local/native plants for landscaping to reduce water use	Regulatory Changes	Short	Low	City Planning
3.4	Consider updating the City's landscaping and irrigation standards to conserve water usage. Techniques could include landscaping standards, approved plant lists, rainwater harvesting (where allowed), encouraging use of hydrozones, and others.	Regulatory Changes	Short	Low	City Planning

KEY ACTIONS

PROJECTS

The geographic area of Hurricane is approximately 34,323 acres. Approximately 70% of that land within the City is undeveloped or is not developable due to land ownership, hazards, and/or environmental sensitivities.

DOWNTOWN HURRICANE

- » Upgrade the Hurricane Historical Museum. Develop a “self-guided history tour” highlighting Hurricane’s historic landmarks. Support and assist the City’s new Farmer’s Market to ensure its success.
- » Develop a local trails map and guide to promote Hurricane’s adventurous atmosphere.
- » Explore the redevelopment of the community center area as a catalyst project to revitalize the downtown area. Conduct a fiscal impact study to understand the amount of tax revenue, jobs, and other benefits such a project could provide while considering the cost of service. Beautify Downtown’s public spaces by enhancing landscaping, updating public furnishings, and establishing a façade improvement program to incentivize business owners to update their storefronts. Explore funding grants such as CDBG Block Grants to accomplish downtown vibrancy goals. Develop a Downtown community arts program and district to display public art. Create a Parking Plan for the Downtown area. Explore the feasibility of using 100 West (from State Street to 100 South) as a pedestrian oriented plaza.

TRANSPORTATION

- » Update the Capital Facilities Plans as needed to provide guidance in construction of public facilities. Pursue the addition and/or expansion of a public transportation system. Coordinate with Washington and St. George to include SunTran routes in Hurricane. Consider locations for future park-and-ride lots for public transportation and ride sharing.

ECONOMIC DEVELOPMENT

- » Create an economic development master plan that will outline strategies for attracting business and retaining current business within the City. Support continued industrial growth and zone changes in appropriate areas of the City. Support the Zion Regional Collaborative to bring infrastructure improvements into the area that will help attract tourists. Create activities in the downtown area to attract people to commercial sites. Support the expansion of health care facilities in Hurricane.

RECREATION

- » Evaluate the locations, amount, and quality of recreation and open space frequently to assure that current and future populations have adequate access to these amenities. Consider cost effective upgrades to/ expansion of the Community Recreation Center or a phased approach to expansion.
- » Review standards for level of service, proximity and service areas for pocket/neighborhood parks to expand residential access to recreation. Complete the update to the City’s trails and active transportation plan.
- » Improve key intersections where trails cross major roads with enhanced crosswalks. Coordinate with canal companies to explore the possibility of canal trails. Apply for grants to achieve trail connectivity goals. Propose an annual trail development and acquisition budget. Pursue purchasing or dedication of waterways, floodplains, and washes for trails within the City.

CONSERVATION

- » Ensure that City properties use xeriscaping, as appropriate, and water-wise irrigation methods.
- » Identify “dark hours” when commercial properties should shut off bright, unused interior lights
- » Convert street lighting to energy efficient LED bulbs. Ensure that outdoor lighting on City properties uses energy efficient LED lighting and is directed downward.

PLANNING AND DEVELOPMENT CODE

A primary implementation tool for general plans is a city’s zoning and development ordinances, and the Future Land Use Map. The following tasks have been identified in the Hurricane General Plan to conduct additional planning and to review and consider updates to the City’s codes:

SUPPLEMENTAL PLANNING

- » Develop a Downtown/historic main street master plan and accompanying zoning or overlay development standards to address: Mixed uses; Design Standards; Building Facades; Public Realm Enhancements; Gathering Places.
- » Evaluate areas within the City where development impact fees or the creation of service areas could finance needed infrastructure.
- » Begin a study on the per-acre density standards in multifamily zones and consider how to rewrite the land use code to more easily accommodate more single bedroom units with less parking on the same size parcels, Consider amending the land use code to adjust density per acre standards to be based on number of bedrooms and parking requirements rather than unit count.

DEVELOPMENT CODE REVIEW AND AMENDMENT

Zoning - Review and supplement regulatory criteria for reviewing and acting on applications for rezoning land from agricultural to other land uses. Support creating commercial spaces in population Centers in the City to provide services to those areas.

Project Planning - Consider amending the City code to require that all new developments larger than 20 acres be master planned to protect natural features and farmlands; provide open space and recreational amenities; and utilize efficient development patterns. Review and revise City codes, as necessary, to implement project planning and design standards to protect scenic vistas, natural open spaces, and wildlife habitats. Development projects that could have adverse impacts on significant wetlands should be designed to eliminate or adequately mitigate such adverse impacts. Periodically review development impact fees and/or land dedication requirements to ensure they accurately reflect the true costs to the City of providing parks and recreation facilities for its residents.

Establish code requirements for land development projects located within or near identified geologic or soils hazards to require that a geologist, soil scientist, or civil engineer identify, delineate, and evaluate those hazards as they affect the project area. Review and update the Sensitive Lands and Hillside Development requirements to ensure the protection of sensitive lands and open space.

Consider revising the land use code for mixed use and planned commercial zones to set specific densities and percentages of residential uses in commercial zones, with density bonuses available for deed restricted rent and sales prices.

Design Standards - Review, and revise as necessary, the City’s codes to incorporate development design standards to protect scenic resources, historic structures and places, sensitive areas and open spaces. Consider adopting design regulations in identifies areas of the City and along key corridors such as SR-9 and SR-7 to ensure that new development is compatible with the City’s historical character.

Downtown development and redevelopment - Create a downtown master plan that will guide the City in redevelopment and recommend standards for public infrastructure, streets, sidewalks and trails, bike lanes, housings, and commercial uses.

DEVELOPMENT CODE REVIEW AND AMENDMENT

Agriculture - Review City codes to identify barriers to continued agricultural production in the City. Identify additional land uses that may be compatible with, and support, continued agricultural operations, and include them in the City Code land use tables. Work with property owners in key agricultural areas, as shown on the General Plan Map, to adopt agriculture protection zoning to preserve current agricultural land uses. Identify properties that could qualify for Green Belt Preservation and work with property owners to achieve that status. Consider long-term protection of farmlands and open spaces through acquisition, bonding, conservation easements, tax districts, impact fees, etc.

Infrastructure - Review and adjust, as necessary, fees to assure that new development pays the total cost of the expansion of public utilities and services to support the development. Establish concurrency standards to require or secure the installation of required infrastructure as a condition of approving rezoning applications.

Affordable Housing - Consider adopting regulations to provide a bonus of one additional housing unit for each affordable unit provided, up to 5% of the total number of residential units. Ensure that developments that receive incentives for affordable housing provide plans to maintain the affordability of the units beyond the first occupants or a minimum of a ten year time period. Allow for moderate income residential development in mixed-use zones and planned commercial and neighborhood commercial zones based on guaranteed low to moderate income rental or ownership rates for the next 15 years. Zone for affordable housing near major investment corridors such as SR-9. Continue to allow for accessory dwelling units for full-time renters. Allow for single bedroom occupancy developments with lower parking requirements. Create a plan to enforce Short Term Rental violations with civil penalties to increase regulation authority

Conservation - Consider revisions to the City codes to require that new developments use turf grass sparingly, eliminating it where possible to reduce water use. Update the City's landscaping and irrigation standards to conserve water usage. Techniques could include landscaping standards, approved plant lists, rainwater harvesting (where allowed), encouraging use of hydrozones, and other techniques. The City will coordinate closely with the Washington County Conservancy District to educate residents and promote available water-wise incentives to the public and to developers.

Dark Skies - Develop a pallet of Dark Sky friendly lighting fixtures for new development. Update current Dark Sky ordinances to contain "shall" wording.