



Springville Main Street Corridor Plan Discovery Summary



Prepared for Springville City
Prepared by Design Workshop

DISCOVERY

Project success is only as good as the foundation that it has risen from. Springville City and its citizens have actively made efforts to envision their Main Street corridor through the implementation and development of plans, including the recently adopted Main Street Gateway Zone, the Springville General Plan, the Historic Center Community Plan, and the Economic Development Master Plan. Additionally, several plans are currently in process that can help define the plan foundation. This summary focuses on understanding the existing conditions of the corridor and study area, establishing a baseline for the implementation of improvements. The summary assesses current plans, policies, and revenue streams, and identifies a menu of tools that may be used to complement or amend those resources to help create a project that is supported through cooperative public and private investment and policy changes to create real projects. Community engagement activities began with an online public survey and broad stakeholder engagement kick off, and continued with an in-person event at the Farmers Market to get a collective sense of the opportunities and challenges facing the corridor.



EXISTING DOCUMENTS SUMMARY

INTRODUCTION

Springville City has a long history of planning, dating back to its founding in 1851 and the development of Plat A (Figure 3). To better understand the existing conditions, a thorough review of existing planning documents was completed. A summary of those plans and their implications for the Downtown Main Street Corridor plan are listed below. Refer to Appendix A for a full overview.

DOCUMENTS REVIEWED

- General Plan - 2011
- Economic Development Plan - 2015
- Design Standards for New Development
- Historic Center Community Plan - 2014
- Main Street Historic Tours
- Allen's Block Development Plan
- Design Standards for New Development
- Historic Center Community Plan - 2014

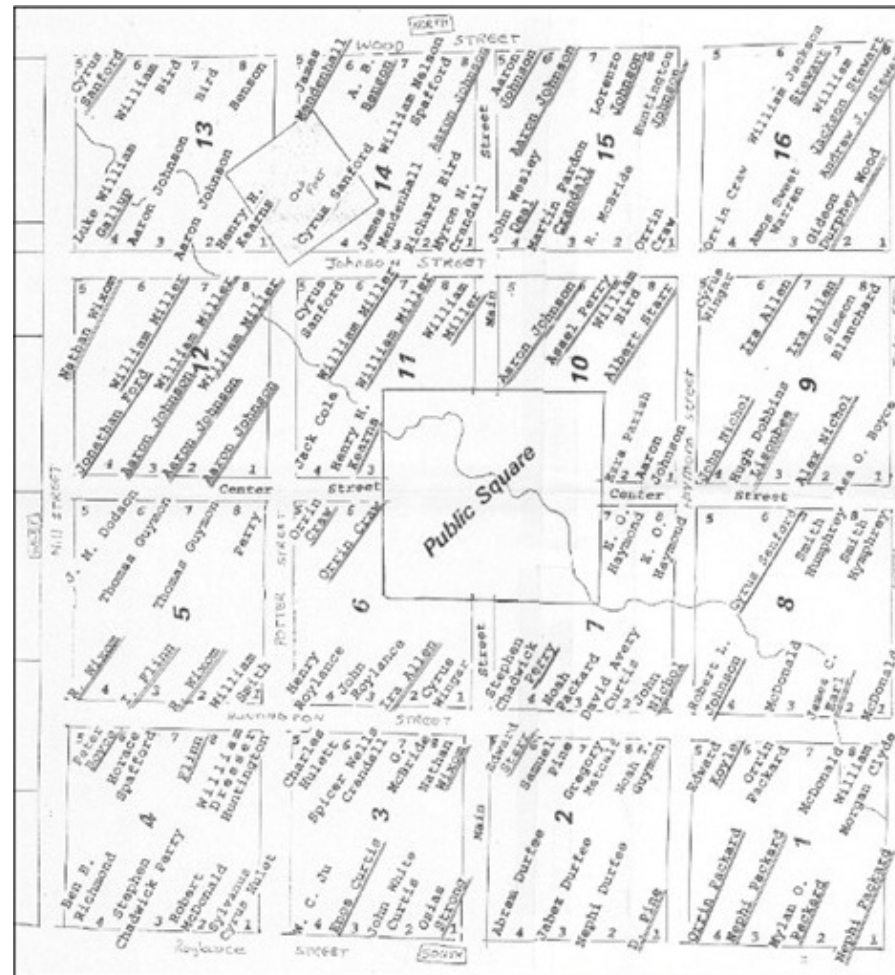


Figure 3: An illustrative map of Springville's Plat A prepared by Springville Historical Society, based on Luke William Gallup's diary entry in December 1852, before blocks were divided into 64

GENERAL PLAN SUMMARY

The General Plan is a long-range (20 year) policy document outlining the city's development goals, objectives and strategies around nine elements, including the three state-required elements of land use, moderate income housing, and transportation. It is intended to be a working document, used as a guide for physical development and to encourage economic growth without adversely impacting the overall character of the community. The plan was most recently updated in 2011. Key takeaways relevant to the Main Street corridor include:

1. Future uses on Main Street should be of similar scale to existing uses
2. Pedestrian prioritization on Main Street to counter the auto-oriented development that occurred in the 1950s-80s
3. To ensure a vibrant downtown, it's imperative to increase the amount of specialty shops, art, fine and casual dining, and pedestrian-oriented gathering spaces
4. Promote mixed-uses downtown with ground-floor commercial and residential above
5. Support complete streets, which provide safe routes for pedestrians, cyclists, and motorists, as well as traffic calming on Main Street through medians, bulb outs, plantings, raised crosswalks and varied paving patterns

LAND USE OBJECTIVE #1

Create a vibrant, attractive, walkable, and distinct town center district supported by a variety of commercial, employment, high-density residential, and civic uses.

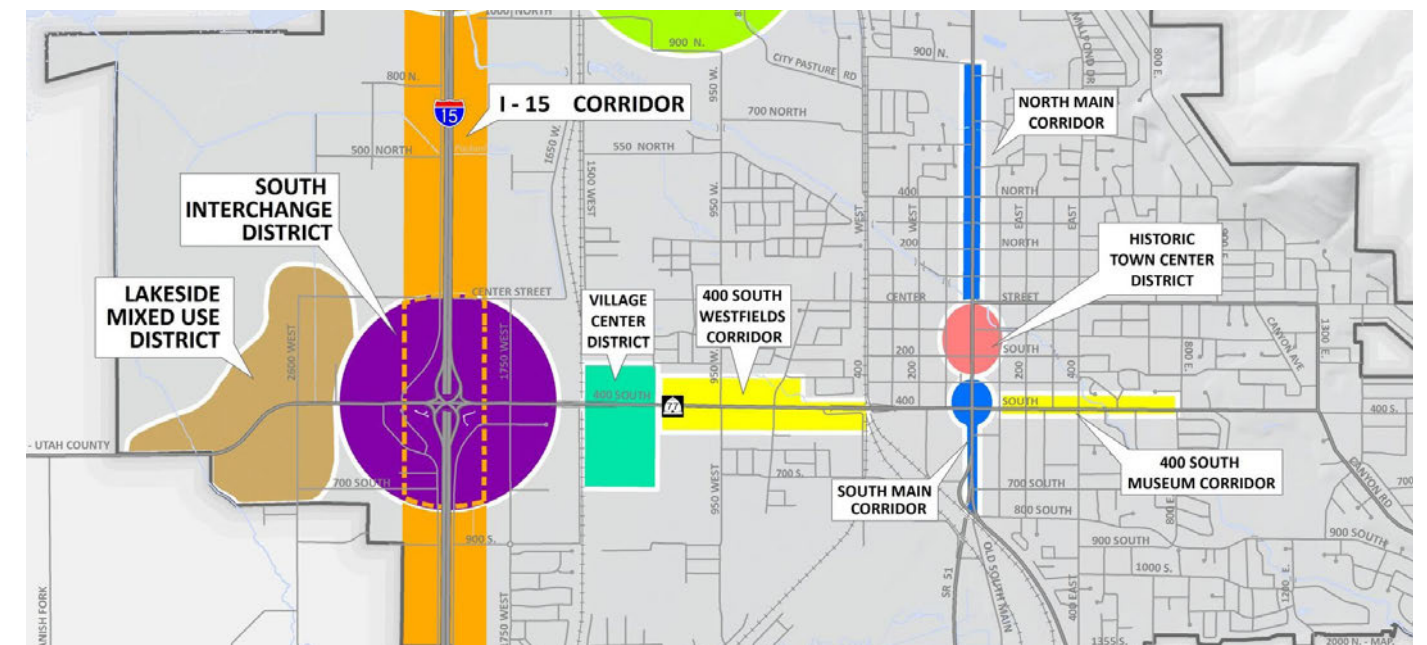


Figure 4: Economic development corridor map from The General Plan



SHAPING SPRINGVILLE
for 2035

KEY DEMOGRAPHIC DATA

- 1 36% of residents have a bachelor's degree or higher
- 2 72% homeownership rate
- 3 \$58,504 median household income

ECONOMIC DEVELOPMENT PLAN SUMMARY

The Economic Development Master Plan is updated every five years with the primary goal “to encourage economic development that will focus on future growth while benefiting present and future residents; through an increased revenue base, employment opportunities, and business diversity.” The most recent plan was published in 2015. Key takeaways relevant to the Main Street corridor include:

1. Springville is a family-friendly town located in a beautiful setting with access to outdoor recreation, an excellent library and regional art museum. Its proximity to regional and national road, rail and air transportation make it an attractive location to businesses.
2. Main Street plays a key role in the city’s economic development plans. The historic town center district is the visual standard and mixed-use development is encouraged.

Recommendations in the Economic Development Master Plan are based on geographic zones that do not correlate with the study area presented in this report. For that reason, some recommendations may extend beyond the boundaries of the study area and are meant to support general concepts, not necessarily specifics.

Historic Center District

Zoning: Keep the current look and feel while seeking to attract art and specialty stores that can be successful in this environment.

Incentives: Build an incentive program to encourage and support investments and improvements from Center Street to 400 South.

Parking: Opportunities to provide parking to support downtown businesses.

North Main District

Walkable: Make the entirety of the North Main Corridor more walkable.

Lighting: Special consideration to lighting for both pedestrians and vehicles should be made and custom lighting may be warranted. Decorative lighting on businesses fronting Main Street is encouraged.

Traffic Flow: Examine the possibility of slowing traffic along the corridor.

Mixed Use: Consider mixed use development and even allowing housing as a permitted use in portions of the corridor from 400 North to 1200 North.

Bike Lanes: Connect to Provo’s bike lane by working with the County and UDOT to have a dedicated bicycle lane through the corridor and connecting to the bicycle lanes on Center Street.

Business Promotion: Assist the Chamber of Commerce in focusing on small-scale Main Street businesses to keep retail options possible for Main Street.

South Main District

Zone for mixed-use through the corridor: Multi-family development is appropriate within the corridor. Other commercial uses are also encouraged. Zoning should allow for the city to respond to economically viable projects that come available in this corridor.

Upgrade interchange between highways 89 and 51: Encourage regional and state-wide transportation planners to upgrade the interchange from Main Street to Highway 89 and Highway 51. This updated interchange would allow better local connections within the corridor.

300 South to 400 South transition: The current transition from the Historic Downtown to the South Main Corridor is abrupt and immediate. Projects should be encouraged which improve the transition from the Historic Downtown to the South Main Corridor and 400 South Museum Corridor. Businesses may be encouraged to bring their front closer to the street.

"Businesses and the Chamber of Commerce could work together to create a sense of 'place' to define the Historic Town Center District as vehicles and pedestrians enter the area."

KEY TAKEAWAYS

- 1 There is a need for sidewalks
- 2 There is a plan to bring commuter rail and BRT to Springville and as of 2013, there were 2 bus routes serving Springville that run from approximately 6 a.m. – 9 p.m. on the hour
- 3 Code enforcement was identified as a consistent issue

HISTORIC DISTRICT KEY DATA

- 1 The district is home to 4,211 residents, or 14% of the city's population
- 2 90% of residents are white and 11% are Hispanic*
- 3 The primary land use is single-family residential
- 4 Total residential land use accounts for 47% of the area
- 5 The second largest land use is street right-of-way, which accounts for over 30% of land!
- 6 Residential density in Plat A is 7.33 people/acre (including vacant land)

HISTORIC DISTRICT SUMMARY

The Historic District is a cultural and economic asset with many supporting documents. The downtown Main Street corridor falls within the Historic District (Figure 5), so it was important to understand the context, issues and opportunities within the area. The documents reviewed about the historic district include:

- Design Standards (2012)
- Historic Center Community Plan (2014)
- Historical Homes Walking Tour
- Main Street Historic Tour



Figure 5: Springville Historic District Boundaries

DESIGN STANDARDS FOR NEW CONSTRUCTION

Published in 2012, the Design Standards are intended to “help preserve, stabilize and improve the area.” 72% of buildings in the historic district are identified as contributing to the historic character. The guidelines outlined in the document include both recommendations and requirements and address things like orientation, elevation, building materials, scale, porches, typology, trees, and accessory structures. There are specific design requirements based on typology (Victorian, Vernacular Classic, etc.).

MAIN STREET HISTORIC TOURS

Main Street has long been the commercial core of Springville. There are 19 buildings listed on the National Register of Historic Places in and around the study area. Many were built at the turn of the 20th century, and the makeup of tenants has changed hands many times since the late 1800s when the city was founded. The tour and individual buildings history may serve as a key narrative for the project by highlighting the changes over time on Main Street. The document provides a brief history of addresses, including when they were built, changes in ownership over time, and changes in tenants over time.

HISTORIC CENTER COMMUNITY PLAN

Community Plans are developed to address the issues of residential sub-areas in Springville. The Historic Center Community Plan was published in 2014. While the general plan lays out general direction, the community plans get into the specifics. The boundaries of the historic center are 400 North and 800 South and 400 East and 400 West.

Within the plan's study area, park level of service (LOS) is 2.5 acres per 1,000 residents – with 4,000 residents, **there's a need for 10 more acres of park space to meet the standard.**

Plan Strategies & Recommendations

- **BRANDING:** Brand Historic Downtown through special lighting, street signage, and gateway signage. This includes preservation and beautification of historic buildings
- **LAND USE:** Preserve the historic open feel and agricultural usage of Plat A while limiting commercial encroachment and investing in expanded green space.
- **HOUSING:** Promote well-maintained housing and safe neighborhoods while preserving Springville's residential heritage and building upon lasting qualities of beauty and style for future generations.
- **COMMUNITY IDENTITY:** Develop standards that will preserve, perpetuate, and encourage our historic appearance, culture, and heritage as the heart of Springville, with an eye to the future.
- **COMMUNITY SERVICES AND FACILITIES:** Provide facilities and services that increase property values and safety, conserve natural resources, and provide enhanced recreational opportunities.

*Some people identify as multi-racial (i.e. Hispanic and white)



Figure 6: Allen's block proposal, looking north west. [Source:](#)



Figure 7: Allen's Block in context

BLOCK 5 (ALLEN'S BLOCK)

Block 5, known as Allen's Block for the former tenant, Allen's grocery store, is a major development opportunity for Springville. Located at the corner of Main Street and 400 South, the 4 acre lot is anticipated become a mixed-use development with plans for 9,000 square feet of commercial space, 75 apartments and 30 town homes. It is the first major development on Main Street in many years and will bring many residents downtown and create opportunity for new commercial tenants. Throughout the community engagement process, residents expressed that whatever happens on the site will be a tipping point for the city, especially given its location at the gateway to the historic district and careful attention should be paid to the scale, character, and mix of uses included in the development.

The development was possible due to the Main Street South Gateway Zone ordinance passed in 2022. Key features of the zoning are highlighted on page 18.

MAIN STREET SOUTH GATEWAY ZONE

- 1 Frontage requirements:** buildings must front on a public street, open space of at least 36' in width or pedestrian street of at least 36' in width
- 2 Public space:** increased setbacks may be approved to enable construction of plazas and courtyards granted that they serve a public purpose and are open to the public; should attract activity daily and not limited to special events; provide furnishings and permanent features to encourage habitation and use; provide areas of sun and shade; and provide public artwork to add "interest and enjoyment" to the space
- 3 Building height:** Maximum 45' and 4 stories – varies by location (see subsection 3 of section 2)
- 4 Ground floor frontages:** Non-residential uses are permitted on all ground floor frontages; multi-family residential on ground floor frontage is not permitted on Main Street
- 5 Parking:** Parking, loading, and vehicular circulation should be located to minimize visibility from the public right-of-way; limit vehicular curb cuts to the minimum required; vehicular access shall be from an alley or at mid-block; vehicular access is not permitted from Main Street.



Figure 8: Allen's Block proposal, bird's eye view. [Source:](#)

PRIORITY PROJECTS IN STUDY AREA

- 1 Separated bikeway on Main Street
- 2 Shared use/sidepath on Center Street (1500 W to Main Street)
- 3 Hobble Creek Trail
- 4 Shared use/sidepath on 200 North
- 5 Bikeway on 400 South
- 6 Shared use/sidepath on Center Street (Main Street to 400 E)
- 7 Bicycle boulevard on 700 S

SPRINGVILLE CITY ACTIVE TRANSPORTATION PLAN (DRAFT)

The proposed draft of the Springville Active Transportation (AT) Plan reviews the city's existing infrastructure for active transportation compatibility. It also highlights a new recommended AT network and a series of spot improvements for Springville. At the time of publication (October 2022), the plan has yet to be adopted by the city council.

Relevant recommendations, including specific projects are listed below.

- A trail is proposed along Hobble Creek, running diagonally through the study area. The feasibility of this project is considered low with existing land use and ownership, but it is considered the third-highest priority project in the plan. For this reason, further study is needed.
- Enhanced intersections are proposed at 400 N, 200 N, Center, 200 S, and 800 S along Main Street. This would include:
 - » 400 N: Curb bulbouts at all four corners.
 - » 200 N: Toucan crossing, beacons, curb bulbouts.
 - » Center St: Protected intersection
 - » 200 S: Curb Bulbouts
 - » 800 S: No specific recommendation is given.
 - » A new crossing of Main Street at 700 S is also recommended in conjunction with proposed 700 S Bike Boulevard.
- A separated bikeway is proposed along Main Street through the entire project area, transitioning to a buffered bike lane near the interchange at 800 S. This is considered the highest priority project in the AT plan.
- Shared use paths are recommended along 200 N, Center, and 200 S.
- A buffered bike lane is recommended along 400 N.
- Further study is needed for AT infrastructure on 400 S. This corridor is identified as a major barrier for active transportation crossing with a high level of traffic stress. Furthermore, the intersection of 400 S and Main Street is identified as a major hotspot for active transportation crashes. However, the feasibility for bikeway improvements on this corridor is

considered low. The AT plan calls for coordination with UDOT when the road is eventually reconstructed.

- A bike boulevard is proposed along 700 S, between 1200 W and 700 E. This would include aggressive traffic calming measures (e.g., traffic circles or diverted, pinch points, bulbouts, etc.)

SPRINGVILLE CITY TRANSPORTATION MASTER PLAN

Plan Summary: This plan was developed in 2016 to align the transportation goals of Springville City with the surrounding communities and presiding jurisdictional bodies including UTA, Mountainland Area of Governments (MAG), and the Utah Department of Transportation (UDOT). It considers the current conditions affecting the area and outlines areas of needed or planned change.

Relevant Items:

- Anticipated traffic growth in the study area: from 26-28,000 annual average daily traffic (AADT) in 2016 to 30-32,000 ADT in 2040.
- Approximately 15% growth in ADT, or approximately 0.6% per year. This is not a very high growth rate. For comparison, the Spanish Fork transportation master plan is projecting over 3% annual growth in AADT on portions of Spanish Fork's Main Street. Segments of University Avenue in Provo are projected to increase AADT approximately 1.5% per year in Provo's transportation master plan.
- The interchange between Main Street, US 89, and SR-51 will be rebuilt. No suggestions or concepts are provided for the redesign.

KEY TAKEAWAYS

- 1 While traffic is anticipated to increase on Main Street, it will do so to a lesser extent than neighboring communities
- 2 Increased transit and mobility options will help alleviate traffic
- 3 Main Street is a priority for the state and region

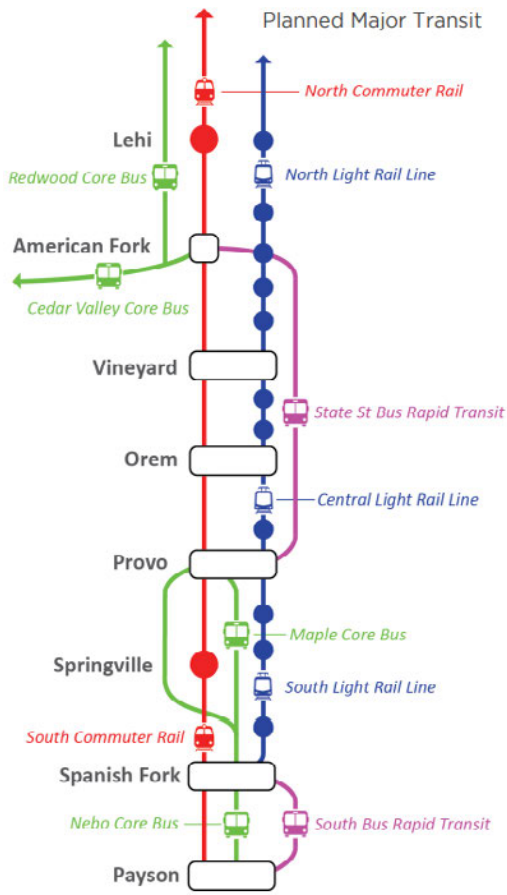


Figure 9: Planned Major Transit
Source:Transplan50

MAG REGIONAL TRANSPORTATION PLAN (TRANSPLAN50)

The MAG TransPlan50 was developed to outline transportation goals and needs to 2050. The document focuses primarily on regional transport needs for both automotive and transit-based modes (Figure 9). The plan reiterated the interchange reconstruction at the southern edge of the study area.

UTA FIVE-YEAR SERVICE PLAN

The UTA Five-Year Service Plan details the agency's anticipated service changes. The plan is updated biannually, and was most recently updated in February 2021. UTA will release a new Five-Year Service Plan in early 2023. The routes described are subject to change and should be considered conceptual until further analysis is completed.

The plan shows the elimination of Routes 821 and 822, which currently serve Springville, in favor of a new route (823) between the Provo Frontrunner Station and the Walmart area of 400 S. The alignment of the proposed Route 823 essentially follows the existing alignment of Routes 821 & 822 from Provo until the Main Street 400 South intersection in Springville, at which point the proposed route continues west on 400 S where the existing services turns south on Main Street. The change would essentially trade the existing transit connection to Spanish Fork and points south for access to the 400 South corridor west of Main Street.

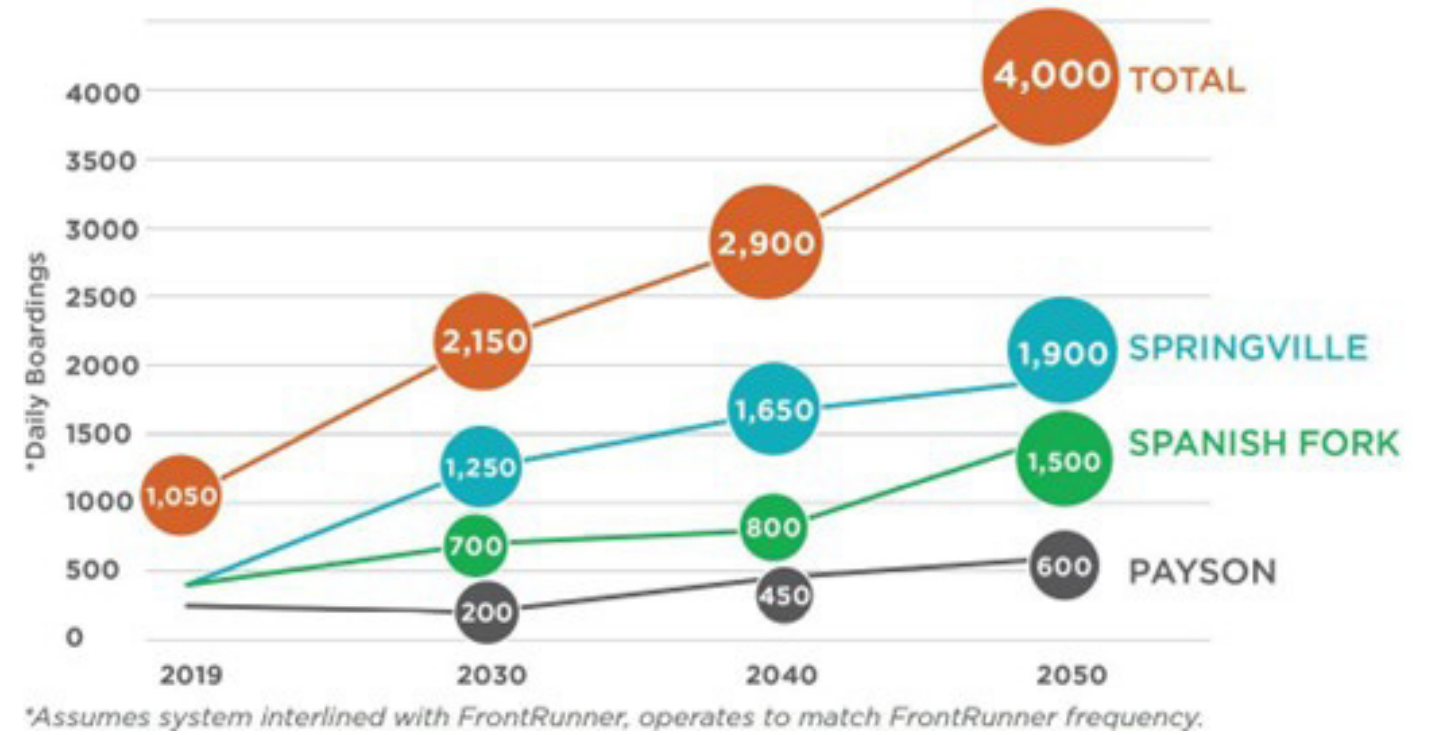


Figure 10: Projected Rail Ridership for Extended FrontRunner Service.
Source: South Valley Transit Study, Parametrix, January 2022

SOUTH VALLEY TRANSIT STUDY

The South Valley Transit Study analyzed service options between Provo and Santaquin, beyond where current commuter rail service ends. This study reviewed projected transportation needs to 2050 and how they may be serviced by commuter rail, light rail, BRT, and express bus routes. The locally preferred alternative includes an extension of commuter rail from Provo to Payson, with a stop in Springville south of 400 S at the location of the anticipated future FrontRunner transit station. The projected commuter rail ridership is shown below in Figure 11.

ECONOMIC ANALYSIS



INTRODUCTION

The economic analysis provides a baseline assessment of demographic, economic, and real estate market conditions of Springville City, Utah County, and the State of Utah, as well as the Main Street Corridor project area and regional areas based on walking and driving times. In addition to providing a baseline assessment of current economic and market positions for Springfield's Downtown Main Street Corridor, this analysis includes current and future demographic trends for the Main Street Corridor, city, and region, and identifies opportunities for future economic and real estate development.

OBSERVATIONS & RECOMMENDATIONS

The City of Springville has experienced moderate growth since 2010. Although population growth is projected to be relatively moderate within the City of Springville over the next five years, it is important to note the significant projected growth over the next several decades. Growth within Springville will require a thoughtful and strategic approach to provide suitable housing and amenities

to support a growing population. Additionally, decreasing growth rates surrounding the Main St. Corridor and Library place the downtown area at risk for capacity to serve future generations.

To serve as the primary commercial hub, generating opportunities for economic growth, social cohesion, and improved quality of life, the downtown area will need to offer a range of amenities, housing, and services that attract residents and ensure continuous growth and density.

The following section summarizes observations and recommendations from this existing conditions analysis and provides recommendations for how Springville may respond to demographic shifts, housing needs, and real estate opportunities.

DEMOGRAPHICS

Springville's population is projected to grow significantly over the next several decades, increasing by 24,865 residents to reach a population of 61,969 by 2050. While the five-to-fifteen-minute walking areas and the five-to-fifteen-minute driving areas showed higher rates of growth than the Main St. Corridor, all were between 0.19% and 1.69%, and were lower when compared to the city, county, and state.

Springville's median age of 28.5, combined with the city's high rate of family household (81.28%) and high household size (3.36) can be interpreted to mean that Springville is currently home to a significant population of large households with multiple children. In the Main St. Corridor, the median age is similar to the city (28.9), but family households are lower (71.75%) and household size is smaller (2.35). Family households are projected to decrease as a percentage of total households within the Main St. Corridor, five-, ten-, and fifteen-minute walking areas, and the five, ten and fifteen-minute driving areas over the next five years.

Springville's 2022 median household income is \$79,269. It is lower than the county (\$85,910) and the state (\$81,491). The Main St. Corridor median income is significantly lower (\$55,158). Over half (64.46%) of Springville's Households earn below the Provo-Orem AMI of \$96,000 per year.

The slight decrease in Springville's daily population indicates that more people leave the city for work than those who commute in. The populations in the Main St. Corridor and five-minute library

QUICK FACTS

28.5
Median age

3.36
Median household size

\$79,269
Median household income



Figure 11: Fox Ridge Condos

walking areas more than double during daytime hours. There is a significant opportunity to house these commuting employees in nearby multi-family residential development. Additional economic opportunities would be created for business owners meeting daily needs of populations within walking distance.

Hispanic population and overall diversity are projected to increase for the Main St. corridor, walking, and driving areas over the next five years.

MODERATE INCOME HOUSING

Springville's housing stock is dominated by Single Family Homes. Springville has fewer multifamily units as proportion of total housing than both the county and state.

Approximately 64.46 % of households falling below the 100% AMI threshold. Springville is socioeconomically diverse, with a limited number of high-income and extremely high-income households. The distribution of households below AMI can be interpreted to mean that Springville is attracting lower to moderate income households, potentially because of suitable housing and/or employment opportunities.

There is a lack of one- and two-bedroom dwelling units in Springville. The lack of smaller units may prevent one or two person households from relocating to Springville.

There is significant need for moderate-income rental housing for households making 50% or 30% of AMI. In total approximately 3,615 units are needed to satisfy demand from households within these AMI categories.

REAL ESTATE

Retail performs extremely well in Springville, with nearly all square footage currently under lease. It is highly advisable that future development on the Main St. Corridor include retail space, either as standalone or mixed with residential uses.

Office space performs moderately well throughout the City of Springville but is riskier along Main St. Historically asking rent has been below market rent for office space along the Main St. Corridor, indicating that there is insufficient demand along Main Street to lease space without offering incentives. Although data is not available for forecasted asking rent, the forecasted growth of market rent over the next several years may pose an issue for property owners trying to lease office space if potential renters can find comparable alternatives at cheaper rates within the area. Additionally, new office space is absorbed at a moderate rate, indicating a potentially vulnerable market. The development of office along the Main St. Corridor is not advisable.

There is a significant need for for-rent multi-family development in Springville. With low vacancy rates, rental prices in alignment with monthly housing allowances for moderate income households, and a current lack of one- and two-bedroom units, multi-family development is an ideal land use for the Main St. Corridor.

Occupancy rates for hospitality properties within Springville are moderate to high, with an approximate 12-month average occupancy rate of 66.7%. Currently, the 12-month average daily rate is \$90.37, which is at the higher end when compared to the historic ADR range of between \$67.58 and \$90.88. A hospitality property along the Main St. Corridor would facilitate the development of Main St. as a destination for locals and visitors and would generate funding for the City. There are currently zero hospitality properties along the Main St. Corridor, so future development of a hospitality property along the Main St. Corridor is advisable.



Figure 12: Downtown Retail

COMMUNITY ENGAGEMENT

ENGAGEMENT TOOLS

- Online Survey
- Stakeholder Focus Groups
- Stakeholder Walking Tours
- Children's Workbook
- Farmer's Market Engagement
- Project Website
- English & Spanish Translation
- Project Branding
- Advertisements including yard signs, flyers, window stickers, social media, newsletters

INTRODUCTION

Springville is a city bursting with civic pride and passion. It was important to engage community members, from decision-makers to residents, in order to understand the desires of all parties. Strong community plans are not developed in design studios or boardrooms, but rather are crafted through conversations among the people who live, work, and play in the area.

APPROACH

A broad engagement strategy was used to hear from as many constituents as possible. The intention was to meet community members where they already are, like Art City Days, the library and the farmer's market. Branding and advertising were utilized to raise awareness of the project (Figure X).

Initial steps included gathering information through a baseline survey to understand who is participating and how they are using Main Street. An astounding 1,380 residents completed the online survey, which was available in both English and Spanish. Coordination with the Youth Council ensured younger generations had a seat at the table.



35 STAKEHOLDERS
6 FOCUS GROUPS **3 WALKING TOURS**



1380
SURVEY RESPONSES



WORD OF MOUTH
SOCIAL MEDIA
NEWSLETTER
WEBSITE
FLYERS



CONNECTIONS MADE AT FARMERS MARKET

TOP FIVE DESIRES ON MAIN STREET

- 1 Restaurants
- 2 Destinations like theaters, museums, or community centers
- 3 Specialty retailers like small local retailers
- 4 Open space and/or parks
- 5 Daily needs retailers, like a small grocery

SURVEY

The Reframing Downtown Baseline Survey was available online and open to the public from June 1 to July 5th, 2022, and was intended to engage a diverse range of people, perspectives, and experiences to help us understand who downtown Main Street is serving and how. The survey was advertised through social media, the City of Springville's website, flyers, newsletters, and it was available in English and Spanish. The first section of the survey collected demographic information with the purpose of identifying who was captured with the intention of measuring diversity in responses. The remainder of the survey focused on respondents' experiences with, and impressions of, Main Street.

Many respondents are drawn to the "small town feel" and want to preserve the historic buildings that signify a quaint, charming Main Street. There is desire for more investment in existing and future local businesses.

A majority of residents do not want chain restaurants or retailers. There is a strong desire to increase walkability and bikeability downtown by improving the sidewalks, landscaping, and tree canopy. The speed and noise from traffic are deterrents for pedestrians so traffic calming is an important aspect of improving walkability as well. Respondents want more dining and entertainment options as well as places to gather. Respondents want to see more art, in both quantity and variety, including performing arts, murals, and other creative expressions in the built environment.

The types of businesses located downtown should be oriented towards pedestrians and places where people can gather such as ice cream shops and boutiques, as opposed to auto-oriented businesses and services. There is a strong opposition to more housing on Main Street and increasing residential density in general. In spite of this, there is also a need for a grocery store downtown.

373 MENTIONS OF "SMALL TOWN FEEL"

"I like the small town feel, but it's also has the small town boredom. There's a missed opportunity for artsy shops and unique restaurants and vendors... I love that we're Art City, but feel like we should really lean into that more "

- Respondent comment to public survey

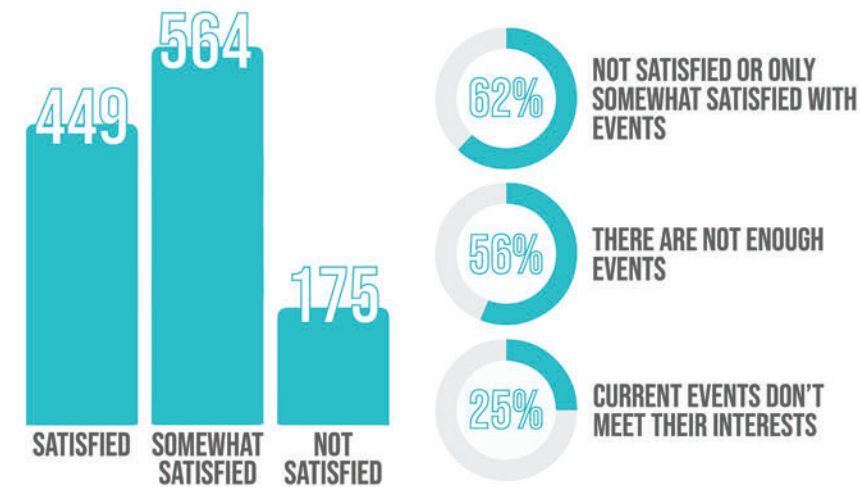
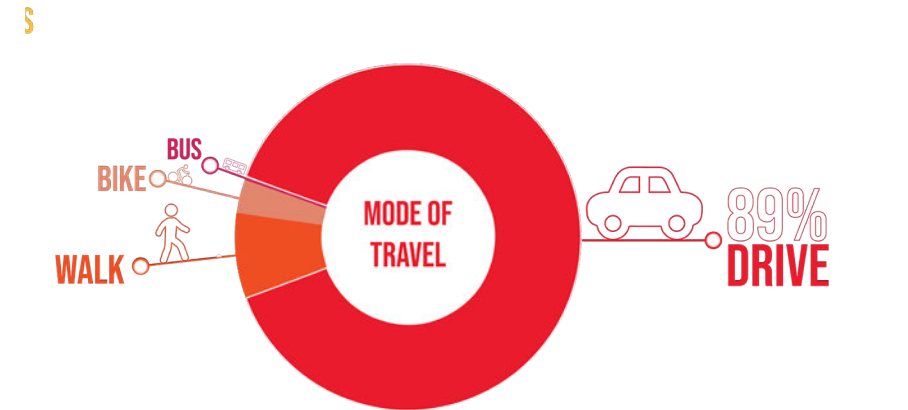
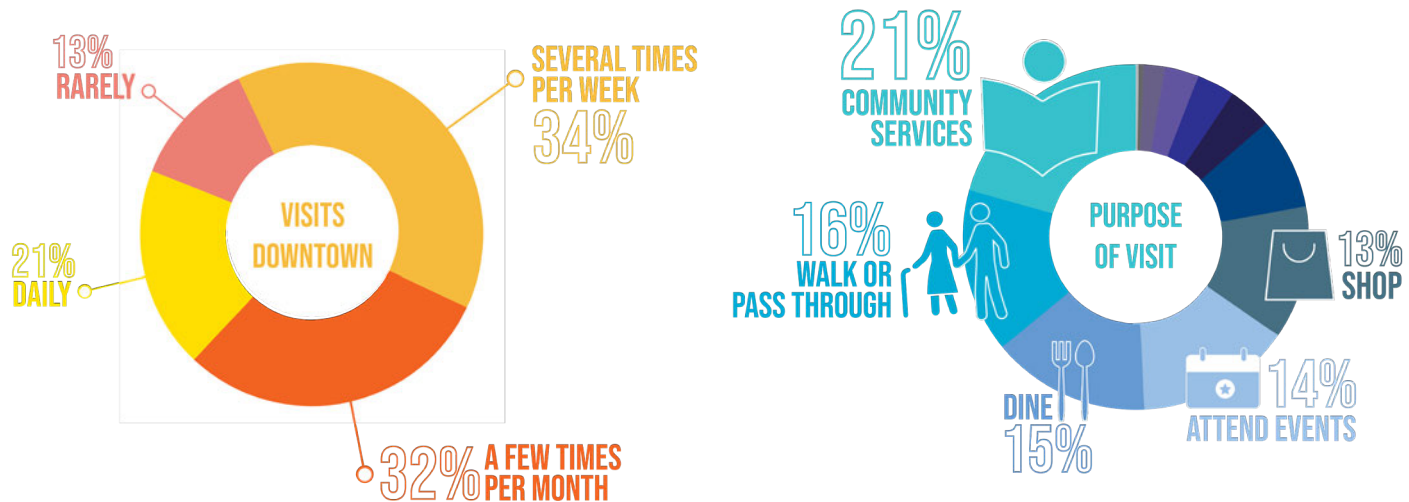


Figure 13: Community members answered if they were satisfied with events downtown and why



HOW IS MAIN STREET CURRENTLY BEING USED?



STAKEHOLDERS

Jeff Alexander
 Genevieve Baker
 Melanie Bott
 Kurtt Boucher
 Pascal Braun
 Clint Campbell
 Stacy Child
 Ellen Clyde
 Liz Crandall
 Mary DeLaMare-Schaefer
 Mike Farrer
 Ashely Fitzgerald
 Troy Fitzgerald
 Jeff Hardy
 Allen Hughes
 Riah Hurst
 Brian Johnson
 Melissa Johnson
 Sharee Killpack
 Jeremy Leonard
 Dan Mickelson
 Jeff Mills
 Logan Millsap
 Patrick Monney
 Bryce Packard
 Elsie Powley
 Eric Rasband
 Mike Shelson
 Chris Sorenson
 Brad Stapley
 Scott Stewart
 Jack Urquhart
 Carla Wiese
 Rita Wright
 Josh Yost
 Gina Young

STAKEHOLDERS

Community Stakeholders are those most involved in the community and have established community networks. They oversee the project accountability, represent the community at large, and serve as liasons encouraging community involvement. Key Stakeholders gathered for an interactive project kick-off meeting, focus group discussions, and walking tour along the corridor. City staff, elected officials, local non-profits and advocacy groups, as well as business and property owners were present to learn about the scope of the project, the research and analysis conducted thus far, and to obtain feedback.



Figure 15: Stakeholders listed their perception of Main Street

ORGANIZATIONS REPRESENTED

Springville Library | Chamber of Commerce | Hobbie Creek Bicycle Association | Springville City | Utah Transit Authority | City Council | Springville Museum of Art | Springville Police Department | Planning Commission | Park Board | Utah Department of Transportation | Community Board | Daughters of Utah Pioneers Museum | Landmarks Preservation Commission | Youth Council | Transportation Ad-Hoc Committee

WALKING TOUR

After learning about the project scope, time line, and process, the meeting split into three groups for a site tour. Each group was assigned a section of the study area and received a Place Inventory Worksheet (Figure 16). The worksheet encouraged participants to observe a familiar environment (Main Street) from a new perspective. It asked questions about the aesthetic and sensory experience of being on Main Street.



Figure 16: Sample Place Inventory Worksheet from stakeholder site tour



Figure 17: Stakeholders on walking tour

WALKING TOUR OBSERVATIONS

- 1 Participants noted high speed of traffic as contributing to overall feelings of danger and discomfort.
- 2 A lack of amenities that contribute to human comfort such as trees, benches, shade structures were also highlighted.
- 3 Participants noted the vacant parcels and large gaps between land uses that made walking unpleasant.
- 4 Sidewalk maintenance, including addressing cracks and overgrown plants and weeds, as well as general lack of upkeep and curb appeal.

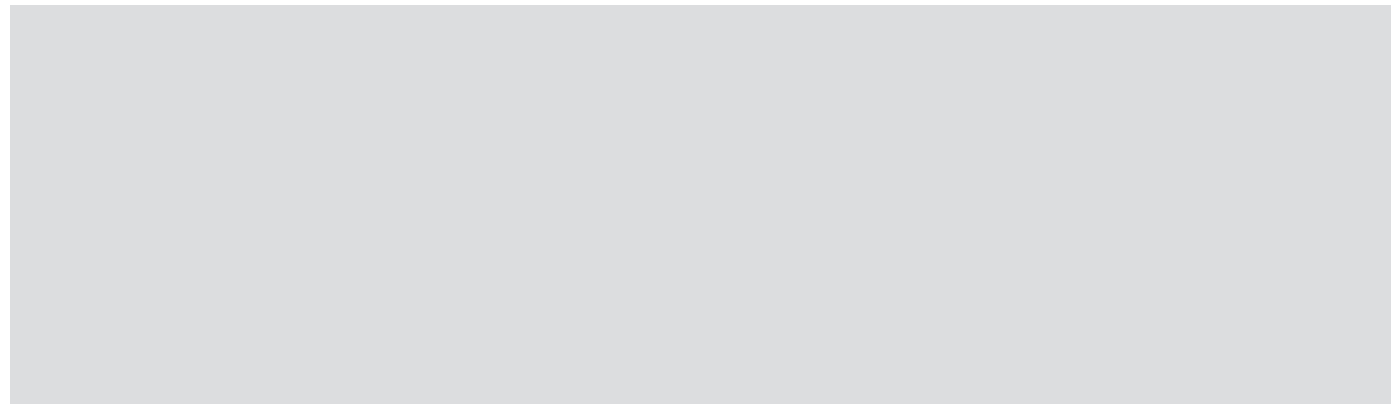


Figure 18: focus group placeholder

FOCUS GROUPS

A series of focus groups were held to dive further into important subject areas including: economic development, placemaking and identity, future development, zoning, transportation and mobility, and youth and teens. The groups were well-attended and engaging. Key takeaways included:

KEY TAKEAWAYS

- Current parking minimums and height requirements limit proposed development
- Desire for boutique and local retail
- Lack of walkability means that downtown is a place people drive through instead of to
- There is a strong desire for more places to eat and greater variety in both cuisine and price point
- Instagrammable places
- Perceived land values by land/property owners are unrealistic based on market value
- Springville has many underutilized assets including the Art Museum, library, golf course, and other amenities
- Incongruent land uses lend to a disjointed feeling on Main Street





FARMERS MARKET

Reframing Downtown engaged community members at the Farmers Market in August 2022. Outreach and advertisements for the engagement effort included flyers, yard signs, window stickers at local businesses and civic services as well as virtual outreach on the project website, city website, and city social media platforms.

Springville's Farmer's Market was chosen as the venue for this public engagement event as one of Springville's best attended programmed events. The goal was to capture the full participation potential by meeting the people of Springville where they already are. Per the survey results, the Farmer's Market is one of the community's highly anticipated and attended programmed events.



Figure 20: Community members engage with the Design Team



Figure 19: Reframing Downtown at the Farmers Market

REFRAMING DOWNTOWN INTRODUCTION

WHAT IS REFRAMING DOWNTOWN?

Springville City is working toward a downtown plan that will guide future growth, preserve Springville's cultural identity, strategize economic resilience, and reframe Main Street from a downtown thoroughfare to a vibrant place for Springville residents and visitors near and far.



WHY NOW?

Investments to improve the corridor have been made in recent years, but the city lacks a cohesive vision to connect recent and future improvements. This plan will ensure that Downtown Main Street is more than a street. It will ensure that Downtown Main Street is a vibrant PLACE that plays an integral role in the quality of life of Springville residents and business owners.

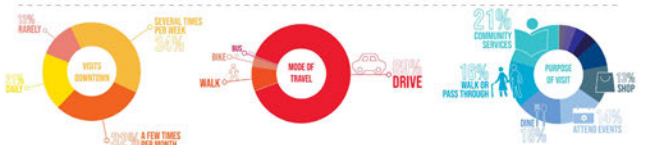
WHERE HAVE WE BEEN? WHERE ARE WE GOING?

We have developed and engaged a project stakeholder group to help guide the project. In preparation for our public engagement event today, you helped contribute to the 1,380 survey responses! After listening to you today, we will work with the stakeholder group to confirm 'What We Heard' through community values, goals, opportunities and priorities. The next time we see you, we will bring you proposed solutions and recommendations that work toward a cohesive downtown vision.

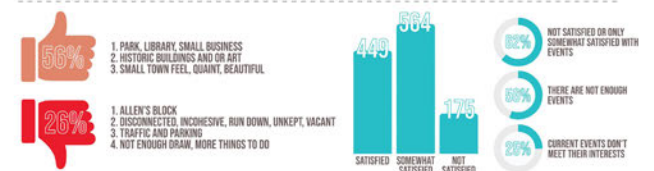


WHAT WE'VE HEARD SO FAR

How is Springville using its Downtown Main Street?



Is Springville satisfied with Downtown?



What makes Springville, Springville?

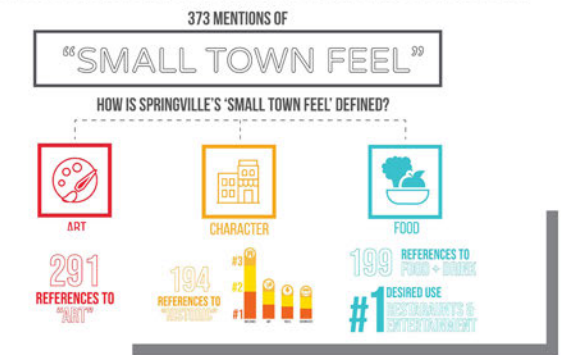


Figure 21: Introduction Boards provide participants with project background and what to expect

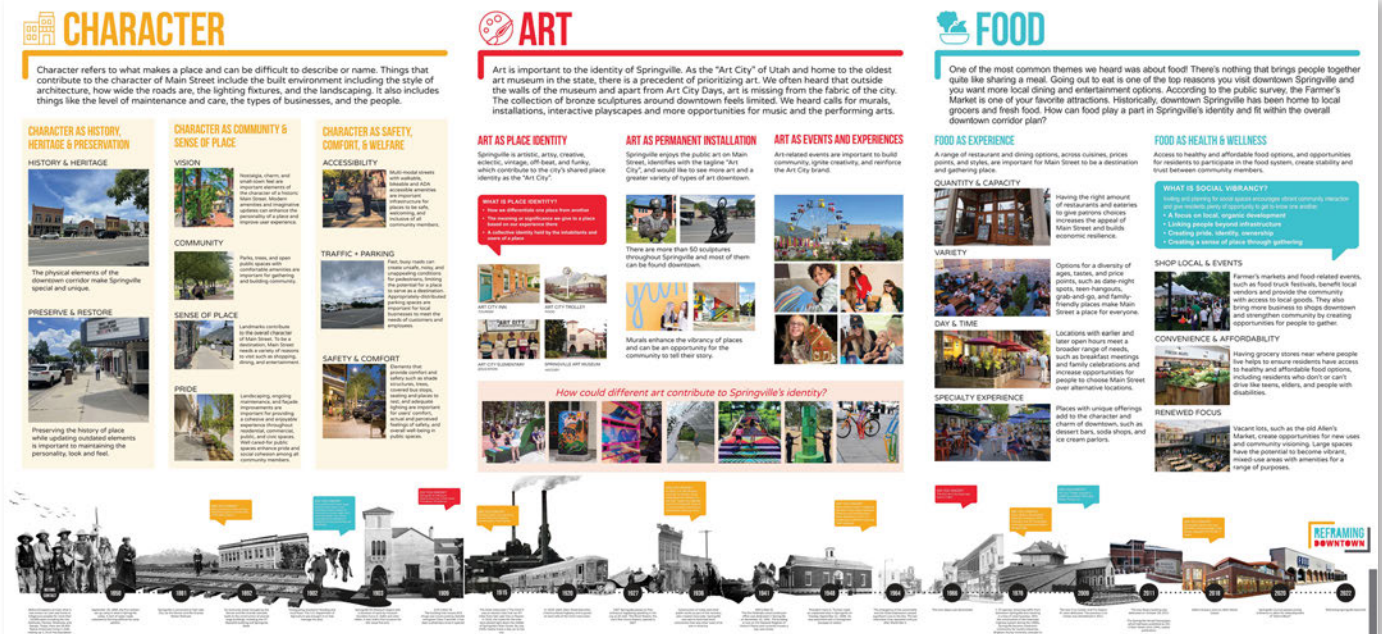


Figure 22: Project themes derived from the baseline survey and stakeholder meetings were evaluated by community members



Mapping Exercise

Community members were oriented to their location on a large aerial of Downtown Springville and were asked to place a green pin on what they love about Springville’s Main Street and a yellow pin where opportunities for improvement along Main Street.

There were 30 pins and comments for opportunities for improvement and 20 pins and comments for what people love about Springville. Of these 50 responses, many were clustered around the Art Museum, Allen’s Block, Library, and Main Streets historic core between 400 South and 200 South.

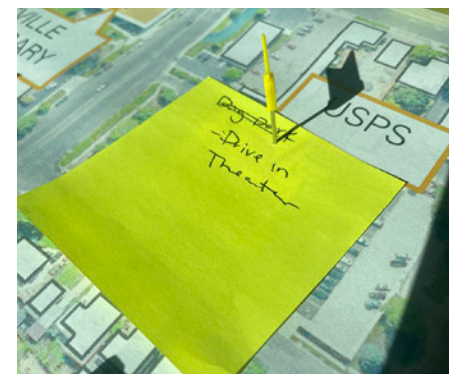
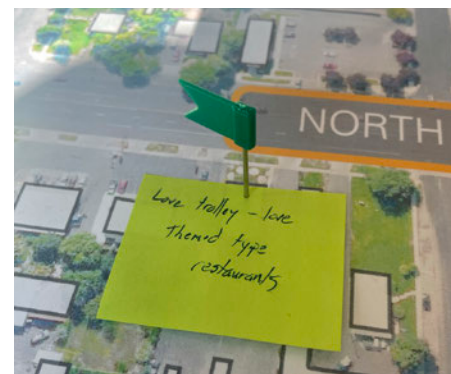
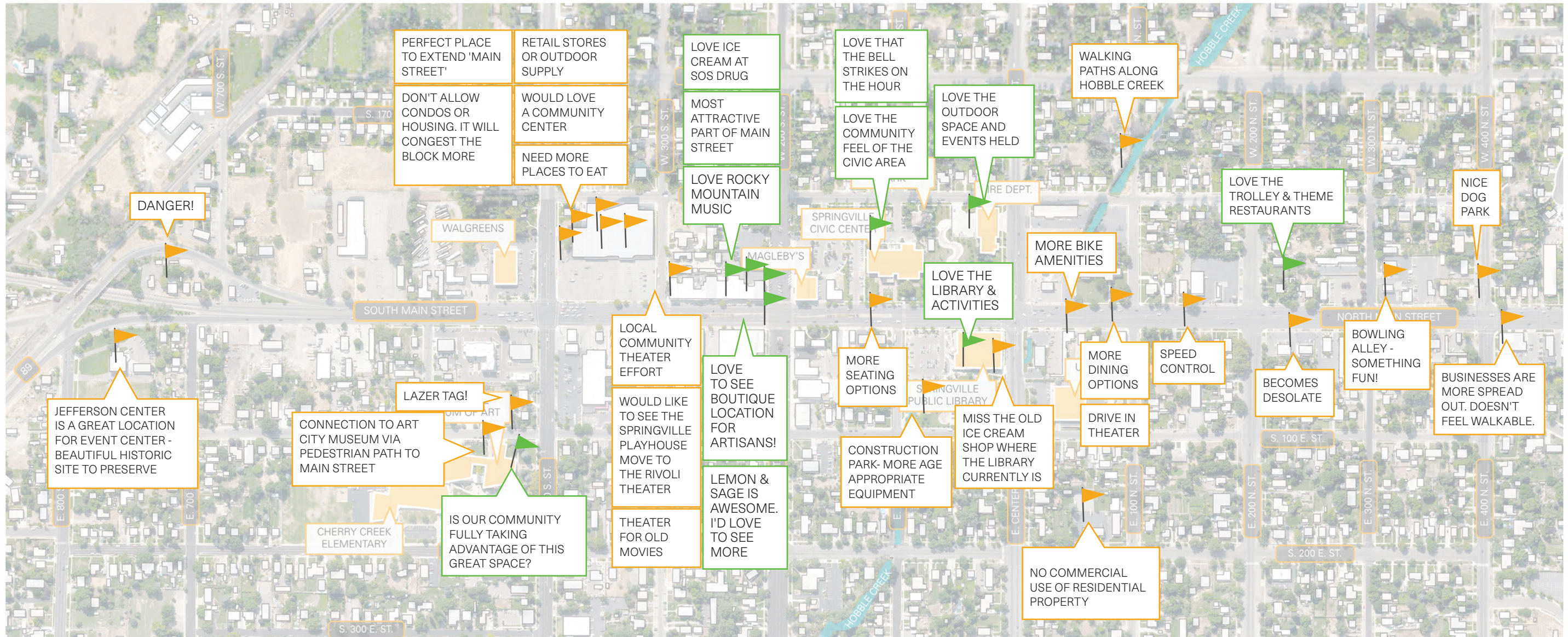


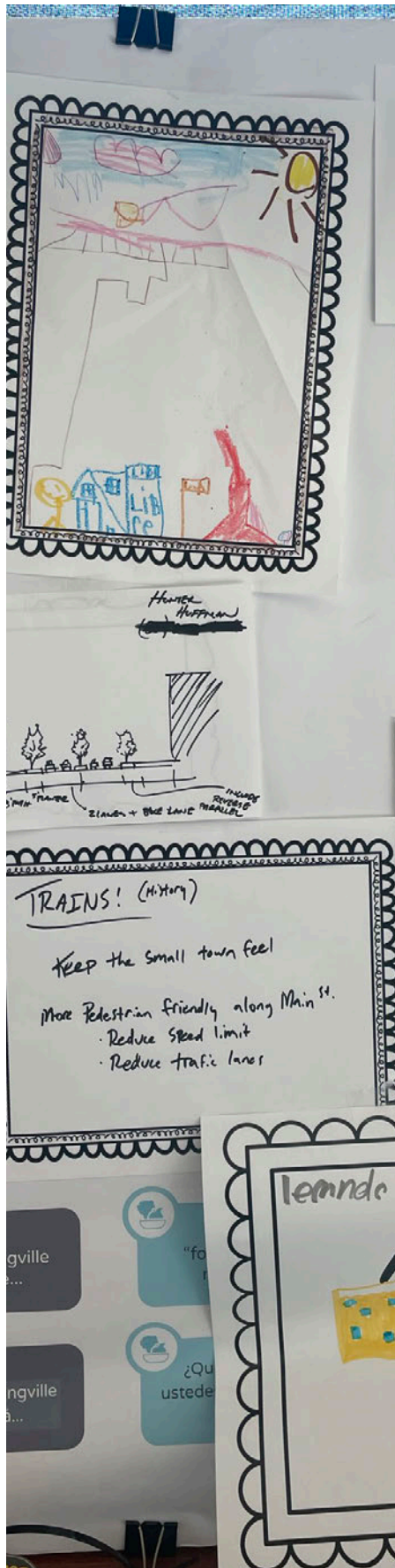
- » Love the trolley and theme type restaurants
- » Historic core is most attractive part of town
- » Love the library. We have 6 kids and love all the activities
- » 89 Junction is dangerous
- » Need for Event Center
- » Gaps between businesses
- » Improve walkability
- » Old-fashioned ice cream
- » Traffic Calming & pedestrian safety
- » Facade improvements
- » North Main Street desolate
- » Walking paths along Hobble Creek
- » Seating opportunities
- » Bike amenities & infrastructure
Dog Park
- » Take advantage of the Art Museum as a great resource
- » We love ice cream at SOS Drug
- » Lemon & Sage is awesome, I'd love to see more boutiques
- » More dining on 200s. at various prices and levels and a more walkable street
- » Old fashioned ice cream shop where the library is
- » Connection to art museum via pedestrian path to Main Street
- » Would like to see the Springville Playhouse come to the Rivoli Theater.
- » Love to see a local boutique location for artisans
- » Would love a community event center
- » Old Theater to see old movies
- » Local community theater support. Would love to be a part of it.

REFRAMING DOWNTOWN

GREEN
WHAT DO YOU LOVE ABOUT MAIN STREET?

YELLOW
WHERE ARE OPPORTUNITIES FOR IMPROVEMENTS?





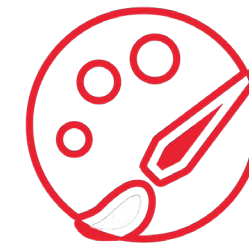
Vision Frame Exercise

Community members of all ages were asked to 'frame' their vision for Springville using several prompts.

By the end of the event, a large 'blank canvas' was filled with frames depicting pictures and comments of participants responses.

"Improve the walkability of the town. Building out the historic part of the town would improve this a lot. We need to make efforts to move away on our dependency in Springville. People won't feel any reason to walk more and drive less if we continue to incentivize driving. The scooter program was an excellent measure to get people out of their cars."

-Resident input from Farmer's Market



CHARACTER

Love the closeness, people recognizing you

Love small parks, shade, benches to enjoy art pieces

Love Art City Days, splash pad, embrace differences, celebrate success

No more banks (x3)

In the future, Downtown Springville looks vibrant!

Keep the small-town feel

More pedestrian friendly along Main Street – Reduce speed limits and traffic lanes

I would like to see a location dedicated to our pioneer heritage – cabins & forts

Improve the walkability of the town.

Would love to see more parking and access

ART

Would love an amphitheater for dancers, music, bands, theater

Embrace the 'art' with murals, etc.

FOOD

Would love to see more mixed use space, more fast/casual dining (we have enough pizza and tacos), Need a different variety of food & meeting places

No soda

More diversity of food, longer hours of businesses. I don't want to have to leave Springville to shop elsewhere

More choices of food

No more McDonalds/ Taco Bell

No more pizza

Love the farmer's market

Farmers Market all year round

A nice steak house would be nice

SUMMARY

INTRODUCTION

Throughout the engagement process, starting with the thousands of responses to the online survey and the hundreds of comments, map pins, post-it notes, and conversations with stakeholders and residents, three themes consistently emerged: character, art, and food.

CHARACTER

Springville's historic core between the 400 South and 200 South is its most notable asset largely due to the character along this area of Main Street. Community members recognized this area for the historic architecture, consolidation of shops, and overall comfort of the area. It was noted that vehicular traffic deteriorates Springville's 'small town feel'. Springville community members would like to see a more vibrant Main Street through characteristics brought by local boutiques, outdoor dining, and flexible places to gather.

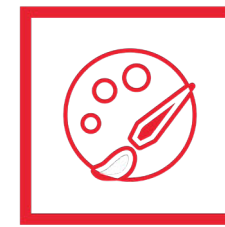
ART

Springville's Art Museum is beloved in the community. Springville's identity as 'Art City' is still accepted although it is a consensus that art as identity should be built upon. Community members noted that improvements to Rivoli Theater, an amphitheater, or drive-in theater could advance the idea of 'Art City' to include performance art such as dance, music, and theater. Interest in building on Springville's current art collection include additional murals and different types of sculptures. Connectivity improvements from the Art Museum to Main Street is an opportunity to strengthen art along Main Street.

FOOD

Springville residents want more variety in cuisine, atmosphere, and price. It was clear that Springville has plenty of pizza options and a lack of desire for additional fast food. Springville residents love the Farmer's Market but wish there was a year-round option. There is desire for a local grocery store. There is a desire for street improvements that will improve outdoor dining opportunities and connectivity to Main Street dining options. Food has the potential to contribute to Springville 'small town feel', providing opportunity to keep shopping and dining options in Springville, adding to the sense of place along Main Street.

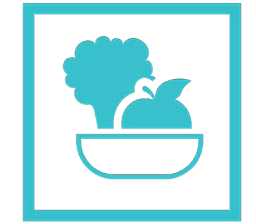
HOW IS SPRINGVILLE'S 'SMALL TOWN FEEL' DEFINED?



ART

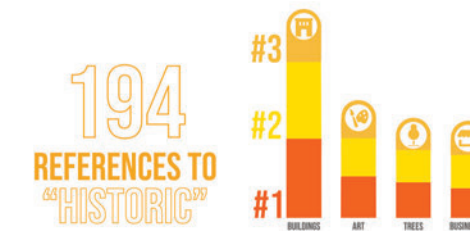


CHARACTER



FOOD

291
REFERENCES TO
"ART"



199 REFERENCES TO
FOOD + DRINK
#1 DESIRED USE
RESTAURANTS &
ENTERTAINMENT

Source: Springville Baseline Survey



Figure 23: Residents participating at Farmers Market engagement session



CHARACTER GOALS



ART GOALS



FOOD GOALS

C1 Downtown Springville returns as the social hub for families

A1 Reinforce and expand on Art City identity

F1 Reconnect to Downtown Springville's agriculture roots

C2 Create a vibrant pedestrian experience

A2 Connect people to and through art

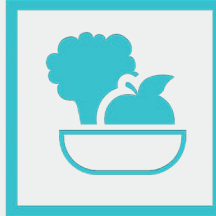
F2 Encourage local entrepreneurship around food

C3 Build upon historic architecture and land use

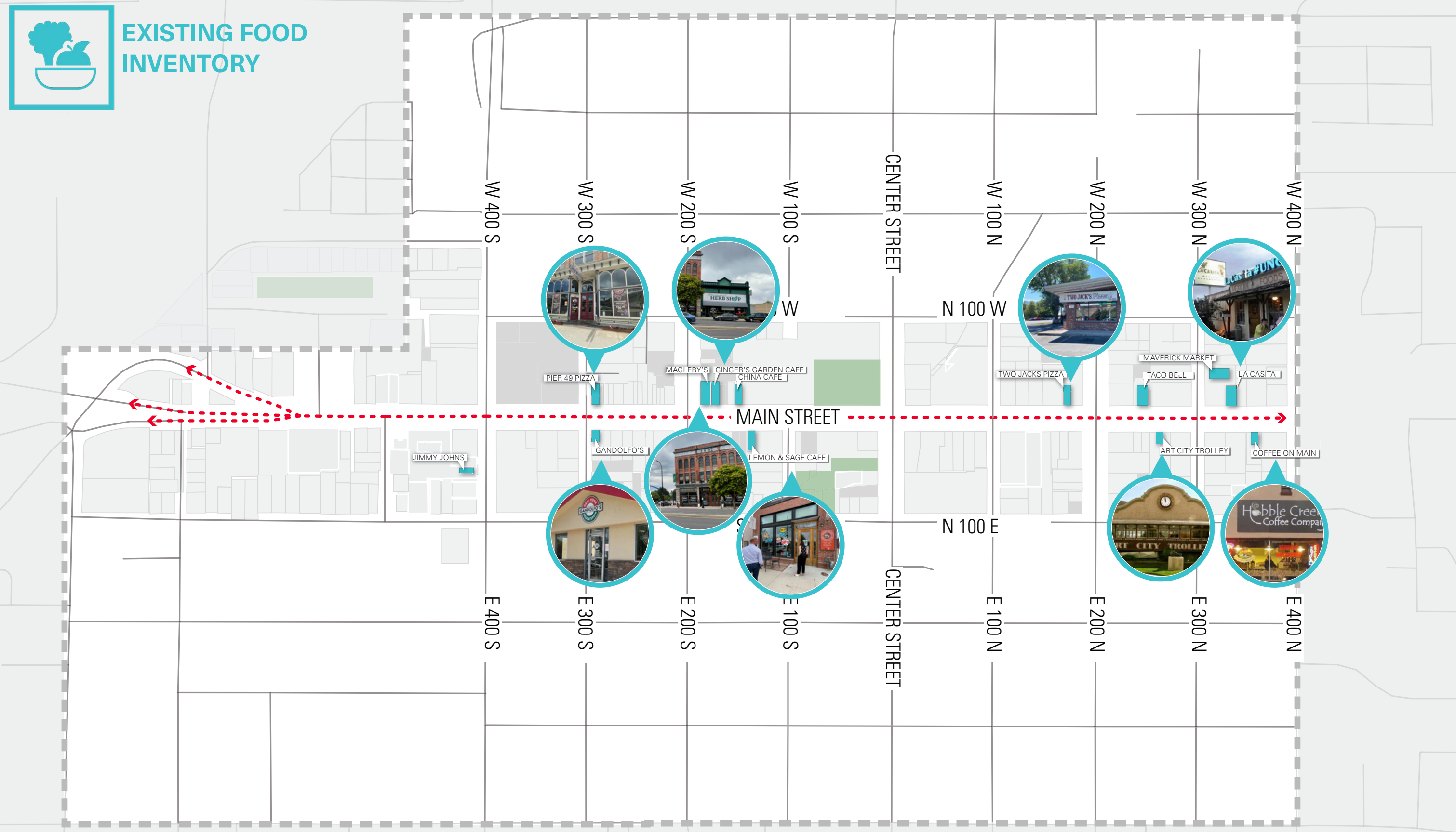
A3 Encourage local entrepreneurship around art

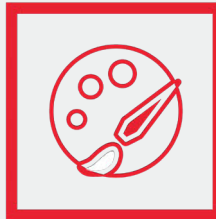
F3 Expand dining options on Main Street



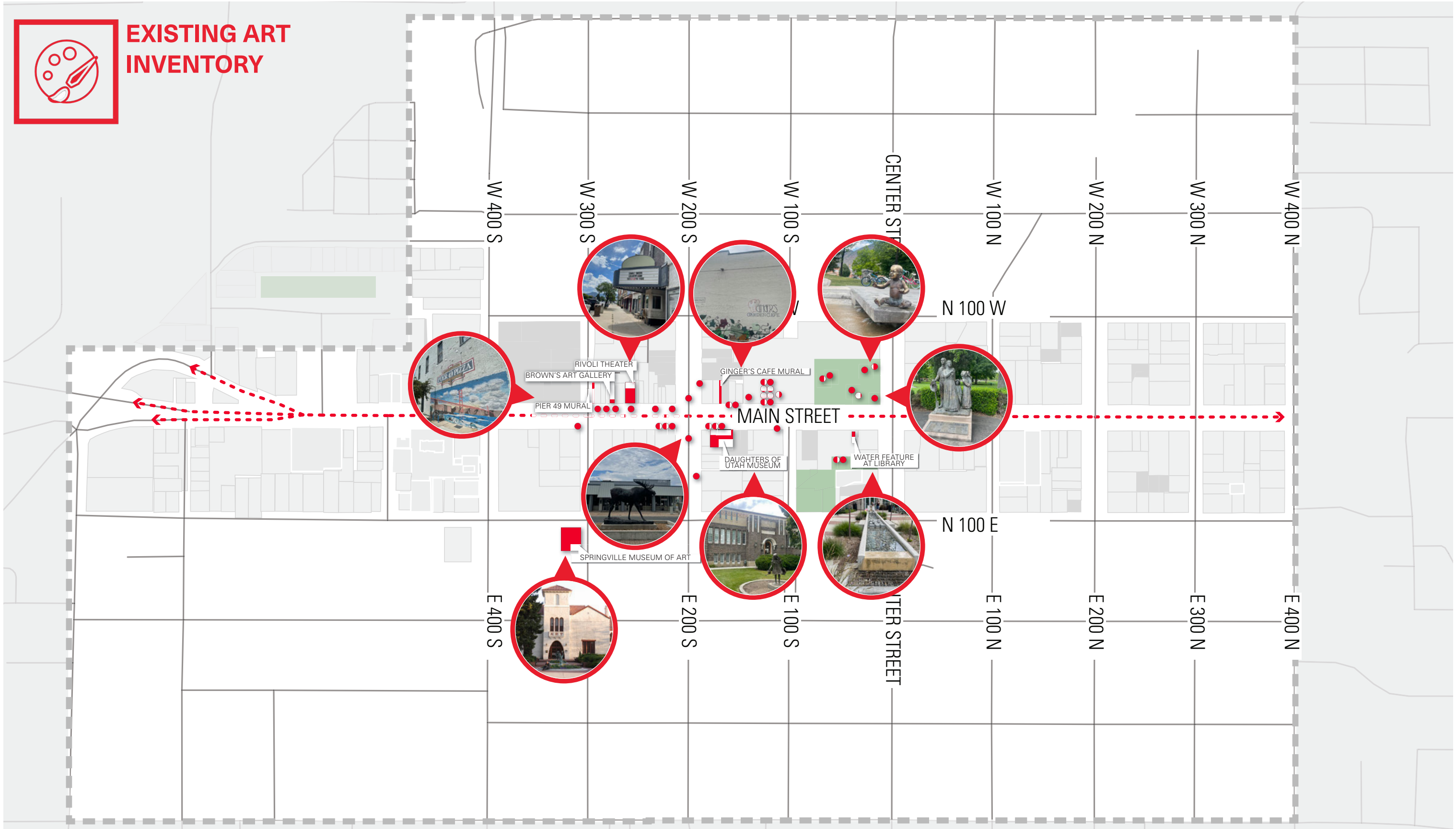


EXISTING FOOD INVENTORY





EXISTING ART INVENTORY





EXISTING CHARACTER INVENTORY

