



VINEYARD
STAY CONNECTED

GENERAL PLAN UPDATE

May 2019



Photo by Tatyana Segalina

ACKNOWLEDGMENTS

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SPECIAL THANK YOU

Thank you to all Vineyard residents, business owners, those who work in Vineyard and visit our city who participated in the planning process to shape the Vision, goals and strategies for our updated General Plan. This is your plan – and an exciting future lies ahead for our community!

CONTENTS

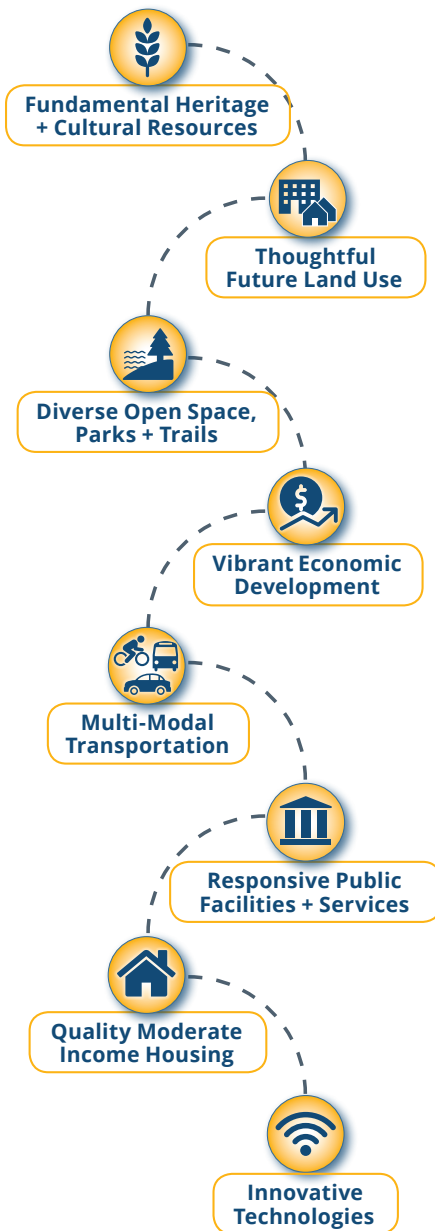
	Executive Summary	i
	Context + Vision	1
	Heritage + Cultural Resources	19
	Land Use	27
	Open Space, Parks + Trails	43
	Economic Development	59
	Transportation	75
	Public Facilities + Services	87
	Moderate Income Housing	97
	Technology	109
	Action Plan	121





EXECUTIVE SUMMARY

Executive Summary



VINEYARD: STAY CONNECTED

We value our community identity but, at the same time, recognize that growth and change are inevitable. We embrace innovation and proactively manage growth and change. We place a priority on maintaining a high quality of life, long-term economic sustainability and adding needed amenities and services to support our growing community. This General Plan Update, created with and for community residents and stakeholders, provides a current Vision for the city and the exciting future ahead.

THE PLAN STARTS WITH A VISION

Common values inform the Vision for this plan, which describes how residents imagine the economic, physical and social fabric of our community:

Vineyard is a vibrant well-balanced community providing residents and visitors a connection to our heritage and a path towards an enduring future. We promote a healthy community through thoughtful public investments, innovation, strategic partnerships, an activated lakefront and thoughtful shared open spaces.

This plan is our community's plan. It documents our vision for the future and provides goals and recommendations that will help turn this vision into a reality. It will act a guidebook for City leaders to use when making land use decisions for the good of the community and provides information to developers who are interested in development in Vineyard.

PLAN ORGANIZATION

This document begins with a Context + Vision chapter, then follows with a chapter dedicated to each of the eight Elements, along with goals and strategies for each. The last chapter includes an Action Plan, providing relative costs and timing for each of the strategies recommended to realize our community's Vision.

IMPLEMENTATION

The implementation of the strategies included in this plan to meet the goals for each of the eight elements will take varying amounts of time and effort. The City can begin to implement some of the strategies right away, while others will take more time, money, effort and partnerships to implement. The next step in the process is to decide which goals and strategies should be prioritized in two categories: those that require staff time only and those that require direct investment/expenses to realize.



PLAN ELEMENTS + GOALS

Based on the community vision, the plan focuses on eight elements that impact everyone who lives and works in Vineyard and those who visit:



HERITAGE + CULTURAL RESOURCES

To preserve, protect and promote the historically rich heritage of Vineyard for the benefit of all of Vineyard's residents and visitors, present and future.

Goals

1. Identify and locate significant historic vintage farm implements, tools, artifacts, buildings and other heritage-related items.
2. Identify, locate and preserve significant sites of historical importance throughout the City.
3. Enhance and promote the City's historical character to increase visitation and commerce throughout the City and to help all residents and visitors appreciate and connect with the past.
4. Encourage developers to incorporate architectural features that underscore and celebrate the City's rich heritage and history.



LAND USE

To promote responsible growth, through well-planned neighborhoods that honor natural surroundings and strategically fit our close-knit and diverse community spirit, to continue to improve Vineyard's quality of life.

Goals

1. Enhance Vineyard's identity as a community with a high standard of living, a diverse economy, and rich mixture of housing and recreation opportunities.
2. Participate in larger scale, regional planning to coordinate land uses and to maintain regional networks.
3. Develop a central business area that is easily accessible to all residents and visitors to serve as Vineyard's downtown.
4. Encourage a pattern of growth that reflects the City's ability to efficiently provide necessary services and anticipates the resource needs of future generations.
5. Provide an adequate supply of public and private parking options in Vineyard.



OPEN SPACE, PARKS + TRAILS

To provide high quality, maintainable, diversified parks, recreation and open spaces that engage all ages to support the needs of a growing healthy Vineyard community.

Goals

Overall 1. Prepare a comprehensive Open Space, Parks + Trails Master Plan to strategically plan for and provide a framework for decision-making.

Overall 2. Expand the Parks + Recreation department/program.

Overall 3. Broaden, enhance and promote recreation opportunities and recreational tourism.

Open Space:

OS1. Protect existing wetlands and open spaces utilizing sustainable green infrastructure.

OS2. Support the formation and development of the Walkara Way Conservation Area.

OS3. Increase the amount of publicly accessed open spaces provided throughout Vineyard.

Parks:

P1. Provide an appropriate number and size of parks and open space for all Vineyard residents and visitors.

P2. Ensure all residents have access to well-maintained, clean and safe open space, parks and recreational facilities.

P3. Provide a range of recreation amenity types that appeal to all Vineyard residents and visitors.

Trails:

T1. Enhance, improve and connect existing bicycle and pedestrian trail network throughout the city and to the regional trail network.

T2. Prepare a comprehensive Bicycle Master Plan to strategically plan for the future of cycling in Vineyard and the region.

Lakefront:

L1. Ensure the Lakefront is an active, celebrated, and engaging place that residents and visitors enjoy by improving and developing sections of the shoreline and making needed improvements to adjacent lands.



ECONOMIC DEVELOPMENT

To support an economic program that attracts new businesses and target industries, increases municipal revenue streams, creates long-term fiscal health, and supports the economic vitality and wellbeing of residents and businesses.

Goals

1. Create an effective and proactive business recruitment program that directs resources toward targeted businesses and industries.
2. Establish criteria and methodology for reviewing, evaluating and updating City incentives to attract new businesses.
3. Maintain and improve the long-term economic strength of the community with a business retention program.
4. Ensure the City's long-term fiscal health by taking measures to establish a larger tax base of both property and sales tax revenues.
5. Establish zoning that encourages strategic, accessible and centralized economic centers that will integrate appropriately into the community.
6. Activate Vineyard's natural resources, including the lakefront and Utah Lake, to improve the tourism sector of the economy and attract new businesses.
7. Focus future development and investment efforts on implementing the Town Center and Forge Special Zoning Districts while maintaining the intent of these districts to create distinctive walkable village centers.
8. Unify and brand the Eastlake Industrial District as one cohesive business park district.
9. Leverage Utah Valley University's technology assets and human resources to promote economic development in Vineyard.



TRANSPORTATION

To promote the development of an efficient multi-modal transportation system that meets the needs of Vineyard's current and future residents while increasing safety and sustainability, decreasing auto-dependency, balancing mobility and accessibility and integrating into existing infrastructure.

Goals

1. Provide multiple connections between neighborhood, city-wide and regional systems that safely and effectively move people through, into and out of the city while mitigating traffic congestion.
2. Reduce auto dependency in Vineyard to improve air quality, reduce traffic congestion and enhance the quality of life.
3. Maintain and enhance Vineyard's environmental standards as the City's transportation system grows.
4. Provide a range of transportation options including light rail, commuter rail, bus, bicycle paths and pedestrian routes.
5. Adopt a Complete Streets Policy to ensure safe access for all users, including pedestrians, bicyclists, vehicles and transit riders of all abilities.



PUBLIC FACILITIES + SERVICES

To develop and maintain public facilities and services that deliver the highest level of user satisfaction, are flexible to grow with Vineyard's population and are focused on the reliability, accessibility, cost-effectiveness and efficiency of the programs.

Goals

1. Provide and maintain municipal facilities that adequately serve the needs of Vineyard residents and businesses.
2. Develop and maintain a progressive trash and recycling program that encourages sustainability and limits contribution to landfills.
3. Maintain and expand a stormwater management program that protects the health and safety of the public and can accommodate the City's rapid growth.
4. Provide adequate and reliable utility services and distribution to all residents and businesses in Vineyard in a cost-effective manner.
5. Develop and maintain strategic partnerships with outside entities that will improve the provision of public services and meet the needs of Vineyard's growing population.
6. Ensure and protect the quality and long-term supply of water resources, groundwater and surface water supplies.



MODERATE INCOME HOUSING

To ensure the availability of a range of housing options, including moderate income housing, to meet the needs of the population that desires to live in Vineyard.

Goals

1. Provide opportunities for moderate income households to purchase attainable housing to support the economic vitality of the community.
2. Encourage and promote affordable housing developments by incentivizing developers to build this type of housing.
3. Provide the framework for the successful integration of a mix of housing types in the community's various neighborhoods.



TECHNOLOGY

To ensure the City's ability to evaluate, integrate and support current and future technological innovations in all areas where appropriate.

Goals

1. Establish and maintain a technology infrastructure that supports economic development goals, City services, and transportation infrastructure, and is flexible enough to change as new and better technologies emerge.
2. Continue to utilize and adopt advances in technology to enhance City services and improve communication and public access to all services, planning, decision making and activities.
3. Utilize existing and emerging transportation technologies to address suburban mobility challenges.
4. Utilize digital and online resources and technology to track benchmarks and metrics to create a "one-stop" land use database.







CONTEXT + VISION

WHAT WE HEARD

What does Vineyard's heritage mean to you?

We have a **PROGRESSIVE VISION** and attitude – we look forward but reference the past – and we pay attention to what's going on in the world.

I can walk to Utah Lake from work and the **LAKE IS CLEAN AND HEALTHY.**

EVERYTHING I NEED is here.

It's **SO EASY TO GET HERE** and to everywhere else in the region.

This small community is **SO WELL PLANNED.** I wish I had moved here 15 years ago.

Vineyard is a one-of-a-kind place. We believe in small city community values and an enterprising attitude. We have a deep respect for our roots as an agricultural and steel manufacturing community and understand that change is inevitable, but how a community handles change is not. Our community wants to continue to be proactive and plan for the future in a smart way.

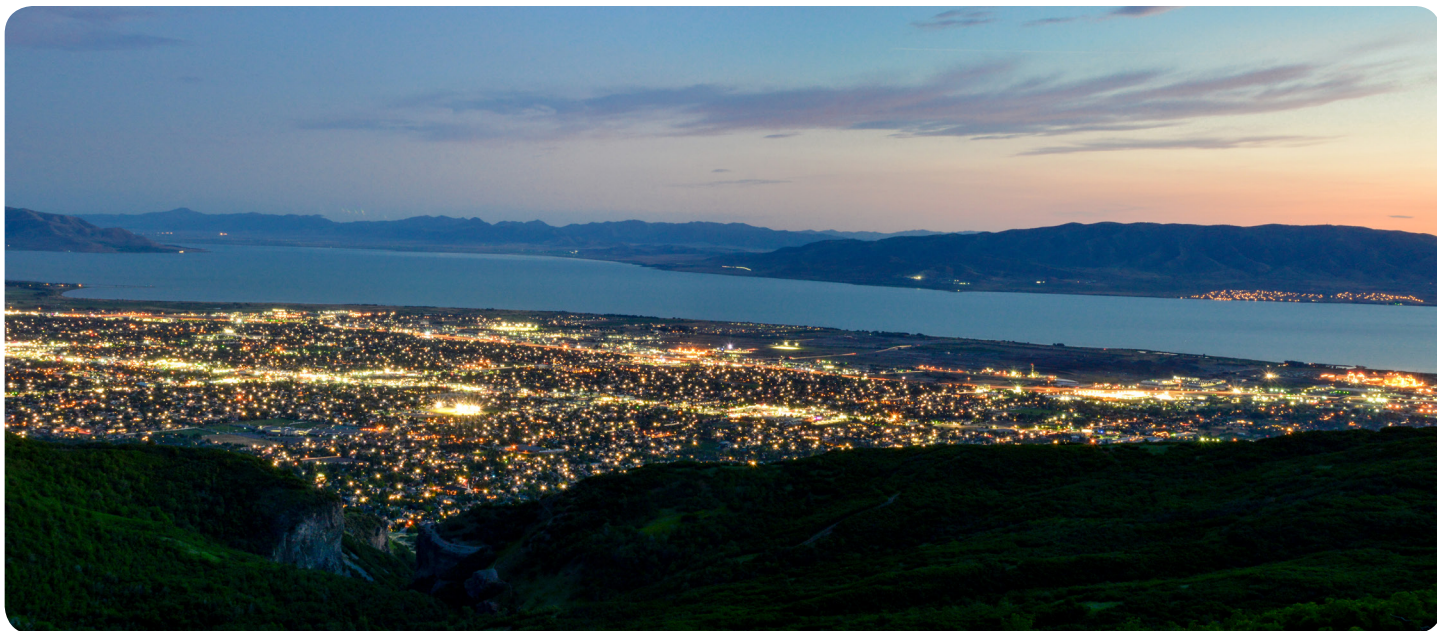
WHY WE PLAN

With a history dating back to the 1890's, Vineyard has only more recently come into its own as a bustling community within the last decade. More specifically, population has increased from 139 residents in 2010 to an estimated 14,000 residents in 2018 – a growth rate unmatched in Utah. This growth demonstrates that Vineyard has caught the eye of many who see it as the perfect place to put down roots and take advantage of the evolving multimodal community along Utah Lake with easy connections to the region.

With this new growth and looking forward, we have set an inspiring theme for our future – “stay connected.” This aspiration has been applied to our trail networks, parks system, transportation hub, residential neighborhoods and commercial areas. The 2004 Vineyard Town General Plan served our community well during a critical period of increasing development pressure. The plan established a vision and parameters for development and land use to bring Vineyard into the future. Since 2004, Vineyard has changed dramatically. The town is now a city and new housing, parks, trails and mixed-use developments have contributed to this transformation.

An updated General Plan provides the opportunity to consolidate previous planning efforts and create a roadmap for the future. This General Plan Update includes a current vision, goals, strategies and action plan intended to serve as a guide for the Vineyard community to implement policies that “give purpose and direction to the changing conditions within the community, so growth will take place in a manner which is financially prudent and orderly and that the quality of life within Vineyard will be maintained” (2004 General Plan).

The plan will help guide decision-making in the future and will “provide a measure of continuity to the constantly changing conditions within the community” (2004 General Plan). It will help to focus and unify future planning efforts and public investment.

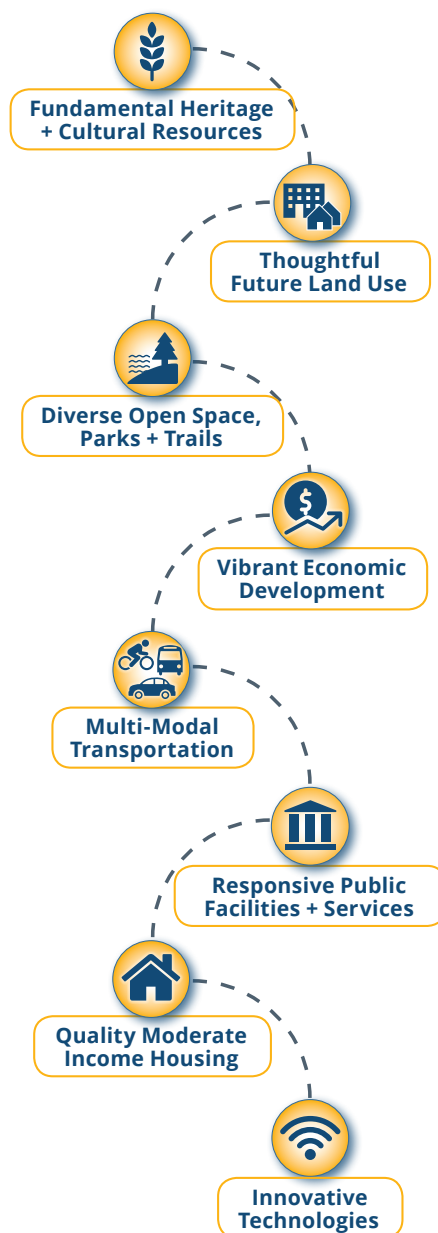


The Plan provides a guide for future actions related to the following community elements:

- **Heritage + Cultural Resources**
- **Land Use**
- **Open Space, Parks + Trails**
- **Economic Development**
- **Transportation**
- **Public Facilities + Services**
- **Moderate Income Housing**
- **Technology**

Our community's aspirations for the future are integrated into this plan. It inspires action and provides a focal point to drive future policies that City leadership and the community can support.

Ultimately, the Vineyard General Plan will help the community prepare for the future by offering recommendations to direct development and contribute to a high quality of life for residents. While the plan looks 10 to 20 years into the future, the City should adopt an annual review process to keep the plan up to date, due to the continued rapid growth of the Vineyard community.



ACCOMPLISHMENTS SINCE 2004

The City has accomplished many of the 2004 General Plan goals, and is on track to complete the remaining goals, which have been carried over to this plan as appropriate in the Elements section. Many of the 2004 goals have been accomplished including:



Open Space, Parks + Trails

- ✓ Distributing parks and open space throughout the community in accessible and convenient locations
- ✓ Planning for a connected trail system that will link with regional systems (via the South, North and Central Vineyard extension corridors)
- ✓ Begin to focus on Utah Lake lakefront as an open space/recreation amenity



Transportation

- ✓ Improved access to Geneva Road at 575 South and utilization of Vineyard Road as primary through route
- ✓ Support the location of the FrontRunner route and future stop through Vineyard
- ✓ Construction of Center Street railroad overpass at Geneva Road



Public Facilities + Services

- ✓ Building new roads and facilities to meet needs of growing population
- ✓ Providing adequate water system and sewage system for population growth
- ✓ RDA for development at former Geneva Steel Mill site



Moderate Income Housing

- ✓ Practice of including Accessory Dwelling Units as permitted use



Land Use

- ✓ General transformation of Vineyard from predominantly agricultural production to a rural/residential community
- ✓ Adopt policies and ordinances to provide for broad range of land use areas
- ✓ Designate appropriate land use types for all areas of Vineyard and maximum level of density
- ✓ Growth management strategy requiring development to take place sequentially
- ✓ Variety of housing areas and building types
- ✓ Active park acquisition and development program
- ✓ Home-based occupations should be allowed in residential areas, but only under conditions which will effectively preserve the residential character of the neighborhoods.
- ✓ Adopt ordinances which allow for a variety of residential areas and building types providing for a range of housing alternatives and densities to meet the needs of a diverse population.
- ✓ Adopt policies, standards and procedures to ensure that residential areas will be adequately served by a transportation system, parks, schools, utilities and similar activities which are essential to a safe and adequate residential environment.
- ✓ Encourage the use of planned unit and similar development alternatives to more effectively preserve the open character of the community.
- ✓ Consider the construction of a neighborhood commercial area to be located adjacent to collector class roads near Town Park.
- ✓ Promote the development of "industrial parks" and provide for well-designed light and general industrial environments in appropriate locations.
- ✓ Promote the development of "industrial parks" exhibiting high standards of design, landscaping, traffic access and circulation and provision of amenities.

KEY DEMOGRAPHICS + TRENDS



100-fold population increase

2000: 139
2019: 14,000



\$91,692
*Estimated average
household income, 2017*

Approximately
12%
*of households were
considered low income*



2.9%
*estimated
unemployment
rate*

76.3%
*of those over
age 16 are in
the civilian
labor force*



80%
*of residents
age 25+ have
completed
some college*

50%
*of this group
hold post-
secondary
degrees*

POPULATION TREND

Millennials are projected to outnumber Baby Boomers as the largest generation in 2019. Millennials are defined as Americans born from 1981 to 1996 (ages 22-37 in 2018)

Key Takeaway:

The Vineyard community should think about providing community amenities that attract this generation:

- » Engaging employment opportunities
- » Purposeful, active community life
- » Flexible work and retail environments
- » Mixed-use community

HOUSEHOLD INCOME TREND

A record number of Americans live in multi-generational households – part of a broader trend toward more shared living. In 2016, 1 in 5 Americans lived in a multi-generational household.

Key Takeaway:

Vineyard should think about planning for multi-generational housing options:

- » Plan for aging in place options for community members
- » Plan for a variety of housing types throughout Vineyard, so people can stay in the community throughout their lives.

EMPLOYMENT TREND

A broader distribution of information technologies is fostering “bottom up” innovation. People want meaning in their work and opportunities for development and work/life balance.

Key Takeaway:

- » Vineyard can consider ways to entice start-up and entrepreneurial ventures to locate in the city.

EDUCATION TREND

Education will continue to be key to remaining competitive nationally and globally.

Key Takeaway:

- » Vineyard can take advantage of its proximity to BYU and UVU to attract and retain a highly educated population.

Sources: City of Vineyard Demographic Report, December 2017; Utah County Assessor's Office; Bureau of Labor Statistics

WHAT IS A GENERAL PLAN?

A General Plan is a policy document that establishes what residents, business owners, property owners and other stakeholders would like to see for the future in Vineyard.

- It identifies and analyzes growth and development issues and indicates how the community envisions Vineyard developing in the next couple of decades.
- It establishes a framework through the community's values to define the direction City Council should guide the city.
- It does not change or create any regulations or requirements, but it may recommend new policies and regulations as implementation strategies. The plan does inform ordinances that are included in the development code.

WHAT IS IN THE PLAN?

The General Plan is organized around eight elements, influenced by Vineyard's Vision:

- Heritage + Cultural Resources
- Land Use
- Open Space, Parks + Trails
- Economic Development
- Transportation
- Public Facilities + Services
- Moderate Income Housing
- Technology

For each of these elements, goals describe broad public purposes to achieve the vision, toward which policies and programs are directed. Strategies outline the approach and/or the specific tasks required to implement the goals. The future land use map provides land use classifications that tie the vision, goals and strategies to the land.

HOW IS THE PLAN USED?

- Residents use the plan to protect the qualities that brought them to Vineyard and promote qualities they would like to see in the future. By participating in the creation of the plan, citizens help shape the vision for Vineyard's future and goals and strategies to make the vision a reality.
- The City uses the plan as a guide for big picture decisions such as rezoning or land use classification map changes and infrastructure investments.
- Property owners and developers use the plan as a guide to predict what uses could occur both on and near their properties, allowing them to make informed land use planning decisions.



Vineyard Sports + Splash Park provides a variety of community amenities residents desire
Photo Credit: DJJ

A GENERAL PLAN WILL HELP VINEYARD...



Enhance community – the places we live, work and recreate



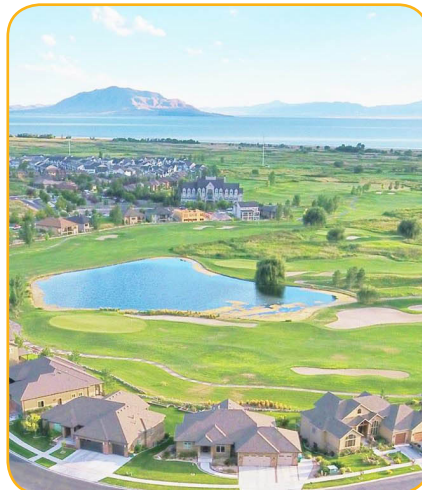
Support existing businesses and attract new economic development



Maintain our community feeling while enlivening the community with a mixed-use Town Center to provide places for residents and visitors to live, shop, work and explore.



Create an inviting lakefront with a variety of recreational options



Strengthen Vineyard's identity as a distinctive and special place in Utah County

Photo Credits: Top Images (left to right): Saia Uluave , Technology Design Injection Molding website, @genevaanderson; Bottom Images: Ashlee Shawn Herring

PLANNING PROCESS TIMELINE

Jul - Oct
2018

PHASE I: EXPLORE + ENGAGE

Strategic Kick-Off

Existing Conditions, Key Issues,
Opportunities

Community Workshop #1

Oct - Mar
2018-2019

Phase II: Synthesize + Prioritize

Initial Plan Themes, Draft Outline

Draft Plan Development +
Revisions

Community Workshop #2

Feb - Apr
2019

Phase III: Finalize + Implement

Preparation of Final General Plan

General Plan Adoption

In Apr 2018, the City held a public workshop and conducted stakeholder interviews. Feedback from these sessions was recorded and informed the General Plan Update.

PLANNING PROCESS

The General Plan Update planning process was organized into three phases:

Phase I: Explore + Engage

Design Workshop began the process by convening a Strategic Kick-Off meeting with City staff, City Council and Planning Commission members and the General Plan Work Group to discuss what people love about Vineyard, and what needs more attention. The meeting was also used to understand what the community desires from the update, to prepare a project timeline and to lay the groundwork for the planning process.

The second step included working with City staff to understand what policies and actions from the 2004 General Plan have been implemented and which should carry over to the plan update. The team then reviewed previous and current plans and studies relating to development in Vineyard. With this information, Design Workshop conducted an existing conditions, key issues and opportunities analysis and provided initial recommendations for the plan update pertaining to the Vision statement, guiding principles, elements, general goals, objectives and organizational structure for the plan.

The final step in Phase I was an initial community workshop, building off engagement efforts the City conducted in April of 2018. The workshop captured the needs and priorities of attendees in relation to the Vision statement and goals for the plan.

Phase II: Synthesize + Prioritize

Based on input collected from the Phase I community workshop, conversations with City staff and feedback from City Council, Planning Commission and Work Group members, the second phase of the process began with the preparation of initial plan themes, an updated Vision statement, plan Elements, goals for each Element and implementation strategies to accomplish these goals.

The second step in this phase was preparing the draft General Plan document. After incorporating feedback and preparing the draft, a second community workshop was convened. During this workshop, community members were asked which goals they felt would economically benefit the Vineyard community and/or add to the community quality of life. Feedback from this event was used to finalize the plan goals and inform the action plan.

Phase III: Finalize + Implement

Building on previous efforts and integrating them with the work done as part of this update process, Design Workshop, along with City staff and the General Plan Work Group, completed the final plan for adoption. The final General Plan is visionary and at the same time, a practical roadmap detailing strategies and actions necessary to take Vineyard into the future with focus and unity.

GENERAL PLAN WORK GROUP

To ensure the General Plan Update process included a breadth of community representation, a General Plan Work Group was created, which included members who represent the following groups/organizations:

- Anderson Geneva
- City of Orem
- City of Vineyard
- Utah Lake Commission
- Utah Transportation Authority (UTA)
- Utah Valley University (UVU)
- Vineyard Heritage Commission
- Vineyard Planning Commission

This group provided expertise, input and review of the planning process and this plan. They assisted the planning team to understand community concerns to ensure the plan's success.



Community Workshop: Sep. 18, 2018 | Dot Prioritization Activity

COMMUNITY ENGAGEMENT

April 2018 Open House + Interviews

In April 2018, City staff held an Open House at Franklin Discovery Academy for community members to share their thoughts. Approximately 240 people attended the event. City staff prepared poster presentations about specific General Plan topics including heritage, land use, transportation, sustainability and open space. The purpose of the open house was to give interested members of the public an opportunity to ask questions, provide feedback, and leave comments on each of these topics. City staff also conducted a series of interviews with key stakeholders to get an early sense of items of importance for the development of the plan.

September 2018 Community Workshop

On September 18, 2018, Design Workshop and City of Vineyard staff held a Vineyard General Plan Community Workshop meeting at Franklin Discovery Academy. It included a presentation with keypad polling, giving 93 participants the opportunity to provide real-time feedback on the broad vision, policies and goals for the update. The second portion of the meeting included a prioritization exercise allowing participants to prioritize components of the General Plan Vision Statement and goals for the seven plan elements, which include land use, economic development, transportation, public facilities & services, moderate income housing, open space, recreation & trails, and heritage & cultural resources.

September 2018 Business Community Meeting

On September 18th, 2018, the same day as the Community Workshop, Design Workshop and City of Vineyard staff also convened a meeting with the Vineyard business community to hear their thoughts on the business climate in Vineyard – what is and is not working, and what it would take to make Vineyard an exceptional place to do business. A majority of attendees chose Vineyard to operate their businesses due to its regional location, but felt that lack of



Community Workshop: Sep. 18, 2018 | Key Issues Activity + Keypad Polling



Open House: April 2018 | Comment Cards

amenities to attract workers and the expense were the biggest challenges for those who want to start businesses.

Online Surveys

For those unable to attend the September 18th meetings in person, online surveys were posted for two weeks, offering an additional opportunity for community members to provide their feedback on policy direction and goals for the General Plan Update. Over 436 people responded to the online surveys.

February 2019 Community Workshops

On February 20th and 21st, 2019, Design Workshop and City of Vineyard staff facilitated a second round of community workshops. Over 70 participants were asked to review recommended goals and identify which will economically benefit Vineyard and add to the community's quality of life. Four sessions were convened focusing on the following neighborhoods:

- Session 1: Wednesday, February 20
 - Alloy Apartments, Concord Apartments, Edgewater Townhomes, The Vine Apartments
- Session 2: Wednesday, February 20
 - Ashley Acres, Cottonwoods, Elms, Holdaway Road, Meadows, The Shores, Sleepy Ridge, Sycamore
- Session 3: Thursday, February 21
 - Bridgeport, Le Chemainant, Garden, Hamptons, Maples, Parkside, Westbrook, Willows
- Session 4: Thursday, February 21
 - Cascade, Lochs, Preserve, Providence, Solstice, Springs, Tucker Row, Leisure Villas

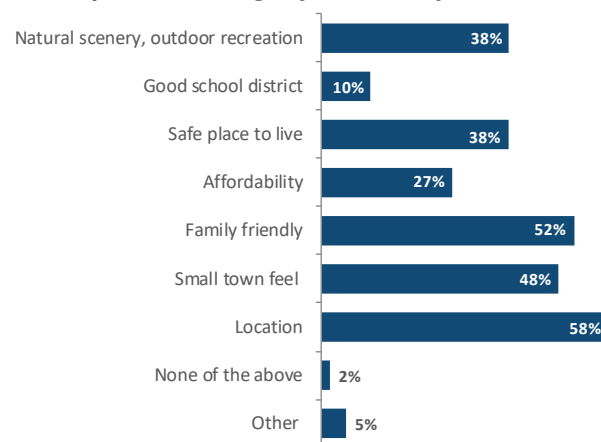
Online Surveys

For those who could not attend the February workshops, the City sent out an online survey. Over 175 people responded.

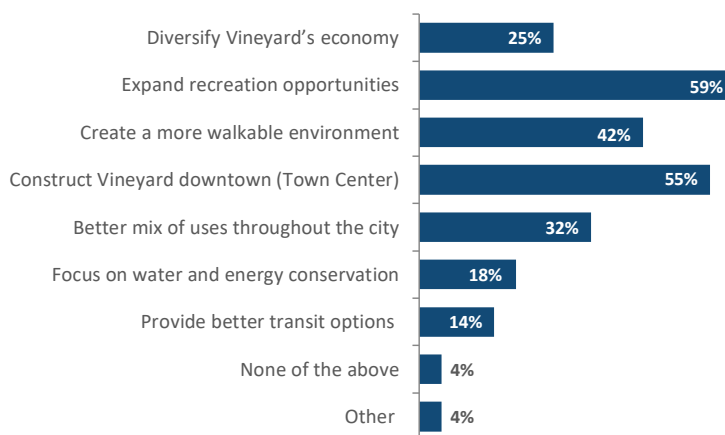
Community Feedback in This Document

Community feedback was used to inform each phase of the planning process, to inform the updated Vision for Vineyard, and to prepare goals and strategies to meet the needs of all community members.

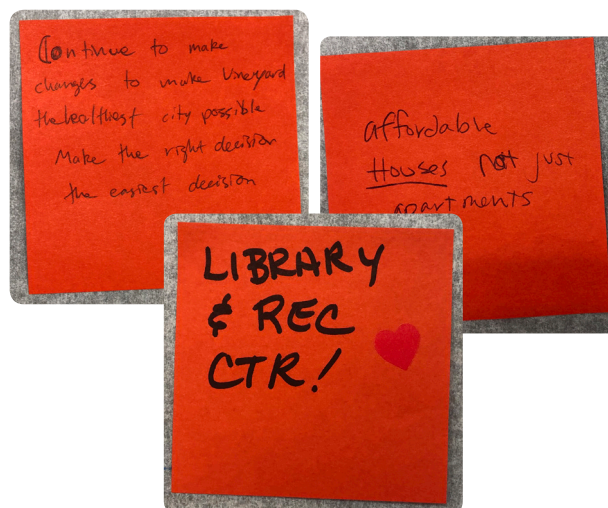
What qualities brought you to Vineyard?



Which of the following outcomes are most important to you for the future of Vineyard?



Community Workshop: Sep 18, 2018 Keypad Polling Responses (choose as many as apply)



Community Workshop: Feb 20, 2018 | Deeper Dive Post-Its

KEY OPPORTUNITIES + CHALLENGES

The growth Vineyard has seen over the last decade is bringing many positive changes and possibilities including new residents, new infrastructure, new parks and trails, and opportunities to collaborate with surrounding entities and businesses. It also brings an

excitement about the future. At the same time, this growth also brings challenges – such as increased traffic and the need for additional City services to support its residents.

KEY OPPORTUNITIES

Regional Location + Accessibility

Centrally located in Utah Valley, close proximity to Orem, Provo and Lindon, two major universities, easy access to I-15, FrontRunner Transit and future planned light rail and the expansion of the Vineyard Connector, gives Vineyard the opportunity to be a location for living, working, shopping and playing throughout the region.

Strong Multi-Modal Transportation Network

Building off the success of the FrontRunner Station, Vineyard can support the inclusion of light rail and bus routes in the community, provide bike lanes, trails and safe pedestrian routes throughout the city.

Utah Lake Shoreline /Lakefront

Vineyard has an amazing opportunity to support redevelopment of the Geneva Steel Mill Site that utilizes lakefront access and to provide open space, recreation and trail access all along the eastern edge of the lake to attract residents and visitors. Commercial development is also planned near the Lakefront to attract activity.

Vibrant Town Center with Mixed-Use Development

The city has an opportunity to promote mixed-use development including commercial/retail businesses and create a central core for the community at both the Town Center and Forge sites.

Regional Partnerships

Vineyard can continue to solidify partnerships by working with Utah Valley University (UVU), Orem, Provo, the State of Utah, and Utah Department of Transportation, the Utah Lake Commission, the Mountainland Association of Governments, developers and others to create critical relationships that will benefit Vineyard economically far into the future.

Geneva Road Corridor Development

Vineyard can work with Orem along Geneva Road to coordinate growth, economic development strategies and appropriate development that can benefit both communities.

Vineyard's Rural + Industrial Past

Creating an identity that pulls from Vineyard's agriculture and steel mill past.

KEY CHALLENGES

Environmental Constraints

Geneva Steel Mill Site cleanup is not complete, and the area lacks adequate infrastructure to lure development, air quality issues, Utah Lake algae bloom and mosquito issues.

Geographic Constraints

Vineyard is approximately 4,073 acres, with growth limited on the west side by Utah Lake, and only four main entrances into the city (three leading to residential areas and one leading to the Eastlake Industrial Business Park).

Explosive Growth

The fact that Vineyard is growing is positive, but it can be burdensome on public services and facilities. Growth pressures could cause the city to be reactive.

Surrounding Communities

Vineyard is close to Provo, Orem and Lindon – these cities have more support services and infrastructure to accommodate new development.

Types of Growth

The population is growing significantly, but this growth has mostly been reflected in residential development rather than commercial/retail development.

Inadequate Tax Base

To fund efficient and adequate City services, an adequate tax base is required. New sources of revenue will need to be generated to provide a good level of service and to expand and upgrade infrastructure as needed.



Utah Lake algae bloom | Photo Credit: Katie Morgan

Vineyard is a vibrant well-balanced community providing residents and visitors a connection to our heritage and a path towards an enduring future. We promote a healthy community through thoughtful public investments, innovation, strategic partnerships, an activated lakefront and thoughtful shared open spaces.

BACKGROUND

The previous General Plan was written in 2004. Vineyard has grown substantially since then. At that time, only a few hundred residents lived here. Thousands more have since made Vineyard their home.

In 2004, Vineyard community leaders, following deliberations on future growth and redevelopment of the then recently closed Geneva Steel Mill, established a General Plan as a foundational document to guide future development and governing policies of the community. This General Plan played a pivotal role in transforming Vineyard from a small agricultural town to flourishing city of over 14,000 residents.

The community was forward-thinking in anticipating population growth, the future redevelopment of the Geneva Steel Mill and preserving Vineyard as a close-knit community. To prepare for and guide growth, the Planning Commission prepared the 2004 General Plan with the following Vision:

To maintain the integrity and quality of rural living in a well-planned, well-organized fashion so as to safeguard a peaceful, independent, beautifully kept, livable community.

The city is approaching a new era and to meet future challenges needs to plan for the future now. Opportunities for future development will be tied to a new 225-acre Utah Valley University located centrally in the city, through environmental efforts to remediate the shoreline along Utah Lake and appropriately developing a mixed-use downtown environment connecting to the future FrontRunner station. New growth will generate an increased demand for housing options and public services. It is important community residents establish a shared vision to guide its future

2019 VISION

This Vision is the foundation of the General Plan. It builds on the 2004 Vision, captures the community's common ground and emphasizes aspirations for the future.

Vineyard is a vibrant, well-balanced community providing residents and visitors a connection to our heritage and a path towards an enduring future. We promote a healthy community through thoughtful public investments, innovation, strategic partnerships, an activated lakefront and thoughtful shared open spaces.

GUIDING PRINCIPLES

While the Vision represents the collective idea of the future of Vineyard, the guiding principles act as reminders of the values that hold true regardless of changes in goals, strategies or leadership. These principles reflect consistent community values captured during the public engagement process, analysis of existing conditions and consideration of future trends. They are woven into each element of the General Plan and should be considered when making any future decisions.

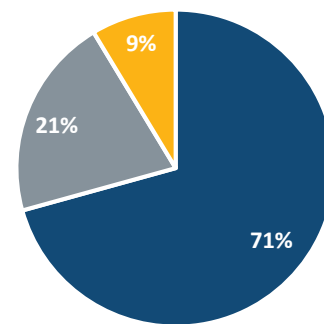
- » We **maintain our family-friendly atmosphere**
- » We **promote walkable neighborhoods and a mix of uses** that complement each other
- » We **encourage and support innovation** in all aspects of our development
- » We **grow responsibly**
- » We **think sustainably** – considering environmental, societal and economic impacts of growth
- » We **foster a vibrant and resilient economy**
- » We **support the right businesses** for our community
- » We **celebrate our rich heritage**
- » We **support the equitable distribution of public resources** throughout our community
- » We **collaborate** with adjacent jurisdictions, Utah Valley University, and the larger region



Community Workshop: Feb 20 + 21, 2018 | Kid's Table

Does the 2004 General Plan Vision reflect your values and vision for the future?

To maintain the integrity and quality of rural living in a well-planned, well-organized fashion so as to safeguard a peaceful, independent, beautifully kept, livable community.



■ Yes ■ No ■ I don't know

Community Workshop: Sep 18, 2018 Keypad Polling Survey Response



PLAN ELEMENTS

Eight plan elements and associated objectives have been identified as essential to the successful future of Vineyard.



HERITAGE + CULTURAL RESOURCES

To preserve, protect and promote the historically rich heritage of Vineyard for the benefit of all of Vineyard's residents and visitors, present and future.



LAND USE

To promote responsible growth, through well-planned neighborhoods that honor natural surroundings and strategically fit our close-knit and diverse community spirit, to continue to improve Vineyard's quality of life.



OPEN SPACE, PARKS + TRAILS

To provide high quality, maintainable, diversified parks, recreation and open spaces that engage all ages to support the needs of a growing healthy Vineyard community.



ECONOMIC DEVELOPMENT

To support an economic program that attracts new businesses and target industries, increases municipal revenue streams, creates long-term fiscal health, and supports the economic vitality and wellbeing of residents and businesses.



TRANSPORTATION

To promote the development of an efficient multi-modal transportation system that meets the needs of Vineyard's current and future residents while increasing safety and sustainability, decreasing auto-dependency, balancing mobility and accessibility and integrating into existing infrastructure.



PUBLIC FACILITIES + SERVICES

To develop and maintain public facilities and services that deliver the highest level of user satisfaction, are flexible to grow with Vineyard's population and are focused on the reliability, accessibility, cost-effectiveness and efficiency of the programs.



MODERATE INCOME HOUSING

To ensure the availability of a range of housing options, including moderate income housing, to meet the needs of the population that desires to live in Vineyard.



TECHNOLOGY

To ensure the City's ability to evaluate, integrate and support current and future technological innovations in all areas where appropriate.

Dwellings used by early settlers near Utah Lake, ca. 1900s. Picture courtesy of Utah Lake Historical Society. From book 'Our Vineyard Heritage'.





HERITAGE + CULTURAL RESOURCES

WHAT WE HEARD

WHAT DOES VINEYARD'S HERITAGE MEAN TO YOU?

HONORING VINEYARD'S PAST and incorporating its history in the integrity of new development.

FARMING

GENEVA STEEL

I love our **SMALL TOWN HERITAGE**. It's what makes our city unique.



OBJECTIVE

To preserve, protect and promote the historically rich heritage of Vineyard for the benefit of all of Vineyard's residents and visitors, present and future.

HISTORY OF VINEYARD

Nothing quite defines Vineyard as significantly as its proximity to Utah Lake. The area's fertile soil is a remnant of a much larger Utah Lake, whose waters were once part of the greater Lake Bonneville. The land was dotted with swamplands, and covered with sandhills, salt grass, sagebrush and greasewood.

Utah Lake, though quite shallow, has been a source of food for surrounding inhabitants for many years. Native American Indians of the Western Shoshoni, Northern Ute, and Southern Paiute tribes occupied the area and harvested fish from the lake well into the early 1900s. Other notable early explorers and trappers who traveled the area include Frenchman Etienne Provost (after whom the City of Provo is named); Jedediah Smith, another trapper who explored and mapped the valley twice; and explorer John Fremont, who in 1843-44 made extensive notes on the valley, including the identification of several streams and rivers that fed the freshwater Utah Lake. These notes were carefully studied and used a few years later by Mormon pioneers, who became the first permanent, non-indigenous explorers and settlers in the valley, shortly after their arrival into the Salt Lake Valley in 1847.

In 1855, the first permanent settlers in the Vineyard area located near the mouth of the Provo River in an area called Lake View. The potential of the lake shorelines as good farmland drew homesteaders to the area in the 1870s. Settlers built little log cabins or dugouts with dirt floors and dirt or sod roofs. While some families lived in their wagons, others built more permanent houses and staked their claims on the standard 160 acres of land (called a quarter section).

Utah Lake provided a source for fishing and hunting. It was also an ideal place for swimming and ice skating. The lake was a source for ice chunks that were used by early residents to supply their ice chests and ice houses, where perishable foods could be kept.



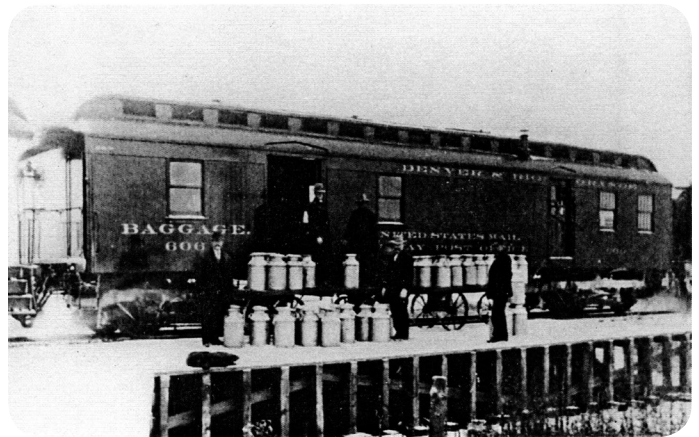
Utah Lake looking north toward Geneva Resort, ca. 1930s. Picture courtesy of Utah Lake Historical Society. From book 'Our Vineyard Heritage'.

Vineyard Road, now known as Geneva Road, at that time a two-wheel wagon road, was the main north/south artery through Vineyard. The Union Pacific Railroad came into the area in 1873, followed by the Denver and Rio Grande (a narrow-gauge rail) in 1881-1882. For many decades thereafter, these railroads served to transport milk and agricultural products to producing plants and urban markets. The rails would also occasionally transport people traveling through the area and regularly brought visitors from the north and south to the very popular Geneva Resort, located on the northeastern shores of Utah Lake. In 1914, the Salt Lake and Utah Railroad started to provide regular passenger connections from Payson to Salt Lake City.

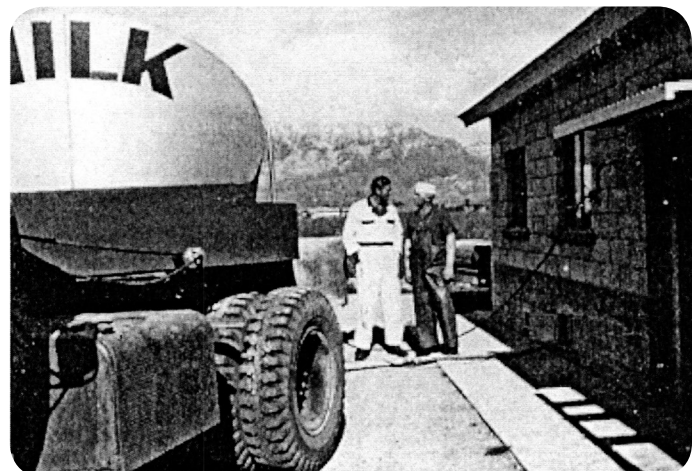
Geneva Resort (now the Lindon Marina) was one of the most popular recreation and entertainment areas in Utah, boasting a 2 ½ story hotel, cabins, dance pavilions, food concessions, a pristine clear-water lake beach, two heated swimming pools, a lake-front pier and diving platform, picnic areas and playing fields. Business in Vineyard was largely based on the agricultural economy flourishing in the Utah Valley – processing and shipping plants for fruit, berries, and vegetables; a sugar beet dump and; a depot to process milk from the numerous dairy farms in the area; two turkey ranches, a feed mill, and a couple of country stores.

Vineyard's first school was the "Little Blue Schoolhouse," built in 1883 (located at approximately 200 North Geneva Road). The school was purchased by the LDS Church in 1890 for community meetings.

As World War II began, the U.S. Government embarked on an aggressive program to enlarge its steel manufacturing capabilities in locations well inland that would be more protected from the possibility of enemy attack. Finding Vineyard to be an ideal location because of its abundant water supply, open land area, plentiful labor, and two key rail lines crossing the valley, the U.S. Government



William Varley, Elmer Holdaway, J.K. Allen and J.O. Stone loading the milk train, ca. 1900s. From book 'Our Vineyard Heritage'.



Alf Nielson and Don Allen standing by a milkhouse while a pump loads a truck with milk from the refrigerated holding tank, ca. 1930s. From book 'Our Vineyard Heritage'.



Little Blue Schoolhouse, ca.1890s. From book 'Our Vineyard Heritage'.



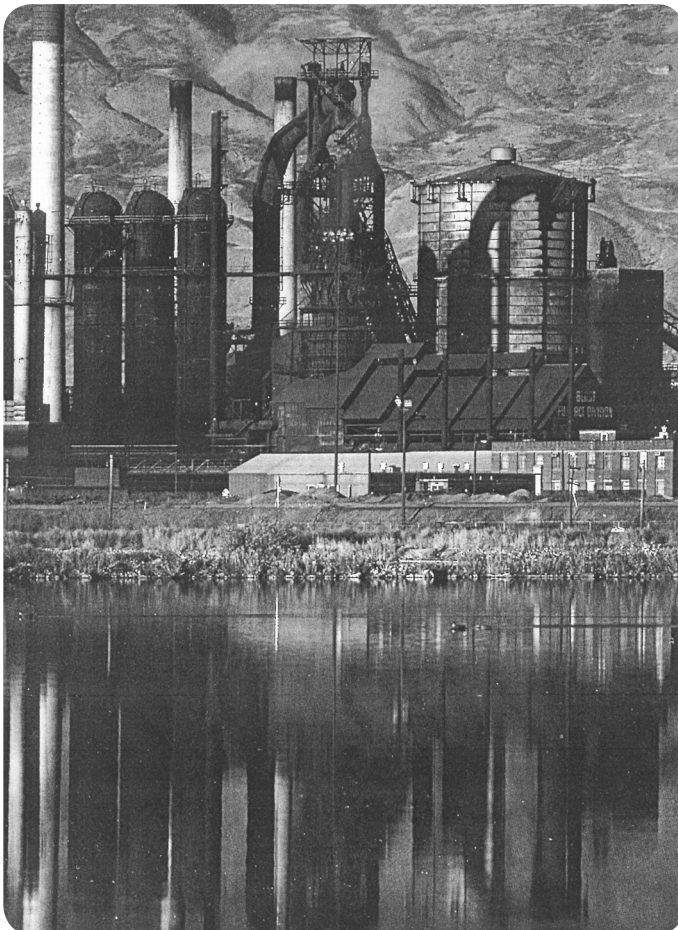
Geneva Steel Plant. From book 'Our Vineyard Heritage'.

appropriated approximately 1,600 acres to build a productive steel manufacturing enterprise. This action displaced over 40 percent of the Vineyard population (about 40 farming families).

President Franklin D. Roosevelt announced plans in 1941 to invite the Columbia Steel Company, already with an active iron manufacturing plant in Utah County, to build a large steel plant in Vineyard (the plant was named after the Geneva Resort – now the Lindon Marina). The new Geneva Plant engaged about 100 subcontractors and eventually employed 11,000 workers. February 1943 marked the production of the first steel from the large plant.

Because the plant was completed mid-way through World War II, its role in the war effort was relatively small, even though it did contribute heavily to the ship building industry on the West Coast. Just two months after V-J Day (Victory over Japan), operations essentially ended, leaving a skeleton crew of 400 to continue reduced operations and leaving the future of the plant in question. In 1946, U.S. Steel purchased the struggling plant and Geneva Steel, a subsidiary, converted it to meet peacetime needs for steel production for West Coast markets.

Geneva Steel operations continued into the early 70s, at which time the crisis in US steel production became even more critical. As a result, U.S. Steel, the parent company of Geneva Steel, closed 16 of its plants in the United States. Strong community support throughout Utah temporarily saved the Geneva plant, though economic problems continued into the 1980s. A group of private and local investors then purchased the struggling plant. Finally, in early 1991 Geneva Steel filed for Chapter 11 bankruptcy, ending over 50 years of steel production in Vineyard.



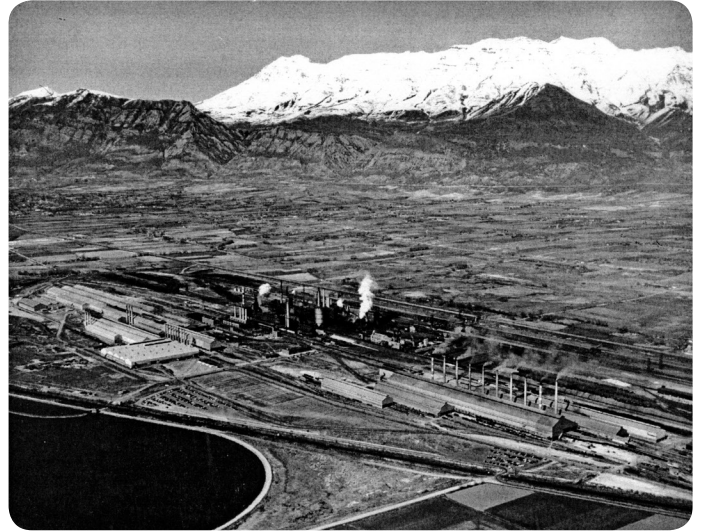
Geneva Steel blast furnace and smoke stacks, ca. 1990s. From book 'Our Vineyard Heritage'.

After Geneva Steel closed, and the former site became available for redevelopment, several community members thought it advantageous to incorporate as a town in order to have more control over the area's future. Vineyard's petition for incorporation included several visionary statements:

- Preserve the heritage of the community – the labor that hard-working pioneers put into redeeming the land from bogs.
- Preserve the integrity of the Vineyard lifestyle and name.
- Protect our water rights in the underground aquifers and cordial relations with Geneva Steel.
- Continue to contribute to the economy of Utah County – preserving living space for residents who wish to reside in the community.

In 1989, the Mountainlands Association of Governments was commissioned to investigate the proposed incorporation. In May, 1989, the Utah Lieutenant Governor and the Utah County Commission approved the incorporation. While an exciting and somewhat uncertain future lay ahead, the community was faced with numerous challenges. A town government with a Mayor and Town Council had to be established. Key to the future of the town, a tax base needed to be established with reliable sources of revenue, and zoning and regulations for new development and increased population had to be considered.

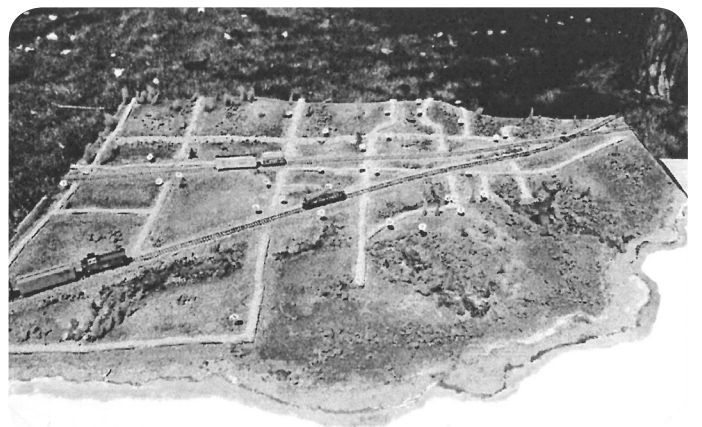
One hundred and forty years after the first pioneers entered this valley, the Vineyard community became an incorporated town and then later a recognized city, continuing to grow and become a refuge for residents wanting much of what the original founders wanted – a place to call their own in a location surrounded by the rich natural beauties of the Utah Valley.



Geneva Steel, aerial view, ca. 1960s. Picture courtesy of Utah State Historical Society. From book 'Our Vineyard Heritage'.



Geneva Steel plant, 2000. From book 'Our Vineyard Heritage'.



Early Vineyard Community model, created by Norman Holdaway, 1999. From book 'Our Vineyard Heritage'.



The following goals describe broad public purposes to achieve the General Plan Vision.
The strategies outline approaches and/or the specific tasks required to implement the goals.

GOALS + STRATEGIES

GOAL 1: IDENTIFY AND LOCATE SIGNIFICANT HISTORIC VINTAGE FARM IMPLEMENTS, TOOLS, ARTIFACTS, BUILDINGS AND OTHER HERITAGE-RELATED ITEMS.

- » **Strategy 1:** Identify, locate and create an inventory of significant historically related implements, tools, buildings, properties and other such artifacts. Continue dialogue with owners of these items in order, to the degree possible, reassign ownership to the Vineyard Heritage Foundation or receive them on loan.
- » **STRATEGY 2:** Use Vineyard's Trails and Parks overall master plan to determine proper placement for such artifacts/implements, etc. for display and enjoyment of all residents and visitors.
- » **STRATEGY 3:** Create a Vineyard Heritage Museum, Cultural Center and/or viewing area specifically for the purpose of demonstrating the rich life of Vineyard's forefathers.

GOAL 2: IDENTIFY, LOCATE AND PRESERVE SIGNIFICANT SITES OF HISTORICAL IMPORTANCE THROUGHOUT THE CITY.

- » **STRATEGY 1:** Using existing maps and other resources, specifically identify historically important and culturally rich sites and areas that need to be noted, preserved, cataloged and identified with signage.
- » **STRATEGY 2:** Where possible, work with homeowners/land owners to nominate sites and structures that meet the criteria to be registered on the National Register of Historic Places.
- » **STRATEGY 3:** Designate the principal/major trail throughout Vineyard as the Vineyard Heritage Trail with appropriate signage placed throughout the system.
- » **STRATEGY 4:** Expand the existing "Gammon Park" with the adjacent undeveloped property, into a larger and vibrant multi-faceted "Vineyard Heritage Park".



GOALS + STRATEGIES

GOAL 3: ENHANCE AND PROMOTE THE CITY'S HISTORICAL CHARACTER TO INCREASE VISITATION AND COMMERCE THROUGHOUT THE CITY AND TO HELP ALL RESIDENTS AND VISITORS APPRECIATE AND CONNECT WITH THE PAST.

- » **STRATEGY 1:** Working with BYU Library and other institutions, establish a traveling historical exhibit relating to Geneva Steel that can be exhibited in Vineyard on loan and or on special occasions.
- » **STRATEGY 2:** Support the preparation and publication of brochures and other written and online resources that provide visitors with information on the City's history and significant history-related resources, such as online access to the book "Our Vineyard Heritage" on the City's website.
- » **STRATEGY 3:** Obtain as many oral and written personal histories and photos from original families as possible and have them published online on the City's website.
- » **STRATEGY 4:** Create self-guided history and heritage tours and materials to be used on bike trails and hiking trails throughout the entire trail system. Consider augmented reality system to show historic uses of sites.

GOAL 4: ENCOURAGE DEVELOPERS TO INCORPORATE ARCHITECTURAL FEATURES THAT UNDERScore AND CELEBRATE THE CITY'S RICH HERITAGE AND HISTORY.

- » **STRATEGY 1:** Work with private sector investment in preservation and renovation projects.
- » **STRATEGY 2:** Create theme-based park benches and other public area features that recognize and promote Vineyard's history.





LAND USE

WHAT WE HEARD

COMMUNITY PRIORITIES FOR FUTURE DEVELOPMENT INCLUDE:

Town Center development completed in a way that **PROVIDES NEEDED AMENITIES** for residents and visitors, including shops, restaurants, cultural facilities.

RECREATION CENTER

MARINA OR PIER along vibrant lakefront

Development that focuses on **AGING ADULTS**

Dining and entertainment uses geared toward a **NIGHTLIFE ENVIRONMENT**

OBJECTIVE

To promote responsible growth, through well-planned neighborhoods that honor natural surroundings and strategically fit our close-knit and diverse community spirit, to continue to improve Vineyard's quality of life.

EXISTING CONDITIONS

Vineyard has experienced explosive growth and is one of the fastest growing cities in Utah. City government recognizes that with this growth comes rapid change and is eager to support development that benefits the entire community. The City of Vineyard contains approximately 4,080 acres and 14,000 people. The estimated population at buildout is approximately 36,000 people. A portion of Utah Lake surface accounts for 25 percent (~1,080 acres) of the City acreage and the shoreline is intended to be a vibrant part of the community.

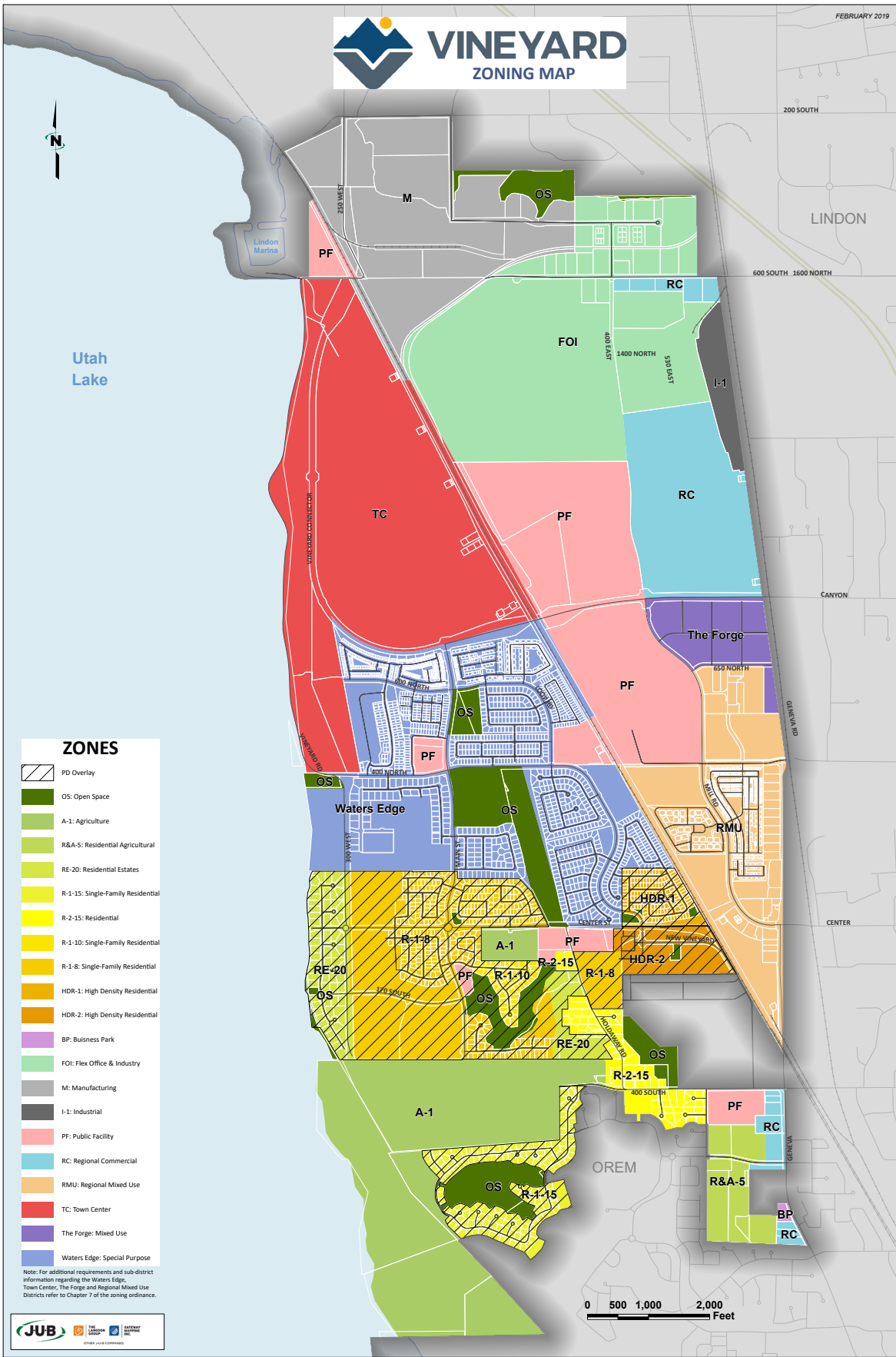
The Vineyard community is embracing smart growth and sustainability. Plans for new development include more compact, walkable centers that are focused on transit-oriented and pedestrian-friendly options. Higher-density and diverse housing options are also major components of new development in the city.

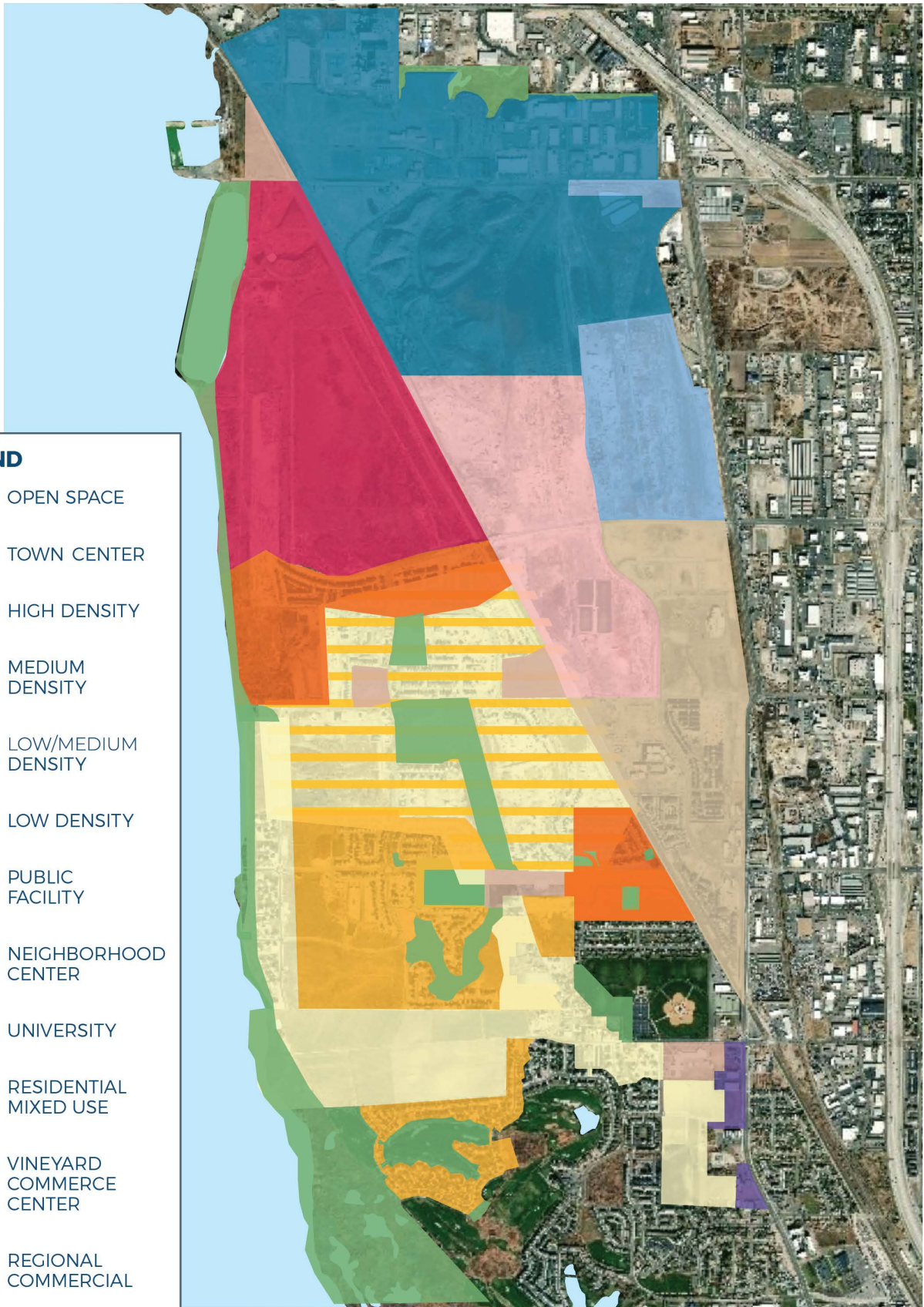
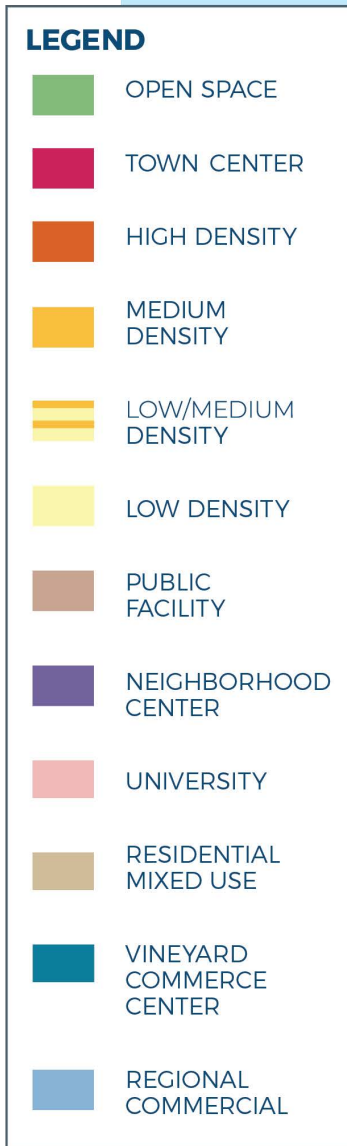
ZONING

An updated Vineyard Zoning Map was adopted on June 14, 2017. The Zoning Update Project's stated purpose is three-fold:

- To allow Vineyard to develop in a smart and organized manner.
- To implement the City's General Plan that contains an overarching vision for future growth, land use, open space and transportation facilities.
- To create jobs and support economic development within the city.

Zoning also controls parking for all development. Due to the growth in Vineyard, there is an increased demand for parking. In fact, parking has been identified as a major concern by the public and stakeholders. Multiple apartment buildings were built per Code. However, university students have more vehicles than the families that were anticipated to occupy the buildings and have caused parking issues. The City made the appropriate adjustments in updating the code requirements but will work to solve the problem through enforcement of the code. UVU's plans for a 225-acre campus will have an impact on parking demand in Vineyard. Vineyard will work with community stakeholders and resources to develop efficient parking solutions.





PERCENT LAND USE (LU) BY LU DESIGNATION

LU DESIGNATION	ACRES	PERCENT OF TOTAL	NOTES ABOUT LU CATEGORIES
Residential	413	13.77%	R-1-15, R-2-15, R-1-10, R-1-8, HDR-1, HDR-2, RE-20, R&A-5
Open Space/Parks	134	4.46%	OS
Agricultural	313	10.43%	A-1
Business/Office	365	12.16%	FOI, BP
Manufacturing/Industrial	262	8.73%	I-1(this designation is being eliminated), M
Commercial	152	5.06%	RC
Mixed-Use	1045	34.83%	Includes new development/special land uses (The Forge, Waters Edge, and Town Center), RMU
Public Facilities	316	10.53%	PF

This calculation is based off the analyzing the Zoning Map (June 2017) with Google Earth, and calculated by acreage per LU designation/total acreage of 3000 acres, which does not include the 1,080 acres of Utah Lake. All LU categories were consolidated into the broad categories used above. This does not include future parks or development that has not started construction yet.

TOWN CENTER (NORTHWEST)

The northwest section of the city is designated the Town Center. The Vineyard community desires development to be focused on mixed-use centers with greater access to transit, jobs, walkable neighborhoods where people can live, work, enjoy entertainment, shop and recreate. This district is home to a Regional Commercial zone along Geneva Road, along with The Forge, a mixed-use planned urban development project. Just south of The Forge, a Regional Mixed-Use zone already includes the Larry H. Miller Megaplex Theatres and several new restaurants and shops. Generally, the northwest portion of the city is being prepared for this new mixed-use development through the Vineyard Redevelopment Agency (RDA).

GENEVA STEEL MILL (NORTHEAST)

The northeast section of the city, which includes the former Geneva Steel Mill site and adjacent lands, currently includes flex office and industrial uses and areas slated for regional commercial, local mixed-use and a UVU campus. A Public Facility zone exists for the Utah Valley University campus. The far northeast section of the city is zoned for manufacturing uses and includes flex office and industry spaces. A portion of this area is occupied with Class A flex office and industrial spaces that include a variety of local and national tenants. The former Geneva Steel Mill is now owned by Anderson Geneva Development and includes 1,750 acres of developable land. With a finite amount of land available for additional development in this section of the city, the Vineyard community has decided that growth and development should focus on mixed-use areas that encourage a livable, walkable, vibrant community.

RESIDENTIAL DISTRICT (SOUTHWEST)

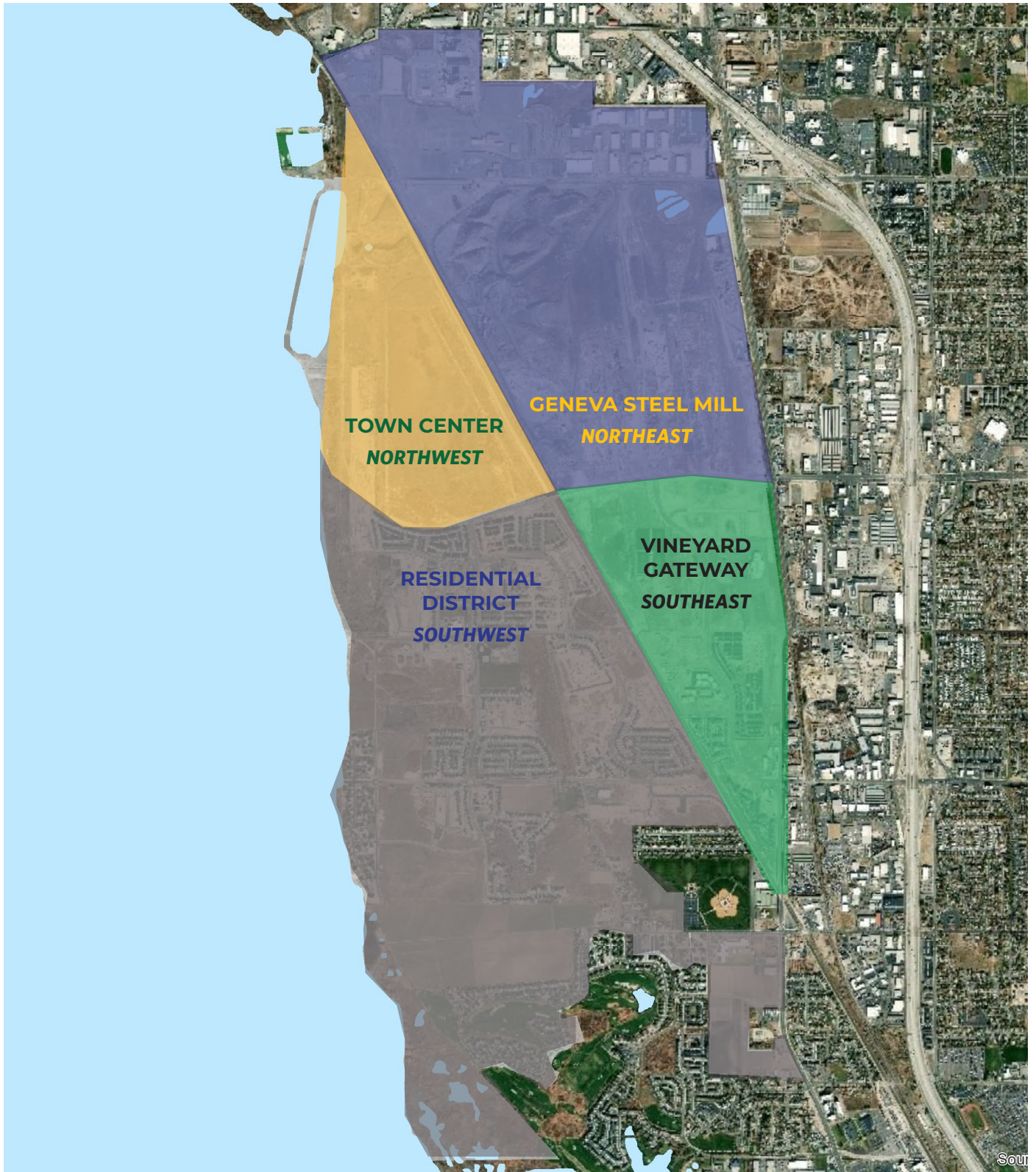
Most of the southwest portion of the city has been developed with a variety of residential development, including single-family homes and multi-family neighborhoods. This area also includes parks and open space and agricultural uses. The far southwestern portion is currently zoned for Agricultural and is the site of the Clegg Farm. There is room for development in this area and is ideal for larger single-family homes and a park(s).

VINEYARD GATEWAY (SOUTHEAST)

The southeast portion of the city has developed with office and retail. The far southeastern portion includes zones for future Regional Commercial and Business Park zones. While there is room for additional development in this section of the city, the northern section provides the most opportunity for mixed-use development.

There are currently two types of special development districts in Vineyard that have been created to manage growth and direct the types of development that occur in the city:

- Planned Development Overlay Districts (PD)
- Regional Mixed-Use District
- Three special purpose zoning districts have been created based on the overlay zones/districts above:
 - Vineyard Town Center
 - The Forge Mixed Use District
 - Water's Edge Zoning District



FORMER GENEVA STEEL MILL SITE AND SURROUNDING AREA

The Geneva Steel Mill site, which is the last large parcel of cleared land open for development in Vineyard has approximately 1,750 acres with 1.5 miles of lake frontage. This is a master planned project, primarily owned by Flagship Homes and being constructed by several developers. Land remediation and crucial infrastructure is in part being funded by the Vineyard Redevelopment Agency (RDA). The RDA is controlled by the City, allowing it to identify and address local community needs and use tax increment financing to revitalize blighted areas, stimulate private sector development, improve public infrastructure, which subsequently strengthens the city's financial tax base and generates jobs.

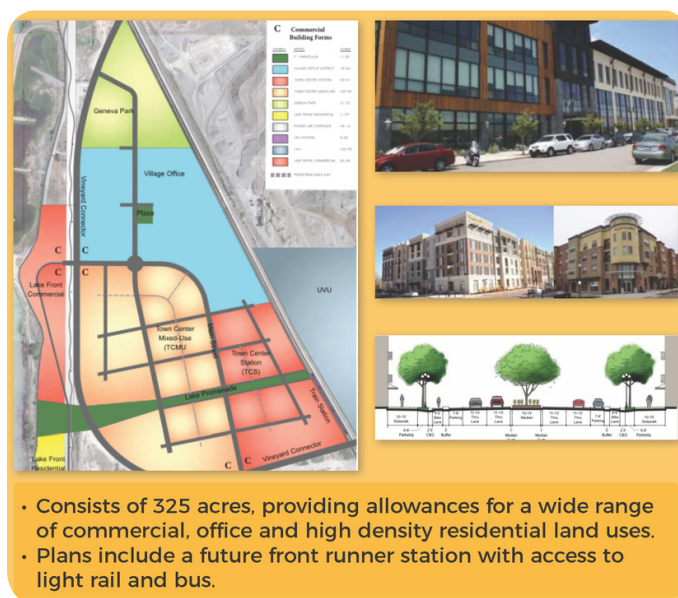
Due to the former use of the site as a steel mill, and its designation as a brownfield, extensive remediation is required for redevelopment. The type and extent of the contamination has driven land-use decisions on particular portions of the site. Due to costs associated with cleanup and the extent of hazardous waste, cleanup has been progressing incrementally. For example, the far northern portion, which has been developed as light industrial was classified this way due in part to the fact that it could not be cleaned to a residential standard. Full environmental remediation of the site is expected to be completed by 2020. Projects that are currently being developed in this area include:

Vineyard Town Center: Special Zoning District (in progress)

325-acre Mixed-use District: The Town Center will accommodate commercial, office and high-density residential land uses with a dynamic promenade running down the center. A future FrontRunner station with light rail and bus access are also planned as part of this project.



Part of former Geneva Steel Site and future home of Vineyard Town Center. Photo Credit: Kendall Bowman



Proposed Town Center. Image Credit: City of Vineyard

The Forge: Mixed-Use District (in progress)

The Forge was created as a 41.12 acre planned mixed-use district to encourage a pedestrian-oriented streetscape with a mixture of commercial, office and residential uses. It is urban in form, allowing heights up to 140 feet, and is planned as seven contiguous blocks designed for mixed use development, including professional office and flex office space, a medical center with three buildings, entertainment, retail and upper floor residential.

The street infrastructure has been built.

The Yard Retail Development (in progress)

Located just west of the Megaplex Theatre, this development includes four buildings with a total of 16 tenant spaces. The Yard is being developed in close proximity to The Forge to create a cohesive and vibrant mixed-use district.

Current tenants include:

- Umami Japanese Barbeque: Japanese grill
- Chubby's Café: restaurant serving burgers, shakes and po'boy sandwiches
- Rocket Fizz Soda Pop and Candy Shop
- Megaplex Theatre: Movie theatre that can accommodate approximately 3,000 – includes 13 screens and a full-service food court.
- Brookers Founding Flavors Ice Cream Parlour: an ice cream shop that combines the owner's love of homemade ice cream and early American history
- Puppy Barn: pet store and puppy adoption
- Big Shots: Will feature entertainment, dining, and nightlife as well as competitive golf games for all ages.



Plans for The Forge Mixed-Use District. Image Credit: City of Vineyard

VINEYARD REDEVELOPMENT AGENCY (RDA)

The Vineyard Redevelopment Agency (RDA) area encompasses the former Geneva Steel site. Infrastructure projects are currently underway to install roadway, sewer and water lines to serve a portion of the RDA area.

Mill Road and associated improvements are currently completed from Center Street to 400 North, with completion to 800 North scheduled. The area accessible from Mill Road is zoned for Regional Mixed Use, which includes a combination of residential, retail and other uses.

DEVELOPMENT

Development in the RDA area is centrally located in Utah Valley, with easy freeway access.

City of Vineyard RDA Description. Vineyard Website

Water's Edge: Special Purpose District (in progress)

A 419-acre residential master planned community will provide over 1,900 housing units at build-out.

The mix of housing includes single-family large and small lot units, townhomes and condominiums. The development includes three public parks, trails and several private open space amenities for residents.

Freedom Preparatory Academy opened in 2017 and Alpine Elementary School acquired a 10-acre parcel on 400 North for a future elementary school. The Alpine School district intends to build an elementary school on the land west of the train tracks. The Church of Jesus Christ of Latter-Day Saints has acquired a parcel of land in one of the neighborhoods and intends to build a church.

UVU Vineyard Campus: Public Facility Zoning District (in progress)

Utah Valley University purchased 100 acres in 2011 and 125 acres in 2014, with plans for a 225-acre campus to include athletic program on the southern portion and approximately 1.2 million sf of academic space on the north side.

The project includes four phases and is expected to be completed in 40 years. The first phase includes intramural fields, a business resource center, track and field events and a sports stadium. The intramural soccer field has been built and construction of other portions of phase one are underway. Future development includes a relocation of the special events center, administration buildings, classrooms and a convention center.

Eastlake Industrial Business Park

The business park includes a series of 16 existing two-story buildings on an approximately 400-acre site with various square footage spaces available for office and light industrial uses.



- Consists of 419 acres and over 1,900 units.
- Mixed housing types including single family (large and small lots), townhomes and condominiums.
- Three public parks and several private open space recreational amenities.

Water's Edge Neighborhood | Image Credit: City of Vineyard



UVU Vineyard Campus | Image Credit: City of Vineyard

KEY OPPORTUNITIES + CHALLENGES

The growth Vineyard has seen over the last decade is bringing many positive land use changes and possibilities. At the same time, this growth also brings challenges.

OPPORTUNITIES

Commercial + Retail Options

The City has started to develop vibrant mixed-use districts such as Town Center, The Forge, and The Yard. This development and compatible zoning for future mixed-use development is a opportunity for Vineyard to develop in a walkable, livable manner and for the City to continue to attract residents.

Open Space

The Walkara Way project preserves and utilizes the land along the lake and allows Vineyard to partner with other communities to ensure the adjacent land is also usable.

Lakefront

Vineyard desires to capitalize on our outdoor resources and utilize the lakefront to provide open space, recreation and trail access to the eastern edge of the lake. There are multiple possibilities for programming and development along the lakefront that will help to activate it.

Efficient Parking

Develop efficient parking solutions to mitigate current issues and ensure that future development does not create additional parking issues.

CHALLENGES

Lack of Connection

The Provo Main Line creates a physical bifurcation of the city that impacts flow and community continuity. There are not good road connections between various neighborhoods in Vineyard (e.g. east/west, Sleepy Ridge to the Maples, Water's Edge to the Lakefront and Town Center, business district on north side to The Forge district and Town Center and Water's Edge to the south side). A Union Pacific Spur Line blocks access from Geneva Road into Vineyard.

Lack of Visual Community Identity

While residents are proud to live in Vineyard, there is not a strong sense of visual identity to set Vineyard apart from adjacent cities. Utilizing signage and marketing to create an easily understood community identity for residents,

visitors, developers and businesses would solidify Vineyard's distinct attributes.

Small Community Feel

Vineyard is loved by residents for its small-community feel – balancing this with the desire to add mixed-use and higher density uses to accommodate the growing population will need clear strategic direction.

Economic Radius

Utah Lake deters some companies from locating here due to the smaller market radius created by this geographic feature.

Parking Congestion

Parking has been identified as a major concern by the public and stakeholders.



The following goals describe broad public purposes to achieve the General Plan Vision.
The strategies outline approaches and/or the specific tasks required to implement the goals.

GOALS + STRATEGIES

GOAL 1: ENHANCE VINEYARD'S IDENTITY AS A COMMUNITY WITH A HIGH STANDARD OF LIVING, A DIVERSE ECONOMY, AND RICH MIXTURE OF HOUSING AND RECREATION OPPORTUNITIES.

- » **STRATEGY 1:** Integrate the pattern of land uses and mobility systems in ways that allow for less automobile trips and more choices for transportation.
- » **STRATEGY 2:** Allow for a diversity of residential product types to fulfill the needs of the entire community.
- » **STRATEGY 3:** Support a balance between jobs and housing by co-locating housing, employment and supporting infrastructure in mixed-use areas.
- » **STRATEGY 4:** Adopt policies, standards, and procedures to ensure that residential areas will be adequately served by a transportation system, parks, schools, utilities and similar activities that are essential to a safe and adequate environment.
- » **STRATEGY 5:** Integrate public land uses such as parks, schools and other civic uses to act as the nucleus of neighborhoods and promote community interaction.
- » **STRATEGY 6:** Property uses that generate revenues, including commercial, retail, office and industrial developed on the former Geneva Steel Mill site must be included as part of any approved project plan and developed concurrently with residential components to ensure a fiscally positive benefit to the City.
- » **Strategy 7:** Continue to allow home-based occupations in residential areas, but only under conditions which will effectively preserve the residential character of the neighborhoods.
- » **Strategy 8:** Mixed-use developments should be encouraged in the areas around the new Town Center, proposed train station, The Yard and The Forge.
- » **Strategy 9:** Promote the continued development of Eastlake Industrial park through strategic branding and marketing.

GOAL 2: PARTICIPATE IN LARGER SCALE, REGIONAL PLANNING TO COORDINATE LAND USES AND TO MAINTAIN REGIONAL NETWORKS.

- » **STRATEGY 1:** Remove Union Pacific Spur Line to increase access from Orem to Vineyard and encourage regional transportation networks.
- » **STRATEGY 2:** Support the location of regional centers, such as major employment and mixed-use areas along regional mobility corridors, like I-15.
- » **STRATEGY 3:** Coordinate with Orem, along Geneva Road, to co-manage growth, economic development strategies and appropriate development that can benefit both communities



GOALS + STRATEGIES

- » **STRATEGY 4:** Encourage land uses that contribute to the community character of Vineyard and define the community's identity within the larger region and Utah Valley.

GOAL 3: DEVELOP A CENTRAL BUSINESS AREA THAT IS EASILY ACCESSIBLE TO ALL RESIDENTS AND VISITORS TO SERVE AS VINEYARD'S DOWNTOWN.

- » **STRATEGY 1:** Provide for and support appropriate transitional uses to mitigate conflicts among incompatible land uses.
- » **STRATEGY 2:** Focus efforts on placemaking to create a distinct feel for this new "downtown" area
- » **STRATEGY 3:** Use the future FrontRunner station to catalyze development in the new downtown area by considering a Transit-Oriented Development node that connects with the Front Runner, supports the inclusion of light rail in the community, and provides multi-modal transportation access.
- » **STRATEGY 4:** Encourage compact, dense, mixed-use, and pedestrian-oriented development that limits the demand for parking and supports alternative modes of transportation like biking.
- » **STRATEGY 5:** Place the obligation for construction of required improvements on those seeking development approval - not the City.

GOAL 4: ENCOURAGE A PATTERN OF GROWTH THAT REFLECTS THE CITY'S ABILITY TO EFFICIENTLY PROVIDE NECESSARY SERVICES AND ANTICIPATES THE RESOURCE NEEDS OF FUTURE GENERATIONS.

- » **STRATEGY 1:** Designate, in general terms, the appropriate land use type for all areas of the City and maximize level of density.
- » **STRATEGY 2:** As a condition of development approval, new development within the former Geneva property should include adequate water, sewer, storm drain and other utility services.
- » **Strategy 3:** Consider institutional uses that promote Vineyard as a place for innovation.



GOALS + STRATEGIES

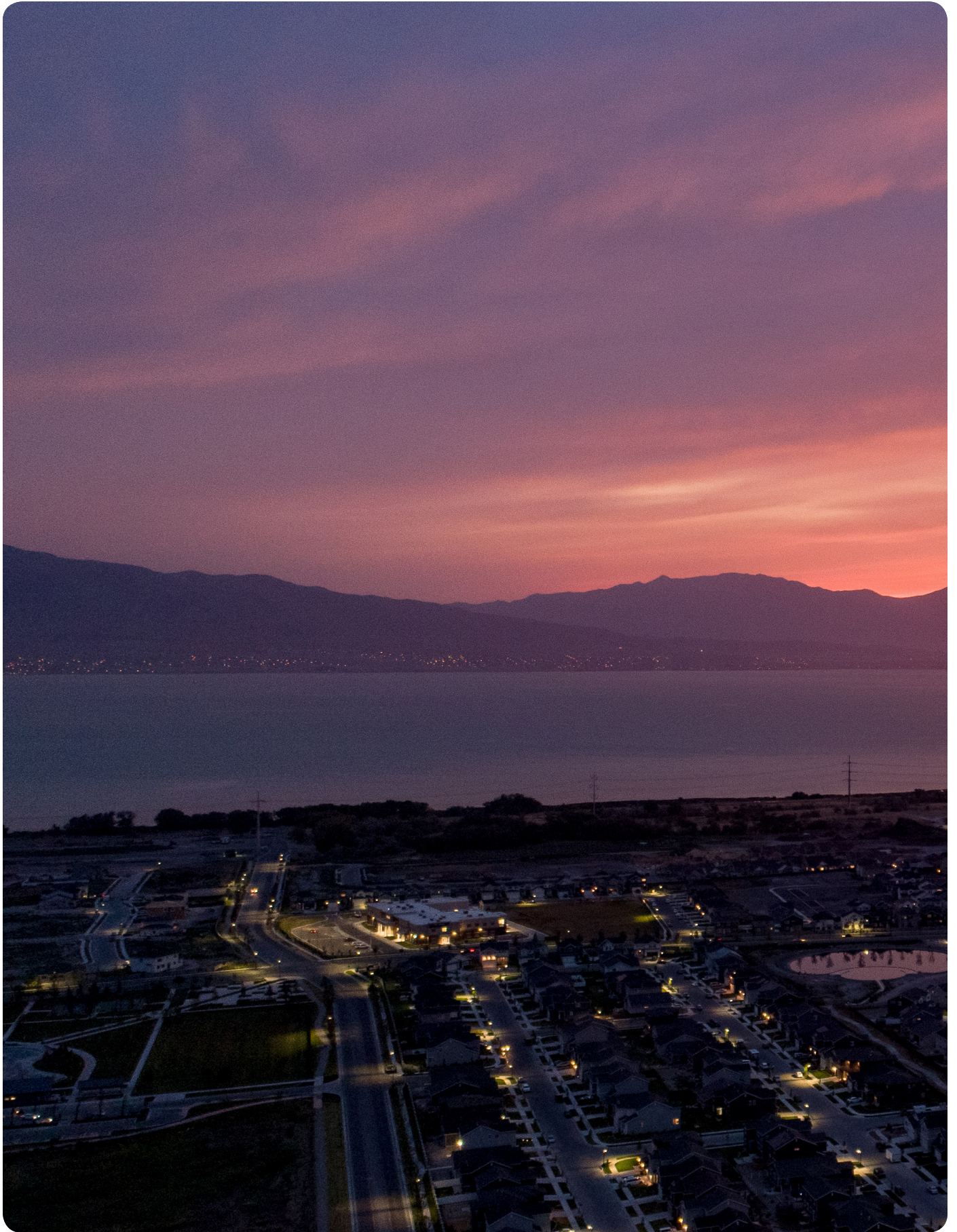
GOAL 5: PROVIDE AN ADEQUATE SUPPLY OF PUBLIC AND PRIVATE PARKING OPTIONS IN VINEYARD.

- » **STRATEGY 1:** Provide adequate parking for residential neighborhoods and implement parking requirements for commercial and industrial developments that are adequate for employees and customers.
- » **STRATEGY 2:** Require shared parking access for multi-use developments.
- » **STRATEGY 3:** Utilize City resources and work with community stakeholders to develop efficient parking solutions including the development of parking structures to optimize land use.
- » **STRATEGY 4:** Periodically evaluate the effectiveness of Vineyard's parking code requirements and adjust accordingly.

SAMPLE METRICS

Positive outcomes are achievable with the adoption of appropriate policies and a commitment to action. The City of Vineyard may consider monitoring the following indicators to collect benchmark data and to begin understanding land use patterns in order to make informed decisions about the future.

- Number of parcels with existing zoning consistent with the Future Land Use Map
- Number of development applications in target areas
- Servicing capacity of water and sewer in target areas
- Fiscal analysis of land use
- Number of centralized, accurate GIS layers
- Acreage of parkland/recreational areas







OPEN SPACE, PARKS + TRAILS

WHAT WE HEARD

I LOVE...

... being able to
WALK TO THE PARKS

the **TRAILS**

the **TREES** in
Vineyard Park

I WOULD LIKE TO SEE...

A **DOG PARK**, a **SKATE
PARK**, **FISHING PONDS**,
PUMP TRACK

DEVELOPED TRAILS,
lake trail extension

Keep parks simple,
MAINTAIN OPEN SPACE

Open Space , Parks + Trails

OBJECTIVE

To provide high quality, maintainable, diversified parks, recreation and open spaces that engage all ages to support the needs of a healthy Vineyard community.

This section provides a framework for open space, recreation and trails future decisions. It will help ensure City investments and services meet the needs of the growing community. Focusing on maintaining, enhancing and adding open spaces, parks and trail options will continue to contribute to a high quality of life for Vineyard residents.

Vineyard is growing rapidly and planning for an open space, recreation and trails system that accommodates the number of future residents expected is critical to maintaining a high quality of life. In fact, many Vineyard residents have expressed their support of and value for a vibrant open space, parks and trails system. Younger families, which make up a large portion of the Vineyard population, value active lifestyles and the ability to access recreation opportunities close to where they live. It is a hope that all Vineyard residents are within walkable range of a park or open space. Vineyard residents also value the fact that the existing ecologically rich open space and wetlands attract wildlife.

EXISTING CONDITIONS

Vineyard's open space character, community parks and trails make it a desirable place to live. The entire western edge of the city sits along the eastern shore of Utah Lake, providing an opportunity to activate the shoreline within city limits. The recently completed Vineyard Sports & Splash Park added 18-acres that include Utah County's largest splash pad, pickleball and tennis courts, pavilions for picnics and parties, basketball courts, a soccer field and multiuse trails. The Town Center development will also include the Promenade and Geneva Park, as well as Lake Front Commercial, which will help activate the shoreline and highlight the lake as an asset of Vineyard.

Residents enjoy the fact that Vineyard parks are well maintained, that the planned trail system will connect to the Lakeshore Trail and Orem, Lindon and UDOT trails, that connect to the larger regional network. Diverse uses are accommodated, (e.g. playgrounds, rest areas, splash pad, basketball courts) and an increased focus on the lakefront as a usable amenity are appreciated.

When the town started growing in 2004, Vineyard started planning for multi-modal transportation. Planning for bicyclists has always been at the forefront of decision-making and urban design in Vineyard for this reason. A vision of Vineyard is for the community is to be 100 percent bicycle friendly. In fact, the Town Center zoning ordinance specifically requires streets to be designed as complete streets to accommodate a range of user types. As development continues to occur, trail and bike lane connections to throughout the entire city are expected as every development will include bike lanes and bike/pedestrian trails. Currently there is a very good network of connected trails throughout the city that allows citizens to commute and recreate.

OPEN SPACE/PARKS/TRAILS INVENTORY

At the time the 2004 General Plan was written, Vineyard had Gammon Park and a 10-acre park space on the southeastern edge of the city leased to Orem as part of the Lakeside Sports Park. Since then Vineyard has added over 25 acres of park land. In the future, 300 West will add about 0.5 miles of multiuse trails. Vineyard has expanded its parks and open space offerings since that time. Current inventory includes:

OPEN SPACE

Open Space Acreage: **92**

Proposed: The Walkara Way Conservation Project is a master-planned conservation and restoration project. The project area will stretch from the Clegg Farm to the Provo boat harbor along the Utah Lake shoreline. The conservation project brings together 15 local and

state agencies in an effort to eradicate phragmites, reduce mosquito habitat, provide public walking and bike access to the lakeshore and have a master plan for the ongoing management and maintenance of the project.

PARKS

Existing Park Acreage: **43**

Proposed Additional Park Acreage: **60**

Existing and Proposed Parks

- Gammon Park (4.5-acre park + 11 acres proposed to be added to Gammon Park)
- Vineyard Beach Park
- Sunset Beach Park (3-acre park)
- Vineyard Grove Park (18-acre park + 25 acres of adjacent wetlands)
- Geneva Park (proposed, 32 acres)
- Lakeside Sports Park (10 acres are owned by Vineyard)
- Lake Promenade and Town Plaza (proposed, 17.3 acres in the Town Center development)

TRAILS

On Street Existing Trails: **1.5 miles**

On Street Future Additional Trails: **3 miles**

Dedicated Future Trails: **9 miles**

TOTAL: **13.5 miles**

LAKEFRONT

3.5 miles of shoreline

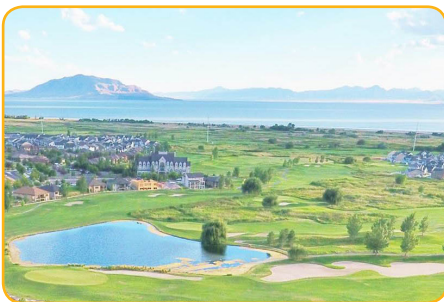
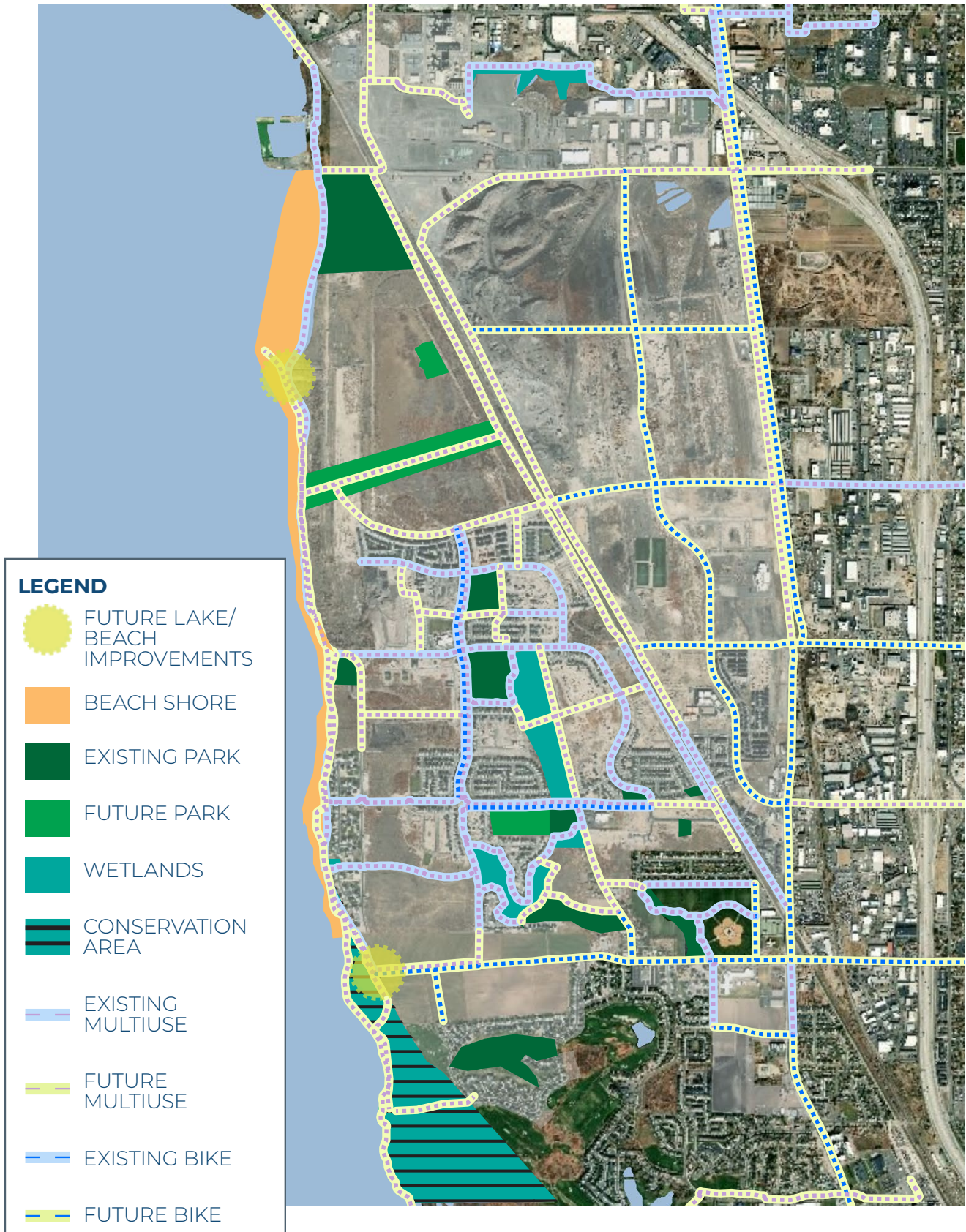


Photo Credits (left to right): Ashlee Shawn Herring; DJI; Jake Slivka



VINEYARD

OPEN SPACE, PARKS AND TRAILS



UTAH LAKE

The western boundary of Vineyard sits along Utah Lake. There is one public access point to the lakefront, Vineyard Beach on the north side of the city. Vineyard Beach includes a gravel parking area, wheelchair ramp and three picnic tables under small pavilions. A paved running and biking trail connects the beach to the Lindon Marina, which is approximately 1.75 north of the beach area. There is a paved trail that is about a half mile long and is accessible by a Center Street access point. Once finished, Sunset Beach Park will also provide access to the lakefront at the western edge of West Vineyard Road.

As mentioned, the Utah Lake Shoreline Trail can be accessed at Center Street and currently extends southward for about 0.4 miles and northward 0.5

miles. Making it easier/more user friendly to fish, launch a canoe, kayak or paddle board would be beneficial to those wishing to access the lake that way. Birding might be good from this area because of its vantage point, several trees and other vegetation. The City plans to add to the trail and connect to the larger planned city-wide trail system. This will also eventually connect to Orem and Lindon. The trail is expected to go around Utah Lake in the future.

While plans to activate the lakefront are in process, Utah Lake has seasonal algae bloom issues. High levels of algae can leave the lake unsafe for swimming or any water contact during portions of the summer months. There is no easy solution to the algae bloom problem. Warm and shallow water, low wind, sunshine, clear water and nutrients (e.g. nitrogen



and phosphorus), cause the bloom events. When a large bloom is identified, the Utah County Department of Health issues advisories. Once the bloom dies, it takes approximately two weeks of clear test results to lift warning or closure advisories. During periods of time when advisories are in place, activities on the lake can be limited. A warning advisory recommends no swimming, avoidance of algae scum when boating, keeping animals away, not ingesting water, and cleaning fish before consuming. During a closure advisory, harbors and marinas are closed for recreation. These issues should be considered when enhancing the lakefront.

The City is a member of the Utah Lake Commission, which was founded in 2007, and supports the Commission by paying an annual fee (which gives Vineyard a Board seat) and volunteering for events like lakefront cleanups. Vineyard supports the Commission's efforts to "promote multiple public uses of the lake, facilitate orderly planning and development in and around the lake, and enable individual commission members to govern their own areas". The Commission has a variety of programs, including the Adopt-a-Shoreline Program, which was established to provide a framework for groups to "adopt" access points to Utah Lake and improving these areas through litter collection and invasive weed monitoring. They also hold photo contests, and the Utah Lake Festival to help educate the public regarding lake improvements, to promote recreation and to celebrate all Utah Lake has to offer. It is important that the City of Vineyard remain an active member of this organization and follow the recommendations included in the 2009 Utah Lake Master Plan and any subsequent updates (*Utah Lake Commission Website: About Us*) .

COMMUNITY GARDENS

In July of 2018, the City conducted a community garden interest survey. Seventy-seven percent of respondents would participate in a community garden program in Vineyard. The top three answers to the question "why would you participate in a community garden" were:

- A place to learn about gardening
- A place to grow organic food
- A way to make Vineyard a greener and more sustainable city
- Over 84% stated they would be willing to pay a "reasonable annual participation fee to cover the cost of water/supplies for the garden". The garden location most convenient for respondents is Vineyard Grove Park.

If the Vineyard community decides to implement a community garden program, the following should be considered:

- Vineyard Grove Park could be an appropriate location for the community garden
- Utilize an approximate ½ acre to get started (can build approximately 80-90 10'x10' garden plots)
- Charge an annual fee for the plots
- Consider utilizing City water that gardeners can tap into
- Hire garden manager



Grove Park

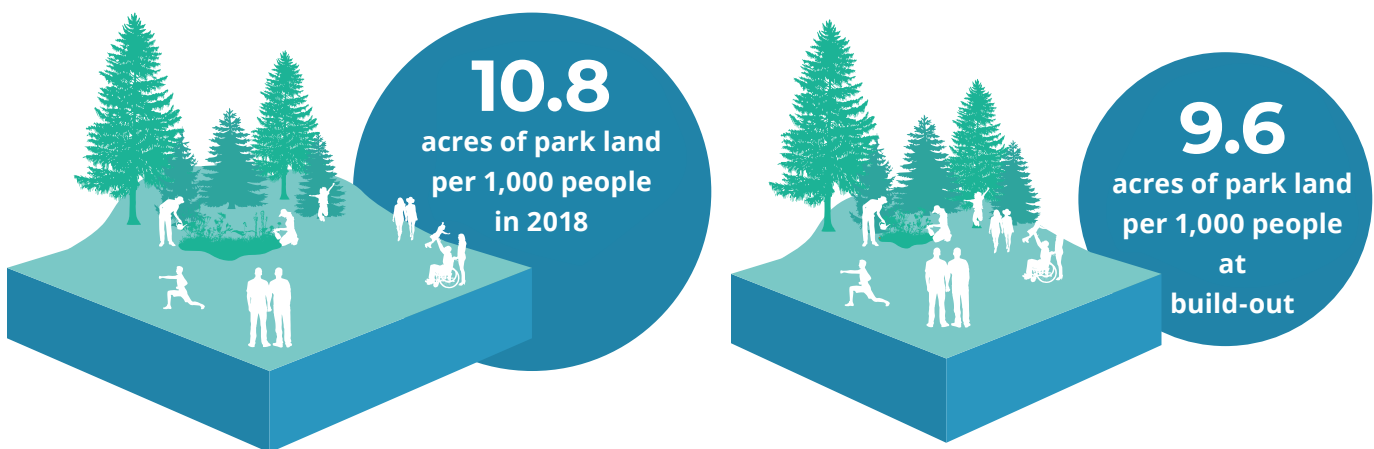
LEVEL OF SERVICE FOR PARKS

Optimum level of service (LOS) is the amount and kind of service that is both appropriate to the needs/desires of the community and sustainable/affordable/realistic. Park land per resident is a useful metric to determine this. The National Recreation and Parks Association (NRPA) used to have a universal metric of park land per resident that it recommended. However, this metric is long outdated because ultimately, park provision is too varied and contextual to fit a universal standard.

In 2018 the NRPA revamped their self-reporting database and created a report that provides median LOS for a suite of parks and recreation amenities based on population. The data is also tailored to city size and context (budget, acres of total managed parkland, number of employees, etc.)

Using 14,000 as the 2018 population of Vineyard, the park land per resident metric would be 10.8 acres per 1000 residents in 2018. Using 35,000 as the build-out population the LOS metric would be 9.6 acres of park land per 1000 residents. This is consistent with cities that manage/maintain less than 250 acres of park land.

Vineyard's population of 14,000 in 2018 means that Vineyard needs to have 151.2 acres of park land to meet the current LOS needed. Vineyard currently has 135 acres of park and open space land. There are 60 acres of proposed park land, which means Vineyard will meet this target with over 190 acres of park and open space land. According to these provision standards, there will be the need for 336 acres of park and open space land by build out. With projects like Walkara Way underway and future development imminent, this target is realistic and achievable.



Analysis is based on linework from Parks Trails Open Space Map [March 2017] and calculated using Google Earth.

KEY OPPORTUNITIES + CHALLENGES

People are spending increasing amounts of time outdoors and in parks and open spaces. Vineyard can overcome challenges and take advantage of opportunities to promote, increase and enhance open spaces, parks and trails.

OPPORTUNITIES

Lakefront

Vineyard has the opportunity to capitalize on their lakefront and create an amenity that attracts residents and visitors. Few cities in this region have such an important natural asset. The development of the 300-acre Town Center area, activating the shoreline and adding new parks and trails has the potential to invigorate the northwestern section of the city.

Agricultural + Industrial History

The City also has the opportunity to honor and celebrate Vineyard's agricultural and industrial past by incorporating aspects of these into parks and trails programming.

Amenities

Another opportunity will be providing the types of amenities that will consistently attract residents and visitors, like a recreation center and opportunities for additional lakefront recreation activities.

CHALLENGES

Lake Activities

One major challenge the City must consider is the difficulty of programming water activities with the algae bloom problems and the need to clean up the shoreline.

Amenities

Another challenge (see Amenities Opportunity above) is the current lack of amenities that consistently attract residents and visitors.

Trails

It will be difficult to connect the east and west side of the city with safe trails as the only possible connections are on highly trafficked, vehicle friendly roads.



The following goals describe broad public purposes to achieve the General Plan Vision. The strategies outline approaches and/or the specific tasks required to implement the goals.

GOALS + STRATEGIES

OVERALL

GOAL 1: PREPARE A COMPREHENSIVE OPEN SPACE, PARKS + TRAILS MASTER PLAN TO STRATEGICALLY PLAN FOR AND PROVIDE A FRAMEWORK FOR DECISION-MAKING.

- » This plan should include:
 - Vision, goals and policies based on the goals included in this General Plan Update
 - Existing conditions and needs assessment
 - Funding, Operations + Resources Evaluation
 - Open Space Element
 - Parks, Recreation + Recreation Facilities Element
 - Trails Element
 - Implementation

GOAL 2: EXPAND THE PARKS + RECREATION DEPARTMENT/ PROGRAM.

- » **STRATEGY 1:** Work with governmental agencies, non-profits, school districts, private and conservation organizations to maintain and protect regional and local open space.
- » **STRATEGY 2:** Work with governmental agencies, non-profits, school districts, private and recreation organizations and to coordinate planning for parks and recreation facilities.
- » **STRATEGY 3:** Ensure there is adequate funding for the construction and maintenance of facilities by exploring funding options including, but not limited to, taxes and public-private partnerships.

GOAL 3: BROADEN, ENHANCE AND PROMOTE RECREATION OPPORTUNITIES AND RECREATIONAL TOURISM.

- » **STRATEGY 1:** Consider adding more day use areas along the shoreline near the old Geneva Steel site and the Center Street access point, while also adding more trail heads and amenities throughout the entire system.
- » **STRATEGY 2:** Support and create multi-day events with marketing support and potential funding assistance that highlight Vineyard's trails, lakefront, and bicycling community. Provide resources and assistance to community groups and organizers of events.



GOALS + STRATEGIES

- » **STRATEGY 3:** Consider the addition of retail/restaurants near the lakefront, with access to the shoreline trail to attract tourists, e.g the Town Center Lake Front Commercial area.
- » **STRATEGY 4:** Collect and analyze visitor data to inform future decision making regarding recreational tourism.
- » **STRATEGY 5:** Build three different dog parks to serve distinct areas of the city.
- » **STRATEGY 6:** Research current and future parks and recreation trends to ensure that open space and park provision is planned and developed in a manner that will adapt to trends and market changes.

OPEN SPACE

GOAL 1: PROTECT EXISTING WETLANDS AND OPEN SPACES UTILIZING SUSTAINABLE GREEN INFRASTRUCTURE.

- » **STRATEGY 1:** Use green infrastructure BMPs to manage infrastructure improvements.
- » **STRATEGY 2:** Consider adding trails, and opportunities for residents to enjoy the outdoors surrounding these improvements.

GOAL 2: SUPPORT THE FORMATION AND DEVELOPMENT OF THE WALKARA WAY CONSERVATION AREA.

- » **STRATEGY 1:** Work with surrounding cities including Orem, Lindon and Provo and other entities, including the Utah Lake Commission and private land owners to conserve the proposed conservation properties through a variety of methods.
- » **STRATEGY 2:** Develop a conservation and management plan that encourages preserving wetlands and allows for grazing.

GOAL 3: INCREASE THE AMOUNT OF PUBLICLY ACCESSED OPEN SPACES PROVIDED THROUGHOUT VINEYARD.

- » **STRATEGY 1:** Work with external entities to add this type of open space to the east side, where much of the open space is private, near locations like Megaplex or the Forge.
- » **STRATEGY 2:** Continue to require Planned Development Overlay Districts (PD) to provide a minimum of 10 percent of the total area of the development site as publicly accessible open space.
- » **STRATEGY 3:** Consider requiring any new development to provide open space as a percentage of development area and/or allowing density bonuses to developers who provide amenities desired by residents (e.g. trees for shade, trail connections).



GOALS + STRATEGIES

PARKS

GOAL 1: PROVIDE AN APPROPRIATE NUMBER AND SIZE OF PARKS AND OPEN SPACE FOR ALL VINEYARD RESIDENTS AND VISITORS.

- » **STRATEGY 1:** Pursue an active park and recreation acquisition and development program.
- » **STRATEGY 2:** Provide clear standards for amount of park space relative to population.
 - Establish minimum standard requirements that vary based on the needs of specific neighborhoods.
 - Use the National Recreation + Park Association's Park Metrics suite of tools to create reports that provide benchmark data to better serve the Vineyard community.
- » **STRATEGY 3:** Ensure that additional parks are built as the population warrants – areas for tent camping should be considered when planning for some of these future parks.
- » **STRATEGY 4:** Consider requiring any new development to provide parks as a percentage of development area and/or allowing density bonuses to developers who provide park amenities desired by residents.

GOAL 2: ENSURE ALL RESIDENTS HAVE ACCESS TO WELL-MAINTAINED, CLEAN, AND SAFE OPEN SPACE, PARKS AND RECREATIONAL FACILITIES.

- » **STRATEGY 1:** Focus on the maintenance and enhancement of existing parks and trails.
- » **STRATEGY 2:** Add parks to the City's GIS/mapping system.
- » **STRATEGY 3:** Put a park on the east side of the railroad, south of the Vineyard Connector, to provide equitable access to open space.
- » **STRATEGY 4:** Provide a system of community and neighborhood parks that are within walking distance of all residents and that are connected via a system of safe trails for pedestrians and bicyclists.

GOAL 3: PROVIDE A RANGE OF RECREATION AMENITY TYPES TO APPEAL TO ALL VINEYARD RESIDENTS AND VISITORS.

- » **STRATEGY 1:** Continue partnering with Orem and Provo to give residents the option of using these municipalities' facilities until the Vineyard population and funding support a Vineyard recreation center with indoor pool.



GOALS + STRATEGIES

- » **STRATEGY 2:** Continue to partner with Orem, Provo and Utah County recreation providers for larger complexes and potential tournament spaces like the Orem Lakeside Sports Park.
- » **STRATEGY 3:** Consider the addition of community recreational amenities, including a community recreation center and community pool.
- » **STRATEGY 4:** In partnership with other entities, provide amenities the community desires that are not currently part of Vineyard's offerings, like a Community Garden program.
- » **STRATEGY 5:** Design streetscapes, linear parks and greenways as integral elements of the park system.
- » **STRATEGY 6:** Add nature play and outdoor exploration opportunities and outdoor fitness equipment throughout Vineyard.

TRAILS

GOAL 1: ENHANCE, IMPROVE AND CONNECT EXISTING BICYCLE AND PEDESTRIAN TRAIL NETWORK THROUGHOUT THE CITY AND TO THE REGIONAL TRAIL NETWORK.

- » **STRATEGY 1:** Improve bike and walking access from all areas of Vineyard to the lakefront and the City's parks and open space network.
- » **STRATEGY 2:** Complete the Center Street Overpass and add an overpass from Vineyard Road over the train tracks, ensuring adequate pedestrian/bike access.
- » **STRATEGY 3:** Ensure bike lanes are maintained and kept clean and usable.
- » **STRATEGY 4:** Connect the east and west sides of 400 North, across the Provo Main Line, with a pedestrian bridge, allowing for safe pedestrian and bike activity.

GOAL 2: PREPARE A COMPREHENSIVE BICYCLE MASTER PLAN TO STRATEGICALLY PLAN FOR THE FUTURE OF CYCLING IN VINEYARD AND THE REGION.

- » This plan should include:
 - Vision, goals, and policies based on the goals in the Open Space, Parks + Trails Master Plan
 - Existing conditions and needs assessment that addresses bike lands and facilities
 - Funding, Operations, and Resources Evaluation
 - Implementation



GOALS + STRATEGIES

LAKEFRONT

GOAL 1: ENSURE THE LAKEFRONT IS AN ACTIVE, CELEBRATED, AND ENGAGING PLACE THAT RESIDENTS AND VISITORS ENJOY VISITING BY IMPROVING AND DEVELOPING SECTIONS OF THE SHORELINE AND MAKING NEEDED IMPROVEMENTS TO ADJACENT LANDS.

- » **STRATEGY 1:** Work with Utah County and the Utah Lake Commission to make improvements to Vineyard Beach, including a more welcoming beach environment, concession stand, umbrellas, and improvements to gravel parking area on east side of beach area. Also work to promote the connection between the beach and Lindon Marina via the paved running and biking trail that will become part of the Utah Lake Trail System in the near future.
- » **STRATEGY 2:** Continue to support and partner with the Utah Lake Commission and utilize the 2009 Utah Lake Master Plan (and updates) to coordinate planning in order to prioritize implementation of shoreline improvements.
- » **STRATEGY 3:** Complete Utah Lake Shoreline Trail connections on the north (between just north of 400 North Street south to 150 North Street) and south and provide access to the water's edge for all users. Private land lies immediately east of the trail. Discussing improvements that may impact this area should be considered.
- » **STRATEGY 4:** Consider the creation of a Conservation Overlay District to apply additional regulations for development to preserve the special character along the lakefront.
- » **STRATEGY 5:** Consider requiring shoreline trail easements for any future shoreline development in City's development guidelines.



SAMPLE METRICS

Positive outcomes are achievable with the adoption of appropriate policies and a commitment to action. The City of Vineyard should consider monitoring the following indicators to collect benchmark data and to begin understanding open space, parks and trails patterns in order to make informed decisions about the future.

- Use NRPA Park Metrics to set benchmarks/define program for Vineyard
- Percentage of households within ½ mile of park or natural area
- Percentage of residents who visited a local park at least once in the last year
- Number of residents who utilize Vineyard open spaces, parks and trails
- Park acreage per 1000 residents
- Overall park quality
- Trail conditions
- Types and amount of recreation programming
- Maintenance funding and expenditures per acre
- Tree canopy coverage
- Types of native species planted as new open spaces, parks and trails come online and replacements/maintenance is made to existing facilities
- Utah Lake health







ECONOMIC DEVELOPMENT

WHAT WE HEARD

ECONOMIC DEVELOPMENT PRIORITIES INCLUDE:

An **ACTIVE LAKEFRONT** and lake that is a destination for recreation.

RETAIL and other types of businesses for residents, with a **DIVERSE VARIETY** of businesses and activities.

For the business community: a **STRONGER BRAND** for the city, with better-defined entrances to Vineyard.

HIGH-TECH and emerging industries in Vineyard – if they will support a high-quality standard of living and municipal financial stability.

OBJECTIVE

To provide a framework for decision-making regarding an economic program that attracts new businesses and target industries, increases municipal revenue streams, creates long-term fiscal health, and supports the economic vitality and wellbeing of residents and businesses.

A vibrant city is one that has built a framework for economic growth and development that results in long-term fiscal health and its distinction as a great place for business and life. The development of this framework is a crucial responsibility of any municipality. With over 1,500 developable commercial acres, the City of Vineyard has made a priority of creating sustainable economic development and attracting developers and businesses by zoning land for a mix of development types and marketing the community as a great place to do business. Vineyard's economic plan will evaluate the City's resources and assets and advocate for a strong employment mix, business growth, and revenue streams that support community development and investment.

This section of the General Plan provides a road map for encouraging economic growth by promoting land use policies that attract businesses to strategic locations that benefit the community, consider market conditions and economic health, identify trends and compatible industries, enhance regional partnerships and balance the relationship between business and residential development.

Long-term fiscal health is key to providing adequate public services and facilities as the City grows. The construction and maintenance of public infrastructure is dependent upon the growth of revenue streams for the City and its public services

that will support the needs of the community. The main sources of municipal revenue are sales tax and property tax and the City will take measures to efficiently increase these responsibly as the City grows.

EXISTING CONDITIONS

EMPLOYMENT & BUSINESS GROWTH

Vineyard is mostly a bedroom community with almost all residents commuting outside of Vineyard for work. Attracting business is a stated goal of the City and the community. The estimated unemployment rate in Vineyard is 2.9 percent compared to 4 percent nationally, 3.1 percent in Utah and 2.6 percent in Utah County according to the most recent data from the Bureau of Labor Statistics. Approximately 76.3 percent of those over the age of 16 are in the labor force.

Top Five Employment Sectors Vineyard (as of 2017)

- | | |
|-----------------|-------------------------------|
| 1. Retail Sales | 4. Nurses |
| 2. Management | 5. Elementary school teachers |
| 3. Cashiers | |

Source: Bureau of Labor Statistics

There are currently 171 businesses listed in the City's online Business Resource Directory, offering a variety of products and services. These include home-based and online companies as well as brick and mortar commercial and retail establishments, mostly located in the Flex Office + Industry zone in the northeast section of the city. Types of businesses include product design, online apparel, general contracting, bakeries, delivery management, multi-media services, services for the disabled, gunsmithing, boat dealerships, property management, real estate development, fitness centers, dance studios, engineering and consulting, cleaning services, photography, film production, landscaping, gas station, martial arts instruction, restaurants and food trucks. Currently, most of the businesses are either in-home or on-line.

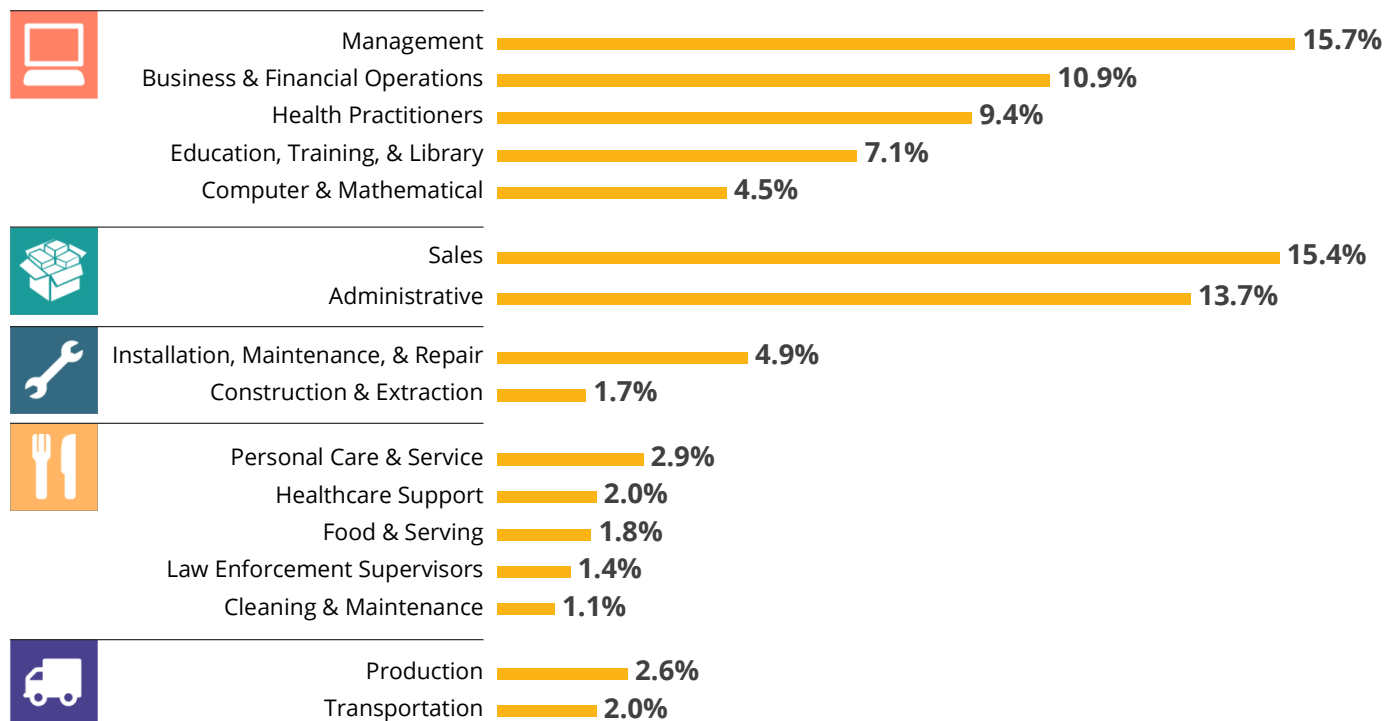
2017, job expansion in Utah County hit 6.3 percent, which marked the 39th consecutive month with job growth of 4 percent or greater in Utah County. This is compared to 3.6 percent expansion in the State of Utah and only 1.5 percent growth for the United States. Education, health and social services captured the top employment share for 2017, with 21 percent of total non-farm employment, closely followed by trade, transportation and utilities at 17 percent, and professional and business services at 14 percent. While the job market looked strong at the end of 2017 in Utah County, there were significant job losses in the information industry, a reduction of 3.8 percent, with decreases in telecommunications sub-industry employment as a primary driver.

Source: US Bureau of Labor Statistics, Utah Dept of Workforce Services

The City will monitor and leverage the strength of employment trends in Utah County as it works toward attracting businesses to the community. At the end of

By 2065, Utah County is expected to increase its share of total state employment from 17 percent in 2015 to almost 24 percent in 2065, or 887,896 workers. In

Vineyard Jobs Data, 2016



Source: 2016 Vineyard Employment by Occupation, Census Bureau 5-year estimate

2035, 520,050 people are expected to be employed in Utah County. This is the highest growth rate among counties, at 185 percent. One in three of the state's new jobs are projected to be in Utah County.

Source: Utah's Long-Term Demographic + Economic Projections Summary; July 2017; Kem C. Gardner Policy Institute, University of Utah

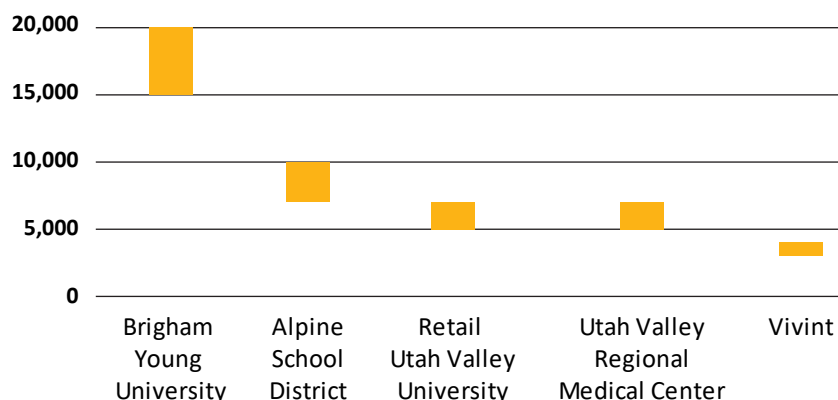
Attracting New Business

Vineyard's strategic location, affluent population, significant developable land, high quality of life and planned transportation system will make it attractive to employers and the City has a broad range of economic opportunities. The MAG's Comprehensive Economic Development Strategy's Target Industry Analysis suggested a focus on the six industries below to help catalyze economic growth in the region:

- Advanced Manufacturing
- Consumer products
- Life Sciences
- Professional services
- Software and IT
- Tourism and recreation

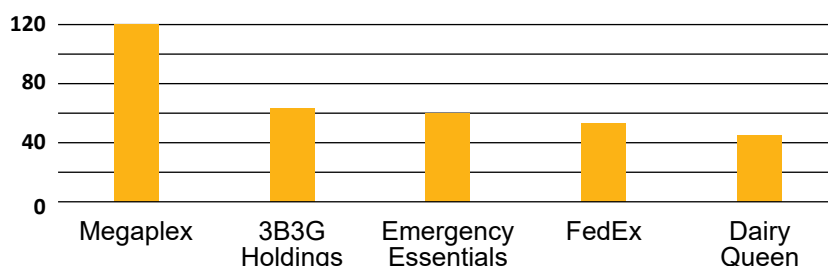
One of the City's essential responsibilities for economic development is to pursue and encourage desired business growth while maintaining the health of existing businesses. The first step is to develop a city center that helps establish a distinct community identity. The Town Center development is under way and should serve this need. It will be important to monitor its development and take measures to attract appropriate retail that will support both the residents and the daily users. Vineyard desires to establish zoning and incentives to attract these retailers. The City will also identify catalytic business development sites for larger employers.

Top Utah County Employers, 2016 (average annual Employment)



Source: utah.gov

Top Vineyard Employers, 2018



Source: City of Vineyard

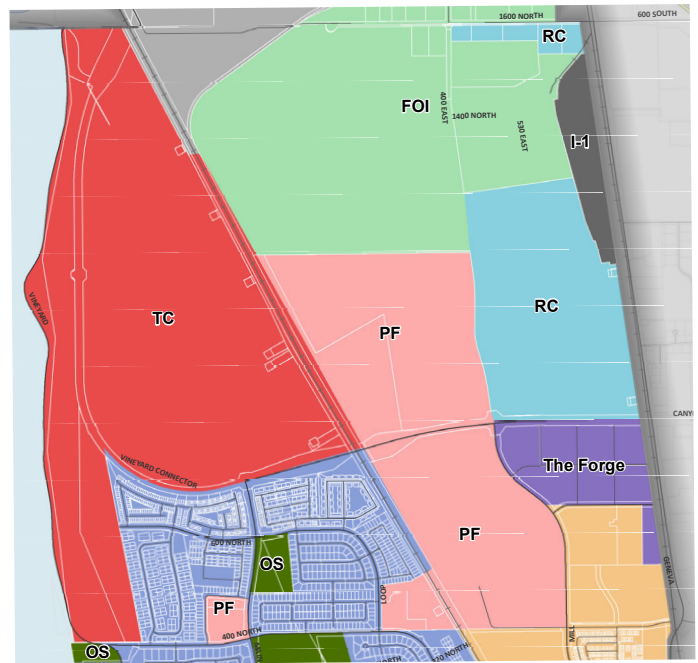
The Land Use map identifies land in the northern half of the city that is zoned for general industrial and business park uses. The City will work with stakeholders and potential developers to establish the transportation access, densities, setbacks and design guidelines that will best serve these areas. The City will make marketing and development efforts to unify and brand the Eastlake Industrial District as one cohesive business park. City staff will also assess and update the commercial space inventory biennially. This is a key metric and current data does not keep up with the city's recent growth. Monitoring this data during growth will assist city officials in understanding the sectors or types of tenants that the community is lacking and will inform recruitment efforts.

The Town Center and The Forge Special Zoning Districts are currently being developed as mixed-use projects with pedestrian-oriented streetscapes and clustered uses. These developments will be attractive to new businesses and residents and the momentum will be marketed as part of the economic development effort. Vineyard will focus future development and investment efforts on implementing the Town Center and Forge Special Zoning Districts while maintaining the intent of these districts to create unique walkable village centers.

The most effective business recruitment programs are proactive and direct resources towards attracting and retaining specific industries. The City desires to clearly articulate a community identity and promote a clear economic development message that is congruent with the targeted industries. This message should define what and who the City wants to attract and why Vineyard is a great place for them. A relocation package, distributed to new business leads, will include both City and State incentives.

Incentives have become increasingly important decision factors for economic development projects and Vineyard will define the incentives that the State of Utah has available for new businesses and work to evaluate and define the incentives that the City should offer. Vineyard will annually review City incentives compared to area competition and survey key stakeholders to gain input on the most effective methods for catalyzing economic development. Potential incentives to be considered, evaluated and marketed as appropriate will include but not be limited to:

- Examine development fees and process relative to area competition.
- Explore the possibility of reducing impact fees for desired businesses and/or developments (i.e. development fees, sales and use taxes, tax increment financing, etc.)
- Consider expediting the development review process times for target industries or developments.
- Business loan assistance.
- Business incubator systems and assistance.



Town Center Forge Special Zoning Districts

All material regarding economic development and business growth will be readily available on the City's website. Vineyard plans to actively engage in partnerships with the local Chamber of Commerce and Utah Economic Development Corporation (edcUTAH).

Vineyard's ideal location and plethora of natural resources, including the lakefront area and Utah Lake, offer numerous recreation opportunities for visitors and residents in addition to cultural and ecotourism attractions. Vineyard desires to ensure that opportunities such as wind surfing, picnic areas, portage locations, viewpoints, hiking trails, outdoor dining, bird watching, ecotourism and watersports are available throughout the year to workers, residents and visitors. The City will develop a comprehensive leisure and hospitality strategy to activate these assets to attract new businesses and visitors.

Businesses that will consider locating in Vineyard will be attracted to the City's efforts to maintain long-term economic health and support these businesses and entrepreneurs. The City can communicate its deep understanding of issues that these businesses face daily and its resources available to help. A

consistent business outreach program and process will be formalized to encourage businesses to interact with each other and the City. Vineyard plans to develop and maintain supportive municipal processes and incentives for new and existing businesses and maintain a cost of doing business that is appropriate for the benefit that is provided.

RETAIL MARKET & SALES TAX REVENUE

Vineyard's municipal revenue can be delineated into two main sources of funding: taxes and fees from licensing and permitting. Taxes are divided between property tax, sales tax and franchise tax. In 2017, sales tax accounted for 21 percent of all tax-related revenue for the City and just under 10 percent of total revenue. Typically, municipal revenue will be supported by more sales tax than property tax, but Vineyard currently lacks retail businesses.

The State tax rate is currently 4.7 percent and the County rate is 1.8 percent. Population and a strong residential base are the main metrics that attract and support retail development. Using data on population growth, household incomes and housing development, the City can work to attract retail and restaurants that will provide both essential services for its residents and sales and property tax revenue.

According to the most recent ESRI Retail Marketplace profile, which uses data from the 2016 U.S. Census Bureau survey (that has not kept pace with Vineyard population growth), Vineyard is experiencing significant retail leakage of 74.2 percent, meaning the city is not capturing 74.2% of what they could capture. Due to the lack of retail options within the City, residents are making most of their purchases outside of Vineyard. The report indicates that the total retail and food and beverage demand in Vineyard is \$28,569,641 and the supply is only \$4,225,213, meaning \$24,344,288 is being spent in other communities. The largest gaps and leakage exist in motor vehicle and parts dealers, food and beverage stores, restaurants and dining, and general

merchandise stores. The lack of a local grocery store, for example, is reflected in the retail leakage of \$3,797,097.

In the future, the City could capture significant revenue with the addition of more restaurants and dining experiences that enhance the quality of life for residents and entice visitors. The City might consider purchasing a subscription to *ESRI Business Analyst Online* in order to review the ESRI's Retail Marketplace profile as updated surveys are produced and plan accordingly to increase the City's long-term fiscal health through the addition of appropriate retail and food and beverage.

RETAIL TYPOLOGIES & TRADE AREAS

The City desires to increase its sales tax revenue, reduce retail leakage and provide essential and specialty services to visitors and residents in Vineyard through the strategic integration of retail centers. When planning for retail development, it is helpful to understand retail typologies and trade area. Retail typologies are shopping center classifications based on tenant mix and the size of the trade area it serves. For a retail store, the retail trade area is the sphere of influence. The primary trade area is the geographic area from which 60 to 80 percent of the patronage and sales will be drawn. The primary trade area provides most of the steady customers necessary to support a retail center or district.

Neighborhood Centers

Neighborhood Centers sell convenience goods (food, drugs, toiletries, cards, flowers) and provide personal services (dry cleaning, banking, package shipping, hair and nail care, shoe repair, neighborhood hardware) that meet day-to-day living needs of the immediate area. They include take-out and small sit-down restaurants, tend to be less than 100,000 square feet in size, serve a 2 to 3-mile radius, need 10 to 15 acres of land and are usually anchored by a supermarket.

Community Centers

Community Centers also provide for daily necessities but also include more apparel and specialty stores. They do not include traditional full-line department stores and they serve a smaller trade area than an enclosed regional or super-regional mall. A typical community center contains many of the convenience stores found in neighborhood centers but offer a wider range of hardware, home furnishings and other specialty stores. Many community centers are anchored by a discount department store in addition to a supermarket or drugstore. Home improvement, hardware, lawn and garden, and gift stores as well as banks, professional offices, and larger eating establishments, are also featured in community centers. These centers usually range from 100,000 to more than 300,000 square feet and can occupy at least 30 acres. Trade areas for these centers range from 3 to 5 miles.

Power Centers or Super Community Centers

These occupy at least 250,000 square feet, contain at least four big box stores, are typically open-air design and serve a trade area of 5 miles or more.

Outlet Centers

Collections of discount stores directly operated by brand manufacturers or store chains. They may contain food courts, usually have less than 400,000 square feet, have no traditional anchor tenants and serve large metropolitan areas.

Regional Centers

These centers focus on general merchandise, apparel, furniture and home furnishings. They may have food courts, are typically enclosed with two to three department stores, need at least 250,000 square feet, and serve a trade area of 5 to 8 miles.

Super Regional Malls

These malls have at least 800,000 square feet of leasable space, three or more department stores and a range of entertainment and food offerings. Many

need more than 100 acres of land and serve trade areas of at least 8 miles.

Lifestyle Centers

These centers include upscale apparel, housewares and gift shops as well as restaurants, specialty food stores, and entertainment (music venues, movie theaters and community gathering spaces). They generally do not have a traditional department store anchor. Instead their anchors are often bookstores, movie theaters and restaurants and they are design for pedestrian oriented neighborhood business districts. They range in size from 150,000 to 500,000 square feet and serve trade areas of eight to 12 miles.

Town Centers

Open-air, walkable neighborhood business districts, suburban downtowns and small retail cores that contain a wide range of convenience stores and personal care services including specialty stores and dining experiences. In cities that have extensive suburban commuter-rail lines, town centers can be found next to transit stations. Professional offices may occupy a significant share of the ground floor space. The primary trade area can stretch for eight to 12 miles.

Vineyard Retail Typologies + Trade Areas

Vineyard currently has two locations in the southeast that are zoned for commercial use. Their location and combined 10 acres is ideal for retailers looking to maximize visibility and be in close proximity to Vineyard's resident population, as well as those of Provo and Orem nearby. These parcels are not centrally located and are away from the more vibrant, pedestrian oriented mixed-use developments that will likely serve as the City's center. This presents an opportunity for larger retail that likely would not integrate well into the mixed-use developments and the locations are best suited for a neighborhood center. A supermarket anchor will reduce retail leakage and convenience goods and personal services, including a small format hardware store, will not only support the day-to day living needs

of Vineyard residents but also likely attract Provo and Orem consumers that find themselves closer to this commercial zone than offerings in their City. Neighborhood centers serve a trade area of up to three miles and often have takeout food and small sit-down restaurants but its proximity to I-15 will also likely be attractive to fast-casual dining options that need to be visible from the interstate.

The City has also designated a regional mixed-use zone along Geneva Road east of the railroad and just south of The Forge development. The area is planned for over 2,000 housing units and at least 40 acres of developable land available for retail. The area already includes a Larry H. Miller Megaplex Theater and will be best suited for a lifestyle center.

The Town Center development is currently under way as a Transit Oriented Development (TOD) with direct access to the planned FrontRunner station, future TRAX stop and BRT routes. The 325-acre development is envisioned to be mixed-use with high density residential, office and retail space. This area will serve as the City's pedestrian-oriented core and is best suited for a town center that will serve an eight to 12-mile primary trade area with access to the public transit stations nearby.

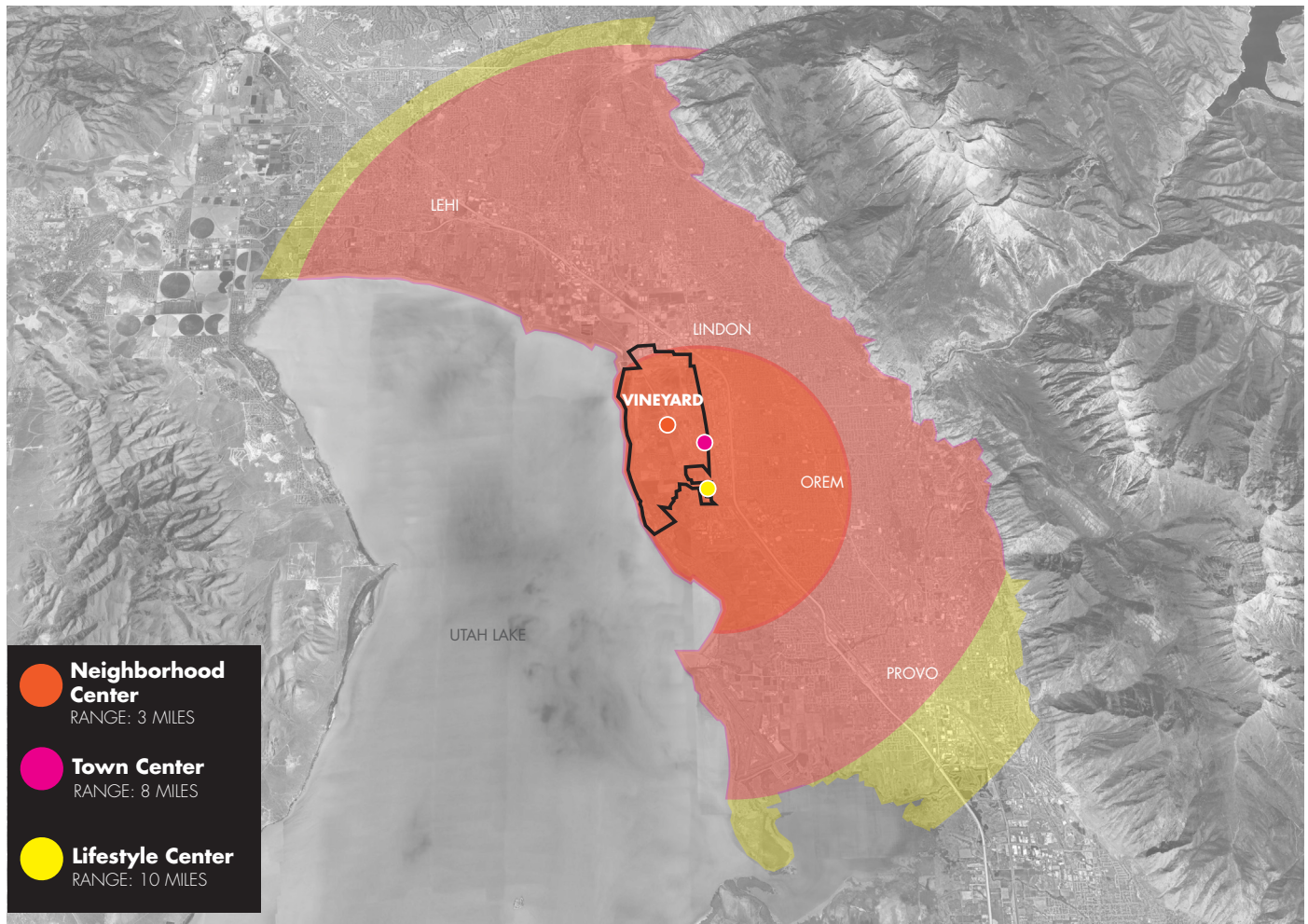
The railroad's bifurcation of Vineyard creates an inconvenient division in the City. The railroad limits the number of continuous east/west connections through Vineyard and does not provide convenient access for residents east of the railroad to the City's retail centers west of the railroad and vice versa. The City desires to provide a solution to this problem by providing better access between the eastern and western areas of Vineyard that are separated by the railroad. The city plans to have three Railroad overpasses in the near future and existing overpasses are located at 800 North (Vineyard Connector) and 400 South. A new overpass at Center Street will be completed by 2020.

REAL ESTATE MARKETS & PROPERTY TAX

A large source of the City's funding currently comes from property tax. In 2017, property tax revenue accounted for over 28 percent of total revenue and 66 percent of total tax revenue. Commercial properties are taxed at 100 percent of value and residential properties are taxed at 55 percent of their value. While commercial properties yield a higher revenue for the City, the population growth has driven a strong need for housing and both will need to be considered during the planning process to maximize the City's property tax revenue.

Regarding residential development, Vineyard desires to take measures in the planning stage to encourage an appropriate mix of residential densities that will maximize tax revenue while accommodating a variety of future demographics. The land in the northern portion of the City, which is mostly undeveloped, presents an opportunity to incorporate a range of different housing densities. Neighborhoods with lower densities and larger lots will produce valuable property tax due to the higher land costs and the larger homes generally associated with these developments. Vineyard's highly affluent population will create strong demand for these more expensive products and should be accommodated but not to the extent that the City sacrifices the availability of more affordable housing. While low-density neighborhoods provide more property tax per parcel, medium to high density developments on smaller lots provide more densely concentrated tax value and support a wider range of demographics. The City will need to monitor changes in demographics as the population grows to find the appropriate balance of residential density in order to maximize property tax revenue while suiting the needs of the community.

Recommended Shopping Classifications & Respective Trade Areas



Commercial properties produce a better yield of property tax for the City. With construction under way on new development projects including the Town Center, The Forge and The Yard, Vineyard is creating mixed-use development that provides a strong residential base as well as commercial space for new businesses.

With zoning already in place for a business park, industrial zone and commercial space, the City will take measures to attract and incentivize commercial developers. The neighboring communities for Provo and Orem offer the same ideal location as Vineyard but have more developed infrastructure, better transportation systems and a larger residential base. The City may have to compensate for what may be considered better development conditions nearby.

Assuming that construction costs are similar between the communities, developers could be attracted to Vineyard with lower land costs, incentives and more expedited approval and entitlement processes that will ultimately yield higher returns for investors.

KEY OPPORTUNITIES + CHALLENGES

Vineyard has a great opportunity to take advantage of its strategic location between Salt Lake City and Orem and its proximity to Lake Utah to engage in continued and sustainable economic development.

OPPORTUNITIES

Special Attributes

Capitalize on Vineyard's attributes including an affluent population, location, natural resources, large development areas, and partnership with UVU to support economic development efforts and attract target industries.

Sales Tax Revenue

Strategically plan for retail development to reduce retail leakage and increase sales tax revenue.

Balanced Residential + Commercial Development

Strategically balance residential and commercial development in the City's undeveloped zones to increase property tax revenue.

Partnerships

Engage in state-wide and regional partnerships with organizations that consistently conduct economic development activities to increase Vineyard's appeal as great place to live and work.

Natural Resources + Recreation

Activate Vineyard's natural resources and recreational opportunities to attract new residents, visitors and businesses.

CHALLENGES

Attracting New Business

The City currently does not have a proactive plan or unifying message to promote economic development, attract new businesses and maintain the health of existing businesses.

Retail Leakage + Sales Tax

Vineyard is currently experiencing significant retail leakage and has suboptimal sales tax revenue, largely due to its proximity to the adjacent cities of Orem and Provo that have more retail options.

Railroad Bifurcation

The railroad's bifurcation of the City limits residents' access to retail centers in Vineyard.

Natural Resources + Recreation

The City is currently not taking full advantage of the natural resources and recreation opportunities in Vineyard.



The following goals describe broad public purposes to achieve the General Plan Vision. The strategies outline approaches and/or the specific tasks required to implement the goals.

GOALS + STRATEGIES

GOAL 1: CREATE AN EFFECTIVE AND PROACTIVE BUSINESS RECRUITMENT PROGRAM THAT DIRECTS RESOURCES TOWARD TARGETED BUSINESSES AND INDUSTRIES.

- » **STRATEGY 1:** Establish and promote a clear economic development message that defines who and what the City wants to attract, explains why Vineyard is a great place to do business, expresses a positive and attractive brand for Vineyard, and capitalizes on the City's attributes including its affluent population, location and development areas. Collaborate with other City decision makers on the development of a positive, encompassing brand for the community and test potential messages with stakeholders, edcUTAH and the community.
- » **STRATEGY 2:** Develop a business relocation package that describes Vineyard's economic climate, proactively answers questions that potential businesses will likely ask, defines incentives offered by City and State for specific industries and is readily accessible to potential business leads on a variety of platforms.
- » **STRATEGY 3:** Actively engage in state-wide and regional partnerships with organizations that consistently conduct economic development activities including the Utah Valley Chamber of Commerce, edcUTAH, and the Mountainland Association of Governments. Ensure that Vineyard is accurately represented across their respective resources and platforms.
- » **STRATEGY 4:** Develop and carry out a comprehensive leisure, tourism and hospitality strategy to capitalize on the City's location and recreational assets.
- » **STRATEGY 5:** Focus on proactively providing the necessary infrastructure and increased utility capacities to areas zoned for business and light industrial in the northern half of the City including access to water, high-speed internet and adequate energy.

GOAL 2: ESTABLISH CRITERIA AND METHODOLOGY FOR REVIEWING, EVALUATING AND UPDATING CITY INCENTIVES TO ATTRACT NEW BUSINESSES.

- » **STRATEGY 1:** Examine development fees and process relative to competition.
- » **STRATEGY 2:** Explore the possibility of reducing impact fees for desired businesses and/or developments (e.g. development fees, sales and use taxes, tax increment financing, etc.).
- » **STRATEGY 3:** Consider expediting the development review process times for target industries or developments. Assess review times compared to neighboring cities.
- » **STRATEGY 4:** Consider establishing and providing business incubator systems and assistance.



GOALS + STRATEGIES

- » **STRATEGY 5:** Annually review City incentives and survey key stakeholders to ensure that the most effective business incentives are being offered and market as appropriate.

GOAL 3: MAINTAIN AND IMPROVE THE LONG-TERM ECONOMIC STRENGTH OF VINEYARD WITH A BUSINESS RETENTION PROGRAM.

- » **STRATEGY 1:** Consider the establishment of a Vineyard Chamber of Commerce to create a consistent business outreach program and process that encourages interaction between local businesses.
- » **STRATEGY 2:** Maintain supportive municipal processes for new and existing businesses that ensure the program is user friendly, encourages entrepreneurship and synergizes advertising efforts between the City and its businesses.

GOAL 4: ENSURE THE CITY'S LONG-TERM FISCAL HEALTH BY TAKING MEASURES TO ESTABLISH A LARGER TAX BASE OF BOTH PROPERTY AND SALES TAX REVENUES.

- » **STRATEGY 1:** Take measures to attract retail development that will decrease Vineyard's retail leakage and increase sales tax revenues through strategic identification and marketing of parcels that are appropriate for the specialty retail and larger format stores that will serve residents and preserve the integrity of the community.
- » **STRATEGY 2:** Identify areas best suited for medium to high density mixed-use and residential and incentivize development in order to maximize property tax revenue.
- » **STRATEGY 3:** Biennially update the City's retail marketplace profile and leakage profile.
- » **STRATEGY 4:** Continue investing in backbone public infrastructure in the Commercial District.

GOAL 5: ESTABLISH ZONING THAT ENCOURAGES STRATEGIC, ACCESSIBLE AND CENTRALIZED ECONOMIC CENTERS THAT WILL INTEGRATE APPROPRIATELY INTO THE COMMUNITY.

- » **STRATEGY 1:** Encourage the location of larger retail centers along major arterials where accessibility is optimized.
- » **STRATEGY 2:** Encourage the clustering of uses to create and maintain distinctive districts within the community.



GOALS + STRATEGIES

- » **STRATEGY 3:** Protect residential areas from major commercial development by using mixed-use development as a buffer, focusing major employment centers in targeted areas, and utilizing traffic management and design sensitivity.
- » **STRATEGY 4:** Provide adequate transportation accessibility to commercial, retail and entertainment centers including pedestrian, bicycle and mass transit networks.

GOAL 6: ACTIVATE VINEYARD'S NATURAL RESOURCES, INCLUDING THE LAKEFRONT AND UTAH LAKE, TO IMPROVE THE TOURISM SECTOR OF THE ECONOMY AND ATTRACT NEW BUSINESSES.

- » **STRATEGY 1:** Evaluate visitor services and infrastructure within the City to ensure that the leisure and hospitality industries can be adequately supported and make improvements as appropriate.
- » **STRATEGY 2:** Identify, develop and promote active recreation opportunities to visitors and residents such as watersports, portage locations, exercise stations, hiking and biking.
- » **STRATEGY 3:** Identify, develop and promote passive recreation, cultural and ecotourism opportunities such as picnic areas, viewpoints, beach areas, outdoor dining and bird watching that will benefit residents, attract visitors and support business recruitment.

GOAL 7: FOCUS FUTURE DEVELOPMENT AND INVESTMENT EFFORTS ON IMPLEMENTING THE TOWN CENTER AND FORGE SPECIAL ZONING DISTRICTS WHILE MAINTAINING THE INTENT OF THESE DISTRICTS TO CREATE DISTINCTIVE WALKABLE VILLAGE CENTERS.

- » **STRATEGY 1:** Ensure that adequate transportation access is available to these developments including public transit, pedestrian and bicycle travel.
- » **STRATEGY 2:** Focus marketing efforts on highlighting the progress, momentum and attributes of these developments.
- » **STRATEGY 3:** Encourage the clustering of uses in these developments and target tenants that will complement each other.
- » **STRATEGY 4:** Explore business incentives that will attract new businesses to these areas such as expedited processes, tax incentives and reduced fees.
- » **STRATEGY 5:** Ensure that no constraints exist that discourage new businesses from relocating to these Special Zoning Districts.



GOALS + STRATEGIES

GOAL 8: UNIFY AND BRAND THE EASTLAKE INDUSTRIAL DISTRICT AS ONE COHESIVE BUSINESS PARK DISTRICT.

- » **STRATEGY 1:** Define the target industries the City wants to attract to the business park and establish a clear brand that is congruent with those industries.
- » **STRATEGY 2:** Ensure the provision of the necessary infrastructure and increased utility capacities to the business park and include this attribute in branding and messaging.

GOAL 9: LEVERAGE UTAH VALLEY UNIVERSITY'S TECHNOLOGY ASSETS AND HUMAN RESOURCES TO PROMOTE ECONOMIC DEVELOPMENT IN VINEYARD.

- » **STRATEGY 1:** Establish a long-term strategic partnership with UVU by coordinating Vineyard's business recruitment efforts with the school's specialties and degree fields.
- » **STRATEGY 2:** Leverage Vineyard's relationship with UVU to grow local business by marketing the well-trained workforce that knowledgeable graduates from UVU represent.



SAMPLE METRICS

Positive outcomes are achievable with the adoption of appropriate policies and a commitment to action. The City of Vineyard should consider monitoring the following indicators to collect benchmark data and to begin understanding economic development patterns in order to make informed decisions about the future.

- Economic Development & Marketing
 - Total number of jobs
 - Number of jobs in target industries
 - Unemployment rate
 - Local, State and National media positive mentions related to economic development
 - Changes in web traffic on the City's website
 - Number of inquiries from business prospects
- Commercial
 - Number of business licenses
 - Average office space vacancy
 - Average office lease rates
 - Average retail space vacancy
 - Average retail lease rates
 - Number of retail establishments
 - Retail employment
 - Retail leakage
 - Retail sales tax dollars
- Business Climate
 - New business creation
 - Business interaction opportunities (relationship building, etc.)
 - Existing business satisfaction
- Workforce & Education
 - Average wage growth
 - Resident education attainment levels
- Sites & Infrastructure
 - New construction Activity (\$ value) (new retail & office space)
 - Property tax dollars
 - Total value of commercial building permits

Main Street looking east





TRANSPORTATION

WHAT WE HEARD

TRANSPORTATION DESIRES AND ISSUES:

The City should actively pursue
**LOCAL AND REGIONAL TRANSIT
OPTION IMPROVEMENTS.**

**CONNECTED BIKE LANES AND
TRAILS** throughout Vineyard and
connections to the new FrontRunner
station would be great additions.

TRAFFIC is a major concern.

OBJECTIVE

To develop an efficient multi-modal transportation system that meets the needs of Vineyard's current and future residents while increasing safety and sustainability, decreasing auto-dependency, balancing mobility and accessibility, and integrating into existing infrastructure.

With over 1,700 acres of developable land and rapid population growth, Vineyard will need to proactively invest in the design, development and construction of a transportation system that will support its future residents and land uses. There is an opportunity and need to make strategic transportation decisions that are scaled to responsibly and effectively support the growth. Land in the northern half of the city previously owned by Geneva Steel and other formerly agricultural parcels have become available for redevelopment. Zones are planned for industrial use, business parks, mixed-use, residential and retail developments that will require street connections to ensure accessibility and mobility between neighborhood, city-wide and regional systems.

A balanced and well-maintained transportation system is directly related to improving the stability of the community and the quality of life of its residents and users. The City has done an exemplary job of proactively providing infrastructure thus far and will continue the thoughtful development of a transportation network that emphasizes accessibility and mobility while reducing the number length and frequency of automobile trips by providing transit options and pedestrian and bicycle connectivity.

The development of a successful transportation system is directly related to land use decisions and the City will consider residential growth and employment trends as the City builds out. The location of future residential densities and economic centers should inform decisions regarding the alignment and location of new transportation corridors and the City will consider how new development will impact current and planned corridors as load capacity increases.

A multi-modal transportation system explores the coordinated use of two or more modes of transport, including public transit, private vehicle trips, walking and biking while providing convenient and economical connections between various modes of transport to complete the journey from origin to destination. Vineyard is committed to encouraging active transportation such as walking and biking, and alternative transit options. Vineyard will pursue the development of a transportation system to accommodate and promote these modes of travel.

Source: nbmcw.com/tech-articles/project-management-arbitration/18631-multi-modal-transportation-system

EXISTING CONDITIONS

KEY POINTS

- Vineyard is largely auto-dependent and the City is working to improve multi-modal transportation options.
- Vineyard is centrally located in Utah County and has direct access to I-15 via three interchanges. I-15 provides access to Salt Lake Valley and the Salt Lake International Airport.
- UTA's 89-mile FrontRunner corridor runs directly through Vineyard. Currently the closest station is just south of Vineyard at the Orem Central Station. A Vineyard station is currently under design and construction within the Town Center and is expected to be complete by 2020.
- There are currently no bus routes within the Vineyard community. The nearest bus routes run along the east and southeastern boundaries of the City.
- As the Vineyard street network grows, more residential neighborhoods are interconnected.
- Much of the northern portion of the City has not been developed, which contributes to the current lack of continuous roadways.
- 1600 North, Vineyard Connector, Mill/Center Street and 400 South are currently the only east/west connections to Geneva Road.
- The railroad creates a physical bifurcation of the city.
- The City's demographic report indicates that Vineyard has a younger than average population, many under the age of 18, that represents a large portion of residents that do not own cars.
- Extremely rapid population growth is increasing the volume of traffic.
- The average commute time for Vineyard residents is 20.3 minutes and almost 80 percent of residents drive to work alone.

ROADWAY NETWORK

The roadway and street network primarily consist of the vehicular component of the City's transportation system. Some of the current street network allows for bike lanes or shared travel lanes. All roadway networks provide parallel pedestrian walks or trails. The system facilitates travel throughout the City, to adjacent Cities and to other nearby roadway networks.

The road network is comprised of a hierarchy of roads separated into three main categories.

Boulevard Streets (arterials) provide continuous routes for the movement of large volumes of all types of through traffic across Vineyard and between Vineyard and outlying areas. Geometric design and traffic control emphasize the safe movement of through traffic and minimize property access. Access to arterials is limited from local streets or individual driveways. Arterials are typically multi-lane streets that have separate turning lanes at intersections. Arterials often connect to the Expressway system.

Parkway Streets (collectors) provide continuous routes of all types of through traffic across Vineyard and may also connect to outlying areas. Access to collectors is limited from local streets or individual driveways. Collectors are typically two-lane streets with separate turning lanes at intersections and may be multi-lane streets if warranted by traffic volumes.

Local Streets serve as a means of access to abutting property. They are intended to serve low speeds and short trip routes, with usually less than 500 vehicles per day.

Vineyard has a few arterial streets. There are three main north/south arterials: Main Street, Mill Road and Geneva Road. There are two main east/west arterials: Center Street and the Vineyard Connector. The railroad's bifurcation of the city limits east/west connections difficult and limited. The City is in the approval process with the railroad companies to construct an overpass on Center Street to complement the existing overpass at 800 North and provide connection to Mill Road. There are also plans to remove the railroad spur line on Geneva Road and make 1600 North accessible to the public. Other plans include connecting 400 North to Geneva Road and connecting Geneva Road to Mill Road with 1200 North.

The current grid system serving the Town Center, which will act as the City hub, is currently sufficient for traffic circulation and is planned to handle future

development. The Town Center can be accessed by Main Street, Vineyard Connector and 250 West. Once Main Street is extended, it will serve as the main through route of the Town Center.

Vineyard has been successful in working with UDOT and the Mountainland Association of Governments (MAG) to improve the Vineyard Connector as part of Vineyard Town Center. The number of lanes is yet to be determined, but it will be a north/south road that extends 800 North to Orem and to Pioneer Crossing in Lehi. It is intended to bypass I-15, providing easier connections through the central part of Utah County. While the exact design is not finalized, the Vineyard section is planned to be 3.03 miles long and extend from Orem 800 North at the south end to 2000 North on the north end. Scheduled to be complete by 2025, the Connector will be an alternate route west of I-15, providing residents with additional transit options.

The City's Engineering Department has already been successful in implementing some of the best practices of Complete Streets into its road design that includes bike lanes and sidewalks. The Complete Streets concept right-of-ways are designed and operated to enable safe access for all users, including pedestrians, bicyclists, motorists and transit riders of all ages and abilities. This results in improved equity, safety and public health, reduced transportation costs and traffic problems.

While there is no singular prescription for Complete Streets and each one responds to its specific community context, some best practices that Vineyard's Engineering Department can look to when designing new roads and improving existing streets include:

- **Active Sidewalks**
 - Wide, smooth sidewalks
 - Active retail and dining frontages
 - ADA accessibility
- **Accommodations for Alternative Modes of Transportation**

- Simple pavement markings or multi-use paths for predictable and safe journeys
- Special bus lanes
- Comfortable and accessible public transportation stops

- **Vehicular Improvements**

- Balance roadway size to help control vehicle speed
- Turning lanes to reduce accidents

- **Safe Crosswalks**

- Clear markings and signalization to create safe conditions for pedestrians

- **Amenity Zone**

- Pedestrian focused furnishings to improve comfort

- **Green Space**

- Green spaces create destinations

Source: Smart Growth America

Vehicular Mobility

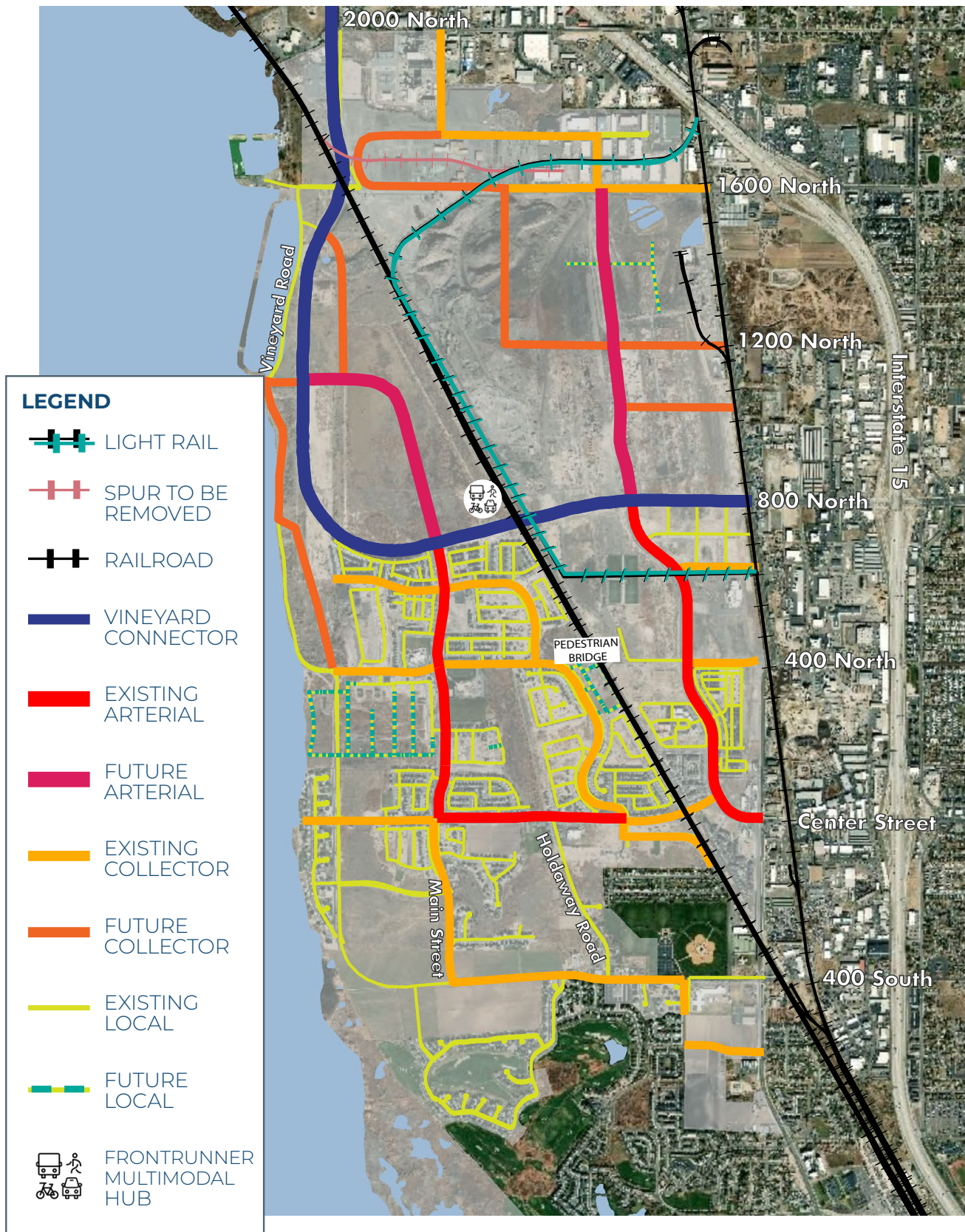
The majority of Vineyard residents commute to work outside of Vineyard daily via automobile. According to City resources, almost 80 percent of these commuters drove alone and the average commute time is 20.3 minutes, which is comparable to the Utah County average of 21.3 minutes. The future resident population will include young professionals, young adults and students. Studies show that these future residents will be more likely to use public transit to get to work.

Traffic and Intersections

One main area of concern is the transportation system around the planned Town Center development. Vineyard hired Civil Solutions Group, Inc. in 2015 to determine the adequacy of the Town Center's proposed cross-sections and evaluate the performance of all major intersections. The horizon test year was 2040. The study found that the distance between the future employment center at the business park on the north side of the Town Center development and the planned FrontRunner station could be a bit too far for some commuters. A shuttle system could serve to reduce the number



VINEYARD TRANSPORTATION MAP



of private vehicle trips between these points. The major conclusions from the study and simulations suggested that the typical sections and roadway network proposed by the Town Center Master Plan are sufficient to carry the development's internal traffic flows. However, traffic generated by the development coupled with additional regional traffic has the potential to cause congestion on the Vineyard Connector and within the Town Center. This is a regional problem that will require additional coordination with UDOT and the MAG to drive long-term, fundable and mutually-agreeable solutions.

Vineyard hired Hales Engineering for a subarea study that was completed in January 2017 to address the traffic impacts associated with future land use located west of Geneva Road between 1600 North and 400 South. The horizon timeline was also 2040. The major conclusion was that the intersections operate at acceptable levels for existing 2016 conditions but that the intersections at 1600 North and Geneva Road and at 400 North and Geneva Road would perform poorly by 2020. It was also concluded that many intersections will perform poorly at the 2040 buildout and recommended improving the Vineyard controlled intersection of 1600 North and Mill Road. It will be necessary to work with other entities to improve intersections not controlled by Vineyard such as those at Geneva Road and the Vineyard Connector, Center Street and Geneva Road, Mill Road and the Vineyard Connector, Main Street and the Vineyard Connector, and at Lake Front Lane and the Vineyard Connector. The recommended improvements include auxiliary lanes, signal timing changes, and traffic diversions.

Transit Accessibility

The Utah Transit Authority (UTA) currently does not serve Vineyard but residents have access to bus routes and FrontRunner commuter rail. Only 2.1 percent of commuters use public transportation for getting to work. With the future population expected to be weighted towards young professionals, young adults and students, transit should become more popular as growth continues according to Civil Solutions and they forecasted that 25 percent of daily users would use transit, walk or bike during low traffic

scenarios by 2040.

Vineyard is along the 89-mile FrontRunner corridor, but the closest station is currently just south of Vineyard at the Orem Central Station. The City has taken measures to provide a Vineyard station that is planned for the Town Center development and should be complete by 2020. There are two bus routes that run along the eastern boundary of Vineyard and the southernmost point along Geneva Road. These routes do not go through the Vineyard community, but a bus route is planned for the Town Center development and will be part of the Orem BRT line. A potential TRAX light rail station may also be built in the Town Center development but the City will monitor the process as the City of Orem is reportedly pursuing realigning the TRAX route through Orem. Vineyard will leverage UVU's planned 225-acre campus to help influence the decision to have the station in Vineyard. The City will also prioritize the development of connections between different modes of public transit.

Pedestrian and Bicycle Mobility

Vineyard is largely auto-dependent and the City is working on adding bike lanes and trails. According to the MAG mapping system, Vineyard currently has 13.43 miles of paved multi-use trails and 2.77 miles of dedicated bike paths. This system is currently disconnected in many places as development plans and street connections are still being made. The City's Parks and Trails Map shows Vineyard's planned connection of these pathways and the implementation of a full pedestrian and bicycle system. The Vineyard Lakeshore Trail, a \$6.6 million funded project is included on the project list in Trans40, the MAG's regional transportation plan for 2015-2040 for Provo/Orem Metropolitan Area. It is also included in their 2019 DRAFT Transportation Improvement Program (TIP). The City will closely monitor how residential and commercial development occurs and take measures to ensure that the proposed system adequately serves the new developments while maintaining safety, accessibility and connectivity between systems.

KEY OPPORTUNITIES + CHALLENGES

The growth Vineyard has seen over the last decade is bringing many positive changes and possibilities in terms of transportation options. At the same time, this growth also brings challenges.

OPPORTUNITIES

Connectivity + Accessibility

The new FrontRunner station will connect Vineyard to Salt Lake City and many points in-between for all types of travelers. Taking advantage of the location of the FrontRunner in Vineyard will be key to a successful future. Enhancing other forms of transportation, including bicycle and pedestrian networks, will help Vineyard attract residents and businesses.

Work to mitigate the railroad's bifurcation of the City and increase arterial connectivity to provide more convenient access for all residents.

Transportation Study Recommendations

Make improvements recommended in transportation studies to avoid congestion and traffic in the future.

CHALLENGES

Transportation System + Future Development

Future conflicts could arise if residential and commercial development is not aligned with the planned transportation system.

Auto Dependency

The public transit, bicycle and pedestrian networks are currently under-utilized and lack connectivity and accessibility, resulting in auto-dependency.

Future Regional + Local Traffic

Traffic studies indicate that future regional traffic combined with local traffic will create congestion

Intersection Performance

Traffic studies indicate that several intersections will likely perform insufficiently at future build

out and the City will evaluate and pursue the appropriate recommendations made in the transportation studies from Civil Solutions and Hales Engineering as the City builds out.

Orem TRAX Stop

The City of Orem is also pursuing a potential TRAX alignment.

Railroad Bifurcation

The railroad's bifurcation of the City provides an inconvenient division in Vineyard that limits access and connectivity which is exacerbated by limited arterials providing east/west connections.



The following goals describe broad public purposes to achieve the General Plan Vision.
The strategies outline approaches and/or the specific tasks required to implement the goals.

GOALS + STRATEGIES

GOAL 1: PROVIDE MULTIPLE CONNECTIONS BETWEEN NEIGHBORHOOD, CITY-WIDE AND REGIONAL SYSTEMS THAT SAFELY AND EFFECTIVELY MOVE PEOPLE THROUGH, INTO AND OUT OF THE CITY WHILE MITIGATING TRAFFIC CONGESTION.

- » **STRATEGY 1:** Actively cooperate with UDOT, UTA, MAG, and surrounding cities in planning regional transportation system efforts.
- » **STRATEGY 2:** Establish a strategic partnership with Utah Valley University to ensure connection between the Orem and Vineyard campuses, leverage the UVU Transportation Master Plan and ensure the impacts of the campus integrate well into the City's transportation system.
- » **STRATEGY 3:** Develop collectors and arterials throughout Vineyard that can support large volumes of traffic and mitigate the railroad's bifurcation of the City.
- » **STRATEGY 4:** Provide adequate connections between neighborhood systems and city-wide systems to optimize circulation of multimodal transportation.
- » **STRATEGY 5:** Where appropriate, encourage a grid street network with adequate street connections to minimize cul-de-sacs and smaller block sizes to increase walkability.
- » **STRATEGY 6:** Where appropriate, make the improvements recommended in the transportation studies conducted by Civil Solutions (Sep 2015) and Hales Engineering (Jan 2017).
- » **STRATEGY 7:** Mitigate the railroad's bifurcation of the City with a potential railroad overpass at Center Street.

GOAL 2: REDUCE AUTO DEPENDENCY IN VINEYARD TO IMPROVE AIR QUALITY, REDUCE TRAFFIC CONGESTION AND ENHANCE THE QUALITY OF LIFE.

- » **STRATEGY 1:** Provide alternative transportation options along all major road networks.
- » **STRATEGY 2:** Promote a mix of uses including residential, office, retail, restaurants and recreation in land use decisions and encourage the mixed-use projects that support a variety of uses within a pedestrian-oriented development.
- » **STRATEGY 3:** Encourage the use of hybrid vehicles and alternative fuel vehicles.
- » **STRATEGY 4:** Consider vehicle, bike and scooter share technology to reduce vehicle dependency and improve air quality. Market these efforts as part of the City's appeal as a great place to live and work.



GOALS + STRATEGIES

GOAL 3: MAINTAIN AND ENHANCE VINEYARD'S ENVIRONMENTAL STANDARDS AS THE CITY'S TRANSPORTATION SYSTEM GROWS.

- » **STRATEGY 1:** In conjunction with the City's Tree Manual, establish, update and enforce design standards that encourage landscaping within medians and along major roadways.
- » **STRATEGY 2:** Develop significant entrances to the City with landscaping, design and arrival signage.
- » **STRATEGY 3:** While the City is currently burying all existing and future overhead electrical and utility lines within major rights-of-way, it should be formally included in Code requirements.

GOAL 4: PROVIDE A RANGE OF TRANSPORTATION OPTIONS INCLUDING LIGHT RAIL, COMMUTER RAIL, BUS, BICYCLE PATHS AND PEDESTRIAN ROUTES.

- » **STRATEGY 1:** Provide infrastructure and connections for multiple transportation options along regional corridors and developments that will see high traffic.
- » **STRATEGY 2:** Cooperate with regional entities and adjacent cities to ensure that multi-modal transportation options are not adversely affected by future development both inside and outside of Vineyard.
- » **STRATEGY 3:** Ensure that employment centers are integrated into both city-wide and regional transportation systems.
- » **STRATEGY 4:** Ensure that public transit options support the Vineyard population during rapid growth spurts.
- » **STRATEGY 5:** Ensure the development of a sidewalk network that provides safe pedestrian access to all City destinations and transportation connections.
- » **STRATEGY 6:** Develop a bike lane system that is accessible throughout the city and accommodates both recreational riders and commuters.
- » **STRATEGY 7:** Identify gaps in the current transportation network and encourage non-motorized travel, including biking and walking, as alternative modes of transportation.
- » **STRATEGY 8:** Mitigate the railroad's bifurcation of the City with a potential railroad overpass at 800 North, 400 North and/or Center Street.
- » **STRATEGY 9:** Decrease the demand for parking in high traffic areas by promoting alternative modes of transportation.
- » **STRATEGY 10:** Study Bus Rapid Transit (BRT) route connecting Vineyard FrontRunner Multi-modal Hub to the greater region.



GOALS + STRATEGIES

GOAL 5: ADOPT A COMPLETE STREETS POLICY TO ENSURE SAFE ACCESS FOR ALL USERS, INCLUDING PEDESTRIANS, BICYCLISTS, VEHICLES AND TRANSIT RIDERS OF ALL ABILITIES.

- » **STRATEGY 1:** Establish best practices for a Complete Streets policy that is appropriate for Vineyard and responds to its community context.
- » **STRATEGY 2:** Design and operate public street right of way to make it accessible and safe for all users regardless of age, ability or mode of transportation.
- » **STRATEGY 3:** Adopt a plan that best meets the definitions for the different road types defined in this chapter.



SAMPLE METRICS

Positive outcomes are achievable with the adoption of appropriate policies and a commitment to action. The City of Vineyard should consider monitoring the following indicators to collect benchmark data and to begin understanding transportation patterns in order to make informed decisions about the future.

- Environment/Safety
- Number of collisions
- Average Daily traffic
- Conflict points between modes
- Perceived safety
- Traffic enforcement
- Air quality index
- Emergency response time
- Noise pollution
- Permeable surfaces
- Multi-modal options
- User delay
- Travel time by mode
- Travel time reliability
- Transit level of service
- Proximity to transit
- Route directions
- Station quality
- User counts by mode
- Vehicle miles traveled per capita
- Access/Connectivity
- Facilities for school access
- Land use/population proximate to facility
- Intersection density
- First/last mile connections
- Trails connections
- Gap closure
- Transportation Infrastructure
- Amount of pedestrian/bicycle facilities
- Distances between marked crossings
- Pavement/Sidewalk/Crosswalk quality ratings
- Quantity and use of bicycle parking
- Spending and cost sharing by mode
- Grant applications for projects
- Number of maintenance requests, projects and backlog
- Wayfinding/placemaking
- Seating Opportunities
- Stormwater management
- Vegetation





PUBLIC FACILITIES + SERVICES

WHAT WE HEARD

PUBLIC FACILITIES + SERVICES PRIORITIES INCLUDE:

Providing **ADEQUATE UTILITIES AND PUBLIC SERVICES** is one of the biggest challenges facing Vineyard.

Many residents would be willing to help pay for new public facilities like a **RECREATION OR COMMUNITY CENTER**.

ROAD, SIDEWALKS, TRAILS AND PARKS are high on the list of capital improvements residents want to see in the future.

OBJECTIVE

To provide a framework for decision-making regarding the development and maintenance of public facilities and services that deliver the highest level of user satisfaction, are flexible to grow with Vineyard's population and are focused on the reliability, accessibility, cost-effectiveness and efficiency of the programs.

One of the City of Vineyard's essential responsibilities is to provide adequate public facilities and services that benefit the community. Accessible, well-maintained and effective public facilities and the efficient delivery of public services are the backbone of a successful community and serve to enhance the quality of life of its residents. With over 1,700 developable acres and Vineyard's rapid growth, the City will need to continue to invest in the design, development and delivery of public service programs and physical facilities to meet the needs of the community's future residents and businesses.

The City will be proactive in providing public facilities and services to keep pace with development. With much of land in the northern portion of the city zoned for industrial, business park, residential and mixed uses, infrastructure and utilities must accommodate these users and the cost-effectiveness of providing municipal infrastructure will be considered. Vineyard has succeeded in proactively extending main utility lines to these areas and will monitor the utility demand and respective fiscal implications of each land use as this part of the City is developed.

The City of Vineyard provides a variety of services to the community including direct services like garbage and recycling collection, street sweeping and snow

removal as well the construction and maintenance of public works and community facilities, including City Offices, water treatment and wastewater facilities, streets and sidewalks, and parks and recreation facilities.

EXISTING CONDITIONS

VINEYARD CITY OFFICES

A new City Hall was built in 2017 to manage public services for our growing community. Located at 125 South Main Street, the building serves as the hub for City administration, houses the Council chambers, department offices, is a Sub Station for the Utah County Sheriff, and is the central gathering place for public hearings. The previous Town Hall, which was in an old building since 1987, is currently vacant. A portion of this building is being remodeled to house a community library and other arts and educational uses.

UTILITY/SERVICE	PROVIDER	NOTES
Electric	Rocky Mountain Power	Built power plant in Vineyard
Gas	Dominion Energy	Distribution lines incorporated into roads
High Speed Internet	4-5 providers	Supply is determined based on user requirements
Water	Orem Metropolitan Water	Supplies areas of Vineyard south of 4th North
Water	Central Utah Water Project	Supplies areas of Vineyard north of 4th North
Police	Utah County Sheriff's Office	Contracted
Fire Department	Orem Department of Public Safety	Fire protection, fire prevention, first-aid
Hazard Mitigation	Mountainland Association of Govts.	Compliant w/ MAG's Hazard Mitigation Plan
Trash Pickup/Recycling	Republic Services	Weekly
Wastewater Treatment	Timpanogos Special Service District	Serves areas of Vineyard north of 4th South
Wastewater Treatment	City of Orem	Serves areas of Vineyard south of 4th South

Vineyard Utility and Service Providers

Utilities

Electric utilities are contracted through Rocky Mountain Power who constructed the power plant in the north end of Vineyard. Gas is contracted through Dominion Energy and all utility distribution lines are incorporated into road design. Fiber cables and high-speed internet supply will be determined by the requirements of the developers and tenants. The City has franchise agreements with five companies. Water delivery and sewage systems and connections have been built to reach all new development in the City as of 2018. The City has agreements with Orem Metropolitan Water and the Central Utah Water Project (CWP) for water supply. Trash pickup is contracted through Republic Services and collection occurs weekly.

Vineyard has done an exceptional job of proactively providing the necessary utilities infrastructure to all areas of the City. New development on the former Geneva Steel property will need to include adequate water, wastewater, storm drain and other utility services as a condition of development approval. According to city resources, residential properties generally do not pay sufficient property tax to meet the cost of services that the residents require. Other property uses that generate revenues for the general

fund such as commercial, retail, office and industrial will need to be developed concurrently with the residential components to ensure a fiscally positive benefit to the City.

Public Works Department

The Public Works Department is responsible for the maintenance and development of Vineyard's infrastructure. The department manages a variety of services to the community including trash pick-up and recycling services, snow removal services, water and wastewater services, and the maintenance and construction of public infrastructure including roads, streets, sidewalks and lighting. Its divisions include streets, water resources, wastewater management, stormwater management, engineering and operations.

Streets Division

The Streets Division is responsible for maintaining the quality, life expectancy and safety of Vineyard's street network and sidewalks as well as assisting with stormwater management, stormwater pollution prevention plans (SWPPP) and MS4 inspections. The City currently charges a transportation fee of \$3.50 per month per residential/commercial unit which helps to fund the maintenance of Vineyard's streets. Vineyard currently spends almost \$100,000 a year to

proactively extend the life of its street network and population growth is expected to adequately support the funding of adequate maintenance.

Engineering Division

The Engineering Division provides professional engineering services for the municipality, issues construction permits and deals with safety concerns regarding traffic control. Other services include road design, permitting, design, survey, drafting, traffic engineering and signal maintenance, development review, construction inspection and records maintenance. The division is also responsible for the administration, design and management of public works projects. Current priority projects for the division are extending Main Street, designing and constructing 3rd West, the FrontRunner Train Station and the extension of Mill Road up to the 1600 North.

Operations Division

The Operations Division is responsible for recording, maintaining and ordering the City's fleet of vehicles and equipment. The division recently purchased a jet vac truck, a street sweeper and smaller multi-use equipment for snow removal and the maintenance of parking lots and sidewalks. The City recently purchased land in the northern half of the City for a public works facility where all equipment will be stored.

Stormwater Division

The Stormwater Division works to reduce the amount of pollution entering waterways through stormwater runoff to ensure the health of local waterways and help provide clean drinking water and recreational water bodies. Stormwater pollution prevention also helps maintain clean streets in conjunction with low impact development practices to help recharge aquifers and ensures adequate drinking water supply. The division keeps storm water clean using Stormwater Pollution Prevention Plans (SWPPP's) on construction sites and municipal cleaning activities. The use of a SWPPP and land disturbance permit is required for any development one acre or larger, or

any development smaller than one acre that is part of a larger development. Municipal activities include storm drain cleaning, trash pickup and monitoring all town facilities for possible sources of pollution. The other four areas of storm water management are public education, public involvement, illicit discharge detection and elimination and post construction management. The City currently uses Geneva Steel's stormwater infrastructure for the northern half of the City and pipes have been put in place for stormwater management in the southern half of the City. Vineyard charges \$4 per month per residential/commercial unit for stormwater management. The City's stormwater management plan has been updated yearly.

Source: vineyardutah.org/202/Storm-Water

Water Resources Division

The Water Resources Division is responsible for providing comprehensive water services to the City. Water supply in Vineyard is sourced from contracts with Orem Metropolitan Water and the Central Utah Water Project (CWP). Orem Metropolitan Water supplies water for areas of Vineyard that are south of 4th North and the CWP provides water for all areas of Vineyard to the north of 4th North. Both entities act as wholesalers that sell water supply to water users such as residents, businesses and developers through the City of Vineyard. The CWP allows Utah to use a sizable portion of its allotted share of the Colorado River water supply including irrigation. The CWP supplies water that meets the municipal and industrial requirements of the developed areas along the Wasatch front range. In Vineyard, the CWP bought all water rights under the Anderson Geneva land.

Developers that want to build in this area are required to buy adequate water rights to support the planned use of their approved platted area. The City facilitates the lease of these water rights and then distributes the money to the CWP. State law requires 6.5 million gallons of water storage for the City to satisfy fire flow protection and peak demand. The City currently has an agreement to use 4 million gallons of CWP's water

storage capacity in the meantime and Vineyard is in the process of identifying land suitable for a future reservoir. All necessary infrastructure for water distribution and supply is currently in place after the City spent almost \$100 million for water, sewage and roadway infrastructure. Construction began in 2012.

Source: City Engineer; usbr.gov/projects

Wastewater Management Division

The Wastewater Management Division is responsible for the collection and treatment of all wastewater from the community. Vineyard currently has agreements with the Timpanogos Special Service District (TSSD) and the City of Orem to collect and treat sewage and wastewater. The TSSD provides wastewater collection and treatment for Northern Utah including areas of Vineyard that are north of 4th South. Vineyard provides wastewater collection within the City until it reaches District collection lines and currently three lift stations pump to TSSD. The City of Orem has been continually upgrading and expanding its water reclamation plant and Vineyard purchased a portion of its capacity during the last expansion. This agreement serves all areas of Vineyard south of 4th South.

Source: timpssd.org; orem.org/water-reclamation

Public Safety

Vineyard currently contracts with the Utah County Sheriff's Office for police services. The Utah County Sheriff's Office provides law enforcement services to the unincorporated areas of Utah County and contract cities, as well cooperative support services to local, state and federal law enforcement agencies and organizations. Their mission is to professionally and effectively meet its delegated and statutory responsibilities. To do so, the office is organized to provide quality protection and services to the citizens of Utah County in a cost-effective manner. The current City office building serves as a Utah County Sheriff Sub Station.

Source: co.utah.ut.us/Dept/Sheriff

Vineyard currently partners with the Orem Department of Public Safety for fire and emergency medical services. The Orem Fire Department provides fire protection, advanced life support, fire prevention and first safety and first-aid public education. Its members are dual certified firefighter/paramedics and provide special response services including high-angle rescue, confined space rescue, structural collapse, trench rescue and hazardous material mitigation. The City offers fire prevention resources such as fire prevention week, home checklist, home protection plan, a program to keep your home safe and an open flames and fire safety resource.

Source: orem.org/departments/fire

The City of Vineyard also cooperates with the Mountainland Association of Governments (MAG) on their Hazard Mitigation Plan. The plan is designed to fulfill federal, state and local hazard mitigation planning responsibilities and addresses potential hazards specific to the area. Vineyard also partners with the American Red Cross and FEMA for emergency preparedness resources.

Source: vineyard.utah.gov/216/Public-Safety

Schools

Currently, three schools are in Vineyard, all of which are elementary schools offering pre-kindergarten through sixth grade. The public school is part of the Alpine School District and the others are public charter schools that draw students from various parts of Utah County. The Alpine School District is the largest in Utah and will have over 80,000 students by Fall of 2019 with 59 elementary schools, 12 middle schools, nine high schools and 11 special programs. Vineyard Elementary is a public school in the Alpine School district. The student population is currently 1,029 and has grown by 35 percent over the past five school years. The teacher population has grown by eight percent over the past five years and there are currently 35 teachers. The student teacher ratio is 26:1 which is higher than the Utah state average of 23:1. Minority enrollment is 31 percent of the student body, which is higher than the Utah state average of

25 percent. The school is publicly funded and accepts donations.

Franklin Discovery Academy is a public charter elementary school with a student population of about 584 students who come from various parts of Utah County. The school is publicly funded.

Freedom Preparatory Academy is a public charter elementary school with a student population of about 400 students who come from various parts of Utah County. The school has the most diversity in the region with 32 percent of students being Hispanic. The teacher to student ratio is 25:1 and the school is also publicly funded.

Source: publicschoolreview.com; alpineschools.org

There are currently no schools in Vineyard for 7th-12th graders. The closest options are in the adjacent cities of Provo and Orem. A future site for an Alpine District school in Vineyard has been selected, the construction of which is dependent on need determined by population and funding.

Facilities and Services for the Future

Vineyard does not currently have a recreation center, library or senior center. A small community library will be located in the old Town Hall building. The City does reimburse residents up to \$80 per year, per household for library cards or recreation center passes purchased from the nearby cities of Provo and Orem. The City contracts with the Utah County library system for their Book Mobile to visit Vineyard twice a month. As new development is built and there is a sufficient tax base to support these types of facilities, the City will evaluate the feasibility of providing these facilities and services to enhance the quality of life of its residents.

KEY OPPORTUNITIES + CHALLENGES

With growth, Vineyard has the opportunity to ensure that more revenue generating land uses are built in the city, especially on the Town Center site. While growth has been good, it also strains public facilities and services.

OPPORTUNITIES

Revenue Generating Land Uses

Ensure that revenue generating land uses including commercial, retail, office, and industrial are included as part of any development to ensure fiscally positive benefits to the City.

Partnerships to Enhance City Services

With unprecedented growth, City services must keep up. The City should continue to partner with outside entities to enhance the provision of City services.

Water Storage

Having enough water to meet the needs of communities throughout the country is becoming increasingly important. The City has an opportunity to strategically identify appropriate land for water storage.

Sustainability

Many community members feel sustainability is important. Encourage sustainability through City-wide programs.

CHALLENGES

Residential Property Tax

Residential development, which is rapidly growing in Vineyard, generally does not pay sufficient property tax to meet the cost of services that they require.

State Water Requirements

The State requires 6.5 million gallons of water storage in the city. This needs to be addressed.

Public Facilities

Vineyard does not currently offer some public facilities including a recreation center, library and senior center.



The following goals describe broad public purposes to achieve the General Plan Vision.
The strategies outline approaches and/or the specific tasks required to implement the goals.

GOALS + STRATEGIES

GOAL 1: PROVIDE AND MAINTAIN MUNICIPAL FACILITIES THAT ADEQUATELY SERVE THE NEEDS OF VINEYARD RESIDENTS AND BUSINESSES.

- » **STRATEGY 1:** Locate municipal facilities strategically to serve all existing and anticipated neighborhoods and development areas.
- » **STRATEGY 2:** Evaluate the needs of municipal facilities approximately every two years.
- » **STRATEGY 3:** Provide a public works site for the storage and maintenance of the City's vehicles and equipment.

GOAL 2: DEVELOP AND MAINTAIN A PROGRESSIVE TRASH AND RECYCLING PROGRAM THAT ENCOURAGES SUSTAINABILITY AND LIMITS CONTRIBUTION TO LANDFILLS.

- » **STRATEGY 1:** Expand recycling programs and re-evaluate trash collection and disposal programs periodically.
- » **STRATEGY 2:** Require commercial entities to establish recycling programs.
- » **STRATEGY 3:** Develop a city-wide program to encourage the use of reusable and recyclable goods through educational programs, City purchasing policies and incentives.
- » **STRATEGY 4:** Continue to work with the Mountainland Association of Governments on its Hazard Mitigation Plan, enforce best practices for the storage and disposal of hazardous materials, and promote the use of environmentally friendly materials within the City.

GOAL 3: MAINTAIN AND EXPAND A STORMWATER MANAGEMENT PROGRAM THAT PROTECTS THE HEALTH AND SAFETY OF THE PUBLIC AND CAN ACCOMMODATE THE CITY'S RAPID GROWTH.

- » **STRATEGY 1:** Identify and avoid development in flood-prone areas.
- » **STRATEGY 2:** Require adequate flood proofing of basement walls or pumping mechanisms. Developers and homeowners' associations should assume the costs of these systems.
- » **STRATEGY 3:** Identify needed improvements to the City's drainage system management through the Stormwater Management Plan.
- » **STRATEGY 4:** Maintain a cost-effective and environmentally friendly city-wide drainage system and encourage appropriate stormwater management solutions as the city grows.



GOALS + STRATEGIES

GOAL 4: PROVIDE ADEQUATE AND RELIABLE UTILITY SERVICES AND DISTRIBUTION TO ALL RESIDENTS AND BUSINESSES IN VINEYARD IN A COST-EFFECTIVE MANNER.

- » **STRATEGY 1:** Ensure that new development within the former Geneva property includes adequate water, wastewater, storm drain and other utility services as a condition of approval.
- » **STRATEGY 2:** Maintain active collaboration with utility companies to provide consistent utility services throughout the city.
- » **STRATEGY 3:** Encourage utility companies to locate facilities and distribution outside of washes, drainage easements and open spaces and continue the undergrounding of all utility lines and conduits.
- » **STRATEGY 4:** Identify areas that will be attractive to businesses that need high-speed communications and internet and ensure the delivery of adequate services to these areas.

GOAL 5: DEVELOP AND MAINTAIN STRATEGIC PARTNERSHIPS WITH OUTSIDE ENTITIES THAT WILL IMPROVE THE PROVISION OF PUBLIC SERVICES AND MEET THE NEEDS OF VINEYARD'S GROWING POPULATION.

- » **STRATEGY 1:** Maintain working cooperation with adjacent communities and entities that provide public services lacking in Vineyard including public safety, libraries, senior services, childcare and recreation centers.
- » **STRATEGY 2:** Maintain a partnership with the Alpine School District to optimize school services and facilities offered in Vineyard.

GOAL 6: ENSURE AND PROTECT THE QUALITY AND LONG-TERM SUPPLY OF WATER RESOURCES, GROUNDWATER AND SURFACE WATER SUPPLIES.

- » **STRATEGY 1:** Consistently work with Orem Metropolitan Water and the Central Water Project (CWP) to ensure that the providers are meeting all water quality standards.
- » **STRATEGY 2:** Take appropriate measures to ensure new developments accurately project water use needs when purchasing water rights and ensure that new growth pays its own way when extending water and wastewater systems through fees and the allocation of service delivery costs.
- » **STRATEGY 3:** Reduce surface water pollution by consistently monitoring stormwater runoff and adhering to the updated Stormwater Management Plan.
- » **STRATEGY 4:** Develop an educational program for residents and businesses to promote best practices on water usage and preventing pollution.



SAMPLE METRICS

Positive outcomes are achievable with the adoption of appropriate policies and a commitment to action. The City of Vineyard should consider monitoring the following indicators to collect benchmark data and to begin understanding public facilities and services patterns in order to make informed decisions about the future.

- Availability/quality of service
- Customer satisfaction
- Number of complaints
- Number of maintenance requests, projects and backlog
- Surface water pollution efficiency
- Fiscal analysis of public services/facilities
- Air quality index
- Water quality index





MODERATE INCOME HOUSING

WHAT WE HEARD

HOUSING PRIORITIES INCLUDE:

LARGE SINGLE-FAMILY LOTS (over 8000 sf) and **SMALL SINGLE-FAMILY LOTS** (under 8000 sf), along with **SENIOR LIVING FACILITIES** and town houses.

MODERATE INCOME HOUSING LOCATED NEAR TRANSIT.

A RANGE OF HOUSING FOR ALL AGE GROUPS AND LIFE STAGES.



Moderate Income Housing

OBJECTIVE

To provide a framework that guides the City of Vineyard's decision-making as it pertains to residential development and ensuring the availability of a range of housing options, including moderate income housing, to meet the needs of the population that desires to live in Vineyard.

CONTEXT

Housing is interrelated to all other elements of Vineyard's General Plan and is instrumental to the community's economic development, land use, transportation, and public services plans. A diverse and affordable housing pool will assist in creating and maintaining stability within the community.

City planners and department directors will cooperate to achieve the goals established in this chapter by meeting regularly to coordinate the City's fundamental services and guide development during buildout. The housing plan should be reviewed biennially by the City Council to evaluate the application of housing policies and programs as well as gauge progress towards goals. The City desires to adopt provisions in its zoning ordinances that encourage the development of attainable housing and will meet biennially to review the relationship between the zoning ordinances and the General Plan to ensure ongoing effectiveness and consistency. The public's input will be encouraged and considered.

BACKGROUND

Moderate income households are considered by the State of Utah to be those making less than 80 percent of the area median income (AMI). AMI is determined by the County in which each city is located. Other targeted income groups are defined as those making less than 50 percent and 30 percent of AMI. According to U.S. Department of Housing and Urban Development (HUD), the affordable monthly housing payment for either mortgage or rent should be no more than 30 percent of gross monthly income (GMI) and should include utilities and housing costs such as mortgage, property taxes and hazard insurance. It is not clearly stated in Utah Code whether those of moderate income must be able to purchase a home, so the allowance is applied to both rental rates and mortgages. Affordable housing is considered to be any housing options that accommodate the targeted income groups and meet the payment requirements.

Section 10-9a-408 of the Utah Code mandates that each city shall review biennially a moderate-income housing plan. Plans shall include:

- Efforts made by the City to reduce, mitigate, or eliminate local regulatory barriers to moderate income housing

- Actions taken by the city to encourage preservation of existing moderate-income housing and development of new moderate-income housing.
- Progress made within the city to provide moderate income housing, as measured by permits issued for new units of moderate-income housing, and.
- Efforts made by the City to coordinate moderate income housing plans and actions with neighboring municipalities.

CURRENT POPULATION AND DEMOGRAPHICS

The population of Vineyard is difficult to estimate due to its rapid growth over the past decade. However, the City provides a 2017 estimate of 13,000 residents and an estimation using the housing calculation roughly aligns with that number, with an estimation of 12,403 residents. The housing calculation uses all the existing houses and apartments in the City and multiplies them by their respective people per household multipliers. The total number of residents will be recalculated by the Census Bureau in 2020. Approximately 90 percent of housing in Vineyard is less than three years old.

The Vineyard population is mainly comprised of young families and approximately 40 percent of residents are under the age of 18. The increase in the number of young families and students in Vineyard

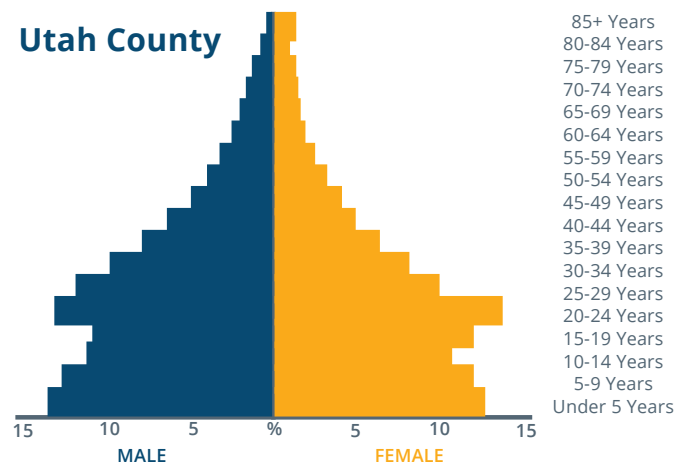
Vineyard Population Calculation using Housing Method

	Number of Units	Multiplier	Residents
Single-Family Homes	1207	4.072	4914.9
Multi-Family Homes	1008	4.07	4102.6
Town-homes	840	4.03	3385.2

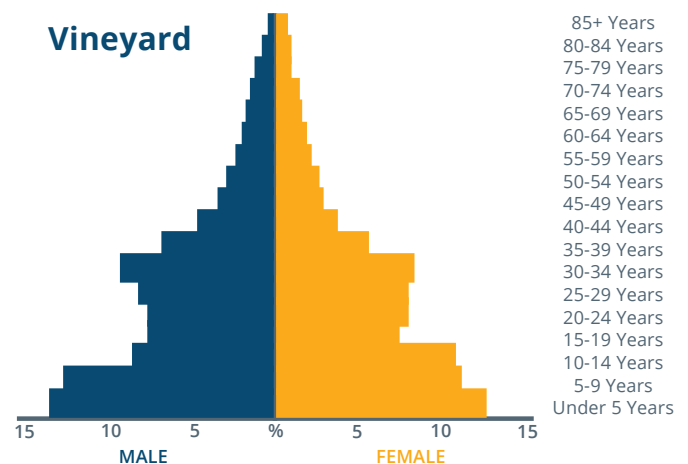
Source: 2017 City of Vineyard Demographic Report

Population by Age Category

Utah County



Vineyard



Source: 2017 City of Vineyard Demographic Report

has resulted in a younger population than the rest of Utah County and should expect the number of young residents to increase with the expansion of the UVU campus. The vast majority of Vineyard's population is made up of Caucasians at 89 percent with Hispanics making up the next largest cohort, at six percent.

The median household income for the City of Vineyard is estimated to be \$91,962 which is considered to be "middle income" for households of three to four people. This is well above the median household income for Utah County, which was estimated to be \$67,625 by the Department of Housing and Urban Development (HUD) in 2016. The income distribution of Vineyard is above average with only 12 percent of the population considered to be low-income and 30 percent considered to be high-income households.

The AMI in Utah County is estimated to be \$67,625 by HUD. This means that the threshold for median household incomes in Vineyard is \$54,100. The table shows the AMI thresholds to be considered for moderate income housing. The number of households within these targeted income groups is unavailable due to rapid population growth since the last U.S. Census Bureau Survey in 2016. The City will need to use the 2020 U.S. Census Bureau survey data to determine how many households in Vineyard fall within these groups.

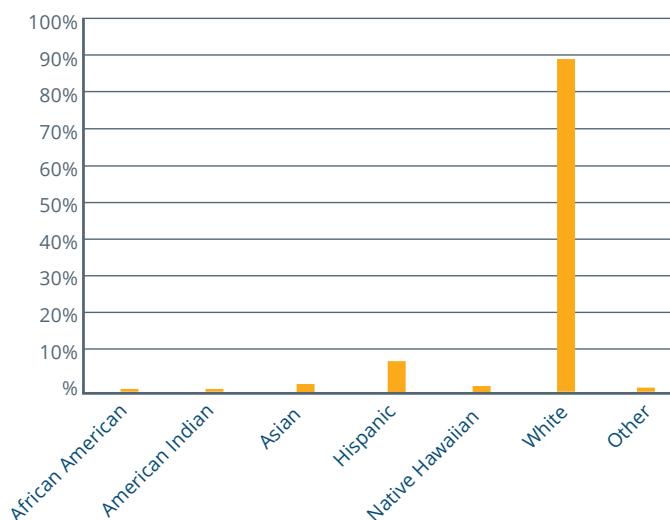
Four-person households are Vineyard's average occupancy for both renter and owner-occupied units.

FACTORS FAMILIES NEED TO CONSIDER WHEN PURSUING AFFORDABLE HOUSING

The monthly housing allowance is \$1,353 for a family of four at the 80 percent AMI threshold. Based on comparisons of household utility costs in adjacent cities and Vineyard's utility cost index of 95, utilities are assumed to be about \$225 per month.

The family can afford a monthly housing payment of \$1,128, including rent or mortgage and taxes and insurances.

Vineyard Population by Race/Ethnicity



Source: 2017 City of Vineyard Demographic Report

Vineyard Household Income



Source: 2017 City of Vineyard Demographic Report

These amounts represent total housing costs that are affordable at 30 percent of GMI.

In order to translate these affordability levels into home values, Design Workshop assumed a mortgage rate of 4.5% with a 30-year term, current property tax rates, insurance costs, a 10 percent down payment and a monthly utility expenditure of \$225 per month. Under these assumptions a family of four at the 80 percent AMI threshold can afford a home in Vineyard up to \$200,806. The table below shows the home price ranges that are attainable to households at the varying AMI thresholds. Mortgage rates play a significant role in the homes that are attainable by these families and affordability will be more difficult to maintain if interest rates continue to rise.

Interest rates will have a significant impact on home price ranges and should be considered as the City grows. Rates are currently on the rise, but a local lending expert agreed that this range is appropriate for the time being. Affordability will be more difficult to maintain if interest rates continue to rise.

AREA MEDIAN INCOME (AMI)

The area median income (AMI) is the midpoint of a region's income distribution - half of the households in the region earn more and half earn less. AMI is important because each year the Department of Housing and Urban Development (HUD) calculates the median income for every metropolitan region in the country and this statistic is used to determine whether families are eligible for certain affordable housing programs.

HUD focuses on the entire region, not just the city, because families searching for housing are likely to look beyond the city itself to find a place to live. AMI is typically distinguished between three types of households. Households earning less than 80 percent of the AMI are considered low-income households by HUD. Very low-income households earn less than 50 percent of the AMI and extremely low-income households earn less than 30 percent of the AMI.

Utah County AMI Thresholds

Income Level	AMI Threshold
<30% AMI	\$20,288
>30% to <50% AMI	\$20,288 - \$33,813
>50% AMI to < 80% AMI	\$33,813 - \$54,100
>80% to <100% AMI	\$54,100 - \$67,625
>100% AMI	>\$ 67,625

Source: Design Workshop

Affordable Monthly Allowance based on AMI

Household Size	30% of AMI	50% of AMI	80% of AMI
4 person	\$507	\$845	\$1,353

Source: Design Workshop

Home Price Ranges for Target Income Groups

Household Income Range			Home Price Range					
			4.5% Mortgage		5% Mortgage		5.5% Mortgage	
	Income Range -Low	Income Range - High	Low	High	Low	High	Low	High
<30% of AMI	\$-	\$20,288	\$-	\$43,222	\$-	\$40,795	\$-	\$38,570
30% to 50% of AMI	\$20,288	\$33,800	\$43,222	\$103,642	\$40,795	\$97,823	\$38,570	\$92,488
50% to 80% of AMI	\$33,800	\$54,100	\$103,642	\$200,806	\$97,823	\$189,533	\$92,488	\$179,196

Source: Design Workshop

CURRENT HOUSING STOCK

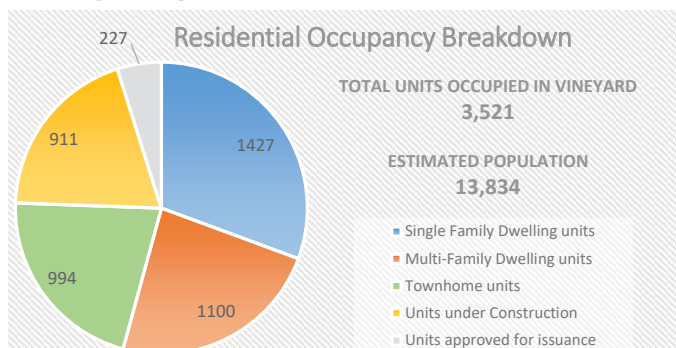
The residential occupancy breakdown of Vineyard is included in a monthly Building Activity Report provided by the City. In July of 2018, the total number of units occupied was 3,741.

Current housing stock in Vineyard includes a wide range of home values. The 2018 Utah County Assessor's roll reports 1,968 housing units in Vineyard, while the most recent Vineyard Building Activity Report "shows" 3,741. While the total number of units according to the County Assessor deviates significantly from the City's report, this is the best available information and will need to be revised as data is updated yearly.

The median home value is \$286,781 and is 42 percent higher than the affordable threshold of \$200,806. Approximately 33 percent (643 units) are within the affordability threshold for families at the 80 percent of AMI threshold.

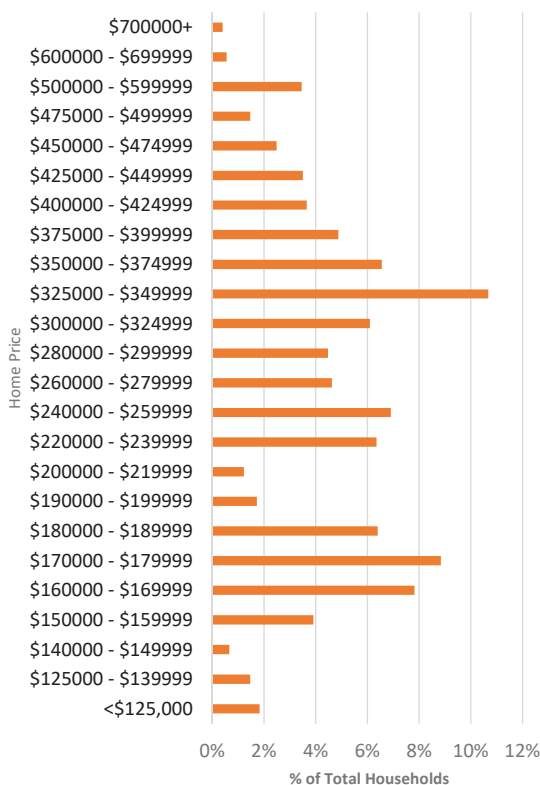
There are a total of 679 units currently available that meet the price range for all targeted income groups. This number will need to be updated by the City as the County Assessor's role is updated.

Vineyard Residential Occupancy Breakdown



Source: City of Vineyard July 2018 Building Activity Report

Current Housing Stock in Vineyard by Home Value



Source: Utah County Assessor's Office

Current Housing Stock Availability for Targeted Income Groups

Household Income Range	Affordable Home Price Range	# of Units	% of Total
<30% of AMI	\$0 - \$43,222	0	0.00%
30% to 50% of AMI	\$43,222 - \$103,642	36	1.83%
50% to 80% of AMI	\$103,642 - \$200,806	643	32.67%

Source: Design Workshop

CURRENT AFFORDABLE HOUSING AVAILABILITY AND NEED

The current availability of and need for affordable housing in Vineyard are difficult to evaluate due to the lack of updated data that accurately depicts the City's changing population and demographics. Once the 2020 U.S. Census Bureau survey is made available, the City will need to assess the number of households in Vineyard that are within the targeted income groups and compare that to the updated housing stock in order to gauge the availability and need of affordable housing. Current data indicates that at almost 33 percent of total housing, there is a significant supply of attainable housing for households within the 50 percent to 80 percent AMI thresholds.

The City will need to reassess the actual number of these households in 2020 and evaluate how that income group has changed to accurately forecast the household income breakdown of future Vineyard residents and the amount of housing affordable to them. With only 36 housing units currently attainable to households within the 30 to 50 percent AMI threshold and zero attainable to households under the 30 percent AMI threshold, the City can expect a shortage of housing to accommodate these groups, but the same assessment should be made once updated data is available.

Rental units are an important option for households that may not have savings for a down payment or cannot get approved for a loan. The 2016 percentage of owner-occupied units in Vineyard was 56.4 percent, according to the U.S. Census Bureau. This data is likely out of date and should also be re-evaluated in 2020 but is a good indicator rental options for those that are inhibited from purchasing a home. Many of the affordable units are currently individually rented at affordable rates and several multi-family developments are being constructed, which will supplement rental options.

Since 2004, Vineyard has taken several steps to encourage moderate income housing, including an allowance for Accessory Dwelling Units (ADUs) that are attached to single-family homes or above the detached garage, providing complete, independent living facilities with a separate dwelling entrance. These units must be 300 to 1200 square feet without exceeding 50 percent of the size of the principal dwelling unit.

In 2016, the City passed a resolution in support of the Housing Authority of Utah, providing housing vouchers to residents and funding infrastructure projects to service multi-family development. The City will continue to support these practices to increase the supply of affordable housing and ensure that future regulations do not inhibit the development of moderate-income housing in appropriate locations.

The abundance of undeveloped land presents an opportunity for the City to encourage smaller lot sizes during buildout through developer incentives. This will assist in providing ample housing options for future residents and concentrates value more densely leading to higher property tax revenues per acre.

Source: Vineyard Code, Section 1706

PLANNING FOR THE FUTURE

Due to the above average affluence of Vineyard's population, current housing availability sufficiently meets the needs for the majority of Vineyard's residents. However, the City should closely monitor the changes in demographics as the population continues to increase. It is nearly impossible to accurately predict the way that demographics will change as growth continues and the City should biennially assess the household incomes of Vineyard's population to ensure that measures are taken to provide adequate housing or moderate-income residents.

The strong economy over the past eight years has contributed to an increase in average sale prices of homes in Vineyard and the building reports show that most new development is single-family homes. A continued increase in values will ultimately lead to a lower percentage of affordable housing and it will be imperative for the City to monitor the effect that home values have on the availability of affordable housing options.

When planning for moderate income housing, the location of development and its integration into the community will be key. Generally, multi-family developments and higher density single family units on smaller lots will be best suited for providing attainable housing. Households that are moderate income will likely have fewer personal vehicles or none and should have access to public transit. These developments can also act as buffer between high density commercial development and the more affluent residential neighborhoods. An ideal location for moderate income housing options will be just north of the Town Center development where they are in close proximity to planned transit centers.

KEY OPPORTUNITIES + CHALLENGES

Providing moderate income housing is becoming challenging in communities across the country. Vineyard has an opportunity, with new development, to continue to provide moderate income housing options for current and future residents.

OPPORTUNITIES

Mix of Housing Options

The City can work to encourage an appropriate mix of housing options and provide opportunities for targeted income groups.

CHALLENGES

Accurate Demographic Data

Accurate demographic data and surveys are critical for assessing the housing availability and affordability but are currently unavailable due to Vineyard's rapid growth.

Socio-economic Status

Affordable housing can present challenges when being integrated into cities with affluent populations.

Economy + Home Prices

The strong economy and increased home prices has led to a lower supply of affordable housing.



The following goals describe broad public purposes to achieve the General Plan Vision.
The strategies outline approaches and/or the specific tasks required to implement the goals.

GOALS + STRATEGIES

GOAL 1: PROVIDE OPPORTUNITIES FOR MODERATE INCOME HOUSEHOLDS TO PURCHASE ATTAINABLE HOUSING TO SUPPORT THE ECONOMIC VITALITY OF THE COMMUNITY.

- » **STRATEGY 1:** Identify and work with affordable housing programs like the Housing Authority of Utah County that will assist moderate income households in being able to purchase homes through voucher programs and discounts.
- » **STRATEGY 2:** Increase the availability of affordable single-family units by identifying areas that will be best suited for moderate income housing and incentivizing developers to undertake these projects.
- » **STRATEGY 3:** Incentivize the development of a range of housing types, including attached dwellings and multi-family units for purchase by streamlining development processes for units that will be affordable to moderate income households.
- » **STRATEGY 4:** Ensure that future regulations do not inhibit the development of moderate-income housing in appropriate locations and that the necessary infrastructure is available to support these projects.

GOAL 2: ENCOURAGE AND PROMOTE AFFORDABLE HOUSING DEVELOPMENTS BY INCENTIVIZING DEVELOPERS TO BUILD THIS TYPE OF HOUSING.

- » **STRATEGY 1:** Establish developer incentives that promote the construction of a variety of housing types including smaller, affordable units.
- » **STRATEGY 2:** Adopt ordinances which allow for a variety of residential areas and building types providing for a range of housing alternatives and densities to meet the needs of a diverse population.

GOAL 3: PROVIDE THE FRAMEWORK FOR THE SUCCESSFUL INTEGRATION OF A MIX OF HOUSING TYPES IN THE COMMUNITY'S VARIOUS NEIGHBORHOODS.

- » **STRATEGY 1:** Identify sites to consider for affordable housing development, including higher density housing on smaller lot sizes to offer a mix of housing options that appeal to a variety of population demographics.
- » **STRATEGY 2:** Introduce and integrate rental units and moderate-income housing into neighborhoods by allowing higher-density development to act as a buffer between commercial and lower density, more affluent single-family residential areas.
- » **STRATEGY 3:** Encourage an appropriate mix of housing types and styles and require appropriate code compliance and property maintenance to sustain neighborhood individuality, quality and appearance.



SAMPLE METRICS

Positive outcomes are achievable with the adoption of appropriate policies and a commitment to action. The City of Vineyard should consider monitoring the following indicators to collect benchmark data and to begin understanding moderate income housing patterns in order to make informed decisions about the future.

- Inventory of moderate-income housing
- Quality of housing stock
- Availability/affordability of moderate-income housing
- Inventory of programs/assistance for moderate-income housing







TECHNOLOGY

WHAT WE HEARD

TECHNOLOGY PRIORITIES INCLUDE:

Attracting **HIGH-TECH/EMERGING INDUSTRIES** should be a top economic development priority.

The City should continue to pursue **LOCAL AND REGIONAL TRANSIT** option improvements.

Vineyard should approach the future with an **INNOVATIVE ATTITUDE** to attract new residents and businesses.

OBJECTIVE

To provide a framework for decision-making that ensures the City's ability to evaluate, integrate and support current and future technological innovations.

Technological innovation is constantly changing the landscapes in which we live and work. Recent advancements have transformed our daily lives through increased social connectivity, improved mobility, globalized work environments and the development of smarter cities. On a city wide scale, these advancements have led to changes in policies regarding development, transportation systems and growth management in order to adapt to evolving challenges and opportunities. The ability to integrate current and future technologies on a municipal scale is imperative to maintaining appeal as a great place to live and work. The integration must maintain the provision of services already provided and increase efficiency and effectiveness as appropriate.

Strategic investments in technological assets that foster a prosperous business environment can boost a city's economic development while communications improvements can ensure that modern expectations of rapidly available information through diverse channels are met. Ensuring that City services keep up with advancements can lead to better connectivity with citizens and enhanced transportation systems can ensure efficient and safe City functions. Technological advances can improve the quality of life within a community and a City's ability to incorporate them can be major differentiator. Vineyard desires to promote the benefits of innovation by leveraging

its existing assets and ensuring that the City has the flexibility required to address the evolving challenges and opportunities provided by technology as they arrive.

EXISTING CONDITIONS

ECONOMY

Embracing and integrating technology is key to Vineyard's economic development. The City's Economic Development Plan, which aims to establish a diverse economy and provide long-term fiscal health, will be largely dependent on attracting target industries to the community. The success of existing and new businesses will be driven by their ability to utilize the most advanced technology in their operations. Vineyard can assist the business community in doing so by maintaining an innovative technology infrastructure.

One of the most important and easily marketable differentiators in business recruitment is the provision of high-speed communications and internet via a reliable fiber-optic network. The City has done an exceptional job of proactively incorporating utility distribution into road design and has franchise agreements with five companies to supply internet and communications based on user demand.



VINEYARD

STAY CONNECTED

Vineyard will continue to ensure that the most advanced communications services are provided to businesses by working with the private sector and marketing the City's efforts to assist in economic development.

Another differentiator for economic development will be ensuring that Vineyard's code and regulations enable businesses to increase efficiency, product quality and marketing programs through the use of new technologies. In recent years, some industry innovations have proven significant enough to impact the operations, design and layout of certain business facilities that may not be accommodated in current development standards. Vineyard desires to have a framework in place to evaluate these issues and refine development standards if deemed appropriate to accommodate technological advances that affect business activity.

Utah Valley University's future presence in Vineyard will offer significant opportunities for Vineyard's economy. The UVU Vineyard Campus has plans for 225-acre campus with an athletic program and approximately 1.2 million square feet of academic space. The project includes four phases and is expected to be complete in 40 years. The University's campus will result in access to state-of-the-art technology assets and an increased

population of knowledgeable students, staff and researchers representing a younger and technology-savvy demographic. UVU's students and graduates represent a well-trained workforce that is attractive to businesses and the City will establish a long-term, mutually beneficial partnership to align economic development efforts with UVU's programs. Vineyard will coordinate with the University to optimize the relationship between job opportunities and degree fields, while marketing UVU's technology assets and human resources to assist the existing business community and attract new businesses.

COMMUNICATIONS AND CITY SERVICES

Perhaps the most significant advances in technology has been innovations in communication and information sharing. Smartphones represent a wealth of knowledge at our fingertips. Information is now more accessible and effective than ever before and cities have taken advantage of the opportunity to become more responsive, engaged and connected with their citizens. Technology has improved local governments' ability to interact with individuals and groups on issues and opportunities that affect their daily lives. Citizens can access information and provide critical input on municipal decisions more efficiently than ever before and governmental processes and procedures have

become more streamlined through the effective use of communications technologies.

Resulting from these advances, the public has higher expectations of being informed, engaged, educated and involved in city-wide functions. Municipalities that adapt to communication innovations are better equipped to meet the needs and desires of the community. Email, text messaging and web platforms can be used to inform and educate the public on upcoming events, projects, activities and public safety concerns while online surveys, visualizations of development plans and building permit portals can be used to improve community involvement in government planning and decision-making. Vineyard strives to involve the community in City processes through public meetings, online surveys and updated information on its website and social media platforms.

Vineyard's current website is an example of a City service that has integrated technology well. The website, which was updated in 2017, serves as a tool

that keeps the public informed and provides online access to numerous public services. Vineyard has been particularly innovative with its online building permit portal, which has eliminated paper submittals and allows the public to submit, track and search all building permits in Vineyard.

Vineyard has been successful in providing a progressive and efficient website but will continue to update the site and integrate services as appropriate.

Information sharing between local governments and public entities has also become a significant opportunity for cities. Public safety and data sharing can enhance quality of life for residents and improve city efficiencies but needs to be conducted in a manner that protects data ownership, maintains public security and respects individual privacy.

Some communication technology advancements, including fiber-optic networks, can be accommodated in municipal rights-of-way and advances in wireless technologies increasingly complement hard-wired

Public Services Provided by the City of Vineyard

SERVICE	DESCRIPTION
After Hours Water & Sewer Emergencies	What to do if you are experiencing issues after business hours
Alerts	Sign up to receive important announcements via email or text message
Utility Applications	Apply for utilities through website
Building Permit Portal	Apply, search and track building permits online
Interactive Maps	Layered, user friendly maps regarding zoning, roadways and other features
Online Utility Pay	Coordinated with Xpress Bill Pay to pay online
Recycling/Trash Services	Info on the services provided to all residents
Report a Concern	Report issues and submit Code violations online
Safety Services	Info on fire, police, and safety services provided by City, as well as burn requirements and evacuation maps
Traffic Studies	Updated traffic study reports
Utah Lake Algae Alert	Sign up to receive alerts regarding Utah Lake algae levels
Fire Department	Orem Department of Public Safety
Hazard Mitigation	Mountainland Association of Governments Hazard Mitigation Plan
Trash Pickup/Recycling	Republic Services
Wastewater Treatment	Timpanogos Special Service District
Wastewater Treatment	City of Orem

services but have not replaced them. The City has done an exceptional job of providing utility distribution and partnering with providers and will continue to work with the private sector providers to optimize the use of public infrastructure and wireless technologies to accommodate the communications services required by residents, businesses and the City.

While technological advances have generally increased quality of life through increased access to services, facilities and opportunities, not all residents will have the means or ability to take advantage of the benefits of technology. Financial instability, lack of knowledge, or limited availability of certain technologies can impede access to innovations. Cities can address these challenges with municipal services, programs and facilities that limit the barriers to accessing technology, such as community centers with public computers and free WiFi areas. Vineyard desires to develop a technology infrastructure that is accessible to all residents regardless of age or socioeconomics.

Outside of advances in communication, cities are also using technology to enhance the public services provided to residents and increase the sustainability. Solar energy development, water wise technologies, and innovative recycling programs are efforts that can improve quality of life for all and preserve the environment for future generations. Local governments are using effective public policy integrated with sustainable innovations to improve public health and resilience. Cities can drive the development of solar growth by incorporating solar installations on public buildings, developing financing options, eliminating the barriers to solar conversion, and partnering with the private sector.

Water quality, consumption and delivery can be optimized through municipal strategies such as onsite reuse, green infrastructure investments, and data collection. Information sharing to encourage users to be more aware of their footprint. Participation in

city environmental efforts can be improved through the use of apps that track energy, water, land and public facility use. Vineyard will integrate current and future technological advancements to enhance the public services, improve sustainability, and increase participation and awareness.

TRANSPORTATION

In recent years, emerging technologies have dramatically transformed transportation systems and cities have been presented with new challenges and opportunities as the landscape evolves. Public transit and carpooling have historically provided alternatives to single occupant vehicle trips and the addition of services like Uber and Lyft have further expanded the modes of transportation available. Most recently, ride share services including cars, bikes and scooters have provided even more alternatives and non-vehicle related advancements such as adaptive signal control, GPS routing apps and demand-based parking fees have given local governments new tools to improve their transportation systems.

Cities have already begun to address these changes, and the landscape will continue to evolve as new technology emerges. Autonomous vehicle technology is already being developed and deployed. A study conducted by IHS Technology estimates that the majority of cars on the road will be self-driving by 2050. Cities are also taking advantage of trending electrification of bikes and vehicles to improve energy efficiency.

These innovations have the potential to significantly reduce vehicle ownership and usage, traffic congestion and the parking demand. They also represent challenges that Cities must proactively address including demand for public rights-of-way and re-purposing outdated infrastructure.

Vineyard has experienced rapid population growth that is not expected to slow and could strain the transportation infrastructure across all transportation modes resulting in traffic congestion,

lack of parking, trip planning complexity and unsafe biking and walking conditions. Vineyard will explore strategies that utilize advances in technology to address these issues such as:

- Deploying integrated mobility marketplaces to make multimodal trips more convenient and efficient.
- Expanding bikeshare, carshare and rideshare options.
- Improving transit service by establishing transit corridors, installing intelligent signal systems that prioritize buses and providing riders with real time transit information.
- Ensuring safety of pedestrians and cyclists with detection and warning systems on buses and trucks at busy intersections.

Recent advancements in online marketplaces such as Amazon have increased freight and delivery demands in urban areas and created new challenges including route finding, parking, air pollution and pedestrian and cyclist safety. Vineyard will utilize to technology and develop innovative solutions to freight and delivery challenges such as:

- Implementing freight corridors with intelligent signals that prioritize truck movement.
- Providing truckers and delivery service employees with real-time information on parking availability and truck routes.
- Automated freight and delivery vehicles.
- Installing delivery lockers at multimodal Smart Stations
- Truck platooning via connected onboard technology to reduce pollution.

Climate change, increased air pollution and noise from traffic can have negative effects on the quality of life within a community. Transportation accounts for 27 percent of greenhouse gas emissions in the United States and cities are utilizing technology to shift demand away from motorized vehicle use and encouraging the use of electric vehicles. Vineyard will pursue technology driven strategies to encourage more sustainable modes of transportation such as:

- Encouraging the use of electric vehicle by taxi and transportation network services.

- Converting public fleets to electric vehicles.
- Subsidizing the purchase of electric vehicles through tax exemptions, energy credits and bulk buy and loan programs.
- Installing electric vehicle charging stations

The development of automated and connected vehicles has the potential to make transportation safer and easier while reducing congestion and emissions but is heavily dependent upon data. Advances in data collection, processing, integration and analysis are guiding the City policies and investments to optimize transportation systems. Vineyard will pursue strategies to collect and analyze transportation system data such as:

- Installing cameras and sensor to collect data on vehicle movements, transit reliability, and pedestrian and cyclist traffic.
- Collecting data from vehicle probes, connected vehicles and connected infrastructure
- Establishing open data platforms and mobility marketplaces.

While technology can and should be accommodated by municipal transportation policies and investments, socioeconomic divides have created barriers that impede the use of technology for some populations. Cities must ensure that their current and future transportation systems meet the needs of all residents and ensure connectivity for all. Vineyard desires to ensure that the benefits of new technology are enjoyed by everyone with strategies such as:

- Improving first-mile/last-mile connections to transit.
- Expanding access to free public WiFi on buses, taxis and parks.
- Developing app for non-English speakers and people with disabilities.
- Providing universal transportation card for low-income individuals and those without bank accounts.

As new technologies make transportation systems more complex, cities are facing new challenges including difficult decision-making, more costly projects and revenue deficiencies. Vineyard desires to

utilize technology to improve public services, support innovation and engage citizens through strategies such as:

- Integrated data platforms that combine public and private-sector data to improve decision-making.
- Developing open data portals with real-time Application Programming Interfaces to increase transparency, spur innovation and support research.
- Using new data sources to inform policymakers and promote better allocation of taxpayer dollars.

KEY OPPORTUNITIES + CHALLENGES

Vineyard's younger demographic, its entrepreneurial population and its proximity to Salt Lake City and UVU provide a variety of opportunities to take advantage of technology and utilize it to sustain a high quality of life. At the same time, the city faces a few challenges that it will need to pay attention to in the coming years.

OPPORTUNITIES

Utah Valley University

Leverage the technological assets and human resources of Utah Valley University to promote economic development in Vineyard.

Enhance City Services

Integrate current and future technological advancements to enhance City services, improve sustainability, and increase participation and awareness.

Transportation Advances

Utilize advances in technology to create and maintain a transportation system that meets the needs of all residents and users and is adaptable to future changes.

Information Accessibility

Promote the accessibility of information and communication technologies to all residents through municipal offerings like free WiFi areas and public computers.

CHALLENGES

Remain Flexible

Ensure flexibility to refine policies and regulations to accommodate technological advances that affect business activity.

Evolving Expectations

Meet the constantly evolving expectations of residents and businesses as a result of advances in communication and information sharing technologies while ensuring safety and protecting individual privacy.

Continuing Enhancements

Continue to enhance City services, improve sustainability, and increase participation and awareness.

Changing User Needs

Maintain a transportation system that meets the changing needs of all residents and users, addresses evolving issues and is flexible to accommodate future challenges.

Technological Infrastructure

Ensure that City's technological infrastructure is accessible and beneficial to all users regardless of their socioeconomic status.

Individual Privacy + Security

Protect and preserve individual privacy, security and accessibility when utilizing and improving communications technologies.



The following goals describe broad public purposes to achieve the General Plan Vision.
The strategies outline approaches and/or the specific tasks required to implement the goals.

GOALS + STRATEGIES

GOAL 1: ESTABLISH AND MAINTAIN A FLEXIBLE TECHNOLOGY INFRASTRUCTURE THAT SUPPORTS ECONOMIC DEVELOPMENT GOALS, CITY SERVICES, AND TRANSPORTATION INFRASTRUCTURE.

- » **STRATEGY 1:** Periodically identify and evaluate technological opportunities and appropriate the necessary funding in City plans, budgets, programs, and policies to ensure that they address advancements and provide flexibility to adopt innovations.
- » **STRATEGY 2:** Establish working relationships with local and regional organizations to identify efficiencies and resource opportunities for Vineyard.
- » **STRATEGY 3:** Promote the accessibility of information and communication technologies to residents that may not have the means through municipal offerings like free WiFi areas and public computers.
- » **STRATEGY 4:** Ensure the City maintains a reliable and progressive information technology infrastructure that enables businesses to remain competitive by working with the private sector to ensure the provision of high-quality internet and communications.
- » **STRATEGY 5:** Market the City's efforts to enhance Vineyard's appeal to technology-related industries.

GOAL 2: CONTINUE TO UTILIZE AND ADOPT ADVANCES IN TECHNOLOGY TO ENHANCE CITY SERVICES AND IMPROVE COMMUNICATION AND PUBLIC ACCESS TO ALL SERVICES, PLANNING, DECISION MAKING AND ACTIVITIES.

- » **STRATEGY 1:** Integrate current and future technological advancements to enhance the delivery and sustainability of City services and increase participation and awareness of environmental efforts.
- » **STRATEGY 2:** Continually update the City website to maintain and expand convenient access to City services and information resources.
- » **STRATEGY 3:** Utilize communications technologies to increase public awareness and involvement in City planning and decision-making processes and to maximize the sharing of information between the City and public and private entities.



GOALS + STRATEGIES

GOAL 3: UTILIZE EXISTING AND EMERGING TRANSPORTATION TECHNOLOGIES TO ADDRESS SUBURBAN MOBILITY CHALLENGES.

- » **STRATEGY 1:** Utilize technology to mitigate strains on the transportation network, reduce traffic congestion, increase safety and optimize parking.
- » **STRATEGY 2:** Promote electric vehicle use to mitigate climate change and air pollution through subsidies, incentives and the provision of charging stations.
- » **STRATEGY 3:** Encourage the use of transportation networking services and rideshare services to provide more transportation alternatives and reduce single-occupant vehicle trips.
- » **STRATEGY 4:** Evaluate and explore the possibility of developing an autonomous shuttle service between the Town Center and the train station to provide first/last mile transportation.
- » **STRATEGY 5:** Utilize technology to collect, analyze and share data that will accommodate autonomous/connected vehicles and improve the transportation system.
- » **STRATEGY 6:** Utilize technology to provide city specific air quality and weather reports.

GOAL 4: UTILIZE DIGITAL AND ONLINE RESOURCES AND TECHNOLOGY TO TRACK BENCHMARKS AND METRICS TO CREATE A “ONE-STOP” LAND USE DATABASE.

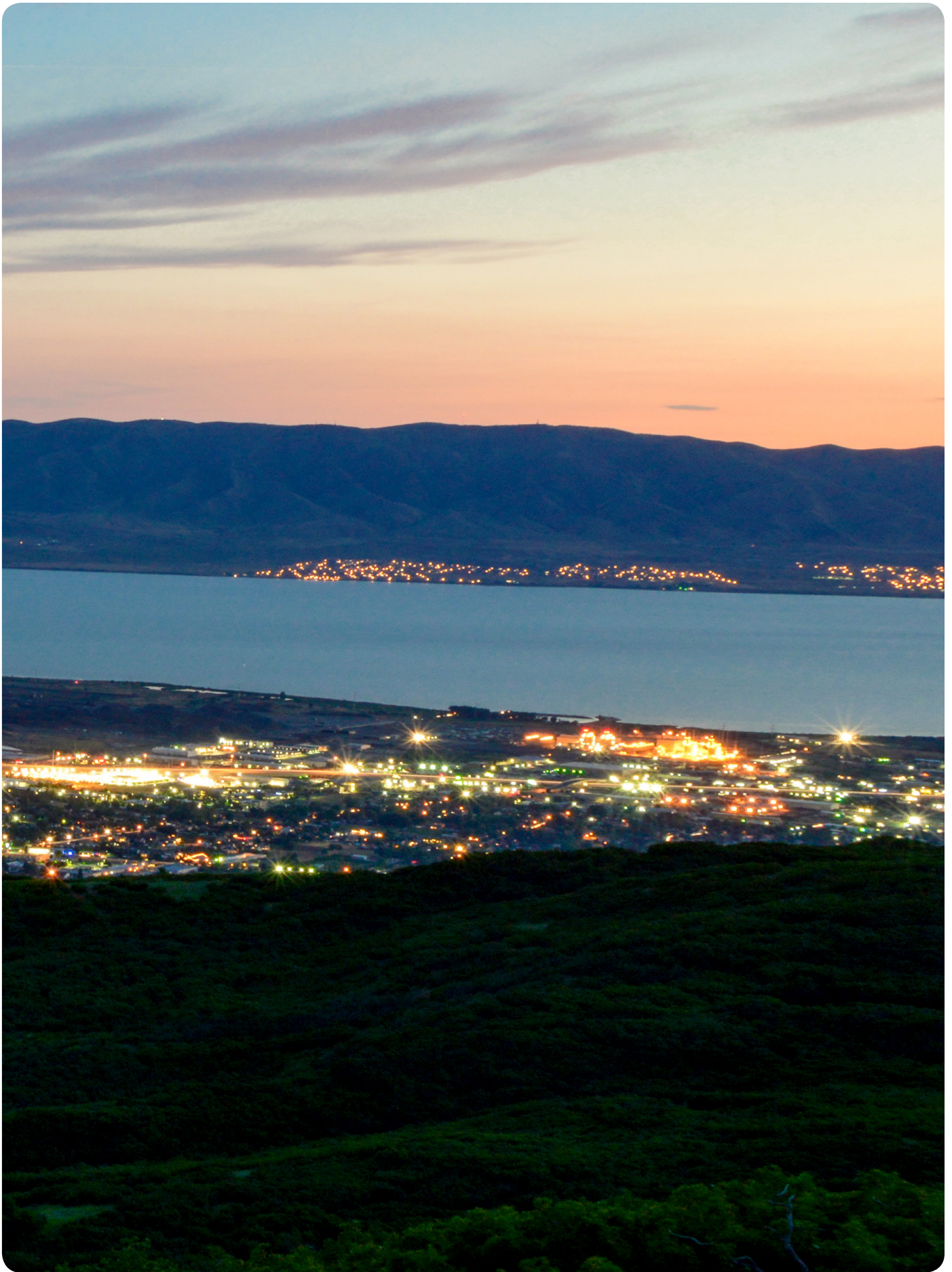
- » **STRATEGY 1:** Improve the availability of property and land use data for neighborhood planning, regional planning, open space planning, and/or infrastructure planning.
- » **STRATEGY 2:** Utilize software, like iWorq or a similar city management/public works software, to monitor and track public complaints, service requests, work orders, and inspections and to improve interdepartmental coordination of certain projects.
- » **STRATEGY 3:** All City departments should collect data and integrate into this software.



SAMPLE METRICS

Positive outcomes are achievable with the adoption of appropriate policies and a commitment to action. The City of Vineyard should consider monitoring the following indicators to collect benchmark data and to begin understanding technology patterns in order to make informed decisions about the future.

- Website traffic
- Availability of acquiring service online
- Availability of free WiFi
- Use of ride share services and transportation networking services
- Amount of electric vehicle use
- Amount of public engagement via technology
- Efficiency of City services
- Public perception
- Use/output of sustainable energy
- Attraction of technology industries and businesses
- Health and use of technology by existing businesses







ACTION PLAN

Action Plan

The goals and strategies will assist Vineyard in promoting a healthy community through thoughtful public investments, innovation, strategic partnerships, an activated lakefront and thoughtful shared open spaces.

Utilizing the strategies suggested, Vineyard will continue to be a vibrant well-balanced community, providing residents and visitors a connection to our heritage and a path towards an exciting future.

WHY IMPLEMENTATION?

Implementation is the most critical part of this plan. It takes the vision, goals and aspirational strategies and provides a road map for success. All the strategies in previous chapters make up the “to do” list of the plan. However, to succeed, their implementation will require determined coordination and attention from all sectors of government and partners – both immediately and over time, to create a more predictable future. The following Implementation Matrix is the road map to success, providing more detail on the path forward using the recommended strategies. Many of these are already partly underway and supported by the City’s current efforts.

The next step in the process involves the City and community prioritizing goals and strategies that require staff time and those that require an investment of money.

IMPLEMENTATION MATRIX

Each of the strategies from the Elements sections are listed in this matrix. The matrix contains information on the recommended timeframe and relative costs needed to complete each strategy.

MONITORING IMPLEMENTATION





In order for the plan to be effective over time, the City of Vineyard will need to monitor the performance of key metrics. Each element section is accompanied by a list of sample metrics that can be measured to evaluate the progress of on-going planning activities. These metrics can be used by different City departments to gauge success, inform decision-making and ensure accountability. Metrics also help highlight specific issues and start conversations about the story of Vineyard.

Key sources of information that should be used to help monitor progress include:

- **City of Vineyard**
- **Utah County**
- **Utah Lake Commission**
- **City of Orem**
- **City of Provo**
- **Utah Office of Tourism**
- **Utah Valley Chamber of Commerce**
- **Utah Valley University**
- **Utah Transit Authority**
- **Utah Department of Transportation**

Implementation Matrix Key:

T	Time only
\$	Small investment
\$\$	Moderate investment
\$\$\$	Large investment/capital expenditure

	Short-term (0-4 years)
	Mid-term (5-10 years)
	Long term (10+ years)
	Ongoing



HERITAGE + CULTURAL RESOURCES: GOALS/STRATEGIES	COST	TIMING
1: Identify and locate significant historic vintage farm implements, tools, artifacts, buildings and other heritage-related items.		
1: Identify, locate and create an inventory of significant historically related implements, tools, buildings, properties and other such artifacts. Continue dialogue with owners of these items in order, to the degree possible, reassign ownership to the Vineyard Heritage Foundation or receive them on loan.	T	○
2: Use Vineyard’s Trails and Parks overall master plan to determine proper placement for such artifacts/implements, etc. for display and enjoyment of all residents and visitors.	T	🕒
3: Create a Vineyard Heritage Museum, Cultural Center and/or viewing area specifically for the purpose of demonstrating the rich life of Vineyard’s forefathers.	\$\$\$	🕒🕒🕒
2: Identify, locate and preserve significant sites of historical importance throughout the City.		
1: Using existing maps and other resources, specifically identify historically-important and culturally-rich sites and areas that need to be noted, preserved, cataloged and identified with signage.	T	🕒
2. Where possible, work with homeowners/land owners to nominate sites and structures that meet the criteria to be registered on the National Register of Historic Places.	T	🕒🕒
3. Designate the principal/major trail throughout Vineyard as the Vineyard Heritage Trail with appropriate signage placed throughout the system.	\$\$	🕒
4. Expand the existing “Gammon Park” with the adjacent undeveloped property, into a larger and vibrant multi-faceted “Vineyard Heritage Park”.	\$\$	🕒🕒
3: Enhance and promote the City’s historical character to increase visitation and commerce throughout the City and to help all residents and visitors appreciate and connect with the past.		
1: Working with BYU Library and other institutions, establish a traveling historical exhibit relating to Geneva Steel that can be exhibited in Vineyard on loan and or on special occasions.	\$\$	🕒🕒
2: Support the preparation and publication of brochures and other written and online resources that provide visitors with information on the City’s history and significant history-related resources, such as online access to the book “Our Vineyard Heritage” on the City’s website.	\$\$	🕒🕒
3: Obtain as many oral and written personal histories and photos from original families as possible and have them published online on the City’s website.	\$	○
4: Create self-guided history and heritage tours and materials to be used on bike trails and hiking trails throughout the entire trail system. Consider augmented reality system to show historic uses of sites.	\$\$	○
4: Encourage developers to incorporate architectural features that underscore and celebrate the City's rich heritage and history.		
1: Work with private sector investment in preservation and renovation projects.	\$	○
2: Create theme-based park benches and other public area features that recognize and promote Vineyard’s history.	\$\$	🕒🕒



LAND USE: GOALS/STRATEGIES	COST	TIMING
1: Enhance Vineyard's identity as a community with a high standard of living, a diverse economy, and rich mixture of housing and recreation opportunities.		
1: Integrate the pattern of land uses and mobility systems in ways that allow for less automobile trips and more choices for transportation.	\$	○
2: Allow for a diversity of residential product types to fulfill the needs of the entire community.	T	○
3: Support a balance between jobs and housing by co-locating housing, employment and supporting infrastructure in mixed-use areas.	T	○
4: Adopt policies, standards, and procedures to ensure that residential areas will be adequately served by a transportation system, parks, schools, utilities and similar activities that are essential to a safe and adequate environment.	T	○
5: Integrate public land uses such as parks, schools and other civic uses to act as the nucleus of neighborhoods and promote community interaction.	T	○
6: Property uses that generate revenues, including commercial, retail, office and industrial developed on the former Geneva Steel Mill site must be included as part of any approved project plan and developed concurrently with residential components to ensure a fiscally positive benefit to the City.	T	○
7: Continue to allow home-based occupations in residential areas, but only under conditions which will effectively preserve the residential character of the neighborhoods.	T	○
8: Mixed-use developments should be encouraged in the areas around the new Town Center, proposed train station, The Forge and The Yard.	T	○
9: Promote the continued development of Eastlake Industrial park through strategic branding and marketing.	\$	○
2: Participate in larger scale, regional planning to coordinate land uses and to maintain regional networks.		
1: Remove Union Pacific Spur Line to increase access from Orem to Vineyard and encourage regional transportation networks.	\$\$\$	🕒🕒
2: Support the location of regional centers, such as major employment and mixed-use areas along regional mobility corridors, like I-15.	\$	○
3: Coordinate with Orem, along Geneva Road, to co-manage growth, economic development strategies and appropriate development that can benefit both communities.	\$	○
4: Encourage land uses that contribute to the community character of Vineyard and define the community's identity within the larger region and Utah Valley.	T	○
3: Develop a central business area that is easily accessible to all residents and visitors to serve as Vineyard's downtown.		
1: Provide for and support appropriate transitional uses to mitigate conflicts among incompatible land uses.	T	○
2: Focus efforts on placemaking to create a distinct feel for this new "downtown" area.	\$\$	🕒



LAND USE: GOALS/STRATEGIES	COST	TIMING
3: Use the future FrontRunner station to catalyze development in the new “downtown” area. Consider a Transit-Oriented Development node on the Town Center site with a future Front Runner Station, supporting the inclusion of light rail in the community, providing bike lanes and safe pedestrian routes throughout the city and adding bus routes.	\$\$\$	🕒🕒
4: Encourage compact, dense, mixed-use, and pedestrian-oriented development that limits the demand for parking and supports alternative modes of transportation like biking.	T	○
5: Place the obligation for construction of required improvements on those seeking development approval - not the City.	T	○
4: Encourage a pattern of growth that reflects the City's ability to efficiently provide necessary services and anticipates the resource needs of future generations.		
1: Designate, in general terms, the appropriate land use type for all areas of the City and maximize level of density.	T	🕒
2: As a condition of development approval, new development within the former Geneva property should include adequate water, sewer, storm drain and other utility services.	T	○
3: Consider institutional uses that promote Vineyard as a place for innovation.	T	○
5: Provide an adequate supply of public and private parking options in Vineyard.		
1: Provide adequate parking for residential neighborhoods and implement parking requirements for commercial and industrial developments that are adequate for employees and customers.	\$	○
2: Require shared parking access for multi-use developments.	T	○
3: Utilize City resources and work with community stakeholders to develop efficient parking solutions including the development of parking structures to optimize land use.	\$\$	○
4: Periodically evaluate the effectiveness of Vineyard's parking code requirements and adjust accordingly.	T	○



OPEN SPACE, PARKS + TRAILS: GOALS/STRATEGIES	COST	TIMING
Overall 1: Prepare a comprehensive Open Space, Parks + Trails Master Plan to strategically plan for and provide a framework for decision-making.		
1: This plan should include: - Vision, goals and policies based on the goals included in this General Plan Update - Existing conditions and needs assessment - Funding, Operations + Resources Evaluation - Open Space Element - Parks, Recreation + Recreation Facilities Element - Trails Element - Implementation	\$	🕒
Overall 2: Expand the Parks + Recreation department/program.		
1: Work with governmental agencies, non-profits, school districts, private and conservation organizations to maintain and protect regional and local open space.	T	○
2: Work with governmental agencies, non-profits, school districts, private and recreation organizations and to coordinate planning for parks and recreation facilities.	T	○
3: Ensure there is adequate funding for the construction and maintenance of facilities by exploring funding options including, but not limited to, taxes and public-private partnerships.	T	○
Overall 3: Broaden, enhance and promote recreation opportunities and recreational tourism.		
1: Consider adding more day use areas along the shoreline near the old Geneva Steel site and the Center Street access point, while also adding more trail heads and amenities throughout the entire system.	\$	○
2: Support and create multi-day events with marketing support and potential funding assistance that highlight Vineyard's trails, lakefront, and bicycling community. Provide resources and assistance to community groups and organizers of events.	\$	○
3: Consider the addition of retail/restaurants near the lakefront, with access to the shoreline trail to attract tourists, e.g. the Town Center Lake Front Commercial area.	T	🕒🕒
4: Collect and analyze visitor data to inform future decision making regarding recreational tourism.	\$	○
5: Build three different dog parks to serve distinct areas of the city	\$	🕒
6: Research current and future parks and recreation trends to ensure that open space and park provision is planned and developed in a manner that will adapt to trends and market changes.	T	○
Open Space 1: Protect existing wetlands and open spaces utilizing sustainable green infrastructure.		
1: Use green infrastructure BMPs to manage infrastructure improvements.	\$	○
2: Consider adding trails, and opportunities for residents to enjoy the outdoors surrounding these improvements.	\$	○



OPEN SPACE, PARKS + TRAILS: GOALS/STRATEGIES	COST	TIMING
Open Space 2: Support the formation and development of the Walkara Way Conservation Area.		
1: Work with surrounding cities including Orem, Lindon and Provo and other entities, including the Utah Lake Commission and private land owners to conserve the proposed conservation properties through a variety of methods.	\$	🕒
2: Develop a conservation and management plan that encourages preserving wetlands and allows for grazing.	\$\$	🕒🕒
Open Space 3: Increase the amount of publicly accessed open spaces provided throughout Vineyard.		
1: Work with external entities to add this type of open space to the east side, where much of the open space is private, near locations like Megaplex or the Forge.	\$\$	○
2: Continue to require Planned Development Overlay Districts (PD) to provide a minimum of 10 percent of the total area of the development site as publicly accessible open space.	T	○
3: Consider requiring any new development to provide open space as a percentage of development area and/or allowing density bonuses to developers who provide amenities desired by residents (e.g. trees for shade, trail connections).	T	○
Parks 1: Provide an appropriate number and size of parks and open space for all Vineyard residents and visitors.		
1: Pursue an active park and recreation acquisition and development program.	\$\$	🕒
2: Provide clear standards for amount of park space relative to population. - Establish minimum standard requirements that vary based on the needs of specific neighborhoods. - Use the National Recreation + Park Association's Park Metrics suite of tools to create reports that provide benchmark data to better serve the Vineyard community.	T	🕒
3: Ensure that additional parks are built as the population warrants – areas for tent camping should be considered when planning for some of these future parks.	\$\$	○
4: Consider requiring any new development to provide parks as a percentage of development area and/or allowing density bonuses to developers who provide park amenities desired by residents.	T	○
Parks 2: Ensure all residents have access to well-maintained, clean, and safe open space, parks and recreational facilities.		
1: Focus on the maintenance and enhancement of existing parks and trails.	\$\$	○
2: Add parks to the City's GIS/mapping system.	\$	○
3: Put a park on the east side of the railroad, south of the Vineyard Connector, to provide equitable access to open space.	\$\$	🕒
4: Provide a system of community and neighborhood parks that are within walking distance of all residents and that are connected via a system of safe trails for pedestrians and bicyclists.	\$\$	○



OPEN SPACE, PARKS + TRAILS: GOALS/STRATEGIES	COST	TIMING
Parks 3: Provide a range of recreation amenity types that appeal to all Vineyard residents and visitors.		
1: Continue partnering with Orem and Provo to give residents the option of using these municipalities’ facilities until the Vineyard population and funding support a Vineyard recreation center with indoor pool.	\$\$	🕒
2: Continue to partner with Orem, Provo and Utah County recreation providers for larger complexes and potential tournament spaces like the Orem Lakeside Sports Park.	\$\$	○
3: Consider the addition of community recreational amenities, including a community recreation center and community pool.	\$\$\$	🕒🕒
4: In partnership with other entities, provide amenities the community desires that are not currently part of Vineyard’s offerings, like a Community Garden program.	\$\$	○
5: Design streetscapes, linear parks and greenways as integral elements of the park system.	\$	○
6: Add nature play and outdoor exploration opportunities and outdoor fitness equipment throughout Vineyard.	\$\$	○
Trails 1: Enhance, improve and connect existing bicycle and pedestrian trail network throughout the city and to the regional trail network.		
1: Improve bike and walking access from all areas of Vineyard to the lakefront and the City’s parks and open space network.	\$\$	🕒
2: Complete the Center Street Overpass and add an overpass from Vineyard Road over the train tracks, ensuring adequate pedestrian/bike access.	\$\$\$	🕒
3: Ensure bike lanes are maintained and kept clean and usable.	\$\$	○
4: Connect the east and west sides of 400 North, across the Provo Main Line, with a pedestrian bridge, allowing for safe pedestrian and bike activity.	\$\$\$	🕒🕒
Trails 2: Prepare a comprehensive Bicycle Master Plan to strategically plan for the future of cycling in Vineyard and the region.		
1: This plan should include: - Vision, goals, and policies based on the goals in the Open Space, Parks + Trails Master Plan - Existing conditions and needs assessment that addresses bike lands and facilities - Funding, Operations, and Resources Evaluation - Implementation	\$\$	🕒



OPEN SPACE, PARKS + TRAILS: GOALS/STRATEGIES	COST	TIMING
Lakefront 1: Ensure the Lakefront is an active, celebrated, and engaging place that residents and visitors enjoy visiting by improving and developing sections of the shoreline and making needed improvements to adjacent lands.		
1: Work with Utah County and the Utah Lake Commission to make improvements to Vineyard Beach, including a more welcoming beach environment, concession stand, umbrellas, and improvements to gravel parking area on east side of beach area. Also work to promote the connection between the beach and Lindon Marina via the paved running and biking trail that will become part of the Utah Lake Trail System in the near future.	\$\$	🕒🕒
2: Continue to support and partner with the Utah Lake Commission and utilize the 2009 Utah Lake Master Plan (and updates) to coordinate planning in order to prioritize implementation of shoreline improvements.	\$	○
3: Complete Utah Lake Shoreline Trail connections on the north (between just north of 400 North Street south to 150 North Street) and south and provide access to the water's edge for all users. Private land lies immediately east of the trail. Discussing improvements that may impact this line should be considered.	\$\$	🕒
4: Consider the creation of a Conservation Overlay District to apply additional regulations for development to preserve the special character along the lakefront.	T	🕒
5: Consider requiring shoreline trail easements for any future shoreline development in City's development guidelines.	T	🕒



ECONOMIC DEVELOPMENT: GOALS/STRATEGIES	COST	TIMING
1: Create an effective and proactive business recruitment program that directs resources toward targeted businesses and industries.		
1: Establish and promote a clear economic development message that defines who and what the City wants to attract, explains why Vineyard is a great place to do business, expresses a positive and attractive brand for Vineyard, and capitalizes on the City's attributes including its affluent population, location and development areas. Collaborate with other City decision makers on the development of a positive, encompassing brand for the community and test potential messages with stakeholders, edcUTAH and the community.	\$\$	🕒
2: Develop a business relocation package that describes Vineyard’s economic climate, proactively answers questions that potential businesses will likely ask, defines incentives offered by City and State for specific industries and is readily accessible to potential business leads on a variety of platforms.	\$	🕒
3: Actively engage in state-wide and regional partnerships with organizations that consistently conduct economic development activities including the Utah Valley Chamber of Commerce, edcUTAH, and the Mountainland Association of Governments. Ensure that Vineyard is accurately represented across their respective resources and platforms.	\$	○
4: Develop and carry out a comprehensive leisure, tourism and hospitality strategy to capitalize on the City’s location and recreational assets.	\$\$	🕒🕒
5: Focus on proactively providing the necessary infrastructure and increased utility capacities to areas zoned for business and light industrial in the northern half of the City including access to water, high-speed internet and adequate energy.	\$\$	○
2: Establish criteria and methodology for reviewing, evaluating and updating City incentives to attract new businesses.		
1: Examine development fees and process relative to competition.	T	○
2: Explore the possibility of reducing impact fees for desired businesses and/or developments (e.g. development fees, sales and use taxes, tax increment financing, etc.)	T	○
3: Consider expediting the development review process times for target industries or developments. Assess review times compared to neighboring cities.	T	🕒
4: Consider establishing and providing business incubator systems and assistance.	T	🕒
5: Annually review City incentives and survey key stakeholders to ensure that the most effective business incentives are being offered and market as appropriate.	T	○



ECONOMIC DEVELOPMENT: GOALS/STRATEGIES	COST	TIMING
3: Maintain and improve the long-term economic strength of the community with a business retention program.		
1: Consider the establishment of a Vineyard Chamber of Commerce to create a consistent business outreach program and process that encourages interaction between local businesses.	T	
2: Maintain supportive municipal processes for new and existing businesses that ensure the program is user friendly, encourages entrepreneurship and synergizes advertising efforts between the City and its businesses.	T	
4: Ensure the City's long-term fiscal health by taking measures to establish a larger tax base of both property and sales tax revenues.		
1: Take measures to attract retail development that will decrease Vineyard's retail leakage and increase sales tax revenues through strategic identification and marketing of parcels that are appropriate for the specialty retail and larger format stores that will serve residents and preserve the integrity of the community.	\$\$	
2; Identify areas best suited for medium to high density mixed-use and residential and incentivize development in order to maximize property tax revenue.	T	
3: Biennially update the City's retail marketplace profile and leakage profile.	T	○
4: Continue investing in backbone public infrastructure in the Commercial District.	\$\$	○
5: Establish zoning that encourages strategic, accessible and centralized economic centers that will integrate appropriately into the community.		
1: Encourage the location of larger retail centers along major arterials where accessibility is optimized.	T	○
2: Encourage the clustering of uses to create and maintain distinctive districts within the community.	T	○
3: Protect residential areas from major commercial development by using mixed-use development as a buffer, focusing major employment centers in targeted areas, and utilizing traffic management and design sensitivity.	T	
4: Provide adequate transportation accessibility to commercial, retail and entertainment centers including pedestrian, bicycle and mass transit networks.	\$\$	○
6: Activate Vineyard's natural resources, including the lakefront and Utah Lake, to improve the tourism sector of the economy and attract new businesses.		
1: Evaluate visitor services and infrastructure within the City to ensure that the leisure and hospitality industries can be adequately supported and make improvements as appropriate.	T	
2: Identify, develop and promote active recreation opportunities to visitors and residents such as watersports, portage locations, exercise stations, hiking and biking.	\$\$	○
3: Identify, develop and promote passive recreation, cultural and ecotourism opportunities such as picnic areas, viewpoints, beach areas, outdoor dining and bird watching that will benefit residents, attract visitors and support business recruitment.	\$\$	○



ECONOMIC DEVELOPMENT: GOALS/STRATEGIES		COST	TIMING
7: Focus future development and investment efforts on implementing the Town Center and Forge Special Zoning Districts while maintaining the intent of these districts to create distinctive walkable village centers.			
1: Ensure that adequate transportation access is available to these developments including public transit, pedestrian and bicycle travel.		\$\$	🕒
2: Focus marketing efforts on highlighting the progress, momentum and attributes of these developments.		T	○
3: Encourage the clustering of uses in these developments and target tenants that will complement each other.		T	○
4: Explore business incentives that will attract new businesses to these areas such as expedited processes, tax incentives and reduced fees.		T	○
5: Ensure that no constraints exist that discourage new businesses from relocating to these Special Zoning Districts.		T	🕒
8: Unify and brand the Eastlake Industrial District as one cohesive business park district.			
1: Define the target industries the City wants to attract to the business park and establish a clear brand that is congruent with those industries.		\$	🕒
2: Ensure the provision of the necessary infrastructure and increased utility capacities to the business park and include this attribute in branding and messaging.		\$\$	🕒
9: Leverage Utah Valley University's technology assets and human resources to promote economic development in Vineyard.			
1: Establish a long-term strategic partnership with UVU by coordinating Vineyard's business recruitment efforts with the school's specialties and degree fields.		T	○
2: Leverage Vineyard's relationship with UVU to grow local business by marketing the well-trained workforce that knowledgeable graduates from UVU represent.		\$	○



TRANSPORTATION: GOALS/STRATEGIES	COST	TIMING
1: Provide multiple connections between neighborhood, city-wide and regional systems that safely and effectively move people through, into and out of the city while mitigating traffic congestion.		
1: Actively cooperate with UDOT, UTA, MAG, and surrounding cities in planning regional transportation system efforts.	T	○
2: Establish a strategic partnership with Utah Valley University to ensure connection between the Orem and Vineyard campuses, leverage the UVU Transportation Master Plan and ensure the impacts of the campus integrate well into the City's transportation system.	T	○
3: Develop collectors and arterials throughout Vineyard that can support large volumes of traffic and mitigate the railroad's bifurcation of the City.	\$\$\$	○
4: Provide adequate connections between neighborhood systems and city-wide systems to optimize circulation of multimodal transportation.	\$\$	○
5: Where appropriate, encourage a grid street network with adequate street connections to minimize cul-de-sacs and smaller block sizes to increase walkability.	T	○
6: Where appropriate, make the improvements recommended in the transportation studies conducted by Civil Solutions (Sep 2015) and Hales Engineering (Jan 2017).	\$\$	○
7: Mitigate the railroad's bifurcation of the City with a potential railroad overpass at Center Street.	\$\$\$	🕒
2: Reduce auto dependency in Vineyard to improve air quality, reduce traffic congestion and enhance the quality of life.		
1: Provide alternative transportation options along all major road networks.	\$\$	○
2: Promote a mix of uses including residential, office, retail, restaurants and recreation in land use decisions and encourage the mixed-use projects that support a variety of uses within a pedestrian-oriented development.	T	○
3: Encourage the use of hybrid vehicles and alternative fuel vehicles.	T	○
4: Consider vehicle, bike and scooter share technology to reduce vehicle dependency and improve air quality. Market these efforts as part of the City's appeal as a great place to live and work.	\$\$	🕒
3: Maintain and enhance Vineyard's environmental standards as the City's transportation system grows.		
1: In conjunction with the City's Tree Manual, establish, update and enforce design standards that encourage aesthetic landscaping within medians and along major roadways.	T	🕒
2: Develop significant entrances to the City with landscaping, design and arrival signage.	\$\$	🕒
3: While the City is currently burying all existing and future overhead electrical and utility lines within major rights-of-way, it should be formally included in Code requirements.	\$	🕒



TRANSPORTATION: GOALS/STRATEGIES	COST	TIMING
4: Provide a range of transportation options including light rail, commuter rail, bus, bicycle paths and pedestrian routes.		
1: Provide infrastructure and connections for multiple transportation options along regional corridors and developments that will see high traffic.	\$\$\$	○
2: Cooperate with regional entities and adjacent cities to ensure that multi-modal transportation options are not adversely affected by future development both inside and outside of Vineyard.	T	○
3: Ensure that employment centers are integrated into both city-wide and regional transportation systems.	\$\$	○
4: Ensure that public transit options support the Vineyard population during rapid growth spurts.	\$\$	○
5: Ensure the development of a sidewalk network that provides safe pedestrian access to all City destinations and transportation connections.	\$\$	○
6: Develop a bike lane system that is accessible throughout the city and accommodates both recreational riders and commuters.	\$\$	🕒
7: Identify gaps in the current transportation network and encourage non-motorized travel, including biking and walking, as alternative modes of transportation.	T	○
8: Mitigate the railroad's bifurcation of the City with a potential railroad overpass at 800 North, 400 North and/or Center Street.	\$\$\$	🕒🕒
9: Decrease the demand for parking in high traffic areas by promoting alternative modes of transportation.	\$	○
10: Study Bus Rapid Transit (BRT) route connecting Vineyard FrontRunner Multi-modal Hub to the greater region.	\$	🕒
5: Adopt a Complete Streets Policy to ensure safe access for all users, including pedestrians, bicyclists, vehicles and transit riders of all abilities.		
1: Establish best practices for a Complete Streets policy that is appropriate for Vineyard and responds to its community context.	T	🕒
2: Design and operate public street right of way to make it accessible and safe for all users regardless of age, ability or mode of transportation.	\$\$	○
3: Adopt a plan that best meets the definitions for the different road types defined in the Transportation chapter.	T	🕒



PUBLIC FACILITIES: GOALS/STRATEGIES		COST	TIMING
1: Provide and maintain municipal facilities that adequately serve the needs of Vineyard residents and businesses.			
1: Locate municipal facilities strategically to serve all existing and anticipated neighborhoods and development areas.		\$\$	○
2: Evaluate the needs of municipal facilities approximately every two years.		T	○
3: Provide a public works site for the storage and maintenance of the City's vehicles and equipment.		\$\$	🕒
2: Develop and maintain a progressive trash and recycling program that encourages sustainability and limits contribution to landfills.			
1: Expand recycling programs and re-evaluate trash collection and disposal programs periodically.		\$\$	○
2: Require commercial entities to establish recycling programs.		T	○
3: Develop a city-wide program to encourage the use of reusable and recyclable goods through educational programs, City purchasing policies and incentives.		\$\$	🕒
4: Continue to work with the Mountainland Association of Governments on its Hazard Mitigation Plan, enforce best practices for the storage and disposal of hazardous materials, and promote the use of environmentally friendly materials within the City.		\$	○
3: Maintain and expand a stormwater management program that protects the health and safety of the public and can accommodate the City's rapid growth.			
1: Identify and avoid development in flood-prone areas.		T	🕒
2: Require adequate flood proofing of basement walls or pumping mechanisms. Developers and homeowners' associations should assume the costs of these systems.		T	○
3: Identify needed improvements to the City's drainage system management through the Stormwater Management Plan.		T	🕒
4: Maintain a cost-effective and environmentally friendly city-wide drainage system and encourage appropriate stormwater management solutions as the city grows.		\$\$	○
4: Provide adequate and reliable utility services and distribution to all residents and businesses in Vineyard in a cost-effective manner.			
1: Ensure that new development within the former Geneva property includes adequate water, wastewater, storm drain and other utility services as a condition of approval.		T	○
2: Maintain active collaboration with utility companies to provide consistent utility services throughout the city.		\$	○
3: Encourage utility companies to locate facilities and distribution outside of washes, drainage easements and open spaces and continue the undergrounding of all utility lines and conduits.		T	○
4: Identify areas that will be attractive to businesses that need high-speed communications and internet and ensure the delivery of adequate services to these areas.		\$	○



PUBLIC FACILITIES: GOALS/STRATEGIES		COST	TIMING
5: Develop and maintain strategic partnerships with outside entities that will improve the provision of public services and meet the needs of Vineyard's growing population.			
1: Maintain working cooperation with adjacent communities and entities that provide public services lacking in Vineyard including public safety, libraries, senior services, childcare and recreation centers.		\$\$	○
2: Maintain a partnership with the Alpine School District to optimize school services and facilities offered in Vineyard.		\$	○
6: Ensure and protect the quality and long-term supply of water resources, groundwater and surface water supplies.			
1: Consistently work with Orem Metropolitan Water and the Central Water Project (CWP) to ensure that the providers are meeting all water quality standards.		T	○
2: Take appropriate measures to ensure new developments accurately project water use needs when purchasing water rights and ensure that new growth pays its own way when extending water and wastewater systems through fees and the allocation of service delivery costs.		T	○
3: Reduce surface water pollution by consistently monitoring stormwater runoff and adhering to the updated Stormwater Management Plan.		T	○
4: Develop an educational program for residents and businesses to promote best practices on water usage and preventing pollution.		\$	○



MODERATE INCOME HOUSING: GOALS/STRATEGIES			COST	TIMING
1: Provide opportunities for moderate income households to purchase attainable housing to support the economic vitality of the community.				
1: Identify and work with affordable housing programs like the Housing Authority of Utah County that will assist moderate income households in being able to purchase homes through voucher programs and discounts.		\$		○
2: Increase the availability of affordable single-family units by identifying areas that will be best suited for moderate income housing and incentivizing developers to undertake these projects.		\$		🕒
3: Incentivize the development of a range of housing types, including attached dwellings and multi-family units for purchase by streamlining development processes for units that will be affordable to moderate income households.		\$		○
4: Ensure that future regulations do not inhibit the development of moderate-income housing in appropriate locations and that the necessary infrastructure is available to support these projects.		T		○
2: Encourage and promote affordable housing developments by incentivizing developers to build this type of housing.				
1: Establish developer incentives that promote the construction of a variety of housing types including smaller, affordable units.		\$		🕒
2: Adopt ordinances that allow for a variety of residential areas and building types providing for a range of housing alternatives and densities to meet the needs of a diverse population.		T		🕒
3: Provide the framework for the successful integration of a mix of housing types in the community's various neighborhoods.				
1: Identify sites to consider for affordable housing development, including higher density housing or smaller lot sizes to offer a mix of housing options that appeal to a variety of population demographics.		T		🕒
2: Introduce and integrate rental units and moderate-income housing into neighborhoods by allowing higher-density development to act as a buffer between commercial and lower density, more affluent single-family residential areas.		T		○
3: Encourage an appropriate mix of housing types and styles and require appropriate code compliance and property maintenance to sustain neighborhood individuality, quality and appearance.		T		○



TECHNOLOGY: GOALS/STRATEGIES	COST	TIMING
1: Establish and maintain a flexible technology infrastructure that supports economic development goals, City services, and transportation infrastructure.		
1: Periodically identify and evaluate technological opportunities and appropriate the necessary funding in City plans, budgets, programs, and policies to ensure that they address advancements and provide flexibility to adopt innovations.	\$\$	○
2: Establish working relationships with local and regional organizations to identify efficiencies and resource opportunities for Vineyard.	T	○
3: Promote the accessibility of information and communication technologies to residents that may not have the means through municipal offerings like free WiFi areas and public computers.	\$\$	○
4: Ensure the City maintains a reliable and progressive information technology infrastructure that enables businesses to remain competitive by working with the private sector to ensure the provision of high-quality internet and communications.	\$\$	○
5: Market the City's efforts to enhance Vineyard's appeal to technology-related industries.	\$\$	○
2: Continue to utilize and adopt advances in technology to enhance City services and improve communication and public access to all services, planning, decision making and activities.		
1: Integrate current and future technological advancements to enhance the delivery and sustainability of City services and increase participation and awareness of environmental efforts.	\$\$	○
2: Continually update the City website to maintain and expand convenient access to City services and information resources.	T	○
3: Utilize communications technologies to increase public awareness and involvement in City planning and decision-making processes and to maximize the sharing of information between the City and public and private entities.	T	○
3: Utilize existing and emerging transportation technologies to address suburban mobility challenges.		
1: Utilize technology to mitigate strains on the transportation network, reduce traffic congestion, increase safety and optimize parking.	\$\$	🕒
2: Promote electric vehicle use to mitigate climate change and air pollution through subsidies, incentives and the provision of charging stations.	\$\$	🕒
3: Encourage the use of transportation networking services and rideshare services to provide more transportation alternatives and reduce single-occupant vehicle trips.	T	○
4: Evaluate and explore the possibility of developing an autonomous shuttle service between the Town Center and the train station to provide first/last mile transportation.	T	🕒🕒
5: Utilize technology to collect, analyze and share data that will accommodate autonomous/connected vehicles and improve the transportation system.	\$	○
6: Utilize technology to provide city specific air quality and weather reports.	\$\$	🕒🕒



4: Utilize digital and online resources and technology to track benchmarks and metrics to create a “one-stop” land use database.

1: Improve the availability of property and land use data for neighborhood planning, regional planning, open space planning, and/or infrastructure planning.	\$\$	
2: Utilize software, like iWorq or a similar city management/public works software, to monitor and track public complaints, service requests, work orders, and inspections and to improve interdepartmental coordination of certain projects.	\$\$	
3: All City departments should collect data and integrate into this software.	T	