CHAPTER THREE

VISIONS AND GOALS

The Community's Vision for the Future

As Ivins City grows the primary ~~objective~~ goal of the General Plan is to protect and enhance the quality of life for residents and visitors alike. The elements that define Ivins City's quality of life are:

- The spiritual quality of the land.
- Magnificent landscapes and views
- Open space.
- A clean and serene environment.
- Variety and charm in the mix of housing.
- Diverse recreational opportunities.
- Compatible retail, hospitality and professional services.
- Supporting and fostering cultural and performing arts.
- A feeling of safety and comfort.
- A sense of belonging to the community.
- Careful planning and preparation for the future.

The Policies outlined in this General Plan are intended to provide a vision for the future of Ivins City and address the following:

- Preserve and enhance the natural beauty of the landscape and spiritual quality of the environment.
- Protect the spectacular vistas for all to enjoy.
- Preserve a unique community that reflects the serenity of its natural surroundings.
- Create an uncrowded feel with ample open space.
- Maintain a safe and well-protected community.
- Encourage housing types diverse in price range, size and architecture that blend with the natural environment.
- Plan civic/commercial centers where residents and visitors can gather, shop, dine and be entertained.
- Encourage festivals and events that promote community spirit, build traditions, celebrate heritage ~~and attract tourism~~.
- Encourage activities and recreational opportunities that will serve the needs of the community, ~~attract tourism and promote economic development~~.
- ~~Efficient~~Effectively manage revenue sources to adequately fund services and infrastructure.
- Promote effective government that embraces community involvement.
- Plan for and manage development so growth does not outpace the capacity of public facilities and services.
- Protect the night sky by carefully regulating lighting while also promoting safety for residents.
- ~~Promote Ivins City as a resort destination community.~~
- Support and foster arts and culture, artists, art installations, activities, and education.

Goals, Objectives, Policies and Actions

In any city decisions are made regularly concerning roads, sewers, parks, schools, new subdivisions, commercial developments, etc. Taken separately the decisions may not seem related; however, the cumulative effect of such decisions has a significant impact on the community and the quality of life of its residents. Clearly defined goals and objectives provide a means by which a government can focus these individual decisions for the good of the community. When adopted by the City Council, the Goals, Objectives and Policies of the General Plan become a guide as to how Ivins City intends to direct its energies and resources with respect to the many issues it faces. The community's vision for the future is outlined below in numbered goals and supporting objectives.

Goal 1. General Plan

Protect the superior quality of life in Ivins City.

General Plan Supporting Objectives:

- Specify the intent of the City Council regarding the planning and regulation of growth, land use and development and the distribution of densities within Ivins City and surrounding areas.
- Encourage the type of development that enhances the qualities that make living in Ivins City desirable.

+ protects ... of life

Goal 2. Natural Setting

Preserve the natural beauty and vistas that give Ivins City its unique identity, including the Red Mountain and the other natural hillsides that surround the City, the natural washes, the lava beds, open spaces and the night sky.

Natural Setting Supporting Objectives:

- Assure that development patterns and building scales reasonably preserve views of the City's natural setting.
- Provide incentives for preserving open space and the lava beds.
- Discourage development that would mar the hillsides surrounding Ivins City.
- Place existing and future power lines underground and remove existing poles.
- Encourage architecture, lighting, landscaping and the use of colors that blend with the natural surroundings.
- Preserve the night sky.

Goal 3. Economic Development

Attract and sustain businesses that will provide employment opportunities for Ivins City residents and enhance its tax base. + quality of life.

Economic Development Supporting Objectives:

- Participate in local economic development boards and/or tourism councils.

- Create commercial areas where business can thrive and residents can gather.
- Attract businesses that reflect and support our community values and that allow residents to work in Ivins City.
- Encourage patronage of locally-owned businesses.

Goal 4. Resort Destination

Support resort destination projects

Develop Ivins City as a resort destination community.

Resort destination supporting objectives:

Support projects destination

- ~~Attract~~ businesses and development that ~~can~~ service tourism.
- ~~Encourage housing options that cater to~~ tourism.
- Maintain a commitment to the arts and expand art opportunities.
- Encourage businesses and activities that promote health and fitness including spas and recreational opportunities.
- ~~Develop, maintain, and enhance walking/bike trails.~~
- Maintain, expand, and support community events that attract visitors.
- Develop additional outdoor recreation infrastructure.

move to Goal 9 Recreation

Goal 5. Unique Identity

Maintain a strong sense of place and individual identity for the City.

Unique Identity Supporting Objectives:

- Guide development in a manner that enhances the City's appearance.
- Protect scenic vistas and the visual quality of entrances to the City.
- Encourage the ~~preservation~~ retention of farmland and open pastures that recall the agricultural heritage of Ivins City.
- Establish logos, slogans, mottos, street signage, street lighting, street furniture, etc. that are unique to Ivins City.

Goal 6. Growth

Foster orderly growth compatible with the character of the community ~~and~~ surrounding natural beauty, and natural resources.

Growth Supporting Objectives:

- Encourage growth in areas and at levels that can be reasonably sustained by City services and facilities and that minimize the financial burden on residents.
- Identify and protect growth areas that are visually, economically or geographically related to Ivins City within which annexation must take place before development occurs.
- Apply design standards that preserve the City's quality of life.
- Encourage infill development to efficiently utilize existing urbanized areas and facilities.
- Assure that development takes place with adequate public facilities and services.

Goal 7. Residential

Allow for a variety of housing types in attractive, functional neighborhoods, to meet the needs of all income levels.

Residential Supporting Objectives:

- Encourage residential development that preserves a sense of neighborhood ~~and high moral values~~.
- Encourage the preservation of areas for a rural lifestyle consistent with the local heritage.
- Encourage residential design that complements the natural beauty and character of the area and provides adequate open space
- Encourage low profile housing.

Goal 8. Transportation (SEE TRANSPORTATION MASTER PLAN)

Provide a road system that moves people and goods safely and efficiently to and through Ivins City and minimizes negative impacts, visual and otherwise, on adjacent property.

Transportation Supporting Objectives:

- Consider transportation impacts in land use decisions and neighborhood developments.
- Preserve the rights-of-way necessary to accommodate future traffic needs.
- Encourage traffic calming designs through residential neighborhoods.
- Require road connections between subdivisions where practical.
- Require roundabouts at major intersections (those requiring more than four way stop signs).
- Provide walking paths and bike paths/lanes in an interconnected system that links major destinations.
- Upgrade existing roads, curbs, gutter, and sidewalks.
- Assure that development impact fees and/or land dedication requirements accurately reflect the City's cost to address the transportation needs for new development.
- Promote the idea of mini traffic circles at intersections to slow traffic and as a means of visually enhancing the grid character of the streets.

Goal 9. Recreation (SEE PARKS AND TRAILS MASTER PLAN)

Provide a wide range of recreational facilities and opportunities for all ages.

Recreation Supporting Objectives:

- Provide recreation facilities and activities to meet a ~~diverse spectrum~~ variety of recreational needs interests for Ivins City residents, including youth sports and pickleball.
- Assure that future residents will be able to enjoy access to parkland through acquisition and development of additional park properties.
- Work closely with the School District to develop joint City/School park sites.
- Assure that development impact fees and/or land dedication requirements accurately reflect the costs to the City of providing parks for new development.

- Create a spectacular trail system by implementing the Ivins City Parks and Trails Master Plan.
- ~~Develop the Ivins Reservoir as a water recreation area and nature park.~~
- Plan and eventually build a Community Recreation Center/Senior Center

Goal 10. Public Services

Ensure that public facilities, services, and utilities are adequate to meet the needs of present and future residents of Ivins City.

Public Services Supporting Objectives:

- Assess impact fees as necessary to assure that new developments are paying the appropriate costs of the utilities and services.
- Analyze current levels-of-service for City services and set targets to be maintained as future development occurs.
- Assess user fees as necessary to provide funding for established levels of service.
- Promote energy and water conservation in existing and new developments.
- Through Special Assessment Areas or other means, bring older neighborhoods within the City up to standard in terms of public services. Done?
- Continue to support and promote public transportation.
- add Internet?

Goal 11. Education

Support quality public schools, private schools, charter schools and higher education.

Education Supporting Objectives:

- Search for and utilize joint-use facilities to minimize costs to the City and the School District.
- Assure that land resources are reserved for future school needs through cooperative long range planning.
- Encourage ~~state charter~~ schools. to meet resident's' needs
- Encourage the utilization of qualified retirees to enrich public education.
- Support plans for elementary schools, a middle school, high school, a library and even facilities for higher education in Ivins.

Goal 12. Water Development

Provide safe, dependable water in sufficient amounts to meet the future needs of the residents, businesses and amenities of Ivins City.

Water Development Supporting Objectives:

- Develop in conjunction with Washington County Water Conservancy District a fair and equitable comprehensive water conservation program.
- Encourage conservation through efficient use of water and application of developing technologies.

- Promote economical development of water resources.
- Develop a reliable secondary water system.
- Secure additional water to provide for projected buildout population.
- Preserve and protect water rights.
- Assess user fees as necessary to provide funding for established levels of service.
- Assess impact fees as necessary to assure that new developments are paying the appropriate costs of water development, purchase, storage and delivery.

Goal 13. Neighboring Communities

Establish and maintain friendly, neighborly relationships with the Shivwits Indian Reservation, Washington County and the Cities of Santa Clara and St. George and other Washington County cities and organizations.

Goal 14. Emergency Services

Continue to evaluate and establish appropriate Public Safety services so that Ivins City becomes and remains a truly safe and well-protected community.

Emergency Services Supporting Objectives:

- Establish and maintain appropriate levels of service for police, fire protection, emergency medical services and animal control.
- Ensure the proper training and equipment for emergency services personnel.
- Enlist the aid of Ivins City residents in establishing and maintaining a safe community through programs such as Neighborhood Watch and CERT (Community Emergency Response Teams).
- Ensure new development has adequate Public Safety services.

Goal 15. Arts and culture

Encourage and promote arts and culture, artists, art installations, activities and education to create a welcoming environment and enrich the lives of residents and visitors.

Arts and Culture Supporting Objectives:

- Encourage, support and promote public, private and public/private arts installations in roundabouts, transportation corridors, parks and other locations accessible to the public.
- Encourage support and promote private art installations and activities in and around commercial and residential developments.
- Support arts and cultural education.
- Support and encourage the expansion of performing arts.
- Encourage, promote, and develop arts and cultural activities.
- Recognize, support, and promote the artists living and/or working in Ivins City.
- Seek public and private funding for the Arts.
- Develop a comprehensive Arts Master Plan.

Report to Planning Commission and City Council by Judy Gubler

Ivins City's Vision and Goals

Visioning workshops October 11, 12, 13, 25, 26, and 27

SCOPE OF MISSION: BUILD A COLLECTIVE VISION FOR IVINS' FUTURE

Quality of Life in Ivins City

The current Ivins City General Plan was last amended in 2015. Mayor Hart asked me to facilitate the community workshops to review the Vision and Goals to serve as the guiding framework for revisions needed – what was current, and what needed to change. The visioning exercises in past years guided the foundation for revisions to the General Plan and subsequent plans and regulatory documents. I emphasized that these visioning exercises and meetings were intended to gather broad public input and encouraged brainstorming and collaboration as we worked through the process to build a collective vision for Ivins.

The workshops on October 11, 12 and 13 focused on the broad elements that define quality of life in Ivins. I asked residents why they chose Ivins as their home. The qualities that attracted people to Ivins were very similar in each workshop, and with a few additions (see suggested additions), the current General Plan includes the same quality of life elements residents spoke of at the workshops. There was consensus on the elements that define quality of life in Ivins City and that those qualities should be protected and/or enhanced. Those elements include those currently in the General Plan and four suggested additional elements.

Suggested Additions to elements that define quality of life

1. Night sky
2. Family friendly (could be covered under sense of belonging to community)
3. Small town feel
4. Farmland and open pastures

Policies

As we moved to policies and guiding principles some differences developed, but there was consensus on the following:

1. No more STRs (short term rentals) outside resort destination developments
2. No more zoning for tourism, enough Resort Commercial zoning exists currently, focus more on resident needs, balance resident and tourist needs, be a bedroom community
3. No big box commercial
4. No strip commercial
5. Design and location important for multi-family housing
6. Encourage low profile for residential
7. More public art
8. Larger landscape buffers
9. Small gathering places

There was mixed response to a City Center/Downtown core area and Recreation Center/Senior Center. There was some support for the City Center, especially with smaller scale businesses and commercial more to meet resident needs. The support for a Recreation Center/Senior Center was less broad, but it was supported enough in several of the meetings (10/12, 10/27) that it is worthy of mention, but there was also vocal opposition.

Everything listed on the "wish list" created in the first set of workshops is either included in the current General Plan or noted as a recommended addition or deletion for the amended General Plan.

The workshops on October 25, 26, and 27 focused more on goals and objectives. A homework assignment was given at the earlier workshops to study Chapter 3 (Vision and Goals) of the General Plan and be prepared to discuss details of the Goals and Objectives. Some residents mentioned that "objectives" should be measurable, but in a General Plan "objectives" are more general, broad, and more of a guiding principle? Goals regarding residential development, commercial development, economic development, resort destination, water, and growth were discussed in some detail.

Residential Development

The consensus was that multi-family residential design and location were important considerations. There was discussion regarding more open space within developments and some opposition to having it within the development and encouraging more public open space. Residents were made aware that the State Legislature is moving toward limiting local control over residential developments. The desire to be a bedroom community was often expressed – Mayor Hart explained the economics of residential development without supporting commercial development

Commercial Development

Consensus was loud and clear that there is enough Resort Commercial zoning and now the focus should be on balancing the needs of residents and tourists, with focus on resident needs. Also loud and clear was the limitation on STRs outside resort destination developments. The current General Plan Goal 4 represents the historical desire for Resort Commercial which was felt to be the least impactful on residents while building a healthy tax base to pay for necessary services. The historical objective and the current status of Resort Commercial needs to be addressed in the updated General Plan.

Water and Growth

There was consensus that water conservation measures should be considerations for development. There were ongoing comments regarding growth, and water availability. While water and growth are critical considerations, it was impossible to cover them in detail and still build a vision for the future. The consensus was to limit growth and further study water availability. Mayor Hart explained that water availability is now managed by the Washington County Water Conservancy District. Growth is linked to water availability, but many residents feel that growth could/should be somehow controlled.

Ideas

Some ideas, not contained in any specific topic area include the following:

1. Have large farms submit plan for future development
2. Increase room tax

Observations

As I listened to the residents at each of the meetings and tried to determine consensus, I heard distinctions between residents, probably based primarily on demographics. Residents agreed on what constitutes quality of life. Residents that are likely not retired and have young families expressed their desire for youth activities and facilities. Residents that are most likely retired expressed their desire for more adherence to development restrictions, limitation on growth, and a more CCR approach to zoning. Anger was obvious at some of the meetings, mostly directed at elected officials and developers. I don't know who is who, where they live, and this is simply my personal observation. The survey results will hopefully provide information on majority and minority views.

Recommendations

All residents have the same vision for the future of Ivins City. That is clear. The differences, which have always existed, are less important moving forward than this common vision. Moving forward, this collective vision for the future is the vital framework for all future decisions. The picture has been painted and I can envision the posting of that vision for all to see – those making development requests, those determining the future of those developments, and all residents affected by those developments. The vision is clear.

Somewhere in the revised General Plan the history of "resort commercial" needs to be covered. That goal was a major part of the current General Plan. The current General Plan Goal #4 "Resort Destination" requires explanation of why it was an important goal historically (maybe Matt Marten could author that) and explanation of how that goal has been, in large part, accomplished.

I think there is great potential for infill "Missing Middle" development in Ivins City. There are some existing charming and working examples that can guide the way.

At some point you may want to meet with community stakeholders - the business community, the development community, the entertainment community, the arts community, the resort community, the water experts, etc. More meetings, I know. Sorry.

Some residents want to focus on water and growth. Mayor Hart was able to bring down the temperature in the room several times by explaining the water situation. There are some misconceptions regarding growth – what is legal, etc. Maybe a question and answer session between interested residents and Mayor Hart and City Manager Coulam would be helpful or perhaps addressed in newsletter articles? Some of the residents didn't seem as interested in the vision as getting answers to their questions and concerns.