CHAPTER ONE
INTRODUCTION, PURPOSE, GENERAL PLAN DEFINITION, and VISION

Introduction

Ivins City is located in southwestern Utah not far from Zion National Park. The city is situated beneath its iconic Big Red Mountain and adjacent to Snow Canyon State Park. It is home to several resorts, Rocky Vista University, and the Southern Utah Veterans Home. Although it is gaining in popularity as a center for tourism, Ivins City is first and foremost a peaceful family and retirement-friendly bedroom community with pockets of agriculture.

The city has a total area of 10.3 square miles and is about 3,000 feet above sea level. It had a population of 8,978 residents in the 2020 census and its 2024 population is close to 11,000 residents. The city is estimated to reach a build-out population of approximately 20,000 residents.

Purpose

The purpose of the Ivins City General Plan is to guide development toward a well-conceived community, preserving the city's magnificent natural surroundings and desirable lifestyle. With land yet undeveloped, Ivins City has the opportunity to realize its vision.

Definition of a General Plan

The General Plan is a reflection of the community's goals and values. The Ivins City General Plan governs the area within its city limits. A General Plan, or Master Plan is a comprehensive guide for making land use decisions regarding growth, the location and uses of land and community appearance and the city's physical development.

The General Plan is intended for use by the public at large, City Council, Planning Commission, boards and committees, city staff, and developers. It is a key tool to guide zoning, budgeting, capital improvements, decisions, and policy-making.

Since a General Plan is not a regulatory document, it must be implemented through ordinances and policies. When a community has adopted a General Plan, Utah Code 10-9a-406 (Utah State Legislative website) states that the General Plan is an advisory guide for land use decisions, the impact of which shall be determined by ordinance. This regulation requires that all streets, parks, ground, place and space, public buildings and utilities (public or private) be constructed in conformity with the General Plan. It is the intent of the City Council and the Planning Commission to create consistency between the General Plan, ordinances, and policies.

How this General Plan is Organized

- Chapter One: Introduction, Purpose, General Plan Definition, and Vision. This chapter introduces the requirements for the General Plan, how it was developed, and how it is maintained and organized. It presents the Ivins Vision.
- Chapter Two: Elements of the General Plan – Land Use and City Services. This chapter includes the elements of the General Plan derived from the Vision.

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- Chapter Three: Implementation of the General Plan. This chapter discusses implementation of the General Plan.
- Appendix A briefly examines the history of Ivins City, and the natural and cultural resources Ivins wishes to protect.
- Appendix B details the city's statistics, population analysis and financial and staffing plan.

Vision

Building on past planning and decision-making in Ivins City, its history and natural and cultural environment, population and economic data and projections in Appendix B, results of the 2022 General Plan Resident Survey (view survey on City website), with input from Ivins city staff, individual perspectives from many residents, and compliance with Utah state law, the Vision for the future of Ivins City is:

IVINS VISION

From its humble beginning as a cluster of small farms, Ivins slowly grew into a quiet bedroom community attracting families and retirees alike to its serene and naturally beautiful environment. More recently resorts and arts venues have developed capitalizing on those same qualities to attract millions of visitors to Ivins City.

Centuries ago its indigenous inhabitants recognized the beauty and spiritual quality of this land and we respect and protect it still. Careful planning will preserve these cherished attributes for future generations by protecting our red mountain vistas, our expansive lava beds and other sensitive lands, and our night sky. It will maintain a sense of peacefulness, security and belonging that fosters neighborliness and community involvement by using broad communication tools and effective Public Safety services. It will maintain our rural flavor through the preservation of open space and agricultural pockets. It will prudently prepare for growth that accommodates a wide variety of circumstances through appropriate zoning, development regulations and design guidelines. It will wisely anticipate the future needs of the city by encouraging and carefully locating appropriate commercial development. It will continue to recognize the need to conserve water and other resources in this desert environment by implementing effective conservation policies and programs. It will expand recreational opportunities by further developing trail systems, park properties and recreation programs. And it will continue to recognize that the arts are an important component of our local culture and continue to advance them by supporting local arts organizations and promoting public art.

We recognize that we are only the most recent in a line of stewards over this precious land and commit ourselves to its preservation by honoring those who came before whose sacrifice and hard work produced what we now have, and by acknowledging those who will come after us who deserve our best efforts to advance the legacy of the past.

This Ivins City Vision is outlined below in its nine Vision Elements and the General Plan's sixteen supporting goals.

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