Date: May 15, 2026

To: Chuck Gillette
From: Mike Scott

Re: Land Use Map Update Framework and Public Process

Our General Plan update was appropriately driven by broad community input because it focused on community values, priorities, and long-term vision. Updating the Land Use Map is more technical and implementation-oriented. It involves questions about infrastructure, transportation, housing, economics, environmental constraints, design, and development feasibility.

For that reason, it makes sense for the Land Use Map update process to continue emphasizing strong public input while also incorporating more educational and professional input to help us better understand the tradeoffs and implications associated with different land use approaches.

Towards that end, revising the Land Use Map should begin by identifying existing conditions, emerging pressures, constraints, and areas of concern before discussing potential solutions or map changes. The key is to make this a structured, policy-driven process rather than an open-ended mapping exercise. The steps below are designed to help ensure that the map is being updated thoughtfully through a citywide public process with clear policy guardrails.

Doing this well would require a significant commitment of staff time, coordination, organization, facilitation, public outreach, and preparation of educational and visual materials, which will be especially important throughout the process. The City could choose to hire outside assistance to help facilitate and manage portions of the process, organize workshops, prepare maps and visualization materials, summarize public input, and help synthesize the information gathered throughout the process.

However, the purpose of such assistance would not be to determine what the “right” land use decisions are for Ivins. Those policy decisions should remain community-driven, informed by public discussion and technical information, and ultimately decided by the Planning Commission and City Council.

A more financially feasible approach may be to manage much of the process internally while seeking support from regional organizations, educational institutions, interns, volunteers, and similar resources.

I spoke with Rob Terry, the Statewide Land Use Training Director, who can assist with planning best practices. He gave me three contacts at the Five County AOG that may also be able to help. Utah Tech may be able to provide assistance, and there are other organizations we can reach out to as well.

Under Utah State Code, preparation of the Land Use Map is primarily the responsibility of the Planning Commission. The process outlined below is intended to support the Planning Commission in that role by

providing broad public input, educational resources, technical information, facilitation support, organizational assistance, and periodic coordination with staff and the City Council throughout the process, rather than expecting the Commission to independently research and manage every aspect of such a large and complex undertaking.

Here are the steps, and order of steps, that I recommend:

1. Hold a joint Council / Planning Commission work session to review, discuss, and refine this proposed update process. Topics should include public involvement strategies; possible educational workshop topics; staffing / facilitation needs; potential assistance from outside organizations or educational institutions; and identification of professionals, organizations, or community stakeholders that may help support portions of the process.
2. Staff prepares an analysis of existing conditions and identifies areas where current land use patterns, infrastructure, zoning, or development pressures may be creating conflicts, constraints, inefficiencies, or long-term challenges. The analysis should include approved but unbuilt projects; recent land use and zoning changes; areas where the current map no longer aligns with actual development patterns or community expectations; infrastructure and transportation constraints; and environmental or visual constraints.
3. Planning Commission reviews the staff analysis and identifies areas where the current map may be unclear, outdated, or inconsistent with actual conditions. The analysis and identified issues should then be used to help guide the community planning forums, invited participants, needed educational materials, and public discussions described below.
4. Hold one or more community planning forums at City Hall on major planning topics before discussing or preparing alternative land use scenarios. These will help residents, staff, the Planning Commission, and Council better understand the opportunities, constraints, tradeoffs, economics, and design implications associated with different land use patterns.
    a. Topics to include commercial development feasibility, attainable housing, open space preservation, architecture and community design, water and infrastructure constraints, and youth and senior community needs.
    b. Relevant professionals, property owners, business representatives, planners, architects, housing experts, conservation specialists, and other subject-matter experts should be invited to participate.
    c. These workshops are meant to be educational and exploratory in nature rather than advocacy-driven and should include visual examples and discussion of tradeoffs associated with different development approaches.
    d. The goal should be to provide balanced educational perspectives and practical expertise rather than create advocacy panels or stakeholder lobbying sessions. Participants should represent a variety of professional backgrounds and viewpoints, and no single interest group or perspective should dominate the process.

5. Based on the information gathered through the staff analysis, Planning Commission review, and community planning forums, staff prepares materials for a facilitated interactive public involvement workshop. Materials should help residents visualize different land use patterns, development types, transitions, infrastructure considerations, potential open space preservation approaches, and other major planning tradeoffs.
6. Hold a facilitated community workshop where residents work collaboratively in small groups to discuss land use ideas, priorities, opportunities, concerns, and tradeoffs.
    a. University students, neutral facilitators, or other third-party volunteers should assist with facilitation and documentation, but their role should be to help guide discussion and gather input rather than advocate for particular outcomes.
    b. The workshop should focus on helping all of us evaluate realistic alternatives and community tradeoffs rather than simply express general preferences.
7. Staff summarizes information from the workshop and presents it to a joint work meeting of the Planning Commission and Council. Council and Commission discuss major themes emerging from the public process, such as where higher intensity uses are appropriate; how commercial areas should be located and scaled; how transitions to existing neighborhoods should be handled; and how natural features, views, open space, and community character should be protected.
8. Based on this public input and Council/Commission policy direction, staff prepares two or three alternative Land Use Map scenarios.
9. The Planning Commission reviews these alternatives and evaluates whether they fairly reflect the public input and Council/Commission policy direction, and revise them if needed.
10. Hold a second public workshop to review the alternative scenarios. That gives residents a chance to see the tradeoffs and understand that the issue is not simply “change” versus “no change,” but what kind of change, where, and under what conditions.
11. The Council and Planning Commission should hold a joint work meeting to discuss the alternatives, public feedback, and major policy choices.
12. Staff prepares a preferred draft map, along with a written explanation of what changed; why it changed; how public input was considered; how the map supports the General Plan; where the map preserves the existing pattern.
13. The Planning Commission holds a public hearing and makes its recommendation.
14. The Council holds the final public hearing and decides on adopting or adjusting the map recommended by the Planning Commission.