Here is the list of data items we discussed at the joint work meeting from Sharon Gillespie needed to move forward:

- Amount of square footage by land use in Ivins. Please clarify if this includes all land use, or just developed or remaining?
- Information from existing businesses in Ivins: 3-5 Questions to be determined by Dillon Hurt and Sharon Barton and shared. Dillon will then conduct
- Traffic Counts: this is especially important around proposed and existing commercial developments as this can influence success rates depending on the business.
- Infill Lots: Location, Grouping if any, Current Land Use/Zoning, Square footage.
- Visuals: all types of residential and commercial options: Sharon Gillespie will work with Rob Dalley to gather and storyboard.
- Updated Land Use Map
- Updated Land Use Undeveloped Map
- Identify neighborhoods going through transition
- Updated Transportation Map
- County Data Base search: single family homes by value also primary and secondary

I have looked at this from a couple aspects because it appears we had the conversation about "What zoning should we change?" but also "How should Ivins evolve over the next 20 years?"

Without identifying specific parcels, the General Plan and future land use map should identify transition areas—places where change is expected, appropriate, and beneficial. For Ivins, we could start by looking at several neighborhood types:

1. Center Street Corridor (Highest Potential)

This is the most likely transition area.

Today, Center Street has a mix of older homes, government buildings, churches, parks, and commercial uses. As the City grows, it may naturally evolve into a more active town center.

Potential transition:

* Single-family homes on major intersections becoming professional offices or neighborhood commercial.
* Mixed-use buildings with residential above commercial where appropriate.
* Higher-density residential within walking distance of services.
* Public plazas and gathering spaces.

The objective may (or not be to) commercialize the entire corridor, but to create a vibrant public area while protecting adjacent neighborhoods.

2. Highway 91 Corridor. This corridor already functions as a gateway into Ivins. Future transitions could include:

* Consolidating commercial into well-designed areas rather than continuous strip development.
* Encouraging hospitality, tourism, restaurants, and visitor-serving businesses.
* Adding landscape buffers and design standards where commercial abuts residential.

3. Old Township Edge Areas

The interior residential blocks may remain stable, while edge properties facing collector streets or commercial areas could gradually transition.

Examples of appropriate transitional uses include:

* Professional offices.
* Live-work units.
* Small-scale multifamily.
* Townhomes.
* Cottage-type housing.

These uses can provide a buffer between commercial districts and established single-family neighborhoods.

4. Black Desert Resort as an Influence Area

With the continued growth around Black Desert Resort, nearby properties may transition toward:

* Hospitality.
* Medical and wellness services.
* Conference facilities.
* Destination retail.
* High-quality multifamily housing supporting employees and visitors.

The challenge is ensuring these uses remain connected to the rest of Ivins and do not become isolated.

5. Vacant or Underutilized Properties

Rather than expanding the city's footprint, the City could prioritize infill on vacant or underutilized parcels that already have infrastructure. This aligns with efficient land use and can reduce pressure to extend roads and utilities.

6. Neighborhoods That Should Likely Remain Stable—the land use plan should also identify areas where little change is anticipated.

Characteristics might include:

* Established single-family neighborhoods.
* Areas with strong neighborhood identity.

* Neighborhoods lacking infrastructure capacity for additional intensity.
* Areas where preserving views, open space, or community character is a priority.

Declaring these as "stable/established neighborhoods" provides predictability for residents while directing growth elsewhere.

A Transition Framework- Instead of asking whether a neighborhood should transition, we could evaluate it against objective criteria:

Factor	Low Transition Potential	High Transition Potential
Adjacent to arterial or collector street	No	Yes
Adjacent to existing commercial	No	Yes
Near civic or community destinations	No	Yes
Vacant or underutilized land	No	Yes
Existing infrastructure capacity	Limited	Adequate
Walkable to services	No	Yes
Community support	Limited	Strong

Areas meeting several of these criteria then become candidates for future transition.

An Important Policy Question for the Planning Commission and City Council is to identify three categories on a working map:

Protect: Areas where preserving existing neighborhood character is the highest priority.

Enhance: Areas where modest infill, redevelopment, or public improvements should be encouraged without fundamentally changing the neighborhood.

Transform: Areas where more significant land use changes—such as mixed-use, higher-density housing, or expanded commercial activity are appropriate because of their location, infrastructure, and relationship to the City's long-term vision.

This framework gives staff a consistent way to evaluate future rezoning requests and helps residents understand where change is expected and where stability is intended. It also ties individual land use decisions back to the broader goals of the General Plan rather than treating each application as a stand-alone case.

Rather than starting with "Should we rezone the old township?", begin with "What do we want the old township to become over the next 20–30 years?" The guiding principles then become the lens through which every future land use and rezoning decision is evaluated.

For Ivins, the old township has characteristics that newer neighborhoods do not such as a traditional street grid, smaller lots, established homes, mature landscaping, government buildings, and a walkable pattern centered around Center Street. Those existing qualities should shape the vision for infill.

Possible Guiding Principles for the Old Township:

1. Preserve Community Character-

* Respect the historic scale and rhythm of existing neighborhoods.
* Encourage redevelopment that complements surrounding homes.
* Preserve mature trees, views, and the small-town atmosphere.

2. Encourage Compatible Infill-

* Direct new development toward vacant and underutilized lots before expanding outward.
* Ensure new buildings are compatible in height, setbacks, and massing.
* Promote redevelopment that strengthens neighborhoods rather than displacing them.

3. Support a Walkable Town Center-

* Focus neighborhood-serving commercial and civic uses along Center Street.
* Improve pedestrian connections between neighborhoods, parks, schools, and commercial areas.
* Encourage public gathering spaces.

4. Provide Housing Choices-

* Allow a broader range of housing where appropriate, while maintaining neighborhood compatibility.
* Encourage housing that allows residents to age in place.
* Consider opportunities for smaller homes, cottages, or accessory dwelling units where consistent with neighborhood character.

5. Strengthen Local Businesses-

* Concentrate neighborhood commercial uses where they can be supported by surrounding residents.
* Discourage strip commercial development within established residential blocks.
* Encourage mixed-use development where appropriate along key corridors.

6. Invest in Infrastructure-

* Coordinate redevelopment with street improvements, sidewalks, utilities, and drainage.
* Improve bicycle and pedestrian safety.

Are the Existing Land Uses Appropriate? This shouldn't be answered with a simple "yes" or "no." Instead, evaluate each area using a series of planning questions:

Residential-Ask:

* Are lots large enough to accommodate modest infill?
* Is redevelopment occurring naturally?
* Are zoning regulations encouraging or discouraging reinvestment?
* Are there vacant parcels that should be prioritized?

Possible findings might include:

* Existing low-density neighborhoods should remain largely intact.
* Some transition areas may be appropriate for slightly higher densities.
* Certain corner lots or collector streets may support additional housing types.

Commercial-Ask:

* Does the commercial district adequately serve nearby residents?
* Is there enough commercial land to support future growth?
* Could mixed-use development strengthen Center Street?
* Are there vacant commercial properties that should be redeveloped before expanding commercial zoning?

Civic Uses-Evaluate whether:

* City Hall
* Parks
* Schools
* Churches
* Community facilities remain centrally located and accessible.

Transitional Areas--These are often the most important. Instead of having abrupt changes from single-family homes to commercial uses, identify areas that could accommodate:

* Townhomes
* Small offices
* Professional services
* Live-work units
* Neighborhood-scale mixed use

These transitions can reduce land use conflicts while creating a more gradual change in intensity.

Create an Infill Evaluation Matrix-Rather than deciding on individual properties one at a time, score potential infill areas using objective criteria:

Criteria	Question
Existing utilities	Can current infrastructure support additional development?

Street access	Are roads adequate?
Walkability	Is it near parks, schools, or commercial areas?
Compatibility	Does it fit surrounding development?
Redevelopment potential	Is the property vacant or underutilized?
Neighborhood support	Has the community identified this area as appropriate for change?
Environmental constraints	Are there flood, slope, or drainage issues?

Areas with higher scores become priorities for infill.

A guiding statement that could be kept in mind when considering land use against Ivins City's General Plan:

"The Old Township should remain the historic heart of Ivins, where thoughtful infill, neighborhood-serving businesses, and compatible redevelopment reinforce the City's unique character while providing opportunities for housing, walkability, and community gathering. Growth should occur through reinvestment in existing neighborhoods, preservation of established community character, and carefully designed transitions between residential, commercial, and civic uses."

One Additional Tool: Character Areas

Rather than viewing the Old Township as one homogeneous area, consider dividing it into "character areas" with distinct planning goals. For example:

***Historic Residential Core**– Preserve existing neighborhood pattern; allow only compatible infill.

***Center Street Village** – Encourage mixed-use, neighborhood commercial, public spaces, and pedestrian improvements.

***Neighborhood Transition Areas**– Accommodate townhomes, professional offices, or live-work units as buffers between commercial and lower-density residential.

***Civic Campus**– Coordinate City Hall, parks, schools, and community facilities into a connected civic district.

This approach provides much more flexibility than applying a single land use designation across the entire old township and gives the Planning Commission and City Council clear policy guidance when considering future rezoning requests.

Commercial land use is an excellent place to begin because it illustrates how a land use analysis should work. The goal is not simply to ask, "Do we have enough commercial?" but rather, "Do we have the right amount of commercial, in the right locations, serving the right purposes?"

1. Inventory Existing Commercial: Start by creating an inventory of every commercially zoned parcel and every commercial business currently operating in Ivins.

Classify each property into categories such as:

Commercial Type	Examples	Primary Location
Neighborhood Retail	Grocery, pharmacy, coffee shop, restaurants	Center Street
Highway Commercial	Gas stations, fast food, hotels, convenience stores	SR-91 (Old Highway 91)
Office/Professional	Medical, dental, financial, legal, insurance	Center Street and Black Desert area
Hospitality	Hotels, resorts, vacation amenities	Black Desert Resort
Recreation/Tourism	Outdoor outfitters, bike rentals, event venues	Near Snow Canyon/Black Desert
Service Commercial	Salons, fitness, repair shops, day care	Scattered throughout commercial centers

Then answer:

- How many commercial acres exist?
- How many are developed?
- How many remain vacant?
- Which commercial zoning districts are underutilized?
- Which commercial parcels have redevelopment potential?

2. Map Commercial Concentrations: Commercial activity generally clusters into several areas.

Center Street--This functions as the community's "other Main Street."

Strengths:

- Close to established neighborhoods
- Walkable potential
- Civic uses nearby
- Existing utilities

Questions:

- Should Center Street become more pedestrian-oriented?
- Should mixed-use development be encouraged?
- Are parking requirements preventing redevelopment?
- Is there enough room for neighborhood-serving businesses?

SR-91 (Old Highway 91)-This corridor primarily serves regional traffic:

Strengths:

- Excellent visibility
- High traffic counts
- Good access
- Larger parcels

Best suited for:

- Restaurants
- Hotels
- Fuel
- Visitor services
- Retail
- Regional commercial

Questions:

- Should commercial continue linearly along the highway?
- Would commercial nodes work better than strip development?
- Are design standards sufficient to create an attractive corridor?
- Does the highway provide enough pedestrian connections?

Black Desert Area-This is becoming a regional destination.

Potential commercial focus:

- Hospitality
- Conference facilities
- Restaurants
- Specialty retail
- Entertainment
- Medical offices
- Professional services

Question:

Should this area become a second commercial center or remain tourism-focused?

3. Compare Commercial to Residential Growth-Commercial should generally follow population, but it should also create destinations and jobs.

Ask questions like:

- Which neighborhoods lack nearby commercial services?
- Can residents buy groceries without leaving Ivins?

- Where do residents travel for everyday needs?
- Where do tourists spend money?
- Are there opportunities to capture spending that currently leaves the city?

This can help identify whether additional neighborhood commercial pockets are needed.

4. Evaluate Location-Rather than assuming existing commercial is in the right place, test it against planning principles:

Question	Current Observation	Discussion
Is commercial visible?	Mostly yes along SR-91	Visibility is a strength.
Is commercial accessible?	Vehicle access is generally good	Consider improving bicycle and pedestrian access.
Is commercial walkable?	Limited in some areas	Opportunities exist to improve connectivity, especially on Center Street.
Does it serve neighborhoods?	Some areas do, others rely on driving	Consider whether small neighborhood commercial nodes are appropriate.
Does it create a town center?	Center Street has potential	Additional mixed-use and public gathering spaces could strengthen it.

5. Identify Gaps-The analysis may reveal questions such as:

- Do we have enough grocery opportunities?
- Is there sufficient medical office space as the population grows?
- Are restaurants concentrated in only one part of the city?
- Do residents leave Ivins for entertainment and shopping?
- Is there enough office space to support local employment?
- Should neighborhood-scale commercial be allowed in additional locations?

These become discussion topics rather than predetermined conclusions.

6. Explore Future Scenarios-Instead of presenting one recommendation, staff could prepare several commercial land use scenarios:

Scenario A – Maintain Existing Pattern

- Keep Center Street as the civic and neighborhood commercial area.
- Focus highway commercial along SR-91.
- Limit expansion elsewhere.

Scenario B – Strengthen Mixed-Use Centers

- Encourage redevelopment along Center Street with mixed-use buildings.
- Add residential above commercial where appropriate.

- Improve pedestrian and bicycle connections.

Scenario C – Expand Destination Commercial

- Concentrate tourism and hospitality around Black Desert Resort.
- Develop SR-91 as a regional gateway with design standards.
- Reserve Center Street primarily for neighborhood-serving businesses.

A Few Questions Worth Studying-As part of the land use update, Staff should be able to answer questions such as:

- How many acres of commercially zoned land exist today?
- What percentage is developed versus vacant?
- How much commercial floor area exists?
- What commercial uses are missing?
- What commercial uses are overrepresented?
- Is commercial keeping pace with residential growth?
- Is there sufficient commercial tax base to support City services?
- Where do residents currently travel for goods and services that could potentially be provided within Ivins?
- Are the City's commercial areas located where they best support residents, visitors, and long-term economic development?

These answers should be supported by parcel mapping, business inventories, demographic data, and community input. By documenting existing conditions before recommending changes, the City can ensure that future land use decisions are grounded in evidence rather than assumptions. This same framework can then be applied to residential, industrial (if any), public facilities, parks, open space, and institutional land uses, creating a consistent and defensible methodology for the entire land use plan update.

This is a great opportunity to make sure the Land Use Plan becomes the implementation tool for the 2024 General Plan rather than simply creating another map. The 2024 General Plan itself acknowledges that the Land Use Plan will be revised and that it should be consistent with the General Plan's goals, policies, and action items. It also emphasizes that the General Plan is an advisory document, while implementation occurs through zoning, ordinances, and City actions.

We could approach the project in phases. Although these are numbered, they are **not** to take away from Councilmember Mike Scott’s 14 step process. These fit within those recommendations:

Phase 1 – Existing Conditions Analysis — Before drawing a single line on the map, build a factual inventory of where Ivins stands today.

Evaluate:

* Existing zoning districts

* Existing land use
* Vacant and underutilized property
* Existing residential densities
* Commercial service areas
* Transportation network
* Utility capacity
* Water availability
* Parks and trail connectivity
* Sensitive lands
* Steep slopes
* Floodplains
* Public facilities
* Possible Annexation areas

For every parcel or planning area ask:

* What exists today?
* What does zoning allow?
* What does the General Plan envision?
* Are those consistent?

This then becomes our "gap analysis."

Phase 2 – **Compare the General Plan Against the Land Development Code**. This is probably the most valuable staff exercise.

Create a spreadsheet with columns like:

General Plan Goal	Current Code	Conflict?	Recommendation
Mixed-use centers	No mixed-use district exists	Yes	Draft new zoning district
Preserve viewsheds	Current height limits inconsistent	Yes	Amend height regulations
Walkability	Sidewalk standards incomplete	Partial	Update subdivision ordinance
Housing diversity	Limited housing options	Yes	Evaluate missing housing types

As you review chapters of the General Plan against the land use map, ask:

* Does our zoning implement this?
* Does subdivision code implement this?
* Does engineering code implement this?
* Does landscaping implement this?
* Does signage implement this?
* Is this policy impossible under today's code?

Every inconsistency then becomes an action item.

Phase 3 – **Develop Multiple Land Use Scenarios**. Rather than presenting one proposed map, prepare several alternatives. For example:

Scenario A – Conservation

* Lower density
* Maximum open space
* Preserve view corridors
* Minimal commercial expansion

Advantages:

* Protects community character
* Lower infrastructure demand

Disadvantages:

* Higher housing costs
* Less commercial tax base

Scenario B – Balanced Growth

* Moderate residential
* Neighborhood commercial
* Mixed-use nodes
* Parks integrated

Likely the easiest public consensus.

Scenario C – Economic Development

* More mixed use
* Employment centers
* Tourism
* Hospitality
* Commercial corridors
* Higher residential densities near activity centers

For each scenario evaluate:

* Population
* Housing units
* Water demand
* Traffic
* Fiscal impact
* Park demand

* School impacts
* Emergency services

Phase 4 – Community Workshops--Instead of public hearings where people can only react, hold interactive workshops. Good ideas for activities and community interaction include:

Mapping Exercises where residents place colored stickers showing where they would like:

* More housing
* More commercial
* More parks
* Trails
* Open space
* Preservation
* Civic buildings

Priorities Exercise. Ask participants to rank:

* Preserve views
* Affordable housing
* Traffic
* Economic development
* Walkability
* Water conservation
* Open space
* Tourism

Trade-Off Exercise. "What would you rather have?"

Examples:

* Higher density with more parks
* Lower density with higher taxes
* More commercial with less open space

These discussions help identify community values before drawing final boundaries.

Phase 5 – Identify Gaps Throughout the Process. Keep a running "Issues Log." Update the log after every workshop and staff meeting.

Examples: Policy Gaps

* Missing housing strategy
* No redevelopment policy
* No infill strategy

Code Gaps

* Missing zoning district
* Outdated parking standards
* Landscaping conflicts

Infrastructure Gaps

* Water capacity
* Road improvements
* Trail connections
* Storm drainage

Process Gaps

* Difficult rezone procedures
* Outdated subdivision regulations
* Missing design standards

Phase 6 – Final Recommendations. The final product could include more than a revised map as this goes along.

It could include:

* Updated Future Land Use Map
* Summary of public input
* Existing conditions report
* Gap analysis
* Code amendment list
* Capital improvement recommendations
* Implementation schedule
* Five-year action plan
* Responsible department for each action
* Estimated timelines to correct what comes up as these discussions progress.

Professionals and Stakeholders to Include. A strong land use plan benefits from broad expertise. Consider involving:

* City staff
* Planning
* Building
* Engineering
* Public Works
* Parks and Recreation
* Finance
* Emergency Services

Regional and government partners like:

* Washington County Water Conservancy District
* Utah Department of Transportation
* Dixie Metropolitan Planning Organization
* Santa Clara-Ivins Fire & Rescue
* School district representatives
* Utility providers

Community interest groups like:

* Homeowners associations
* Local business owners
* Developers
* Realtors
* Architects
* Civil engineers
* Environmental organizations
* Trail users
* Bicycle advocates
* Senior citizens
* Young families
* Rocky Vista University representatives
* Tourism and hospitality representatives

Suggested Project Timeline depends on:

1. Existing conditions analysis
2. General Plan and code comparison
3. Developing a few land use scenarios
4. Staff review
5. Public workshops
6. Revising scenarios
7. Planning Commission work sessions
8. Draft final map
9. Public hearings
10. City Council adoption
11. Any Code amendments that came about and need to be implement into the plan (future).

Because the General Plan is intended to guide future zoning, capital improvements, and development decisions, this process should focus mainly on producing a new land use map, but along the way we will also keep a running tab on identifying any ordinance and/or policy changes needed to make the map achievable in practice.