Sunset heights East and West

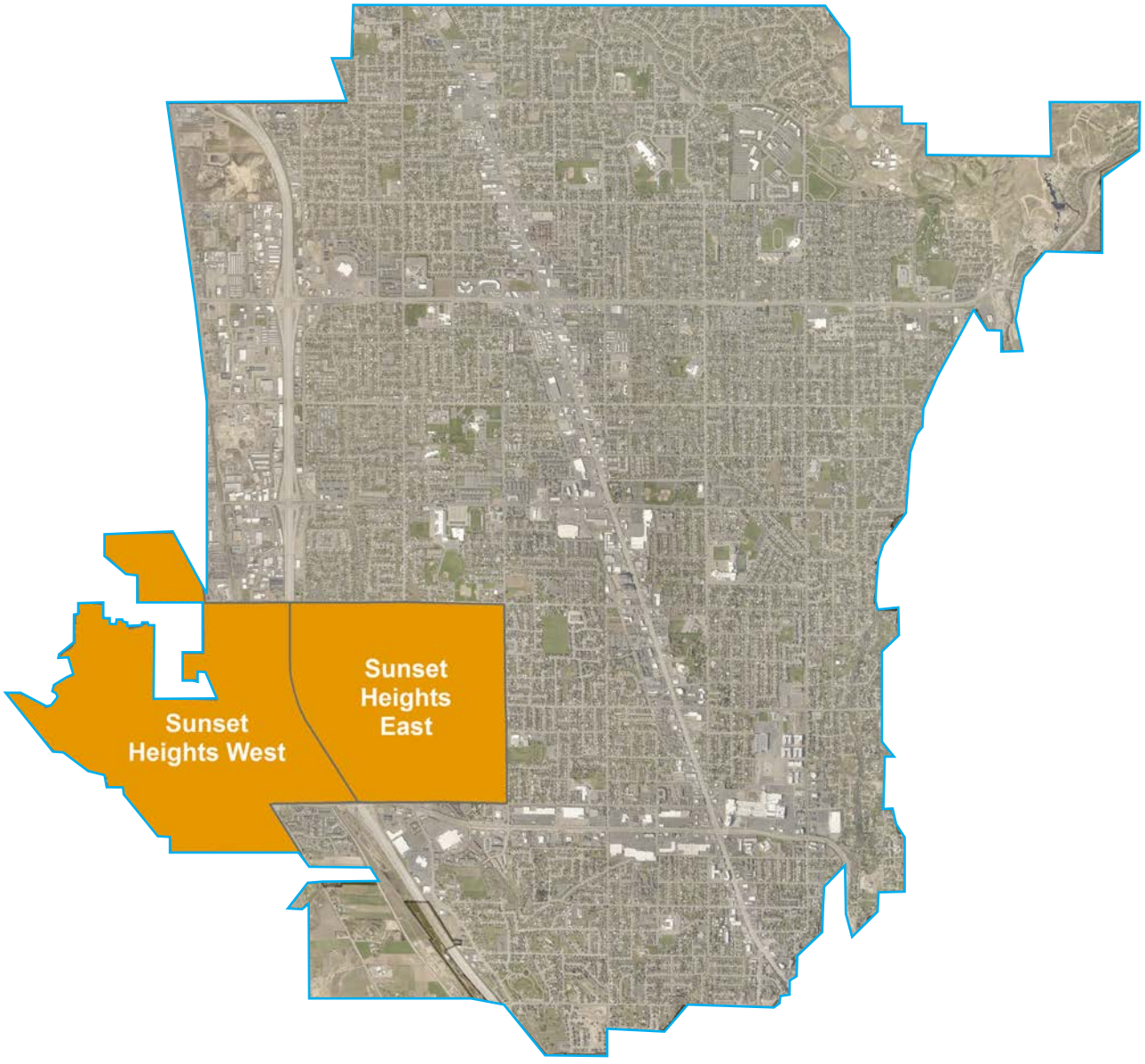
OREM

Sunset Heights East and West

Neighborhood Plan

Spring 2020

OREM NEIGHBORHOODS



NEIGHBORHOOD ADVISORY COUNCIL

Janet Campbell, Sunset Heights East
Fred Cook, Sunset Heights West
Craig Doxey, Sunset Heights
David Frame, Sunset Heights East
Jason Herlievi, Sunset Heights East
Janna Hyatt, Sunset Heights
Sydney James, Sunset Heights
Cordyn James, Sunset Heights
Stephen Jones, Sunset Height West
Kehaulani Jones, Sunset Heights West
Sara Lewis, Sunset Heights
Murray Low, Sunset Heights
Cinzia Noble, Sunset Heights
Jacqueline Steffes, Sunset Heights
Wendy Tippets, Sunset Heights
Mark Tippets, Sunset Heights
Paul Wakefiled, Sunset Heights

OREM CITY STAFF

Grant Allen, Long Range Planner
Matt Taylor, Long Range Planner
Jason Bench, AICP, Planning Division Manager
Bill Bell, Development Services Director
Ryan Clark, Economic Development Director
Paul Goodrich, Transportation Engineer
Sgt. John Savage Orem PD Neighborhood Preservation Unit
Chris Tschirki, Public Works Director
Neal Winterton, Water Resource Division Manager

TABLE OF CONTENTS

1 Introduction 1

2 Demographics 7

3 Land Use 15

4 Transportation 23

5 Economic Conditions 33

6 Public Works 41

7 Neighborhood Preservation 47

8 Implementation 51

INTRODUCTION

1

Vision Statement

"The SSH neighborhood is a strong, vibrant thriving community adjacent to a strong, vibrant, growing university – Utah Valley University. UVU and its neighbors respect and value each other and peacefully co-exist and thrive for the betterment of all constituents. We will support and embrace tight-knit neighborhood that is car independent, bicycle friendly, walkable and green."

Sunset Heights East and West Neighborhood Residents

1.1 PURPOSE

The Sunset Heights East and West Neighborhood Plan (the plan) was created by participating neighborhood residents and Orem City planning staff. It was developed to create neighborhood specific plans and is in harmony with all other plans adopted by the City.

The plan communicates the values and interests of neighborhood residents and serves as a guideline for future growth, development, and preservation. Furthermore, it encourages the creation of aesthetically pleasing neighborhoods and public spaces that enhance the community. It also addresses the needs, concerns, and potential impacts of land use, transportation, economic development, and preservation of the neighborhoods.

1.2 HISTORY

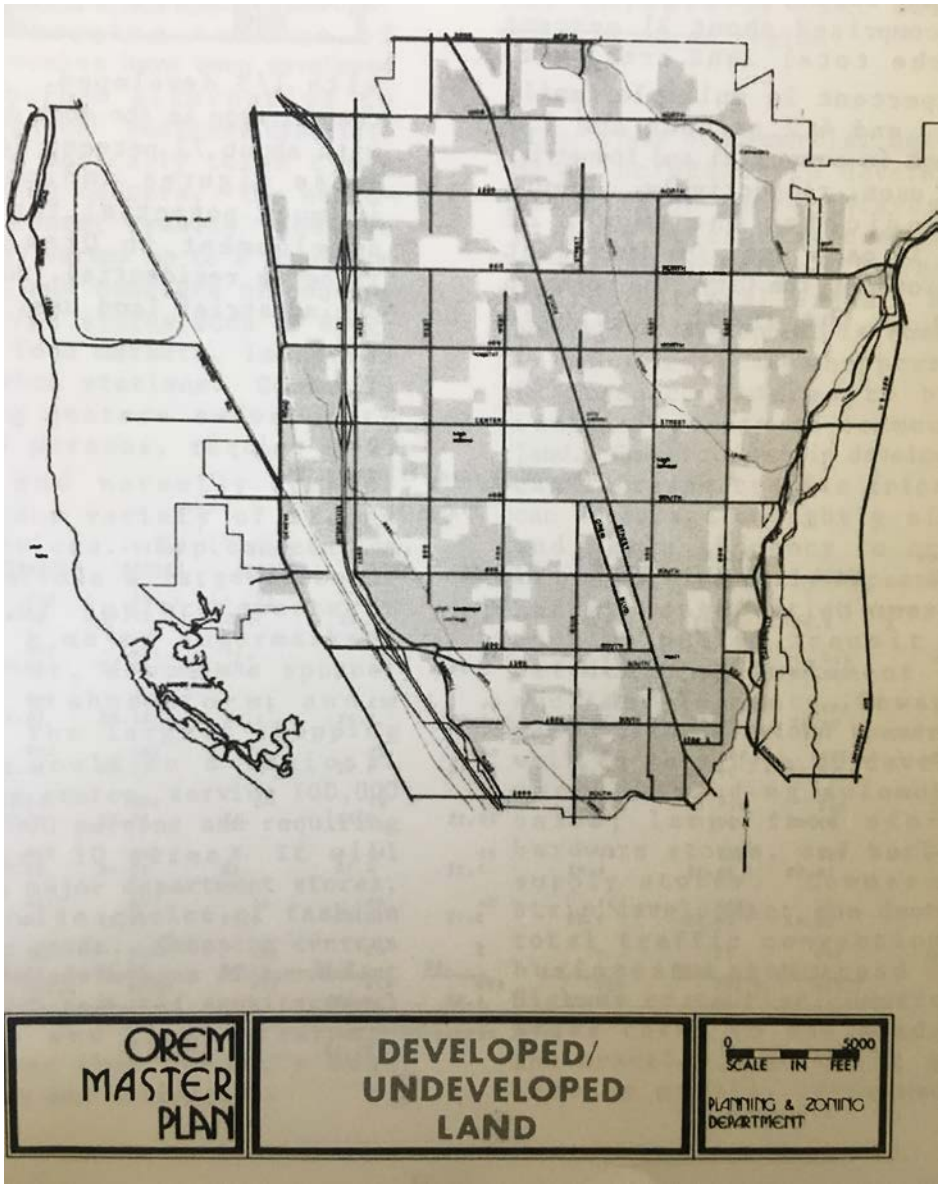
Prior to its incorporation, Orem was known as the "Provo bench," and its fertile orchards and farmlands were prime areas for growing fruit. Because of this, Provo (and its bench) became known as the Garden City of Utah.

Unlike many Utah towns and cities, Orem was not originally laid out in a grid pattern. Most of Orem's development came about via homesteading along the main highway and major roads. As farmland along roads was taken, farmers settled in other parts of the area, creating a network of rural roads. This type of development is unlike that usually seen in Utah; often Utah leaders encouraged settlers to live in the city center and cultivate farmland outside the City's limits.

Men working in the rural farmlands of the "Provo Bench."

Man standing by a concrete water level marker near Utah Lake.

Figure 1.1 Developed and Undeveoped Land in Orem in 1981



Today, the Sunset Heights East and West neighborhoods still contain some of Orem's oldest residential and industrial properties, as well as a few remaining orchards and farmlands from earlier times. Many of the older houses that are located in these neighborhoods were built as farmhouses on large plots of agricultural land. The Sunset Heights East and West neighborhoods have continued to flourish with the development of Utah Valley University and the Sleepy Ridge Golf Course. During these times, the predominantly agricultural lands seen in the Sunset Heights East and West neighborhoods were transformed from orchards and fields to single family residential homes, education meccas, and manufcaturing hubs. Figure 1.1 is a clipping from the City of Orem's 1981 Master Plan, describing the availability of undeveloped land in the City. As can be seen, there was quite a lot of developable land available in 1981. Today, developable

Figure 1.2 Photograph of the Powell Slough Wildlife Management Area

Photo taken by Jane Merritt, 2013.

land is limited within the Sunset Heights East and West neighborhoods with the majority of the remaining vacant sites being located along the western border of the City near Utah Lake, as shown in Figure 1.2 above.

1.3 NEIGHBORHOOD VISION

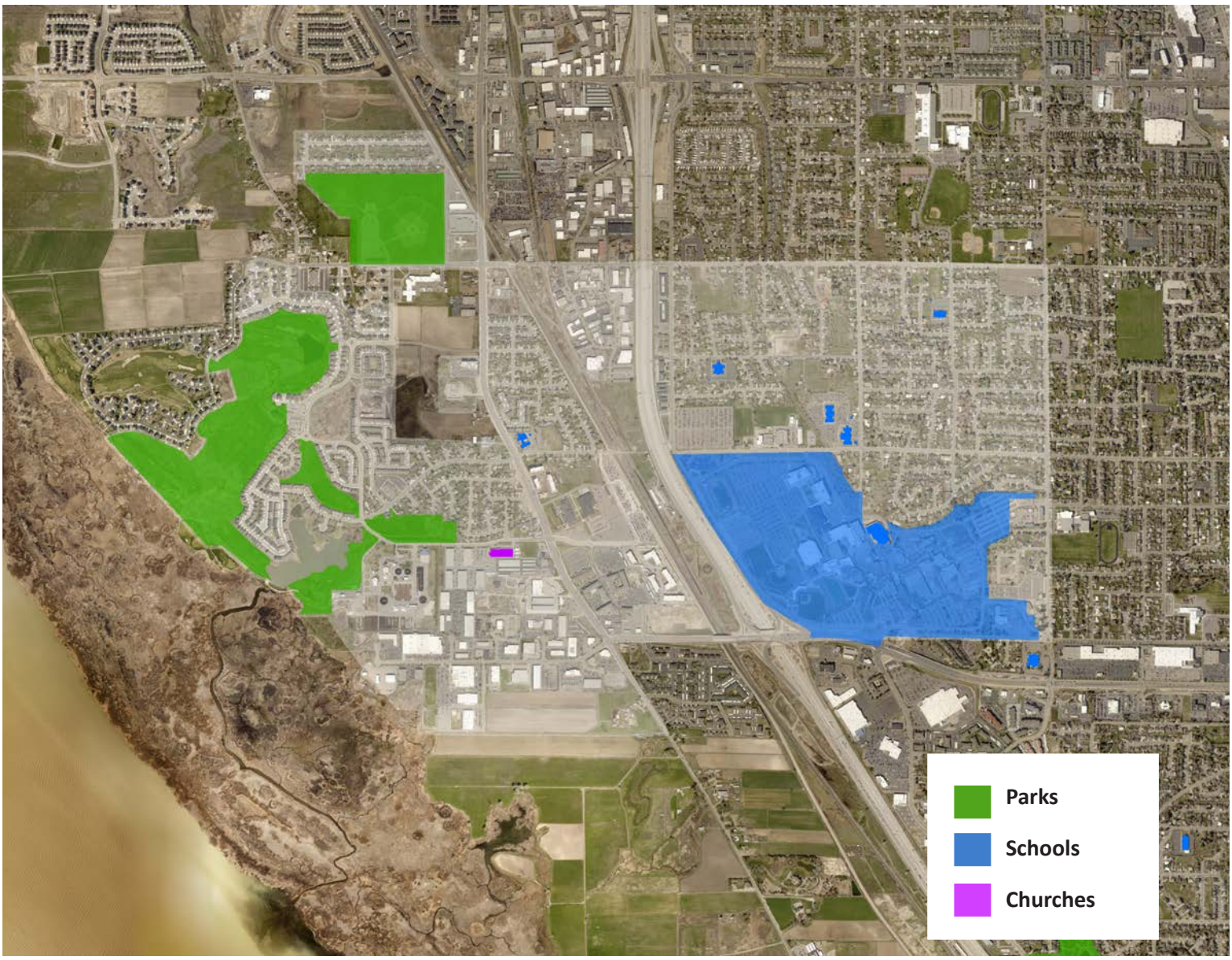
The City of Orem's motto is "Family City USA." Over the years, Orem has become just that. In 2018, Money Magazine ranked the City as one of the best places to live in Americ a.[1] Claudia Wallis, editor of TIME's book Healthiest places to Live, called Orem one of the best places in America for spiritual well-being.[2] Residents feel that these mottos capture the unique identity of the City of Orem and hope that Orem continues to be known for its safety, cordiality, and inviting nature.

The Sunset Heights East and West neighborhoods have helped establish this reputation. As Figure 1.3 shows, the neighborhoods have a mix of neighborhood resources and amenities that provide a great quality of life, not only for families but for all residents. The neighborhood plan identifies the following vision that preserves this quality of life for future generations:

"We value the nature and quality of our neighborhood. We desire to maintain neighborhood continuity and preservation while allowing for conscientious development. We strive to maintain public safety on busy streets and promote public transit accessibility. We are dedicated to improving the connectivity and

1. Adam Auriemma. The Best Places to Live in America. http://money.com/money/collection/2018-best-places-to-live/. 9/17/2018.
2. Sahaj Kohli. 10 of the Healthiest Places to Live in America. http://www.huffingtonpost.com/2014/08/06/healthiest-places-to-live-in-america_n_5648452.html. 7/14/2014.

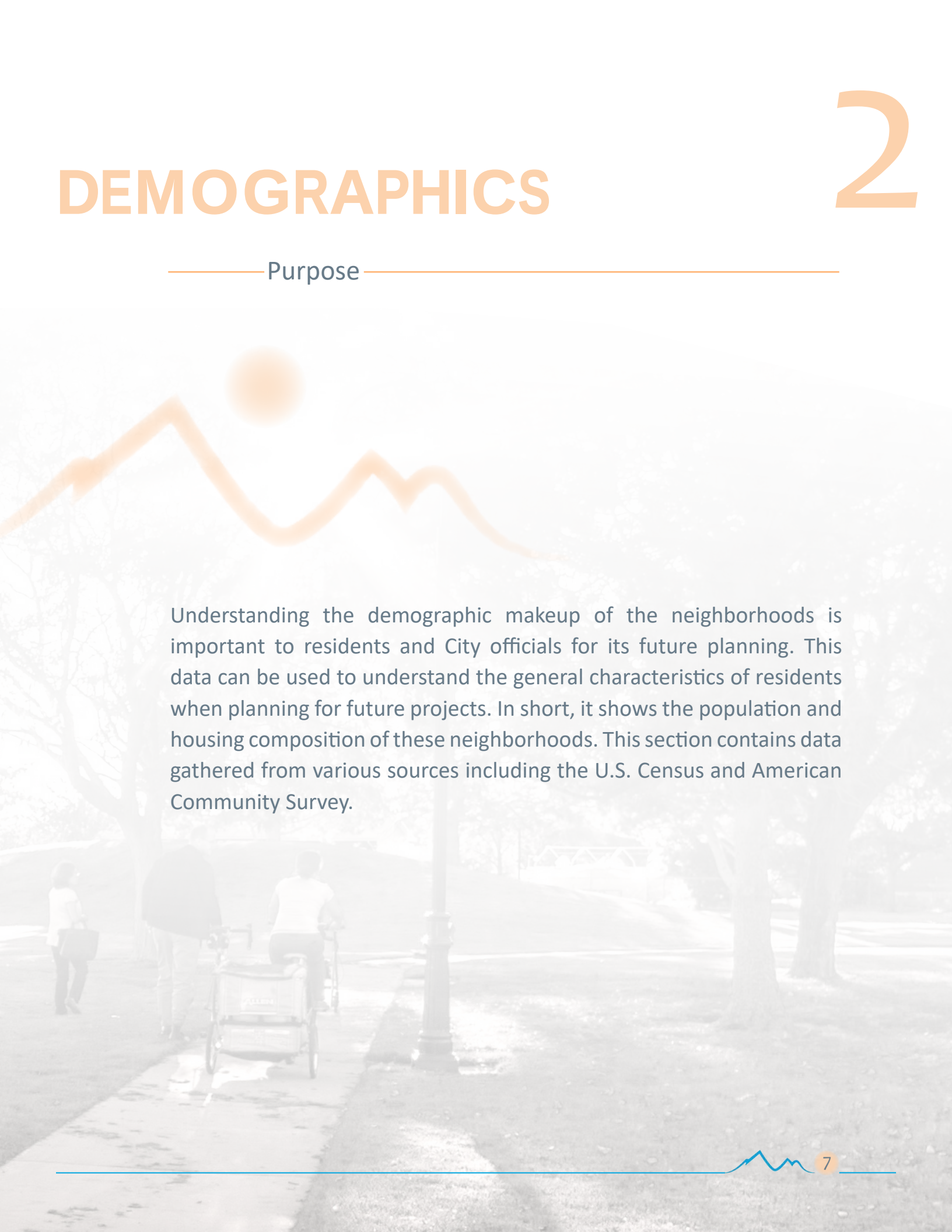
Figure 1.3 Neighborhood Landmarks



2 DEMOGRAPHICS

Purpose

Understanding the demographic makeup of the neighborhoods is important to residents and City officials for its future planning. This data can be used to understand the general characteristics of residents when planning for future projects. In short, it shows the population and housing composition of these neighborhoods. This section contains data gathered from various sources including the U.S. Census and American Community Survey.



2.1 CENSUS DATA

This section provides a demographic overview for the Sunset Heights East and West neighborhoods. The data in this section originates from the American Community Survey (ACS). The ACS is an ongoing, annual survey completed by the U.S. Census Bureau and is used by many public-sector, private-sector, and not-for-profit stakeholders to allocate funding, track shifting demographics, plan for emergencies, and learn about local communities. This data provides demographic information that was previously available only every ten years when a decennial census was conducted.

In order to balance geographic resolution, temporal frequency, statistical significance, and respondent privacy, the ACS estimates are released in either one, three, or five year datasets. When examining smaller geographies, such as neighborhoods, five year datasets are utilized. Unless otherwise stated, the data in this section is five year data presented at the block group level and released in 2017 and 2018.

2.2 POPULATION

Figure 2.1 displays population characteristics for Sunset Heights East and West on the basis of age and sex. The total population for the neighborhood is 9100, with approximately 51% male and 49% female. As is evident from the chart, the population is fairly evenly distributed throughout all age groups.

The largest age groups are male 25-29 years old followed by female 85 years and older. This distribution also shows a large youth population, as well as more middle-aged females than males. The percentage of population under age 20 is 31.5%, which is consistent with the population trends seen in Utah County.

Figure 2.2 displays population characteristics for Sunset Heights East and West on the basis of race and ethnicity. As is evident from the figure, the majority of the population in the neighborhood is white (86%), with Black or African American, American Indian and Alaska Native, Asian, Native Hawaiian or other Pacific Islander, two or more races, or some other race making up the remaining 14%.

Figure 2.1 Population Characteristics

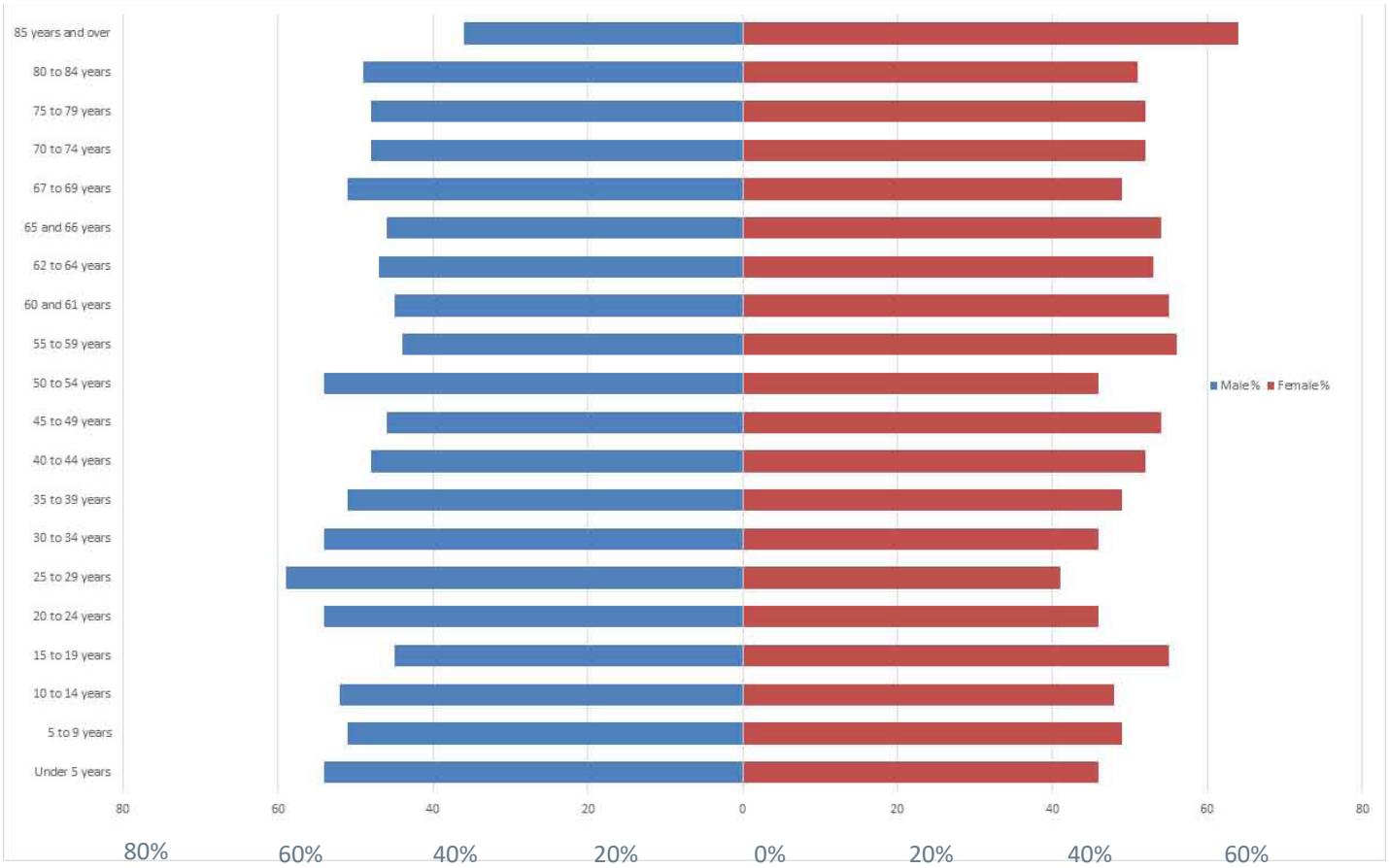


Figure 2.3 displays the range of median household incomes seen in Sunset Heights East and West. As is evident, there is a range in median household income from less than $10,000 per year to greater than $200,000 per year. The median household income bracket with the highest percentage of residents is $75,000 to $100,000 at 22% of the neighborhood population.

Figure 2.2 Population Characteristics - Race and ethnicity

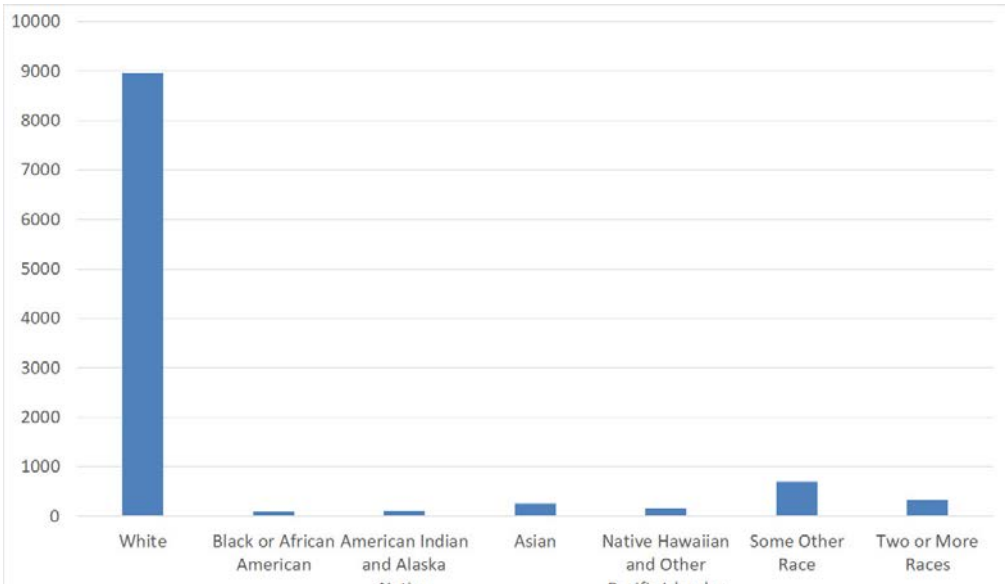


Figure 2.3 Population Characteristics - Median Household Income

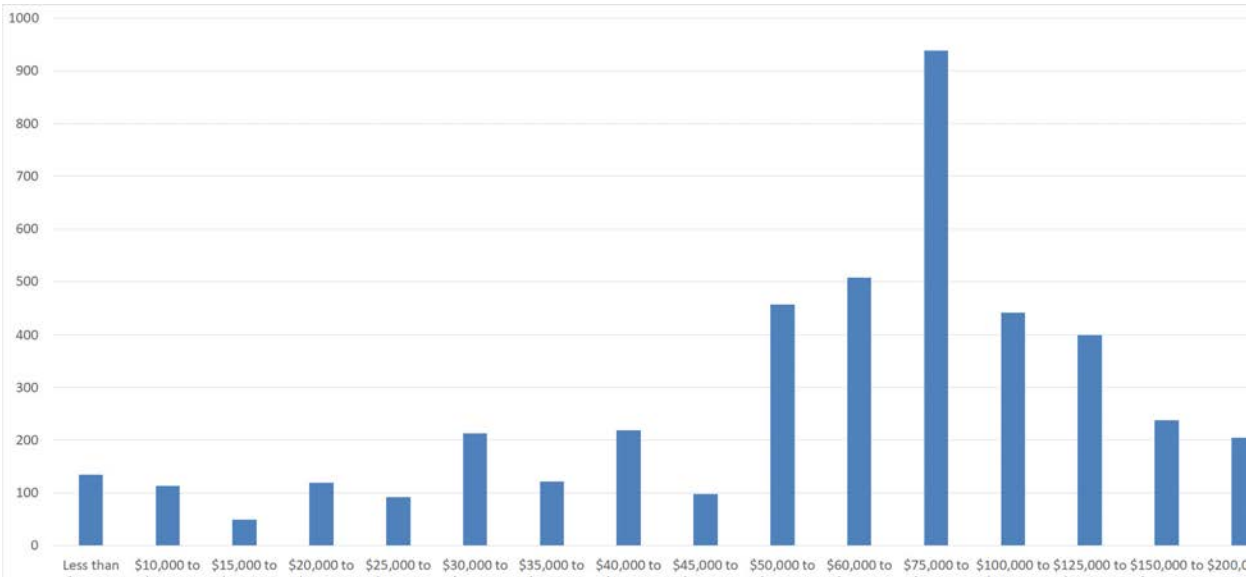
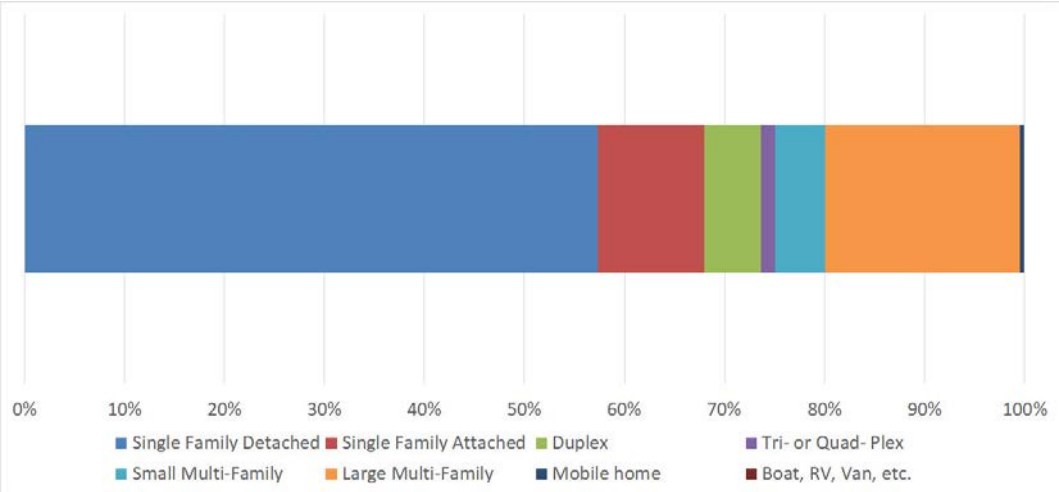


Figure 2.4 Housing Characteristics



2.2 HOUSING

There are an estimated 4,050 housing units in Sunset Heights East and West. Figure 2.4 displays the housing characteristics in the neighborhood in terms of housing typology. The majority of houses in the neighborhood are large multi-family (57%), followed long after by large multi-family (19%).

Figure 2.5 displays housing characteristics in the neighborhood in terms of house year built. The majority of housing units in the neighborhood were built recently, after 2014, but the neighborhood does contain a considerable number of houses that were built between 1970 and 2013.

Figure 2.5 Housing Characteristics

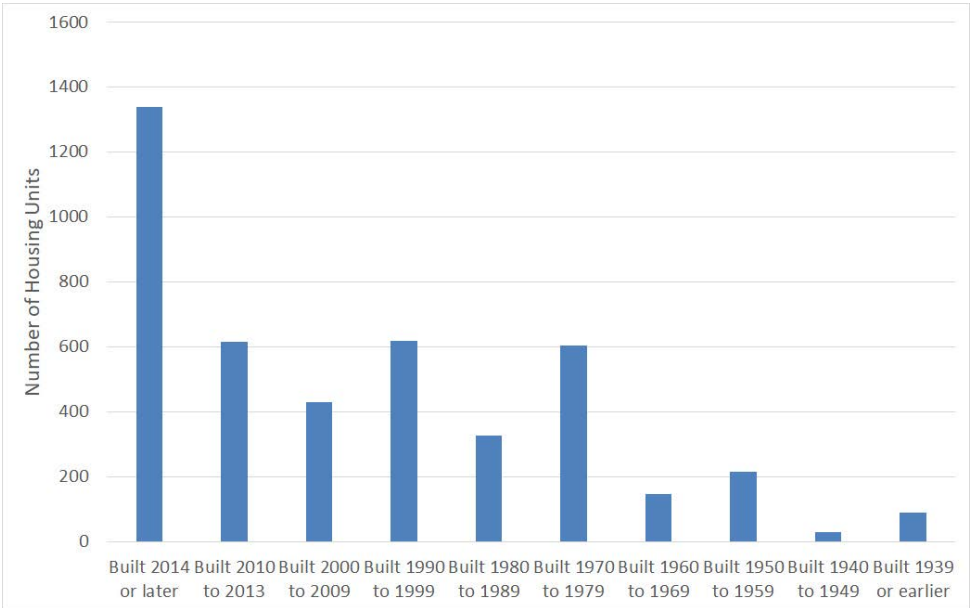


Figure 2.6 displays housing characteristics in the neighborhood in terms of occupancy rates. As would be expected with the Sunset Heights East and West neighborhoods being such popular areas to live, the occupancy rate is very low with a 95% occupancy rate and 5% vacancy rate. The national average vacancy rate was approximately 10% in 2017, showing that Sunset Heights East and West do have low vacancy rates. This typically means that rents are relatively high in the area due to the increased demand and lack of supply. This is the case for most of Orem and Utah Valley in general where the demand is high for both rentals and for-sale homes. This is due to a lack of supply, particularly for affordable but quality rentals and starter for-sale homes.

Figure 2.8 displays housing characteristics in the neighborhood in terms of tenure – i.e. owner vs. renter occupied. Properties in Sunset Heights East and West are predominantly owner occupied (63%) vs. renter occupied (37%).

Figure 2.6 Housing Occupancy Rates

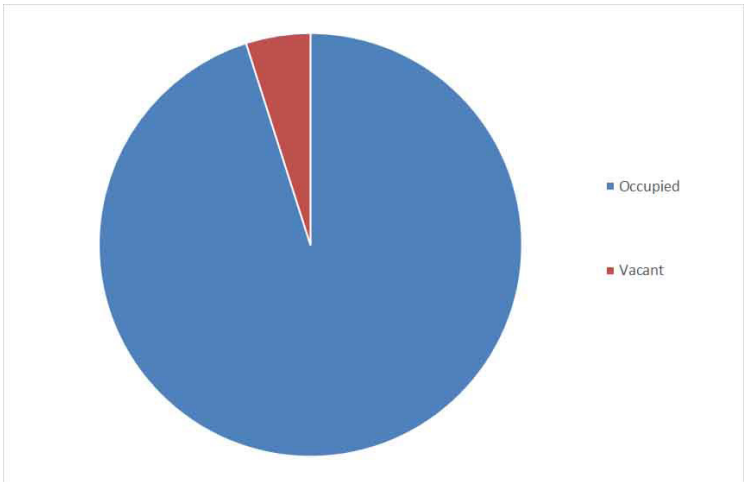
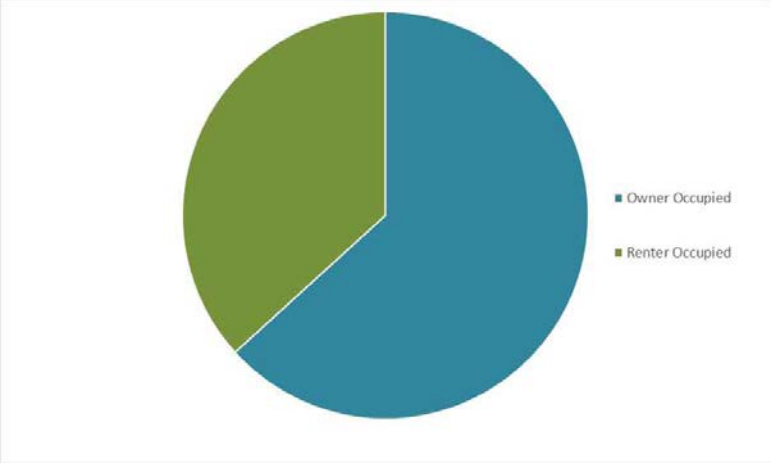


Figure 2.8 Housing Tenure



View of the Neighborhoods from above

LAND USE

3

Goals

1. Explore development density requirements in neighborhoods, lot size and unit sizes and opportunities to reduce lot sizes

2. Encourage pocket parks and more green spaces in neighborhoods

3. Support the City's Rental Licensing program.

4. Consider opportunity along railroad tracks for a greenway.

5. Support married student housing for UVU

6. Support exploring zoning options that will encourage 'missing middle' housing types, such as tiny homes.

7. Support City staff in methods to address affordable housing.

3.1 CURRENT LAND USE

The Sunset Heights East and West neighborhoods contain a mix of uses (see Figure 3.1). Alongside the Geneva Road and the University Parkway corridors, uses are predominantly commercial as well as institutional with Utah Valley University. There is also a concentration of multi-family and elsewhere in the neighborhoods, low density residential.

Much of the residential development in the neighborhoods was built prior to 2010, (see Figure 2.5). The neighborhoods added residential dwellings steadily between 1971 and 2010. Since 2010, most of the new residential development has been new multi-family housing located along Geneva Road and to the west of Geneva Road.

3.2 CURRENT ZONING

The Sunset Heights East and West neighborhoods have several different types of residential and non-residential zones. Figure 3.2 provides a map of the current zoning. A brief description of the zones covering the neighborhoods is as follows. More information on each zone can be accessed online (http://online.encodeplus.com/regs/orem-ut/).

- Commercial - The Commercial zone contains two different zones: C1 and C2. The C1 zone was

Figure 3.1 Current Land Use Designations

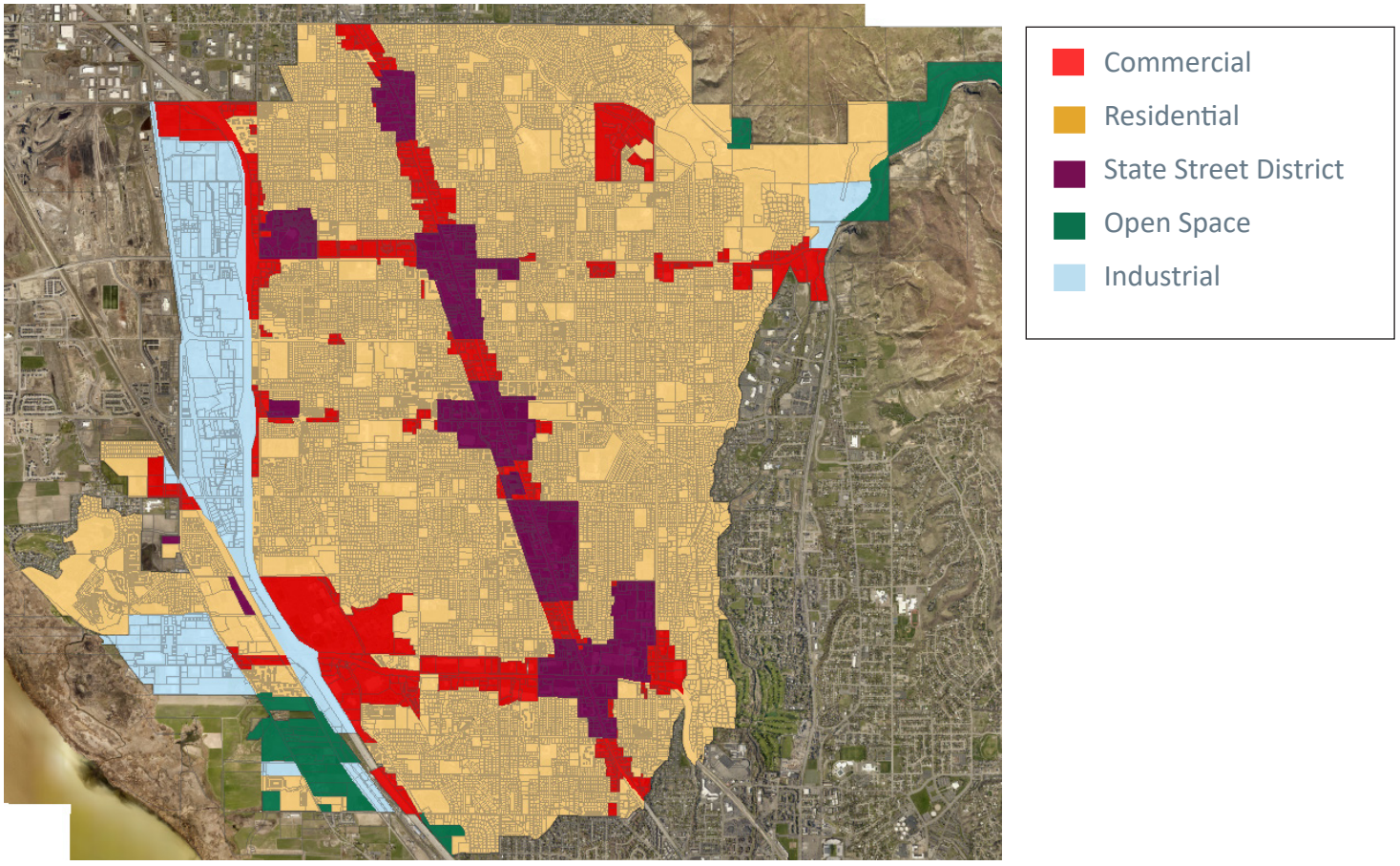
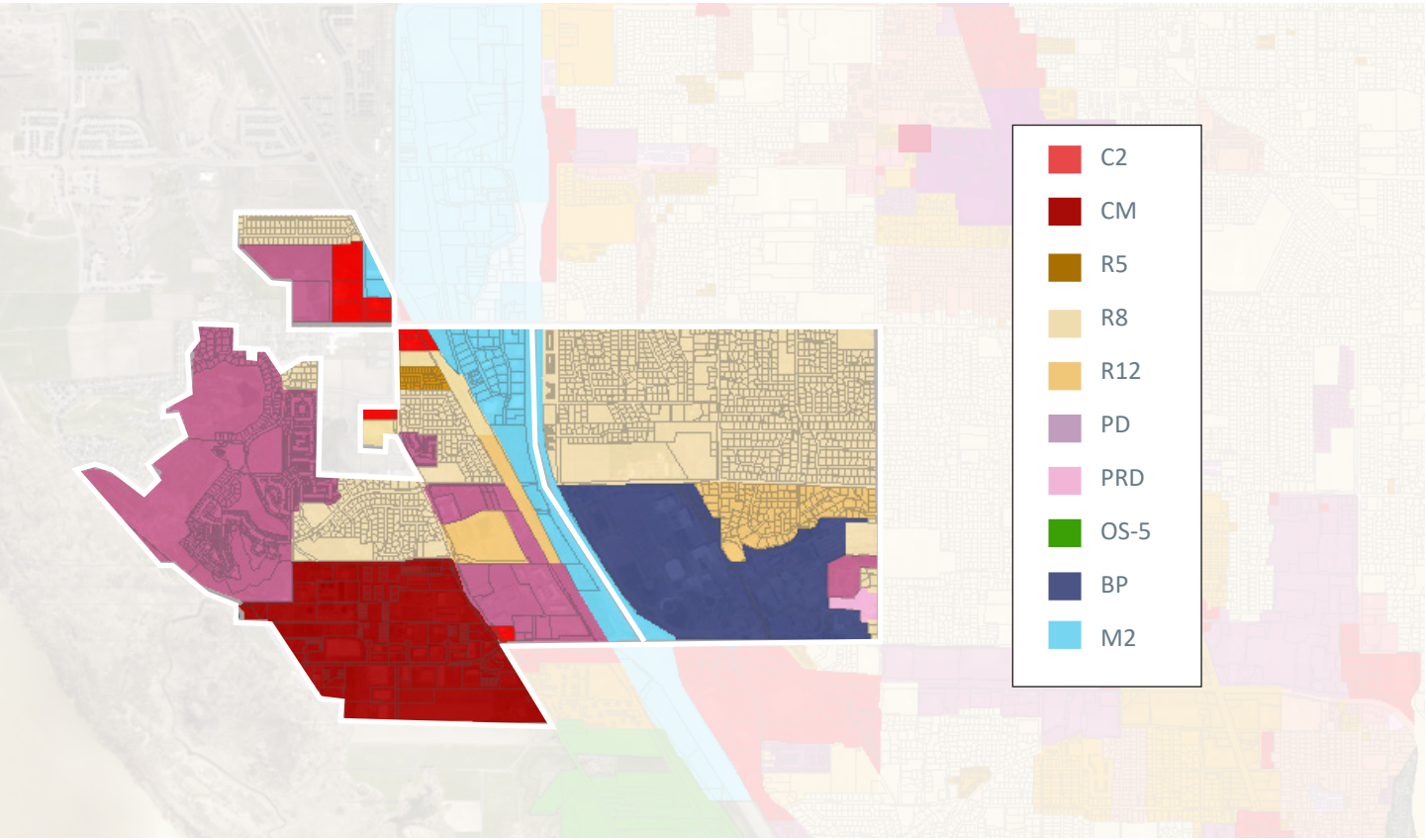


Figure 3.2 Current zoning



established to promote non-retail commercial uses, such as offices and financial institutions, as the primary use and to encourage development in a manner that is compatible with adjacent residential uses. The C2 zone was established to promote commercial and service uses for general community shopping.

- Industrial - The manufacturing zone contains three different zones: M1, M2, and CM. The M1 zone was established to provide areas where light intensity industrial activities and uses can be developed. The M2 zone was established to provide areas where heavy intensity industrial activities and uses can be developed. The CM zone was established to provide areas where planned manufacturing parks may be developed. The zone is designed to provide for such uses on well-landscaped sites such that they can be located in proximity to residential uses.
- PD - The purpose of Planned Development (PD) zone is to provide flexibility in the City's zoning scheme in order to allow for unique, innovative and well-planned developments that would not be possible under one of the City's existing zoning classifications. PD Zones can incorporate both commercial and residential land uses.
- PRD - The Planned Residential Development (PRD) zone is designed to create diverse and quality housing. These zones allow for higher densities than

a typical residential development; and establish standards for landscaping, building and site design, public safety, parking, and aesthetics so that these developments fit into the surrounding areas.

- R8 - The R8 zone was estalished to promote low density residential uses with minimum lot sizes from 8,000 square feet. Some other uses are allowed which are compatible with the zone.
- R5 - The R5 Zone was formerly established to promote medium density residential uses with a minimum lot size of 5,000 square feet per lot.
- BP - The BP zone is established to provide areas for scientific research, development and training, offices, and manufacturing incidental and accessory to such uses. The zone is designed to provide for such uses in a low intensity manner on well-landscaped sites.

3.3 FUTURE LAND USE PLANS

City of Orem General Plan 2011

The 2011 General Plan outlines major goals and visions for the City of Orem. It addresses issues related to land use, transportation, housing, urban design, economics, public facilities, and parks. The Plan includes objectives which will guide future development and decisions affecting the Orem, Sharon, and Hillcrest neighborhoods. These goals include:

- Utilizing low density residential zones and single-family homes as the backbone of housing stock in the City.
- Supporting Planned Residential Development (PRD) zones to create diverse and quality housing for citizens while still requiring development to be built to higher standards.
- Promoting active transportation methods such as bicycle and pedestrian paths where safe or appealing to increase connections between parks, open spaces, and schools (see Figure 3.4).

Geneva Road Area-Wide Plan, 2019

The Geneva Road Area-Wide Plan was adopted by the City in the summer of 2019. Using Environmental

Thousands Attended the 2017 Orem Harvest Fesitival at the Orem Community Hospital.

Figure 3.4 Urban Sidewalk Design from the Orem General Plan 2011

Protection Agency (EPA) grant funds, this plan responds to Orem's unique brownfield challenges along the Geneva Road corridor and provides a basis for facilitating multiple benefits throughout the community, including cultivation of community involvement, creation of jobs, and increases in property values. Collaboration with community stakeholders was key to the development of the plan and brought about the goals and redevelopment concepts shown in the plan. These goals are protective of public health and the environment, economically viable, reflective of the community vision for the area, and provide measurable steps for redeveloping this corridor into a vibrant commercial and manufacturing hub.

As part of this plan, three specific areas of the Geneva Road corridor were recognizes as vital manufacturing hubs. This areas will have focused zoning ordinances and development standards to ensure sustainable urban industrial development. Some of these standards will include:

- Concentrating new growth and redevelopment in the nodes while maintaining existing zoning on other parts of the Geneva Road corridor.
- Provide the flexibility to incorporate future transit on the regional corridor and develop safe pedestrian access.
- Encourage development with a focus of providing key manufacturing services to residents. This would include maintaining existing uses and services while

also developing opportunities for appropriate office users such as medical or professional office space.

- Appropriately buffer new developments from existing neighborhoods through a myriad of urban design tools, including building siting, setbacks, step downs, density restrictions, landscaping, signage, lighting, and other design elements. This will allow for future growth while also promoting pedestrian access and walkability.

While many of the steps necessary to realize the redevelopment of identified brownfield sites depend on actions taken in the private market, the City and its partners are taking steps to prepare the sites for the end use envisioned. In June 2019, the U.S. Environmental Protection Agency awarded Orem an additional $300,000 in brownfield assessment grant funds to further the momentum garnered from the Area-Wide Plan process and continue to invest in strategies for the remediation and redevelopment of this important corridor.

Figure 3.5 Geneva Road Area-Wide Plan Process Continues until 2022

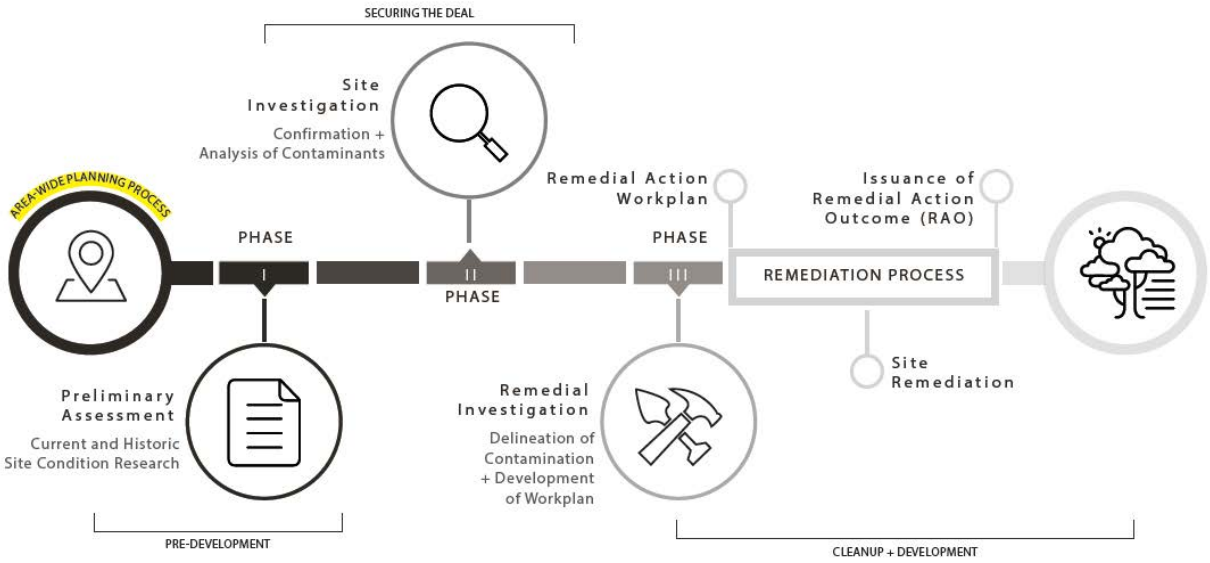
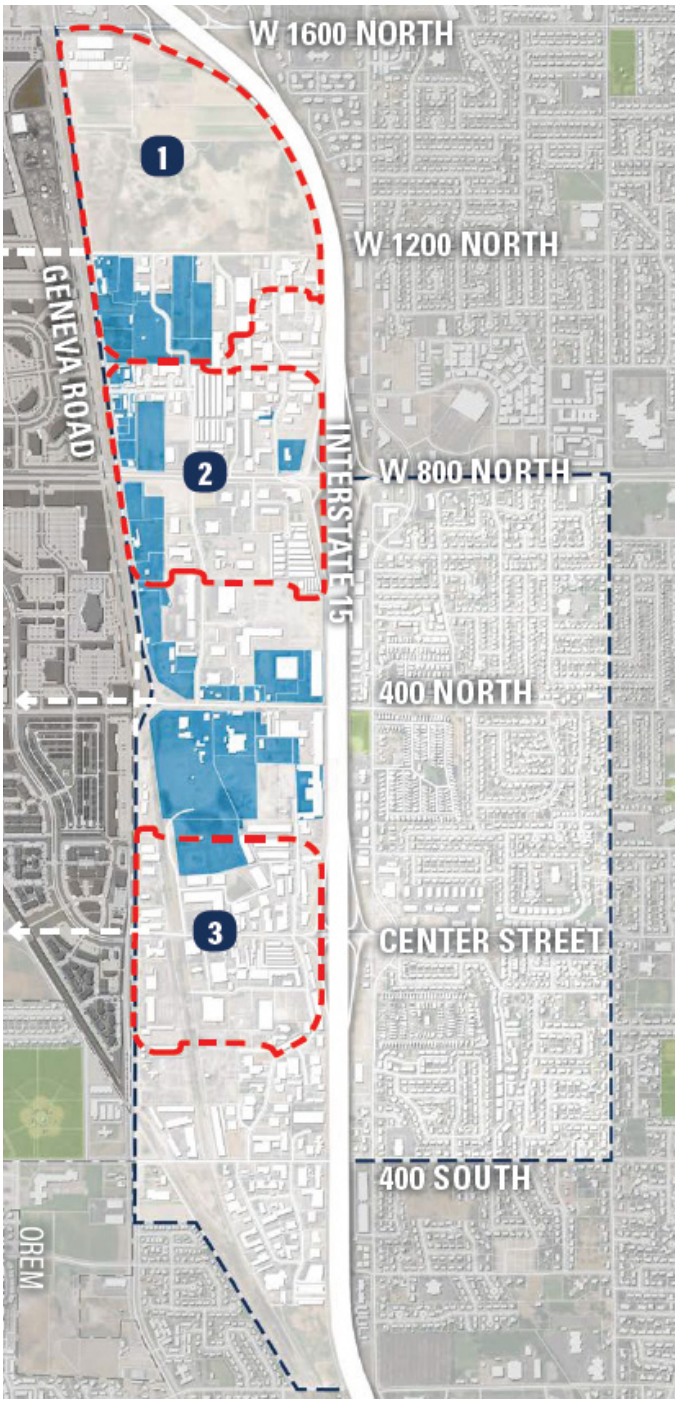


Figure 3.6 Geneva Road Proposed Districts



3.4 Goals

The major goals of the Sunset Heights East and West neighborhoods related to land use are:

1. Explore development density requirements in neighborhoods, lot size and unit sizes and opportunities to reduce lot sizes.

2. Encourage pocket parks and more green spaces in neighborhoods.

3. Support the City's Rental Licensing program.

4. Consider opportunity along railroad tracks for a greenway.

5. Support married student housing for UVU.

6. Support exploring zoning options that will encourage 'missing middle' housing types, such as tiny homes.

7. Support City staff in methods to address affordable housing.

TRANSPORTATION 4

Goals

1. Consider the installation of a Crosswalk- 800 South between 400 and 800 West (around 600 or 724 West)
2. Evaluate the speeds down 800 South - Work with Traffic Engineer and Police Department to evaluate methods of traffic calming including the possibility of electronic speed signs.
3. Consider improvements to parking enforcement through identifying areas of no parking (725 West to 800 West)
4. Support the consideration for 800 South overpass bridge for busses.
5. Support the installation of traffic lights at 800 South 800 West, 400 West 800 South, & 400 South 400 West
6. Consider expanding 400 South- from 400 West to Geneva for a bike lane
7. Support the Northbound I-15 exit, design like Sandy City exit (Underpass to UVU
8. Support an expanded train schedule
9. Consider a protected bike lane or other options relating to bike safety along 400 South.
10. Consider installing Sidewalk on 400 South from 1200 to Geneva Rd
11. Explore ways to Restrict parking at the 400 South underpass
12. Support a stronger active transportation plan, for improving walkability, encourage more scooters, bikeshare to the city, bike lanes and bike racks.
13. Address the clear vision area around the UVU maintenance yard at 400 West, across street from JR. High School.
14. Support the Park and ride on the west side of I-15. Make sure there is enough to support pedestrian over pass.
15. UTA- explore more transit routes from campus, to park and ride, and to existing system
16. Consider increasing parking for the ball fields by Orem Elementary
17. Support the relocation of the spur train track line -
18. Explore one-way street options throughout the City
19. Hybrid traffic circles- support option explored by UVU campus.

4.1 EXISTING NETWORK

As with other parts of Orem, the Sunset Heights East and West neighborhoods have a tiered or classed roadway system. Within and surrounding these neighborhoods there are arterials, collectors, and local roads. In addition to these public roads there may be private roads, which are not owned or maintained by the City.

As demonstrated in Figure 4.1, Geneva Road is a principal arterial, meaning this roadway has been designed to carry a high level of traffic and to serve the larger region, connecting cities across Utah County. State Street is one of a few public roadways in Orem where the right of way belongs to the State, not the City, and is managed by the Utah Department of Transportation (UDOT). This limits what the City can do with these roads. However, in cooperation with UDOT, there are plans to improve the functionality of State Street, including adding future bike lanes along certain sections and improving sidewalk amenities.

Along with State Street, University Parkway is classified as a principle arterial. 400 South and 400 East serve as minor arterials. Center Street, 800 South, and 800

Figure 4.1 Roadway Classifications

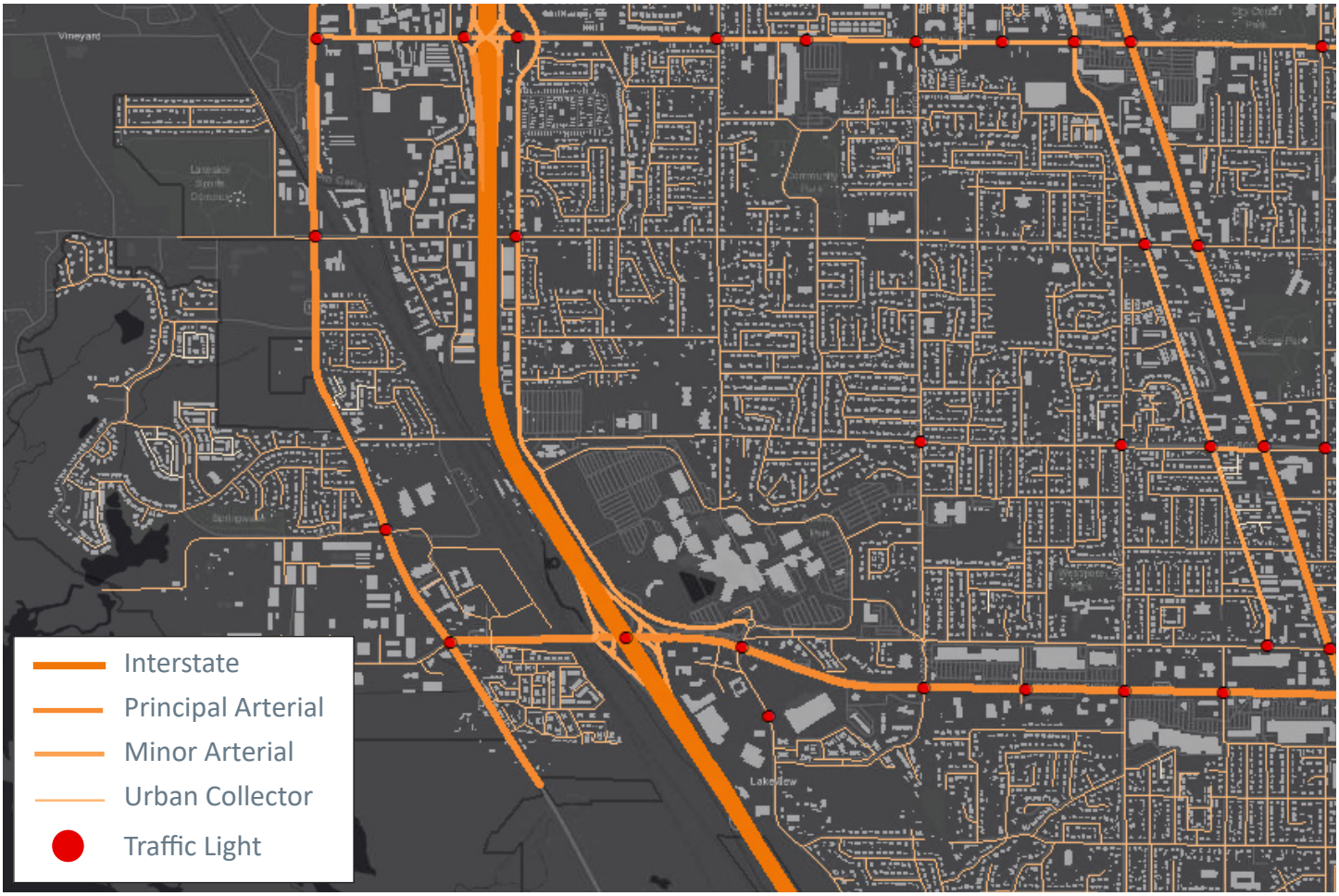
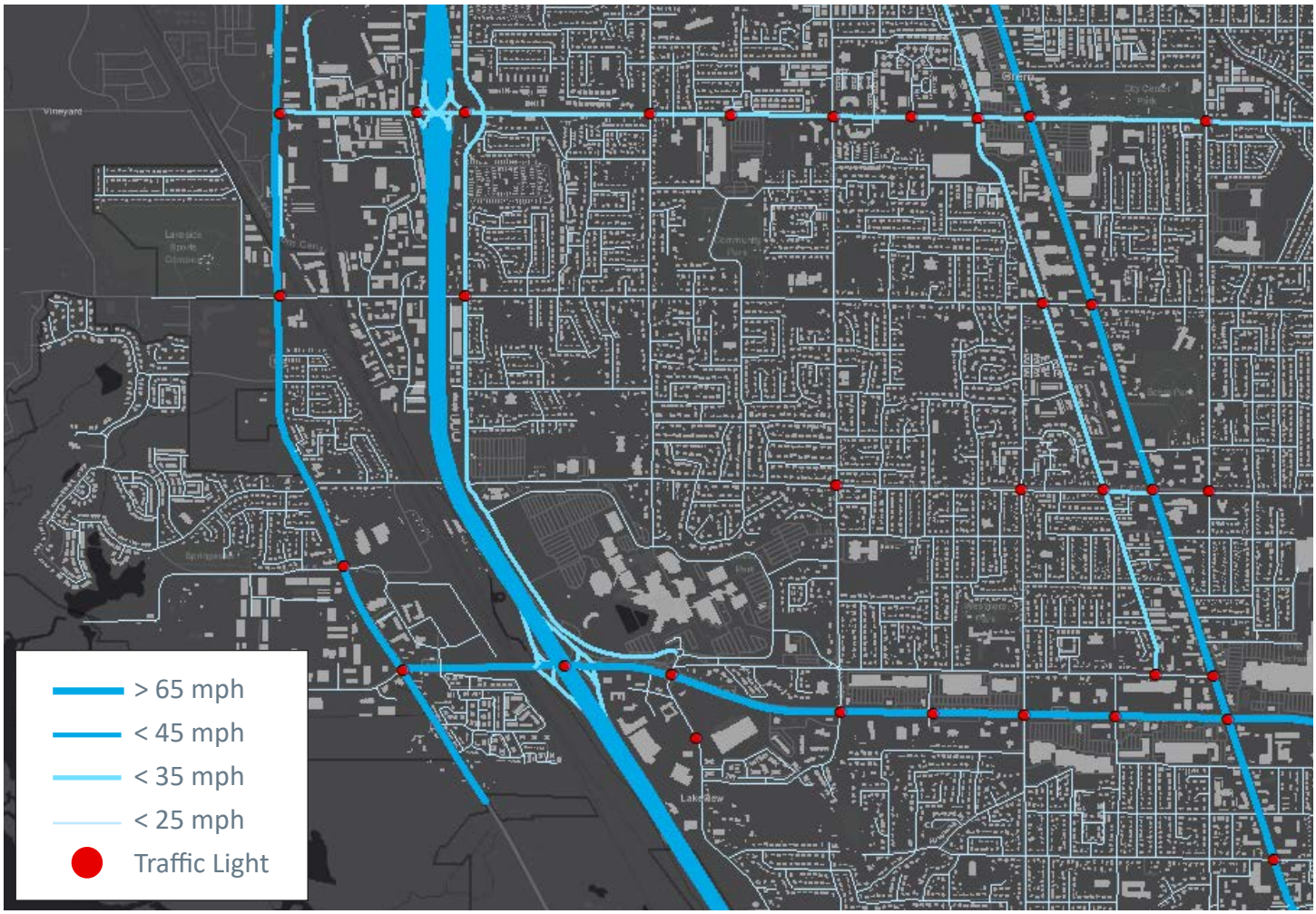


Figure 4.2 Roadway Speed Limits

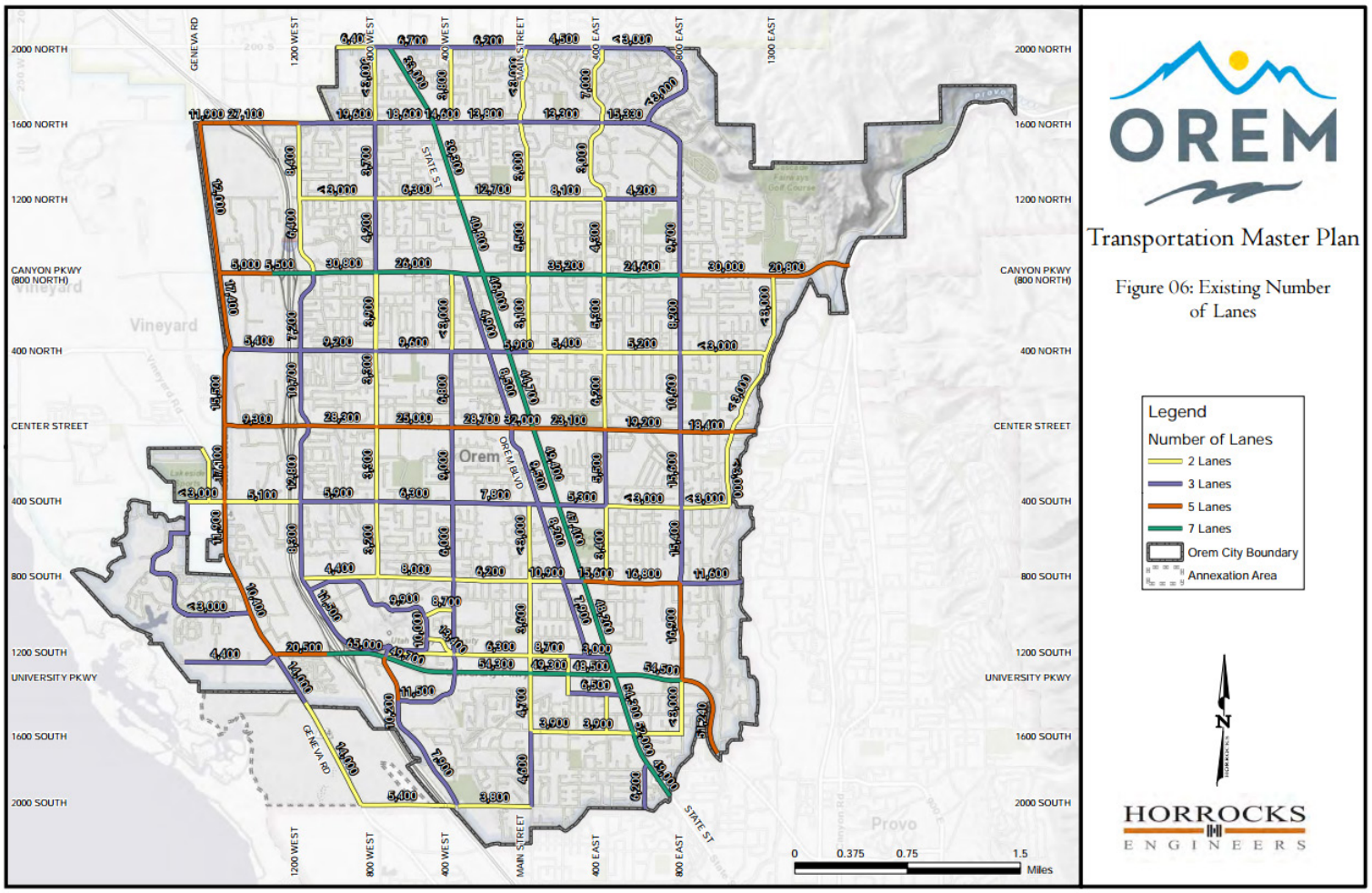


East are all urban collectors. All other roadways are considered local roads. Figure 4.2 illustrates the speed limits on all roadways in the Neighborhoods. Typically, the functional classification system displayed in Figure 4.1 will correspond with varying speed limits. Urban collectors often have a speed limit of 30 MPH or less, being designed wider than local roads with the ability to safely handle higher traffic volumes and speeds.

The amount of traffic volume on a roadway on a given day is known as the Annual Average Daily Traffic (AADT). The AADT for the major roadways in the neighborhoods can be seen on Figure 4.3. Corresponding with the functional classifications, arterials and urban collectors are shown to have higher AADT than local roads. Part of the reason is that traffic will naturally flow along routes designed for higher traffic volumes. A priority for residents is maintaining good traffic flow in the neighborhoods, and they expressed the desire to investigate adjusting speed limits in an attempt to promote safety and walkability along busier streets.

Another major concern mentioned by residents was roadway safety. Figure 4.4 depicts the accidents that

Figure 4.3 Annual Average Daily Traffic Counts, 2015

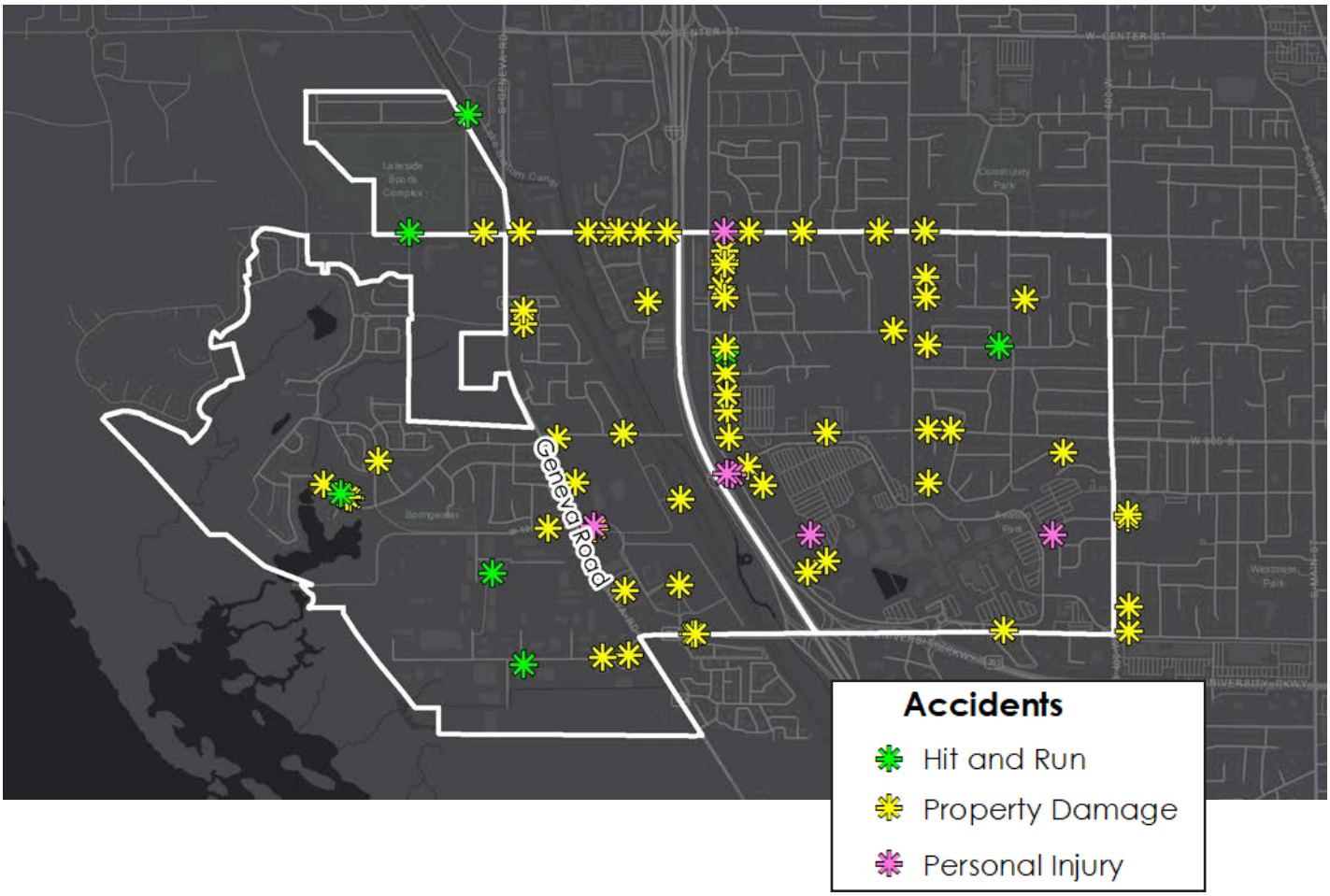


have occurred in the neighborhoods over the course of a year (2015).

Due to the challenge of overlapping points, the number of accidents graphically displayed understates the actual numbers. On the streets associated with the neighborhoods, there were a total of 718 accidents in 2015; 605 classified as property damage accidents, 89 classified as hit and run, 21 classified as personal injury accidents, and two fatalities. Of this total, roughly 32% occurred on State Street, 22% occurred on University Parkway, 12% occured on 800 East, 9% occurred on 800 South, and 25% occured on all other streets.

Many of the accidents which took place on the major corridors were reportedly right angle crashes resulting from left-turns across on coming traffic. This is one of the reasons why UDOT and the City is exploring the possibility of adding medians in the future along portions of State Street.

Figure 4.4 Reported Accidents, 2015



4.2 FUTURE PLANS

Street Connection Master Plan 2014

This plan outlines the City's long term goals to complete street connections and missing road segments throughout the City. Key areas are outlined to be completed as the need arises and development occurs. One of the major goals of the plan is to promote the completion of these connections with new development to relieve the taxpayer of the cost of completing these streets.

A number of connections were completed throughout the neighborhoods in recent years. These connections create a better street network and help with overall connectivity.

Further connections will be created as remaining properties develop. This plan identifies a few locations in the neighborhoods where future connections would be beneficial (see Figure 4.5 on the following page). This plan will be updated in the future to address the possibility of new street connections. Future plans for the State Street Districts will likely be among those new street connections.

Transportation Master Plan 2015

This plan outlines the City's long term transportation goals and plans. Figure 4.6 displays a map from the plan showing the proposed status of the roadway network in 2040. Future roadway improvements that will impact the neighborhoods include the expansion of 800 South and Center Street, as well as multiple planned intersection improvements.

4.3 BICYCLES & PEDESTRIANS

Figure 4.7 (on the following pages) shows the existing and future bicycle and pedestrian lanes, routes, and paths found in the neighborhoods. As the map shows, the existing bicycle and pedestrian network is somewhta limited, with bike lanes only around UVU and partially east up 800 South and along 1200 South. There are plans for this network to be expanded, with bike lanes proposed to continue up 800 South to State Street, and a bike route along Geneva Road. As this expansion occurs, residents expressed the desire for improvements to be high quality and safe, specifically along Geneva Road. More than just paint on the road, residents want to see traffic calming improvements that make bicyclist and pedestrians feel invited and safe, such as buffering with both medians and landscaping.

Figure 4.5 Street Connection Master Plan

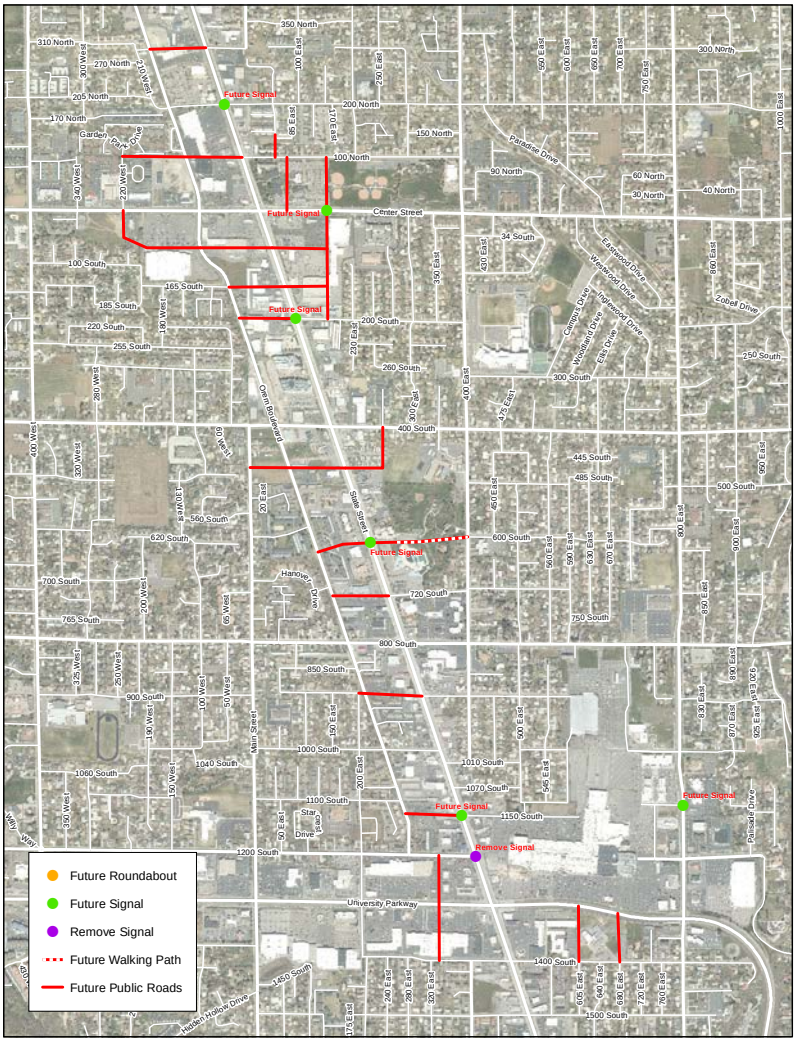


Figure 4.6 Transportation Master Plan 2040 Proposed Roadway Network

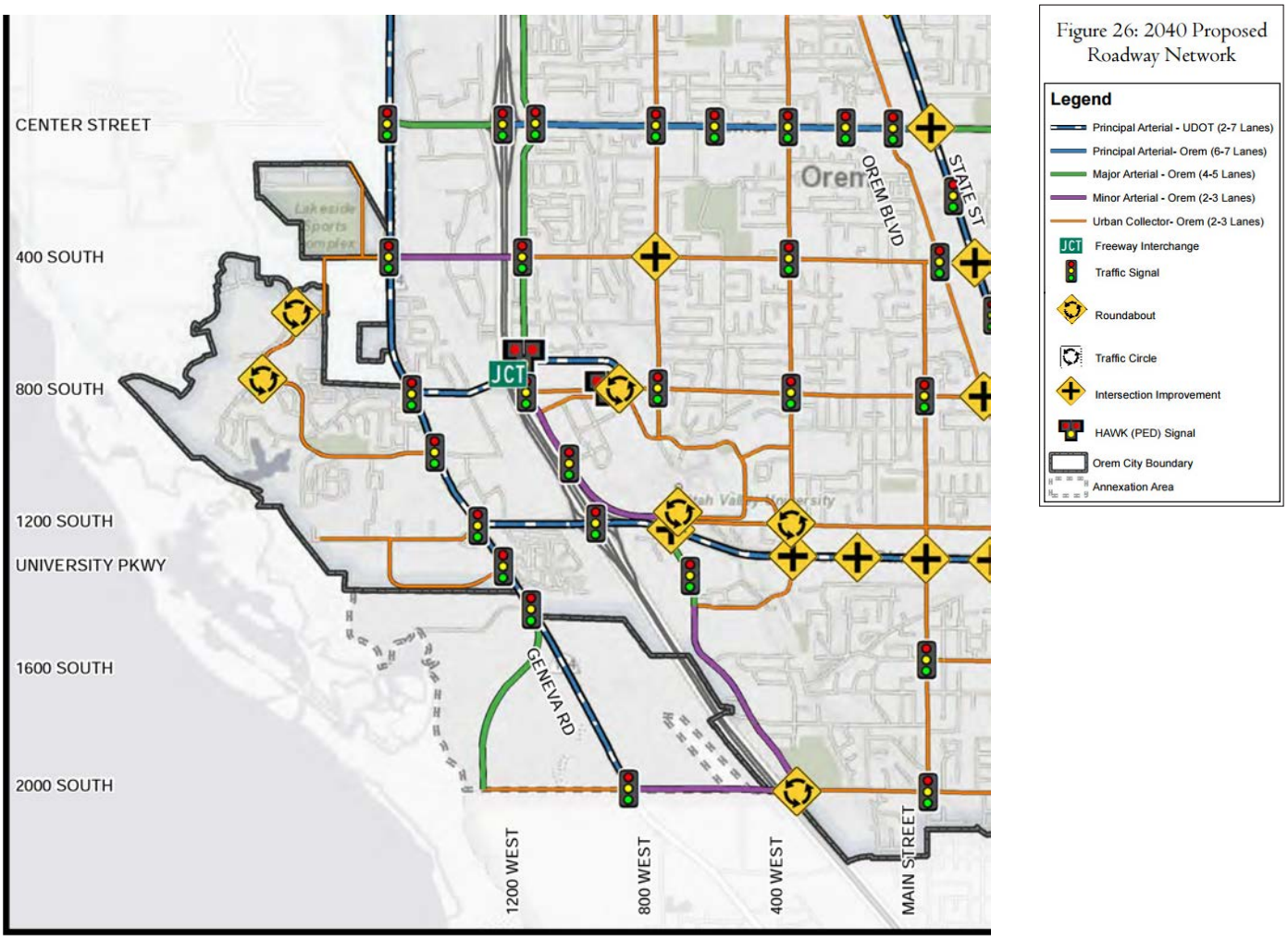
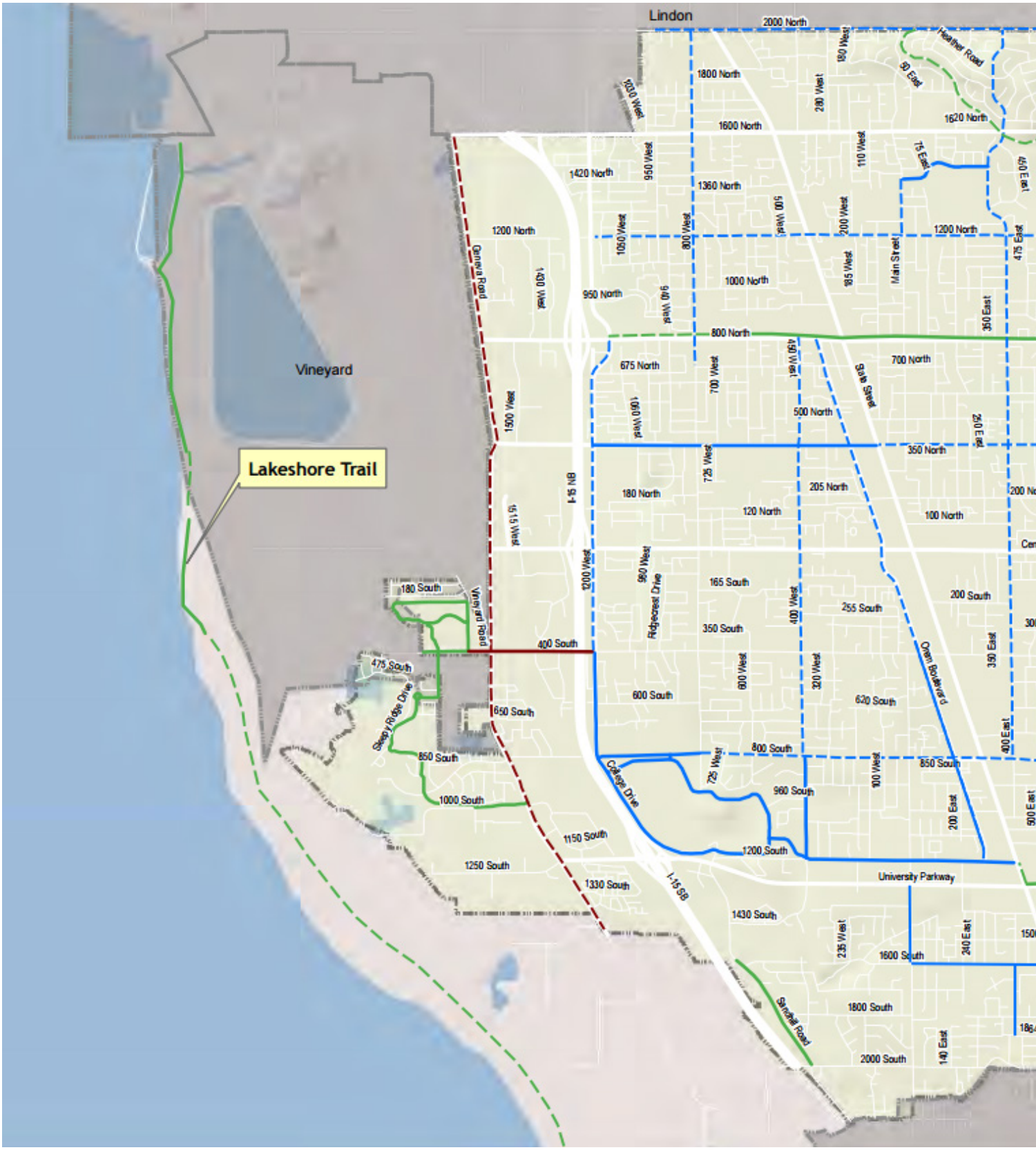
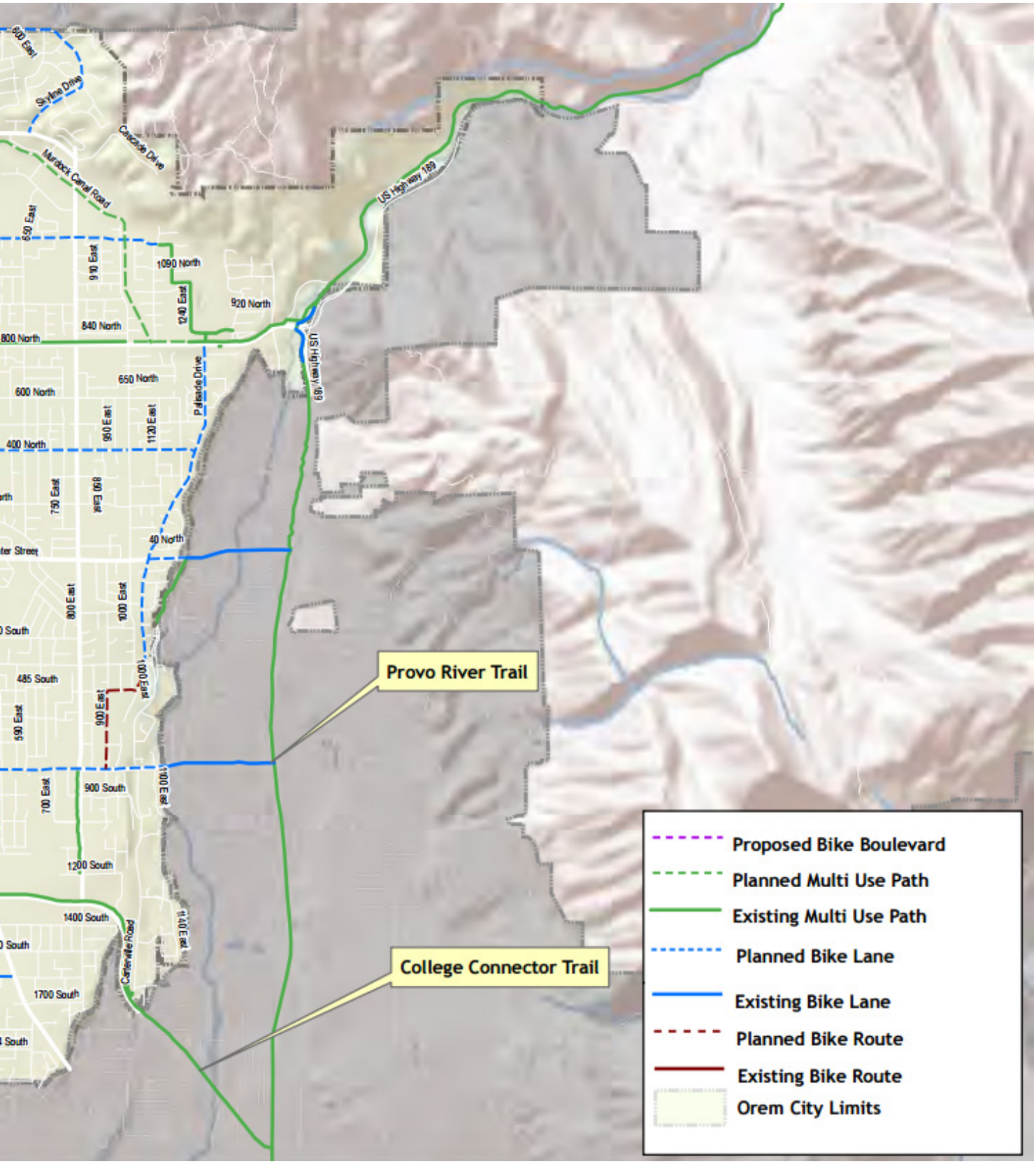


Figure 4.7 Bicycle and Pedestrian Plans




Provo River Trail
College Connector Trail
Proposed Bike Boulevard
Planned Multi Use Path
Existing Multi Use Path
Planned Bike Lane
Existing Bike Lane
Planned Bike Route
Existing Bike Route
Orem City Limits
US Highway 189
Skyline Drive
Cascade Drive
Murdock Canal Road
Palisade Drive
Carterville Road
1090 North
920 North
840 North
800 North
650 North
600 North
400 North
40 North
485 South
900 South
1200 South
1400 South
1700 South
910 East
1240 East
950 East
1120 East
750 East
800 East
1000 East
900 East
1100 East
1140 East
700 East
590 East

4.4 Goals

The major goals of the Sunset Heights East and West neighborhoods related to transportation are:

• Consider the installation of a Crosswalk- 800 South between 400 and 800 West (around 600 or 724 West)

• Evaluate the speeds down 800 South - Work with Traffic Engineer and Police Department to evaluate methods of traffic calming including the possibility of electronic speed signs.

• Consider improvements to parking enforcement through identifying areas of no parking (725 West to 800 West)

• Support the consideration for 800 South overpass bridge for busses.

• Support the installation of traffic lights at 800 South 800 West, 400 West 800 South, & 400 South 400 West

• Consider expanding 400 South- from 400 West to Geneva for a bike lane

• Support the Northbound I-15 exit, design like Sandy City exit (Underpass to UVU

• Support an expanded train schedule

Transportation Goals Continued:

• Consider a protected bike lane or other options relating to bike safety along 400 South.

• Consider installing Sidewalk on 400 South from 1200 to Geneva Rd

• Explore ways to Restrict parking at the 400 South underpass

• Support a stronger active transportation plan, for improving walkability, encourage more scooters, bikeshare to the city, bike lanes and bike racks.

• Address the clear vision area around the UVU maintenance yard at 400 West, across street from JR. High School.

• Support the Park and ride on the west side of I-15. Make sure there is enough to support pedestrian over pass.

• UTA- explore more transit routes from campus, to park and ride, and to existing system

• Consider increasing parking for the ball fields by Orem Elementary

• Support the relocation of the spur train track line -

• Explore one-way street options throughout the City

• Hybrid traffic circles- support option explored by UVU campus

ECONOMICS

5

Goals

1. Seek to establish opportunities with UVU and BYU for business startups
2. Explore retail business opportunities along Geneva Road
3. Research and identify food deserts in City; encourage a Grocery Store location on Geneva Road
4. Support lifetime housing within neighborhoods
5. Seek out opportunities for more eateries and food establishments.
6. Consider opportunities to distinguish Orem and Vineyard boundary.

5.1 PROPERTY VALUES

State law mandates that all property is subject to taxation unless otherwise exempted. Residents' property taxes support necessary services provided to the residents of Orem and Utah County. These include city services, law enforcement, fire protection, education, parks and recreation, and other vital services. Property taxes are based on the market value of your property, which includes the value of both the land and improvements (such as a house). The Utah County Assessor is responsible for appraising all property in the City of Orem. Figure 5.1 displays the assessment of total taxable value for parcels in the neighborhoods in 2016. Note that the highest assessed values are the commercial and industrial properties near the Geneva Road corridor. While this is partially a reflection of the size of these properties, it is also significantly related to the value of the buildings and real property on these parcels.

Value is determined in accordance with accepted appraisal standards and techniques. There are three approaches to value which are considered

Figure 5.1 Total Taxable Value by Parcel, 2016

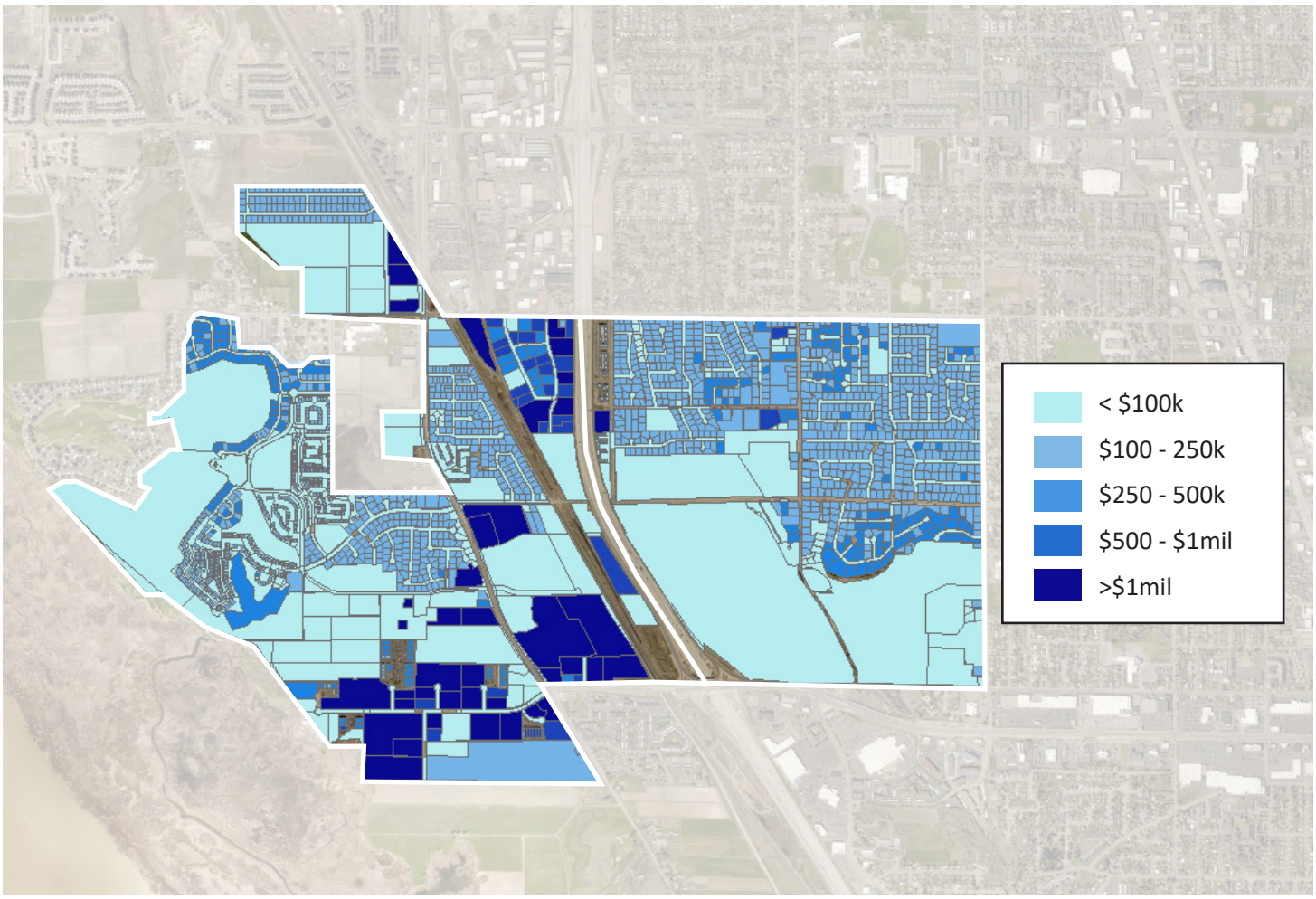


Figure 5.2 Property Tax Valuation

Property Value X Taxable Percentage = **Taxable Value**

Taxable Value X Local Rates = **Property Tax**

Assessment of Property Value

- At least every five years
- Determine full market value by examining land use, location, improvements, and value of nearby properties

Taxable Percentage

- Differs by county and year
- Primary residence of homeowner is 45% tax exempt - leaving 55% of the market value as the taxable value
- Commercial property and non primary residences are taxed at 100% of market value

Property taxes help pay for:

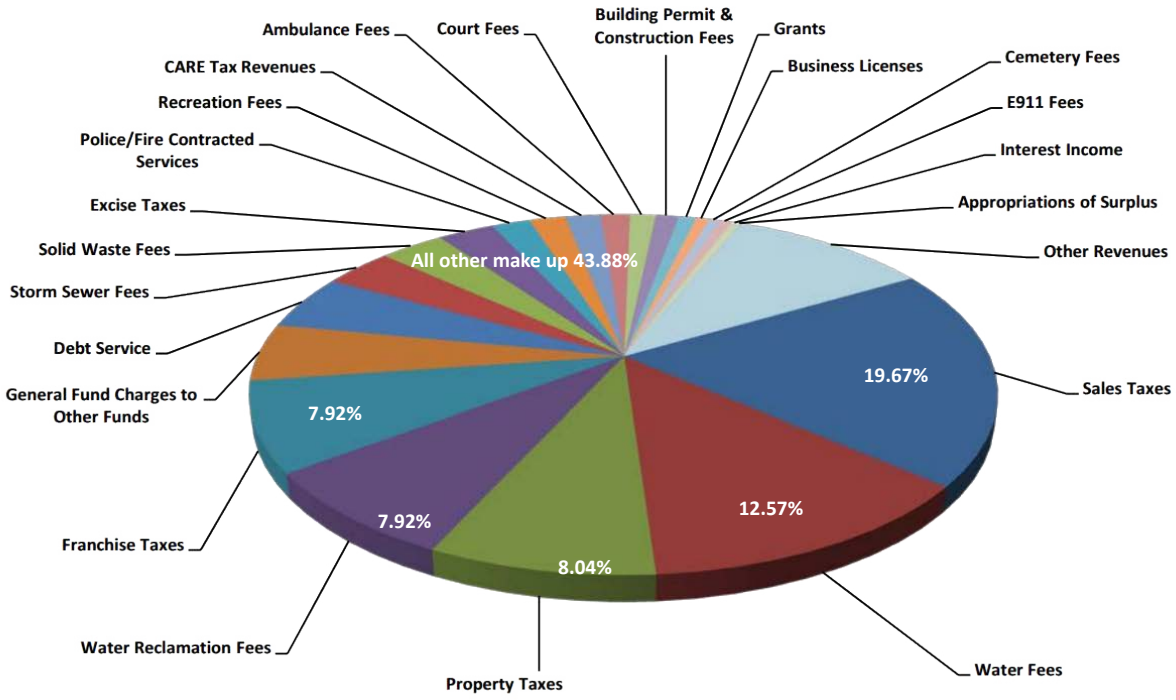
- The Alpine School District
- Orem City
- Utah County
- Special Districts
- Central Water District

and used as appropriate. These approaches to value are based on:

- Sales in the market place
- Income generated or that could be generated by a property
- The cost to replace or construct a similar property

Figure 5.2 breaks down the valuation process in greater detail. For a home with a market value of $200,000, the taxable value would be 55%, or $110,000. Property taxes would then be determined off this taxable value. The annual property tax rate for a home in the neighborhoods was 0.01075% in 2016, of which the City tax made up 0.00155% (compared to 0.002091% for the average city in Utah and 0.002377% for Provo). For a home with a taxable value of $110,000, the estimated City portion of property taxes would be roughly $172 in 2016. While property taxes are what most residents would assume make up the majority of the City's revenue, in reality property taxes account for only 8% of total projected revenue as presented in Figure 5.3. In contrast, sales taxes make up nearly 20%, much of which is paid by nonresidents of the City who shop in Orem.

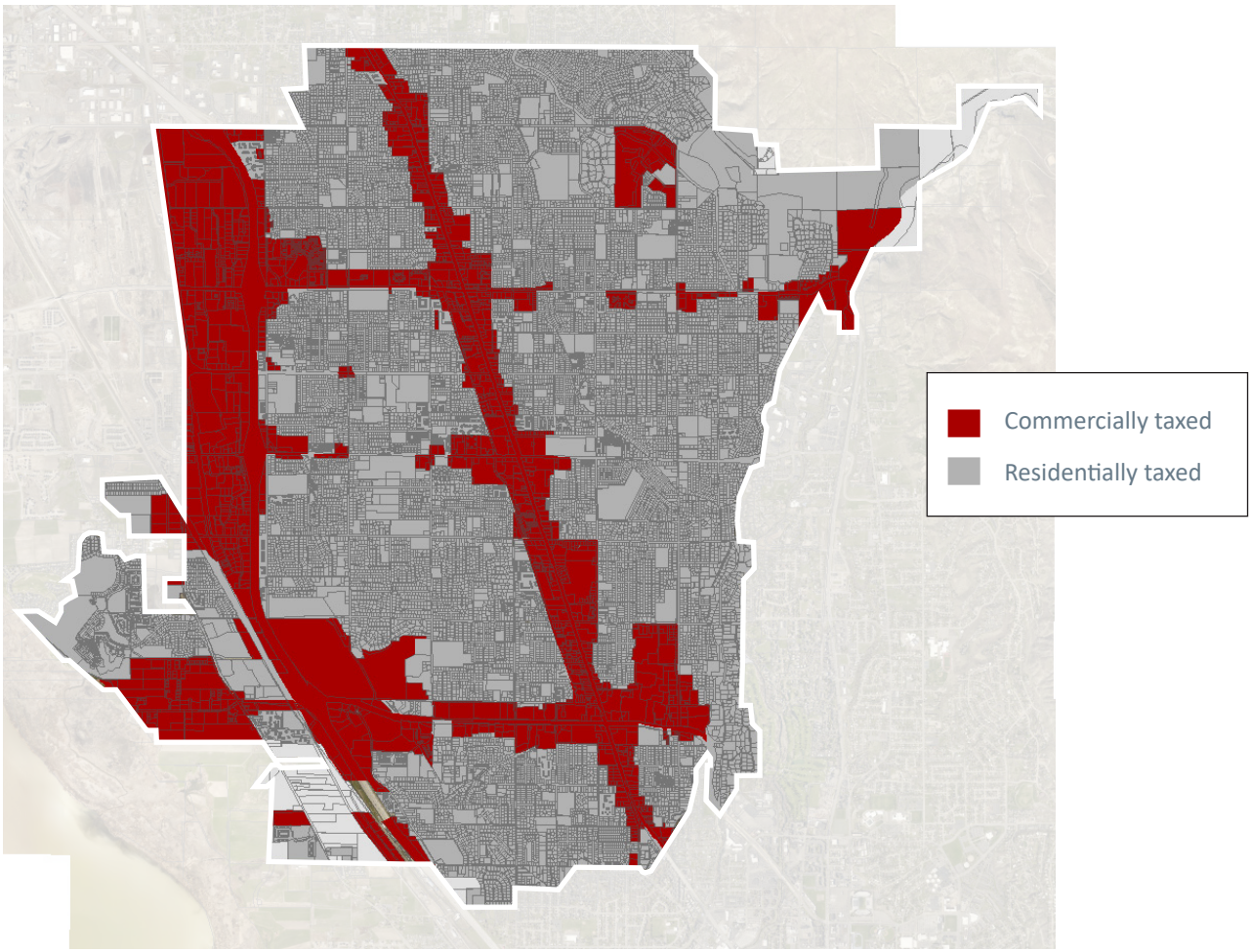
Figure 5.3 Expected Orem City Property Revenues, Fiscal Year 2016-2017



5.2 BUSINESSES AND JOBS

Neighborhood residents recognize that local businesses have an impact on the value and character of the neighborhoods. It is estimated that there are over 800 commercially assessed buildings accounting for over 5 million square feet of space in the City (see Figure 5.4). While there have been recent additions and renovations, many of these buildings are older. The businesses which occupy these buildings provide thousands of local jobs. Many of these jobs are high skilled and well paid, being associated with medical due to the nearby hospital, and office uses near University Parkway along State Street. There are also many jobs associated with the industrial uses near the Geneva Road corridor, as well as hundreds of skilled jobs associated with technical businesses located along State Street.

Figure 5.4 Commercially Taxed Parcels and Buildings

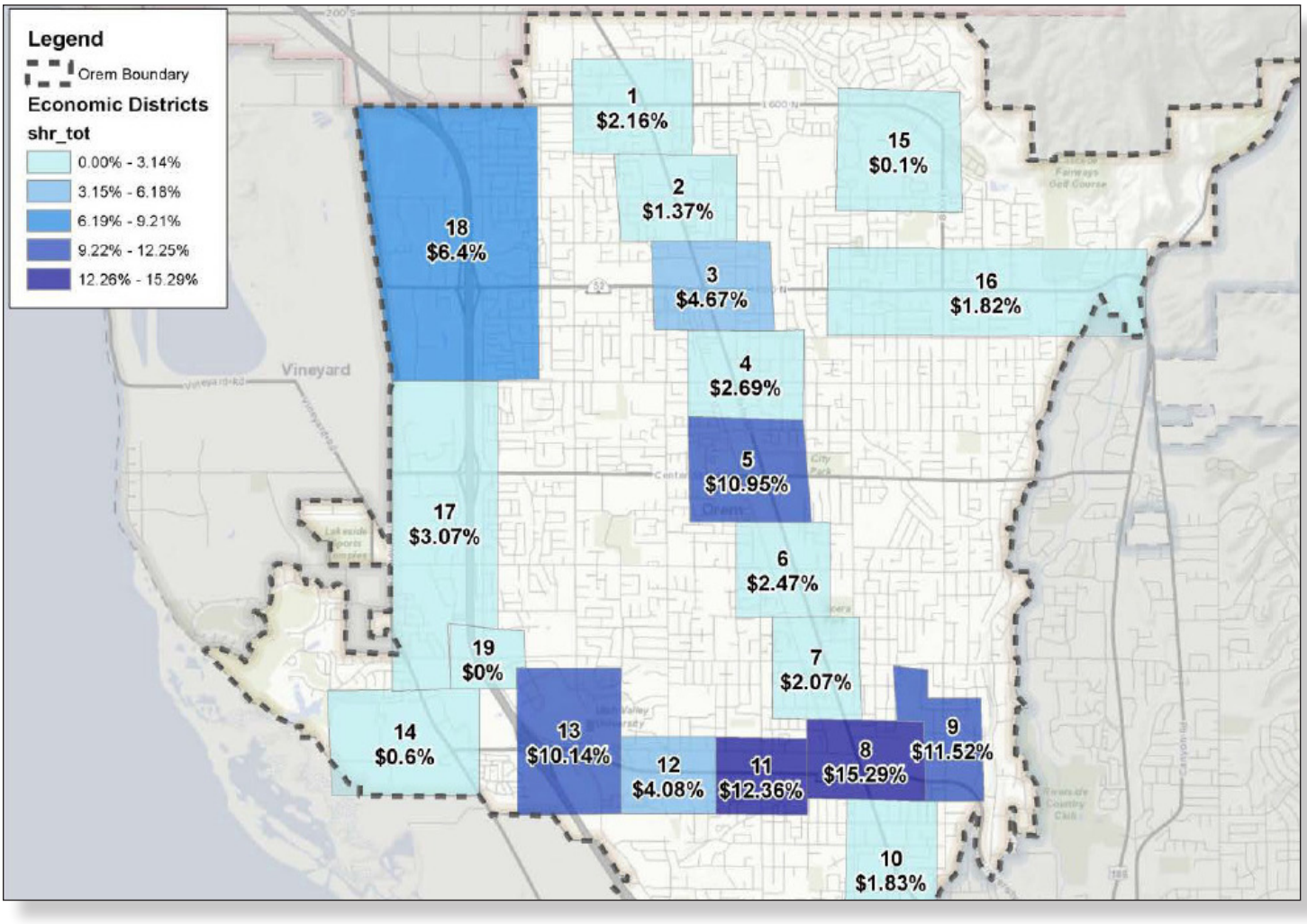


The neighborhoods recognize the importance of supporting these local businesses as they are a source of revenue and jobs for the City.

While residents recognize the benefit of having these businesses close to the neighborhoods, they also worry about possible negative consequences. The residents feel strongly that commercial activity needs to be sufficiently buffered when adjacent to residential land uses. In addition, as commercial buildings continue to age, residents are concerned with the condition of the buildings and the type of tenants who may occupy them. Residents do not want to see vacant and underutilized commercial buildings in their neighborhoods. They worry that desperate commercial landlords may rent to tenants whose activities are incompatible with the nearby residential neighborhoods.

Increasing the attractiveness and functionality of streets, particularly along State Street, would help encourage new, desirable businesses to locate in the area and old businesses to re-invest in their properties. In addition, residents want to increase access from the neighborhoods to these commercial areas for pedestrians and bicycles, so that those who

Figure 5.5 Share of Retail Sales by Economic District, 2014



live and work in the area do not have to rely on a car year round to get to work. This would be expected to alleviate some of the growing vehicle congestion in the neighborhoods.

5.3 FUTURE PLANS

The City of Orem is continually working on future plans to ensure the economic vitality of the City. An Economic Development Strategic Plan was developed collaboratively in 2014 by the City's economic development staff and Zions Bank Public Finance.

Orem Affordable Housing Plan

Every City in Utah is required to have a plan to address affordable housing. The City has a robust affordable housing plan that is not only be a source of information but also addresses the challenges and opportunities that Orem faces. This is a controversial topic in Orem and many residents are generally concerned about the consequences of concentrating poverty. At the same time, neighborhood residents are proud of their economic diversity and see Orem as a place of opportunity for everyone.

Economic Development Plan 2014

This plan evaluates current performance and long term opportunities to strengthen economic development throughout Orem. These neighborhoods are impacted by two areas identified in the plan: the State Street corridor and University Parkway. Some of the key points in the report include:

- As depicted in Figure 5.5, the central portion of the State Street Corridor accounts for roughly 16% of Orem's total retail sales, while the University Parkway region accounts for over 50% of Orem's total retail sales.
- Businesses on the north end of Geneva Road, particularly those at the intersections, provide important goods and services for the local population as well as the traveling population and are an important economic hub for the City.
- It is a strategy of the City to mitigate its dependence on sales tax revenue by encouraging new office development. This will add local jobs as well as boost property taxes by increasing land values. The areas in the neighborhoods along State Street and University Parkway make for prime locations for new office development and redevelopment, as regional access to and from these locations is a key attribute for successful office properties.

5.4 Goals

The major goals of the Sunset Heights East and West neighborhoods related to economic conditions are:

1. *Seek to establish opportunities with UVU and BYU for business startups*
2. *Explore retail business opportunities along Geneva Road*
3. *Research and identify food deserts in City; encourage a Grocery Store location on Geneva Road*
4. *Support lifetime housing within neighborhoods*
5. *Seek out opportunities for more eateries and food establishments.*
6. *Consider opportunities to distinguish Orem and Vineyard boundary.*

PUBLIC WORKS

6

Goals

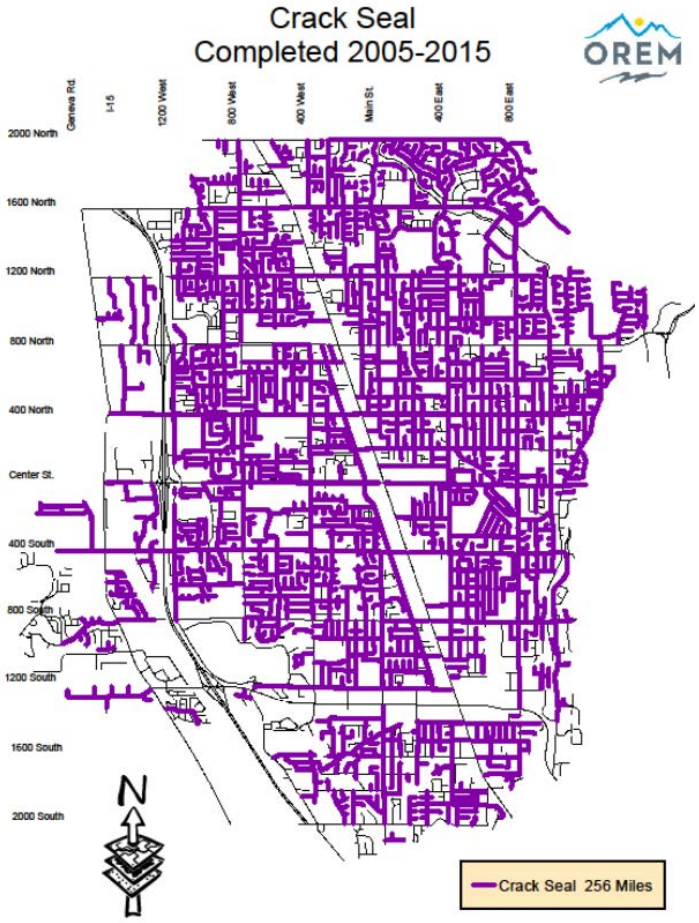
1. *Support a new stoplight at 1200 West and 600 South*
2. *Evaluate the installation of a crosswalk at 600 West 800 South*
3. *Install sidewalk on 400 South from 1200 West to Geneva*
4. *Explore parking enforcement underneath Freeway (parking trucks, RVs, Trailers)*
5. *Evaluate the Installation of a traffic light at 400 South and 400 West*
6. *Work with UVU on parking ideas/ incentives for students to ride more transit*
7. *Encourage more regular meetings with UVU/City/Neighborhood*
8. *Support composting in the neighborhood, and a partnership with the City*
9. *Encourage dark skies plan with city lighting in neighborhoods at with UVU*
10. *Support efforts for future bike/pedestrian plan update*
11. *Encourage stronger water conservation efforts by improving landscaping requirement further than 50% green requirement*
12. *Consider protected bike lanes on 400 South.*
13. *Encourage more scooters in the city*
14. *Support the installation of more parking for students on the west side of I-15 near FrontRunner station?*
15. *Support regulations for water conservation measures for carwashes.*
16. *Support focused effort to keep bike lanes on Geneva Road cleared and clean*
17. *Supports efforts to keep sidewalks from being overgrown by weeds.*

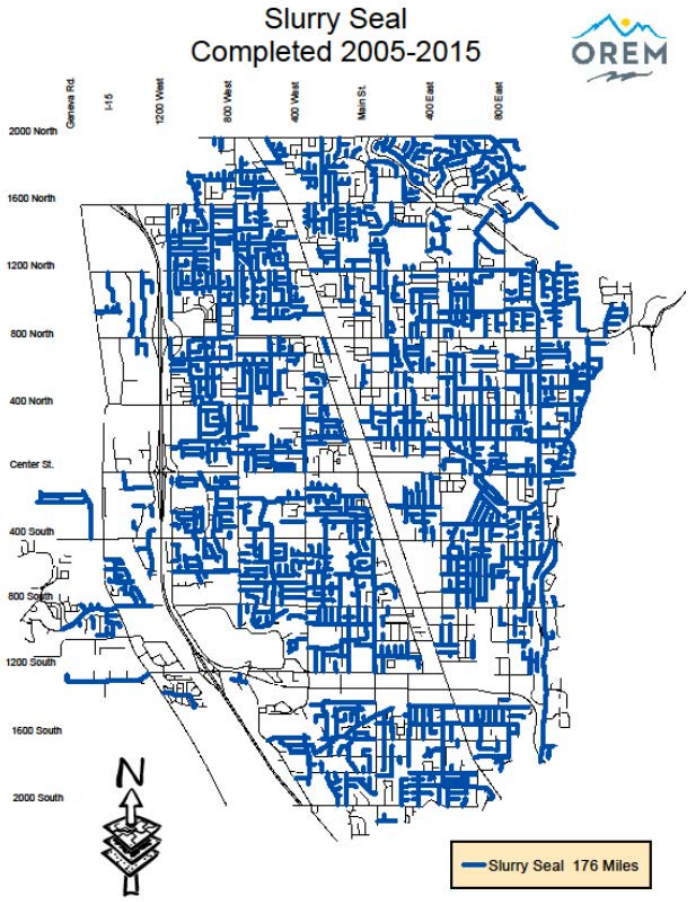
6.1 PUBLIC WORKS

The public works department for the City of Orem provides a large array of services including primary and secondary water access, storm water management, water reclamation, parks, the cemetery, urban forestry, streets, street lights, sidewalks, snow removal, and more. Their primary purpose is to improve and maintain the City's infrastructure and keep the neighborhoods functioning on a daily basis. Figure 6.4 (at the end of this section) maps out the parks, ADA ramps, sidewalks, traffic signals, and detention basins in the neighborhoods. These are a few of the infrastructure improvements provided and managed by the public works department.

The public works department performs several routine maintenance projects throughout the year. This includes flushing out the water system, sealing and re-surfacing the roads (see Figure 6.1), adding water pipes as needed, cleaning and maintaining city water lines, and other road repairs. Flushing out the water systems takes place about once every four years in the Neighborhoods.

Figure 6.1 Past Public Works Road Maintenance Projects





6.2 PARKS AND RECREATION

Public Works employs full-time and seasonal summer staff to maintain the parks in the Orem. Daily care keeps these places safe, beautiful, and clean. The Sunset Heights East and West advisory committee and residents expressed their desire for continued efforts and coordination to maintain the beauty and safety of these parks. Residents also shared the desire for increased safety and connectivity of parks and open spaces. As Figure 6.4 shows, there are several improvements planned for the Sunset Heights East and West neighborhood.

6.3 TOOL LENDING

The public works department has a tool lending library, where residents of the neighborhoods can borrow a wide variety of yard maintenance tools free of cost. These tools can be checked in and out at the Public Works building located at 1450 W 550 N.

Residents mentioned the lack of yard maintenance in various locations throughout the neighborhoods. Increased awareness of the tool shed library would provide a resource for renters and landowners to improve the beauty of their yards at minimal cost and maintain the neighborhood's nature and quality.

Tools that are available include:

Yard Tools:
Push Brooms
Cultivator/Tiller
Lawn Rakes
Garden Rakes
Hedge Clippers
Round Shovels
Square Shovels

Paint Equipment:
Caulking Gun
Paint Roller Handles
Putty Knives
Wire Brushes

Power Tools:
Lawnmower
Weed Trimmers
Lawn edger

Miscellaneous Tools:
Ear Plugs
Extension Cords
Hammers
Multi-purpose Ladders
Safety Orange Vests
2 ft Step Ladder

6.4 VOLUNTEERING

Volunteer groups often work in tandem with the Public Works department in order to improve the quality of life within the neighborhoods. These groups include civic groups, church groups, eagle scouts, and others. Several beautification projects occur every year because of the efforts of volunteers. Examples of projects include Adopt a Spot or Trail (March-November), Memorial Day Preparation at Orem Cemetery (early-mid May), Orem Summerfest (second weekend in June), and others.

Figure 6.3 Scera Park in Sharon

6.5 Goals

The major goals of the Sunset Heights East and West neighborhoods related to public works are:

1. *Support a new stoplight at 1200 West and 600 South*
2. *Evaluate the installation of a crosswalk at 600 West 800 South*
3. *Install sidewalk on 400 South from 1200 West to Geneva*
4. *Explore parking enforcement underneath Freeway (parking trucks, RVs, Trailers)*
5. *Evaluate the Installation of a traffic light at 400 South and 400 West*
6. *Work with UVU on parking ideas/ incentives for students to ride more transit*
7. *Encourage more regular meetings with UVU/City/ Neighborhood*
8. *Support composting in the neighborhood, and a partnership with the City*
9. *Encourage dark skies plan with city lighting in neighborhoods at with UVU*
10. *Support efforts for future bike/pedestrian plan update*
11. *Encourage stronger water conservation efforts by improving landscaping requirement further than 50% green requirement*
12. *Consider protected bike lanes on 400 South.*
13. *Encourage more scooters in the city*
14. *Support the installation of more parking for students on the west side of I-15 near FrontRunner station?*
15. *Support regulations for water conservation measures for carwashes.*
16. *Support focused effort to keep bike lanes on Geneva Road cleared and clean*
17. *Supports efforts to keep sidewalks from being overgrown by weeds.*

Figure 6.4 Selection of Public Works Improvements

- Traffic Signals
- Street Lights
- ADA Accessible Sidewalks
- Sidewalks
- Parks
- Schools
- Churches
- City Trees
- Stormwater Detention Basins

7 NEIGHBORHOOD PRESERVATION

Goals

1. *Support measures for allocating more resources for NPU/Police and suggest simplifying police/fire career ladder system*
2. *Support parking enforcement division formation, and option for non-police code enforcement, including a neighborhood parking permit plan*
3. *Focus on better education for snow-removal on sidewalks*
4. *Consider campaign in neighborhood to address noise ordinance.*
5. *Consider revisions to the accessory apartment ordinance, ways to remove burden on creation, methods to address absentee landlords through owner occupied definition of accessory apartment*
6. *Identify methods to build better neighborhood unity*
7. *Support Property All-Star program from City*
8. *Address off-leash dogs in neighborhood*
9. *Consider developing neighborhood app for reporting problems*
10. *Explore options to encourage better property maintenance.*

7.1 NEIGHBORHOOD PRESERVATION

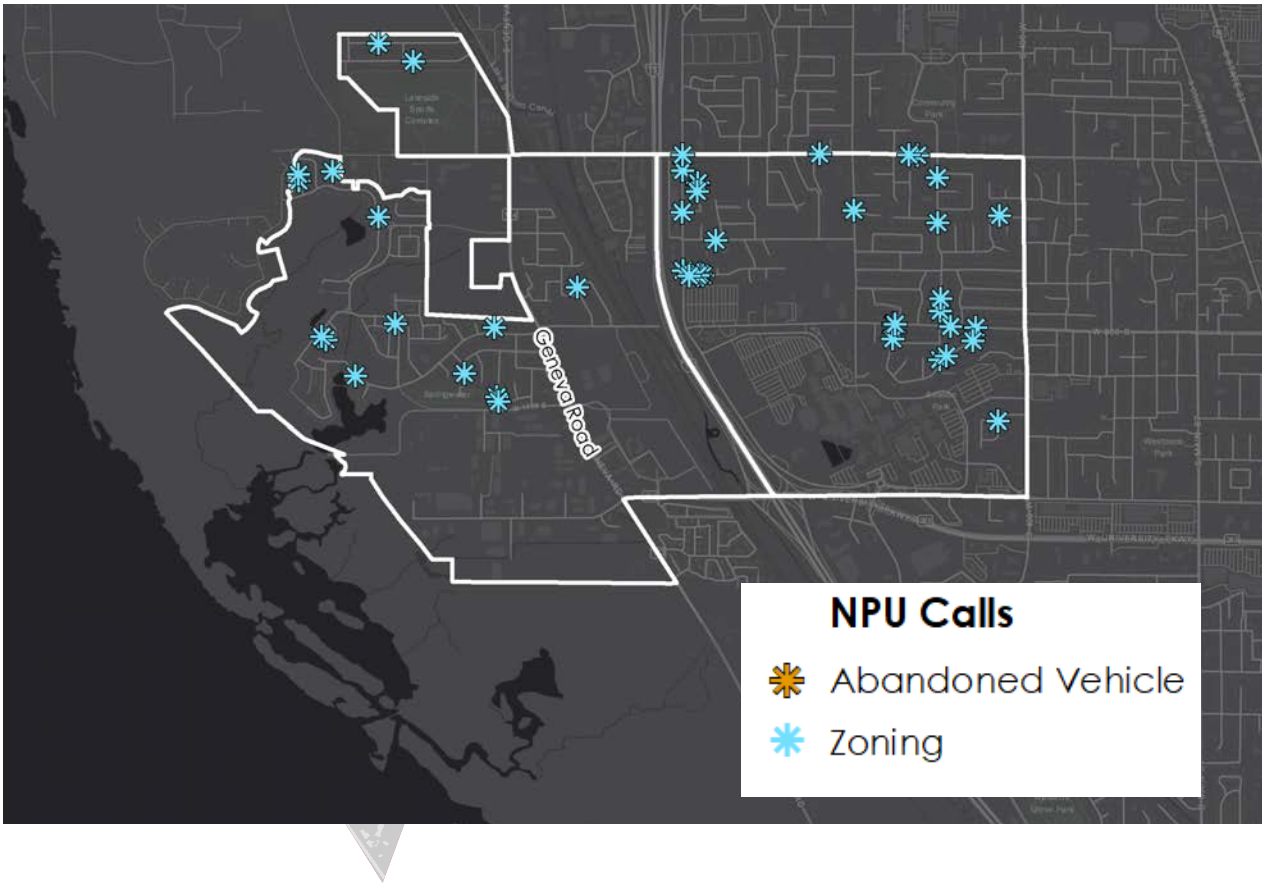
The Sunset Heights East and West neighborhoods are highly valued by those who live and work in the area. These two neighborhoods are characterized by a mix of land uses including residential, commercial, and industrial. There is also a considerable amount of public infrastructure including schools, parks, and streets. These private and public places fit together in a unique way to contribute to the community's sense of identity. As the homes, buildings, and infrastructure in these neighborhoods age, there is some concern that over time the identity of the neighborhoods will change for the worse. Residents are also particularly concerned with the increased high density development associated with the massive influx in student residents within the past few years.

7.2 CODE ENFORCEMENT

Several comments at neighborhood meetings involved code and law enforcement concerns. Residents expressed concerns regarding homes and businesses that were not being maintained or used as intended. These concerns can be mitigated through working with the Neighborhood Preservation Unit (NPU). The NPU consists of a special group of officers within the Orem Police Department who assist in the enforcement of laws related to neighborhood preservation and city code. Figure 7.1 displays the complaints responded to by the NPU in 2016. Responding to these complaints requires considerable time and skill from the police officers assigned. When following up on a complaint, the laws of the City must be balanced by the individual rights of property owners.

Police Officers Savage, Crook, and Jamison Served in the Neighborhood Preservation Unit in Orem in 2017

Figure 7.1 Complaints Responded to by the NPU, 2016



Despite the challenges most cases present, the officers of the NPU are dedicated to preserving the quality of life in the neighborhoods. To contact the NPU, visit http://www.orem.org/npu.

7.3 Goals

The major goals of the Sunset Heights East and West neighborhoods related to public works are:

1. *Support measures for allocating more resources for NPU/Police and suggest simplifying police/fire career ladder system*
2. *Support parking enforcement division formation, and option for non-police code enforcement, including a neighborhood parking permit plan*
3. *Focus on better education for snow-removal on sidewalks*
4. *Consider campaign in neighborhood to address noise ordinance.*
5. *Consider revisions to the accessory apartment ordinance, ways to remove burden on creation, methods to address absentee landlords through owner occupied definition of accessory apartment*
6. *Identify methods to build better neighborhood unity*
7. *Support Property All-Star program from City*
8. *Address off-leash dogs in neighborhood*
9. *Consider developing neighborhood app for reporting problems*
10. *Explore options to encourage better property maintenance.*

IMPLEMENTATION 8

Vision Statement

"The SSH neighborhood is a strong, vibrant thriving community adjacent to a strong, vibrant, growing university – Utah Valley University. UVU and its neighbors respect and value each other and peacefully co-exist and thrive for the betterment of all constituents. We will support and embrace tight-knit neighborhood that is car independent, bicycle friendly, walkable and green."

Orem, Sharon, and Hillcrest Neighborhood Residents

The Sunset Heights East and West Neighborhood Plan is a guiding document for the future of the neighborhoods. Upon adoption by the City Council, this Plan will be integrated into the City of Orem's General Plan as an appendix. As a part of the General Plan, the Neighborhood Plan provides better guidance to the City staff, the Planning Commission, and the City Council as future developments and improvements are considered in the Neighborhoods.

8.1 FUNDING SOURCES

Orem Capital Improvement Plan

In order to allocate funding for specific projects within the neighborhoods, proposed improvements identified by City staff may be included in the City's Capital Improvement Plan (CIP) during future budget meetings. Examples of such projects include bike lanes, park improvements, sidewalk repair, or road connection completions. The CIP allows City staff to prioritize improvements for the Neighborhoods and secure funding with necessary departments to complete projects.

Grants

There are a limited number of grants and other funding opportunities from the City of Orem or the State of Utah to assist in local infrastructure improvements and neighborhood development. One of the goals of the neighborhood program is to raise awareness and seek funding opportunities to assist Orem residents in improving and preserving their neighborhoods. Some of the current available funding sources include:

Orem Community Development Block Grant

Projects that qualify for this grant must adhere to the broad national priorities of "activities that benefit low- and moderate-income people, the prevention or elimination of slums or blight, or other community development activities to address an urgent threat to health or safety." More information about what this grant can be used for can be found at http://www.orem.org/community-block-grants/.

UDOT Safe Routes to School Program

The Utah Department of Transportation is committed

Participants collaborating at a Neighborhood Plan Advisory Committee Meeting

Residents participating at a neighborhood open house meeting

to promoting safe routes for school-aged children. Funds are available via application to facilitate children walking or biking to school. These funds may be used for infrastructure (primarily new sidewalks, but also signage, bicycle parking, and school pavement markings, etc.), education, and encouragement. More information about this program and application can be found at www.udot.utah.gov

UDOT Transportation Alternatives Program

This program is available for projects that provide or enhance alternate transportation facilities. This could include historic preservation, recreational trails, facilities for non-drivers to safely access daily needs, environmental mitigation activities, and other improvement projects. More information can be found at www.udot.utah.gov.

Recreational Trails Program

These funds are for the construction and maintenance of trails, as well as trail-related facilities such as trailheads or restrooms. This program requires a 50/50 sponsor match which can come from sponsor cash, volunteer work, or services. These funds do not cover non-trail related items such as campgrounds or landscaping. Projects are sent to the Combined Trails Advisory Council to be approved. Once approved, the project begins and the local agency is reimbursed. More information can be found at stateparks.utah.gov.

Implementation

In previous neighborhood plans, an implementatoin chart of goals was included in the neighborhood plan as a guide for the implementation of the goals

identfied throught the plan process. The Sunset Heights East and West plan is one of last plans being adopted as part of a five year effort to develop plans for all Orem Neighborhoods. Along with the conclusion of this effort, we are launching a new neigbhorhood plans web site. This site will include adopted neighborhood plans, information summaries from selected sections (such as demographic udpateds) and most importantly, the goals.

The goals implementation guide will be updated and trackable as goals are completed. Efforts are already in motion to identify methods for goals to prioritized, fast-tracked, and implemented as quickly as possible.