The following three districts have been identified for their potential as catalytic sites for future development.

1. **Gateway (Catalyst Sites)**
2. **Geneva Crossing**
3. **The Seam**

The following sheets illustrate alternative land use scenarios to show potential future uses. These alternative scenarios will be used to produce a vision for key nodes along the Geneva Road Industrial Corridor.

**Total District Area: 368 Acres**

**Potential Site Uses**

**Low-Rise Industrial/Commercial**
These images illustrate possible industrial uses on selected sites. These may be light manufacturing and low intensity industrial or more intense uses as allowed in Orem’s M-1 or M-2 Zoning categories.

**Mid-Rise Industrial/Manufacturing/Commercial**
These images illustrate a more mixed-use development pattern that includes commercial uses coexisting with Industrial uses. These may be company operations/headquarters, or flagship stores.

**Mid-Rise Residential**
These images illustrate residential adjacent to low intensity industrial and commercial uses to create live-work nodes along Geneva Road.
**EXISTING CONDITION**

CATALYST SITE AREA: 6.7 ACRES
DISTRICT AREA: 160 ACRES

**CURRENT ZONING**

CURRENT LAND USES:
- Utility, Automotive & Mechanical, Agriculture

**POTENTIAL LAND USE SCENARIOS**

1. **INDUSTRIAL/COMMERCIAL**
   - Commercial and highway services near I-15.
   - Mixed commercial and industrial along 1200 North and Geneva road buffering internal industrial uses.

2. **MIXED USE WITH RESIDENTIAL**
   - Mixed-Use residential development, with commercial buffer along I-15.
   - Industrial uses south of 1200 North near utilities.

**TOTAL DEVELOPMENT CAPACITY BY TYPE**

<table>
<thead>
<tr>
<th>Type</th>
<th>Total Square Feet</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mixed Use Commercial/Industrial</td>
<td>8,452,400 FT²</td>
</tr>
<tr>
<td>Light Industrial</td>
<td>3,300,700 FT²</td>
</tr>
<tr>
<td>Heavy Industrial</td>
<td>1,028,500 FT²</td>
</tr>
<tr>
<td>Total</td>
<td>12,781,600 FT²</td>
</tr>
</tbody>
</table>

**TOTAL DEVELOPMENT CAPACITY BY TYPE**

<table>
<thead>
<tr>
<th>Type</th>
<th>Total Square Feet</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mixed Use Residential/Commercial</td>
<td>2,628,900 FT²</td>
</tr>
<tr>
<td>Light Industrial</td>
<td>8,116,000 FT²</td>
</tr>
<tr>
<td>Heavy Industrial</td>
<td>8,346,500 FT²</td>
</tr>
<tr>
<td>Total</td>
<td>12,085,900 FT²</td>
</tr>
</tbody>
</table>
Geneva Crossing District
Geneva Road & 800 North

Existing Condition
District Area: 105 Acres

Current Land Uses:
Recycling, Storage, Office, Automobile Sales and Repair

Current Zoning

Potential Land Use Scenarios

1. Industrial/Commercial
   - Mixed commercial and industrial along 800 North and Geneva road buffering internal industrial uses.
   - Total Development Capacity by Type:
     - Mixed Use Commercial/Industrial: 1,035,600 ft²
     - Light Industrial: 6,105,000 ft²
     - Heavy Industrial: 3,576,100 ft²
     - Total: 8,716,700 ft²

2. Mixed Use with Residential
   - Mixed-Use residential development along 800 North, with commercial buffer at I-15. Industrial uses at inner block area near utilities.
   - Total Development Capacity by Type:
     - Mixed Use Residential/Commercial: 1,035,600 ft²
     - Mixed Use Commercial/Industrial: 4,024,300 ft²
     - Light Industrial: 8,016,800 ft²
     - Heavy Industrial: 8,431,700 ft²
     - Total: 28,431,700 ft²
THE SEAM DISTRICT
GENEVA ROAD & CENTER STREET

EXISTING CONDITION

DISTRICT AREA: 103 ACRES

CURRENT LAND USES:
INDUSTRIAL WHOLESALE, STORAGE, WAREHOUSING, RETAIL

CURRENT ZONING

POTENTIAL LAND USE SCENARIOS

DISTRICT BOUNDARY
BROWNFIELD SITE

1. INDUSTRIAL/COMMERCIAL

- Mixed commercial and industrial along Center Street and Geneva road. Light Industrial uses at interior of blocks.

- TOTAL DEVELOPMENT CAPACITY BY TYPE
  - MIXED USE COMMERCIAL/INDUSTRIAL: 1,267,500 FT²
  - LIGHT INDUSTRIAL: 4,799,500 FT²
  - TOTAL: 60,067,000 FT²

2. MIXED USE WITH RESIDENTIAL


- TOTAL DEVELOPMENT CAPACITY BY TYPE
  - MIXED USE RESIDENTIAL/COMMERCIAL: 1,344,700 FT²
  - MIXED USE COMMERCIAL/INDUSTRIAL: 5,066,700 FT²
  - LIGHT INDUSTRIAL: 786,600 FT²
  - TOTAL: 7,798,000 FT²

POTENTIAL BROWNFIELD

NEW DEVELOPMENT (NOT INCLUDED IN CALCULATIONS)

MIXED USE RESIDENTIAL/COMMERCIAL
MIXED USE COMMERCIAL/INDUSTRIAL
LIGHT INDUSTRIAL
TOTAL