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EXISTING ZONING IN GENEVA ROAD AREA

Land use in the Imagine Orem: Geneva Road Area – like the rest of the City of Orem – is governed by Chapter 22 of the Municipal Code. Reflecting the diversity of land uses within the Geneva Road Area, the zoning classifications in the project area are a mix of industrial, commercial, residential, and planned development zones. However, the majority of the project area – including the catalyst site – is zoned M2. This is reflective of the character of land use activities in this area since the mid-20th century. Significantly, the Geneva Road Area is also the only area of the City that contains industrial zoning districts.

MANUFACTURING ZONES

According to Article 22-9 of the Municipal Code, Manufacturing, and Research and Development Zones, the objective of the City’s industrial zones is to “provide areas within the City where accessibility to interstate transportation and arterial streets is convenient, and where the potential for aggregation of related or interdependent industries is significant.” There are two industrial zones in the Geneva Road Area: M1 and M2. The M1 zone is established to provide areas where light intensity industrial activities and uses can be developed. The M2 zone is established to provide areas where heavy intensity industrial activities and uses can be developed.

These zones are described in greater detail below.

Permitted Uses

As their name suggests, the M-1 and M-2 zones permit the manufacturing of various materials including the following:

- Meat & Dairy
- Ice Cream and Frozen Desserts
- General Food Manufacturing
- Candy & Other Confectionery Products
- Preparing feeds for animals & fowl
- Liquors & Spirits
- Ice Manufacturing
- Cabinetry, furniture and fixture manufacturing
- Pulp & Paper Products
- All Fabricated Metal Products, Indoor Only
- Tobacco
- Motion Picture Production
- Household Goods
- Signs & Advertising Displays
- Morticians’ Goods
In addition, the following uses are permitted in the M Zones

### MISCELLANEOUS PERMITTED USES
- Solicitors
- Itinerant Merchants
- Fireworks Stands
- Christmas Tree Sales
- Mechanical Amusement
- Trailers / Containers for Recyclable Materials
- All undeveloped & unused land area

### TRANSPORTATION COMMUNICATION UTILITIES
- Bus passenger terminals
- Bus Garaging & Equipment Maintenance
- Motor Freight Terminals
- Motor Freight Garaging & Equipment Maintenance
- Taxicab Transportation
- All Communications, NEC
- Telephone communications
- Telephone Exchange Stations
- Cellular Communication Monopoles
- Television Broadcasting Studios (Only)
- Television Transmitting Stations & Relay Tower
- Radio & Television Broadcasting Studios, Only (Combo Systems)
- Electric utilities
- Electric generations
- Electricity Regulating Substations
- Gas Utilities
- Gas Production Plants
- Natural or Manufactured Gasoline Storage & Distribution Points
- Gas Pressure Control Stations
- Water Treatment Plants (Purification)
- Water Storage Tanks
- Water Pressure Control Stations
- Sewage Pressure Control Stations
- Solid Waste Disposal & Incineration
- Petroleum Pressure Control Stations
- Freight Forwarding Services
- Packing & Crating Services

### WHOLESALE & RETAIL TRADE
- Automobiles, motor vehicles, & other automotive equipment
- Tires & Tubes
- Drugs, chemicals & allied products
- Drugs, Drug Proprietaries & Drugists’ Sundries
- Paints & Varnishes
- Dry Goods, Piece Goods, & Notions
- Apparel & Accessories
- Groceries & food stuffs
- Agricultural commodities
- Electrical Apparatus & Equipment, Wiring Supplies, & Construction Materials
- Hardware
- Plumbing & Heating Equipment & Supplies
- Air Conditioning, Refrigeration
- Equipment & Supplies
- Commercial, Industrial, & Agricultural Machine Equipment & Supplies
- Professional Equipment & Supplies
- Transportation equipment, other machinery equipment, & supplies,
  Petroleum Products & Scrap
- Petroleum Bulk Stations & Terminals
- Scrap & waste materials (not M1)
- Tobacco & tobacco Products
- Beer, Wine, & Distilled Alcoholic Beverages
- Paper & paper
- Furniture & Home
- Lumber & Construction Materials
## RETAIL TRADE

- Lumber yards
- Building Materials, Equipment Supplies & Hardware (Indoor Only)
- Farm
- Home improvement centers
- Mail Order
- Limited Price Variety
- Merchandise Vending Machine Operators
- Direct Selling Organizations
- Dry Goods & General Merchandise
- Arts, Crafts & Hobbies
- Musical Instruments
- Flea Market (not M1)
- Groceries &/or Food
- Farmers Market
- Candy & other confectionery products
- Motor vehicles (new & used)
- Motor vehicles (used)
- Mobile & manufactured homes
- Gasoline Service Station
- Marine Craft & Accessories
- Aircraft & Accessories
- Clothing, Apparel, & Accessories
- Furniture & home furnishings
- Music Supplies
- Restaurants
- Fast Food
- Drinking Places – Bars & Taverns
- Drinking Places – Non-Alcoholic
- Drugs & related drug dispensing
- Stationery
- Cigars – Cigarettes
- Farm & Garden
- Hay, Grains, & Feed
- Nursery – Plants
- Fuel and Ice Dealers

## SERVICES

- Pawn Shops
- Laundering, Dry Cleaning, & Dyeing Services (Except Rugs)
- Diaper Services
- Rug Cleaners / Repair
- House Cleaning
- Commercial Janitorial
- Window Cleaning
- Chimney Sweep
- Photographic Services
- Massage Therapy
- Crematory Services
- Apparel repair, alterations, laundry/dry cleaning services (pick-up only)
- Catering Services
- Wedding Reception Center
- Advertising Services (General)
- Outdoor Advertising
- Direct Mail Advertising
- Consumer & Mercantile Credit Reporting Services – Adjustment & Collection Services
- Travel Arranging Services
- Private Postal Services
- Blueprinting & Stenographic Services, Duplicating, & Mailing
- Disinfecting & Exterminating
- Locksmithing
- News Syndicates
- Office Warehousing
- Climate Controlled Storage Units
- Personal Storage Units
- Vault Security Storage
- Internet Services
- Research, Development, & Testing Services
- Business & Management Consulting
- Equipment Rental & Leasing
- Automobile & Truck Rental
- Photofinishing
- Stamp trading
- Motion Picture Distribution, Srvcs
- Automobile Wash
- Auto Lube & Tuneup
- Automobile Repair
- Wrecking Yards
- Impound Yards
- Small Engine, Appliance, Electrical, & Machine Repair
- Watch, Clock, & Jewelry Repair
- Re-upholstery & furniture repair
- Veterinarian Services and Small Animal Hospitals
- Large Animal Hospitals
- Animal Kennels and Runs
OFFICE USES

- Professional Office
- Authors – Books, Magazines, Newspapers, and Computer Software
- Engineering & Architectural
- Educational & Scientific Research
- Accounting, Auditing & Bookkeeping
- Urban Planning
- Auction Services
- Auction Services (Indoor Only)
- Building Construction – General Contractor, Office Only
- Building Construction – General Contractor, Office & Storage
- Landscaping Services, Office Only
- Landscaping Services, Office & Storage
- City of Orem Governmental Services, Executive, Legislative, and Judicial Functions
- Non-City of Orem Governmental Services, Executive, Legislative, and
- Dancing Schools\(^1\)
- Correspondence Schools\(^2\)

PUBLIC ASSEMBLIES AND AMUSEMENTS

- Stadiums
- Arenas / Field Houses
- Other sports assemblies, NEC
- Convention centers
- Public Maintenance Facilities
- Fairgrounds
- Amusement Parks
- Golf Driving Ranges
- Go-cart Tracks
- Soccer Facility (indoor only)
- Gymnasium & Athletic Clubs
- Health spas
- Rifle ranges
- Indoor Rifle Ranges(*not permitted within 300 feet of a residential zone)
- Indoor Sky Diving Training
- Parks – General Recreation

AGRICULTURE & RESOURCE EXTRACTION

- Apiaries (Beekeeping)
- Horticultural Services
- Peat Extraction

\(^1\) Use is permitted in M1 zone, but not M2
\(^2\) Use is permitted in M2 zone, but not M1
**Bulk Standards**

The bulk standards for the M1 and M2 zones are shown in the table below.

<table>
<thead>
<tr>
<th></th>
<th>M1</th>
<th>M2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Minimum Zone Area</td>
<td>5 Ac</td>
<td>10 Ac</td>
</tr>
<tr>
<td>Minimum Lot Area</td>
<td>1/4 Ac</td>
<td>1/4 Ac</td>
</tr>
<tr>
<td>Minimum Frontage</td>
<td>No Restrictions</td>
<td></td>
</tr>
<tr>
<td>Lot Setbacks (Minimum)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Front</td>
<td>20’</td>
<td>20’</td>
</tr>
<tr>
<td>Side</td>
<td>0’</td>
<td>0’</td>
</tr>
<tr>
<td>Side adjacent to a street</td>
<td>20’</td>
<td>20’</td>
</tr>
<tr>
<td>Side without 1-hr firewall</td>
<td>20’</td>
<td>20’</td>
</tr>
<tr>
<td>Rear</td>
<td>0’</td>
<td>0’</td>
</tr>
<tr>
<td>Rear when adjoining a parcel in a residential zone:</td>
<td>40’</td>
<td>80’</td>
</tr>
<tr>
<td>Maximum Structure Heights</td>
<td>48’</td>
<td>60’</td>
</tr>
</tbody>
</table>


**Landscaping Requirements**

The Zoning Code also specifies certain landscaping requirements for properties zoned M1 and M2. These are primarily related to the street edge and how properties appear to the surrounding area.

Examples of the landscaping requirements in the M1 and M2 zones include the following:

- In the M1 and M2 zones there shall be provided and maintained a landscaped strip ten (10) feet in width, located on the right-of-way line of the street. The remaining setback area shall be maintained free of weeds and debris and may be used for parking or landscaping.
- Trees shall be planted in the landscaped areas adjacent to the right-of-way line in all manufacturing and research and development zones. The number of trees shall be one tree for every forty (40) linear feet of landscaping adjacent to any street right-of-way. The trees may be spaced evenly or clustered within the landscaped area required along the right-of-way.
- All required trees shall be at least one and one-half inches (1-1/2”) in caliper, measured four feet (4’) above the ground, and shall be at least eight feet (8’) in height.
- The total number of required trees per lot shall be calculated as follows:
  - One (1) tree per thousand (1,000) sf of landscaped area for the first one (1) acre of lot area.
  - One (1) tree per two thousand (2,000) sf of landscaped area for the second through fifth acres of lot area.
  - One (1) tree per three thousand (3,000) sf of landscaped area for any lot area in excess of five (5) acres.
- Each planting bed shall be a least three feet (3’) long and three feet (3’) wide. The plan showing the planting areas shall show the general location, number, and type of plants along with provisions for an irrigation system.
- Curbs shall be provided between landscaped areas and off-street parking areas.
Performance Standards

Finally, the Zoning Code provides miscellaneous regulations and special provisions for uses within the M1 and M2 zones, which again, comprise the majority of land within the Geneva Road Area and are not found in any other part of the City. A partial list of these regulations and provisions is provided below. These are primarily related to ensuring that industrial uses that occur on a particular lot do not present a nuisance or constitute a blighting influence on the surrounding area.

- Where a manufacturing development adjoins any lot in any residential zone, there shall be provided and maintained along such property line a wooden, masonry or other decorative, sight obscuring fence.
- All manufacturing activities in the M1, M2, CM, and BP zones shall be conducted entirely within a building, except for loading and unloading, vehicle parking and refueling, itinerant merchants, and the sale of Christmas trees, plant materials, or other seasonal items. Manufacturing Park maintenance equipment may also be stored outside of buildings within an area enclosed with a sight obscuring fence. Any alternate location must be approved by the body approving the site plan.
- The storage of merchandise outside an approved building shall be within an area enclosed with a sight obscuring fence of at least six feet (6') in height; provided, however, that promotional displays and plant materials may be displayed outside of an approved building or enclosed area so long as they are placed appurtenant to a building wherein the business displays the bulk of its goods for sale. This subsection shall not apply to the sale of Christmas trees.
- No excessive or offensive dust, odor, smoke, intermittent light, or noise shall be emitted which is discernible beyond the zone boundary lines, except that which emanates from the movement of automobiles. A premise shall be maintained in such a manner as to avoid unreasonable interference with adjacent uses and to avoid public nuisances.
- All off-street parking areas, loading areas, and vehicular traffic ways shall be paved.
- All outdoor lighting shall be designed to minimize direct glare to adjoining residences.
- No person shall store junk, partially or completely dismantled vehicles, or salvaged materials in any manufacturing or research and development zone, except as authorized by the City Manager, on an approved site plan. Any such authorized storage shall be done entirely within a building or an area enclosed by an eight foot (8') sight obscuring fence.
- All solid waste storage facilities shall be located at the rear of the main building or within an area enclosed with a sight-obscuring fence or wall measuring one foot (1') higher than the height of the solid waste container. The minimum access width to a solid waste storage facility shall be fifteen feet (15').
OTHER ZONING DESIGNATIONS

Commercial Zones

In addition to industrial zoning districts, the Geneva Road Area also has a small amount of commercial zoning along the east side of the I-15 corridor, Center Street and in the lower portion of the plan area around the intersection of Geneva Road and West 400 South. The objective of Commercial and Professional Office Zones is to provide areas within the City where commercial and service uses may be located.

Three primary commercial zones are present in the Geneva Road Area:

- **C1 Commercial Zone**: The C1 zone is established to promote non-retail commercial uses, such as offices and financial institutions, as the primary use and to encourage development in such a manner so as to be compatible with adjacent residential uses.
- **C2 Commercial Zone**: The C2 zone is established to promote commercial and service uses for general community shopping.
- **HS Highway Services**: The HS zone is established to promote uses most commonly associated with the traveling public and general community shopping. The HS Zone is designed to promote high quality commercial developments that can take advantage of the zone's close proximity to I-15. The zone is also designed to encourage development that is sensitive to neighboring residential uses and to encourage development that will present a favorable image of the City from I-15.

Permitted uses generally correspond to the zone purposes described above. In the Geneva Road Area, properties zoned C1, C2 and HS serve the commercial needs of residents, commuters, and industrial users, including offices, retail, gas stations and convenience stores, restaurants, and personal service establishments.

Bulk standards for these zones are as follows:

<table>
<thead>
<tr>
<th></th>
<th>C1</th>
<th>C2</th>
<th>HS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Minimum Lot Area</td>
<td>7000 sf</td>
<td>7000 sf</td>
<td>½ acre</td>
</tr>
<tr>
<td>Lot Setbacks (Minimum)</td>
<td>20’</td>
<td>20’</td>
<td>20’</td>
</tr>
<tr>
<td>Front from dedicated street</td>
<td>10’</td>
<td>10’</td>
<td>10’</td>
</tr>
<tr>
<td>From adjacent property - residential</td>
<td>0’</td>
<td>0’</td>
<td>0’</td>
</tr>
<tr>
<td>Minimum Structure Heights</td>
<td>8’</td>
<td>8’</td>
<td>8’</td>
</tr>
<tr>
<td>Maximum Structure Heights</td>
<td>48’</td>
<td>60’</td>
<td>60’</td>
</tr>
</tbody>
</table>

Residential Zones

Finally, there is a significant amount of residential zoning in the eastern part of the plan area on the opposite side of I-15 from Geneva Roads industrial uses. This reflects the historic development of housing for Geneva Steel employees in the mid-20th century that has largely been retained in the Geneva Heights, Orem Park and Sunset neighborhoods.

This includes several mobile home parks which have been grandfathered in under the current zone code. According to Article 22, Section 18, Mobile home parks were previously allowed on parcels of at least two (2) acres and the land uses standards provided in this section continue to apply to these developments. However, Orem will not issue a conditional use permit for any new mobile home park.

Finally, there are also two Planned Development (PD) Zones in the plan area: PD-36 on the Williams Farm property in the far northern part of the Plan Area and PD-41 on 1200 West Center Street. Because PD Zones are the only residential zones in the plan area that has been considered for redevelopment, this will be the only zoning district examined in detail in this section.

The purpose PD zones 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 yet protect the character and quality of neighboring properties. Significantly, a PD zone may only be applied to a parcel or a combination of parcels totaling at least three acres.

Orem requires developers to submit a concept plan with every application create a new PD zone, which is reviewed by the Planning Commission and approved by City Council. The concept plan shall at a minimum include the following:

- A layout of all parking areas, amenities, open spaces, landscaped areas, drive accesses, proposed building footprints, building heights and the orientation of all buildings;
- Architectural renderings that illustrate the architectural style(s), materials, and designs to be employed in the development;
- The number of residential units per acre, if applicable;
- The legal description of the subject property and a preliminary title report;
- A topographic map of the subject property and adjacent property within three hundred feet (300') of the subject property;
- A tabulation of the total land area and percentage designated for various proposed uses;
- A general circulation plan indicating both public and private vehicular and pedestrian ways;
- A statement indicating the future form of ownership (e.g. sole ownership, condominiums etc.) and responsibility for maintenance of the project areas such as streets, structures and open spaces;
- A preliminary plan for storm drainage, sewage disposal, grading and public utilities; and
- Any additional information that the City may deem necessary to determine whether the proposed PD zone is in the interest of the public health, safety and welfare.
RECENT RE-ZONINGS IN GENEVA ROAD AREA

Orem’s first Zoning Ordinance was adopted in 1946, and identified the portion of the plan area which today is west of I-15 (Geneva Road to I-15) as I-2 Industrial, a designation which largely remains to this day, represented by the current M2 zone. Meanwhile, the areas east of I-15 (I-15 to 800 West) were largely designated for agricultural uses, which slowly transitioned to the mix of residential and commercial uses, as the population of the City expanded.

Between 2012 and 2015, two Planned Development (PD) zones were added to the zoning classification for the Geneva Road Area. As noted above, PD zones provide flexibility for well-planned developments that would not be possible under the City’s existing zoning classifications and provide opportunities to protect the character and quality of neighboring properties through design requirements.

1200 NORTH GENEVA ROAD

West of I-15, 1200 North Geneva Road is classified as the PD-36 Zone to allow the development of a light industrial business or technology park that will accommodate a variety of commercial and light industrial uses in an environment that reflects a high level of concern for architectural, landscaping and urban design principles.

PD-36 permits a variety of specific uses, such as general food manufacturing, restaurants, and professional offices. Any standards and requirements applicable to the Controlled Manufacturing (CM) Zone apply to the PD-36 zone, except as referenced in the zoning classification for development standards including maximum height, setbacks, parking, streetscapes, and signage requirements.

Details of the PD-36 zone are as follows:

- **Uses.** A variety of specific uses, such as general food manufacturing, restaurants, and professional offices are permitted; however, any use not specifically permitted in the zoning code shall be prohibited.
- **Maximum height.** Maximum height for all buildings/structures shall be one hundred twenty-five feet (125’). The height limitation shall not apply to architectural features
- **Setbacks.** All buildings shall be set back a minimum of twenty feet (20’) from all public streets and from all other property lines.
- **Parking.** The standards and requirements of Article 22-15 of the Orem City Code shall apply to all parking in the PD-36 zone except as expressly modified herein. One parking stall per 750 square feet shall be required for the first 50,000 square feet of building area or portion thereof. One parking stall per 1,000 square feet shall be required for the second 50,000 square feet of building area or portion thereof. One parking stall per 1,500 square feet of building area shall be required for building space in excess of 100,000 square feet. Notwithstanding the foregoing, the parking requirement for office and retail space is one (1) parking stall per 250 square feet regardless of the size of the building. The parking standards for the specific use exceptions described in
Orem City Code section 22-15-4(G) shall also apply in the PD-36 zone.

- **Architectural Style.** Development in the PD-36 zone shall incorporate a unique and aesthetically pleasing architectural and design theme that conforms to the style and quality shown in Appendix “DD.”
- **Landscaping.** All landscaping shall comply with the requirements applicable to the CM zone.
- **Streetscapes.** All public streets in the PD-36 zone shall be designed, constructed and maintained in conformance with the sample streetscape included in the concept plan including sidewalks and landscaped strips as shown in the concept plan.
- **Signs.** The provisions of Chapters 14 and 22 shall apply to signs in the PD-36 zone except as expressly modified below: maximum of one freestanding monument or freestanding pole sign shall be allowed per parcel. A freestanding monument or freestanding pole sign shall comply with the following requirements with respect to size, height and location.

**1200 West Center Street**

East of I-15, 1200 West Center Street is classified as the PD-41 Zone to allow for the development of a mixed use project including high-density residential apartments and retail pads. PD-41 permits condos, apartments and all uses in the C3 Zone, which exists to promote retail commercial and service uses on a regional basis. The PD-41 Zone permits development phases so long as all phases include traffic circulation, infrastructure, water dentation, and appropriate amenities. The PD-41 Zone permits special development standards, including density, height, setbacks, and architectural.

Details of the PD-41 zone are as follows:

- **Uses.** Allows uses such as condos, apartments and all uses in C3 zone
- **Phasing.** Development phases are permitted provided that all phases include, in accordance with City policies and procedures: 1) sufficient traffic circulation for the development phase to existing dedicated streets; 2) sufficient infrastructure, such as sewer and culinary water; 3) surface water detention, if applicable; and 4) appropriate amenities for that phase as specified on the site plan.
- **Density.** The maximum density for residential development in Area A shall be seventeen (17) units per acre.
- **Height.** No building in the PD-41 zone shall exceed forty-five feet (45’) in height in Area A and fifty-five (55) feet in Area B, not including parapets, architectural features or roof features, measured from finished grade.
- **Setbacks.** All buildings and parking spaces shall be set back at least twenty (20) feet from all property lines. Porches, cantilevers, canopies and ‘pop out’ windows may encroach into the setback a maximum of two feet (2’). Landscaping shall be maintained in the required setback areas. In Area B no interior setbacks are required.
• **Architectural.** All buildings in the PD-41 zone shall substantially conform to the architectural design and quality illustrated in the concept plan. The design of buildings in the PD-41 zone shall incorporate diversity of detail and materials among individual buildings while maintaining a unique overall design theme for the entire development.
  o Buildings shall demonstrate architectural variety through elements such as porches, rear loaded garages, window size, materials and color.
  o Balconies up to six feet (6') in depth but not less than three (3) feet are required on at least fifty (50%) of all residential units for the entire site.
• **Buffered Sidewalks.** A buffered sidewalk separated from the street by a landscaped strip shall be installed and maintained adjacent to Center Street. The sidewalk shall be at least eight feet (8') in width. The landscaped strip shall be at least eight feet (8') in width and shall be bermed to a height of at least one foot above the grade of the adjacent sidewalk.

**ZONING IN SURROUNDING COMMUNITIES**

The Geneva Road Area is the only part of Orem that has the M1 and M2 zoning districts and the types of industrial uses that are associated with these zoning designations. Therefore, this report looks at other Utah County communities to examine

1. The nature of their industrial zoning districts, and
2. What kind of enabling legislation do comparable cities use to support 21st century industrial development?

This exercise is important for guiding future policy decisions about how to amend Orem’s existing zoning ordinance in order to facilitate the uses and design standards that conform with the City’s and community’s desired future vision for the corridor. The communities examined are those identified by local developers and property owners as aspirational examples for future redevelopment of the Geneva Road Area, and include: Lehi, Valley Grove and Provo.

**LEHI**

The City of Lehi (Population 58,486) is located on I-15, 15 minutes northwest of Orem. Lehi is an integral part of the “Silicon Slopes” high-tech community, whose manufacturing, R&D and industrial uses are clustered in two well-established area: North Area and Thanksgiving Point.

**The North Area or Traverse Mountain area** is an emerging technology center that includes a large land use designation for Technical/ Manufacturing. Notable establishments include the Intel Micron Flash Technologies plant and the Adobe facility. The General Plan calls for capitalizing on the emerging technology center and developing supporting land uses and facilities adjacent to it.
**Thanksgiving Point** is a major regional attraction and a vibrant commercial hub, located close to the I-15 and SR-92 interchange. It includes a resort community, museum, restaurants, golf course, gardens, trails, and an office/technology center. The office park hosts Class A office space attracting a variety of tenants including attorneys, financial planners, engineers, software, and marketing firms.

Developers interviewed for the Imagine Orem: Geneva Road Area market study identified both the North Area/Traverse Mountain and Thanksgiving Point sites as positive examples of 21st century industrial development that Orem should look to for inspiration, understanding that the available land, environmental conditions and site constraints differ significantly from the Geneva Road Area.

Lehi’s General Plan goals related to industrial development and redevelopment include the following:

- Consider economic programs that encourage, protect, and magnify the emerging economic hub of offices, technology and business centers such as Thanksgiving Point, Traverse Mountain, Intel Micron Flash Technologies and Adobe.

- Maximize opportunities to create an overall pattern of planned and orderly development with a system of land uses, adequately and efficiently served by a balanced and energy-efficient system of transportation, and community services that are sensitive to the natural physical qualities of the area.

- As part of City Branding and the promotion of a Technology Industry Identity, the City can look to support interrelated clusters of local firms that reinforce innovation in the region around specialized technological industries. The City can explore the use of a business development strategy that thinks creatively when it comes when it comes to financing startup costs for high-tech firms. It will also be helpful, if possible, to leverage large-scale private-investment projects with the necessary public infrastructure.

Zoning Designations for the North Area/Traverse Mountain Area and Thanksgiving Point Area are primarily comprised of the following:

- **C – Commercial**: The Commercial land use classification is intended to provide controlled and compatible locations for retail, office and business/commercial activities, to enhance employment opportunities, to encourage the efficient use of land, to enhance property values and City tax base, and to insure high quality design and function of commercial areas. The Commercial classification may typically include retail sales and services, offices and institutional uses.

- **CR - Commercial Regional**: areas of intense commercial land uses with particular regional, as well as local appeal. Primarily located in proximity to the I-15 corridor, these areas will contain large-scale shopping, store outlet retail, movie theaters, restaurants, hospitality, and family-oriented entertainment/gaming centers. These areas may also include
employment centers, offices and clean manufacturing.

- **CFP - Commercial / Food Processing:** allow for the continued operation of existing food processing businesses that involve the slaughtering and processing of livestock; also intended to allow future retail, office and business activities. Uses typical to this District include existing food processing businesses as well as future retail sales and services, offices and institutional uses.

- **BP - Business Park: Business Park (BP):** The purpose of the Business Park classification is to provide a clean, attractive and nuisance-free location for corporate offices, light assembly and warehouse development, and larger scale public facilities. Examples of activities that may be allowed include; corporate offices, laboratories and research facilities, medical and dental clinics, professional and vocational schools, hotels, government offices, medical research facilities, hospitals, warehousing and wholesale distribution. BP areas would require buildings to be located in a parklike campus setting with extensive landscaping and consideration of building design and orientation.

- **NC - Neighborhood Commercial:** The purpose of the Neighborhood Commercial classification is to allow for smaller-scale retail and service-oriented businesses that are compatible with adjacent neighborhoods and can provide basic goods and services that are available in close proximity to residential areas. Developments within this zone should be designed for a sensitive transition between commercial uses and surrounding residential uses. Several of these nodes occur within the City.

- **LI - Light Industrial:** The L-1 classification identifies and provides locations for light industrial uses that produce no appreciable impact on adjacent properties and seek a clean and attractive industrial setting. Uses allowed in the L-1 classification may include automobile and truck rental, auto and truck repair, furniture manufacture and repair, tire distribution and retail sales, upholstery shops, industrial assembly, freight terminal, warehousing, moving and storage, and manufacturing activity.

- **I – Industrial:** Industrial zones form a very small percentage of the total land use area in the City, about 0.25%. The major industrial-zoned area is located immediately east of I-15. This classification is developed to recognize existing industrial sites and activities within Lehi City or adjacent unincorporated County areas.

- **T/M - Technical / Manufacturing:** The T-M land classification provides for and encourages the development of well-planned and designed technological and manufacturing parks. These areas are characterized by uses such as research, development, manufacturing, fabrication, processing, storage, warehousing and wholesale distribution.
• **MU - Commercial / Residential:** The Commercial/Residential (Mixed Use) classification combines a number of land uses within a specific geographic area. These may be higher density zones and may also serve as destinations or corridors of activity. They may build on the existing fabric, such as along State Street or Main Street, or may occur as new nodes of activity. This classification will have a concentration of employment and business centers and may contain a mix ranging from office, governmental, higher education, and high density housing to specialty retail, restaurants, and cultural spaces such as museums, entertainment, theaters, and sporting venues. Maintaining a substantial residential population within these areas is critical to their long-term success. Ensuring that the area is populated in the evenings and on weekends will support a lively, active, and vibrant core.

• **RC - Resort Community:** The purpose of the Resort Community designation is to recognize and provide for the orderly development of certain properties as a tourist, convention, hospitality, business, and gathering destination. A Resort Community area may include a cohesive and complimentary mixture of land uses, including commercial, residential, recreational, and/or business park. Uses should focus on services for tourists, visitors, and the local community. Areas formally approved and adopted as a Resort Community are incorporated as an amendment to the Lehi City General Plan and become a part of the Land Use Map series.

**Further Resources:**


PLEASANT GROVE

Pleasant Grove (population 33,509) is a City just north of Orem on the other side of Lindon. This community is the location of a major new retail and office development in an undeveloped section of the southwest corner of the municipality known as Valley Grove. The developer of this project, St. John’s Properties, was interviewed as part of the Market Study process for the Geneva Road Area. SJP chose this site primarily for its access to and visibility from I-15.

Pleasant Grove City has two zones for industrial uses: the Manufacturing Distribution Zone (M-D), which allows for a broad range of heavy industrial use, and the business and manufacturing park (BMP), which is more restrictive as it serves as a transition between the M-D zone and The Grove Zone, which is also described here.

MANUFACTURING DISTRIBUTION (MD)

The manufacturing distribution (MD) zone is established to provide areas in the city where light manufacturing firms can engage in processing, assembling, manufacturing, warehousing and storage; and for incidental service facilities and public facilities to serve the manufacturing area.

The MD zone is intended to encourage sound development by providing and protecting an environment for such development, subject to regulations necessary to assure the orderly growth of the city, and the protection of residential and commercial land uses from noise and other disturbances.

This MD zone is to be characterized by flat, open land suited for industrial uses because of the proximity to major transportation routes and the availability of utilities necessary for successful manufacturing or processes.

The basic objectives of the MD zone are to:

- Provide space for light manufacturing and processing uses within the city in appropriate locations and to discourage uses from locating within this zone which will tend to deteriorate a light manufacturing environment, and thwart the use of land for light industrial purposes.
- Broaden the tax base and improve the economic base of the community.
- Promote new industry to enhance the economic and social well being of the city and its inhabitants.
- Discourage the undesirable mixture of incompatible commercial, industrial and residential uses.
BUSINESS MANUFACTURING PARK (BMP)

The business and manufacturing park (BMP) zone is established to provide for a mixture of research, office, and certain specialized light manufacturing uses, including fabricating, processing, testing, assembling, packaging and storage associated with the manufacturing of products which have a high value in relation to bulk, from previously prepared materials, but not including uses involving primary production of wood, metal, concrete, asphalt, petroleum or chemical products from raw materials.

The zone, located in the fringe area of the city in open, readily developable land, is intended to serve as a transitional area between The Grove Zone and the Manufacturing Zone; therefore, the zone is more restrictive than a conventional manufacturing zone yet it allows for a number of uses otherwise prohibited in The Grove Zone.

The BMP Zone has design controls to achieve overall unity of site design through architectural harmony, design integration and unified design of street furniture, illumination of buildings, outdoor sculptures and statuary, decorative fountains, walkway railings and steps.

GROVE DISTRICT

The Grove District is located in the far southwestern corner of Pleasant Grove in a same area as the Valley Grove development described above. The creation of this special zoning district encourages a coordinated set of design principles for buildings, site planning, landscaping and signage in order to guide individual development activities so that they will work together visually.

Within the Grove District is the Grove Business Park (GBP) overlay which provides for a mixture of research, office, retail, warehousing and certain specialized light manufacturing uses in a parklike atmosphere. The overlay area is to be characterized by attractively designed buildings and off street parking lots situated among spacious lawns, trees, shrubs and other landscape features, preserving as much as possible existing natural wetlands and associated vegetation.

Finally, the Grove District has design controls to achieve overall unity of site design through architectural harmony, design integration, unified themes and unified design of street furniture, illumination of buildings, outdoor sculptures and statuary, decorative fountains, walkway railings and steps.

FURTHER RESOURCES:

Valley Grove developer website: http://thevalleygrove.com/

Major new development - Valley Grove: https://www.ksl.com/?sid=45265366&nid=1012


PROVO

Finally, this analysis looks to Orem’s neighbor to the South, Provo (population 115,264), which shares the south Geneva Road corridor and faces many of the same issues with regards to addressing population growth and build-out as Orem. As in Orem, Provo’s industrial uses are clustered around the Geneva Road corridor, I-15 and the rail lines in the northwest corner of the City, and pick up again in the southwest corner of the City clustered around South State Street, Larsen Parkway, Mountain Vista Parkway, and again, the rail lines.

In addition to the traditional residential, commercial and industrial zones, Provo has many mixed-use districts, special purpose districts that correspond to the district’s location within the municipality, and overlay zones. There are approximately seven (7) of these zoning districts that incorporate the types of uses currently found in Orem’s Geneva Road corridor and which may be expected to continue or be redeveloped in the future. These include the following:

- CM - Heavy Commercial Zone
- CA - Automotive Center Commercial Zone
- MP - Manufacturing Park Zone
- M1 - Light Manufacturing Zone
- FI - Freeway Industrial Zone
- M2 - Heavy Manufacturing Zone
- PIC - Planned Industrial Commercial Zone

Provo’s Geneva Road Corridor is zoned Freeway Industrial (FI), which as its named suggested, is intended to be located along the I-15 freeway in areas which are readily accessible to railroads, and major arterial and collector roads. The purpose of the FI zone is to provide areas in the community where clean, non-polluting industrial and manufacturing uses may be located in an environment which protects them from encroachment of commercial and residential uses. This zone provides flexible land uses without encouraging general traffic through residential areas. In addition, manufacturing uses in this zone must be fully enclosed with a visually appealing front facade to enhance the view of the area from the freeway corridor. Similarly, this zone had landscaping requirements to “reduce the effects of the detrimental characteristics of permitted uses and to enhance the appearance of the FI zone.”

Provo also has an overlay district that may be a relevant comparison for the future redevelopment of Orem’s Geneva Road Corridor, the Research and Business Park Zone. The purpose of the Research and Business Park (R&BP) zone is to provide an aesthetically attractive working environment exclusively for and conducive to the development and protection of offices, research and development institutions, and certain specialized light manufacturing establishments. Permitted uses are more limited than other commercial or manufacturing zones, and are based on operating characteristics and land use impacts rather than type of service or product.
The essential purpose of this district is to achieve development in a park-like setting that is an economic asset to the owners, neighbors, and the community. This zone is more restrictive than other commercial and manufacturing zones in the City in order to have buildings which have architectural excellence, grounds which have an abundance of landscaping, and land uses which do not create air, ground, noise, and water pollution.

Finally, it is important to examine how Provo has addressed the remediation and redevelopment of the former Ironton Steel Mill into the Mountain Vista Business Park. This area, zoned Planned Industrial Commercial (PIC) is a City-owned business park located on Mountain Vista Parkway off south State Street. While Mountain Vista is already home to several well-established tenants, the rest of the park is and is the largest tract of undeveloped land in Provo City limits. The City is also offering tax-increment financing (TIFs) for businesses wishing to re-locate here.

The Planned Industrial Commercial (PIC) zone is “intended to provide an exclusive environment for the establishment of quality research laboratories (nonpolluting light manufacturing uses), commercial uses, and professional office uses in a park-type setting. The zone is more restrictive than the conventional manufacturing zone in order to provide buildings which have architectural excellence, grounds which have an abundance of landscaping and trees, and land uses which do not create air or noise pollution.”

**Further resources:**

General Plan, Zoning Code, Land Use and Development Code:  

Zoning code:  

Zoning Map:  
[http://www.provo.org/home/showdocument?id=8772](http://www.provo.org/home/showdocument?id=8772)

Southeast Neighborhood Plans:  
[http://www.provo.org/home/showdocument?id=11489](http://www.provo.org/home/showdocument?id=11489)

**Conclusion**

In examining the Utah County communities of Lehi, Pleasant Grove and Provo, there are some common trends for utilizing land use ordinances to achieve their desired vision for 21st century industrial development, namely, articulating zoning requirement beyond bulk standards to address building types, diversity, architectural details, landscaping, screening and street furniture; articulating permitted manufacturing, technology and research and development uses that are in line with the City’s industrial future; and incorporating sustainability best practices and green infrastructure investments. Sometimes these regulations will be found in the Zoning Code, other times in a Development Ordinance, Master Plan, Area Plan or Planned Development (PD) regulations.