

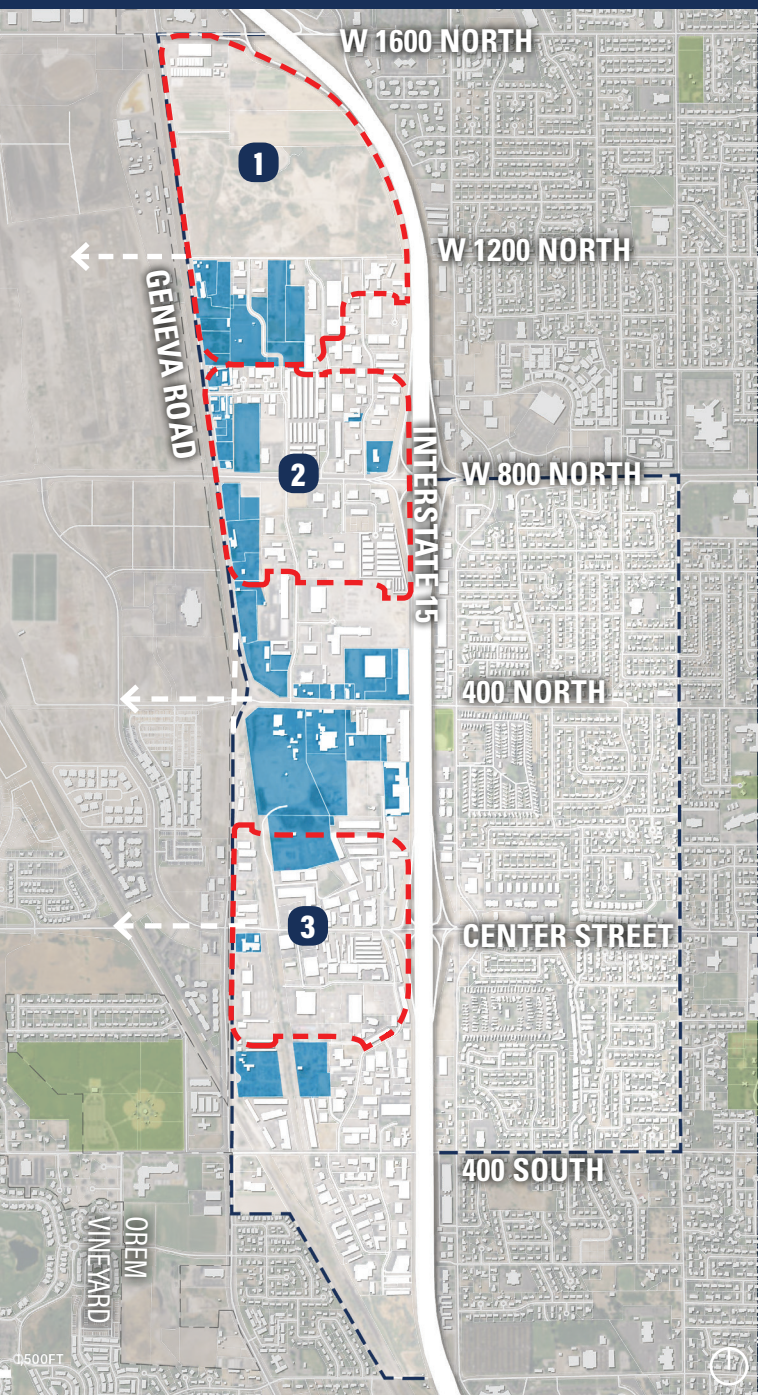
GENEVA ROAD CORRIDOR

BASELINE CONDITIONS IN THE STUDY AREA



PROPOSED DISTRICTS

TOTAL DISTRICT AREA: 368 ACRES



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.

- DISTRICT BOUNDARY
- POTENTIAL BROWNFIELD SITE
- FUTURE ROAD ALIGNMENTS

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.



LOW-RISE LIGHT INDUSTRIAL/COMMERCIAL

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 LIGHT INDUSTRIAL/COMMERCIAL

MID-RISE RESIDENTIAL

These images illustrate residential adjacent to low intensity industrial and commercial uses to create live-work nodes along Geneva Road.



INDUSTRIAL-MANUFACTURING

MID-RISE RESIDENTIAL

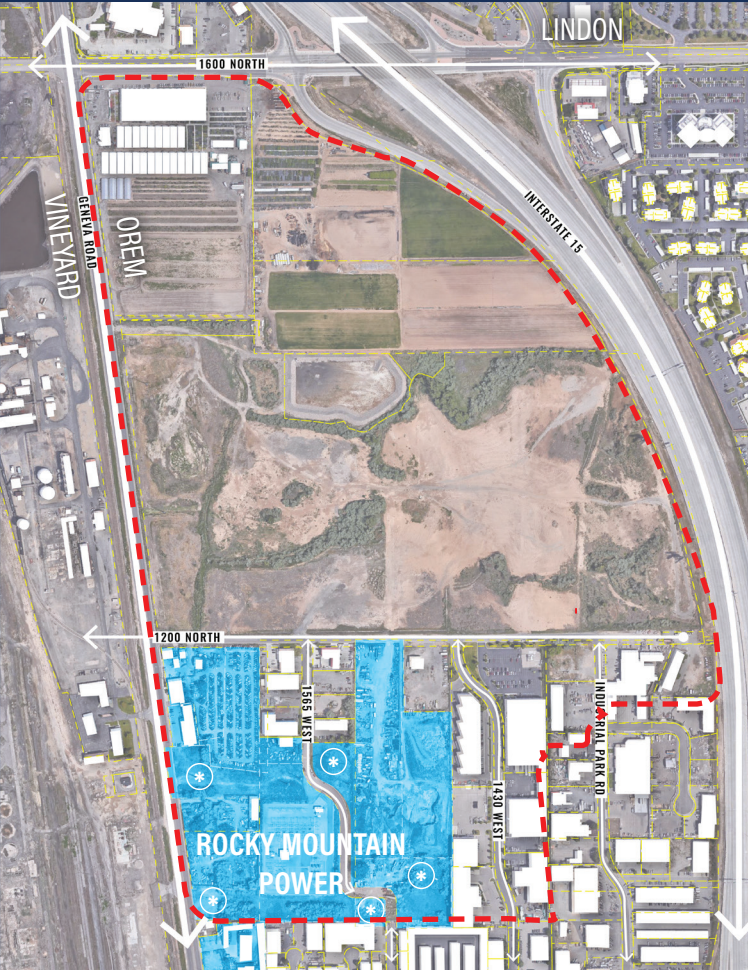
GATEWAY DISTRICT

GENEVA ROAD & 1600 NORTH



EXISTING CONDITION

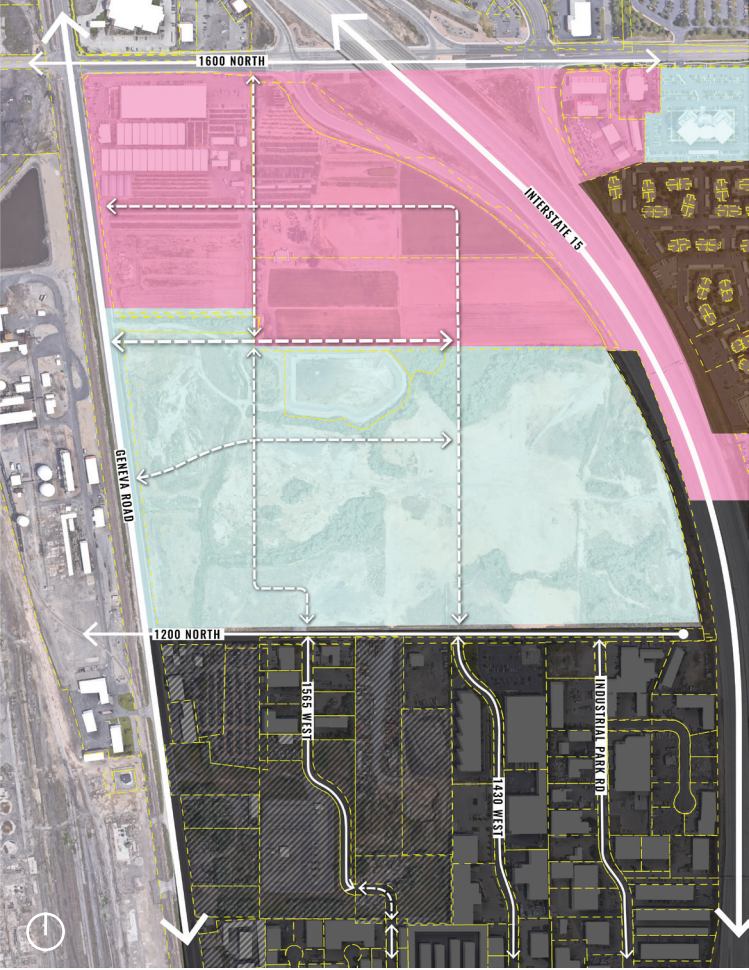
CATALYST SITE AREA: 6.7 ACRES
DISTRICT AREA: 160 ACRES



CURRENT LAND USES:
UTILITY, AUTOMOTIVE & MECHANICAL,
AGRICULTURE

- DISTRICT BOUNDARY
- POTENTIAL BROWNFIELD SITE
- CATALYST SITE

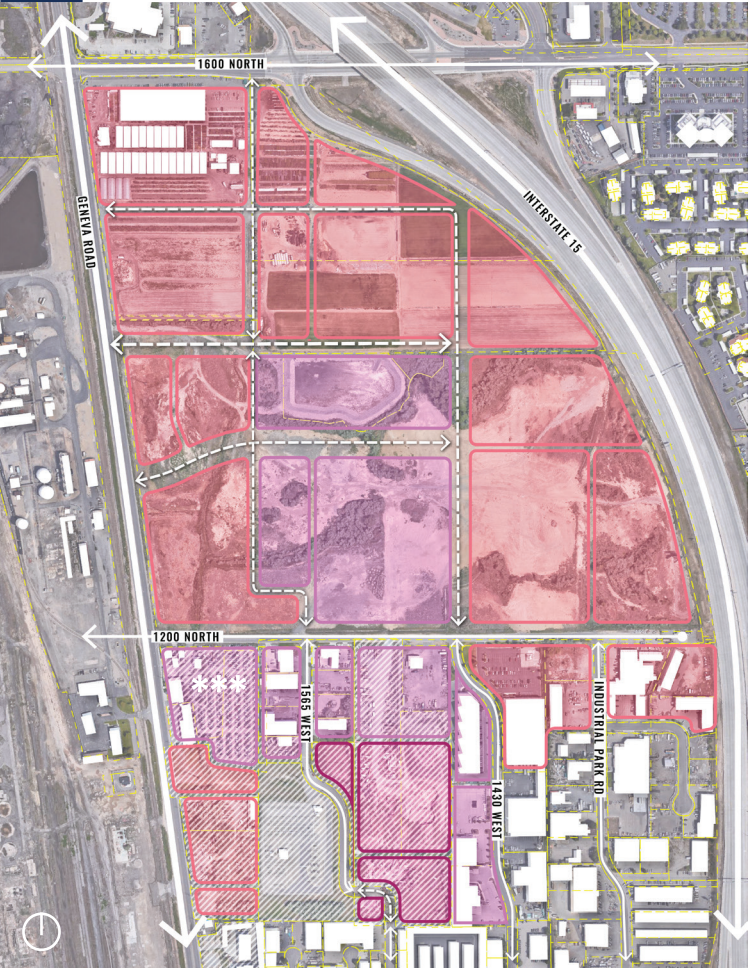
CURRENT ZONING



- PARCELS
- M2- HEAVY INDUSTRIAL
- PD- PLANNED DEVELOPMENT
- POTENTIAL BROWNFIELD
- *** NEW DEVELOPMENT (NOT INCLUDED IN CALCULATIONS)
- POTENTIAL CONNECTION

POTENTIAL LAND USE SCENARIOS

1 INDUSTRIAL/COMMERCIAL

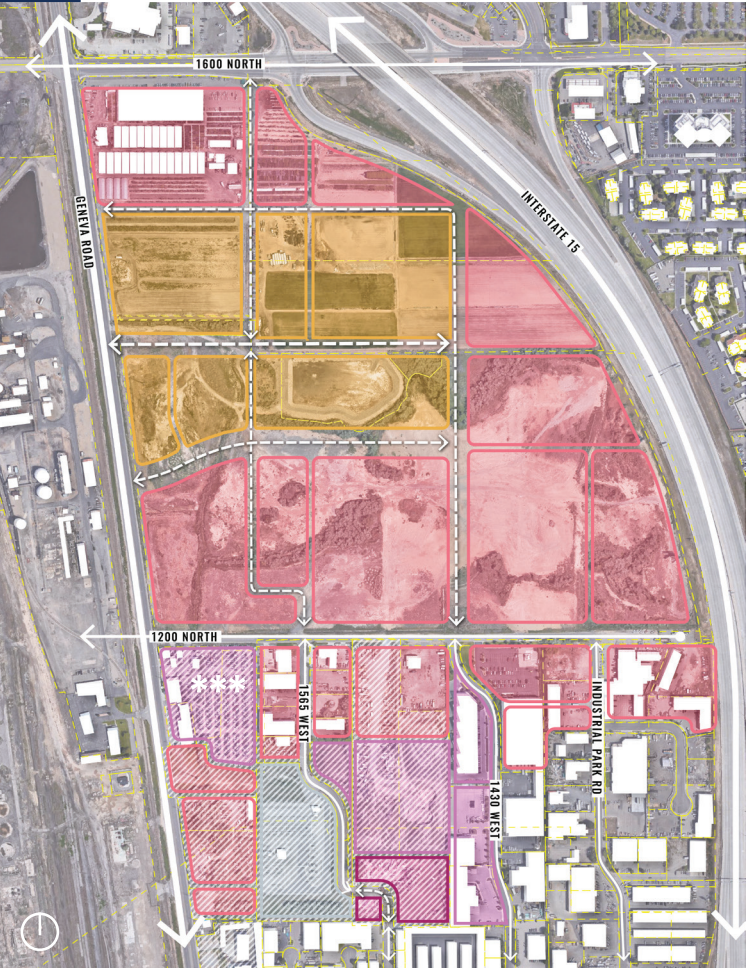


Commercial and highway services near I-15. Mixed commercial and industrial along 1200 North and Geneva road buffering internal industrial uses.

TOTAL DEVELOPMENT CAPACITY BY TYPE

MIXED USE COMMERCIAL/INDUSTRIAL	8,452,400 FT ²
LIGHT INDUSTRIAL	3,300,700 FT ²
HEAVY INDUSTRIAL	1,028,500 FT ²
TOTAL	12,781,600 FT ²

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

MIXED USE RESIDENTIAL/COMMERCIAL	2,628,900 FT ²
MIXED USE COMMERCIAL/INDUSTRIAL	8,316,000 FT ²
LIGHT INDUSTRIAL	794,500 FT ²
HEAVY INDUSTRIAL	346,500 FT ²
TOTAL	12,085,900 FT ²

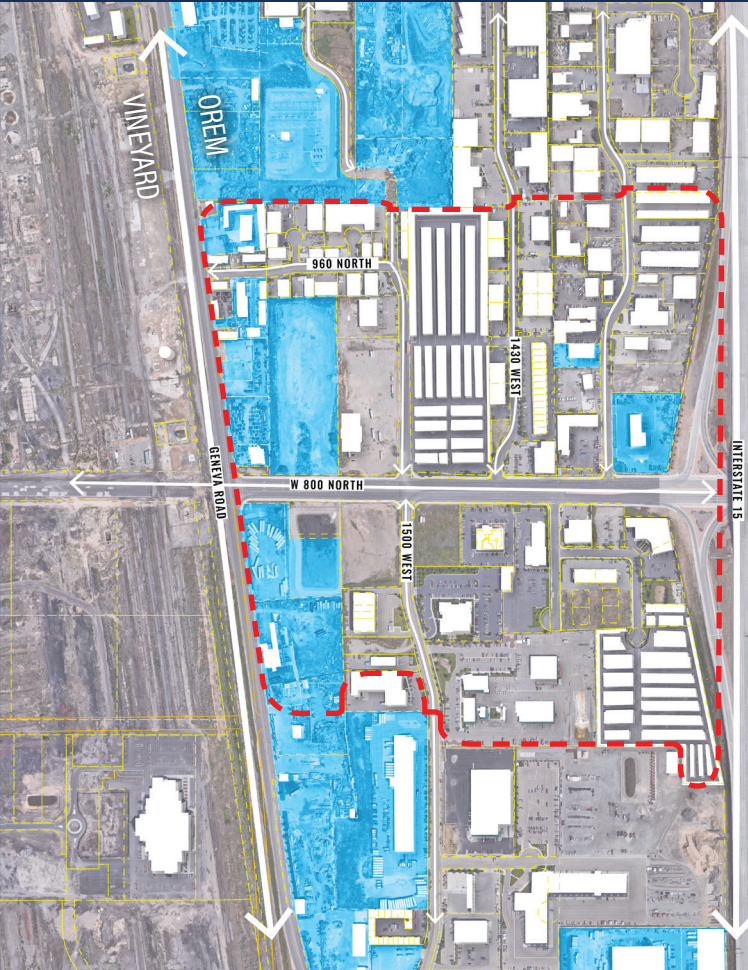
GENEVA CROSSING DISTRICT

GENEVA ROAD & 800 NORTH



EXISTING CONDITION

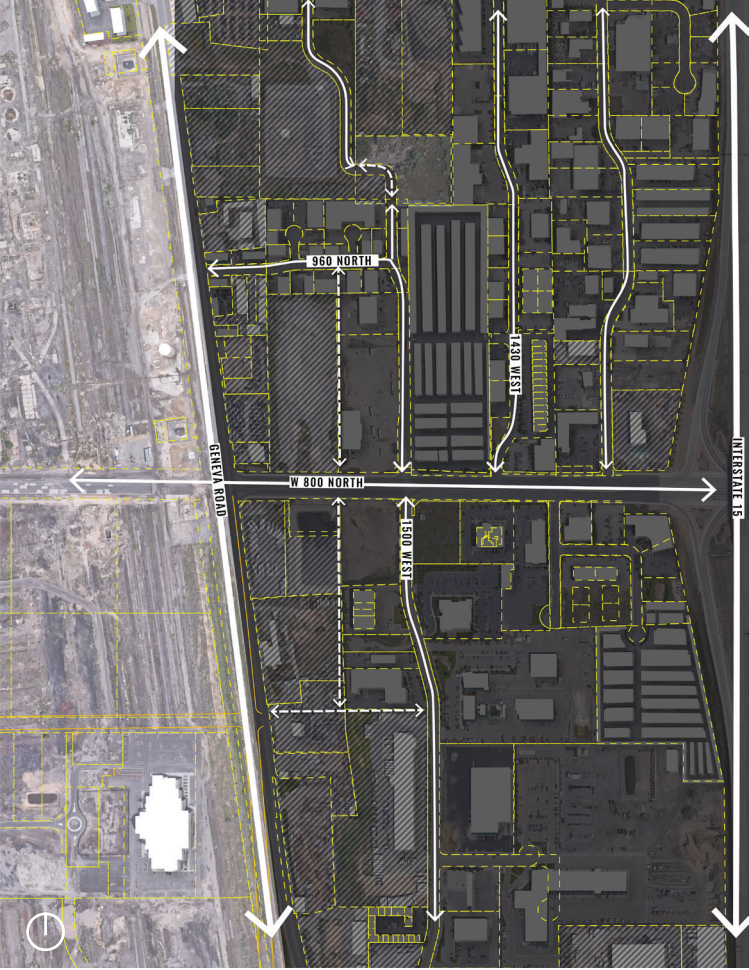
DISTRICT AREA: 105 ACRES



CURRENT LAND USES:
RECYCLING, STORAGE, OFFICE, AUTO-MOBILE SALES AND REPAIR

- DISTRICT BOUNDARY
- POTENTIAL BROWNFIELD SITE

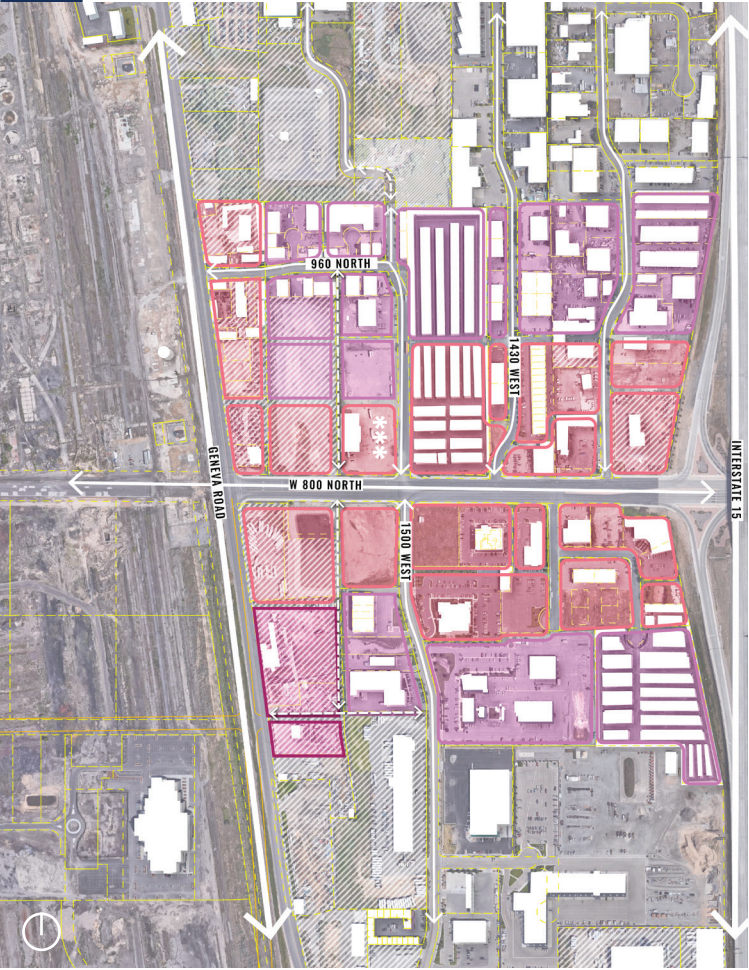
CURRENT ZONING



- PARCELS
- M2- HEAVY INDUSTRIAL
- PD- PLANNED DEVELOPMENT
- POTENTIAL BROWNFIELD
- NEW DEVELOPMENT (NOT INCLUDED IN CALCULATIONS)
- POTENTIAL CONNECTION

POTENTIAL LAND USE SCENARIOS

1 INDUSTRIAL/COMMERCIAL

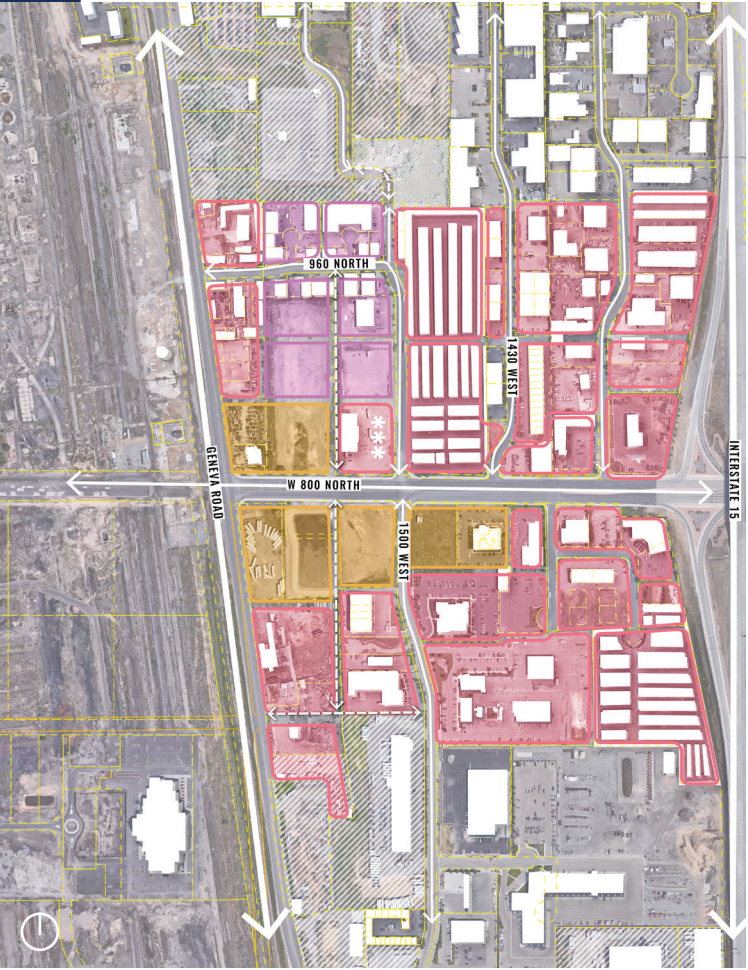


Mixed commercial and industrial along 800 North and Geneva road buffering internal industrial uses.

TOTAL DEVELOPMENT CAPACITY BY TYPE

MIXED USE COMMERCIAL/INDUSTRIAL	3,576,100 FT ²
LIGHT INDUSTRIAL	4,024,300 FT ²
HEAVY INDUSTRIAL	831,300 FT ²
TOTAL	8,431,700 FT ²

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 FT ²
MIXED USE COMMERCIAL/INDUSTRIAL	6,105,000 FT ²
LIGHT INDUSTRIAL	876,200 FT ²
TOTAL	8,016,800 FT ²

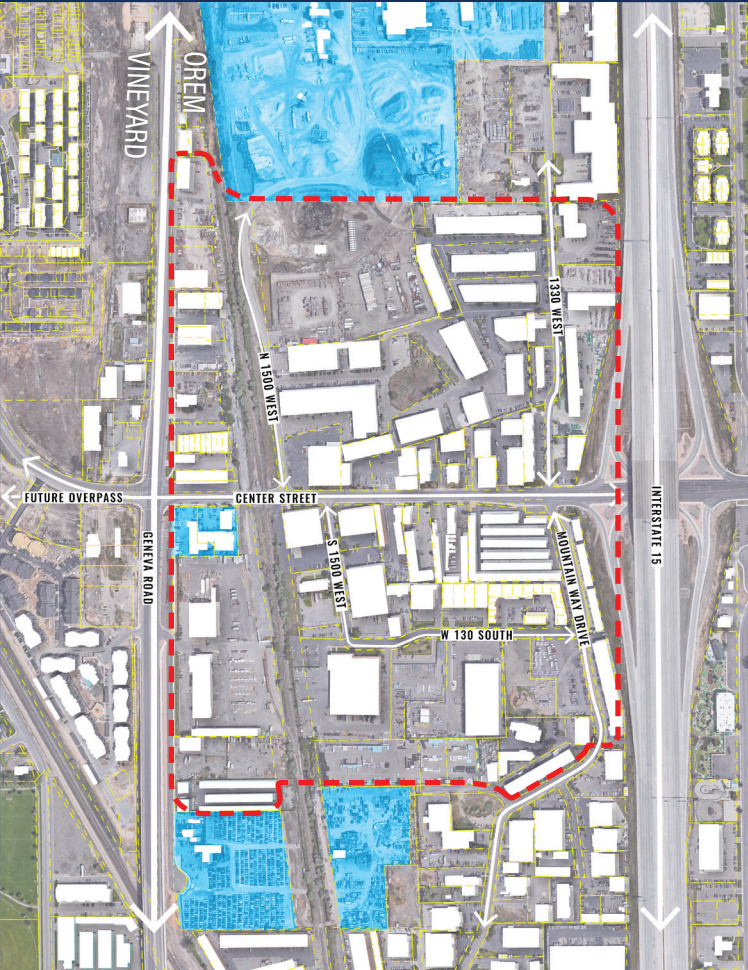
THE SEAM DISTRICT

GENEVA ROAD & CENTER STREET



EXISTING CONDITION

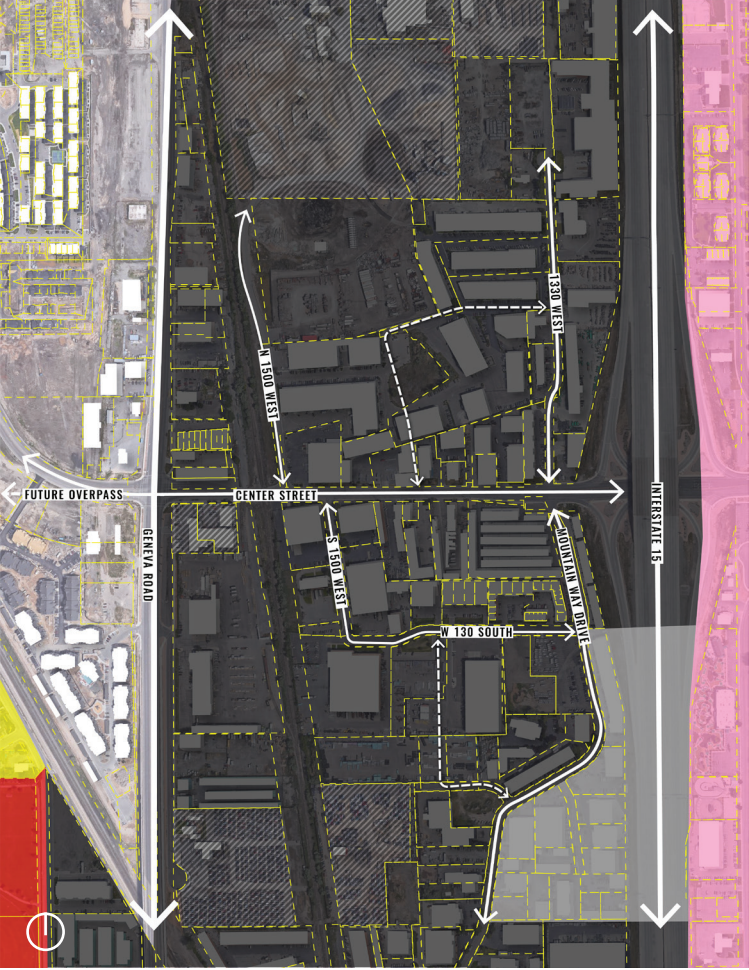
DISTRICT AREA: 103 ACRES



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

DISTRICT BOUNDARY
 BROWNFIELD SITE

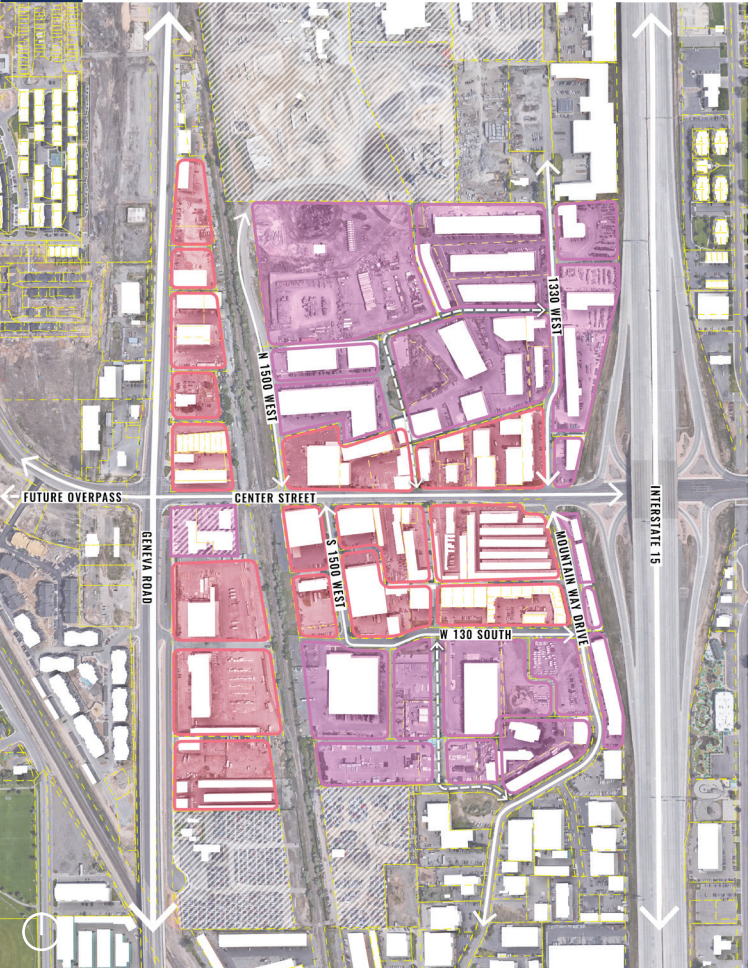
CURRENT ZONING



- PARCELS
- M2- HEAVY INDUSTRIAL
- PD- PLANNED DEVELOPMENT
- POTENTIAL BROWNFIELD
- *** NEW DEVELOPMENT (NOT INCLUDED IN CALCULATIONS)
- POTENTIAL CONNECTION

POTENTIAL LAND USE SCENARIOS

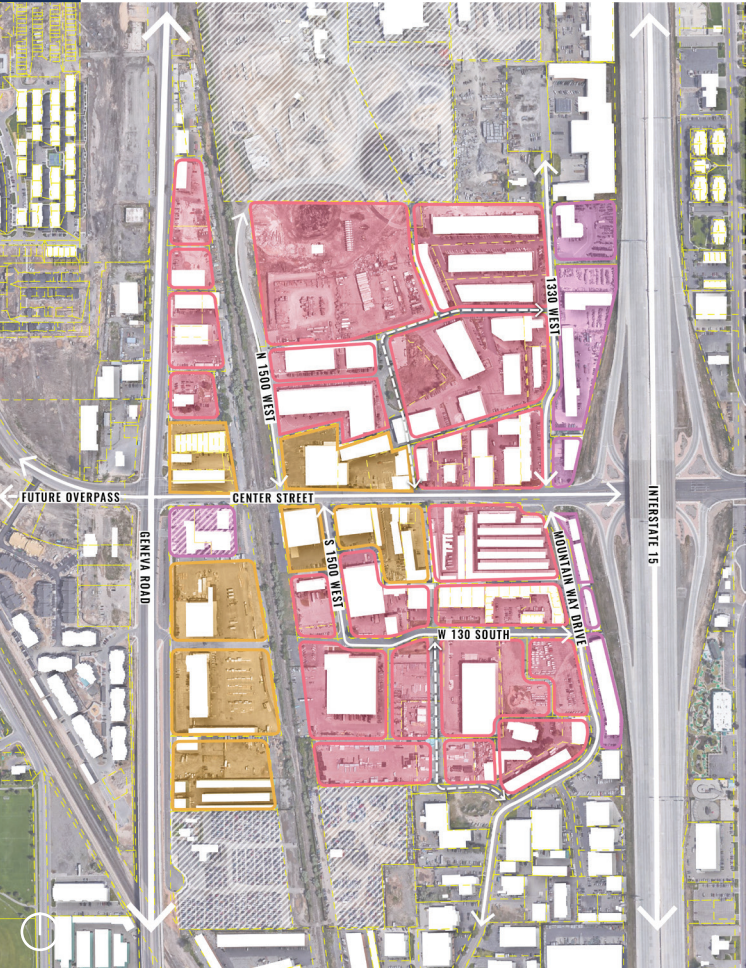
1 INDUSTRIAL/COMMERCIAL



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	3,267,500 FT ²
LIGHT INDUSTRIAL	4,799,500 FT ²
TOTAL	80,067,000 FT ²

2 MIXED USE WITH RESIDENTIAL



Mixed-Use residential development at Geneva Road and Center Street. Mixed-use commercial along northern portion of Geneva and block interior. Industrial uses along I-15.

TOTAL DEVELOPMENT CAPACITY BY TYPE	
MIXED USE RESIDENTIAL/COMMERCIAL	1,344,700 FT ²
MIXED USE COMMERCIAL/INDUSTRIAL	5,666,700 FT ²
LIGHT INDUSTRIAL	786,600 FT ²
TOTAL	7,798,000 FT ²