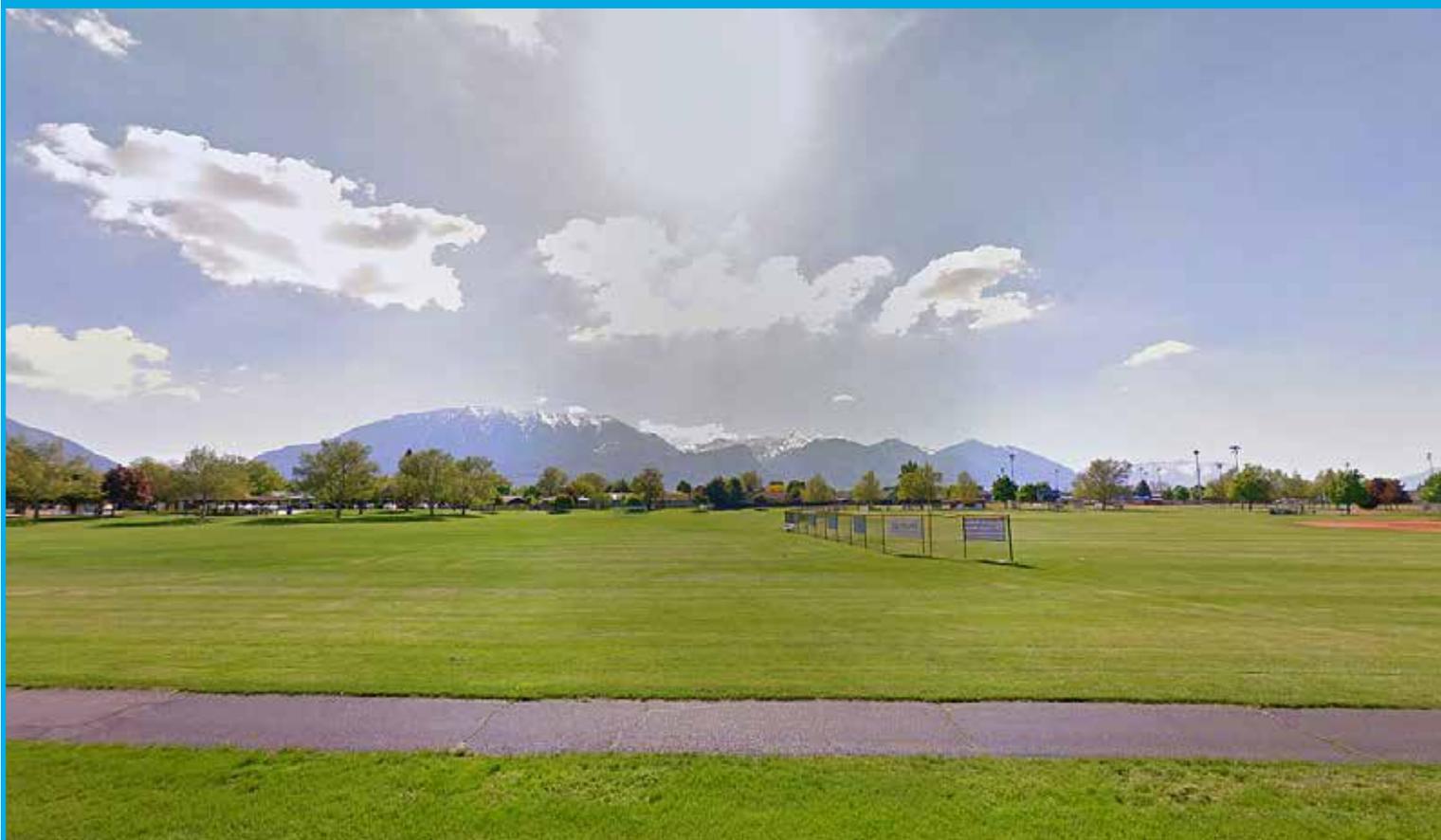


GENEVA HEIGHTS, OREM PARK, SUNCREST



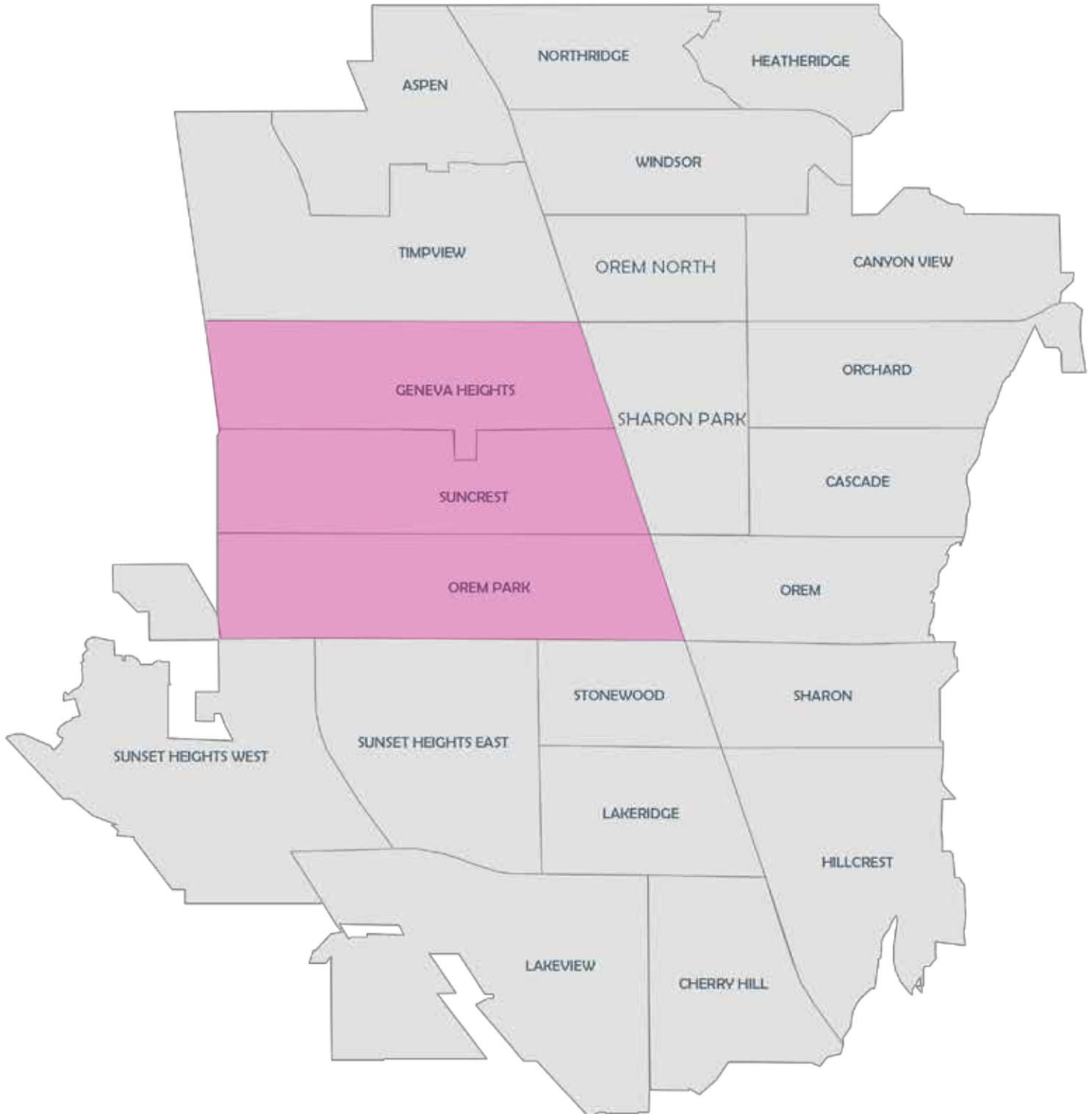
GENEVA HEIGHTS, OREM PARK, SUNCREST

NEIGHBORHOOD PLAN

NOVEMBER 2017



OREM NEIGHBORHOODS



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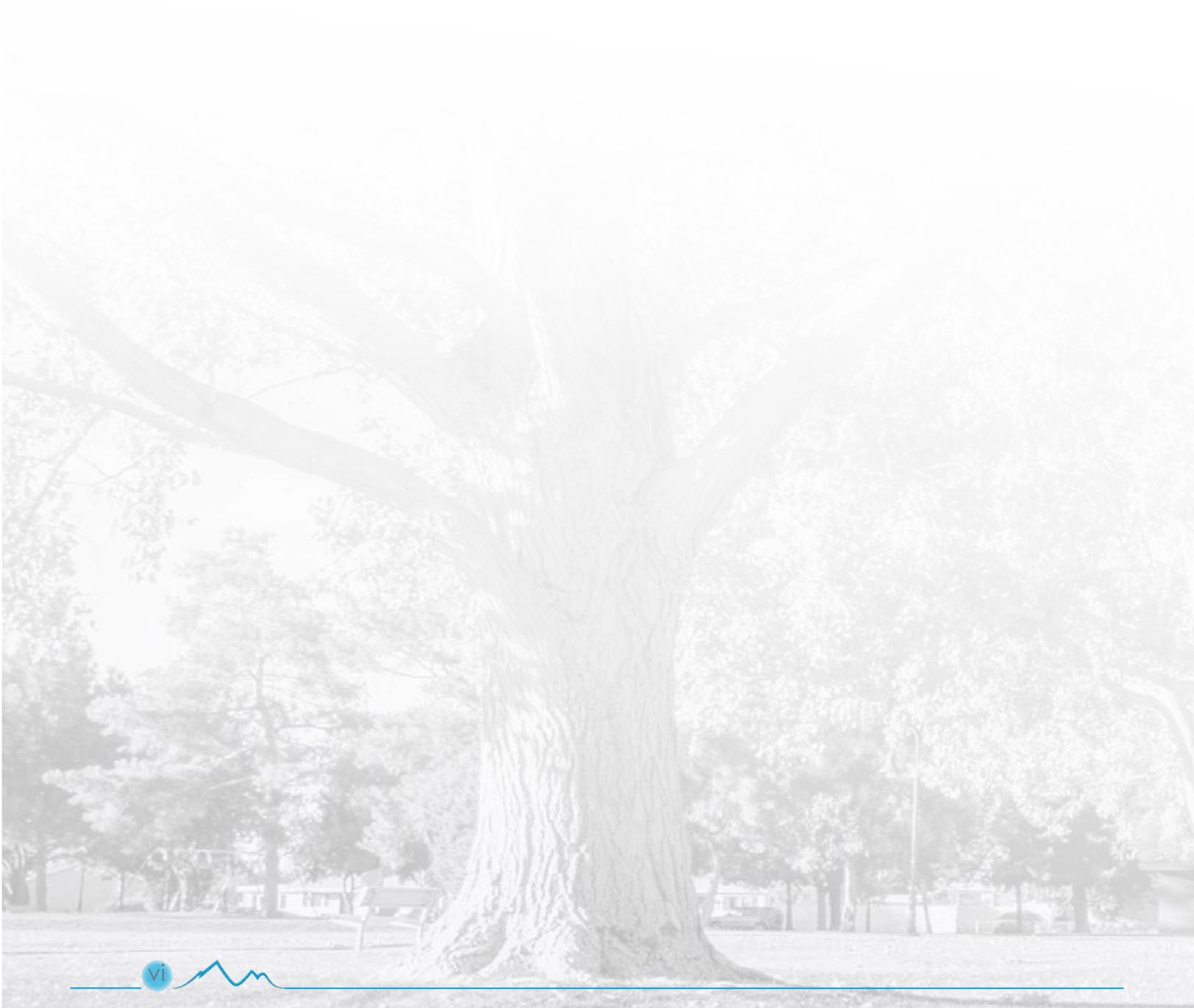
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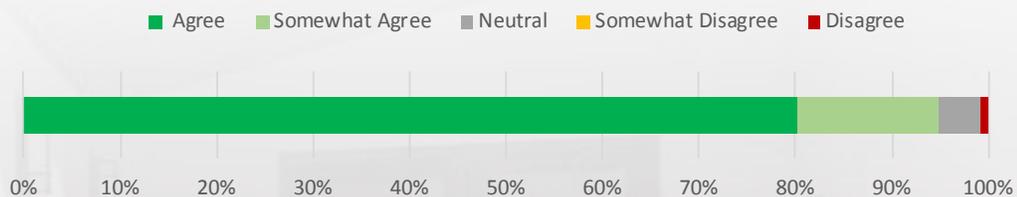
INTRODUCTION



Vision Statement

“We are neighborhoods that value community and diversity, and we have a strong desire to promote safety, health, and education for all of our neighbors.”

Geneva Heights, Orem Park, Suncrest Neighborhood Residents



Neighborhood Survey

A survey was posted on orem.org/survey to collect feedback from neighborhood residents on the Vision and Goals that were created by the Neighborhood advisory Committee. The Vision and Goals are presented in each section, and are the most important part of this plan. To reach residents, the City advertised the survey online and mailed out over 5,000 post cards in an effort to reach every household. The survey received 123 responses.



1.1 PURPOSE

The Geneva Heights, Orem Park, Suncrest 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

The Geneva Heights, Orem Park, and Suncrest neighborhoods contain some of Orem's oldest residential, commercial, and industrial properties. The construction of the Geneva Steel mill in the 1940's influenced development in the area towards more industrial uses, some of which continue to this day. Many of the older residential homes built in the area were constructed as housing for those who worked in this nearby industry.

Figure 1.1 is a 1946 newspaper clipping from the Orem-Geneva Times, describing the adoption of Orem's first Zoning Ordinance. The highlighted area represents the Geneva Heights, Orem Park, and Suncrest neighborhoods. As can be seen, except for

View of Geneva Steel in the 1940's, with the Geneva Heights, Orem Park, and Suncrest Neighborhoods in the Background

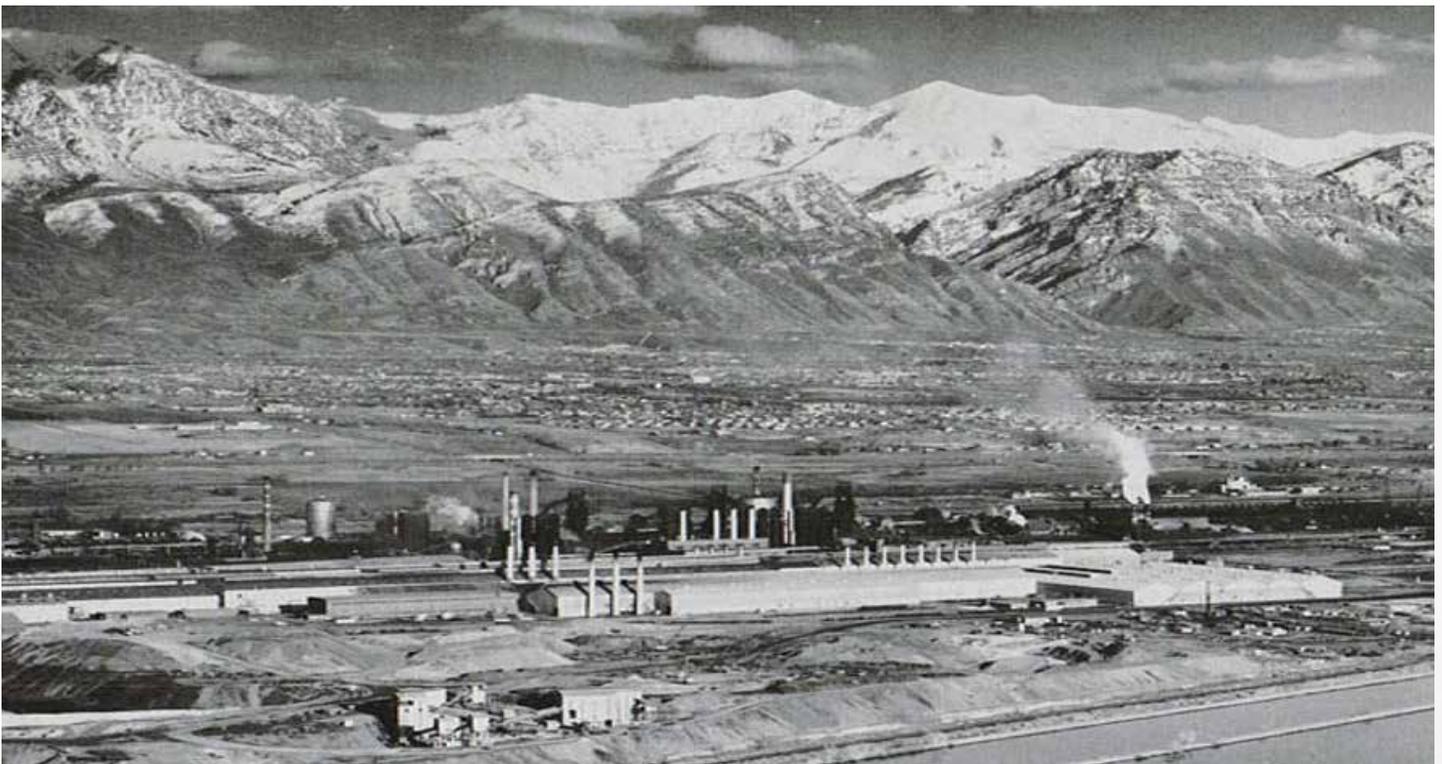
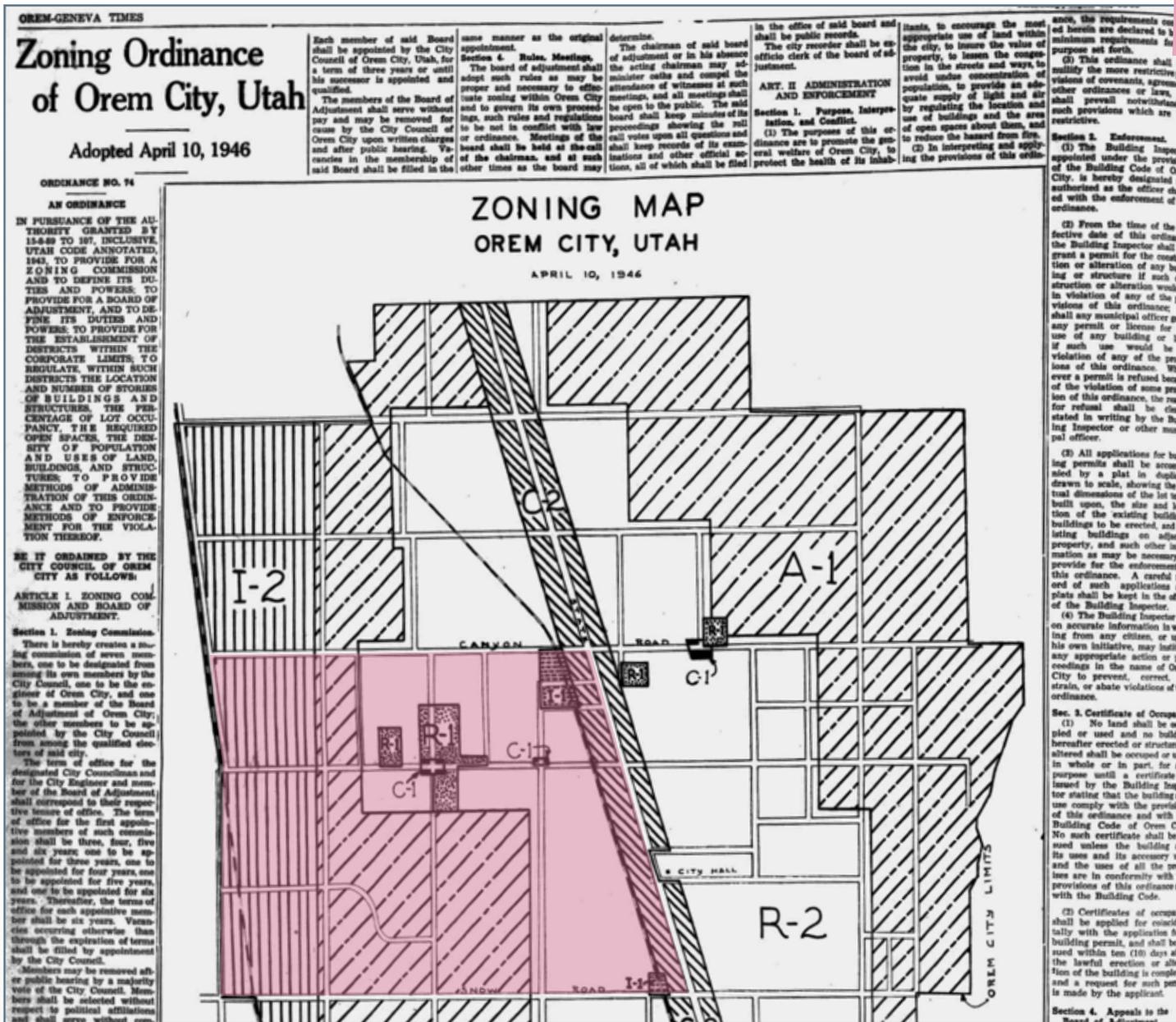


Figure 1.1 Orem's First Zoning Ordinance Adopted in 1946



the agricultural zones, much of the historic zoning has stayed the same. While the residential areas are not expected to see much change in the future, new development in nearby Vineyard is expected to impact the future of Orem's industrial land. Geneva Steel's 1,750 acres of land were sold in 2005 and the property is being developed into a master planned

community, with a FrontRunner commuter rail station planned for the future. The redevelopment of the Geneva Steel site in Vineyard has sparked interest in the redevelopment of west Orem as well. However, many of these properties are considered brownfield sites and may potentially require costly environmental remediation. To help create a plan for the area and



Figure 1.2 Geneva Road Area-Wide Plan Boundaries



address the process of remediation, Orem recently applied for and was awarded a large grant by the U.S. Environmental Protection Agency. This grant will be used to create a plan for the Geneva Road corridor and will help guide and encourage new development and redevelopment in the area (see figure [Figure 1.2](#) showing the Geneva Road Area Plan boundaries). [Figure 1.3](#) provides aerial imagery from 1994 and 2016. As can be seen, these neighborhoods are mostly built out with only a few remaining vacant parcels.

1.3 NEIGHBORHOOD VISION

The City of Orem's motto is "Family City USA." Over the years, Orem has become just that. In 2010, Forbes Magazine ranked the City as the fifth best place to raise a

family.¹ Claudia Wallis, editor of TIME's book *Healthiest places to Live*, called it one of the best places in America for spiritual well-being.²

The Geneva Heights, Orem Park, and Suncrest neighborhoods have helped establish this reputation. As [Figure 1.4](#) 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 types of residents. The neighborhood plan identifies a vision that preserves this quality of life for future generations. According to residents:

"We are neighborhoods that value community and diversity, and we have a strong desire to promote safety, health, and education for all of our neighbors."

1. Francesca Levy. America's Best Places to Raise a Family. <http://www.forbes.com/2010/06/04/best-places-family-lifestyle-real-estate-cities-kids.html>. 6/07/2010.
 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 Change

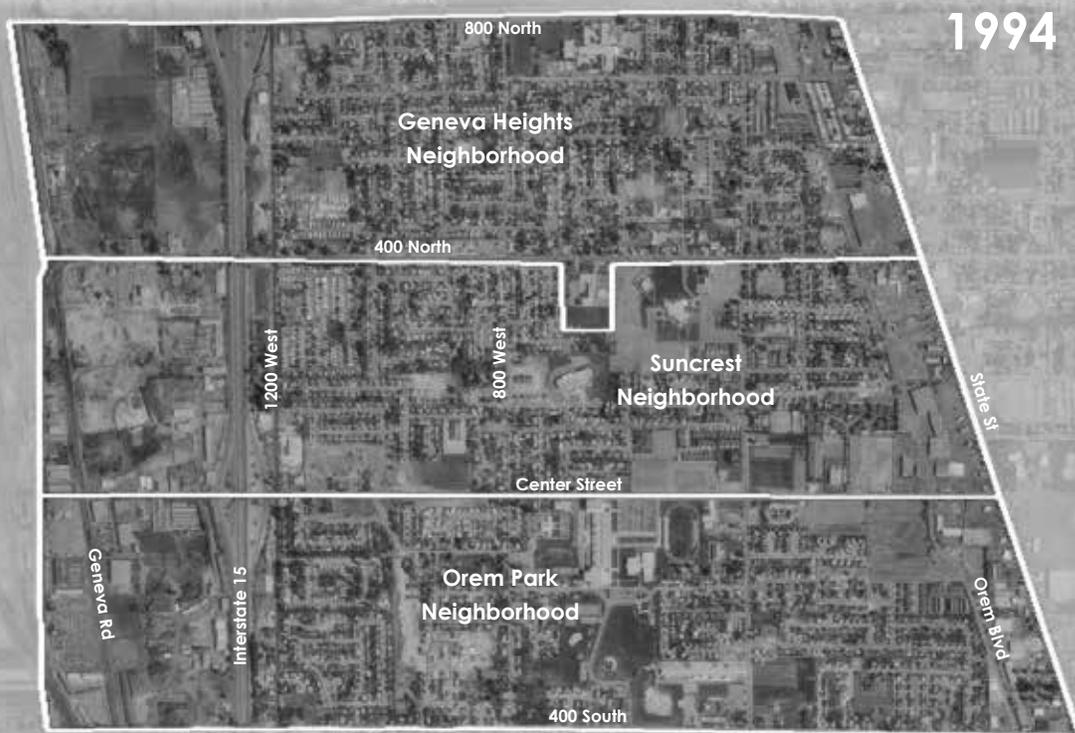
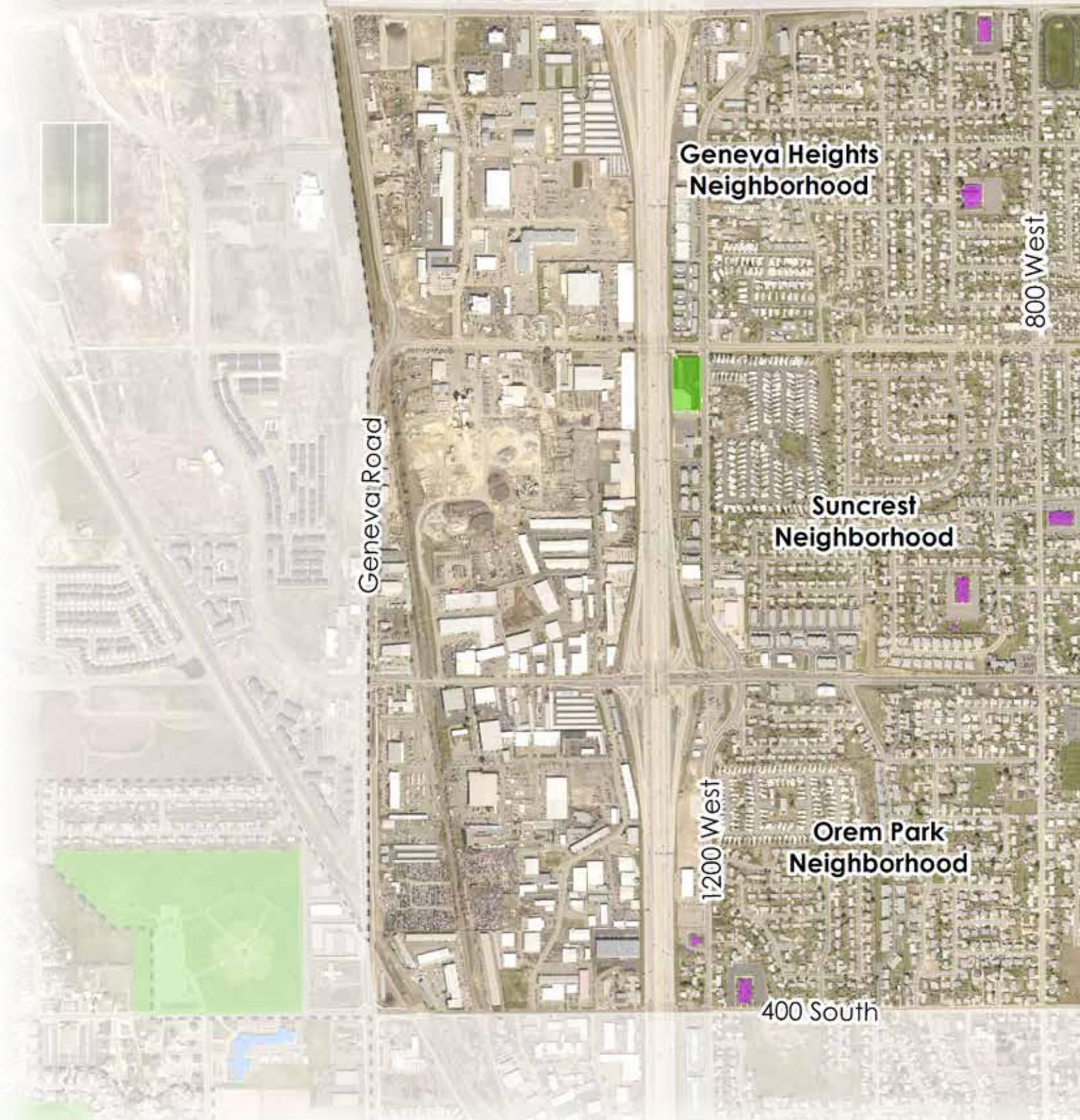
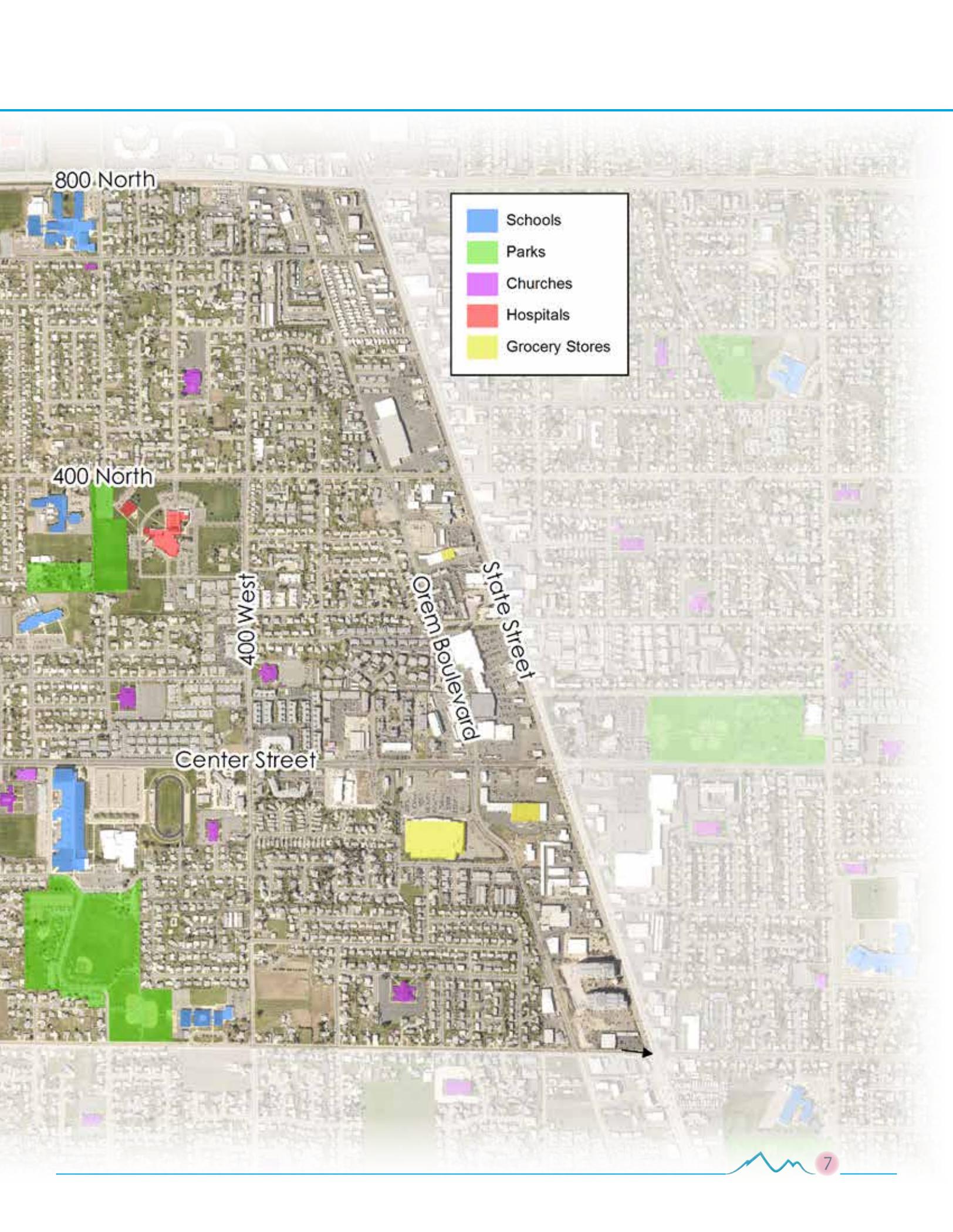




Figure 1.4 Neighborhood Landmarks





800 North

400 North

400 West

Center Street

Orem Boulevard

State Street

- Schools
- Parks
- Churches
- Hospitals
- Grocery Stores



DEMOGRAPHICS

2

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 composition of these neighborhoods. This section contains data gathered from various sources including the US Census and American Community Survey.

Figure 2.1 Neighborhood Summary of Population and Household Characteristics

Demographic Category	Geneva Heights	Suncrest	Orem Park
Total Population	5600	5768	5133
Population Over 60	10.8%	11.7%	15.0%
Total Households	1607	1581	1581
Households with Children	35.6%	26.3%	36.9%
Single Family Detached Housing	51.3%	41.4%	58.7%
Multifamily Housing	48.7%	58.6%	41.3%
Larger Multifamily Housing (4+ Units)	6.7%	15.4%	7.9%
Median year Built	1979	1979	1985
Median Owner Occupied Home Value	\$156,685	\$180,222	\$194,274
Median Household Monthly Rent	\$899	\$1,002	\$1,182
Median Household Income	\$46,026	\$49,671	\$49,548

Source: United States Census, American Community Survey 2015



2.1 CENSUS DATA

This section provides a demographic overview for the Geneva Heights, Orem Park, and Suncrest 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

Figure 2.2 Neighborhood Block Groups

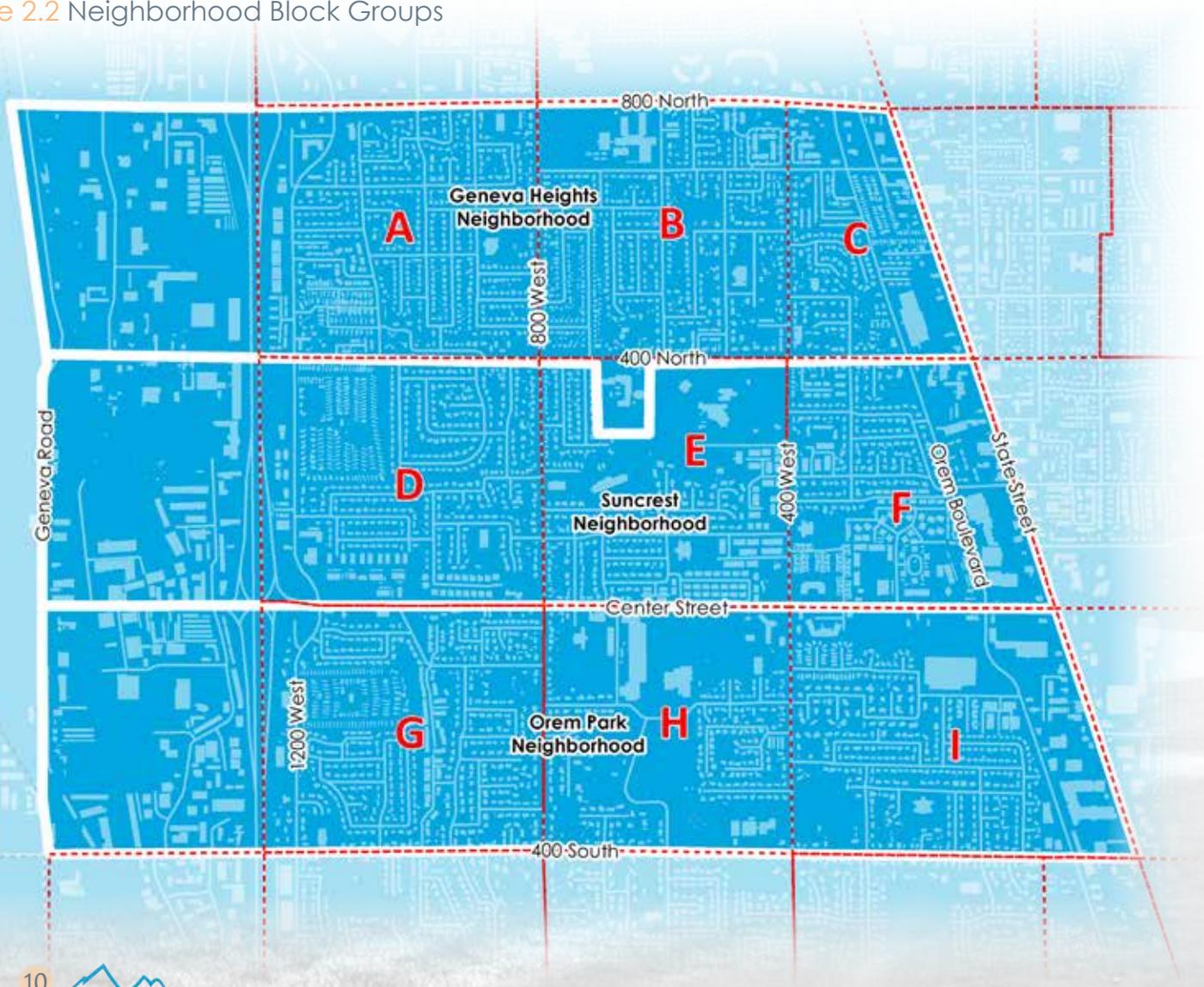


Figure 2.3 Population Characteristics

Block Group	Geneva Heights			Suncrest			Orem Park		
	A	B	C	D	E	F	G	H	I
Total Pop.	2,303	1,736	1,561	2,460	1,137	2,171	1,875	950	2,308
Male	50.6%	48.6%	54.1%	48.1%	47.8%	49.1%	48.1%	55.4%	47.2%
Female	49.4%	51.4%	45.9%	51.9%	52.2%	50.9%	51.9%	44.6%	52.8%
Under 18	32.0%	32.4%	42.7%	33.3%	16.4%	37.2%	24.1%	37.2%	33.0%
18 to 24	16.5%	10.7%	16.2%	19.0%	21.1%	9.2%	15.9%	16.2%	17.3%
25 to 39	24.2%	26.0%	17.7%	20.4%	17.3%	28.8%	15.4%	24.8%	19.7%
40 to 59	15.9%	16.2%	17.6%	17.1%	26.6%	14.9%	23.0%	14.4%	17.3%
60 or Over	11.3%	14.6%	5.9%	10.2%	18.6%	9.9%	21.7%	7.4%	12.7%
White	53.4%	75.1%	50.6%	52.1%	78.7%	57.3%	80.7%	70.3%	85.5%
Hispanic	31.5%	13.0%	46.3%	43.3%	7.9%	36.9%	15.4%	18.9%	8.9%
Asian	3.5%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.6%	0.0%
Pac. Islander	4.9%	8.9%	0.6%	0.4%	0.0%	2.0%	1.6%	5.8%	2.5%
Native Am.	0.0%	0.0%	0.0%	0.2%	13.4%	0.0%	0.0%	0.0%	0.8%
Black	6.7%	1.2%	1.5%	2.5%	0.0%	3.3%	2.2%	4.3%	1.6%
Other	0.0%	1.8%	1.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.7%

are utilized. Unless otherwise stated, the data in this section is five year data presented at the block group level and released in 2015.

A block group is a geographical unit used by the Census Bureau and is between a tract and a block in size. Figure 2.2 depicts the block groups associated with the resident population of the neighborhoods. These block groups have been labeled A through I, and their boundaries correspond nicely with the neighborhood boundaries. The block group which includes the area west of Interstate 15 is not included in the data, given that there are few if any residents located in this area.

2.2 POPULATION

Figure 2.3 displays population characteristics for the block groups associated with the neighborhoods. The total population of these block groups is 16,501. Of this total, it is estimated that 5,600 are in Geneva Heights, 5,768 are in Suncrest, and 5,133 are in Orem Park. The table also provides a breakdown of the population by sex, age, and race/ethnicity.

As the data shows, the neighborhoods are generally similar in terms of their demographic makeup, and when compared to Orem as a whole have higher rates



of racial and income diversity. While some may view this as a challenge, the residents touted this as one of their strengths, giving it a place in the Neighborhood Plan Vision as discussed in section 1.

2.3 HOUSING

There are an estimated 5,019 housing units in the neighborhoods. Figure 2.4 presents selected housing characteristics for the block groups associated with these neighborhoods. Vacancies are generally low,

Figure 2.4 Housing Characteristics

	Geneva Heights			Suncrest			Orem Park		
Block Group	A	B	C	D	E	F	G	H	I
Housing Units	699	579	431	654	385	685	629	250	707
Median Year Built	1979	1973	1986	1977	1984	1978	1986	1981	1985
Vacant	4.9%	7.1%	6.3%	7.3%	13.0%	6.6%	0.8%	0.0%	0.0%
Occupied	95.1%	92.9%	93.7%	92.7%	87.0%	93.4%	99.2%	100.0%	100.0%
Owner Occupied	64.4%	68.2%	48.8%	76.1%	72.5%	47.0%	88.5%	53.6%	35.2%
Renter Occupied	35.6%	31.8%	51.2%	23.9%	27.5%	53.0%	11.5%	46.4%	64.8%
Median Rent	\$968	\$911	\$809	\$880	\$1,394	\$947	\$986	\$1,107	\$1,232
Median Owner Home Value	\$159,800	\$159,700	\$144,300	\$162,200	\$221,500	\$174,500	\$183,100	\$220,000	\$205,200

while rents are relatively high. This is the case for most of Orem 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 2.5 breaks down the housing units by type. As can be seen, single family detached housing is the predominant residential structure type in six of the nine block groups. There are a fair number of multifamily structures, but most of these are duplexes, triplexes,

Figure 2.5 Housing Units by Type

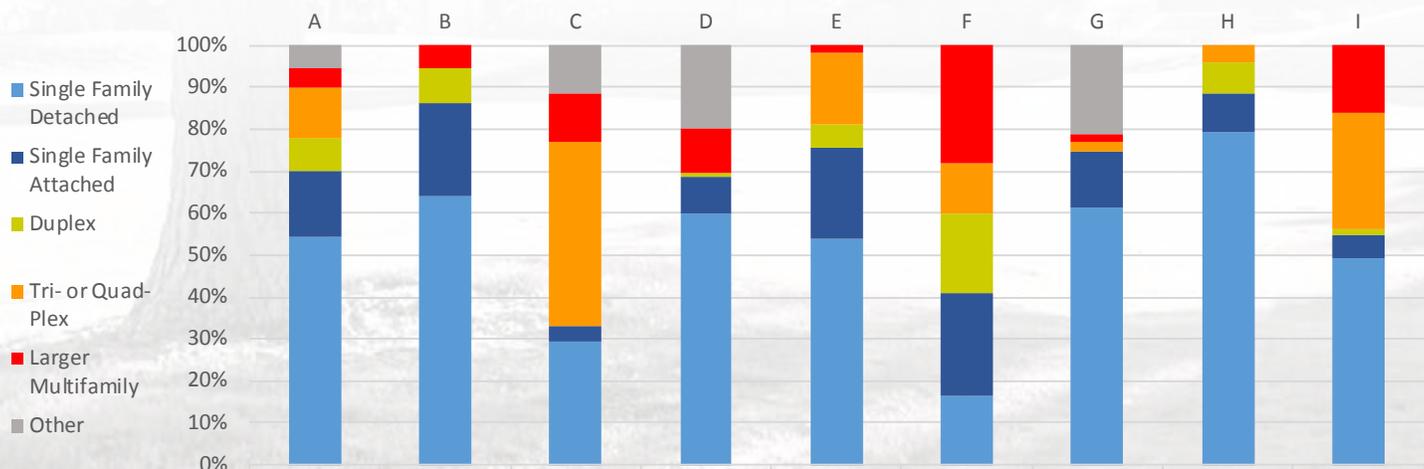
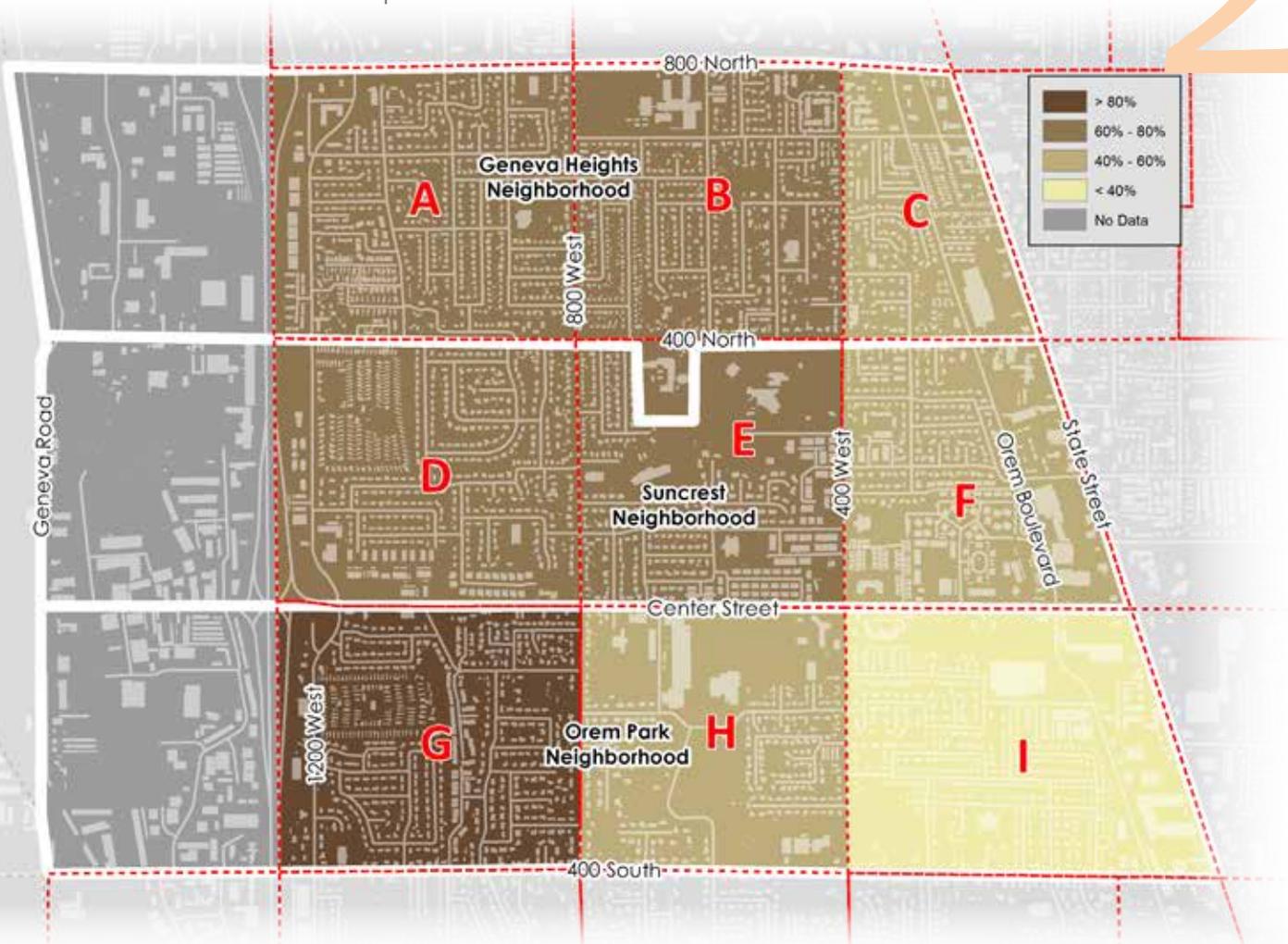




Figure 2.6 Percent Owner Occupied



and quadplexes. Contrary to common perception, large multifamily structures (those with four or more units) make up only a small share of the total.

The "other" category consist mostly of mobile home communities, of which there are four: the Mon-A-Lea at 597 N State, Curtis Park at 490 N 1200 W, Village Green at 222 N 1200 W, and Timpanogos Village at 180 S 1200 W. Since 2006, mobile home parks have been excluded as a permissible land use by City ordinance. However, these parks have been "grandfathered" in, and continue to provide an affordable and community

oriented housing source for many City residents.

Figure 2.6 displays the block groups by the percentage of owner occupied housing. C, F, and I have the lowest rates of owner occupied housing as rental housing has been generally concentrated near State Street, where single family owner occupied homes are less desirable. Block group G has the highest rate of owner occupancy at nearly 89%, well above the City and State rate of 60% and 70%, respectively. One reason for this is the Village Green mobile home park, which provides a very affordable home option for many.



Figure 2.7 Household Characteristics

Block Group	Geneva Heights			Suncrest			Orem Park		
	A	B	C	D	E	F	G	H	I
Total Households	665	538	404	606	335	640	624	250	707
Family Households	75.3%	81.8%	84.4%	88.8%	68.1%	68.8%	79.8%	82.0%	74.5%
Households w/ No Children	39.8%	49.4%	44.3%	70.0%	41.2%	35.6%	38.1%	46.0%	41.4%
Households w/ Children	35.5%	32.3%	40.1%	18.8%	26.9%	33.1%	41.7%	36.0%	33.1%
Non Family Households	24.7%	18.2%	15.6%	11.2%	31.9%	31.3%	20.2%	18.0%	25.5%
Single Person Households	21.1%	18.2%	13.9%	5.3%	29.9%	22.5%	19.4%	18.0%	18.5%
Roommate Households	3.6%	0.0%	1.7%	5.9%	2.1%	8.8%	0.8%	0.0%	6.9%
Median Household Income	\$45,446	\$49,048	\$42,955	\$57,000	\$47,279	\$43,984	\$55,735	\$51,964	\$43,234

Note: Children are referred to if under 18 and living in the household

2.4 HOUSEHOLDS

There are an estimated 4,769 households in the Geneva Heights, Orem Park, and Suncrest neighborhoods. This number is slightly lower than the number of total housing units presented previously. This is because not all housing units in the neighborhoods are occupied. It is worth noting that the overall vacancy rate in these neighborhoods is 5%, which is rather low compared to a national average of roughly 10% in 2017 (this excludes seasonally vacant housing).

Figure 2.7 presents household characteristics for the block groups associated with the neighborhoods. Family households make up the majority of households in the neighborhoods. A family household includes a householder and one or more other people

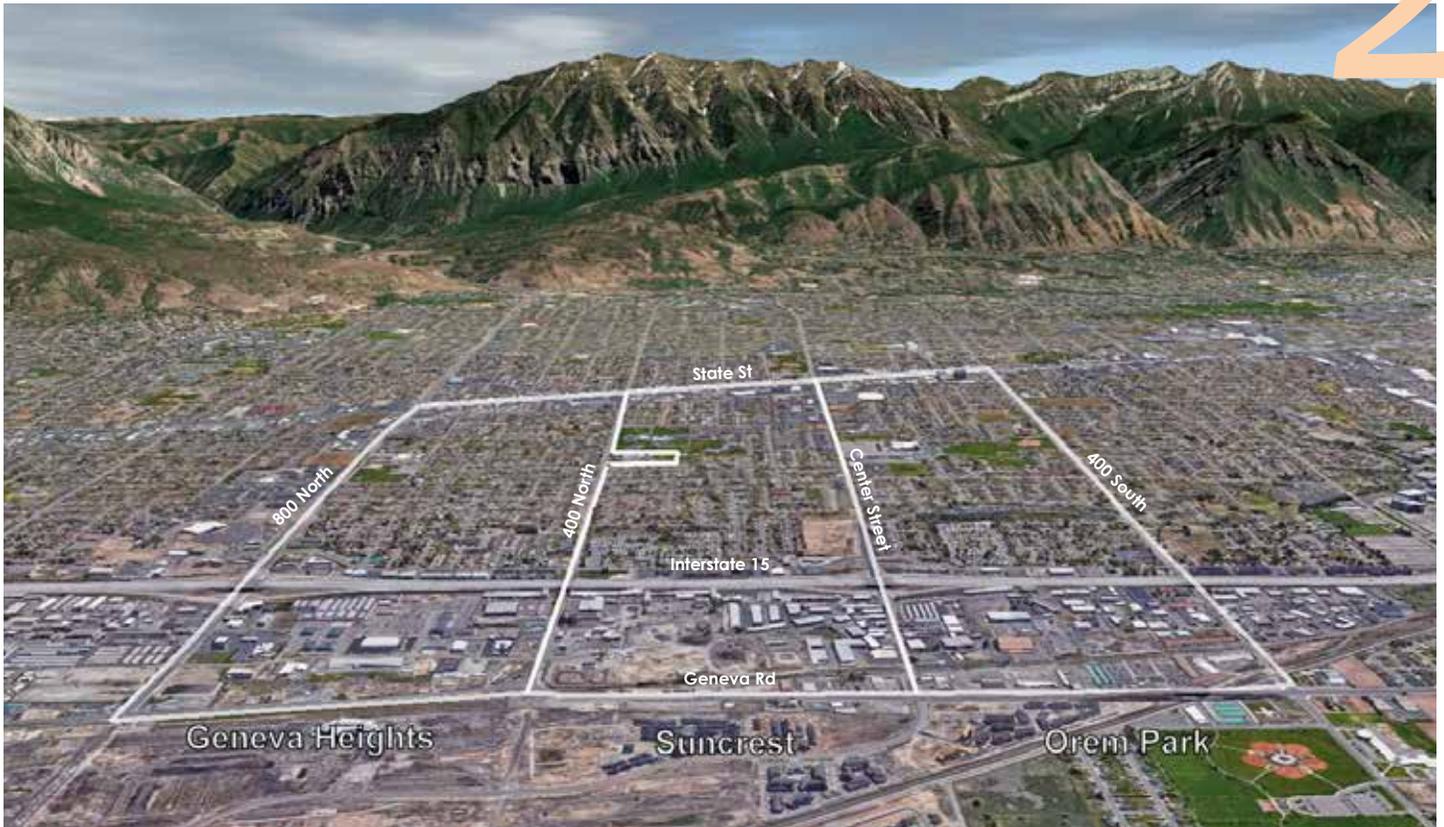
living in the same household who are related to the householder by birth, marriage, or adoption. Despite family households being the majority, only 33% of all households in the neighborhoods have children under 18 present in the home.

Non family households make up roughly one-fifth of all households in the neighborhoods. Non family households consist of units with single residents or units with multiple unrelated residents (roommates). These type of households have the highest concentration in block groups F and I, where there are larger multifamily complexes present. However, rentals are not just for singles. Block group C has the largest share of multifamily units, many of which are rental. Despite this, nearly 85% of households are family households, 40% with children.





View of the Neighborhoods Looking towards the East



View of the Neighborhoods Looking towards the West



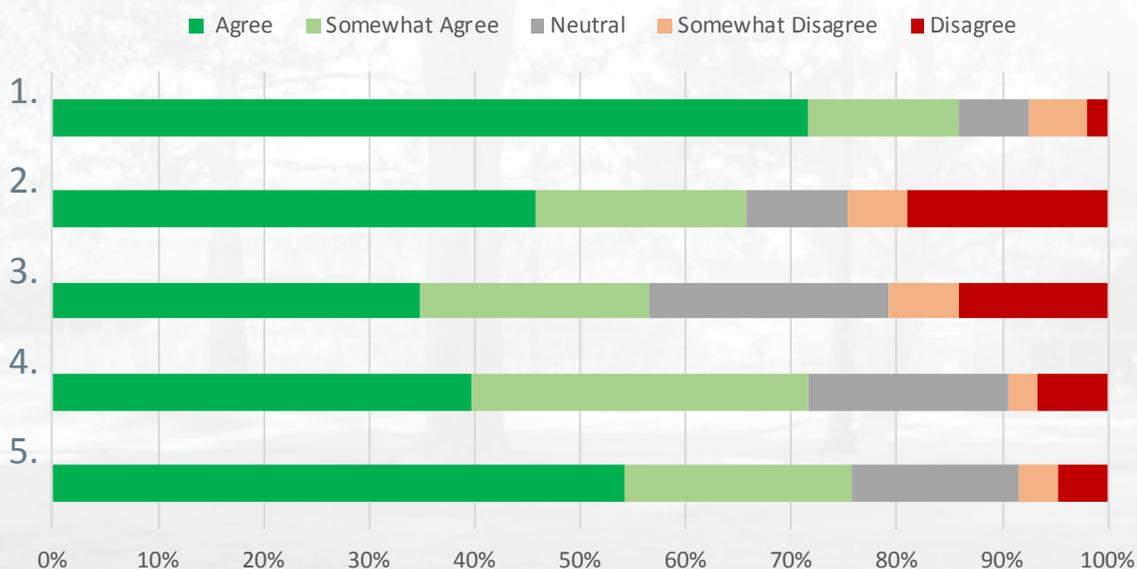


LAND USE

3

Goals

1. Preserve the character within the neighborhoods by not approving zone changes that alter the predominately single family residential nature.
2. Higher density development outside of the neighborhoods is acceptable if strategically located along major roads (State Street and Geneva Road) where future transit can provide transportation alternatives.
3. Allow rezoning to occur in the State Street Districts as recommended by the State Street Corridor Master Plan.
4. Change the existing ordinance to create better guidelines for buffering between commercial and residential land uses.
5. Change the existing ordinance for landscaping on private property to allow for more water efficient xeriscaping/ water-wise techniques.





3.1 CURRENT LAND USE

The Geneva Heights, Orem Park, and Suncrest neighborhoods contain a mix of uses (see Figure 3.1). West of I-15, the uses are almost entirely industrial and light industrial. While this is likely to remain an important industrial area, the City is currently working on a plan for the Geneva Road corridor that will help guide and encourage new development and redevelopment in the area, and may introduce new zoning and land uses in the future.

East of I-15, the land uses are predominantly residential with I-15, State Street, and Center Street serving as commercial corridors (the north side of 800

N, which is in the Timpview neighborhood, also serves as a commercial corridor). Much of the residential development in the neighborhoods was built prior to 1970 (see Figure 3.1). Several residential sections were added between 1971 and 1990. Since 1990, most of the new residential has been infill in existing neighborhoods, as well as new multifamily structures located along Center Street and State Street.

As mentioned in the previous chapter, there are four mobile home parks in the neighborhoods: the Mon-A-Lea at 597 N State, Curtis Park at 490 N 1200 W, Village Green at 222 N 1200 W, and Timpanogos Village at 180 S 1200 W. Since 2006, mobile home parks have been excluded as a permissible land use by City ordinance.

Figure 3.1 Current Land Use

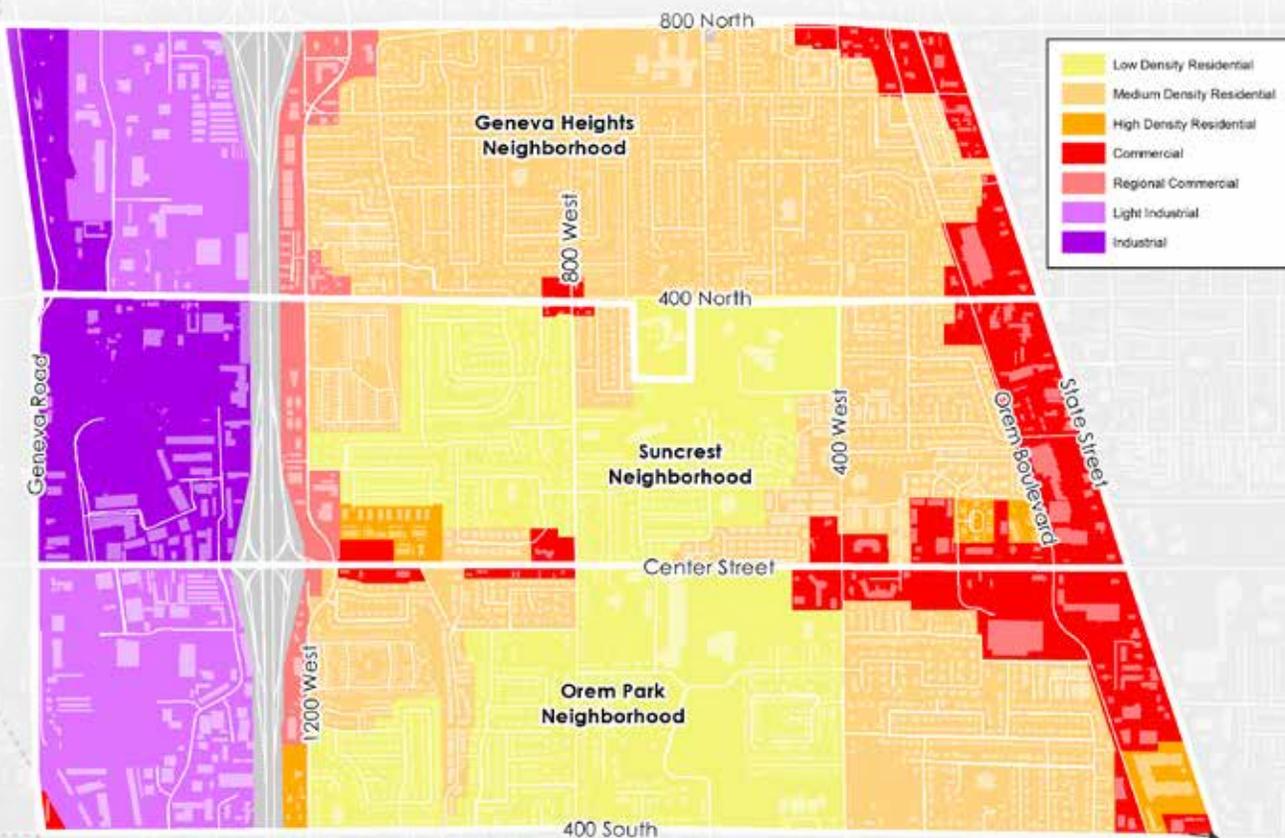
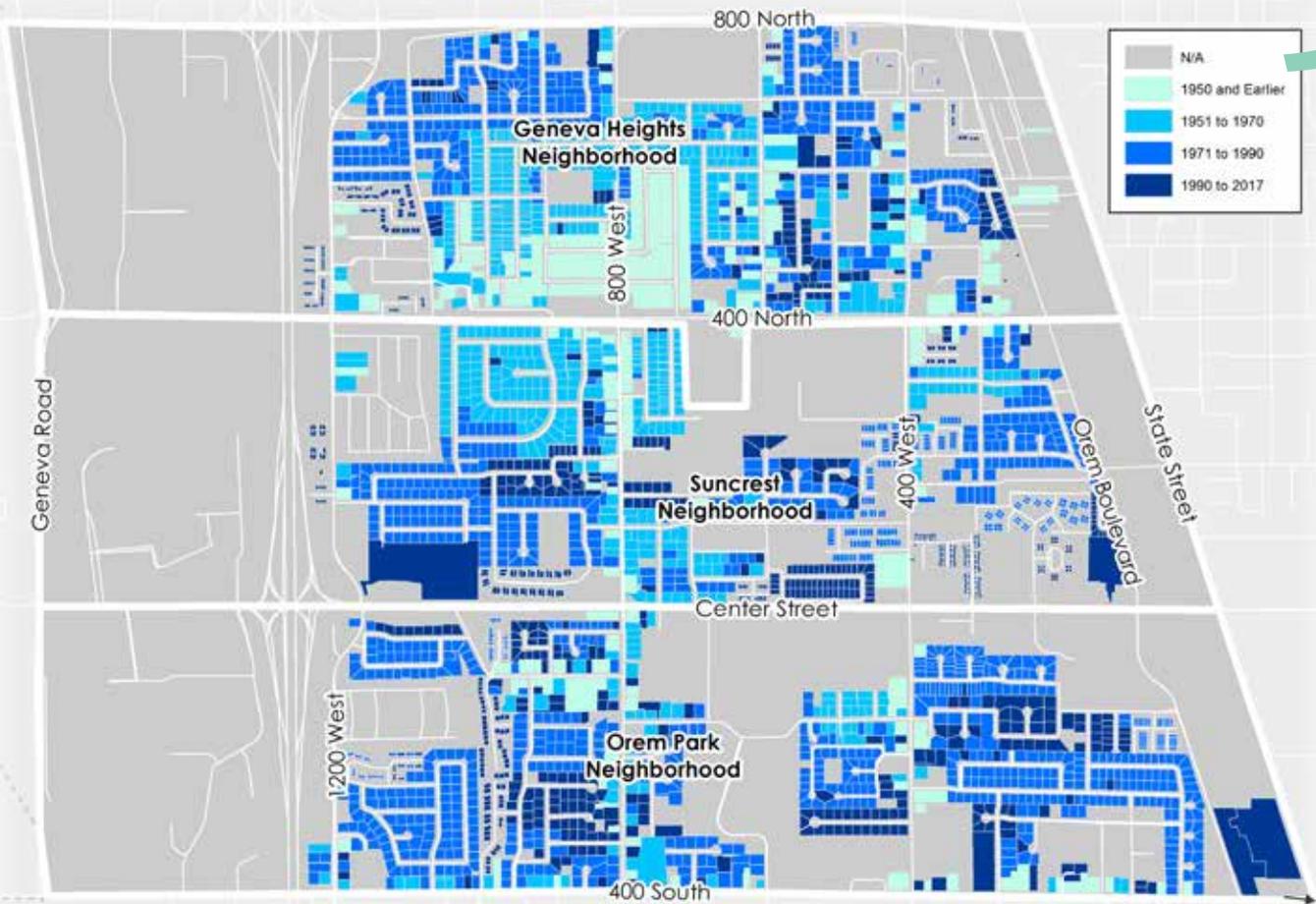


Figure 3.2 Residential Year Built



However, these parks have been "grandfathered" in. As part of this plan, the Advisory Committee, made up of neighborhood residents, toured several sites within the neighborhoods. The Committee visited the Village Green mobile home park and were impressed with how well the park was maintained.

3.2 CURRENT ZONING

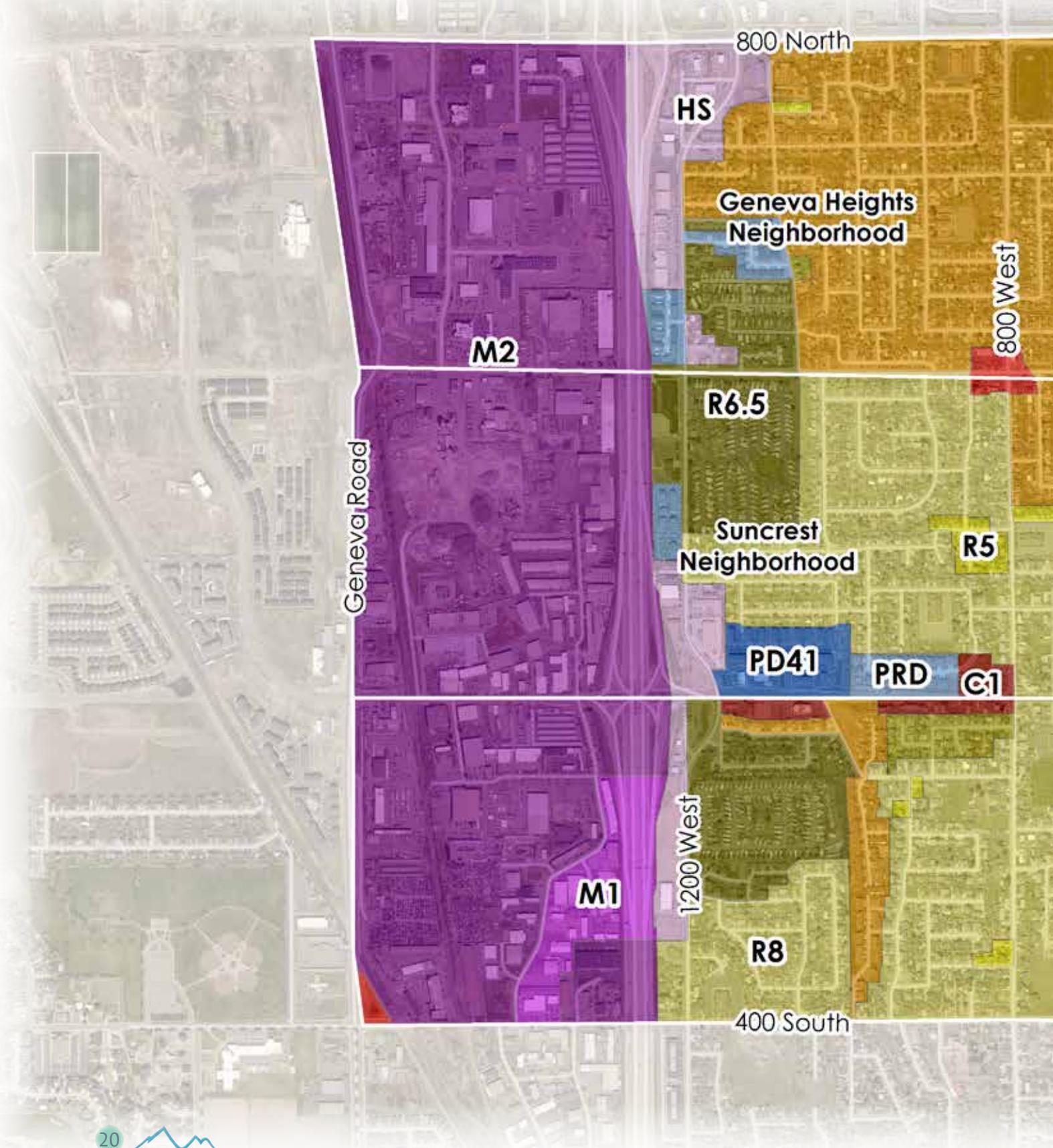
The Geneva Heights, Orem Park, and Suncrest neighborhoods several different types of residential and non residential zones. Figure 3.2 provides a larger scale map of the current zoning. A brief

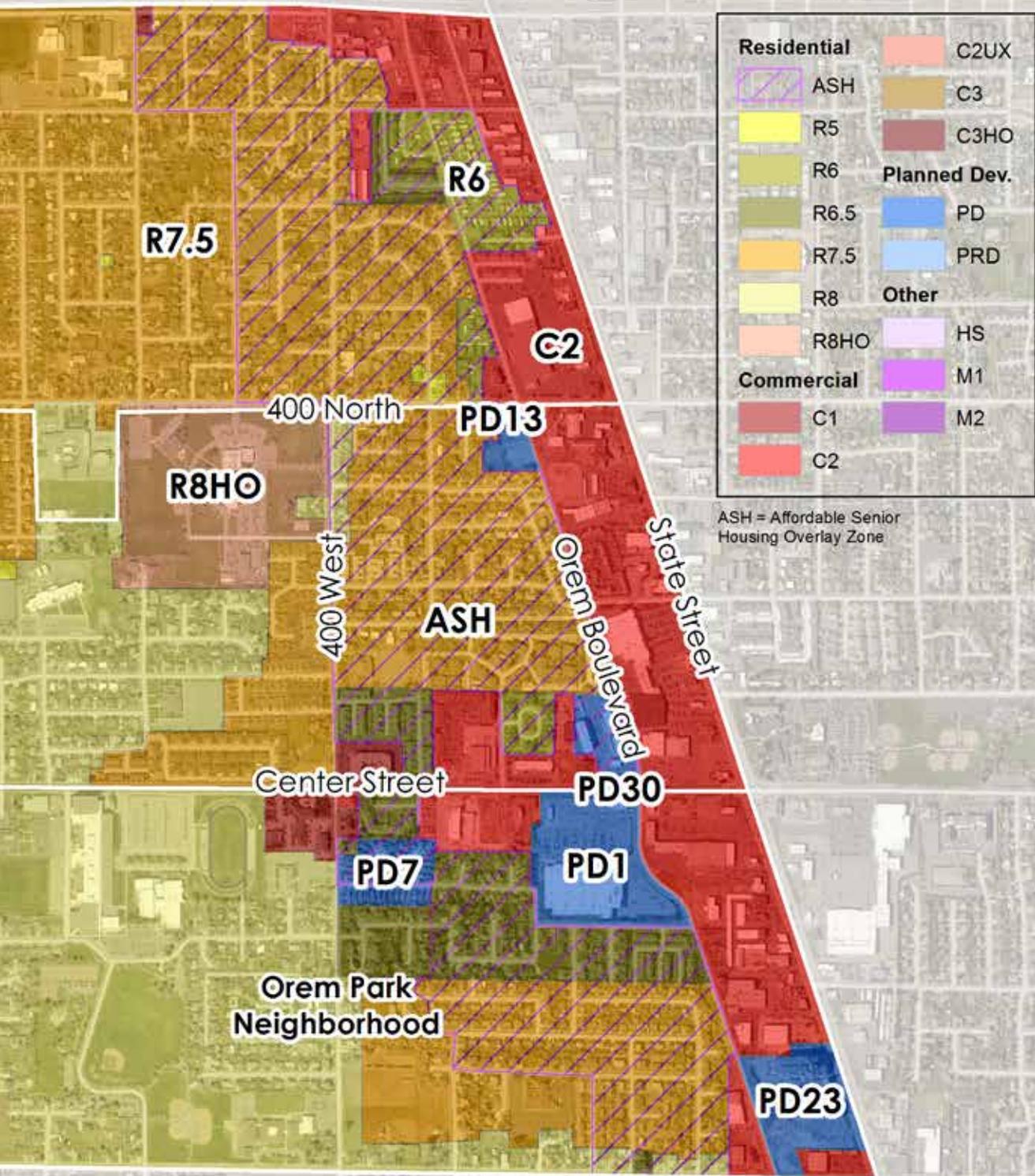
description of the zones covering the neighborhoods is as follows. More information on each zone can be accessed online (<http://online.encodeplus.com/regs/orem-ut/>).

- C1 - 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 - The C2 zone is established to promote commercial and service uses for general community shopping.



Figure 3.3 Current Zoning







- 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 commercial land uses.
- PRD - The purpose of Planned Residential Development (PRD) zone is to provide flexibility in the City's zoning scheme in order to create diverse and quality housing, allowing for slightly higher density housing that fits into the surrounding neighborhood. PRD zones are restricted to residential land uses only.
- ASH - The purpose of the ASH zone is to accommodate and encourage the development of affordable senior housing. Requirements of the ASH zone limit the size of developments and require them to fit into the surrounding neighborhood.
- 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 for a standard subdivision or a planned residential development. No new zone changes are made into this zone.
- R6 through R8 - The R6 through R8 zones were established to promote low and medium density residential uses with minimum lot sizes ranging from 6,000 to 8,000 square feet per lot, and to allow other selected uses which are compatible with the character of the zone.
- R8HO - The R8HO zone is established as a hospital overlay zone in an R8 zone.
- HS - The HS zone is established to promote uses most commonly associated with the traveling public and general community shopping. This zone is located near I-15.
- M1 - The M1 zone is established to provide areas where light industrial activities and uses can be developed.
- M2 - The M2 zone is established to provide areas where heavy intensity industrial activities and uses can be developed.



Thousands Attended the 2017 Orem Harvest Festival at the Orem Community Hospital in the Suncrest Neighborhood



Figure 3.4 Urban Sidewalk Design from the Orem General Plan 2011



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 Geneva Heights, Orem Park, and Suncrest 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).

State Street Corridor Master Plan 2015

This plan was developed to establish a long term vision for the future redevelopment of the State Street corridor. Recognizing its importance as a transportation and business arterial in the City and Utah County, there is concern about how the corridor will continue to develop to meet the needs of local residents and regional demands.



The plan seeks to address topics such as transportation, housing, economic development, infrastructure improvements, urban design, transit, and open space. Some of the key elements of the plan relevant to these neighborhoods include:

- Creation of the Canyon Crossing District at the intersection of 800 North and State Street and the City Center District at the intersection of State Street and Center Street (see Figure 3.5). A study will be completed in the future for the Districts, examining the possibility of new retail, office, and

residential redevelopment. These studies will rely on input from existing businesses and residents in nearby neighborhoods.

- Concentrating new growth and redevelopment in the Districts while maintaining existing zoning on other parts of the State Street corridor.
- Provide the flexibility to incorporate future transit on the regional corridor and develop a safe and complete bike-way along State Street.
- Encourage local retail development with a focus of providing everyday services to the adjacent neighborhoods. This would include maintaining

Figure 3.5 State Street Master Plan Canyon Crossing and City Center Districts

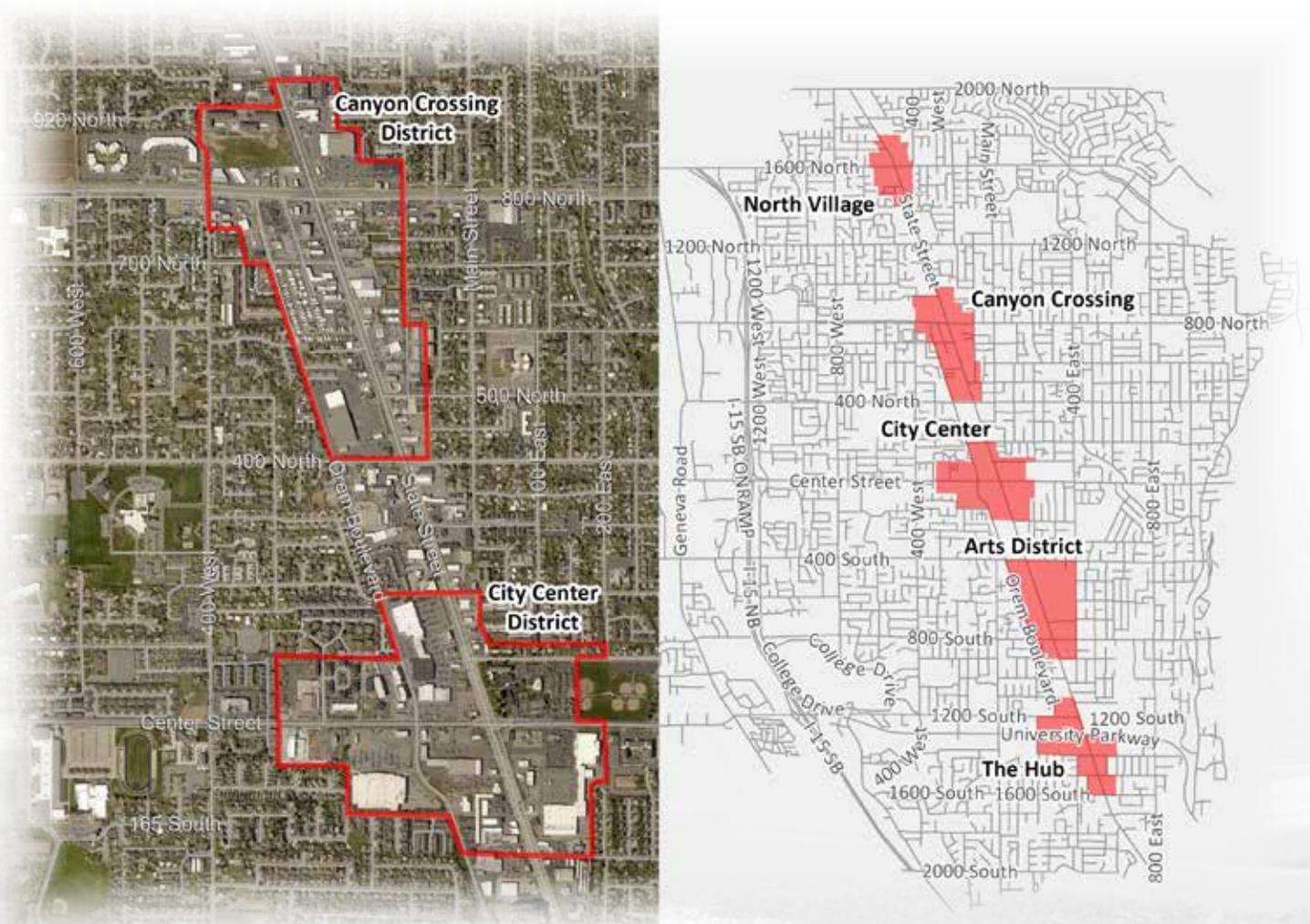
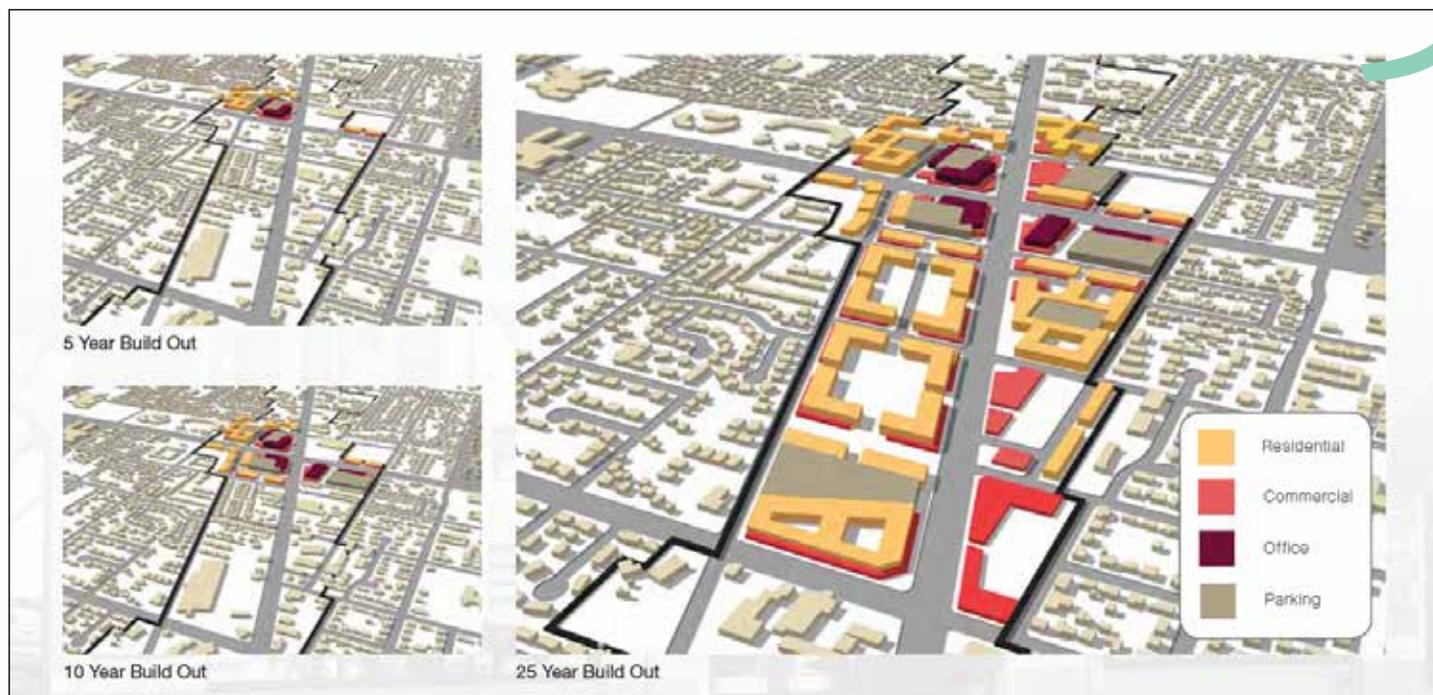


Figure 3.6 State Street Master Plan Canyon Crossing District Hypothetical Growth



existing grocery uses, restaurants, and other services while developing opportunities for appropriate office users such as small-scale 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. The goal is to allow for future growth while preserving the character of single family neighborhoods in Orem wherever possible.

3.4 Goals

The major goals of the Geneva Heights, Orem Park, and Suncrest neighborhoods related to land use are:

1. Preserve the character within the neighborhoods

by not approving zone changes that alter the predominately single family residential nature.

2. Higher density development outside of the neighborhoods is acceptable if strategically located along major roads (State Street and Geneva Road) where future transit can provide transportation alternatives.
3. Allow rezoning to occur in the State Street Districts as recommended by the State Street Corridor Master Plan.
4. Change the existing ordinance to create better guidelines for buffering between commercial and residential land uses.
5. Change the existing ordinance for landscaping on private property to allow for more water efficient xeriscaping / water-wise techniques.

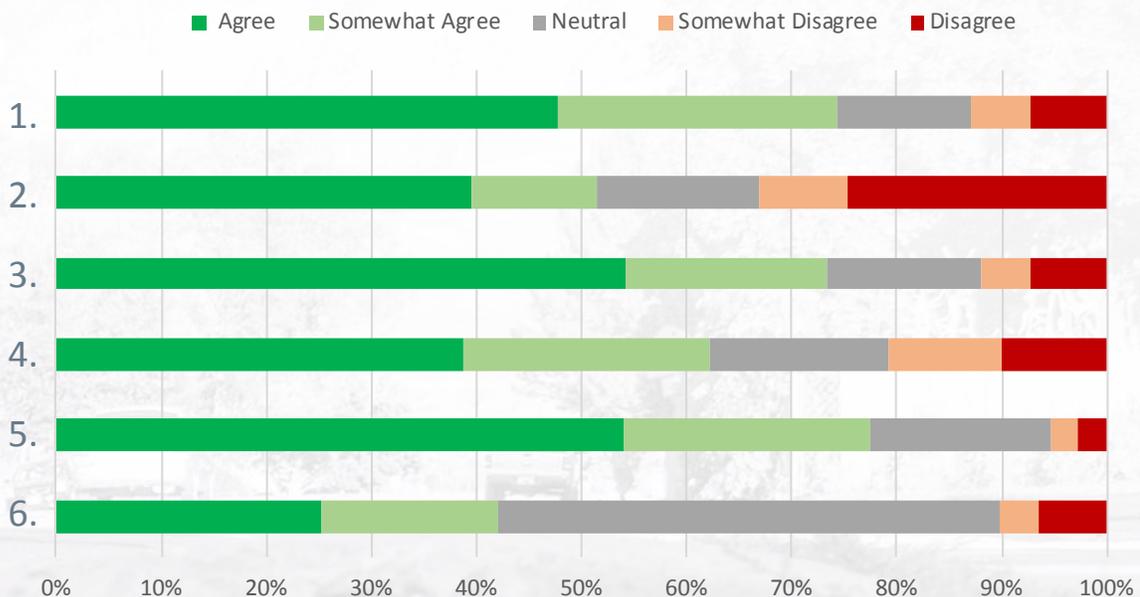


TRANSPORTATION

4

Goals

1. Increase the street network and improve the quality of bike and walking paths in the neighborhoods and along State Street, 1200 W, and Geneva road.
2. Investigate adjusting the speed limits on 400 S & 800 W.
3. Prioritize improvements at the following intersections: 400 S & 800 W, 400 S & 400 W, 700 N & Orem Blvd.
4. Provide buffering and protection so bike lanes feel safer.
5. Complete sidewalk network in neighborhoods.
6. Use citizen engagement tools that allow residents to participate more with City staff to explore future transportation options.





4.1 EXISTING NETWORK

As with other parts of Orem, the Geneva Heights, Orem Park, and Suncrest 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, State Street 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, 800 N is classified as a principle arterial. Geneva Road and Center Street serve as minor arterials, whereas 400 N, 400 S, 1200 W, 800

Figure 4.1 Roadway Classifications

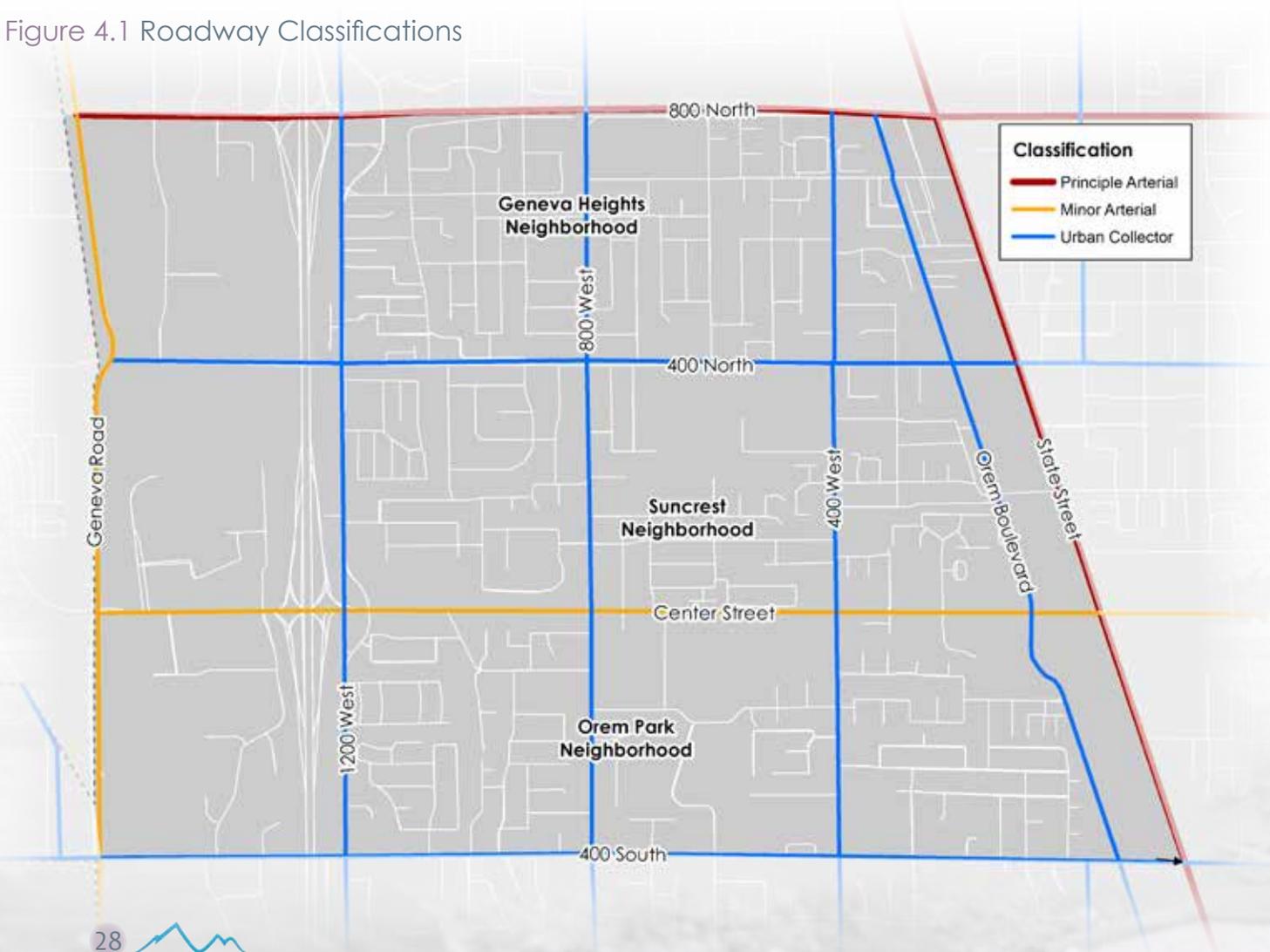
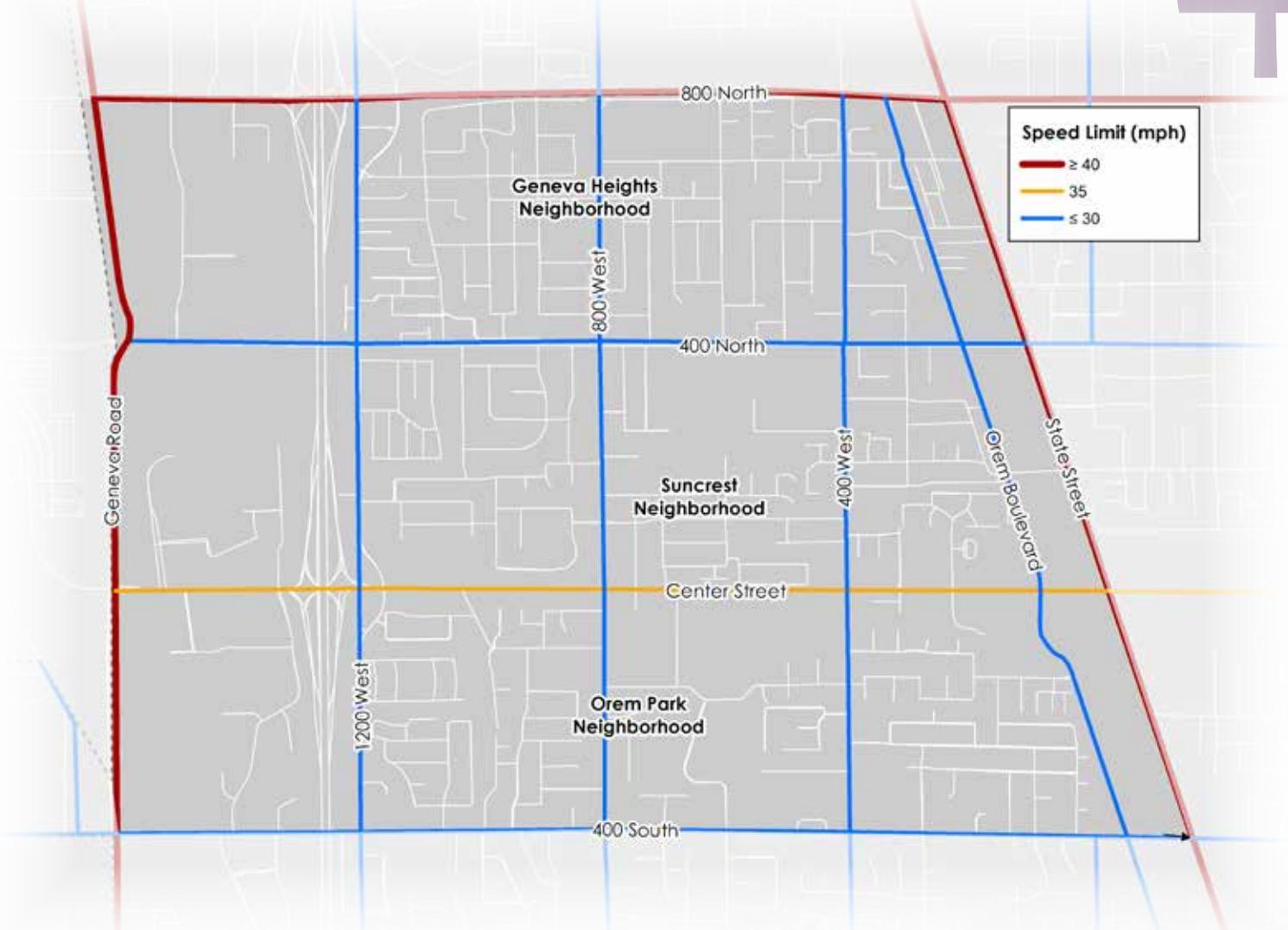


Figure 4.2 Roadway Speed Limits

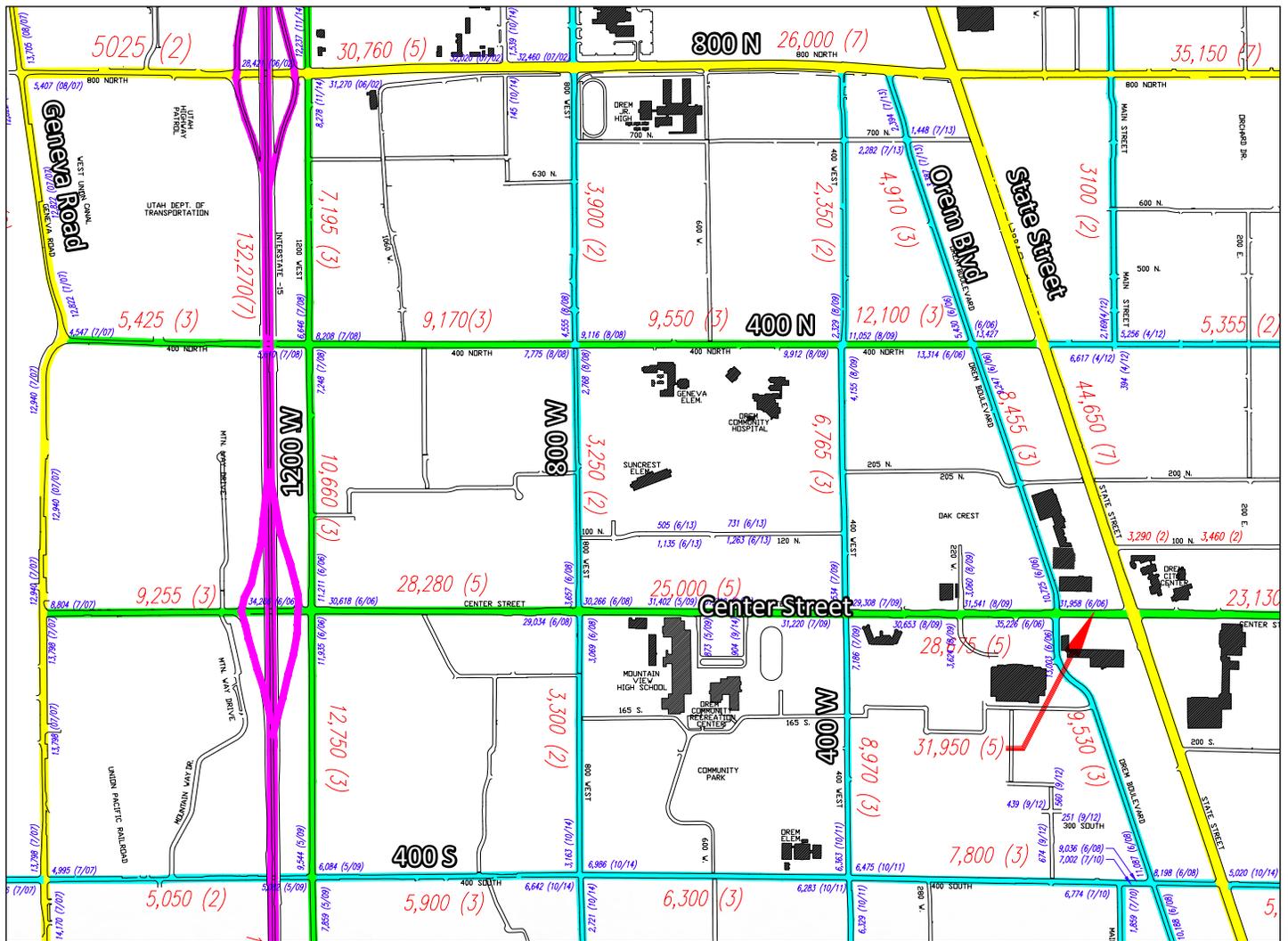


W, 400 W, and Orem Boulevard are urban collectors. All other roadways are considered local roads. Figure 4.2 illustrates the speed limits on all roadways in the Neighborhoods. Typically, the functional classification system displayed in Figure 4.1 will correspond with varying speed limits. This is the case with State Street, Geneva Road, 800 N, and Center Street, where the speed limits on these roads reflect their status as arterials. 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 the speed limits on 400 S & 800 W, and to prioritize intersection improvements at the



Figure 4.3 Annual Average Daily Traffic Counts, 2015



following locations: 400 S & 800 W, 400 S & 400 W, 700 N & Orem Blvd.

Another major concern mentioned by residents was roadway safety. Figure 4.4 depicts the accidents that have occurred in the neighborhoods over the course of a year (2015).

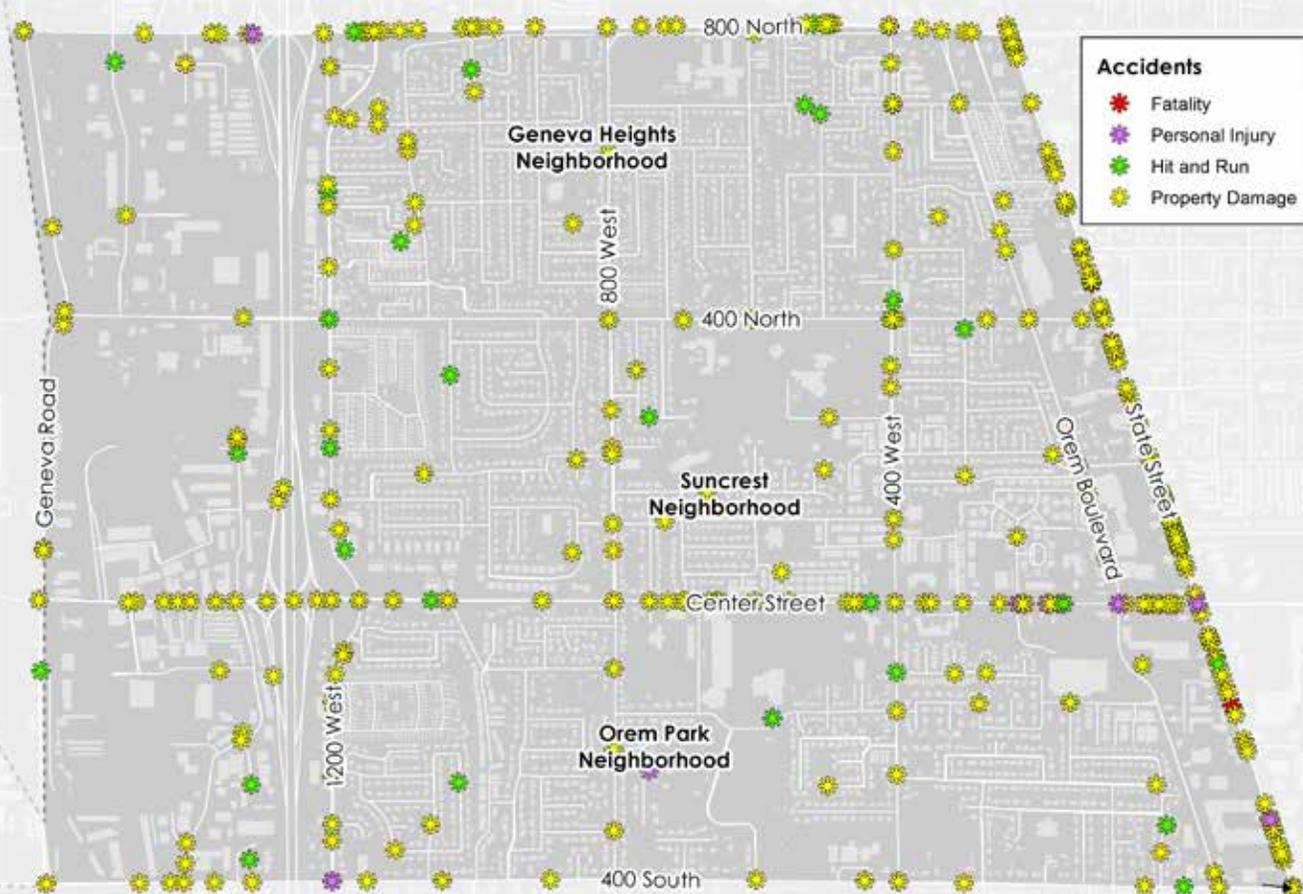
Due to the challenge of overlapping points, the number of accidents graphically displayed understates the actual numbers. On the streets associated with the

neighborhoods, there were a total of 930 accidents in 2015; 806 classified as property damage accidents, 98 classified as hit and run, 25 classified as personal injury accidents, and one fatality. Of this total, roughly 35% occurred on State Street, 14% occurred on 800 N, 25% occurred on Center Street, 5% occurred on 400 S, and 21% occurred on all other streets.

Many of the accidents which took place on the major corridors were reported right angle crashes resulting from left-turns across on coming traffic. This is one



Figure 4.4 Reported Accidents, 2015



of the reasons why UDOT and the City is exploring the possibility of adding medians in the future along portions of State Street.

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 four locations in the neighborhoods where future connections would be beneficial (see Figure 4.5). 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 Geneva Rd, 1200 W, and possibly Center Street, as well as multiple planned intersection improvements. Note that 800 W is not planned to expand, despite rumors to the contrary.

4.3 BICYCLES & PEDESTRIANS

Figure 4.7 shows the existing and future bicycle and pedestrian lanes, routes, and paths found in the neighborhoods. As the map indicates, the existing bicycle and pedestrian network is somewhat limited, with lengths along 1200 W, 400 W, 400 N, and 400 S. There are plans for this network to be expanded considerably, with bike lanes proposed for both Geneva Rd and State Street, as well as all other major roads in the neighborhoods.

As this expansion occurs, residents expressed the desire for improvements to be high quality and safe. More than just paint on the road, residents want to

Figure 4.5 Street Connection Master Plan

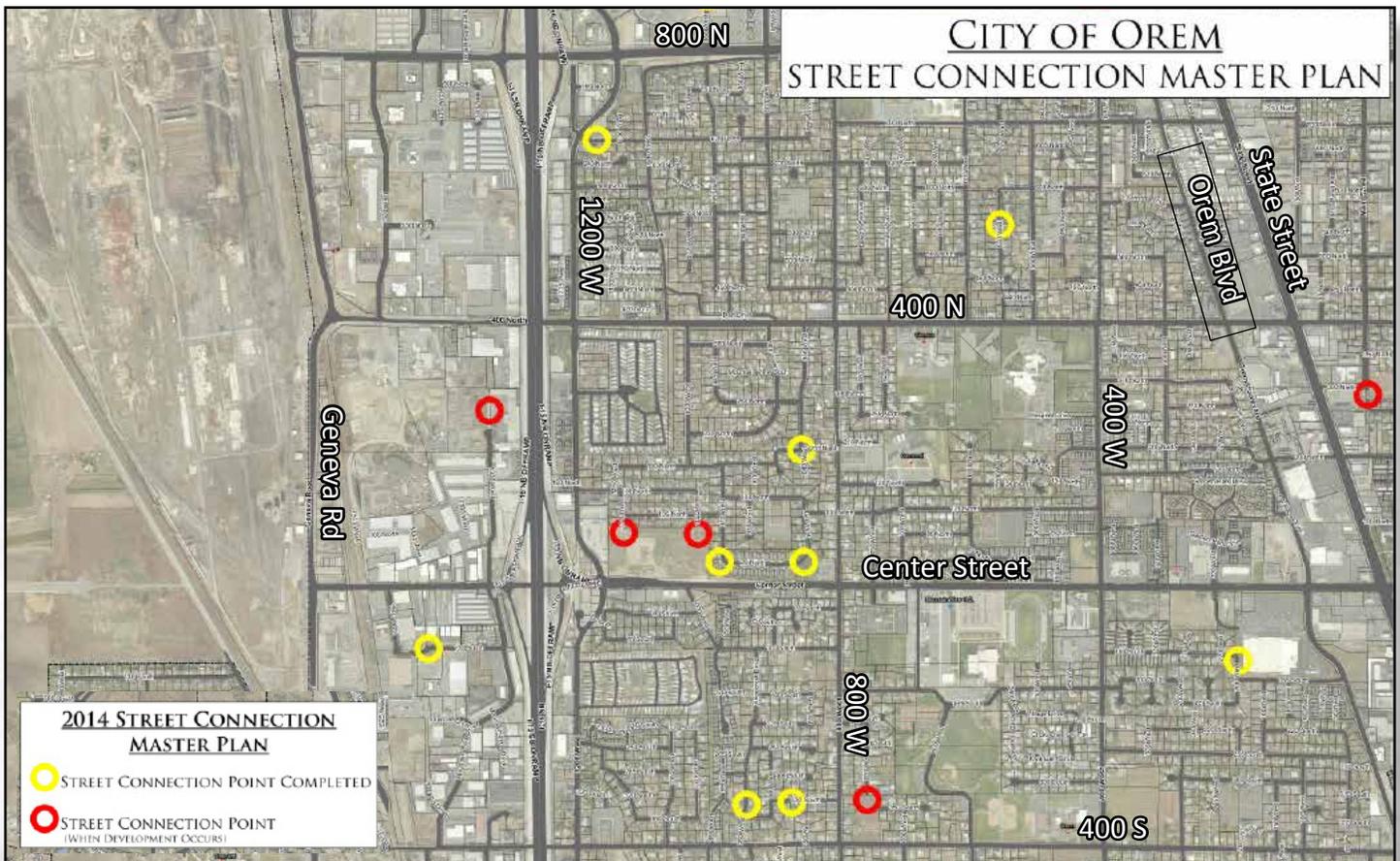
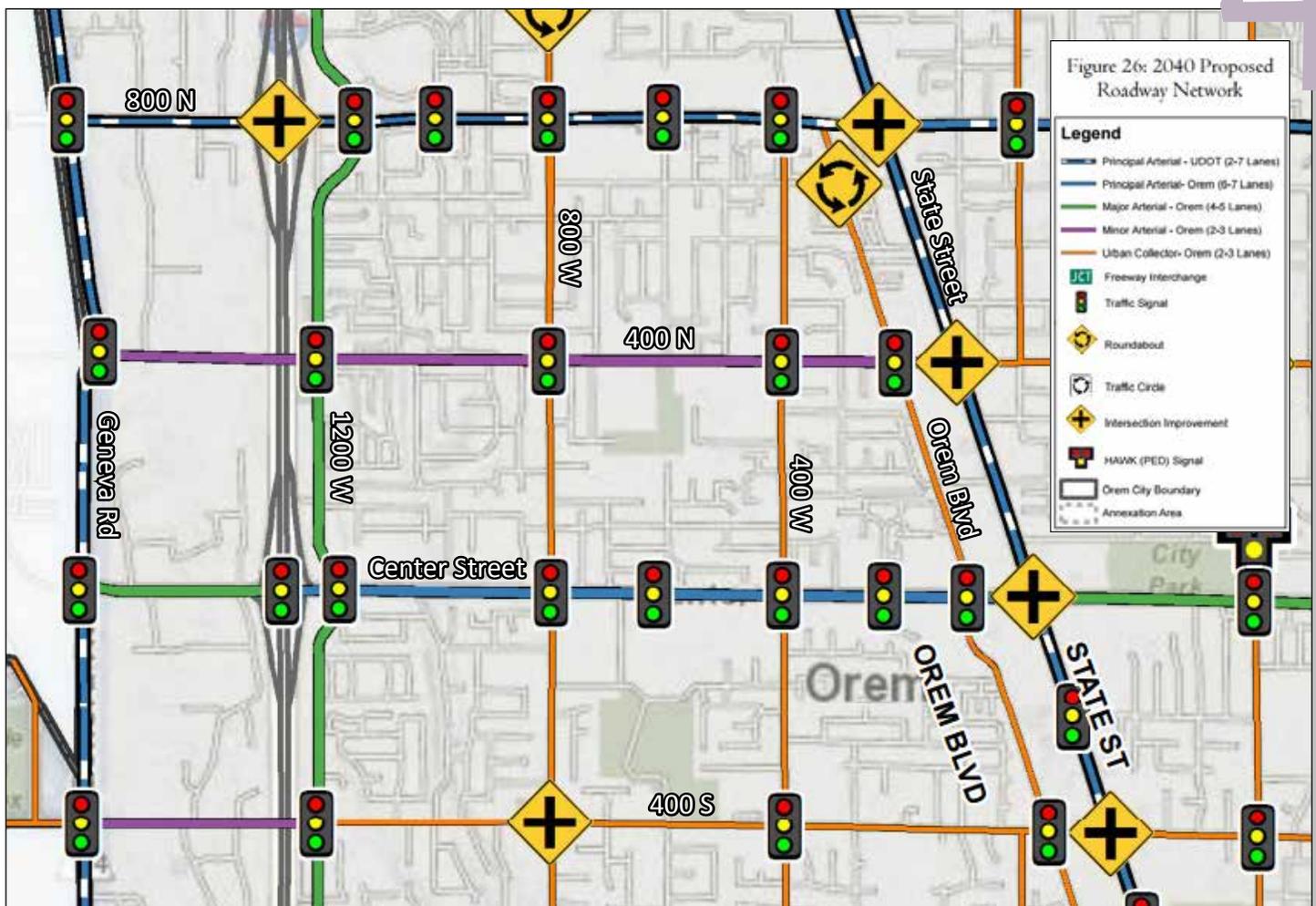


Figure 4.6 Transportation Master Plan 2040 Proposed Roadway Network



see traffic calming improvements that make bicyclist and pedestrians feel invited and safe, such as buffering with both medians and landscaping.

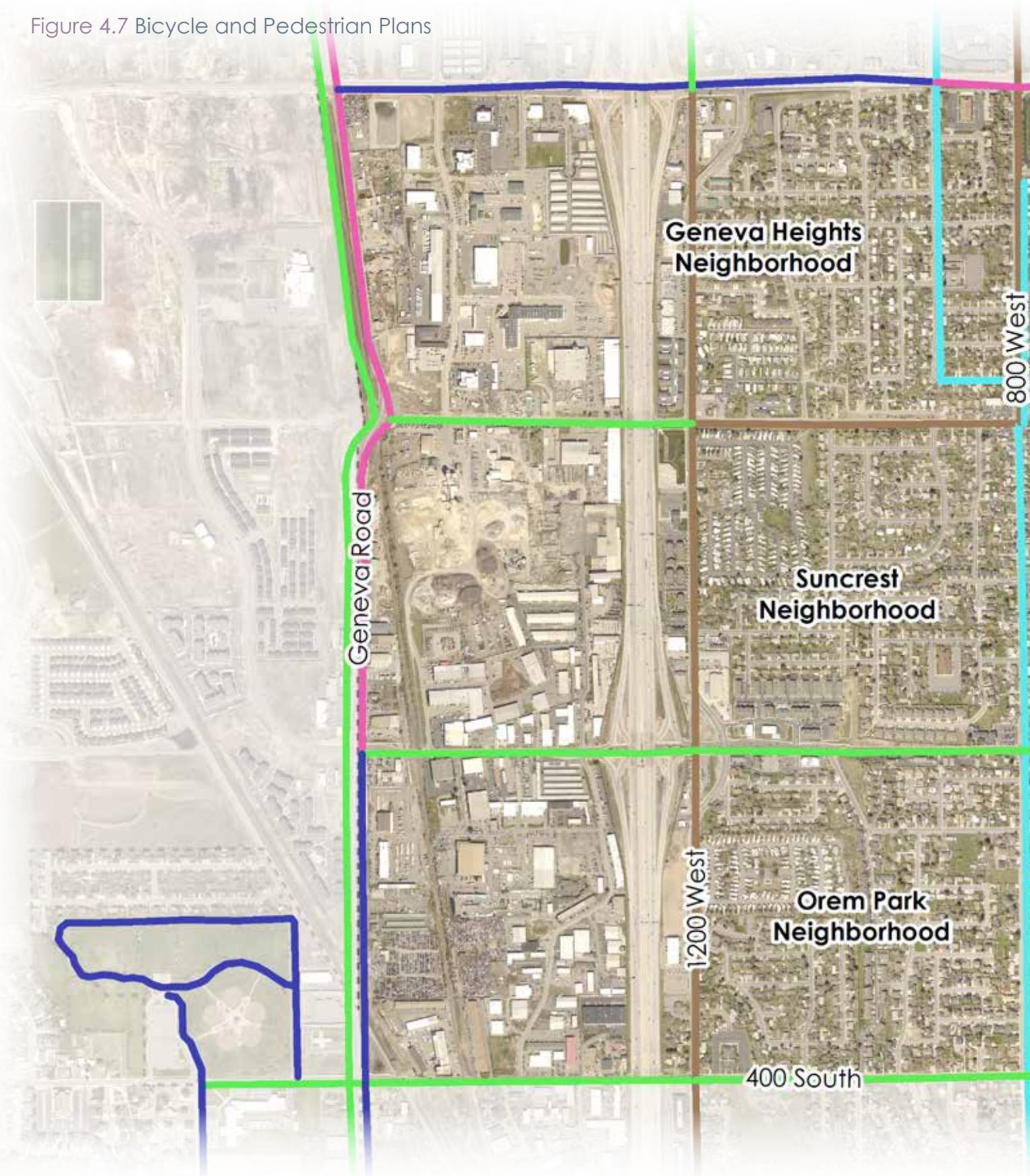
4.4 Goals

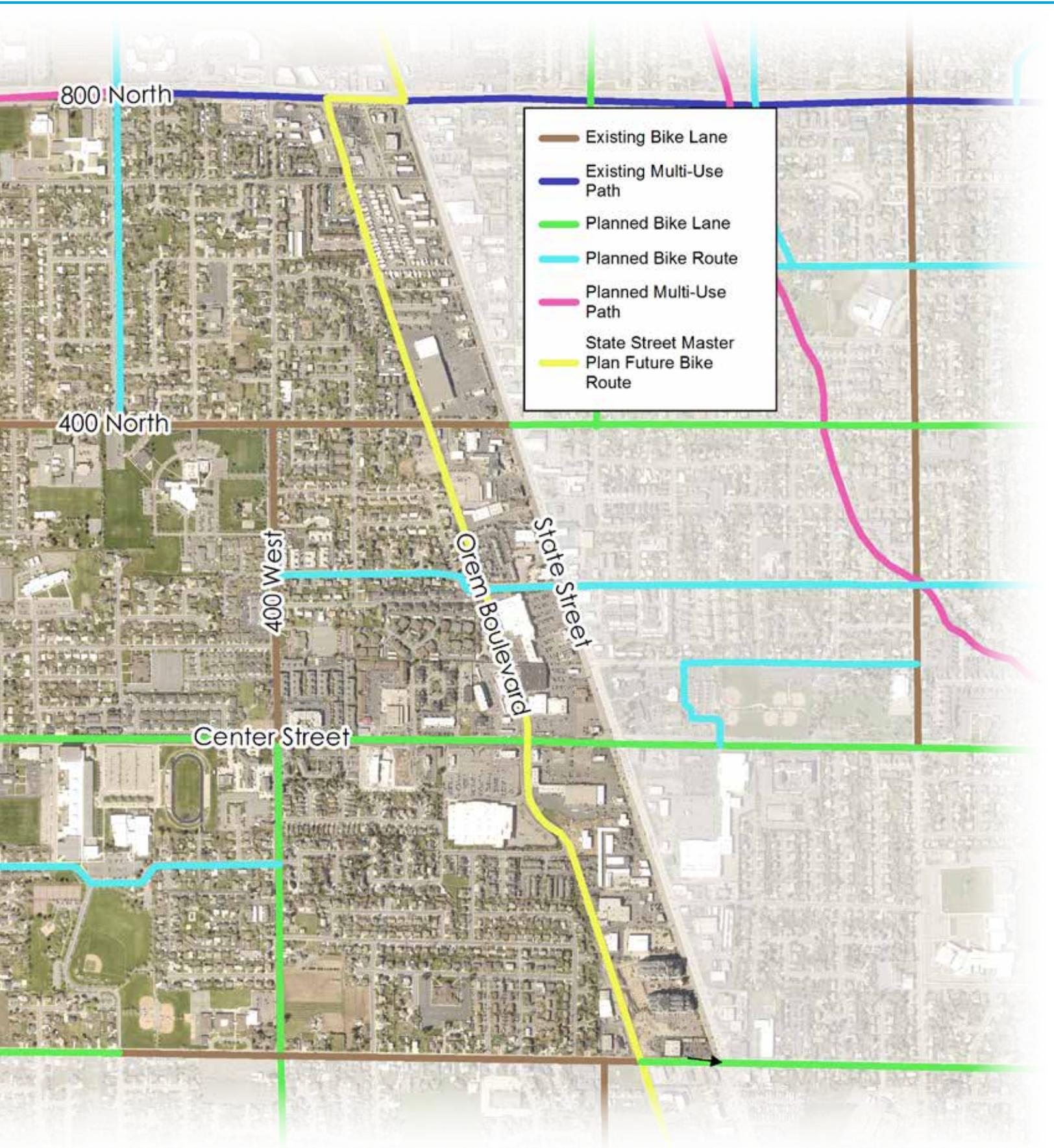
The major goals of the Geneva Heights, Orem Park, and Suncrest neighborhoods related to transportation are:

1. Increase the street network and improve the quality of bike and walking paths in the neighborhoods and along State Street, 1200 W, and Geneva road.
2. Investigate adjusting the speed limits on 400 S & 800 W.
3. Prioritize improvements at the following intersections: 400 S & 800 W, 400 S & 400 W, 700 N & Orem Blvd.
4. Provide buffering and protection so bike lanes feel safer.
5. Complete sidewalk network in neighborhoods.
6. Use citizen engagement tools that allow residents to participate more with City staff to explore future transportation options.



Figure 4.7 Bicycle and Pedestrian Plans





- Existing Bike Lane
- Existing Multi-Use Path
- Planned Bike Lane
- Planned Bike Route
- Planned Multi-Use Path
- State Street Master Plan Future Bike Route

800 North

400 North

400 West

Center Street

Orem Boulevard

State Street

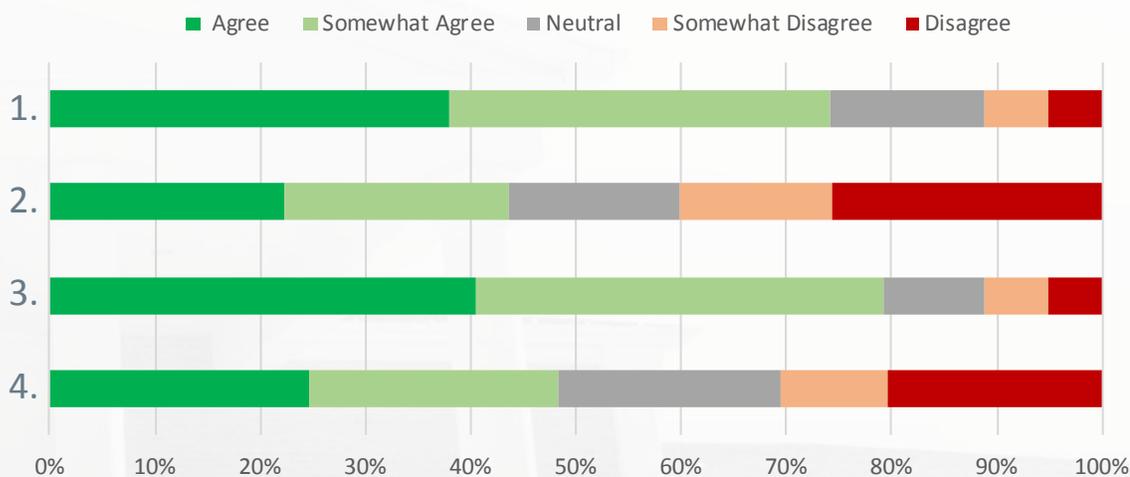


ECONOMICS

5

Goals

1. Maintain property values by continuing to invest in public infrastructure, particularly transportation related infrastructure.
2. Strengthen partnerships with non-profits such as Habitat for Humanity so that Orem continues to be a community for all income groups.
3. Continue to encourage business development to provide a source for local jobs and to add to sales tax and property tax revenue.
4. Consider increasing taxes slightly to ensure that the level of service for City services (particularly police, parks, and public works) does not decrease over time.





5.1 PROPERTY VALUES

State law mandates that all property is subject to taxation unless otherwise exempted. Your 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 properties along State Street and Geneva Road. 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

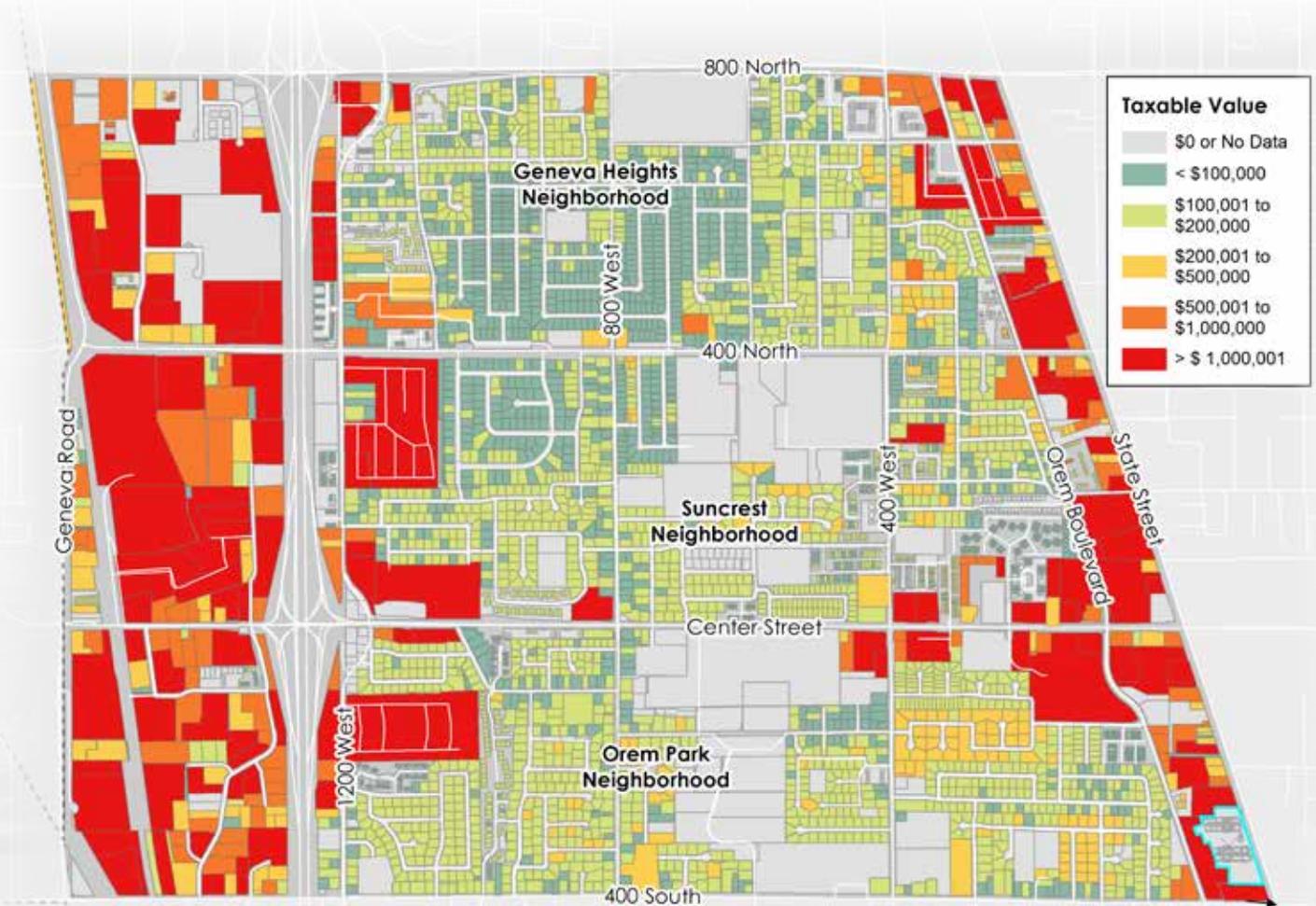
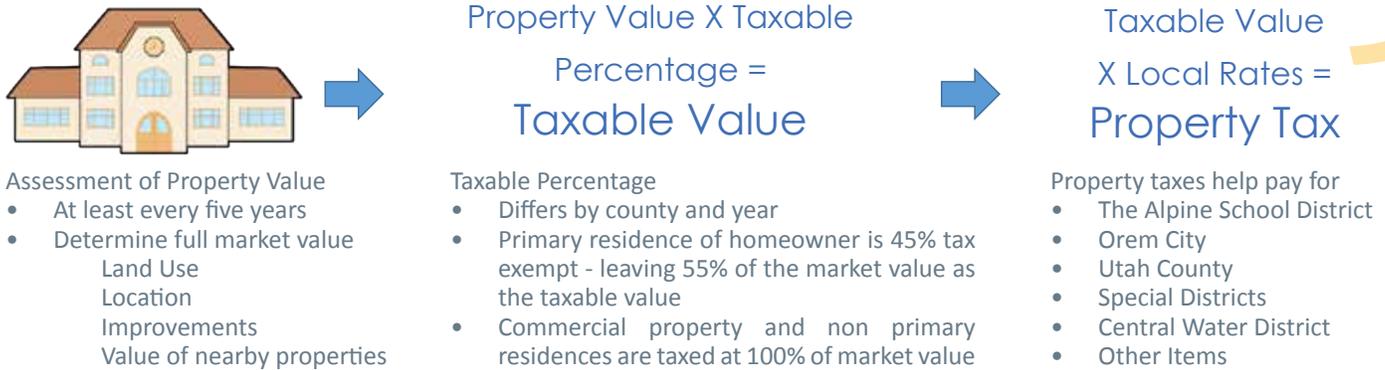


Figure 5.2 Property Tax Valuation



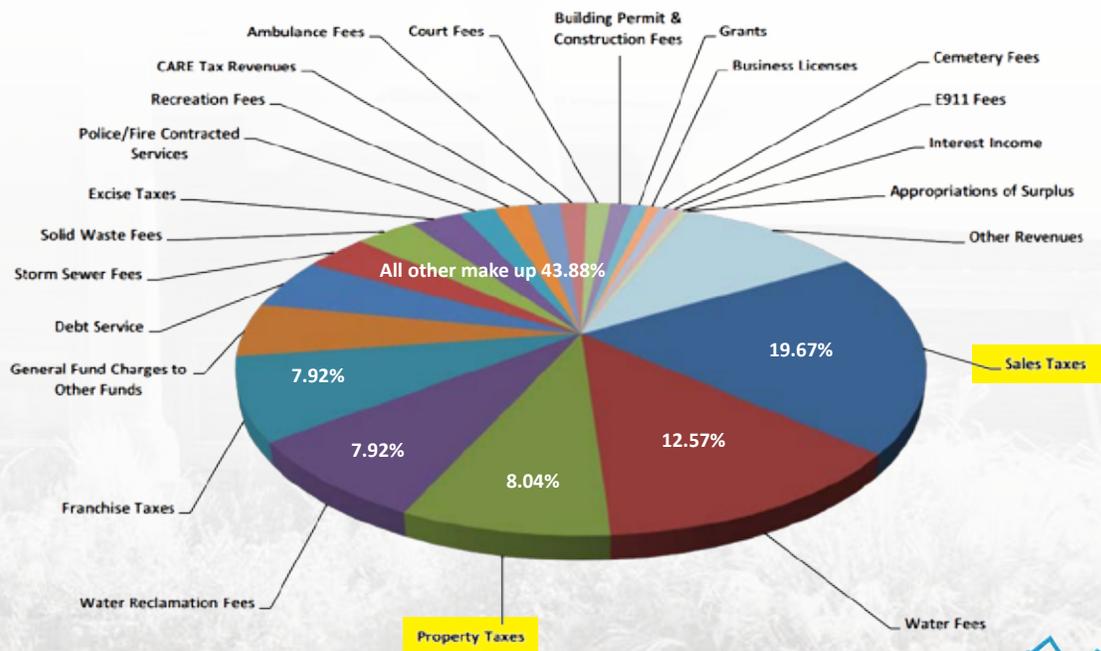
and used as appropriate. These approaches to value are based on:

- 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

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





Examples of Commercial and Industrial Buildings in the Neighborhoods

331 N 400 W



573 N 1500 W



25 S Center St



360 S State St



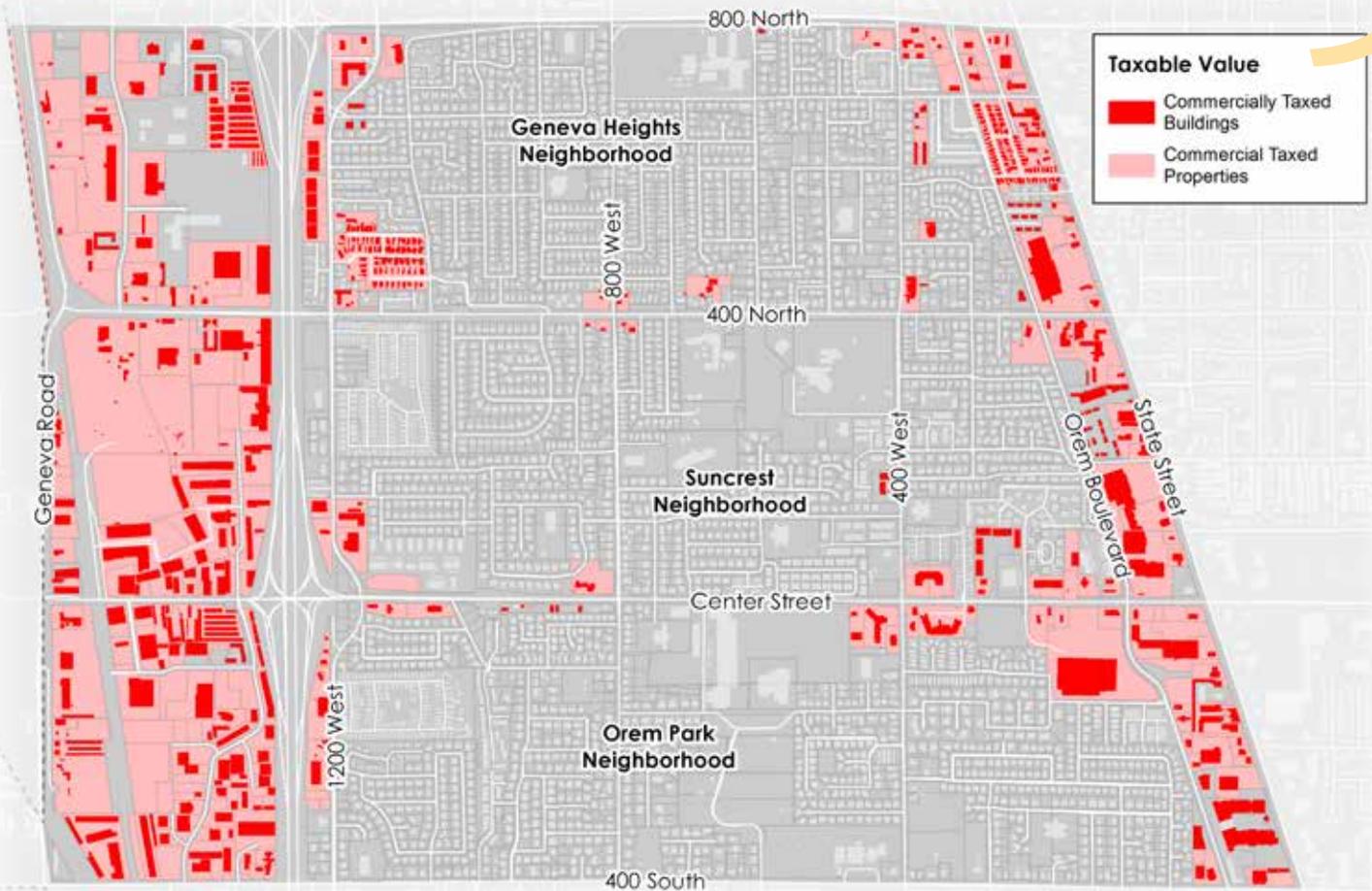
450 N 1500 W



175 S Center St



Figure 5.4 Commercially Taxed Parcels and Buildings



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 non-residents of the City who shop in Orem.

5.2 BUSINESSES AND JOBS

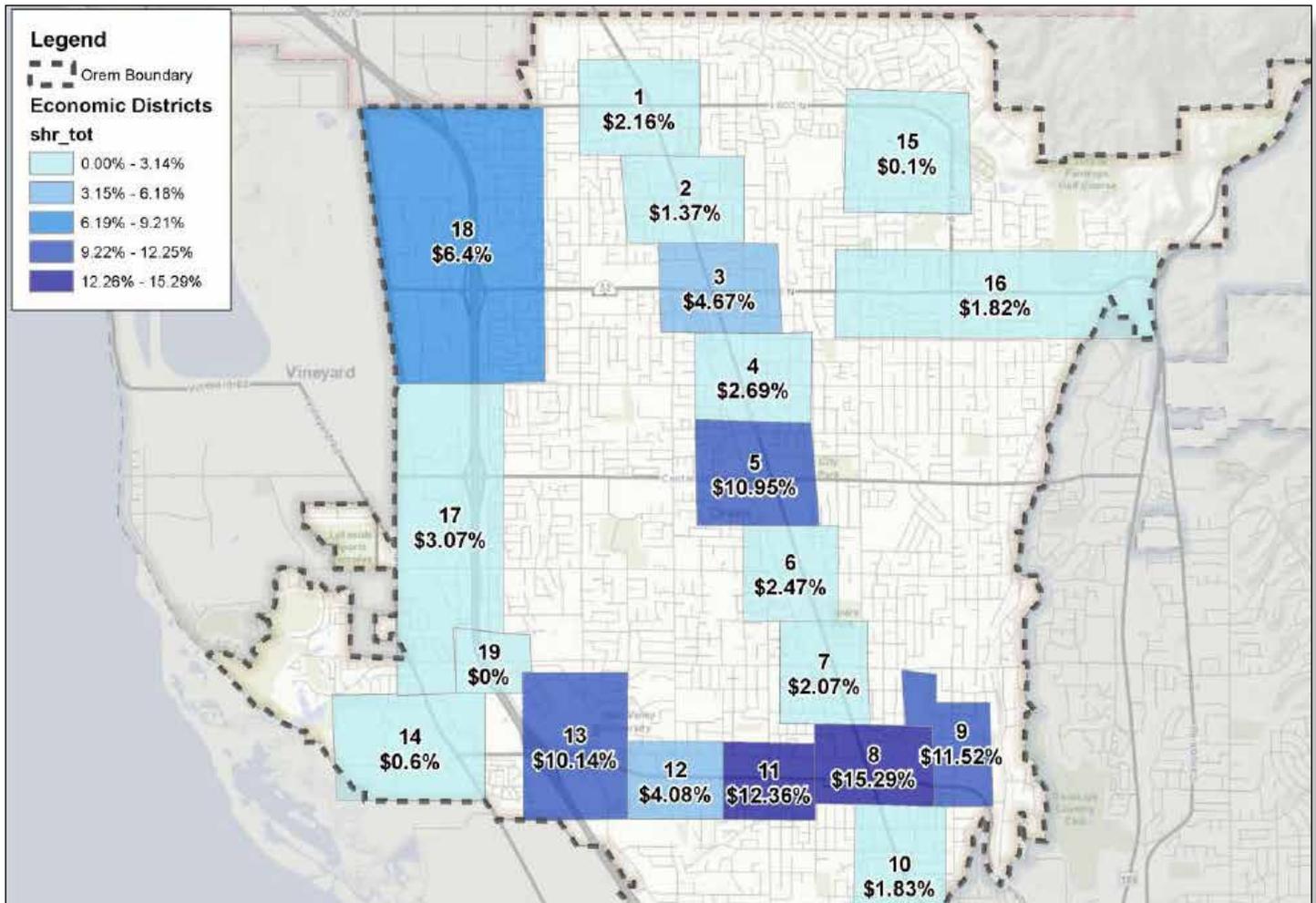
Neighborhood residents recognize that local businesses have an impact on the value and character of the neighborhoods. It is estimated that there are over 800 commercially assessed buildings accounting for over 5 million square feet of space (see Figure

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 I-15 and along State Street. There are also hundreds of skilled jobs associated with the industrial businesses located in the Geneva Road area west of I-15. The neighborhoods recognize the importance of supporting these local business as they are a source of revenue and jobs for the City.



Figure 5.5 Share of Retail Sales by Economic District, 2014



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 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 in 2014 by the City's economic development staff.

Orem Affordable Housing Plan

Every City in Utah is required to have a plan to address affordable housing. The City is currently working on producing a more robust affordable housing plan that will not only be a source of information but will also address the challenges and opportunities. This is a controversial topic in Orem and many residents are generally concerned about the consequences of concentrating poverty. At the same time, neighborhoods 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 the Geneva Road area. 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 Geneva Road corridor accounts for just over 9%. While the southern end of Orem is where the bulk of retail sales occur in the City, the commercial areas near

the neighborhoods are still vital to the economic health of the City.

- Businesses on State Street between 800 N and 400 S, particularly those at the intersections, provide important goods and services for the local population and are an important retail hub for the City.
- It is a strategy of the City 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 on both sides of I-15 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 Geneva Heights, Orem Park, and Suncrest neighborhoods related to economic conditions are:

1. Maintain property values by continuing to invest in public infrastructure, particularly transportation related infrastructure.
2. Strengthen partnerships with non-profits such as Habitat for Humanity so that Orem continues to be a community for all income groups.
3. Continue to encourage business development to provide a source for local jobs and to add to sales tax and property tax revenue.
4. Consider increasing taxes slightly to ensure that the level of service for City services (particularly police, parks, and public works) does not decrease over time.

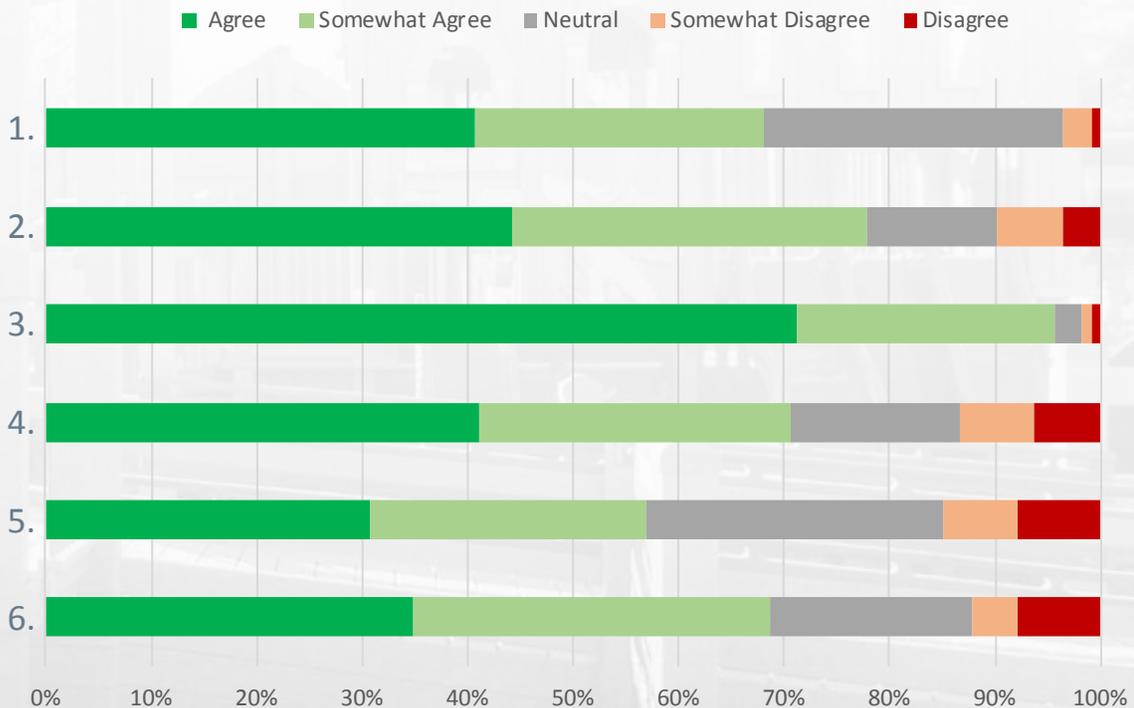


PUBLIC WORKS

6

Goals

1. Increase the coordination between the neighborhood residents and Public Works department through communication and outreach.
2. Apply the use of newer technology to increase the efficiency and conservation of water and other public works services.
3. Better manage water use at parks and on public property to avoid wasting water and leaving greenspaces soaked and muddy.
4. Increase / improve parks & open space in all areas.
5. Increase the number of community gardens, replacing vacant or under-utilized greenspace where possible.
6. Provide a city sponsored farmers market that is larger scale and regularly scheduled for the spring, summer, and fall.



6

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 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 ADA access on all public sidewalks, prioritizing those that lead to schools and Bonneville Park.

Park improvements planned for the next few years include the following:

- Community Park – remove and install new playground in early spring of 2018, new asphalt walking track in 2018 -2019
- Orem Elementary – new ballfield fencing in 2018
- Geneva Park – rebuild tennis court in 2020, redo asphalt basketball court 2021

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 provides a resource for renters and landowners to improve the beauty of their yards at minimal cost.

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 scout projects, and others. Several beautification projects occur every year due to the efforts of volunteers. Examples of projects include the following: Adopt a Spot or Trail (March-November), Memorial Day Preparation at Orem Cemetery (early-mid May), Orem Summerfest (second weekend in June), and others.

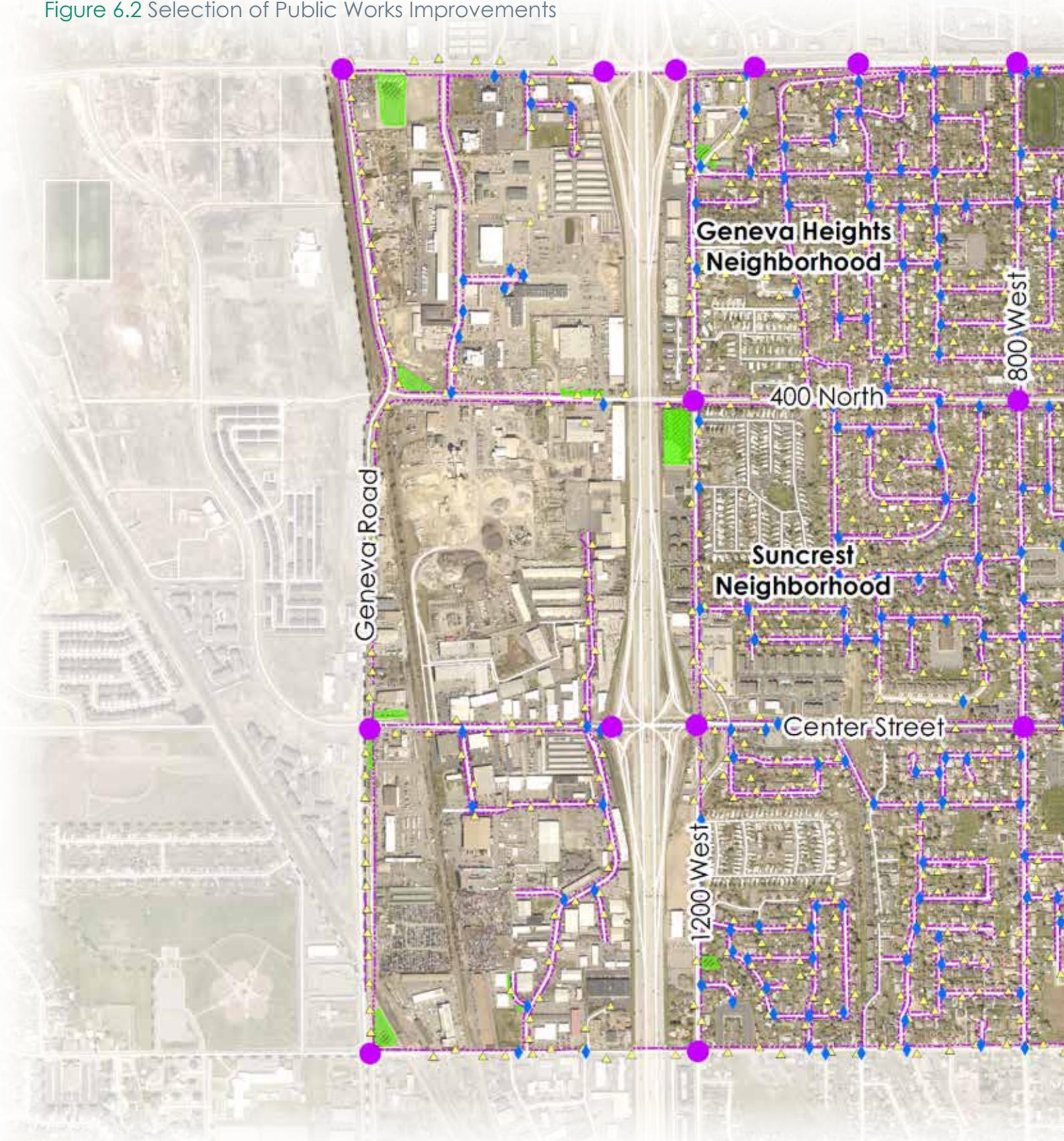
6.5 Goals

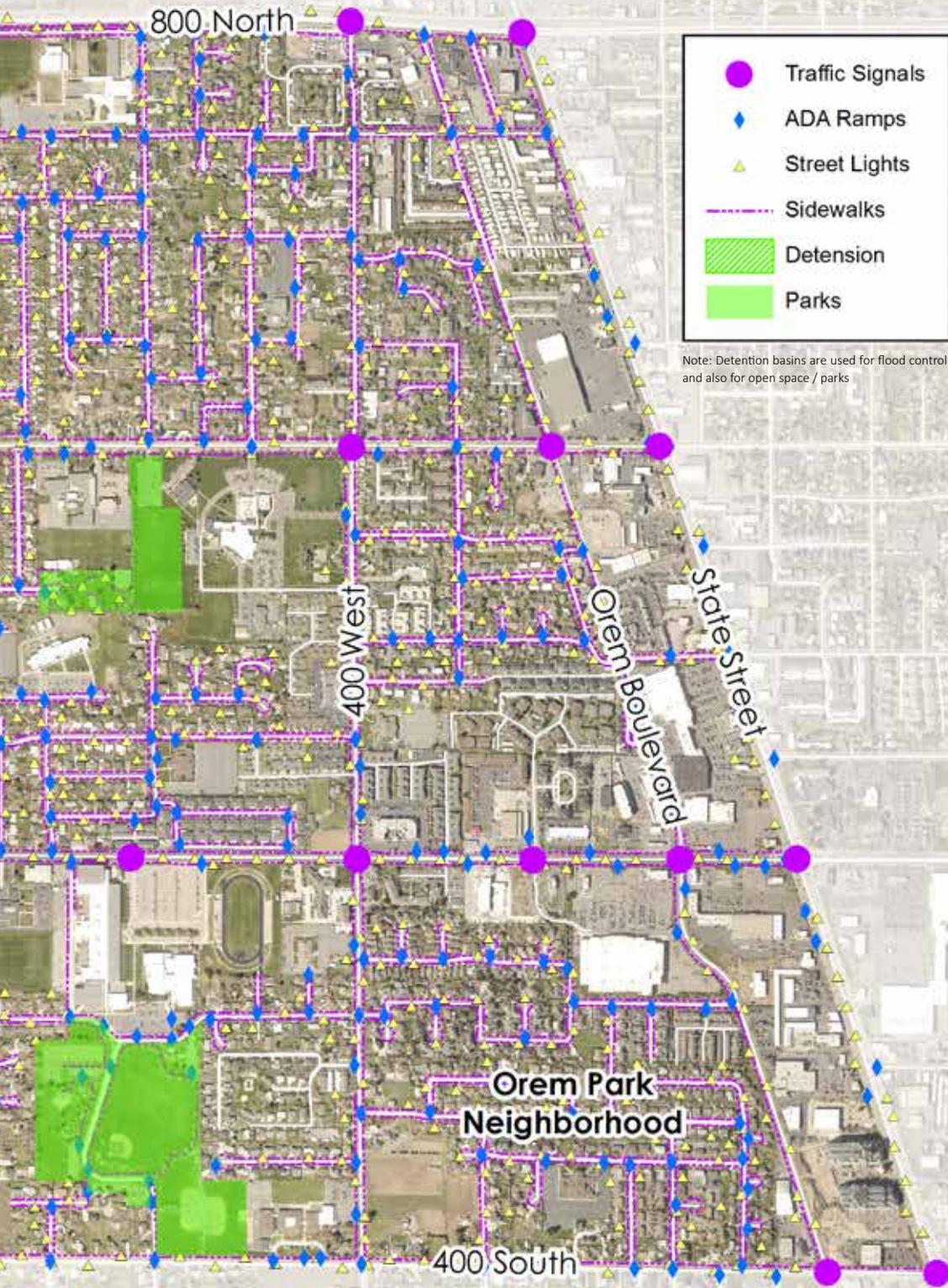
The major goals of the Geneva Heights, Orem Park, and Suncrest neighborhoods related to public works are:

1. Increase the coordination between the neighborhood residents and Public Works department through communication and outreach.
2. Apply the use of newer technology to increase the efficiency and conservation of water and other public works services.
3. Better manage water use at parks and on public property to avoid wasting water and leaving greenspaces soaked and muddy.
4. Increase / improve parks & open space in all areas.
5. Increase the number of community gardens, replacing vacant or under-utilized greenspace where possible.
6. Provide a city sponsored farmers market that is larger scale and regularly scheduled for the spring, summer, and fall.



Figure 6.2 Selection of Public Works Improvements





- Traffic Signals
- ◆ ADA Ramps
- ▲ Street Lights
- Sidewalks
- Detention
- Parks

Note: Detention basins are used for flood control and also for open space / parks

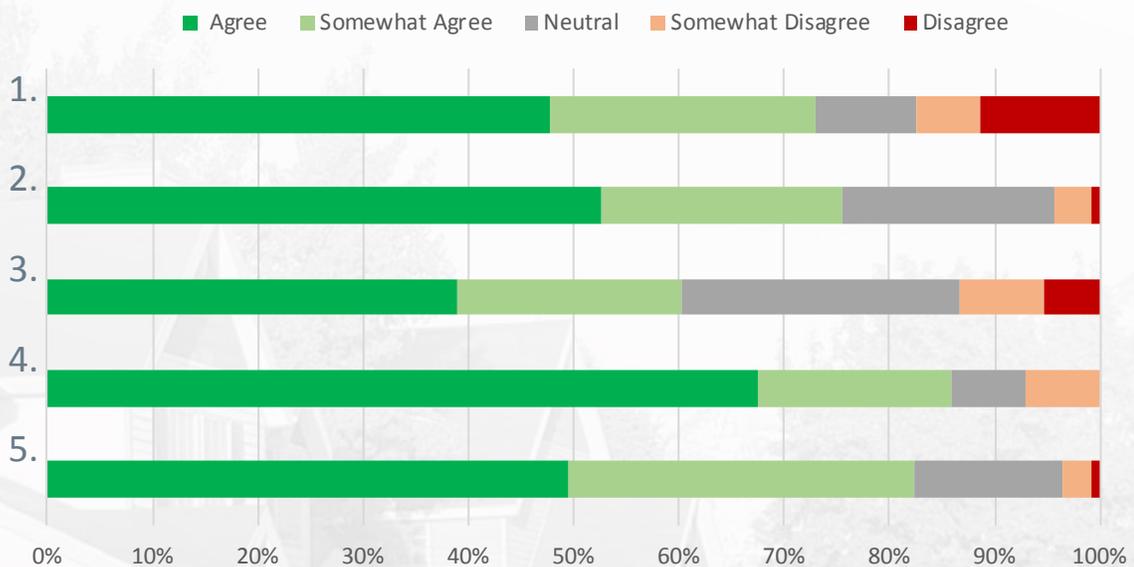


NEIGHBORHOOD PRESERVATION

7

Goals

1. Consider a rental license program or other programs to better manage absentee landlords in single family residential neighborhoods.
2. Improve ability of residents to submit a concern and receive feedback from police officers.
3. Increase the number of police officers and/or NPU staff to provide a greater police presence in the community (neighborhood policing).
4. Enforce City restrictions on abandoned vehicles, junk filled yards, and illegal/over-occupied rentals.
5. Encourage volunteer/service days for neighborhood beautification for those neighbors who are struggling.





7.1 NEIGHBORHOOD PRESERVATION

The Geneva Heights, Orem Park, and Suncrest neighborhoods are highly valued by those who live and work in the area. All three neighborhoods are characterized by a mix of land uses exist including residential, commercial, and industrial (as demonstrated in previous sections). 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 particularly concerned with crime and zoning violations that they perceive have increased in frequency. .

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 not being used as intended.

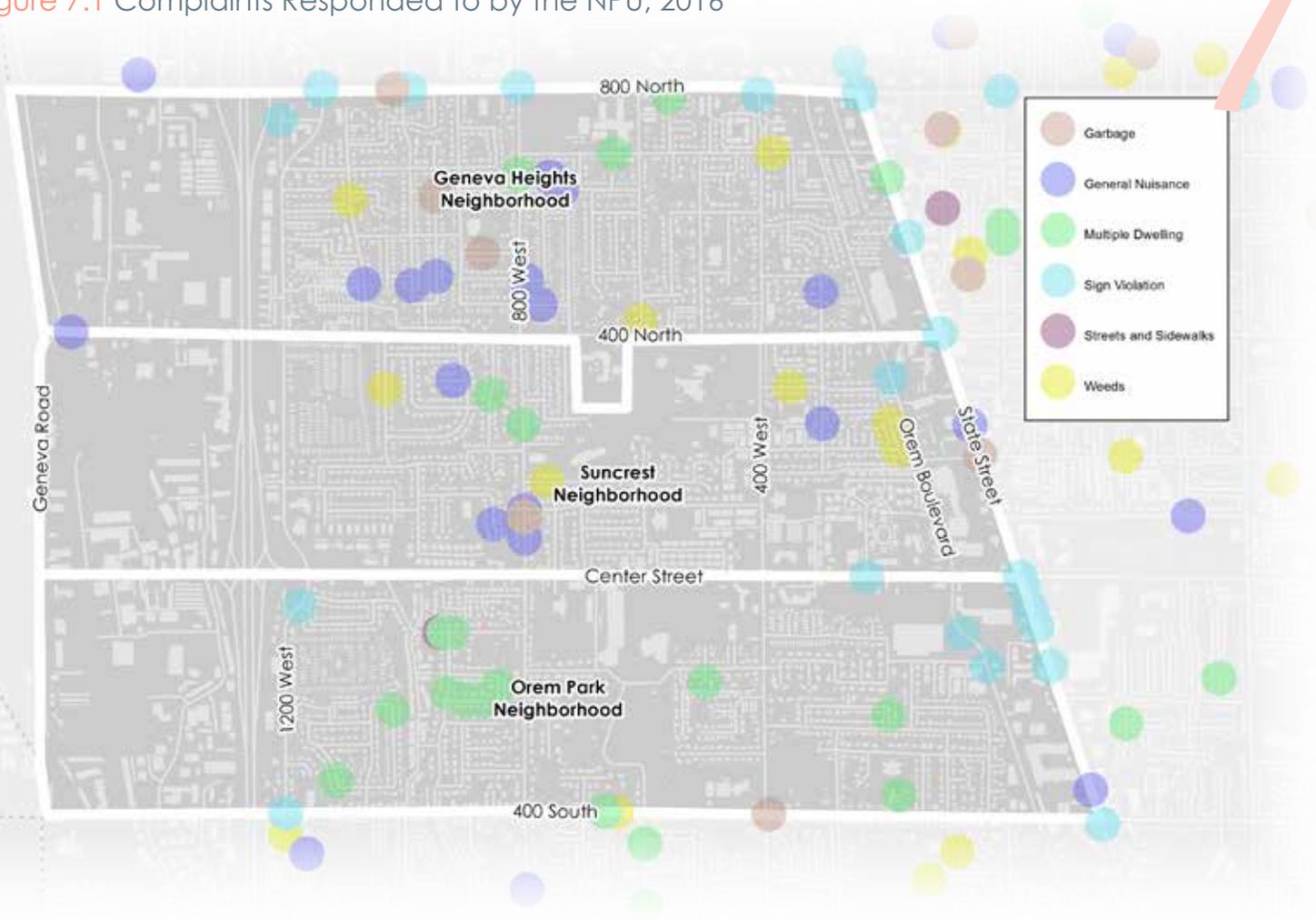
These concerns can be mitigated through working with the Neighborhood Preservation Unit (NPU). The NPU consists of a special group of officers within the Orem Police Department who assist in the enforcement of laws related to neighborhood preservation and city code. [Figure 7.1](#) displays the complaints 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 Geneva Heights, Orem Park, and Suncrest neighborhoods related to public works are:

- Consider a rental license program or other programs to better manage absentee landlords in single family residential neighborhoods.
- Improve ability of residents to submit a concern and receive feedback from police officers.
- Increase the number of police officers and/or NPU staff to provide a greater police presence in the community (neighborhood policing).
- Enforce City restrictions on abandoned vehicles, junk filled yards, and illegal/over-occupied rentals.
- Encourage volunteer/service days for neighborhood beautification for those neighbors who are struggling.



IMPLEMENTATION

8

Vision Statement

“We are neighborhoods that value community and diversity, and we have a strong desire to promote safety, health, and education for all of our neighbors.”

Geneva Heights, Orem Park, Suncrest Neighborhood Residents



The Geneva Heights, Orem Park, and Suncrest 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 are Asking Questions of City Staff at the 3rd Neighborhood Plan Public Meeting Held at Geneva Elementary School



An Advisory Council Meeting where the City Planner Drove the Committee on a City Bus to Various Sites in the Community



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.

Figure 8.1 serves as the benchmark for successful completion of ideas proposed in this Neighborhood Plan. "Priority" means that the specific action or objective has a higher priority.



Figure 8.1 Implementation Guide

Goal	Responsible	Ongoing	Short-term	Mid-term	Long-term	Priority
Land Use						
1. Preserve the character within the neighborhoods by not approving zone changes that alter the predominately single family residential nature.	Development Services	X				X
2. Higher density development outside of the neighborhoods is acceptable if strategically located along major roads (State Street and Geneva Road) where future transit can provide transportation alternatives.	Development Services			X		
3. Allow rezoning to occur in the State Street Districts as recommended by the State Street Corridor Master Plan.	Development Services			X		
4. Change the existing ordinance to create better guidelines for buffering between commercial and residential land uses.	Development Services			X		X
5. Change the existing ordinance for landscaping on private property to allow for more water efficient xeriscaping techniques.	Development Services		X			
Transportation						
1. Increase the street network and improve the quality of bike and walking paths in the neighborhoods and along State Street, 1200 W, and Geneva road.	Development Services				X	X
2. Investigate adjusting the speed limits on 400 S & 800 W.	Engineering		X			
3. Prioritize improvements at the following intersections: 400 S & 800 W, 400 S & 400 W, 700 N & Orem Blvd.	Engineering			X		
4. Provide buffering and protection so bike lanes feel safer.	Engineering				X	
5. Complete sidewalk network in neighborhoods.	Development Services				X	
6. Use citizen engagement tools that allow residents to participate more with City staff to explore future transportation options.	Engineering	X				





Goal	Responsible	Ongoing	Short-term	Mid-term	Long-term	Priority
Economic Development						
1. Maintain property values by continuing to invest in public infrastructure, particularly transportation related infrastructure.	Development Services	X				
2. Strengthen partnerships with non-profits such as Habitat for Humanity so that Orem continues to be a community for all income groups.	Development Services	X				
3. Continue to encourage business development to provide a source for local jobs and to add to sales tax and property tax revenue.	Economic Development	X				X
4. Consider increasing taxes slightly to ensure that the level of service for City services (particularly police, parks, and public works) does not decrease over time.	Development Services	X				
Public Works						
1. Increase the coordination between the neighborhood residents and Public Works department through communication and outreach.	Public Works		X			
2. Apply the use of newer technology to increase the efficiency and conservation of water and other public works services.	Public Works			X		
3. Better manage water use at parks and on public property to avoid wasting water and leaving greenspaces soaked and muddy.	Public Works		X			X
4. Increase / improve parks & open space in all areas.	Development Services				X	
5. Increase the number of community gardens, replacing vacant or under-utilized greenspace where possible.	Public Works				X	
6. Provide a city sponsored farmers market that is larger scale and regularly scheduled for the spring, summer, and fall.	Public Works			X		
Neighborhood Preservation						
1. Consider a rental license program to better manage absentee landlords in single family residential neighborhoods.	Development Services			X		
2. Improve ability of residents to submit a concern and receive feedback from police officers.	NPU	X				
3. Increase the number of police officers and/or NPU staff to provide a greater police presence in the community (neighborhood policing).	Police Department				X	
4. Enforce City restrictions on abandoned vehicles, junk filled yards, and illegal/over-occupied rentals.	NPU	X				X
5. Encourage volunteer/service days for neighborhood beautification for those neighbors who are struggling.	NPU			X		