



Orem FrontRunner Station Area Plan

2025 (October 6, 2025 Draft)



Acknowledgments

Thank you to everyone who participated in imagine orem station by attending a meeting, taking a survey, spreading the word, or in any other way to make orem city's future brighter.

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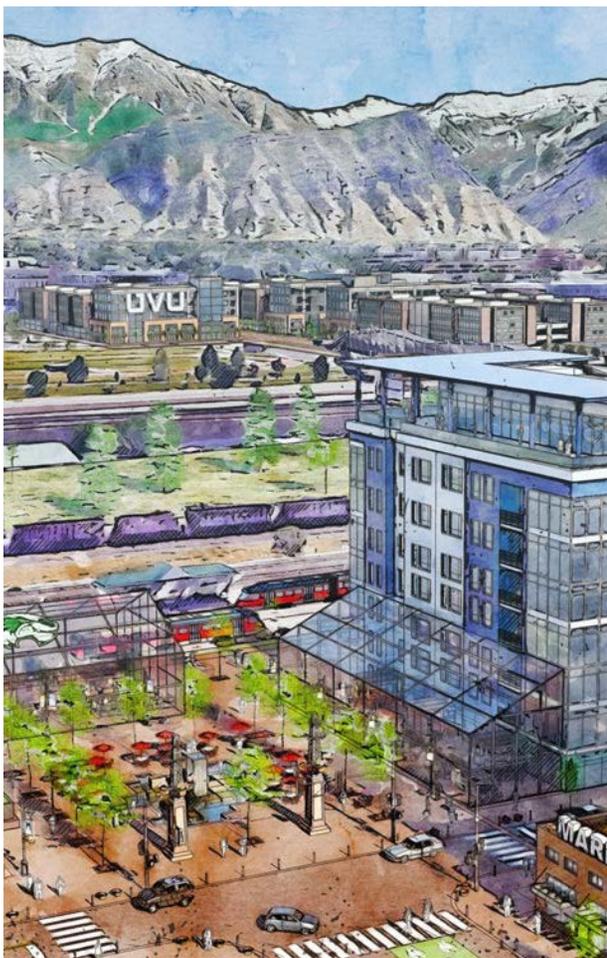
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Available online at:

<http://www.orem.org/longrangeplanning>

* SAP Requirement

Executive Summary



Introduction

Together we have imagined Orem Station, and we're excited about what the coming years could bring to our city. We envision our residents welcoming a grocery on the west side of our community, in the heart of a destination that invites lingering. We imagine enjoying lunch under an umbrella on a plaza while our children play at a splashpad. We can see students thriving in an on-campus community and as a part of the residential fabric of the station village. We imagine quality commuter services, so we can park our car or vehicle safely indoors, and then grab a snack before heading to work on the train. Or maybe we're enjoying dinner at a local restaurant before taking the train up to a Jazz game or the ballet. We imagine homes for our kids who are just starting out—perhaps an affordable apartment, or an opportunity to buy a condo. We imagine beautiful spaces indoors and out—we can envision celebrating a wedding or a birthday on a rooftop venue with views of the mountains, lake, and temple. We anticipate the simple pleasure of walking down a tree-lined street in the Station Area. These experiences help make for a life that is enjoyable, in part because of the quality of the places we create together. We recognize the current

zoning in place at the station area applies to any current development that would occur. While we are encouraged by the long range perspectives of the Station Area Plan to address long range vision as described, shown and envisioned, any changes to the current zoning will need to be approved by the Municipal Council.

This is our vision:

Orem Station is an urban neighborhood that supports Orem residents, UVU students, and commuters who are living, working, playing, learning, and traveling in the area. It's a friendly place to call home, an innovative educational and vocational hub, a launch pad for workdays and school days, and a place to gather and enjoy time with friends, family, classmates, and coworkers.

These principles will guide our efforts to realize our vision:

1. Focus growth in a Station Area village with a range of housing, amenities, and educational and employment opportunities.
2. Provide housing options to meet the needs of a variety of households, incomes, and life stages.
3. Provide safe and convenient transportation choices for driving, biking, walking, and transit.
4. Connect people to nature and engaging opportunities to be outside.
5. Encourage community with public gathering spaces and friendly streets with shops, restaurants, and entertainment.
6. Support long-term positive economic impact and opportunity for Orem and its citizens.

Response to HB 462

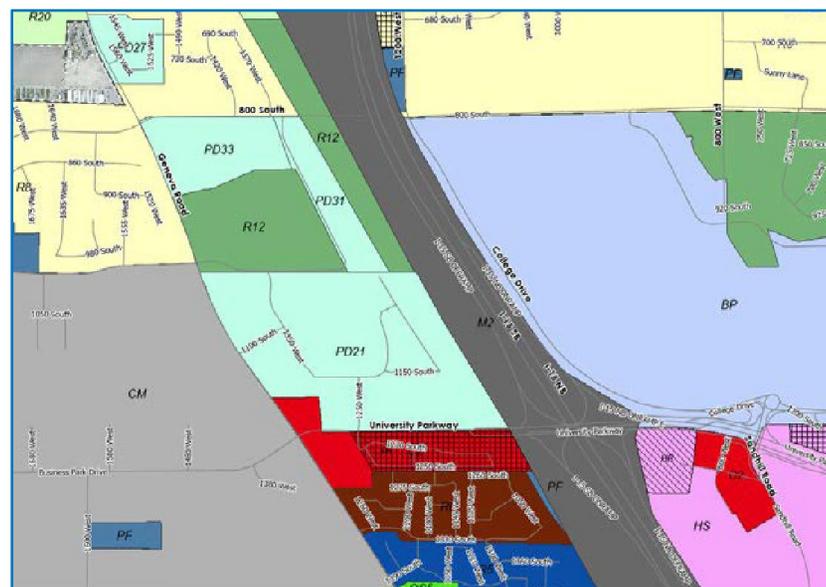
This report details our response to HB 462, which requires Orem City to develop a Station Area plan. We’ve begun work on the Station Area in recent years, adding in new housing options and working with UDOT on the pedestrian bridge, for example, but the Orem SAP effort is an opportunity to continue that work and to add the sense of place and cohesion necessary to create an outstanding area for our City. As a City, we already absorb significant needs for high density apartments, but this plan provides an opportunity to do so in the context of creating a place that we can all enjoy, in a setting that will yield economic benefit for the City and its residents.

We’ve developed a plan that responds to HB 462 together. With more than 225 people participating in public meetings and more than 950 survey responses, we’ve gone through an extensive public process to envision collectively what the station could become over time. We outline that process and the results in this report, as well as share information about related conditions, challenges, and opportunities. Finally, we include a five-year implementation plan that will get us started on achieving our vision. In five years, we can lay some meaningful groundwork for the phased, long-term process of realizing our vision.



Orem Station Area: Current Zoning Map

We recognize the current zoning in place at the station area applies to any current development that would occur. While we are encouraged by the long-range perspectives of the Station Area Plan to address long range vision as described, shown and envisioned, any changes to the current zoning will need to be approved by the Municipal Council.



Statement of Consistency

The Orem Station Area Plan addresses the four state objectives, which have been tailored to address local needs.

1. Increase the availability and affordability of housing, including affordable and moderate-income housing and student housing.
 - a. The plan for the immediate Station Area encourages significant new housing, including affordable and moderate income housing with rental and ownership options.
 - b. The plan identifies a location for an on-campus student housing village.
2. Promote sustainable environmental conditions by increasing active transportation options and adding trees to the urban environment.
 - a. The plan emphasizes walking and biking as a primary means of accessing day-to-day needs to reduce vehicle miles traveled and improve air quality.
 - b. The plan includes cultivating an urban forest by implementing a street tree program, adding tree cover to parks and plazas, and adding trees on land between the train tracks and I-15. This forest could clean the air, provide an aesthetically beautiful environment, provide on-site water retention, and reduce noise pollution.
3. Enhance access to existing educational opportunities and day-to-day needs.
 - a. The plan improves access to opportunities by including on-site shopping (including groceries)

and dining options, public gathering areas, offices and workplaces, and housing all in the immediate Station Area. Further, convenient multimodal connections to the Station Area make these opportunities broadly accessible, including opportunities already present, like the educational opportunities provided by UVU.

4. Increase transportation choices and connections, especially active transportation options.
 - a. The plan envisions improving and expanding pedestrian and bicycle connections and, in the immediate Station Area, creating a more coherent street grid for multimodal use.



Online Access
This report and its supporting documentation can be found at: <http://www.orem.org/longrangeplanning>



1. Context

Background and Purpose

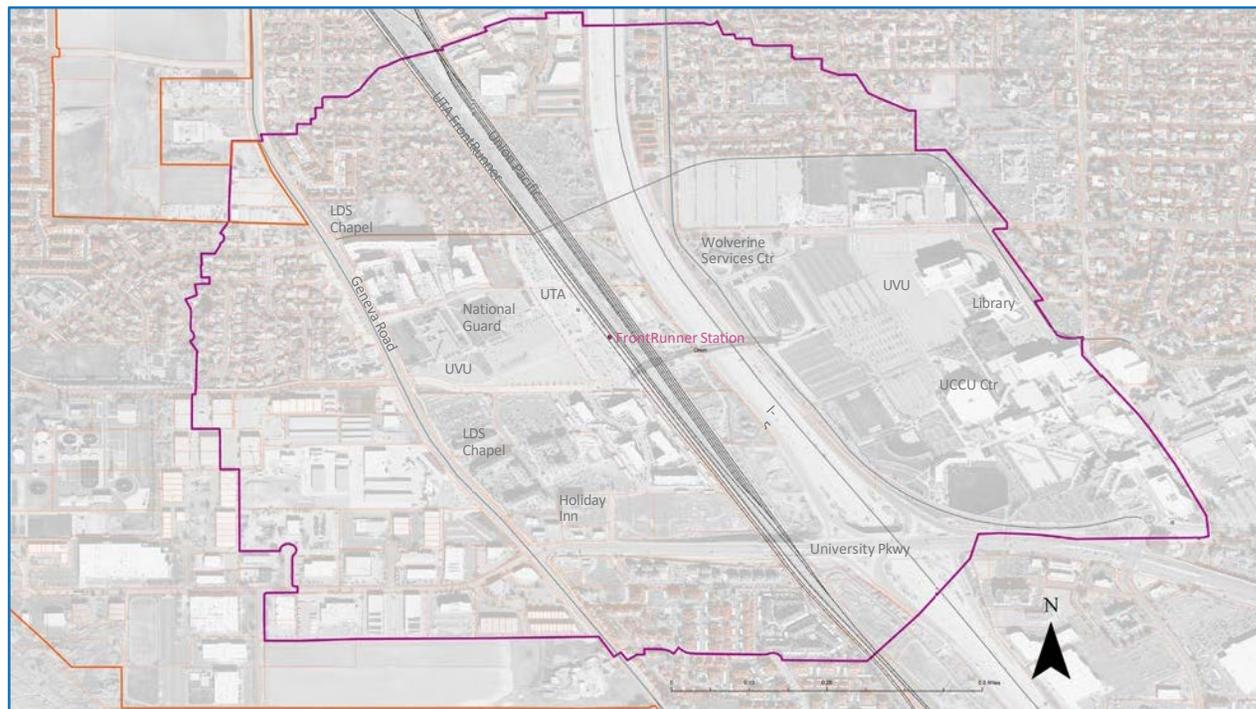
Under HB 462 (2022), all cities with a “fixed-guideway” public transit station (i.e., light rail, commuter rail, or bus-rapid transit) must develop a Station Area Plan (SAP) for applicable stations and update their general plan and zoning accordingly. Orem City’s FrontRunner Station Area is subject to these new state requirements.

Objectives outlined in HB 462 include:

1. Increase the availability and affordability of housing, including moderate income housing.
2. Promote sustainable environmental conditions.
3. Enhance access to opportunities (e.g., employment, education, recreation, and commerce).
4. Increase transportation choices and connections.

The Study Area

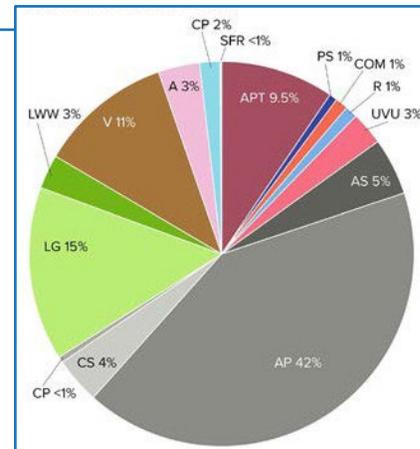
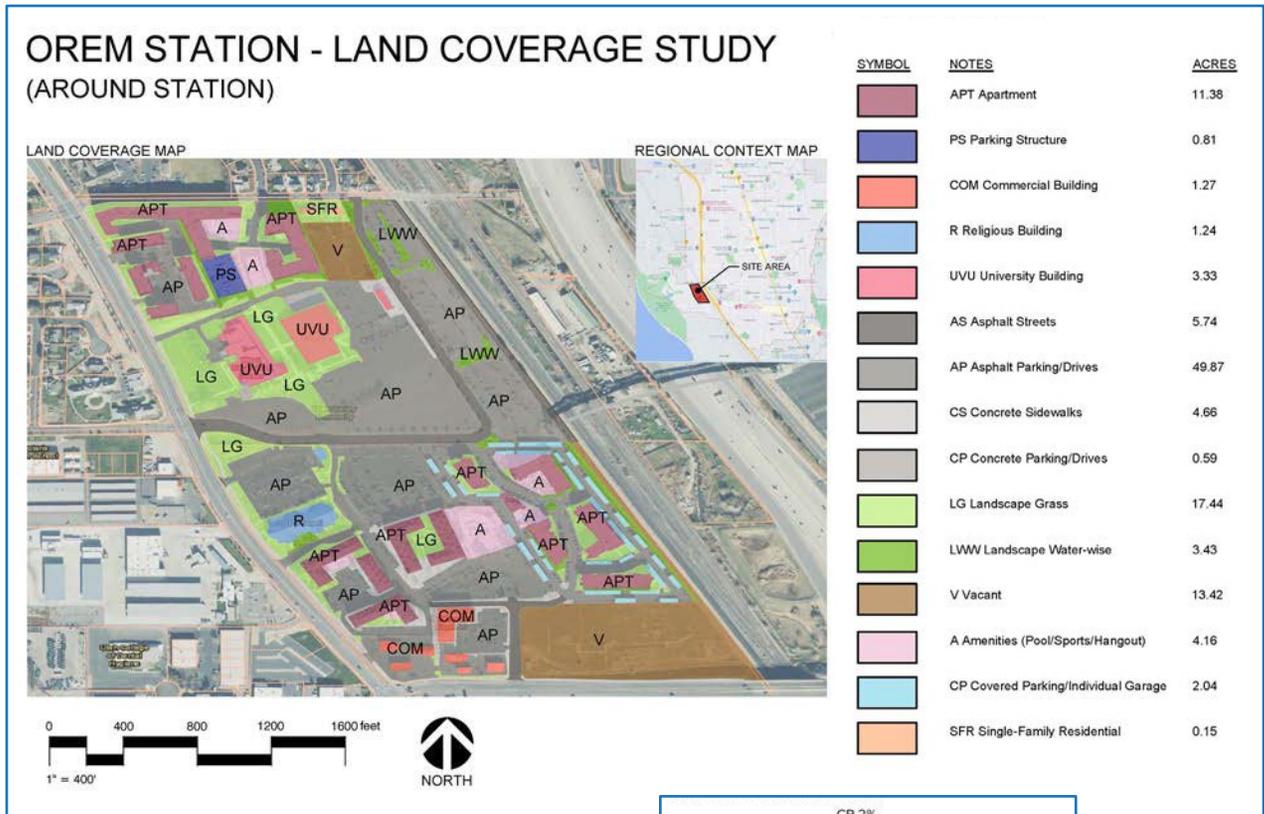
Orem’s Front Runner Station is located in the southwest of the city, in the Sunset Heights West neighborhood, and the study area includes parcels within one-half mile of the station. These parcels include existing residential neighborhoods, part of Orem Center Business Park, some newer commercial and multifamily development, Utah Transit Authority’s station and station-adjacent parking, and significant Utah Valley University buildings,



STUDY AREA: The study area includes parcels within one-half mile of Orem FrontRunner Station (purple boundary). At a glance, the most prominent features in Orem’s Station Area include the campus of Utah Valley University (UVU), Utah Transit Authority (UTA) and Union Pacific rail lines, and major roadways, including I-15, University Parkway, and Geneva Road. Note that a large parcel abutting the southwest edge of the study area and a parcel surrounded by residential development and abutting the northeast edge of the study area were considered in the planning process but were not considered for development in the vision as focus centered most on the immediate Station Area.

parking, and fields. In the immediate Station Area, more than half of the land area is used for parking and streets. Further, the area is bisected by major regional transportation routes, including I-15 and FrontRunner. Geneva Road and University Parkway also impact the area.

UTA and UVU surface parking lots near Orem Station



Paved surfaces cover more than half of the land in the immediate Station Area.

Demographic Snapshot: Statewide and Local Conditions

According to Kem C. Gardner Policy Institute’s long-term projections (<https://gardner.utah.edu/demographics/population-projections/long-term/>), Utah is expected to reach a population of nearly 5.5 million residents by 2060. Of that growth, more than 30% is expected in Utah County, where the population will double from its current 673,964 residents in 2020 to 1,338,222 residents by 2060. The County has grown steadily historically, and future growth is expected to be even more pronounced. Orem’s population is expected to grow from a population of 98,128 residents in 2020 (<https://www.census.gov/quickfacts/fact/table/oremcityutah/PST045223>) to a population of 127,517 residents by 2050 (<https://mountainland.org/mag-population-projections/>). While much of Orem is built out, development and especially redevelopment pressure is high, particularly in areas with excellent transportation access and proximity to regional educational and employment centers. The Station Area is one of those areas.

According to Esri, which pulls recent data from the US Census and American Community Survey to create sub-area data sets, the 2022 population estimate in the Station Area is 5,105, or just over 5% of the City’s overall population. While Orem is a young city in a young state, the population at the Station Area is even younger, with 78% of residents in Millennial or Generation Z age cohorts (born between 1981 and 2016) and with an average age of 23 years compared with Orem’s average age of 28 years and the state’s

average age of 31 years. Many in these age cohorts are students, and many are in prime family formation years.

The percentage of renters in Orem is higher than in many places at just over 40%, but it is even higher in the Station Area, with 79% of people renting housing. Per capita income in the Station Area is \$20,886 compared to \$30,741 in Orem overall, and median net worth is also much lower, at \$23,886 versus \$120,596 citywide.

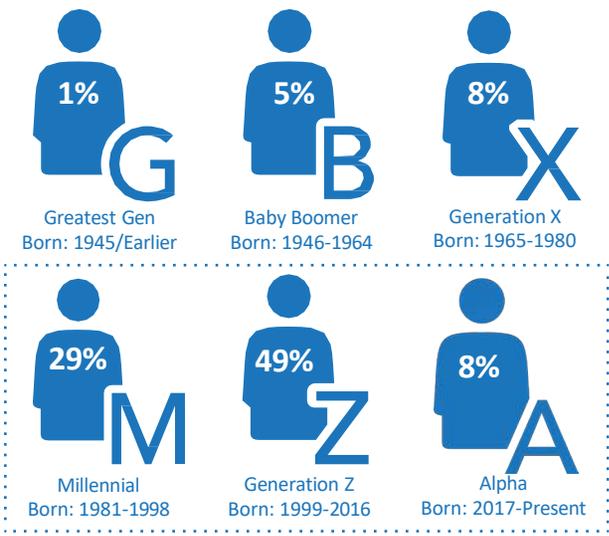
There are 1,306 households in the study area, with 30,780 households in the city overall. While average household size is 3.1 in Orem, it is slightly lower in the Station Area, which averages 2.8 people per household. Median household income in the Station Area is only slightly less than the rest of the city, at \$70,574 and \$75,761 respectively. This suggests that many households in the study area include roommates, likely students, that obtain housing by pooling resources.

Station Area residents walk or take transit to work at roughly twice the rate of Orem residents overall, with 4.3% of Station Area residents walking versus 2.1% of Orem residents overall and 4.6% of Station Area residents taking transit versus 2.3% of Orem residents overall.

Utah Valley University brings tremendous economic energy to the area, with 5,403 employees and 43,099 students in Fall 2022 (<https://www.uvu.edu/peopleandculture/aboutus/index.html>). According to Esri, the study area also includes 125 of Orem’s 3,432 businesses, with 1,350 of Orem’s 40,499 employees.

Orem Station Area Demographics

Orem Station Area residents tend to be younger, rent at higher rates, and make less money than residents in other parts of Orem.



86%: Station Area residents born since 1981



Housing

Like the rest of country, Utah has experienced a housing shortage since the Great Recession (2007-2009). While the US overall logged a shortage of 3.8 million units in 2019, Utah cited a shortage of 56,800 units in 2017. The State made significant progress between 2017 and 2022, during which time the shortage dropped to 28,400. Unfortunately, the shortage is likely to increase again, since recent housing permitting and construction has dropped due to rising labor and materials costs and increasing interest rates. (Data sources: <https://www.fanniemae.com/research-and-insights/perspectives/us-housing-shortage>; "State of the State's Housing Market, 2022-2024," <https://gardner.utah.edu/public-policy/housing-construction-and-real-estate/>)

In Utah County it is increasingly difficult to buy a home. According to Local Market Updates, produced by the Utah Association of Realtors, median home sales prices have risen sharply, with the 2022 median price reaching \$500,000, or \$320,000 more than a median priced home in 2012. Median incomes in the County have grown as well, but at a slower rate, rising from \$58,167 in 2012 to \$86,597 in 2021 (<https://fred.stlouisfed.org/series/MHIUT49049A052NCEN>). Today, a mortgage for a median-priced \$500,000 home is likely around \$3,900 per month, requiring household income of \$151,000 for it to be affordable (assumes 28% of annual income; mortgage assumes down payment of 5%, 6.9% annual interest rate, 30-year fixed mortgage). In contrast, those with the County's median income can afford a mortgage of \$2,000 (same assumptions as above), or \$1,900 less

than that needed to maintain a mortgage on a median priced home.

Orem City has adopted five strategies to address housing affordability (<https://orem.org/housing/>):

1. Create or allow for, and reduce regulations related to, internal or detached accessory dwelling units in residential zones.
2. Demonstrate implementation of any other program or strategy to address the housing needs of residents of the municipality who earn less than 80% of the area median income, including the dedication of a local funding source to moderate income housing or the adoption of a land use ordinance that requires 10% or more of new residential development in a residential zone be dedicated to moderate income housing.

3. Create a housing and transit reinvestment zone pursuant to the State Housing and Transit Reinvestment Zone Act.
4. Develop and adopt a Station Area plan in accordance with State Law.
5. Reduce, waive, or eliminate impact fees related to moderate income housing.

"I would love affordable housing and active transportation for my grandchildren."

Orem resident and survey respondent



What is Affordable Housing in Utah County? It depends on your income...

Affordable housing is defined as 28% of gross annual household income.

	Household Income	Home Price	Annual Mortgage	Monthly Mortgage
Median Household Income	\$86,597	\$285,595	\$24,252	\$2,021
Moderate Income Household (80% Area Median Income)	\$69,278	\$228,478	\$19,397	\$1,616
Low Income Household (60% Area Median Income)	\$51,958	\$171,357	\$14,554	\$1,212

Have you seen housing for these prices lately?

Assumptions: down payment 5%, 6.9% interest rate, 30-year fixed mortgage, annual maintenance costs not included

Transportation

Note: The Station Area planning process included a transportation study. Key findings are included here; the full report is included in the supporting documentation.

Transit ridership data shows that Orem FrontRunner Station is the fifth busiest statewide and second busiest in the Mountainland Association of Governments area, with only Provo Central Station surpassing Orem Station’s boarding and alighting numbers. Orem’s FrontRunner Station boarding and alighting numbers increased steadily until the Covid-19 pandemic hit in 2020. Since then, ridership has begun to increase but has not yet reached pre-pandemic levels.

The UVX bus rapid transit stop at Orem FrontRunner Station experiences high ridership numbers, topped only by University Place station. However, overall weekly bus ridership (UVX and other routes) is lower than pre-pandemic levels.

The pedestrian bridge over I-15 provides a key connection across the freeway, with an average of about 1,000 crossings per day.

Parking for apartment complexes in the area is an issue, prompting one complex to enter into a parking agreement allowing spillover parking to occur on UVU property. There are also ongoing concerns about overflow parking in neighborhoods to the north of this complex. The standard should be 1 space per bed.

Crash history indicates concentration along high-speed arterial roads, namely University Parkway and Geneva

Road. Overall, excluding I-15, there have been 620 crashes in the study area in the last five years, with eight of those involving a pedestrian or a cyclist.

Needs:

- Improved Active Transportation connections: The area lacks cohesive, integrated pedestrian and bicycle connections within and beyond the Station Area.
- Increased Vehicle Capacity: I-15 widening is planned near term.
- Transit Improvements: Doubletracking FrontRunner and a UVX extension to Vineyard are both planned before 2032.
- Safety Improvements: Plans are in place for improvements to the I-15/University Parkway interchange, the 1250 West/University Parkway intersection, and the 800 South/Geneva Road intersection.

Major Constraints:

- Large, limited access transportation facilities (including I-15, Geneva Road, University Parkway, and train tracks) bisect the study area in both directions and limit local transportation access and connections.

- Retroactively fitting active transportation through existing development is more challenging than building it in the first place.

Opportunities:

- Planned projects could improve connections. Long term projects include an additional bridge across I-15, a new BRT station on the north side of UVU, and the Lakeview Parkway extension, which includes connection to the statewide network of multiuse trails and Provo Airport.
- Partnership with UVU on a shared transportation vision could improve active transportation options.
- Underused surface parking provides opportunity for shared/stacked parking and adding in active transportation routes.

FrontRunner: Average Weekly Boarding and Alighting



FrontRunner Average Weekday Systemwide Boarding & Alighting (2017 - Jan 2023)

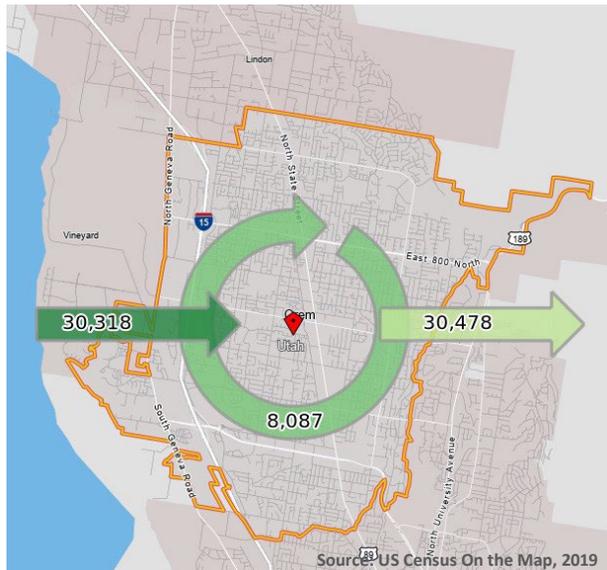
Economics and Market

Note: The Station Area planning process included a market study. Key findings are included here; the full report is included in the supporting documentation.

The Orem workforce is a mobile one, with 30,478 workers leaving the City for employment and only 8,087 remaining in the City to work. The City does, however attract nearly as many workers as it loses during day, with 30,318 workers entering the City for employment purposes. Unemployment is low, at 2.3%, and the workforce participation rate is 71.8%. Top industries include education and healthcare (26%), professional and management (15%), and retail trade (13%).

Part of a Regional Economy: Orem’s Mobile Workforce

Each day, more than 30,000 workers enter the City for work, more than 30,000 leave, and only about 8,000 remain in the City.



Significant employment growth is projected for central Utah County, with an increase of nearly 30,000 jobs by 2040. The Station Area includes UVU, an area of high employment growth.

Of the Station Area’s 621.42 acres, 575.35 are developed, with 45.41 residential acres vacant and .66 commercial acres vacant.

Constraints for the Development of Land within the Station Area Under Existing Conditions

- The lack of available land limits options for new development—92% of the land in the Station Area boundaries is currently developed.
- Redevelopment of lower intensity, lower cost or older development is often cost prohibitive.
- Regional competition for both retail and office may limit potential.
- Vineyard Station is planning a large development on a rehabilitated/vacant site, allowing for more cohesive development under a single developer, and it’s approved for HTRZ, which will facilitate more intense development. The site is using an already established form-based code that provides a city center-like planning vision.
- Housing density is somewhat limited due to current market conditions. Market conditions currently support four-story wood frame construction with surface parking. Greater density with structured parking (podium and wrapped parking) would require incentives.
- The immediate Station Area has multiple property owners rather than a single large developer.

Current Market Conditions
Current conditions support four-story wood frame construction with surface parking lots.



Stories	Type V – Surface Parked (Typical)
4	Wood Framing
3	Wood Framing
2	Wood Framing
1	Wood Framing

Incentives Provide Options
Taller buildings, with interior parking rather than surface parking, is possible with incentives.



Stories	Type IIIA – Podium
7	Wood Framing
6	Wood Framing
5	Wood Framing
4	Wood Framing
3	Wood Framing
2	Concrete Podium
1	Concrete Podium

Stories	Type V – Wrap		
4	Wood		Wood
3	Wood	Enclosed Parking	Wood
2	Wood	Structure	Wood
1	Wood	Concrete	Wood

Opportunities for the Development of Land within the Station Area Under Existing Conditions

- High average daily trip counts suggest possible retail development to capture additional sales tax.
- Office development, especially an anchor tenant wanting high visibility, is possible despite current market conditions.
- The Holiday Inn could help attract support retail (e.g. restaurants).
- Vacant land adjacent to the Holiday Inn could be a location for high density housing, small support retail, or office uses desiring high visibility from I-15.
- Vacancy at Orem Center Business Park allows for additional businesses to enter the City without additional land needing to be developed.
- Vacant land on the southwestern border of the Station Area boundary could provide additional office and industrial space.
- Utah Valley University is the largest single landowner and a regional draw. It could attract business, provide on-site housing, and its parking areas could be redeveloped.
- Current housing, both multifamily and single-family, provides support for retail and job creation/support.
- Redevelopment opportunities exist where there are lower improvement values per square foot.
- Overall industrial demand is high in Utah County, with 1.45% overall vacancy in 2022 and 3.2 million square feet absorbed in 2022.

Opportunities for the Development of Land within the Station Area With Implementation of Codes, Incentives and Partnerships

- Incentive tools could facilitate development with greater height and make parking options beyond surface parking feasible (e.g. internal/wrapped garages, podium).
- Housing and Transit Reinvestment Zone (HTRZ) facilitates mixed-use, multifamily and affordable housing development within one-third mile of fixed commuter rail stations. It allows for tax increment (sales and property tax) to be captured to support development. It requires that housing be mixed use, average at least 50 units/acre, and have at least 10% affordable housing (defined as housing for those earning 80% or less of area median income).
- Community Reinvestment Area (CRA) expedites development or enhances development in an area, allowing for tax increment (property tax) to be captured to help support development and invest in area amenities and infrastructure. It requires that 10% of funds be set aside for affordable housing purposes.
- Orem could capture a higher percentage of low-performing sales tax categories. While the City currently captures 102% of expected sales tax overall, the Station Area could grow opportunities for lower performing categories, including such things as accommodation (hotel/hospitality) and arts, entertainment, and recreation.

Orem City Sales Tax Leakage

The Station Area could grow opportunities for lower performing categories, including accommodation (hotel/hospitality) and arts, entertainment, and recreation.

Category	Leakage Amount	Percent Captured
General Merchandise Stores	\$141,485,801	145%
Motor Vehicle and Parts Dealers	\$88,200,811	125%
Furniture and Home Furnishings Stores	\$61,269,211	212%
Clothing and Clothing Accessories Stores	\$60,287,734	169%
Sporting Goods, Hobby, Book, and Music Stores	\$46,958,380	180%
Food Services and Drinking Places	\$21,389,281	109%
Food and Beverage Stores	\$15,799,024	107%
Health and Personal Care Stores	\$11,329,389	144%
Electronics and Appliance Stores	\$10,469,941	119%
Building Material and Garden Equipment and Supplies Dealers	\$4,308,343	102%
Other Services	(\$6,699,013)	91%
Arts, Entertainment, and Recreation	(\$19,977,386)	49%
Gasoline Stations	(\$26,472,814)	55%
Nonstore Retailers	(\$51,316,053)	79%
Accommodation	(\$73,844,082)	21%
Miscellaneous Store Retailers	(\$226,947,613)	28%
Total	\$56,240,952	102%

Key Land Development Opportunities

- Key intersections can attract commercial development. For example, Maverick located at the intersection of Geneva Road and University Parkway.
- UVU is a regional draw and creates opportunities for housing and commercial uses to support the area.
- The area immediately surrounding Orem Station could allow for redevelopment to bring additional mixed use and commercial uses.
- Orem Business Center Park has potential for expansion, allowing for additional office or industrial users.



Immediate Station Area: The area immediately surrounding Orem Station could allow for redevelopment, to bring additional commercial and mixed uses.

2. Public and Stakeholder Engagement



Public and Stakeholder Engagement Process

The Orem Station Area planning process provided a grassroots up conversation about the future of the station, creating an opportunity for Orem residents and stakeholders to explore issues and goals surrounding the station's future and, in that context, imagine together the future Station Area they want to create. The process laid the foundation for the development of this Station Area Plan, which represents a road map to the future of the Station Area envisioned by the public. The public visioning process provided a forum to ask, "What do people want, and how will our city provide it?" before moving directly to implementation strategies, which are embodied in this plan. The vision and principles in the next chapter are the result of the Orem Station Area visioning and planning process.

Vision and Planning Process Goals

1. Identify, honor and address public values and "big ideas" or issues.
2. Create a vision statement, principles, and plan map to guide area development and to be a standard to weigh current and future decisions against.

A Public Stakeholder Process

The process included a stakeholder committee of residents, community leaders, and City partners—a diverse group of people with varied ideas but with a commitment to a public process and the greater good of Orem and the Station Area in particular. The stakeholder committee met regularly, ensuring the visioning process would:

1. Provide research and information to the public both in person and online;
2. Seek broad public input through events and online opportunities;
3. Build the vision and plan directly from public input;
4. Use transparent methods throughout, so the nexus between public input and the resulting vision is clear; and
5. Build momentum for implementation as residents, City leaders, and City partners have conversations together and build trust.

The stakeholder committee reviewed all feedback from the public and used it throughout the process as it worked alongside City staff and consultants to create options for further public consideration as well as the final vision, principles, and plan map.

Orem’s Imagine Orem website provided transparency throughout the process, supplying project updates, project progress, and providing ways for people to share their ideas through online surveys. Combined with in person events, the website delivered transparency and public outreach so that citizens could easily understand and trust the process.

A Scenarios Process

While the visioning and planning process was a public process, it was also a scenarios process, which built a range of potential futures based on the public’s ideas and compared them, to explore the long-term consequences of the choices they could make today. Ideas from citizens shaped the scenarios, and feedback on those scenarios shaped the vision. The visioning process enabled residents to identify the best options while planning for anticipated growth.

Public Meetings and Online Feedback

Public Brainstorming Workshop and Online Survey (June 2023)

More than 150 Orem residents participated in a public workshop to explore Orem’s context of growth and brainstorm options for the future of the Station Area. During an educational presentation, residents responded to a real time poll, selecting priorities from a wide variety of options for the Station Area. A second activity at the workshop asked people to imagine the Station Area in 2050, and to answer the following questions through a mapping exercise:

- *What kind of place would you like the Orem Station Area to be by 2050?*
- *How could your values and hopes unfold on the ground?*

Small groups of residents worked at tables to create 17 maps identifying possibilities for the Station Area and presented them to the larger workshop group. While creating maps, participants considered land development, transportation, and placemaking options. Together, the survey and mapping activity enabled residents to identify what matters most to them and to voice preferences in the context of their values, the needs of the City and the region, and the likelihood of continued growth. The workshop presentation and a companion survey were also available online, ensuring that those who couldn’t attend in person could still participate.

Public Survey

In person and online, almost 550 participants took the survey, which helped identify priorities.

Station Area Priorities

- Safe pedestrian routes
- Trails connecting the station to other parts of UVU and regional amenities
- More parking garages
- Safe bike routes
- Ability to move cars more efficiently
- Affordable housing
- Passive greenspace

Examples of Station Area Priorities: places for people to enjoy, affordable housing options, and safe and efficient auto, pedestrian, and bike routes



- Reduced surface parking lots
- Access to day-to-day needs/services
- Placemaking

Public Mapping Activity

In addition to public polling, several trends were apparent across the 17 maps created by citizens.

Mapping Trends

- Residential neighborhoods: Maps highlighted preserving existing neighborhoods and adding in new neighborhoods with open space.
- Mixed use villages were featured across most maps, some at the station itself, and some both at the station and east of the station on UVU ground. Villages often featured:
 - Market rate and affordable housing
 - Parking garages, often internal to buildings with a commercial wrap; reduced surface lots overall
 - Destination streets/buildings (retail, entertainment, institutional, hotel)
 - Placemaking (e.g., ice skating, plaza, dog park)
- Additional retail, often a grocery or market, was included.
- Maps featured green spaces/area beautification throughout (e.g., urban forest, orchard, passive space, parks).
- Trails and pathways emphasized better transportation connections and pedestrian and bike safety (e.g. a separated trail to Utah Lake).
- Road systems emphasized efficiency and safety for multiple transportation modes.

Scenarios Evaluation Public Workshop and Online Survey (October 2023)

The mapping and survey work completed by participants during the brainstorming process were used as the basis for alternative scenario development. Three scenarios were created, each capturing various approaches to growth that were embodied in public feedback. At a scenarios evaluation workshop and online, residents reviewed these scenarios to identify the components of each scenario they preferred and didn't prefer. More than 75 residents attended the workshop, and more than 400 took the survey. Scenario snapshots are featured on the following pages.

What about Land at Utah Valley University?

UVU maintains sole control over what development occurs on its property and currently has no plans to develop housing on its campus. Although the plan does not obligate or require UVU to construct housing in the locations indicated, the plan is intended to show what could develop if UVU decided to construct student housing on its property. The UVU master plan as shown in the supporting documentation shows UVU's current plans for the UVU campus.

Who Took the Surveys?

Most survey respondents are Orem residents, though some respondents live outside of Orem but likely have interest in the Station Area because they go to school or work in the City.

Survey #1 (Brainstorming)

89% Orem Residents
11% Living Outside of Orem

Survey #2 (Scenarios Evaluation)

80% Orem Residents
20% Living Outside of Orem



Alternative Scenarios

Scenario 1: Station Mixed-Use Village

In this scenario most anticipated growth is focused near FrontRunner Station and along University Parkway, where a pedestrian friendly village emerges. The village includes mixed-use buildings with market rate and affordable housing, offices, hotel, and ground floor retail and services focused on meeting the day-to-day needs of local residents, students, and commuters. Parking is mostly housed within multilevel garages that are wrapped with commercial or residential uses, providing convenient parking while minimizing the visual impact of parking. Plazas, small parks, and natural areas with trails and pathways bring nature into the village, and a trail provides connection to Utah Lake. A destination street runs west from the station and anchors the space with shopping, dining and entertainment options. Fun village features may include an ice-skating ribbon and places for outdoor dining.

Beyond the immediate station area, other parts of the study area see little change. Single family neighborhoods remain as they are. The area sees ~~some~~ new commercial. Some currently undeveloped lands are preserved as green space. UVU continues planned institutional building expansion.

Most growth occurs in the village, with a vibrant mix of places to live, work, and play along a destination street, culminating with an attractive plaza and transit station.

Mixed-Use Buildings

- Blend of main floor neighborhood retail, dining, and services, with market rate and affordable dwellings on upper floor
- Parking garages internal to buildings, to enhance streetscape/ neighborhood feel
- Quality design and materials offer wide appeal
- Building height highest (8 story max.) adjacent to train station, lower (3 story) closer to existing neighborhoods

Destination Use Buildings

- Destination entertainment (e.g. theater) and hospitality functions

Multifamily Stacked Buildings

- Blend of affordable and market rate dwellings
- Parking garages internal to buildings, to enhance streetscape/ neighborhood feel
- Quality design and materials offer wide appeal
- Building height highest (8 story max.) adjacent to train station, lower (3 story) closer to existing neighborhoods

Destination Street and Plaza

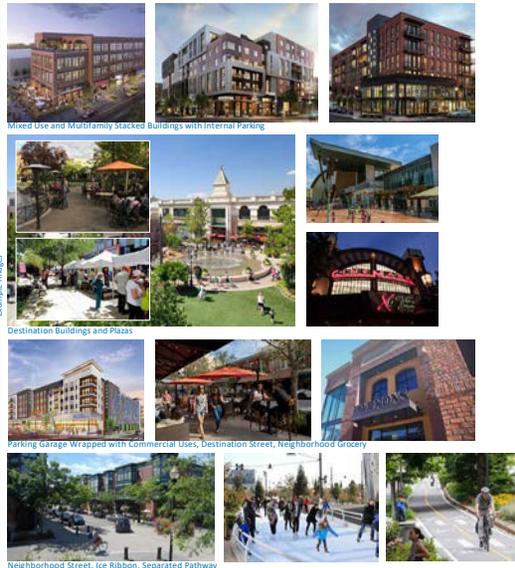
- A streetscape featuring ground floor retail/commercial, outdoor dining, art, ample seating, street trees, and wide sidewalks
- A plaza at the end of the street, adjacent to the transit station, provides space for outdoor fun

New Neighborhood Streets

- Quiet streets featuring sidewalks, street trees, on-street parking

Parks, Trails & Pathways

- Main plaza adjacent to the train station with small pocket parks, natural areas, and plazas throughout
- A local trail network within the station area
- Pathways separate from the road to Utah Lake, along Geneva Road, along the train line, and connecting to preserved open space



Mixed-Use Village

Commercial

Existing

Retail | Commercial

- Uses may include a grocery store, gas, fast/fast casual food



Existing Buildings/Development

- No change / UVU master plan

Agricultural/Recreational Preservation

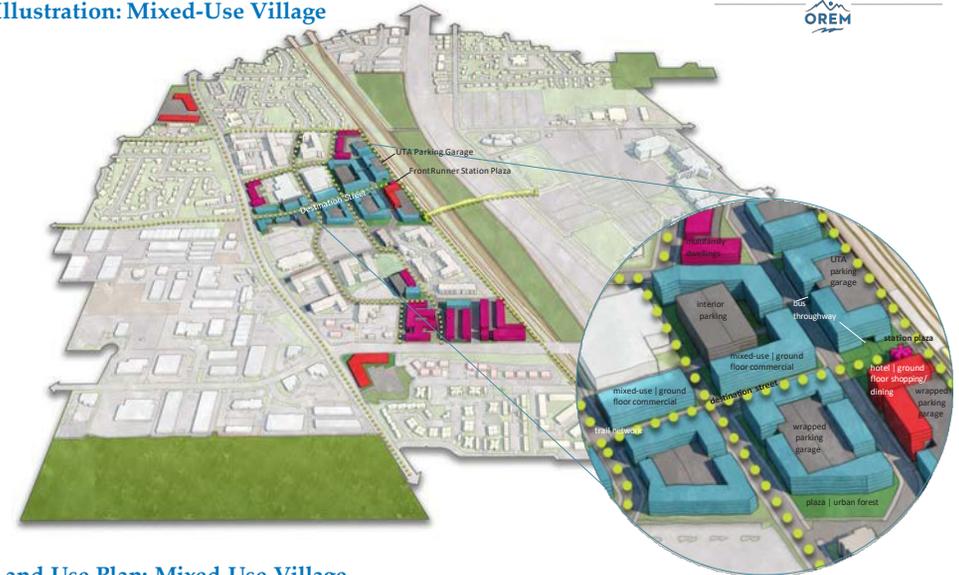
- Permanently preserved land to continue orchard use, farming or to provide a regional recreational amenity
- Tax-payer funded; requires willing land owner to sell property rights or land

Passive Open Space

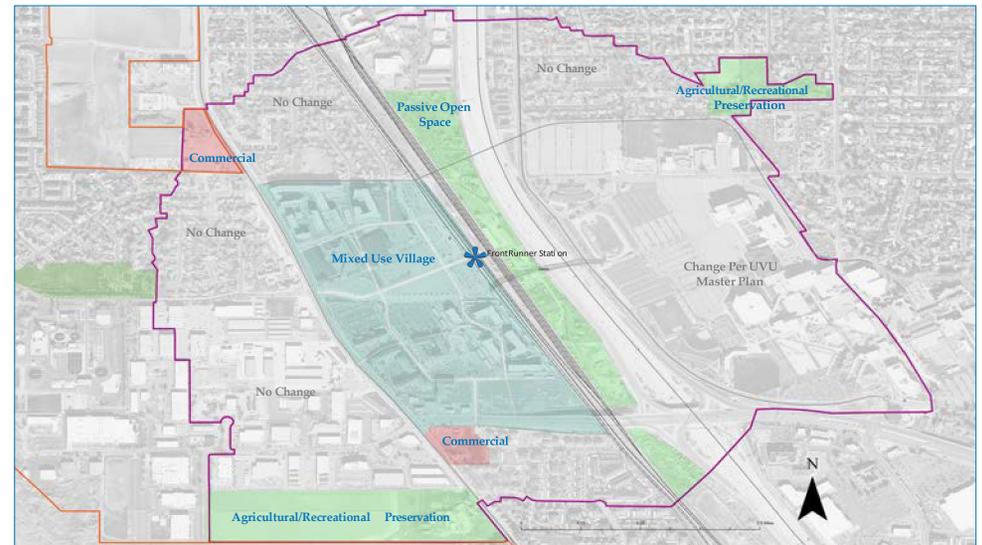
- Land between train and freeway used for stormwater detention, urban forest



Illustration: Mixed-Use Village



Land Use Plan: Mixed-Use Village



Alternative Scenarios

Scenario 2: UVU Mixed-Use Village

In this scenario most anticipated growth occurs at both the FrontRunner Station area and on UVU land on the east side of I-15, introducing student housing onto the UVU campus. Since the village is more spread out, it is somewhat less intense, though still walkable and bikeable via a network of small streets with bike lanes and sidewalks. It includes mixed-use buildings with housing, offices, and ground floor shopping, dining, and services focused on meeting day-to-day needs of local residents, students, and commuters. On UVU land, development may include a mix of student housing, amenities, and services, as well as classrooms and other institutional uses. On UTA land near the station, mixed-use development includes a UTA parking garage with restrooms and retail focused on commuter needs. Placemaking features include public art and murals or green walls/rooftops on mixed-use buildings and parking garages to add beauty and a sense of place. Dual plazas at either side of the pedestrian bridge provide places for people gather, and smaller greenspaces are featured in the overall village design. Trails connect UVU to the City and the region.

Beyond the immediate station area and UVU land, other parts of the study area see some change. While single family neighborhoods remain as they are, this scenario does include some new single family homes with detached accessory dwellings and some commercial light industrial uses between I-15 and the train tracks.

The village connects UVU student housing and services with a mixed-use train station area for a lively community spanning I-15 and the FrontRunner Station.

Mixed-Use Buildings

- Blend of main floor neighborhood retail, dining, and services, with market rate and affordable dwellings on upper floors
- Parking garages internal to buildings, to enhance streetscape/neighborhood feel
- Murals and green walls add beauty to structures



Institutional Mixed-Use Buildings

- Blend of student services, amenities, and housing

Multifamily Stacked Buildings

- Blend of affordable and market rate dwellings
- Parking garages internal to buildings, to enhance streetscape/neighborhood feel
- Green walls and murals add beauty to structures
- Building height highest (5 story max.) near train station and I-15, lower (3 story) closer to existing neighborhoods



Complete Streets and Dual Plazas

- Streetscapes include street trees, sidewalks, bike lanes, and on-street parking
- Dual plazas at either end of the pedestrian bridge over I-15 provide gathering space



UTA Parking Garage

- Dedicated UTA parking garage with restrooms and commuter amenities adjacent to station

Parks & Pathways

- Pedestrian sidewalks and bike lanes a part of "complete streets" in village/UVU area, as well as along Geneva Road, 800 South, and University Parkway
- Small greenspaces throughout



UVU Mixed-Use Village

Commercial

- Retail uses may include a grocery store, gas, fast/fast casual food



Light Industrial

- Light industrial/light manufacturing uses typical of a business/industrial park



Single Family

Single Family with Detached Accessory Dwellings (ADUs)

- Single family dwellings with a small dwelling beside or behind main home

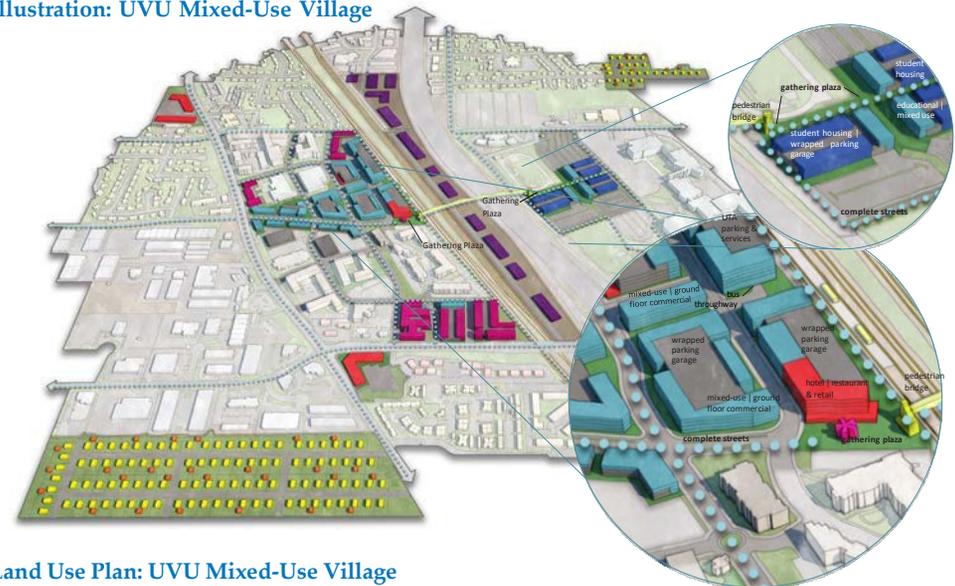


Existing

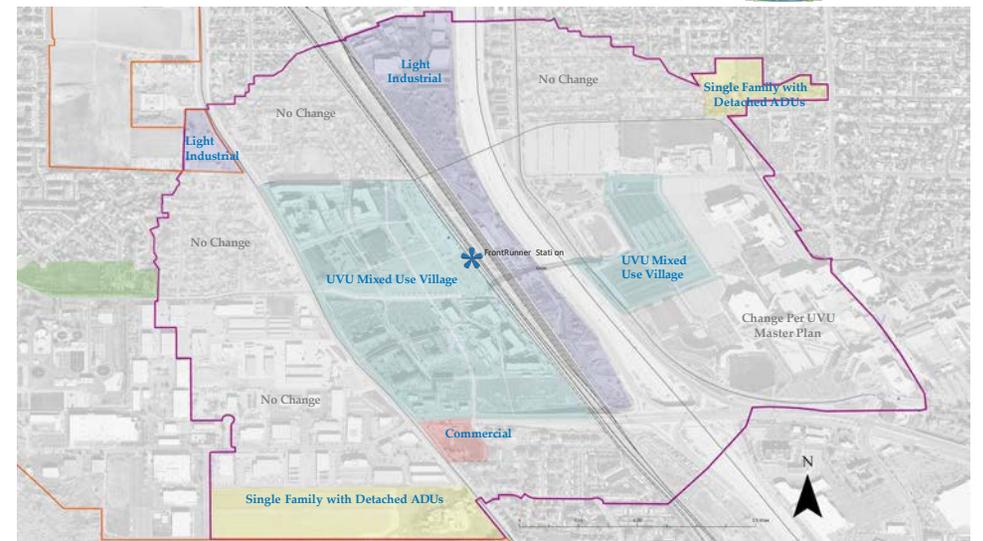
Existing Developed Land

- No change

Illustration: UVU Mixed-Use Village



Land Use Plan: UVU Mixed-Use Village



Alternative Scenarios

Scenario 3: Neighborhood Infill

Rather than focusing anticipated growth into a mixed-use village at the station area itself, this scenario focuses on residential infill, spreading new housing across undeveloped places in study area, adding detached accessory dwelling units into existing residential neighborhoods, and locating some student housing on campus. Additional green spaces and parks are created through the development process by clustering homes onto a smaller portion of an overall development parcel. Commercial along Geneva Road provides retail options.

The station area features townhomes and 3 story stacked homes with surface parking. Most of UTA land near the station remains a surface parking lot. Additional parking is provided in a large lot between the rail line and the freeway, accessible by way of the pedestrian bridge and 800 South. East of I-15, UVU absorbs some student housing on the north end of campus, among its planned institutional uses—creating a small hub of university housing and residential life.

Residential Infill

Anticipated housing growth is dispersed across the study area. Auto-oriented commercial along Geneva Road adds more access to shopping and services.

- Townhomes/Stacked Housing**
 - 2-3 story townhomes or stacked homes with surface parking
- UVU Student Housing**
 - 3 story stacked housing on UVU campus
- Streets**
 - Streets feature sidewalks and on-street parking
- UTA Surface Parking**
 - Surface parking lot near train station

Example Images: Street with Sidewalk, Surface Parking Lot, Trail with Green Buffer

Single Family

- Existing Single Family Adds Detached Accessory Dwellings**
 - Detached accessory dwelling units encouraged
- Clustered Townhomes**
 - Dwellings clustered to provide a neighborhood open park
- Townhomes/Stacked Housing**
 - 2-3 story attached townhomes with surface parking

Commercial

Retail | Commercial

Uses may include a grocery store, gas, fast/fast casual food

Parking

Surface Parking

- Publicly funded parking between the freeway and the train, accessible via 800 S and the pedestrian bridge

Existing

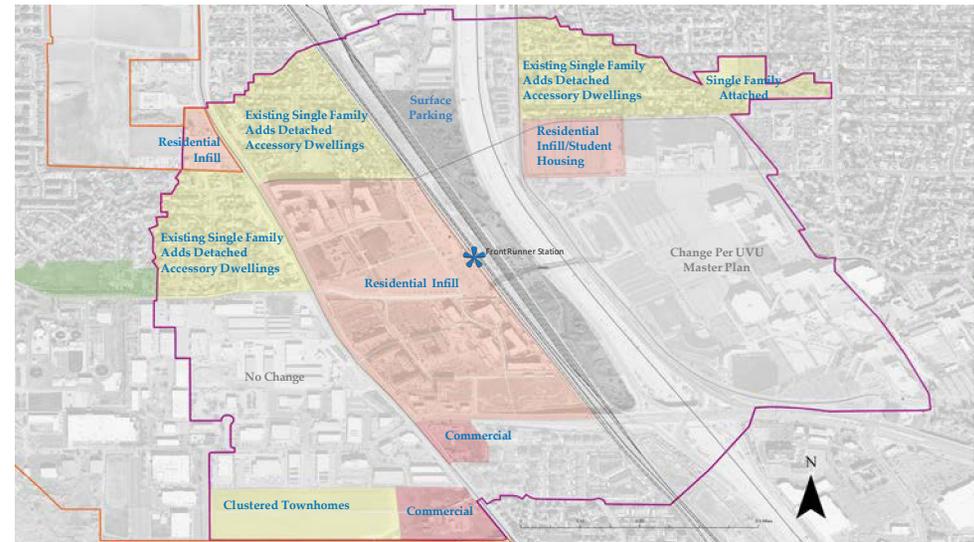
Existing Developed Land without Change

- No change / UVU master plan

Illustration: Neighborhood Infill



Land Use Plan: Neighborhood Infill



How Do the Scenarios Compare?

Scenarios were evaluated based on priorities expressed early in the public process, with findings summarized in the chart below. Green indicates strong alignment, yellow some alignment, and red poor alignment with priorities.

Local Priorities (based on survey input)	Scenario 1: Station Area Mixed-Use Village	Scenario 2: UVU Mixed-Use Village	Scenario 3: Neighborhood Infill
Safe pedestrian routes	 New street grid includes sidewalks; existing sidewalks connect to the new network (ADA compliant)	 New street grid includes sidewalks; existing sidewalks connect to the new network (ADA compliant)	 New streets include sidewalks, but less focus on creating a connected network than other scenarios (when built, ADA compliant)
Trails connecting the station to other parts of UVU and regional amenities	 2.9 miles of new dedicated pathways in study area, plus “complete streets” (streets that include bike lanes and sidewalks)	 No dedicated pathways, but 4.8 miles of “complete streets” in the study area (streets that include bike lanes and sidewalks)	 0 miles of new trails
More parking garages	 Emphasis on internal/wrapped parking garages to meet needs	 Emphasis on internal/wrapped parking garages to meet needs	 Emphasis on surface parking, no new parking garages
Safe bike routes	 2.9 miles of new dedicated pathways in study area, plus “complete streets” (streets that include bike lanes and sidewalks)	 4.8 miles of “complete streets” in the study area (streets that include bike lanes and sidewalks)	 No new bike lanes or pathways
Ability to move cars more efficiently	 Improved Station Area street network with additional station connections at University Parkway and 800 South	 Improved Station Area/UVU street network with additional station connections at University Parkway and 800 South	 Minimally connected Station Area street grid; no new ways to get in and out of the Station Area
Affordable housing	 Efficient use of land enables lower cost housing and use of incentives that require 10% affordable housing and fund parking garages/other amenities (no cost to taxpayer)	 Efficient use of land enables lower cost housing; use of incentives may require 5-10% affordable housing and fund parking garages/other amenities (no cost to taxpayer), provides UVU student housing	 Inefficient use of land likely makes housing at station cost prohibitive to build or buy; tax payer funding required to replace surface lots (on which new housing is built) with new surface lot; minimal UVU student housing
Passive greenspace	 66.5 acres new open space, including preserved acres for farming or recreation (taxpayer funded), passive greenspace between the train and freeway, and urban forest pockets in the Station Area	 2.2 acres new open space, some of which may be passive in use	 New 1.3 acre park in the southwest part of the study area, may have passive uses
Placemaking	 Large Station Area plaza, destination street, and smaller plazas/parks provide places for gathering and things to do (e.g. ice skating ribbon, outdoor dining)	 Dual plazas at either end of the pedestrian bridge provide space for gathering and a rotating mix of things to; smaller scale mixed-use streets provide outdoor dining	 Little focus on placemaking, though a park in the southwest part of the study area could foster some sense of place
Reduced surface parking lots	 Surface parking significantly reduced and replaced with a village that includes parking garages	 Surface parking significantly reduced and replaced with a village that includes parking garages	 Relies on surface parking lots, including constructing a large lot between the train and the freeway (taxpayer funded)
Access to day-to-day needs/services	 100% of new residents within ¼ mile (walking distance) of goods and services	 100% of new residents within ¼ mile (walking distance) of goods and services	 28% of new residents within ¼ mile (walking distance) of goods and services

Public Preferences: What Kind of Place Do People Envision?

Housing

Overall, 84% of survey respondents prefer focusing housing in a mixed-use village in the heart of the Station Area, with only 17% preferring to spread anticipated growth out in single-use residential format. There is also strong interest in on-campus UVU housing, with 78% identifying it as important or very important. Support for providing housing for moderate income households and lower income households is also strong at 82% and 79%, respectively.

Transportation

Respondents strongly favor (85%) a transportation approach that provides safe and convenient multimodal options while also expressing a desire to provide needed parking but with less visual impact, with 88% desiring to focus parking in garages wrapped with commercial/residential uses or masked with green walls or murals.

Mixed Use

Three quarters of respondent favor accessing day-to-day needs mostly on foot rather than mostly by car, with strong support for both neighborhood uses like a market or café but also destination uses like a hotel or theater.

Clearly, survey respondents want a future for the Station Area that is much different than current conditions.

The Numbers: Survey Results

84% favor focusing housing in a **mixed use village**

78% say on-campus **UVU housing** is important or very important

82% say providing **moderate income housing** important or very important

79% say providing **low-income housing** is important or very important



72% say **home ownership** (e.g. the ability to buy a townhouse or condo) is important or very important

85% favor a **multimodal transportation** approach

88% favor **wrapped/masked parking garages** over surface lots

72% favor a dedicated pathway for biking/walking along busy roads

42% favor a **bike lane and sidewalk** on quieter streets

79% support a **plaza or gathering area** in the Station Area

75% want to access **day-to-day needs mostly on foot**

91% want to see **amenities** near the train station, with 61% wanting a blend of both **neighborhood and destination uses**



52% select nearby access to **urban forest or green space** as their most preferred way to access nature

79% say **taller buildings are fine**, as long as transitions **buffer existing neighborhoods** (50% favor up to 8-stories; 29% favor up to 5-stories)

63% favor **new single family and townhomes with ADUs and green space** at vacant parcels southwest of Geneva Road and northeast of UVU

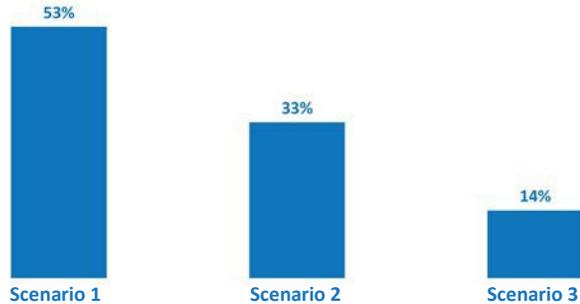
64% favor allowing/encouraging **detached ADUs in existing neighborhoods**

86% select **scenarios featuring a mixed-use village** as the scenario they are **excited about and most willing to support** (53% selected Scenario 1; 33% selected Scenario 2)

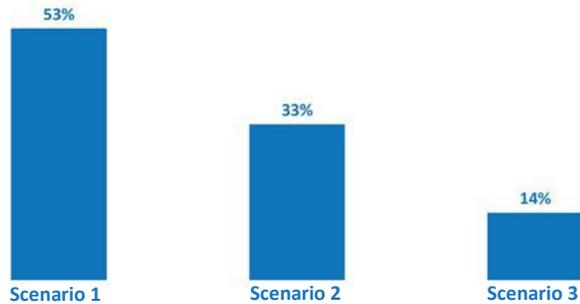


Summary Opinions on Scenarios

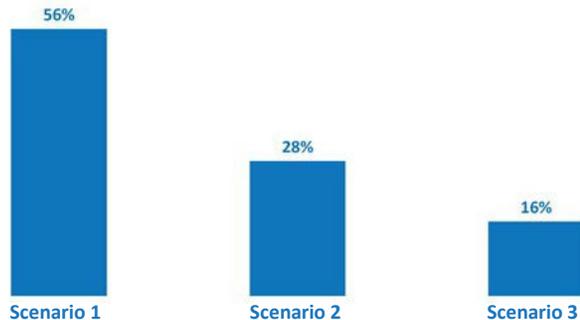
Understanding that Station Area growth is highly likely, which scenario are you excited about and most willing to support?



Thinking out to 2050, which scenario best meets the needs of future residents?



When thinking about environmental sustainability as we grow, which scenario provides the best option?



When surveying, we asked respondents to provide their age and their place of residence, which allowed us to examine differences among various groups of people. Differences greater than 10%, were identified for consideration. That data can be found in the supporting documentation.

Vision Development and Public Celebration

The stakeholder committee, City staff, and consultants created the 2050 draft vision by:

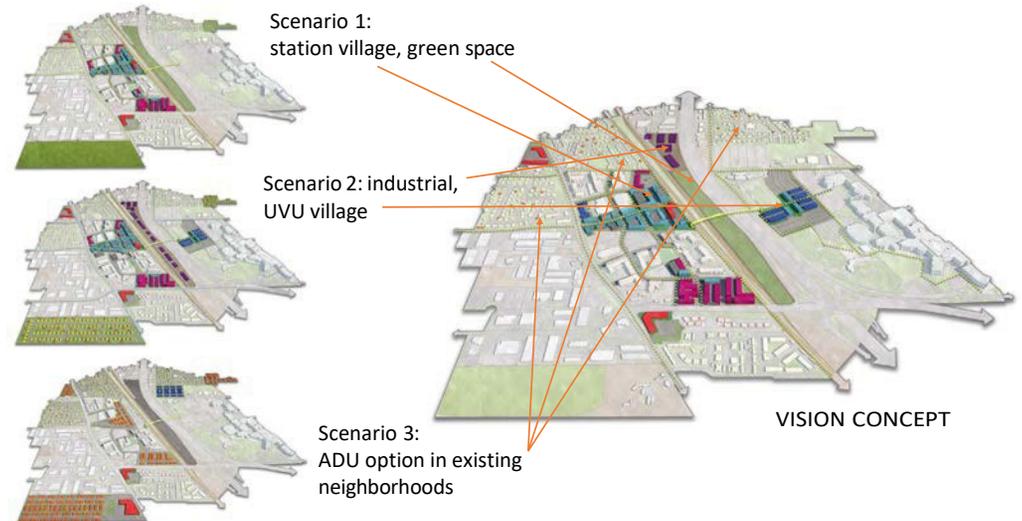
- Pulling concepts from the three scenarios that captured previous public feedback;
- Reflecting the overall input from hundreds of residents and stakeholders;
- Implementing regional goals for housing, environment, opportunities, and transportation in a uniquely local way; and

- Meeting demands for Orem/Utah County generational growth—our kids/grandkids).

The result is a draft vision that represents hopes for the future of Orem Station. This vision was received at a final open house in February 2024. As with each step in the process, the website provided a summary of the process and its findings, as well as the vision itself. Orem’s vision for the Station Area represents a collective effort of hundreds of citizens over many months to identify what they would like area to become. It’s inspiring to see the common ground among Orem’s residents and stakeholders, and to know the future direction for the Station Area! The vision, vision principles, and vision plan map are featured in the next chapter.

Vision Concept: A Blend of the Three Scenarios

The vision concept featured in the next chapter carries favored concepts from the three scenarios forward.



Stakeholder Engagement

Throughout the process we engaged a stakeholder committee of Orem residents, business owners, leaders, and stakeholders. Stakeholders included representatives from the Orem Planning Commission and City Council, members of various City boards, Vineyard City (a small part of their city fell within the one-half mile radius), Utah Transit Authority, Mountainland Association of Governments, Utah Department of Transportation, Utah Valley University, Union Pacific, and other landowners. The stakeholder group met seven times throughout the process, helping to direct the process, review public feedback, and weigh in on scenario alternatives and the preferred vision. Many committee members also participated in the public workshops and open house.

The “public” is also a stakeholder. Public events provided opportunity for broad participation of Orem’s landowners, residents, and business owners within and beyond the Station Area, as well as those who go to school, work, or travel in the area.

In addition to stakeholder committee and public meetings, the process included multiple meetings with individual stakeholders, including:

- Utah Transit Authority (four meetings)
- Utah Valley University (three meetings)
- UDOT (one meeting)
- Union Pacific (one meeting)
- Mountainland Association of Governments (attended most consultant/city team meetings)
- A large landowner in the study area with a development interest

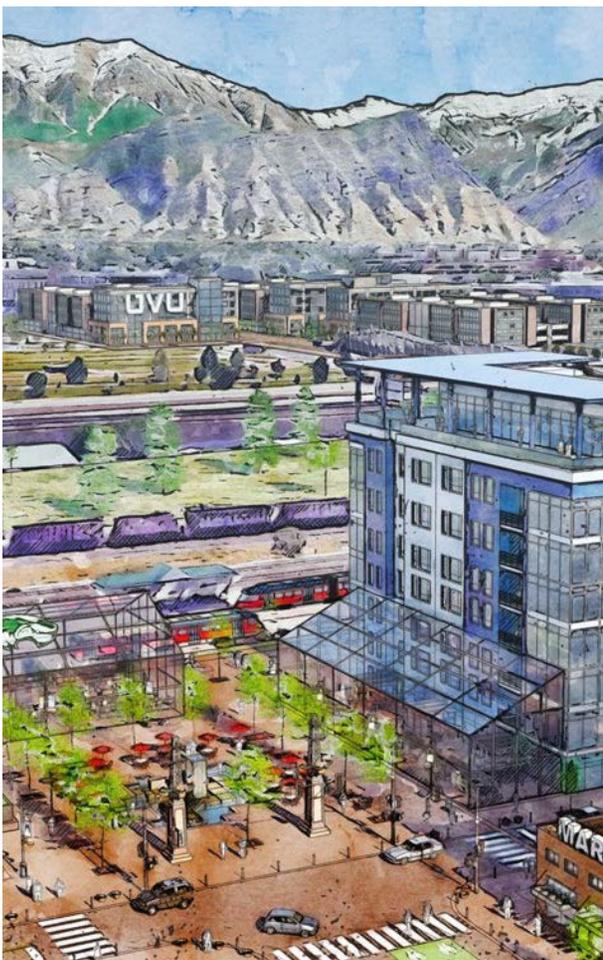


Public Participation Made the Plan!

950 + Survey Responses

250+ Workshop/Event Participants

3. Vision



Orem Station Area Vision

Orem Station is an urban neighborhood that supports Orem residents, UVU students, and commuters who are living, working, playing, learning, and traveling in the area. It's a friendly place to call home, an innovative educational and vocational hub, a launch pad for workdays and school days, and a place to gather and enjoy time with friends, family, classmates, and coworkers.



Vision Principles

1. Focus growth in a Station Area village with a range of housing, amenities, and educational and employment opportunities.
2. Provide housing options to meet the needs of a variety of households, incomes, and life stages but with an emphasis on students.
3. Provide safe and convenient transportation choices for driving, biking, walking, and transit.
4. Connect people to nature and engaging opportunities to be outside.
5. Encourage community with public gathering spaces and friendly streets with shops, restaurants, and entertainment.
6. Support long-term positive economic impact and opportunity for Orem and its citizens.

Objectives for the Transportation System

1. Provide safe and convenient multimodal transportation, with a walkable Station Area village.
2. Connect to city and regional trails and amenities. Create dedicated bike/pedestrian pathways on busy roads in the Station Area, with the Utah Lake pathway extending to station itself.
3. Include bike lanes and sidewalks on quieter streets in the Station Area.
4. Provide safe and convenient routes for buses and personal vehicles moving into, through, and out of the Station Area.
5. In the Station Area, meet parking demand with parking garages interior to buildings, supplemented with on street parking (one stall per bed).

Objectives for the Land Uses and the Development of Land

1. Create a mixed-use village in the immediate Station Area.
 - A. Allow incentives (such as owner occupancy) for buildings up to eight stories at the immediate Station Area, with a shift down to three stories for a comfortable transition to adjacent neighborhoods to the north and west.
 - i. Buildings on primary streets should include first floor commercial, upper floor residential, and wrapped parking.
 - ii. Buildings on secondary streets may include first floor residential or parking garages with landscaping, green walls, or murals to mask parking.

- B. Include walkable neighborhood uses that provide access to day-to-day needs (e.g. grocery/market), as well as some destination uses (e.g. theater, restaurants, hotel).
 - i. Provide a variety of housing choices.
 - ii. Provide market rate, moderate, and affordable housing options.
 - iii. Encourage on-campus student housing on both sides of I-15.
 - iv. Encourage home ownership options, including townhomes and condominiums.
2. Beyond the immediate Station Area, build on and enhance existing uses.
 - A. Preserve and enhance existing neighborhoods.
 - i. Allow detached accessory dwellings where feasible in existing neighborhoods.
 - B. Foster light industrial uses at the north end of the Station Area between the tracks and freeway.

Objectives for the Public and Open Spaces

1. Create pedestrian plazas at both sides of pedestrian bridge that crosses I-15.
 - A. Plaza on the west side of I-15: a large, shady, active space is envisioned—a place for the neighborhood to gather.
 - B. Plaza on the east side of I-15: a more linear space that serves as an anchor for adjacent student housing is envisioned.
2. Build Orem Train Station Amenities.
 - A. This is a building with ample amenities, including public UTA bike/car parking,

restrooms, WIFI, an indoor waiting area, a snack counter and/or vending area, and a small hardscape plaza connected to the pedestrian bridge plaza by a pathway.

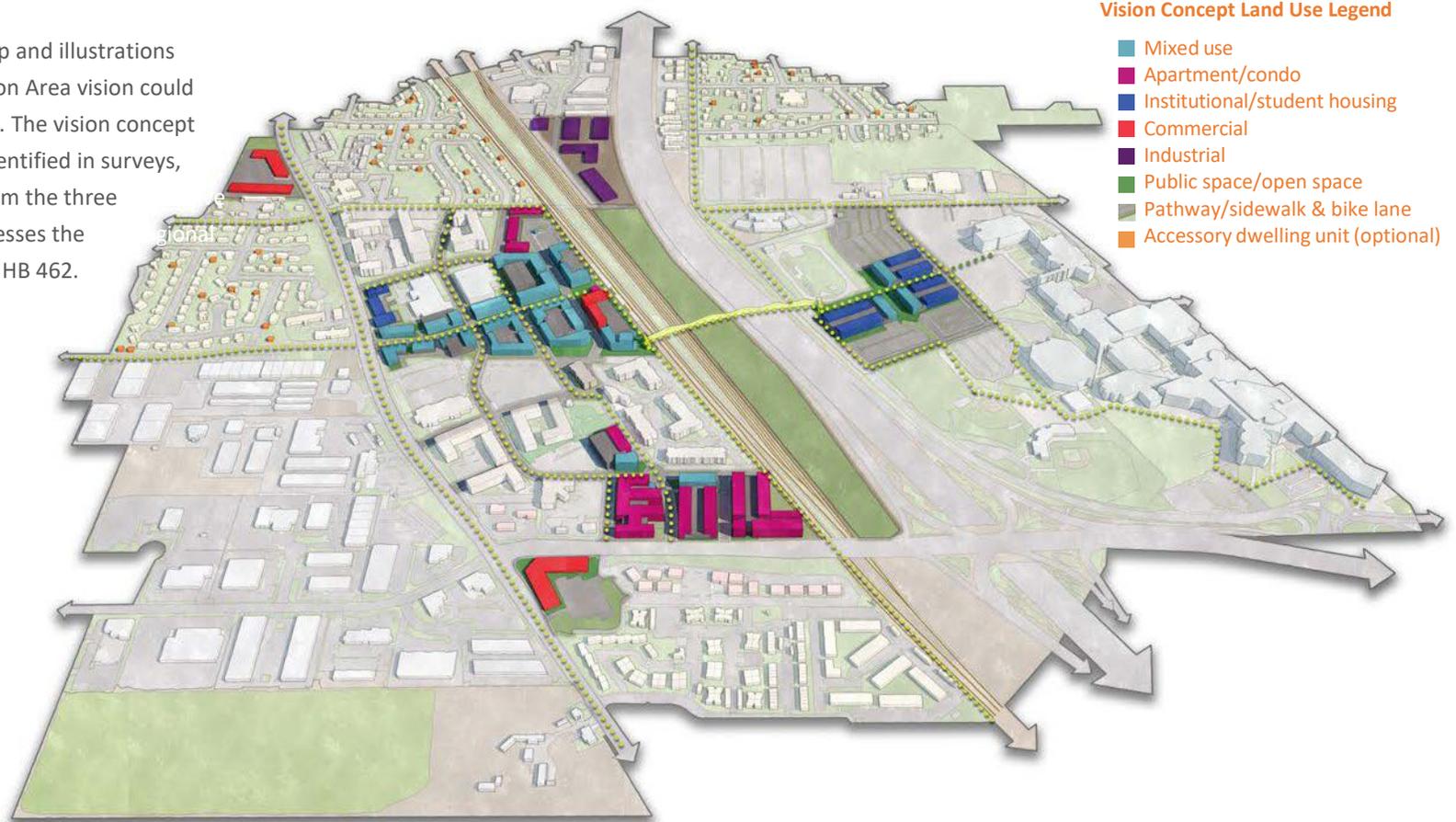
3. Create an Urban Forest.
 - A. Publicly accessible streets should include street trees on all streets, with pockets of urban forest where feasible in the immediate Station Area.
 - B. Across from Orem Station, between the tracks and the freeway, create a large urban forest/detention area to improve air quality, reduce noise, enhance visual appeal/experience, and provide a tree filled space that is visually accessible to the public.

We're thinking about the future—about what our kids will need and about a kind of place where a variety of people can thrive.



Vision Concept

The vision concept land use map and illustrations demonstrate one way the Station Area vision could unfold on the ground over time. The vision concept embraces public priorities as identified in surveys, employs preferred concepts from the three alternative scenarios, and addresses the four regional goals identified in HB 462.



New Housing	Sq Ft	Units
ADUs	52,763	53
Townhome/Rowhome	52,590	53
Student Housing	352,657	705
Condo/Apartment	1,291,659	1,615
Total Housing	1,749,669	2,425

New Commercial	Sq Ft	Jobs
Restaurant/Retail/Office/Hotel	499,266	344

New Parking	Sq Ft	Stalls
Residential Stalls	1,122,028	3,506
Commercial Stalls	479,775	1,499
Replacement Stalls*	752,640	2,352
Surplus Stalls	4,655	15
Total Parking Stalls	2,359,098	7,372

*stalls that replace stalls removed during redevelopment

Public Amenities	Sq Ft/Lin Ft	Acres/Lane Miles
Public Parks and Plazas	13,888	.3
Open Space/Urban Forest*	668,003	15.3
Improved Streets (streets with sidewalks & bike lanes or separated pathways)	18,868	3.6

*public viewshed, not physically accessible

Immediate Station Area Concept

The immediate Station Area is the focus of most growth and change over time. A pedestrian-friendly mixed use village develops at the Station Area and is connected by pedestrian bridge to a student village east of I-15. The villages feature a destination street, plazas at the station and both sides of the pedestrian bridge, green space pockets throughout, and ground floor commercial spaces for dining, shopping, and accessing day-to-day

needs. Internal roads feature vehicular lanes, bike lanes, and sidewalks for safe and convenient multimodal transportation. Dedicated pathways run along the tracks, Geneva Road, and to Utah Lake, connecting the station to local and regional destinations. The station itself includes a UTA parking garage with commuter services. Parking is provided with internal parking garages and supported with on-street options where feasible. An urban forest grows between the tracks and the freeway.



Inspiration images for the immediate Station Area

Vision Concept Land Use Legend

- Mixed use
- Apartment/condo
- Institutional/student housing
- Commercial
- Industrial
- Public space/open space
- Pathway/sidewalk & bike lane



The Immediate Station Area

The land immediately surrounding the FrontRunner station is the focus of almost all new growth.

Areas beyond the immediate Station Area see little change.

- Single family neighborhoods are preserved and include optional ADUs.
- Some new commercial develops along Geneva Road.
- Dedicated pathways are along Geneva Road and to Utah Lake.
- UVU continues building out its master plan.
- The industrial/office park uses continue in existing locations.

Inspiration images for the immediate Station Area



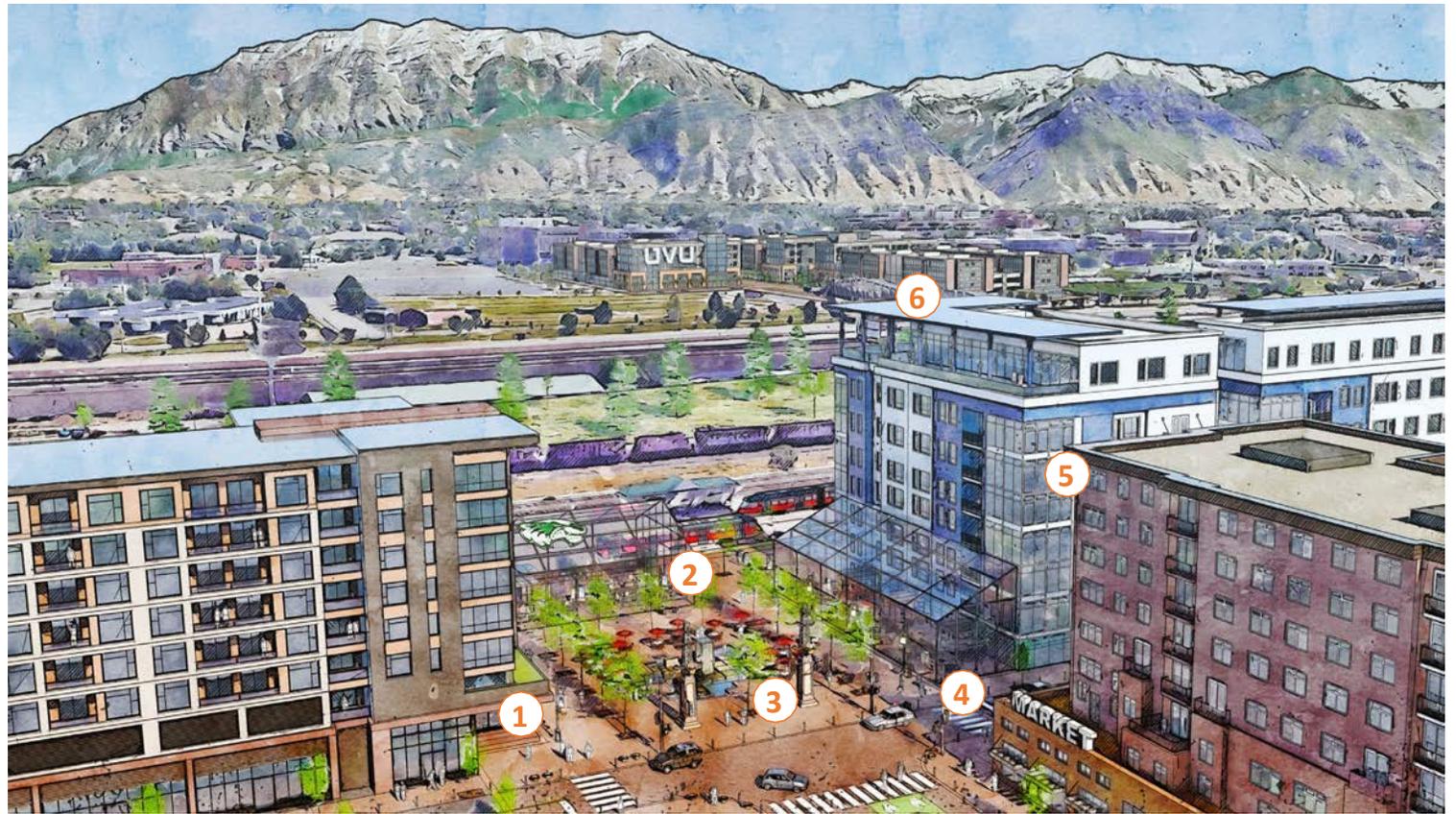
How Do You Imagine Orem Station?



1 Get breakfast while you wait for the train to work.



2 Enjoy dinner at the station before heading to a game.



Station Village - A view of the Station Area looking southeast: FrontRunner and an adjacent plaza appear at the center of the image.



3 Enjoy lunch under the umbrellas while your children play.



4 Get groceries at a local market.



5 Provide home rental or purchase options that your kids can afford.



6 Celebrate life's milestones with views of the mountains and lake.

How Do You Imagine Orem Station?



1 Enjoy on-campus, affordable student housing.



2 Take advantage of the academic and social benefits of a residential community.



3 Gather outside for a study session just outside your dorm.

What about Land at Utah Valley University within the Station Area?

UVU maintains sole control over what development occurs on its property and currently has no plans to develop housing on its campus. Although the plan does not obligate or require UVU to construct housing in the locations indicated, the plan is intended to show what could develop if UVU decided to construct student housing on its property. The UVU master plan as shown in the supporting documentation shows UVU's current plans for the UVU campus.



Student Village - A view of the Station Area looking southwest: the student village appears in the foreground, with the pedestrian bridge leading to the station village on the other side of I-15.



4 Gather outside for a study break on the plaza just off the track.

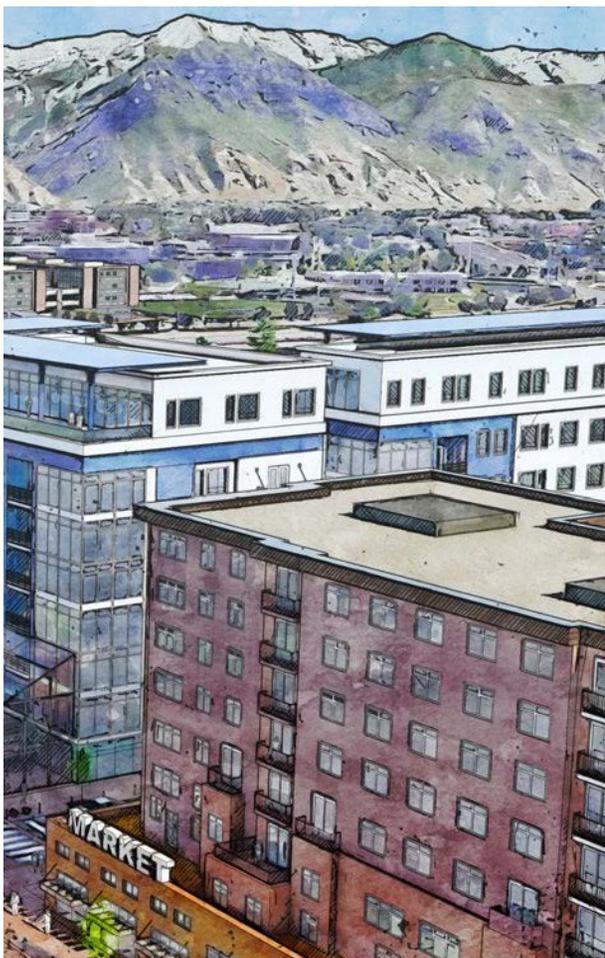


5 Enjoy pleasant walking and transit options that come with pedestrian friendly streets and strong connection between FrontRunner Station and UVU.



6 With on-campus housing, enjoy car-free living.

4. Implementation Plan



Introduction to the Implementation Plan

A five-year implementation plan is required by State Law as a part of this report. Within that five-year timeframe, the vision will not be complete, but Orem City can accomplish many steps toward a catalytic project, begin processes, and develop strategies in keeping with a phased, long-term implementation approach.

The initial implementation efforts focus on performing outreach and educational activities that explore the tools and partnerships needed in the Station Area, including new programs and coordinated planning and economic development efforts that the City will need to explore in a more significant manner. Some of these efforts may not bear fruit until after the five-year plan outlined in this report, so future implementation planning, outlining longer term goals should happen as initial exploring and learning occurs.

We recommend a City cross-department committee, to spearhead the five-year plan, to identify longer range implementation steps, and to maintain the momentum that has been established by the Station Area Plan process. This group could be instrumental in realizing

goals for placemaking—creating the “community living room” envisioned in the plan, from outdoor active plazas to indoor community gathering areas. These types of places will need City administrative programming assistance to reach their potential. In addition, the group can identify grants through the State’s new comprehensive website, Planning & Funding Resources, hosted by the Governor’s Office of Planning and Budget.

State Law requires consideration of the following implementation actions as appropriate:

1. Modify land use regulations
2. Make infrastructure improvements
3. Modify deeds or other relevant legal documents
4. Secure funding or develop funding strategies
5. Establish design standards for development within the Station Area
6. Provide environmental remediation

Actions one and five above can be addressed in a zoning code update, recommended in the plan below. Action two implies prioritizing area projects to make vision implementation feasible, and actions two and four both suggest identifying potential tools and funding sources

to assist in accomplishing the Vision. Items three and six do not appear relevant within the five-year timeframe. No environmental contamination has been revealed in the process so far, and, although agreements that involve existing deeds and legal documents may become important as partnerships are explored, those will likely evolve as the implementation process unfolds.

Keeping the categories of actions above in mind, we identified the following five-year implementation needs:

General Planning

The Station Area Plan (SAP) should be incorporated into the Orem City General Plan. Until the next major general plan update, the future land use map should be modified to reflect the SAP Vision, and the SAP should be included in the appendix. When the next major general plan update occurs, the SAP could be more fully incorporated, possibly as a neighborhood plan. Additionally, when the general plan update occurs, a zoning phasing plan should be detailed and included in the update.

Zoning

In the area adjacent to the station, future development needs to comply with the requirements of the PD-31 zone. Prior to beginning this planning process the City adopted zoning in the Station Area that encourages mixed-use development, moderate income housing, and other standards which meet the requirements HB 462. In consideration as part of the Station Area Plan Implementation Plan, zoning updates will be needed to

address priorities identified in phasing of station area development, such as intensification of the area, mixed use development, positive design features, parking garages, sustainability, and incentivizing affordable housing and ownership. A phased approach should be considered for the development of the station area, including amending the PD-31 zone. In addition, new regulations for detached accessory dwellings should be crafted.

Funding/Incentive Programs

Research will be needed to assess the requirements for tax incentive based programs, including the Housing and Transit Reinvestment Zone (HTRZ), Community Reinvestment Agencies (CRA), various infrastructure funding programs such as Public Infrastructure Districts (PIDs), and best practices acceptable to the community that address affordable housing and ownership.

Partnering

With many different property owners, development partnerships will become important. The vision cannot be accomplished over time without partnering for mutual benefits.

Relationship building with UTA and UVU is especially important, as both own land in the Station Area and generate activity. UVU also has an agreement with Axis, an apartment complex, for student housing. Exploring more formal agreements with both entities needs consideration. UVU maintains sole control over what development occurs on its property and currently has

no plans to develop housing on its campus. Although the plan does not obligate or require UVU to construct housing in the locations indicated, the plan is intended to encourage UVU and show what could develop if UVU constructed student housing on its property. The UVU master plan as shown in the supporting documentation shows UVU's current plans for the UVU campus.

Placemaking

Gathering places are a significant part of the SAP. In this age of “index finger shopping,” a retail center needs more than just shops. Some retail, such as a grocery, attract daily visitors, but other shops are often in competition with online retailers. **However, an unexpected result of higher density projects is that the units generate significant sales tax, due to point-of-sale tracking and internet purchases. Higher density housing projects now provide sales tax revenue comparable to many retail brick and mortar businesses.** This sales tax generation can provide a funding mechanism for placemaking improvements and events, to help create gathering spaces that people from all over the community can enjoy and return to again and again—active places that can be catalysts to attract business to the Station Area. At Orem Station, new and ongoing events could be coordinated with events at UVU and UTA free fare days.

Economic Development Outreach

Concerted economic development outreach will be needed to help attract businesses to the Station Area.

As suggested in the vision, another hotel, a grocery store, restaurants, and unique local retail will require an on-going outreach program through the City’s economic development staff. Moving from surface parking to parking garages will also take a coordinated economic development effort.

Beautification

The Station Area currently acts as an urban heat island with interspersed buildings, a lack of shade, and streets weaving through massive parking lots. The plazas, pocket parks, and urban forests described in the vision are needed to cool and improve the function and beauty of the area. Further, the area between the railroads and I-15 could become an urban forest/storm drainage detention site.

Trails

Currently the Station Area needs more trail/pathway connections to other destinations in the community, including a trail connecting to the regional Utah Lake Shoreline Trail, and crossings across Geneva Road and University Parkway. A trail along the west side of the railroad, under University Parkway, would help to connect the pedestrian bridge, the train station, and future services and activities. Trails, better pedestrian accommodations, and bike paths can provide additional options in the Station Area that improve health and air quality.

Implementation Plan For the Station Area Plan					
GENERAL PLANNING AND ZONING					
Activity	Type	Lead	Partners	Funding	When
Update General Plan to incorporate the SAP.	General Plan	Community Development	n/a	n/a	Year 1
Review current zoning. Determine phasing plan for SAP zoning standards	Land Use Regulations	Community Development	n/a	n/a	Years 2-3
Review current parking standards which may include parking analysis to determine parking needed for current and future land uses as identified in the vision. Explore parking incentives to replace surface parking with parking garages including safety, lighting and spacing size.	Analysis/ Land Use Regulations	Orem City Planning/ Planning Consultant	UTA	City/State Grants	Years 2-5
FUNDING & INCENTIVE PROGRAMS					
Activity	Type	Lead	Partners	Funding	When
Explore the requirements for setting up a Housing and Transit Reinvestment Zone (HTRZ) for the immediate Station Area.	State Enabled Funding Program	Community Development	UTA, UVU, Property Owners, Taxing Entities	Once active, a HTRZ generates funds as development occurs.	Years 2-5+
Evaluate benefits of Community Reinvestment Agency (CRA) versus or in addition to HTRZ.	State Enabled Funding Program	Community Development	UTA, UVU, Property Owners, Taxing Entities	Once active, both programs generate funds as development occurs.	Years 2-5+
Explore infrastructure funding programs such as Public Improvement Districts (PID), Infrastructure Financing Districts (IFD) (pending legislative approval) and others.	State Enabled Funding Program	Community Development	UTA, UVU, Property Owners, Taxing Entities	Generally, once active, development pays for itself overtime.	Years 3-5+
Explore grant funding opportunities using the Planning & Funding Resources tool, hosted by the Governor’s Office of Planning and Budget.	Research State Funding Sources Portal	Development Services & Other City Staff	Possible Grant Partnerships	Grants generate funds.	Years 2-5+

PARTNERING					
Activity	Type	Lead	Partners	Funding	When
Meet with Utah Valley University and State Legislators to explore adding on-campus student housing to long-term master planning, pedestrian bridge landing plazas, and building options on their property.	Partnership Negotiation	City of Orem	State of Utah, Legislative	n/a	Years 1-5
Meet with UTA to explore development on their property.	Partnership Negotiation	Community Development	UTA, Orem City, Development Partner	To be determined in partnering process	Years 1-5+
Meet with private landowners to understand their needs	Orem City Program to Establish/ Improve Relationships	Community Development	Landowners	Based on project needs	Years 1-5+
Develop general partnerships to look for ways to collaborate.	Orem City Program to Establish/ Improve Relationships	Community Development, other City departments as determined	UTA, UVU, UDOT, Union Pacific, Property Owners	City sponsored cross-departmental effort	Years 1-5+
PLACEMAKING					
Activity	Type	Lead	Partners	Funding	When
Research best practices/communities that have created activity centers.	Orem City Initiated Research Project	Community Development	Consider Consultant Partner	Orem City, Possibly Grants from MAG or State	Years 2-5+
Consider activating the current spaces with rotating, temporary features and events.	Orem City Program	City of Orem	UVU and UTA	City, Possible Grants	Years 2-5+
Consider holding events in the immediate Station Area.	Orem City Event Coordination	City of Orem	UVU (Add events to west side of pedestrian bridge when events are occurring on	Orem City, and/or Event Entrance Fees	Years 2-5+

Priority Activities

The implementation chart on this and the following pages helps to set priorities for the City and includes areas of focus for each year/group of years. Early on, priorities include adoption and inclusion of the Station Area Plan into the General Plan and coordination and partnering with UVU, UTA, Union Pacific, private property owners, and UDOT. Coordination efforts are imperative to build the relationships needed to implement the vision. Coordination within the City of the various departments that might be involved in vision implementation is also critical to the successful implementation of the Station Area plan.

During the vision celebration meeting in February 2024, participants noted a number of priorities. The vision celebration was not as well attended as prior meetings, but priorities noted are consistent with preferences voiced throughout the visioning and planning process.

Land Use and Development

- Variety of housing choices, especially affordable and ownership options
- Detached accessory dwelling units
- Grocery and/or market
- Comfortable transitions to existing neighborhoods
- Mixed use development
- Preservation of existing neighborhoods
- Amenities at the station to support commuters

ECONOMIC DEVELOPMENT OUTREACH					
Activity	Type	Lead	Partners	Funding	When
Identify and regularly reach out to desired market segments (e.g. hotel, grocery) to attract desired economic activity.	Economic Development	Community Development	Property Owners, Potential Businesses	Orem City	Years 2-5+
BEAUTIFICATION					
Activity	Type	Lead	Partners	Funding	When
Explore options for open space on public and private property between the tracks and I-15.	Capital Project	Community Development	UTA, Union Pacific, UDOT	Possible Grant Funding	Years 4-5+
Explore adding trees to existing streetscapes and parking lots.	Capital Project	City of Orem	UVU, UTA	Possible Grant Funding	Years 3-5+
TRAILS					
Activity	Type	Lead	Partners	Funding	When
Explore, plan and build trails to connect to local and regional trail network.	Capital Project	Community Development	UTA, Union Pacific, UDOT	Possible State Trails Funding	Years 2-5+
Analyze pedestrian/bicycle improvements on south side of University Parkway.	Capital Project	Community Development	UDOT	Possible Grant funding	Years 5+
Explore possible trail along tracks and under University Parkway.	Study/Capital Project	Development Services	UDOT, Union Pacific, UTA	Possible Grant funding	Years 3-5+
Complete pedestrian/bicycle improvements on Geneva Road.	Capital Project	Development Services	UDOT, Property Owners	Possible Grant funding	Years 3-5+

Transportation

- Walkable village
- Trail to Utah Lake
- More bike lanes and sidewalks on quieter streets
- Wrapped parking garages coupled with a parking standard (one stall per bed)

Public Open Spaces

- Pedestrian plazas at both ends of the pedestrian bridge
- Urban forest between the freeway and the railroads

Annual Reporting

We recommend annual reporting to the Orem City Council to track implementation progress. The progress report should coincide with the annual budgeting process to enable funding for specific activities. The progress report should also look forward, detailing the steps anticipated for the next year.



5. Supporting Documentation

Where Can I Review Supporting Documentation?

Supporting documentation can be reviewed at this web page: <http://www.orem.org/longrangeplanning>

Supporting documents include the following:

- Transportation Study
- Market Study
- Public Meeting Presentation Slides
- UVU Campus Master Plan



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