



HURRICANE CITY UTAH

Mayor

City Manager

Nanette Billings Kaden DeMille

City Council

*Joseph Prete
Dave Sanders
David Hirschi
Kevin Thomas
Doug Heideman*

Hurricane City Council Special Meeting Agenda

September 13, 2023

5:00 PM

City Council Chambers 147 N 870 W, Hurricane

Notice is hereby given that the City Council will hold a Special Meeting in the City Council Chambers 147 N 870 W, Hurricane, UT.

5:00 p.m. Called to Order

1. Discussion regarding the **General Plan Amendment to adopt a Downtown Master Plan.**
2. Discussion regarding **Title 10 Chapter 52 and amend Title 1 Chapter 4 with regards to affordable housing.**
3. Consideration and possible approval of **declaring City equipment/vehicles as surplus property.**

Adjournment

I hereby certify that the above notice was posted to the city website, (www.cityofhurricane.com) posted to the state public notice website, and at the following locations:

1. City office – 147 North 870 West, Hurricane, UT
2. The Post Office – 1075 West 100 North, Hurricane, UT
3. The library – 36 South 300 West, Hurricane, UT

_____ for the City Recorder



STAFF COMMENTS

Discussion regarding the **General Plan Amendment to adopt a Downtown Master Plan.**

Discussion:

Findings:

Recommendation:

Attachments:

1. Resolution 2022-30 Downtown Master Plan
2. Downtown Summary CC 8.17.2023
3. PC Draft - HDTP-compressed
4. Downtown Master Plan Report
5. Hurricane PI Synopsis - Complete
6. 23 0712_Commercial Development
7. 23 0705_Commercial Ideation Boards
8. Kevin Thomas's comments

A RESOLUTION BY THE HURRICANE CITY COUNCIL
ADOPTING AN UPDATE TO THE GENERAL PLAN ADOPTING A DOWNTOWN MASTER
PLAN

WHEREAS Hurricane City desires to protect the health, safety, and welfare of its citizens;
and

WHEREAS the state gives Cities authority to control land uses within their borders; and

WHEREAS Hurricane City has a desire to revitalize and protect our historic downtown; and

WHEREAS the Planning Commission gave a unanimous recommendation of approval; and

BE IT HEREBY RESOLVED BY THE CITY COUNCIL OF HURRICANE, UTAH that
the attached downtown master plan be adopted by as part of Hurricane City's General Plan.

PASSED AND APPROVED this _____ day of _____, 2023

Nanette Billings, Mayor

ATTEST:

Cindy Beteag, City Recorder

The foregoing Resolution was presented at a regular meeting of the Hurricane City Council held at the Hurricane City Office Building on the 15th day of June 2023. Whereupon a motion to adopt and approve said Resolution was made by _____ and seconded by _____
_____. A roll call vote was then taken with the following results:

	Yea	Nay	Abstain	Absent
Joseph Prete	___	___	___	___
Dave Sanders	___	___	___	___
David Hirschi	___	___	___	___
Kevin Thomas	___	___	___	___
Doug Heideman	___	___	___	___

Cindy Beteag



STAFF COMMENTS

Agenda Date:	08/17/2023
Application Number:	
Type of Application:	City Master Plan
Action Type:	Legislative
Applicant:	Hurricane City Planning
Agent:	Ben Levenger w/ Downtown Redevelopment
Request:	Review and make a recommendation on an updated Downtown Master Plan

Discussion: This is the proposed draft for the Downtown Master Plan. The City was able to fund this plan with a 90% match grant from UDOT. The planning process started in October of 2022 and has gone through several steps as shown on the graphic on the next page. The General Plan recommends that the City create a downtown master plan to help create a “vibrant downtown”. This plan seeks to help achieve this goal and accomplish others sets out in the General Plan as follows:

HURRICANE CITY GENERAL PLAN

HERITAGE AND CULTURE GOAL 3: PROTECT AND REVITALIZE DOWNTOWN HURRICANE

In its historical center, downtown Hurricane is both an iconic rural Utah town that gives Hurricane its unique character and is an economic engine for the City of Hurricane, drawing visitors from all over.

POLICIES

3.1. Hurricane will strive to preserve the small town feel and rural character of its historic Downtown area.

3.2. Hurricane supports infill development and redevelopment in the Downtown.

3.3. New development and redevelopment in the Downtown should be planned and designed to be compatible with the character of the historic period architecture and should be landscaped to enhance the pedestrian experience and overall look of the area.

3.4. Downtown Hurricane is intended to function as a mixed use village with effective pedestrian and bicycle connectivity to the surrounding neighborhoods.



Downtown Master Plan Project Schedule

3.5. Hurricane supports the development of unique shops, restaurants, professional offices, financial institutions in the Downtown, and supports additional residential options, including lofts, apartments, and townhouses.

3.6. The City encourages and sponsors occasional promotional activities (e.g. farmer's market, Peach Days) to bring people downtown.

3.7. The City encourages interim uses of vacant lots and buildings Downtown (i.e. holiday markets) to draw people to the area.

STRATEGIES

3.1. Develop a Downtown/historic main street master plan and accompanying zoning or overlay development standards to address:

a. Mixed Uses;

b. Design Standards;

c. Infill Standards;

d. Building Facades;

e. Public Realm Enhancements;

f. Gathering Places

3.2. Explore the redevelopment of the community center area as a catalyst project to revitalize the downtown area. Conduct a fiscal impact study to understand the amount of tax revenue, jobs, and other benefits such a project could provide while considering the cost of service.

3.3. Beautify Downtown's public spaces by enhancing landscaping, updating public furnishings, and establishing a façade improvement program to incentivize business owners to update their storefronts.

3.4. Explore funding grants such as CDBG Block Grants to accomplish downtown vibrancy goals.

3.5. Develop a Downtown community arts program and district to display public art.

3.6. Create a Parking Plan for the Downtown area.

3.7. Review City codes to identify possible regulatory barriers to Downtown development and identify possible incentives to support the types of development that the City supports. Options could include:

a. Consider a Downtown District form-based code

b. Evaluate parking requirements

c. Waive or reduce local development fees

d. Review project permitting processes for redundancies/inefficiencies

e. Consider a grant program to help local businesses update facades on buildings or provide for additional updates.

(Hurricane City 2021 General Plan, pp 28)

Key Inputs and Creation Process

The proposed Master Plan had a variety of input from several stakeholders.

- **Steering Committee:** Planning staff, a member of the Planning Commission (Rebecca Bronemann), a member of the City Council (Kevin Thomas), a representative from the Hurricane Valley Chamber of Commerce, a representative from UDOT, the consultant team, and the City Manager met once a month to provide guidance and direction on each step of the plan. This committee made recommendations on public input, draft details, and recommendations within the plan.
- **Public Input:** During the process, the plan aimed at gathering a variety of input stakeholders. This included two online surveys, three public input open houses, and invited key stakeholders to smaller workshops and stakeholder meetings. These inputs can be found on page 39 and the appendix.
- **Analysis:** The consultant team performed economic research, walking surveys, gathered and reviewed public data, and reviewed traffic data from UDOT to help make recommendations within the plan. Generally, these recommendations have been reviewed by staff, the steering committee, and the public.

Key Sections

The following are key parts of the plan:

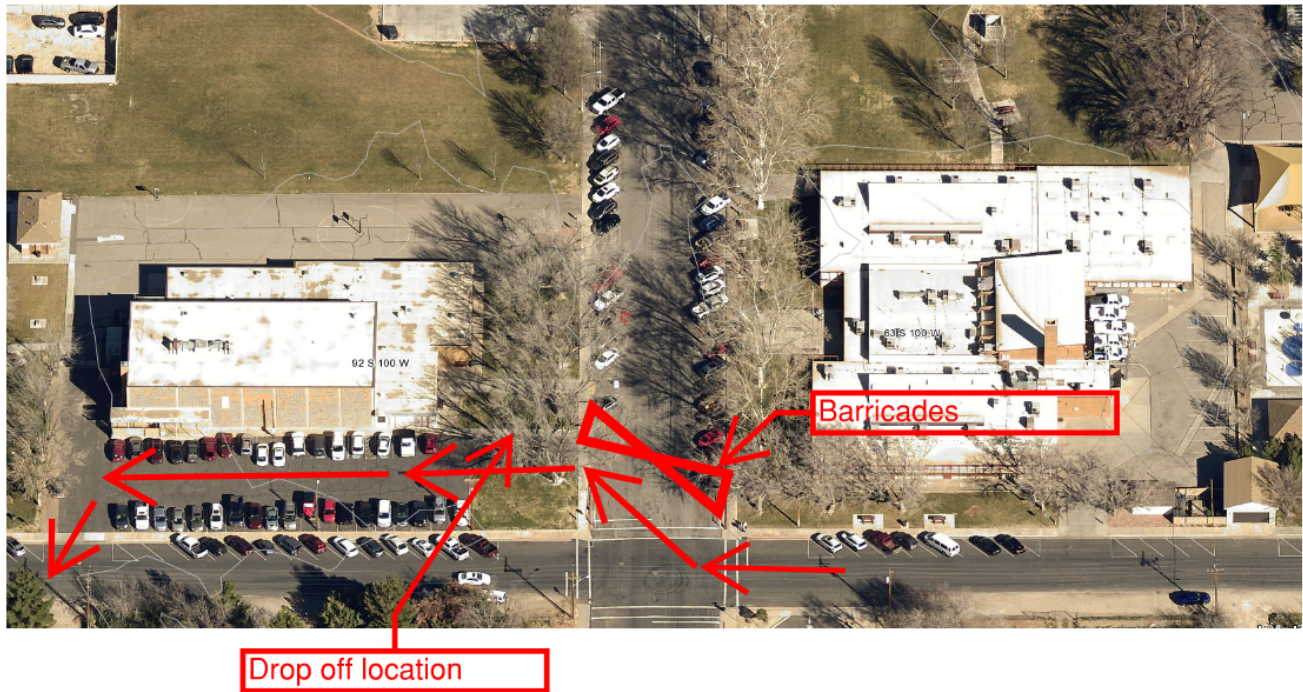
- **Existing Conditions:** This is the first section of the proposed master plan. This chapter reviews the current condition of the downtown and provides feedback on what conditions support the goals of the plan and what areas need additional work.
- **Market Analysis:** This chapter reviews the local economy and market to help guide what type of development is needed and could be viable within the downtown.
- **Public Input Synopsis:** This section summarizes the public feedback received. The full public input can be found in the appendixes.
- **Draft Recommendations:** This chapter contains draft recommendations for land use, built environment, urban design, transportation, housing, and more. These include additional details on how to achieve the recommendation.
- **Implementation Strategies:** This chapter gives general timelines for accomplishing the policies within the plan and prioritization.

There are a few major points to the plan staff would like to emphasize to the City Council with regards to the recommendations, these are issues that will most likely be brought up within the public forum

Closing of 100 W to Vehicular Traffic:

The 2021 General Plan states: *The City supports the transition of 100 West (from State Street to 100 South) from a vehicular road to a plaza.* The closing of 100 W from State St to 100 S has been done periodically for decades and permanently closing it has been part of City plans since the late 2000s. On May 18th, 2023 the City Council voted to temporarily close 100 W from Memorial Day through Labor Day to try it for the summer months. The existing gate on the north end was used, which provides ample turnaround space if someone accidentally turns down 100 W from State St. On the south end barriers were installed that directs traffic through the Fine Arts Center parking lot and out that parking lot to 100 S.





This provides, unlike the current system, a legal drop off location for children near the community center.

This idea saw wide support during the public outreach portion of the plan, will increase safety and provide constant space for programming in this area. The steering committee discussed other traffic calming options on 100 W such as turning it into a one-way street or adding measures such as medians but decided against it due to the effect it could have on Peach Days and the Farmer's Market.

The Downtown Master Plan proposes the City convert parallel parking along 100 S to angled parking to increase the number of available parking spaces, as well as possibly acquire more property for municipal parking lots. Except during major events the city provided parking in this area is rarely full. Staff will study the closure of 100 W's effect on parking throughout the summer.

Catalyst Project:

Many cities when in the process of revitalizing their historic downtown areas will invest in some sort of "catalyst project" as a way to signal to private property owners within the downtown that the City is investing in making the downtown a place worth investing in. Many cities will invest in facade programs or municipal parking lots but where Hurricane City owns a significant piece of prime downtown real estate a larger scale project is feasible.

The commercial building on the southwest corner of 100 W and State St, most recently home to the Mexican grocery store, Su Lugar Stop And Go Market, as well the house next door, are currently in process of being torn down by the City. These buildings are in bad shape and it was not seen as feasible to renovate them. The City owns almost all of the frontage along State St on this block giving the City the opportunity to provide the catalyst for revitalization in the downtown. The City Council has a number of options for how to revitalize this area.

Downtown Overlay Zone:

The Downtown Master Plan recommends a downtown mixed use overlay zone which would be a whole new zoning and change to the zone map. The exact details of this new zoning would have to be worked out in a separate ordinance passed by the Planning Commission and City Council however some important aspects to a downtown overlay zone would be *for new development in this area*:

- Form Based Code: regulations would focus more on the look and feel of the buildings (architectural styles, heights, building massing) rather than the uses within the buildings.
- Use Table: requiring that retail or service based industries be located on the ground levels of buildings allow for a mix of residential and commercial on second and third stories.
- Building massing: Using Floor Area Ratios, and setback requirements allowing for new buildings to be close to the street similarly to existing buildings in the downtown.
- Short-term rentals: Limiting the number and overall form of short-term rentals in the downtown area.
- Allowing for current downtown buildings to be rebuilt in largely the same footprint and spacing as currently exists

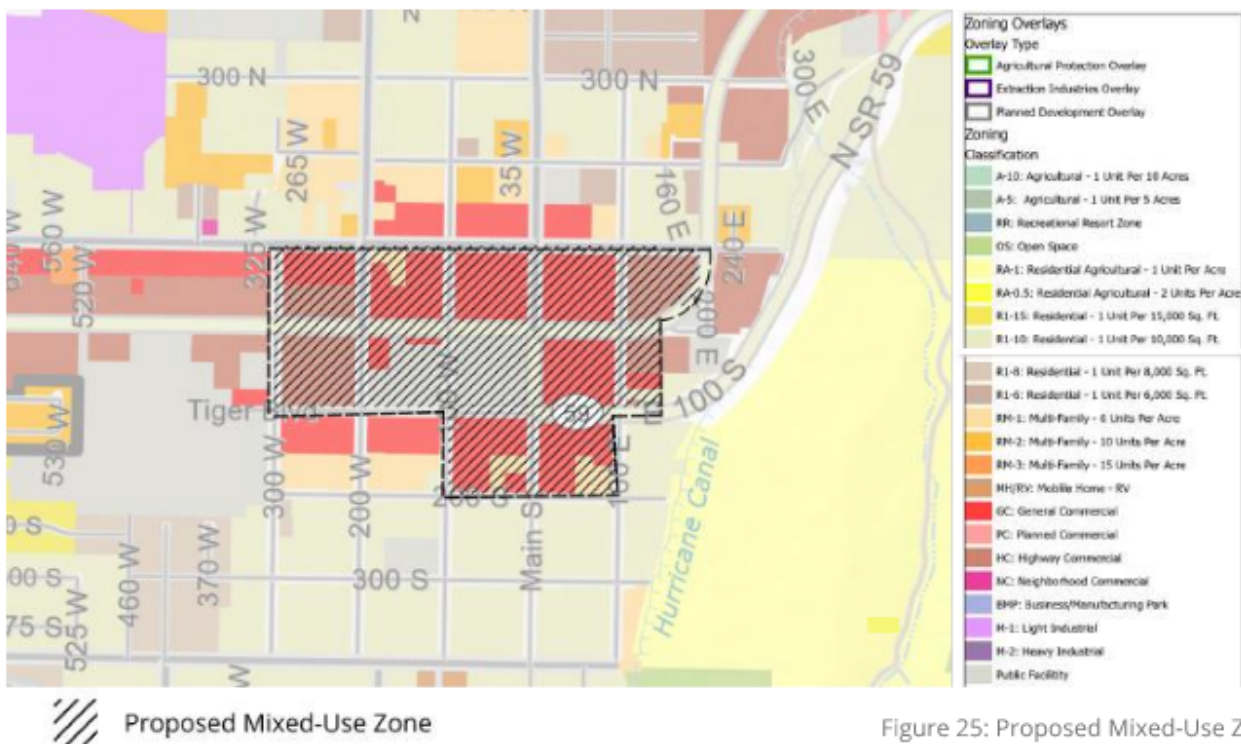


Figure 25: Proposed Mixed-Use Zone

Parking:

Throughout the planning process there were comments from the public about parking, not enough of it and people parking illegally during big events at the Community Center. The plan has a number of recommendations with how the City should address parking downtown

- More municipally owned parking lots: The catalyst project includes a parking garage with 100 parking spaces. There is an empty lot next to the city parking lot on 100 W and 100 S and the plan recommends the City look into purchasing that property for more parking
- Shared parking lots: encouraging business and property owners in the downtown area to share and interconnect parking lots so there are more available parking for businesses off the street.
- Two hour parking: The plan recommends that the City install “two hour parking only” signs in front of businesses in the downtown. Most small cities like Hurricane do not enforce these rules as ~90% of visitors will comply. This will increase turnover and preserve parking spaces in front of businesses for paying customers.
- Diagonal and striped parking: Many complaints were received from residents in the area that during major events at the Community Center people park in front of driveways blocking residents in. This complaint was most heard from residents on 100 N. This plan recommends the City delineate parking spots throughout the downtown area, diagonal striping similar to what’s on Main Street where we have the road width to do so and parallel parking elsewhere. This will help with enforcement since if parking is striped there is less of an excuse to park in someone else’s driveway.

Recommendation:

Staff recommends the Council read through the plan and it’s recommendations. If the City Council has any questions about the plan they are encouraged to reach out to staff.



HURRICANE DOWNTOWN

MASTER PLAN



Downtown Redevelopment Services
100 E Main St, Suite 100
Ravenna, OH 44266



CRSA
175 S Main St, Suite 300
Salt Lake City, Utah 84101

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01



EXISTING CONDITIONS

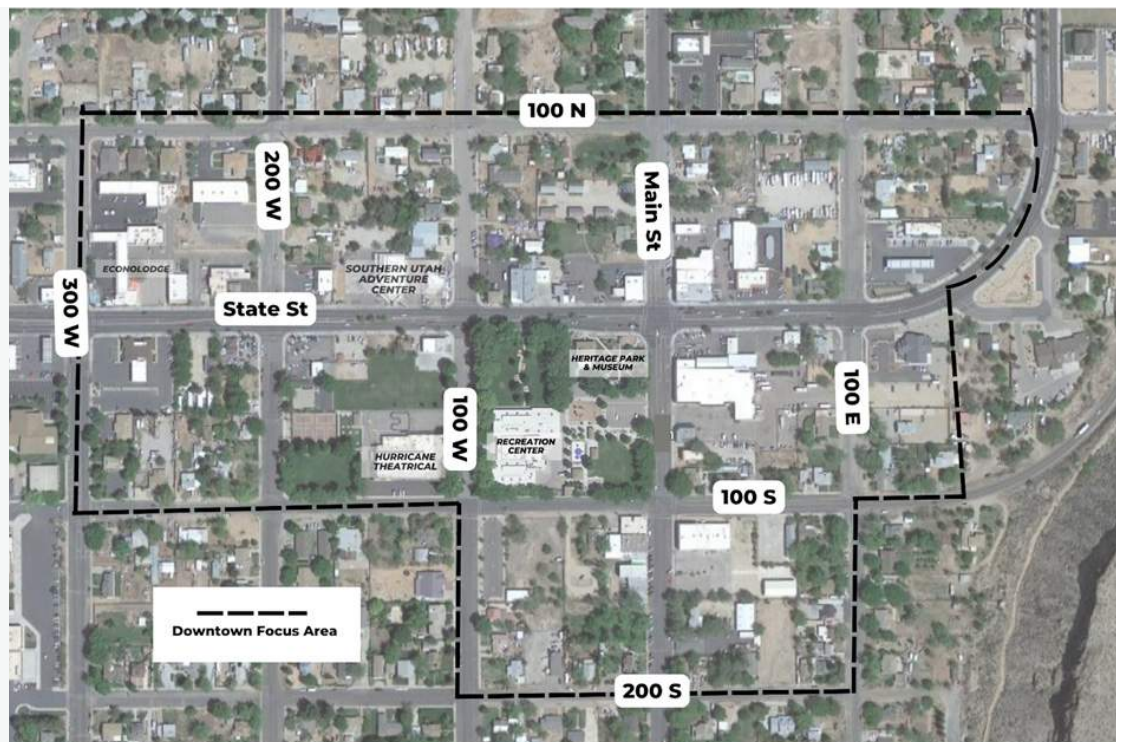




Introduction

Hurricane City, Utah, pronounced “Her-ah-kun” by locals, is located on the eastern edge of the St. George metropolitan service area which covers south-central Washington County.

The city is a rapidly growing gateway community for the popular Zion National Park, located about 25 miles to the east on UT-9.



In addition to the National Park, other notable tourist destinations and geographic features include Sand Hollow State Park, Quail Creek State Park, and the Virgin River, public lands, trail systems and golf courses, giving Hurricane national exposure as a desirable place to live.

Interstate 15 forms the northwest border of the municipality while 300 W and 100 E along the State Street corridor are the main bounding features of downtown.

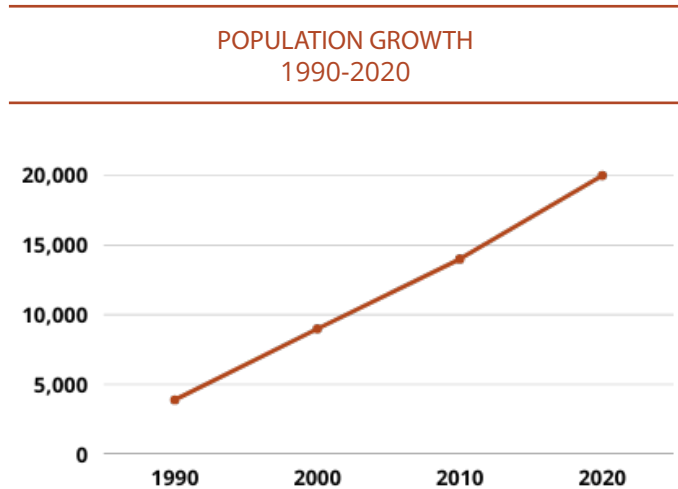




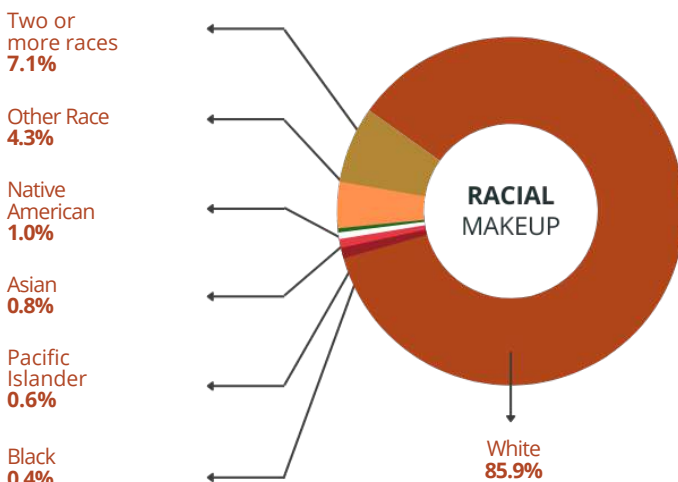
Demographic Analysis

Population

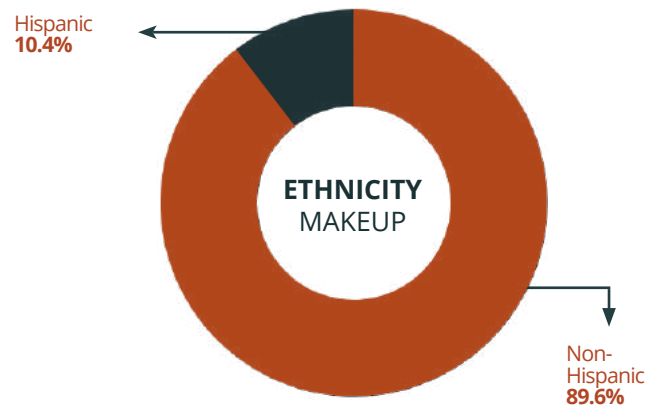
Hurricane's population has grown significantly over the past four census counts. Climbing from 3,915 in 1990 to 20,036 in 2020, the population has grown by more than five-fold.



The city's racial makeup is 85.9% White, 1.0% Native American, 0.8% Asian, 0.6% Pacific Islander, and 0.4% African American or Black. Of the remainder, 4.3% are of another race and 7.1% are of two or more races. The population is 85.7% non-Hispanic and 10.2% Hispanic, growing from 7.2% Hispanic in 2010 due to significant in-migration in recent years.



Moreover, the in-migration has resulted in the community also boasting a high multilingual percentage, specifically 9.6% who speak a non-English language at home, predominantly Spanish.



HURRICANE CITY RACIAL MAKEUP	
2020 DECENNIAL CENSUS	
White	85.9%
American Indian and Alaska Native	1.0%
Asian	0.8%
Native Hawaiian and other Pacific Islander	0.6%
African American or Black	0.4%
Other Race	4.3%
Two or More Races	7.1%

HURRICANE CITY ETHNICITY MAKEUP	
ACS 2021 5-YEAR ESTIMATE	
Non-Hispanic	85.7%
Hispanic	10.2%

Figure 1: Racial and Ethnicity Makeup



Existing Conditions

Approximately 52.3% of residents are male, and 47.7% are female, a near-even split consistent with most communities.

Female
47.7%



The median age is 38.4 years, significantly higher than the state median; however, the city's median is on par with that of the county and nation.

RESIDENT AGE DISTRIBUTION		
2021 ACS 5-YEAR ESTIMATE		
Age Group	# of Individuals	Percentage
Under 5 years	1,373	7.0%
5 to 9 years	1,183	6.1%
10 to 14 years	1,301	6.7%
15 to 19 years	1,286	6.6%
20 to 24 years	1,207	6.2%
25 to 29 years	812	4.2%
30 to 34 years	1,714	8.8%
35 to 39 years	1,160	5.9%
40 to 44 years	1,072	5.5%
45 to 49 years	1,095	5.6%
50 to 54 years	851	4.4%
55 to 59 years	1,273	6.5%
60 to 64 years	1,595	8.2%
65 to 69 years	1,035	5.3%
70 to 74 years	1,021	5.2%
75 to 79 years	759	3.9%
80 to 84 years	480	2.5%
85 years & over	284	1.5%

Figure 2: Resident Age Distribution

Due to the relocation of an aging population to the southern portion of Utah, the city has witnessed a rise in median age, climbing from 31.2 in 2010 to 38.4 years in 2021. A significant 33.1% of Hurricane City's population is 55 years old or older.

Hurricane's median age and trends are sustainable and are characteristic of a family-oriented community. Moreover, the city's age distribution shows promise of sustained population growth with a large percentage of minors and young adults. As those above 55 years continue to age, there will be a need for supportive services such as increased healthcare, assisted living, and disability access.

High school graduation, including equivalency, among Hurricane residents aged 25 years and over, has been trending upward over the past decade, from 91.4% in 2011 to 94.1% in 2021. The percentage of residents with bachelor's degrees or higher is also trending upward, from 20.7% in 2011 to 22.3% in 2021. The data in Figure 3 below outlines percentages and total assumed calculations of educational attainment by typology.

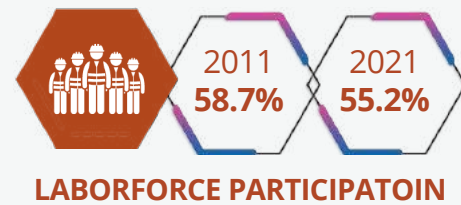
HURRICANE CITY EDUCATIONAL ATTAINMENT		
2021 ACS 5-YEAR ESTIMATE		
Less Than High School	772	5.9%
High School Graduate (Includes Equivalency)	3,498	26.6%
Some College	5,942	45.2%
Bachelor's Degree	2,057	15.6%
Master's Degree	507	507
Professional School Degree	261	2.0%
Doctorate Degree	114	0.9%
High School Graduate or More (Includes Equivalency)	12,379	94.1%
Bachelor's Degree or More	2,939	22.3%

Figure 3: Educational Attainment



Employment

Among residents aged 16 years and over, 8,380 residents are in the civilian labor force and experience an unemployment rate of 1.5%. The unemployment rate is down from 3.7% in 2011 due to the national rebound from the Great Recession. Hurricane's labor force participation has decreased slightly from 58.7% to 55.2% from 2011 to 2021.



For city residents, the following NAICS sectors are ranked from most common to least common for industry employers. The median earnings in Utah for the respective industry for the past 12 months are listed in the right column, including part-time and full-time employees. This data does not include individuals who work inside the city and live elsewhere, but rather only those living in the city. The three most common sectors in Hurricane are retail trade (15.13%); accommodation and food services (13.34%); and health care and social assistance (12.91%).

EMPLOYMENT BY INDUSTRY			
Industry	# of employees	%age	Utah Industry Median Earnings
Retail trade	1,249	15.13%	\$27,113.00
Accommodation and food services	1,101	13.34%	\$15,301.00
Health care and social assistance	1,066	12.91%	\$35,430.00
Transportation and warehousing	800	9.69%	\$43,970.00
Educational services	774	9.38%	\$34,301.00
Construction	748	9.06%	\$45,124.00

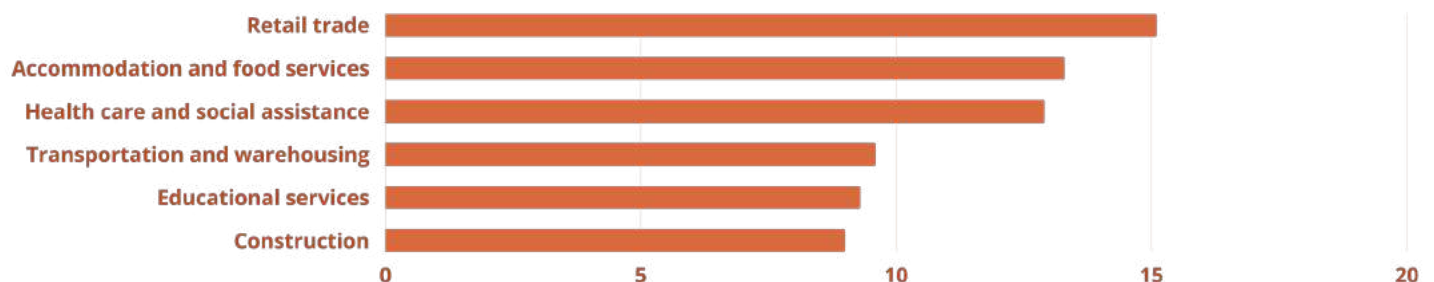


Figure 4: Employment by Industry (Percentages)



The figures below represent the number of Hurricane residents employed in each respective occupation. Utah median earnings are provided for each NAICS category on the furthestmost right column. These figures are a cumulative average of earning over 12 months, including part-time and full-time employees.

EMPLOYMENT BY OCCUPATION			
Occupation	# of employees	%age	Utah Occupational Median Earnings
Management occupations	1,023	12.39%	\$71,842.00
Sales and related occupations	985	11.93%	\$34,639.00
Office and administrative support occupations	948	11.48%	\$31,211.00
Building and grounds cleaning and maintenance occupations	579	7.01%	\$20,719.00
Food preparation and serving related occupation	545	6.60%	\$13,100.00
Production occupations	491	5.95%	\$35,869.00

The three most common occupations in Hurricane are management occupations (12.39%); sales and related occupations (11.93%); and office and administrative support occupations (11.48%).

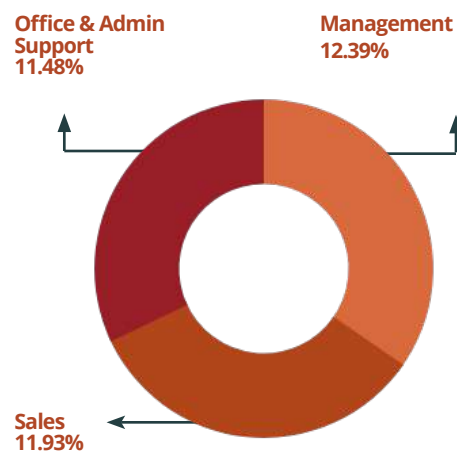


Figure 5: Employment by Occupation

Commuting and Transportation Habits

For workers 16 years and over, 2021 commuting patterns were heavily auto dependent with a total of 85.5% of Hurricane residents commuting by driving, of which 76.2% drove alone and 9.3% carpoolled. A significant 10.4% of residents worked from home, while just 3.6% walked to work. Residents' average commute to work is 22.5 minutes, comparable to state and national averages but slightly higher than the county average. The data below shows the breakdown of commute times among Hurricane residents.

COMMUTE TIME BREAKDOWN			
Commute Time	%age	Commute Time	%age
Less than 10 minutes	21.6%	30 to 34 minutes	14.0%
10 to 14 minutes	12.3%	35 to 44 minutes	5.5%
15 to 19 minutes	7.1%	45 to 59 minutes	5.2%
20 to 24 minutes	17.7%	60 or more minutes	3.4%
25 to 29 minutes	13.2%		

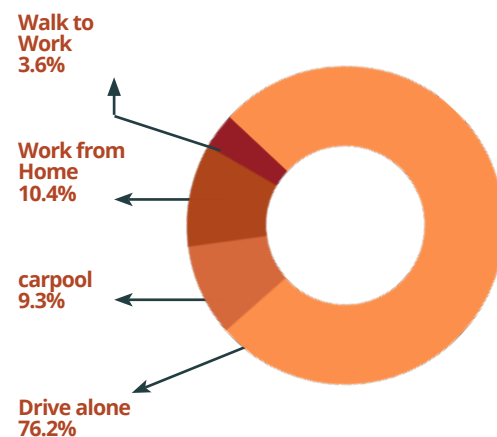


Figure 6: Commute Time Breakdown



Hurricane City is served by road and air infrastructure. The city is landlocked and lacks navigable waterways.

The city is served by Interstate 15 on its northwestern border, connected primarily via Utah State Route 9 at exit 16. S.R. 9 also connects with S.R. 17 in La Verkin before going on to connect with Interstate 15 north of Toquerville at exit 27. The interstate is the primary connection to nearby communities including St. George, to Salt Lake City 290 miles to the north, and Las Vegas, Nevada 138 miles to the south of Hurricane



There are three state routes that run through Hurricane: State Routes 9, 59, and 7. Utah State Route 9 begins in Hurricane, at Harrisburg Junction. It travels east into Downtown Hurricane, forming State Street, before turning north towards La Verkin. Additional connections along this road include Zion National Park and S.R. 89. Second, S.R. 59 extends outward from the intersection of S.R. 9 and Main Street. Lastly, S.R. 7 (i.e., Southern Parkway) originates due south of Downtown Hurricane, connecting the city to Washington and South St. George.

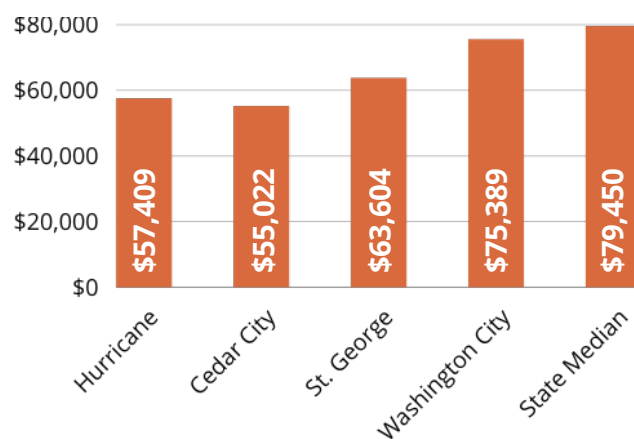


Hurricane Municipal Airport, situated in the south Hurricane, is the only public airport. The municipal airport provides very limited service, with just one runway, no taxiway, and service for only small personal aircraft. Nearby, the St. George Regional Airport provides limited commercial service to hubs such as Salt Lake City, Denver, Phoenix, Los Angeles, and Dallas-Fort Worth. Approximately 130 miles away, the recently renamed Harry Reid International Airport is the closest international airport. There is currently no intra-city public transportation, but shuttle service does exist with Salt Lake City, Las Vegas, and Southern California by way of St. George.

Income and Poverty

The 2021 median household income in Hurricane is \$57,409, which is comparable to Cedar City's \$55,022 and St. George's \$63,604; however, it is much lower than Washington City's \$75,389. It is also lower than the state median household income of \$79,450. Hurricane's median household income has increased slightly from \$51,146 in 2011.

Median Household Income





Existing Conditions

The **per capita income adjusted for inflation**

has also increased slightly from \$21,133 in 2011 to \$27,086 in 2021. The median income is \$70,513 for married-couple families and \$28,465 for non-family households.

The **poverty rate** in Hurricane of 10.6% is higher than the state's 8.8% and the county's 9.2% but lower than the nation's 12.6%. While the City's poverty rate is much lower than the nation, the 10.6% of residents living in poverty demonstrates a mixture of various socio-economic conditions within the community.

Housing

Hurricane's housing stock consists of 7,791 units (ACS 2021 5-Year Estimate) compared to 5,252 (2010), a 48.3% increase. The city's housing supply is primarily occupied (87.5%,) with only 12.5% (974) of the units being vacant. Of the 6,142 occupied units, 4,616 (75.15%) are owner-occupied and 2,201 (35.84%) are renter occupied.

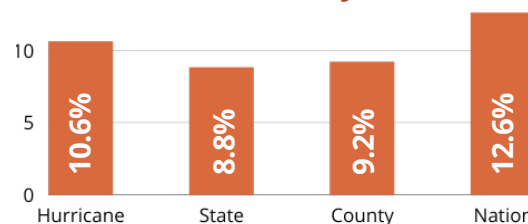
The Zillow-reported median rent is \$2,399, up from \$355 over last year, resulting in an estimated 54.5% of Hurricane renters being considered cost-burdened, classified as more than 30% of household income in the past 12 months.

The median value of an owner-occupied house is \$486,000, up from \$199,600 in 2011. The selected monthly owner costs (SMOC) for owners with a mortgage are \$1,433, resulting in 27.4% of Hurricane households with a mortgage being cost-burdened. For owners without a mortgage, the SMOC is \$390, resulting in 6.2% of Hurricane households without a mortgage being cost-burdened. The average household size is 2.7 persons, which is on par with the county, state, and national averages.



PER CAPITA INCOME

Hurricane Poverty Rate



Housing Stock



Median Rent



Median Value



The data provided in this section highlights the estimated consumer expenditures for 2021 within Hurricane City.

(Source: EASI)

TOTAL CONSUMER EXPENDITURES					
Category	City Total	Avg. per household Expenditure	% of Total Spending	UT %	UT %
Food	\$54,753,00	\$8,914	13.0%	12.8%	12.7%
Housing	\$135,889,000	\$22,124	32.4%	32.0%	32.4%
Apparel and services	\$12,031,000	\$1,958	2.9%	2.9%	3.0%
Transportation	\$72,009,000	\$11,724	17.1%	17.0%	16.8%
Healthcare	\$35,603,000	\$5,796	8.5%	7.9%	7.9%
Entertainment	\$21,136,000	\$3,441	5.0%	5.1%	4.9%
Personal care products and services	\$5,076,000	\$826	1.2%	1.2%	1.2%
Reading	\$629,000	\$102	0.1%	0.1%	0.1%
Education	\$9,261,000	\$1,507	2.2%	2.5%	2.5%
Tobacco products and smoking supplies	\$2,097,000	\$341	0.5%	0.5%	0.5%
Cash contributions	\$13,497,000	\$2,197	3.2%	3.2%	3.2%
Personal insurance and pensions	\$48,385,000	\$7,877	11.5%	12.4%	12.3%
Total Annual Expenditures	\$419,948,000	\$68,373			

Figure 7: Total Annual Consumer Expenditures

Consumer expenditure distribution within Hurricane is comparable to that of the state of Utah and the nation. The two most significant differences between Hurricane and the state / national percentages are for healthcare and personal insurance and pensions. Healthcare makes up 0.6% more of consumer expenditures in the city than the rest of the state or nation, and personal insurance and pensions make up 0.9% and 0.8% less of consumer expenditures in the city than the rest of the state and nation respectively.

Food expenditure distribution within Hurricane is comparable to that of the state of Utah and the nation. Notably, food expenditures in the city are skewed more towards food at home when compared to the state and nation. In contrast, expenditures on food away from home are proportionately lower for the city than the state and nation. All other expenditures listed in the table below are comparable between the city, state, and nation.

CONSUMER EXPENDITURES ON FOOD				
	Total	% Of Total	UT %	US %
Food at home	\$31,207,000	57.00%	55.8%	55.9%
Food away from home	\$23,544,000	43.00%	44.2%	44.2%
Cereals and bakery products	\$3,957,000	7.23%	7.1%	7.0%
Dairy products	\$3,136,000	5.73%	5.6%	5.4%
Fruits and vegetables	\$5,917,000	10.81%	10.6%	10.7%
Nonalcoholic beverages	\$3,013,000	5.50%	5.3%	5.3%
Reading	\$629,000	0.1%	0.1%	0.1%
Education	\$9,261,000	2.2%	2.5%	2.5%
Food prepared by the consumer unit on out-of-town trips	\$435,000	0.79%	0.8%	0.8%
Food on out-of-town trips	\$2,530,000	4.62%	4.9%	4.8%
Alcoholic beverages	\$3,959,000	7.23%	7.3%	7.0%
Total food expenditures	\$54,753,000			

Figure 8: Consumer Expenditures on Food



Household and housing expenditure distribution within Hurricane is comparable to that of the state of Utah and the nation.

CONSUMER EXPENDITURES ON HOUSING				
	Total	% Of Total	UT %	US %
Household operations	\$10,915,000	8.0%	8.2%	7.8%
Housekeeping services	\$943,000	0.7%	0.7%	0.7%
Household furnishings and equipment	\$14,053,000	10.3%	10.5%	10.1%
Household textiles	\$873,000	0.6%	0.6%	0.6%
Furniture	\$3,437,000	2.5%	2.6%	2.5%
Floor coverings	\$172,000	0.1%	0.1%	0.1%
Major appliances	\$2,199,000	1.6%	1.6%	1.5%
Small appliances	\$300,000	0.2%	0.2%	0.2%
Miscellaneous household equipment	\$6,605,000	4.9%	4.9%	4.7%
Total housing expenditures	\$135,889,000			

Figure 9: Consumer Expenditures on Housing

Apparel expenditure distribution within Hurricane is comparable to that of the state of Utah and the nation.

CONSUMER EXPENDITURES ON APPAREL				
	Total	% Of Total	UT %	US %
Men and boys	\$2,921,000	24.3%	24.6%	23.9%
Men, 16 and over	\$2,241,000	18.6%	18.9%	18.4%
Boys, 2 to 15	\$714,000	5.9%	6.1%	5.8%
Women and girls	\$4,508,000	37.5%	37.2%	37.3%
Women 16 and over	\$3,821,000	31.8%	31.6%	31.7%
Girls, 2 to 15	\$703,000	5.8%	5.9%	5.8%
Children under 2	\$561,000	4.7%	4.7%	4.1%
Footwear	\$2,523,000	21.0%	20.8%	22.0%
Other apparel products and services	\$1,501,000	12.5%	12.8%	12.7%
Total apparel products and services expenditures	\$12,031,000			

Figure 10: Consumer Expenditures on Apparel

Transportation expenditure distribution within Hurricane is comparable to that of the state of Utah and the nation. The most significant differences are for vehicle purchases (net outlay) and public and other transportation. While 40.6% of the nation's transportation expenditures are on vehicle purchases (net outlay), a slightly higher 41.4% of Hurricane's transportation expenditures are in this category. This may demonstrate a preference for larger or custom (e.g., crossovers, trucks). On the contrary, public and other transportation makes up 1.2% less of consumer expenditures in Hurricane than the nation. The disparity is likely due to the lack of intra-city public transit.

CONSUMER EXPENDITURES ON TRANSPORTATION				
	Total	% Of Total	UT %	US %
Vehicle purchases (net outlay)	\$29,840,000	41.4%	41.5%	40.6%
Gasoline and motor oil	\$14,000,000	19.4%	19.1%	19.1%
Other vehicle expenses	\$22,896,000	31.8%	31.6%	32.1%
Public and other transportation	\$5,143,000	7.1%	7.8%	8.3%
Total transportation expenditures	\$72,009,000			

Figure 11: Consumer Expenditures on Transportation

Healthcare expenditure distribution within Hurricane is comparable to that of the state of Utah and the nation. With the influx of older residents, it is likely that healthcare expenditures will rise in the coming years.

CONSUMER EXPENDITURES ON HEALTHCARE				
	Total	% Of Total	UT %	US %
Health insurance	\$23,971,000	67.3%	67.1%	68.1%
Medical services	\$6,950,000	19.5%	20.2%	19.3%
Drugs	\$3,354,000	9.4%	9.0%	9.0%
Medical supplies	\$1,333,000	3.7%	3.7%	3.6%
Total healthcare expenditures	\$35,603,000			

Figure 12: Consumer Expenditures on Healthcare



Entertainment expenditure distribution within Hurricane is comparable to that of the state of Utah and the nation. Yet, it varies the most from state and national distributions among the various consumer expenditure categories.

CONSUMER EXPENDITURES ON ENTERTAINMENT (Thousands)				
	Total	% Of Total	UT %	US %
Fees and admissions	\$6,083,000	28.8%	31.0%	31.1%
Audio and visual equipment and services	\$6,474,000	30.6%	29.0%	30.6%
Pets, toys, hobbies, and playground equipment	\$5,909,000	28.0%	26.8%	25.6%
Other entertainment supplies, equipment, and services	\$2,690,000	12.7%	13.1%	12.9%
Total entertainment expenditures	\$21,136,000			

Figure 13: Consumer Expenditures on Entertainment (Thousands)

Retail sales by sector varies much more greatly than the tables above. This can be attributed to the lack of, or limited, retail offerings in Hurricane, resulting in expenditures on these categories outside of the municipality. While numerous amenities and service based outlets are present in the municipality, there are likely missing amenities and/or services resulting in missed tax revenue. causing expenditures on necessity purchases outside of the municipal boundaries.

While numerous amenities and service-based outlets are present in the municipality, there are likely missing services and amenities community wide that are creating a lack of expenditures, due to the small market size within the city limits. However, these retail sectors may or may not be met through the larger trade areas throughout the region. If further detail is desired, a comprehensive market analysis must be completed.

Two retail sectors are underserved within the city limits – electrical and appliances stores and sporting goods stores. These specific sectors are likely met within the regional context, and may be provided locally as the City continues to grow and diversify. Non-served sectors aside, several sectors receive a markedly different share of retail sales in Hurricane than statewide or nationwide. Sectors with notable differences include motor vehicle store sales; gasoline stations store sales; general merchandise store sales; non-store purchases sales; and food services.

RETAIL SALES BY SECTOR				
	Total	% Of Total	UT %	US %
Motor Vehicles Store Sales	\$119,137,000	38.2%	21.5%	21.3%
Furniture and Home Furnishings Store Sales	\$1,800,000	0.6%	2.7%	1.8%
Electrical and Appliances Store Sale	\$0	0.0%	1.0%	1.2%
Building Materials and Garden Store Sales	\$11,425,000	3.7%	6.6%	6.6%
Food and Beverage Store Sales	\$41,603,000	13.3%	8.9%	13.4%
Health and Personal Care Store Sales	\$9,901,000	3.2%	2.7%	5.3%
Gasoline Stations Store Sales	\$41,137,000	13.2%	6.8%	6.5%
Clothing and Accessories Store Sales	\$195,000	0.1%	2.6%	3.1%
Sporting Goods Store Sales	\$0	0.0%	1.9%	1.4%
General Merchandise Store Sales	\$52,595,000	16.9%	13.2%	11.5%
Miscellaneous Store Sales	\$1,320,000	0.4%	2.0%	2.1%
Nonstore Purchases Sales	\$19,979,000	6.4%	22.8%	16.4%
Food Services	\$12,823,000	4.1%	7.4%	9.5%
Total Retail Sales (including Food Services)	\$311,913,000			

Figure 14: Retail Sales by Sector



Built Environment

A detailed baseline analysis of existing conditions is a vital precursor to formulating downtown strategies and recommendations. Outlined in this section are the results of a thorough assessment, highlighting data retrieved from open-source databases and visual inspections of the downtown area depicted in the graphic above. Below are the specific finding classifications that were reviewed:



For the existing conditions analysis, Downtown Hurricane has been divided into minor study areas (i.e., groupings of blocks) to help improve the nuance of the findings.

These study areas, outlined in Figure 15 on the right, were each studied independently, allowing for a detailed analysis of the current conditions and deepened understanding of how they will impact the overall future goals of the downtown.

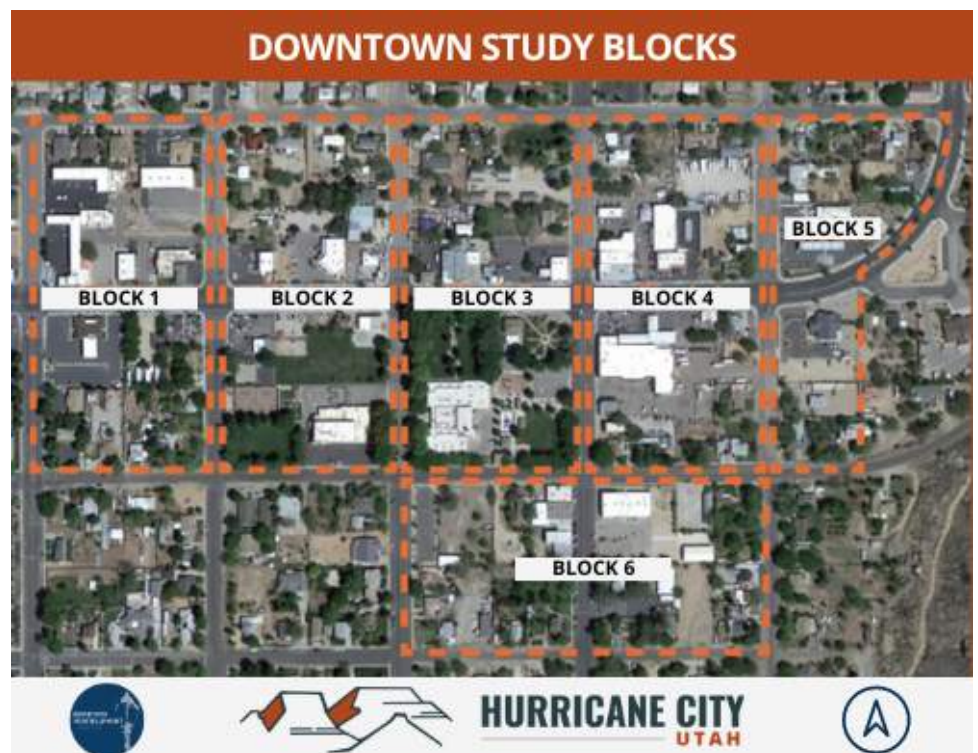


Figure 15 - Downtown Study Area

These existing conditions are the first informational chapter of the overall downtown master plan, focusing on outlining the current conditions witnessed within the downtown corridors. Physical ailments, pedestrian uses, and even visible or perceived roadblocks were identified, each providing for a deepened level of understanding to help plan for the future of Downtown Hurricane.



Outlined below are the findings from on-site investigations completed during November 2022 and open-source databases. The information provided is not meant to be a comprehensive list yet is provided to explain a clear vision of how an outsider witnesses the downtown, the interaction of residents, and the overall downtown atmosphere. The findings are prepared to outline general themes and do not propose to make assessments of individual properties.

1. **The corridor lacks general identity and distinguishable characteristics.**
2. **Building forming and massing is not providing a distinct look or feel.**
3. **The downtown is currently underserved in site amenities, limiting the time individuals or groups desire to be downtown.**
4. **A handful of asset buildings exist, including: the 1950s hotel; historic main street building; small close-to-the-street historic brick store buildings (found in blocks 2, 3, and 4); and the Heritage Park and its buildings.**

5. **Buildings throughout the study area demonstrate a substantial variety in size and purpose yet have limited ties or unifying characteristics together.**
6. **Gateway signage or area delineation are not properly identified within the downtown.**
7. **There is limited architectural uniformity in defining an existing corridor.**
8. **Vegetation and other softening features are generally lacking or misplaced, limiting their impact and resulting in an unpleasant pedestrian experience.**

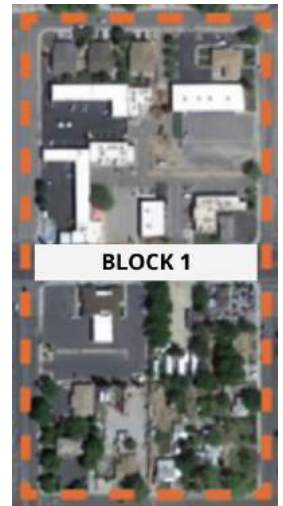




Block-by-Block Findings

Block 1

This area is bound by 300 W and 200 W to the West and East and 100 N and 100 S on the north and south sides respectively, with State Street bisecting the area as a major thoroughfare and commercial corridor. This is the westernmost study block with a 3,200 linear feet perimeter.



BUILT ENVIRONMENT



Negatively
Impacting
Downtown



Neutral



Positively
Impacting
Downtown

HOW DOES IT SCORE

The lack of continuous street-facing businesses does not promote slowing traffic or engagement with the businesses. In addition, the architectural styles are not distinguished nor add to Hurricane's sense of place, lacking historical ties or promotion.

The south side of area no. 1 has a used car auto dealer, laundromat, hair salon, and the local Zions Bank branch. The north side of the study block has a chiropractor's office, restaurant, sportswear store, vacant commercial space, and a small hotel. Most of these structures appear to be made of cement block and brick construction, with some facades consisting of stone or stucco.

No buildings in this block seem to exceed 30 feet in height and vary in setback distances from the road. The Econo Lodge hotel is setback just a few feet from the road with a cement block barricade around the outdoor pool that is positioned at the intersection of State Street, and N 300 W.

The Zions Bank branch is positioned on the corner of State Street and South 300 W creates an insignificant entrance to the downtown area because most of the parcel is paved from curb to curb, lacking any notable architectural elements, landscaping, and space-defining building masses.

URBAN DESIGN



Negatively
Impacting
Downtown



Neutral



Positively
Impacting
Downtown

HOW DOES IT SCORE

In area no. 1, there are no distinct or defining characteristics aiding in creating a sense of place within the downtown. The current urban form identifies the downtown corridor as "just another small town" in Utah. Perhaps the oldest building in this study block, the Econo Lodge hotel is a 1950s mid-century motel/hotel-style building with low horizontal roof angles and vintage balcony railings.

This nostalgic architecture helps to anchor the area by giving it some historical significance and a sense of permanence. Evenly spaced traditional acorn luminaire street lighting lines both sides of the street; however, there is a significant lack of climate-appropriate landscaping to enhance the existing buildings and streetscape.

**INFRASTRUCTURE**

(based on known datasets)

Negatively
Impacting
Downtown

Neutral

**HOW DOES IT SCORE**Positively
Impacting
Downtown

All infrastructure is in good condition. There is no data for maintenance and upgrades, yet preparing a database for this would be useful in capital improvements planning.

- All underground valves and valve boxes are in the ROW, ensuring proper maintenance and repairs.
- Abandoned water lines of 8" and 14" run underneath State Street.
- One high-pressure 14" ductile iron water line following State Street before turning north onto 200W.
- One 10" polyvinyl chloride water line runs parallel to State Street.
- Below-ground electricity is the primary method of power distribution, with just one short overhead secondary line connecting to a light near the NW corner of the hotel.
- Cast iron catch basins are present in the streetscape for stormwater drainage, and they are also present mid-block on the north side of State Street in some of the larger paved areas. All manholes are in the ROW for maintenance and repair access.

PEDESTRIAN AND VEHICULAR CIRCULATIONNegatively
Impacting
Downtown

Neutral

**HOW DOES IT SCORE**Positively
Impacting
Downtown

The recently updated sidewalks, curbs, and streets make for easy traveling by automobiles.

However, the lack of a setback from the street for the sidewalk decreases both perceived and actual safety for pedestrians utilizing the sidewalks. The sidewalks are an average of 6 feet wide in this block area, with intermittent trees positioned between the pedestrians and the street. ADA ramps are placed at each intersection with marked crosswalks.

In addition, crosswalks crossing State Street are only present at the westernmost corner of this study block, all other crosswalks parallel State Street. Bicycle infrastructure is not currently allocated space or consideration for bicycle amenities in block 1.

State Street or SR-9 has two travel lanes in each direction, with a third lane for left turns at cross-street intersections. 300 W and 200 W are smaller streets with one lane of travel in each direction, a turn lane at State Street, and a parking lane on each side starting one-half block from State Street. Overall, circulation is concentrated on State Street with limited access in and out of parking lots depending on the direction of travel due to curbed medians.

REAL ESTATE AND END-USER MIXNegatively
Impacting
Downtown

Neutral

**HOW DOES IT SCORE**Positively
Impacting
Downtown

Current tenants in the area are a Pizza Hut, offices, a massage studio, a sporting goods store, a hotel, a bank, and a used car dealer.

There are currently three retail space with frontage on State Street is currently inactive, which could host service or retail-based businesses. There are no other vacant spaces in this study area.

**Block 2**

This area is bound by 200 W and 100 W to the West and East and 100 N and 100 S on the North and South sides, with State Street bisecting the area as a major thoroughfare and commercial corridor. This study block has a 3,200 linear feet perimeter.

**BUILT ENVIRONMENT**

Negatively
Impacting
Downtown



Neutral



Positively
Impacting
Downtown

HOW DOES IT SCORE

A greater mix of businesses and uses occupy this study block. The southern portion of this block hosts the Hurricane Valley Heritage Park, Family History Center, a used car dealership, an archery store, a market, and a single-family home.

The north side of the study area has a home furnishings store, an ATV rental and tours center, a fast-food restaurant, and an assisted living facility. The area is sparsely built, with the dominating features being paved surfaces for parking and driving.

The outdoor furnishings store is awkwardly oriented towards 200 W. Currently, the built form has a setback of 35 feet from the road with a swath of pavement between the building and the road, detracting from the definition of the commercial corridor. All the structures in this block are one story but have different setbacks or interactions to the street, a combination of their setback orientation or angle towards State Street.

On the southwest corner of State Street and 100 W, a small one-story building can host up to four small service or retail-based businesses. This building adds to Hurricane's character with its traditional brick stucco architecture and small setback.

The building positioned at the northwest corner of State Street and 200 W, formerly a maverick gas station, has an appealing western-style architecture with an inviting covered front porch, harkening back to the area's history. In this study block, the corridor begins to have a landscaped median, adding much-needed greenery and interest to the thoroughfare.

INFRASTRUCTURE

(based on known datasets)



Negatively
Impacting
Downtown



Neutral



Positively
Impacting
Downtown

HOW DOES IT SCORE**URBAN DESIGN**

Negatively
Impacting
Downtown



Neutral



Positively
Impacting
Downtown

HOW DOES IT SCORE

- Water infrastructure for the southern half of the study block is accessible only on 200 W and 100 W and not State Street, as the water line runs on the north side of the ROW providing water to the buildings on the north side of the corridor.



Existing Conditions

- New fire hydrants were installed in 2008 and 2009.
- All underground valves and valve boxes are in the ROW, ensuring the ability for proper maintenance and repairs.
- Underground secondary electrical lines (lateral or service feeders) supply electricity to the park and lights on the south side of the study block.
- Underground main lines supply electricity to all the businesses on the north side of the corridor in this study block, except for one residence at 44 N 200 W.
- Cast iron catch basins are in the streetscape for stormwater drainage. All manholes are in ROW for maintenance and repair access.

PEDESTRIAN AND VEHICULAR CIRCULATION



Negatively
Impacting
Downtown



Neutral



Positively
Impacting
Downtown

HOW DOES IT SCORE

Like the last study block, the central vehicular circulation occurs on State Street or SR-9; the primary difference for this section is a slightly elevated median that provides ample room for vegetation. 200 W on the west side of this block is more minor than State Street, with one lane of travel in each direction, a turn lane at State Street, and a parking lane on each side starting one-half block from state street.

100 W utilizes a stop sign instead of a traffic signal to cross the highway and has angled parking on both sides of the road, making for a narrower and calmer travel lane. Well-maintained narrow sidewalks cap both sides of the street above a six-inch curb.

ADA ramps are accessible at all marked crosswalks; however, the crosswalks are only presently paralleling State Street, and no bicycle amenities are present.

REAL ESTATE AND END-USER MIX



Negatively
Impacting
Downtown



HOW DOES IT SCORE



Neutral



Positively
Impacting
Downtown

The tenant mixture in this study block is less diverse than the first study block due to the abundance of in-front parking and large swaths of space utilized by the used car dealer.

Other tenants include a small market, home goods store, fast food diner, an adventure center, an assisted living home, and a few single-family homes. Two small commercial spaces with a history of service and retail use at approximately 117 W State Street are vacant. The City owns most of the block to the south of State Street. Additionally, there are plans by the municipality to build a multi-purpose recreational hall in this area.





Block 3



100 W and Main Street bisects this area to the east to the west and 100 N and 100 S on the north and south sides, with State Street bisecting the area as a major thoroughfare and commercial corridor. This study block has a 3,200 linear feet perimeter.

BUILT ENVIRONMENT



Negatively
Impacting
Downtown



Neutral



HOW DOES IT SCORE



Positively
Impacting
Downtown

Hurricane Valley Heritage Park and a local history museum and tourist information center border this study area. The north side of the study area has a Wells Fargo Bank, restaurant, barber shop, craft store, cafe, pawn shop, and a real estate agency office. This area has less land dedicated to parking lots than any other study area in this report.

The buildings across the street from the park are one story with similar form and position near the sidewalk or slightly recessed behind a small parking courtyard-like area. One building on the west side of this block is two stories with a hipped roof and stucco and stone exterior.

The Wells Fargo Bank, positioned on the eastern corner, uses almost 200 feet of street frontage for its parking lot and building combined, breaking up the continuous storefronts to the west.

URBAN DESIGN



Negatively
Impacting
Downtown



Neutral

HOW DOES IT SCORE



Positively
Impacting
Downtown

Block 3 is more inviting and conducive to pedestrian mobility and community gathering. The large park on the south side of State Street provides ample grass and shade with a sidewalk behind mature street trees.

Adding to the historical character of Hurricane, the local history museum's architecture and stone and iron fence bordering the public sidewalk are reminiscent of early Mormon settler architecture. The buildings across the street from the park, excluding the bank, are positioned next to the sidewalk, helping to define the corridor while inviting people to utilize the sidewalks. Street trees on this side of the street are smaller but help to shade the sidewalk for pedestrians.





Existing Conditions

INFRASTRUCTURE (based on known datasets)



Negatively
Impacting
Downtown



Neutral



HOW DOES IT SCORE



Positively
Impacting
Downtown

All infrastructure is in fair to good condition. There is no data for maintenance except for recent fire hydrant upgrades.

- *New fire hydrants were installed in 2008 and 2009*
- *Underground secondary lines supply electricity to the park and lights on the south side of the study block.*
- *All underground valves and valve boxes are in the ROW, ensuring proper maintenance and repairs.*
- *Above-ground secondary electric lines supply electricity to the buildings on the north side of the street, equating to the most overhead lines out of the study blocks.*
- *Cast iron catch basins are in the streetscape for stormwater drainage. All manholes are in ROW for maintenance and repair access.*

PEDESTRIAN AND VEHICULAR CIRCULATION



Negatively
Impacting
Downtown



Neutral



HOW DOES IT SCORE



Positively
Impacting
Downtown

Automobile circulation is centralized around State Street with limited left turn mobility due to a landscaped median. The side streets, 100 W and Main Street, are quieter, with one lane of travel in each direction with a turn lane in the median at intersections. State Street and Main Street intersection has a traffic signal, while 100 W and State Street utilizes a stop sign.



While the intersection of State and Main has a crosswalk, the 2021 walking survey of the area called this intersection out as one of the most dangerous. Pedestrian accessibility is greatest in this study area because of the park's network of pathways and open space away from the traffic of State Street. In addition, there is a four-direction crosswalk with ADA accessibility at Main Street and State Street, one of the few crosswalks across the Highway. Moreover, the General Plan recommends that 100 W south of State Street in this area be closed for greater pedestrian access. No bicycle amenities are present.

REAL ESTATE AND END-USER MIX



Negatively
Impacting
Downtown



Neutral



HOW DOES IT SCORE



Positively
Impacting
Downtown

Single-family detached homes exist on the north side of the study block, and the municipally owned public park exists on the southern edge. Private businesses operate along the north side of State Street. A bank, pet shelter, restaurant, craft store, and a real estate broker's office are tenants on the north side of the highway. Two retail spaces in the middle of the block are vacant, yet in the process of renovation.



Block 4



This area is bound by Main Street and 100 E to the West and East and 100 N and 100 S on the North and South sides, with State Street bisecting the area as a major thoroughfare and commercial corridor. This is the easternmost study block with a 3,200 linear feet perimeter.

BUILT ENVIRONMENT



Negatively
Impacting
Downtown



Neutral



Positively
Impacting
Downtown

HOW DOES IT SCORE



This study block has a variety of businesses. The south side hosts a health foods store, auto repair, tire shop, Mexican food restaurant, and canine recreation center and spa.

The north side of the study area has a laundromat, tanning salon, antique mercantile, florist, tattoo shop, and a short-term rentals. Over 50% of the land area of this block is paved for parking and driving with inconsistent building placement and form. A mix of parking between and in front of buildings, in combination with no landscaping or uniform setbacks, creates a cumbersome area to navigate by foot, bicycle, or vehicle.

The historic building on the corner of State Street and Main Street is the most defining structure in this area because of its traditional form and placement next to the sidewalk.





URBAN DESIGN



Negatively
Impacting
Downtown



HOW DOES IT SCORE



Neutral



Positively
Impacting
Downtown

The urban design of this specific area is non-descript except for the historic Main Street building north of the intersection with State Street. This two-story brick building has four storefronts and historic heritage apartments on the second floor. A well-maintained craftsman bungalow with large windows, brick and shingle exterior, and large roof overhangs, houses the canine recreation and spa center. Some other buildings show decay and discoloration on their stucco, detracting from the area's value and aesthetics.

INFRASTRUCTURE

(based on known datasets)



Negatively
Impacting
Downtown



Neutral



HOW DOES IT SCORE



Positively
Impacting
Downtown

All infrastructure is in good condition. There is no data for maintenance except for recent fire hydrant upgrades.

- *New fire hydrants were installed in 2008 and 2009.*
- *Water of smaller caliper (6" -10") mains in ROW are present on all streets in the study block.*
- *All underground valves and valve boxes are in the ROW, ensuring proper maintenance and repairs.*
- *Below-ground electricity is the primary method of power distribution, with just one short overhead secondary line connecting to a house at 83 E State Street.*

PEDESTRIAN AND VEHICULAR CIRCULATION



Negatively
Impacting
Downtown



HOW DOES IT SCORE



Neutral



Positively
Impacting
Downtown

Like the other study areas, the vehicular transportation is concentrated in the main corridor of State Street. However, strip mall-style development (parking in front with large building setbacks) on the north side of State Street that is oriented perpendicular to the corridor creates a terminal and narrow shaped parking lot wedged between other buildings, making vehicular navigation cumbersome—navigating as a pedestrian is similar here to the other study areas. A six-foot-wide sidewalk abutting the curbs with intermittent street trees and no bicycle amenities.

REAL ESTATE AND END-USER MIX



Negatively
Impacting
Downtown



Neutral



HOW DOES IT SCORE



Positively
Impacting
Downtown

On the south side of State Street, current tenants include a veterinary clinic, Mexican restaurant, and a car mechanic. There is a recently renovated vacant auto body shop or commercial garage space at 46 E State Street with a large parking lot in front. On the north side of the study area, there is a single-family home, a vacant lot, and a strip mall with a tanning salon and laundromat. In the historic building on the corner of Main Street and State Street, there is an antique mercantile and florist with vacant units to the north on the ground floor. The upper level of the historic building is a mixture of vacancies and overnight accommodations.



Block 5

BLOCK 5



This area is uniquely shaped compared to the other study areas, given the topographic features on the far eastern edge of Hurricane. Bound by 100 N and 100 S to the North and South, the east border of this area is defined partially following the northward curve of State Street (HWY 9), and then the border follows the rear property line of the parcels fronting S 100 E. mid-block.

BUILT ENVIRONMENT



Negatively
Impacting
Downtown



Neutral

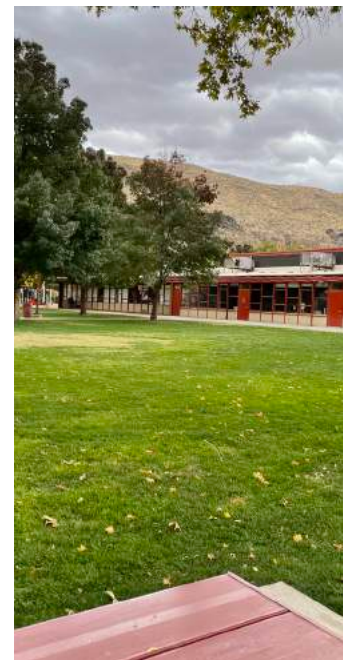


HOW DOES IT SCORE



Positively
Impacting
Downtown

Block 5 has a newly built veterinary hospital and maverick gas station situated across State Street from each other. North of the gas station are eight single-family residential properties. South of the veterinary clinic is four residential properties. State Street in the block curves northward, eventually perpendicular to the rest of the corridor to the west. A twelve-foot wide median with mature desert landscaping adds beauty to the streetscape while traffic calming around the curve of the Highway.



URBAN DESIGN



Negatively
Impacting
Downtown



HOW DOES IT SCORE



Neutral



Positively
Impacting
Downtown

This area has quality urban design, in part due to the well-designed maverick gas station with western styling and the veterinary clinic's craftsman styling. Both new developments have desert-appropriate landscaping with swales for sequestering stormwater runoff – an aesthetic and functional feature. Most of the homes in the study block are charming older homes with large trees and maintained yards.



Existing Conditions

INFRASTRUCTURE

(based on known datasets)



Negatively
Impacting
Downtown



Neutral



Positively
Impacting
Downtown

HOW DOES IT SCORE

All infrastructure is in good condition. There is no data for maintenance except for recent fire hydrant upgrades.

- *New fire hydrants were installed in 2008 and 2009.*
- *Water of smaller caliper (6" - 10") mains in the ROW are present on all streets in the study block.*
- *All underground valves and valve boxes are in the ROW, ensuring proper maintenance and repairs.*
- *Cast iron catch basins are in the streetscape and the veterinary hospital for stormwater drainage. All manholes are in the ROW for maintenance and repair access.*
- *Electrical mains run below ground to all businesses and homes except on E 100 N, where all the homes receive electrical overhead.*



PEDESTRIAN AND VEHICULAR CIRCULATION



Negatively
Impacting
Downtown



Neutral



Positively
Impacting
Downtown

HOW DOES IT SCORE

Like the other study areas, vehicular transportation is concentrated in the main corridor of State Street or SR-9. No crosswalks are available for crossing State Street in the study block, nor are there any bicycle amenities, demonstrating the auto centric design of the corridor. The space has been designed for the vehicle with little consideration for how bicyclists and pedestrians navigate the area, besides comfortable 9' wide sidewalks with ADA accessibility. Vehicle mobility through the parking lots is ample, with driveway access only present on 100 E for both lots due to the curve of the highway.

REAL ESTATE AND END-USER MIX



Negatively
Impacting
Downtown



Neutral



Positively
Impacting
Downtown

HOW DOES IT SCORE

The businesses in this block are Maverick gas station, Zion Veterinary Hospital, Ari Styles Hair Salon, and a short-term renal complex. The salon works out of a residential building tucked behind the gas station, and the area appears to have no vacant commercial spaces.



This area is south of the main corridor centered on Main Street and bound by 100 W and 100 E, and 200 S to the south. This is the southernmost study block with a 3,200 linear feet perimeter.

BUILT ENVIRONMENT



Negatively
Impacting
Downtown



Neutral



Positively
Impacting
Downtown

HOW DOES IT SCORE

This study block has many charming qualities typically found in the historic grid-style planning of early Mormon settlements. Notable features are present, including wide streets, mature trees, and historic homes worthy of historic protection. In addition, infill development in the form of ranch-style single-family homes and a Century Link facility at 53 W 200 S. A strip of small businesses on the west side of the main street working out of historic buildings help to tie the neighborhood to its historical roots.

The wide street on 200 S can feel undefined due to the large gravel parking strip on both sides of the road in the place of a curb and gutter. The gravel parking strip and lack of gutter make the neighborhood feel quaint and less urbanized, adding a rustic western motif while allowing stormwater to percolate naturally into the soil instead of being piped off-site. Blighting parcels exist, including the Century Link facility and dry vacant lots.

URBAN DESIGN



Negatively
Impacting
Downtown



Neutral



Positively
Impacting
Downtown

HOW DOES IT SCORE

The intermittent Victorian and Craftsman style historic homes are the greatest asset to this study block's urban design.





Existing Conditions

INFRASTRUCTURE

(based on known datasets)



Negatively
Impacting
Downtown



Neutral



Positively
Impacting
Downtown

HOW DOES IT SCORE

All infrastructure is in fair to good condition, yet a lack of capacity increase has been notated due to limited pipe sizes. There is no data for maintenance except for fire hydrant upgrades.

- Fire hydrant ages range from 1979 to 2012.
- Most electricity is supplied from primary overhead lines located mid-block at the rear property lines of residential parcels.
- The only stormwater infrastructure is a gutter on the west side of S 100 E.
- Potable water runs through a 6" cast iron line in the ROW.



PEDESTRIAN AND VEHICULAR CIRCULATION



Negatively
Impacting
Downtown



Neutral



Positively
Impacting
Downtown

HOW DOES IT SCORE

This neighborhood area is calm and has wide streets, including ample room for 30-degree angled parking. Sidewalks are only present on 100 W and Main Street, where there is a curb and gutter. Parking is ample, with angled parking on 100 W and Main Street and gravel parking strips on 200 S. Accessibility is limited on 200 S for those using mobility devices due to the gravel parking lanes without sidewalks.

REAL ESTATE AND END-USER MIX



Negatively
Impacting
Downtown



Neutral



Positively
Impacting
Downtown

HOW DOES IT SCORE

Chums headquarters, and the Main Street Café anchor the neighborhood businesses on Main Street. In addition, the Catholic thrift center, a roofing company, and Over the Edge Sports also have tenure in this study block. 132 S Main Street is a main street property with limited interaction to the street.



Transportation



Traffic Volume

Annual average daily traffic (AADT) is an estimation of how many cars travel along a specific street or street segment in a day. This number is typically derived by recording traffic counts for an extended period on a specific street. After the traffic counts have concluded, the numbers are examined and determined to be representative of normal traffic behavior, this data is then used to create an annual daily average.

The highest traffic volumes in Downtown Hurricane are recorded on State Street (SR-9) where it reaches up to 36,200 vehicles per day. State Street connects I-15, west of downtown, to Toquerville Boulevard (SR-17), which is the main access to Toquerville and La Verkin, as well as the entryway to Springdale and Zion National Park. SR-59 (100 S) has the second largest traffic volume in Downtown Hurricane (5,300 cars daily) where it connects to 100 E at the eastern edge of the study area. Other roads in downtown have lower traffic volumes remaining under 5,000 vehicles per day.

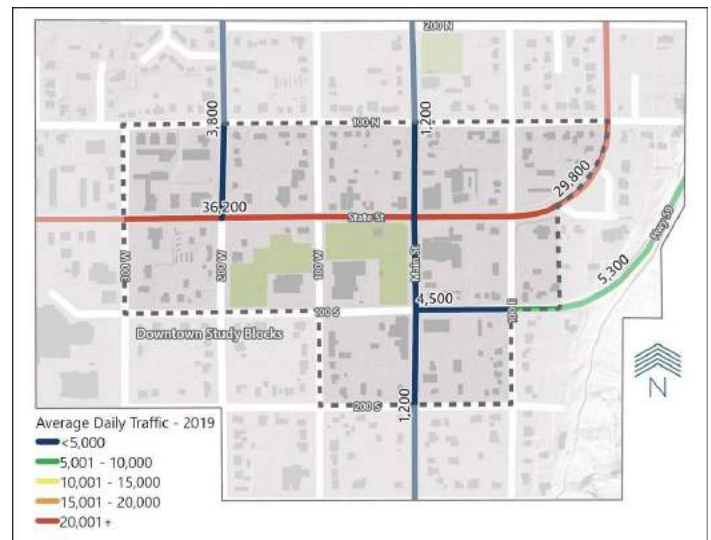


Figure 16: Average Daily Traffic Volumes (2019)



Truck Traffic Volume

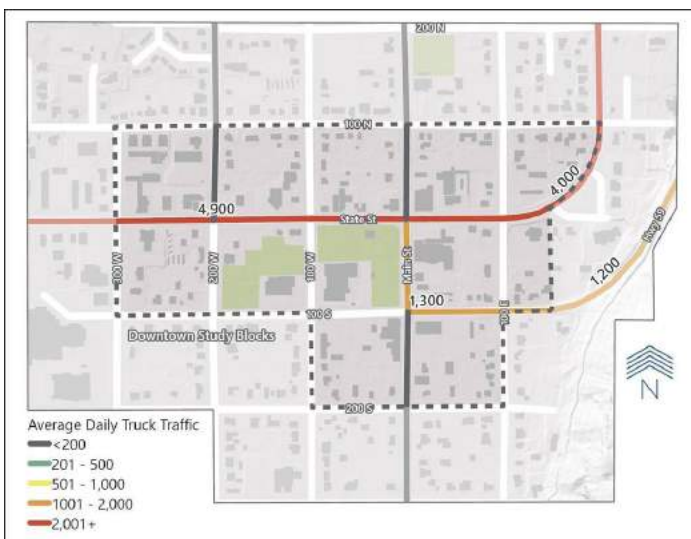


Figure 17: Average Daily Traffic Volume (2019)

State Street (SR-9) is also the main truck route in Hurricane. About 12.4% of the traffic on SR-9 is related to trucks. Trucking routes are essential to local and regional economies and the ability to move goods is a necessary component for a comprehensive transportation system. In Downtown Hurricane, accommodating large tractor-trailers as well as passenger vehicles can be a challenge. In general, tractor-trailers take up more space and require more time to come to a complete stop. Safety becomes a heightened concern not only for other vehicles but for non-motorists. High noise levels, road debris, and air pollution are also issues of concern. However, designated truck routes and urban design strategies can help mitigate these challenges.

All maps available in a larger format in the appendix



Bicycle Usage

Strava is an app that uses GPS tracking to record a variety of outdoor activities including cycling, running, walking, and other forms of active transportation. The company provides the GPS data in the form of geospatial data, providing a general idea of high-traffic corridors for active transportation (AT) such as biking and walking. It is understood that the data is representative of only certain segments and demographics of the population, such as expert bicyclists and those with access to mobile devices and does not by any means represent all active transportation users. However, it is beneficial to see where these AT trips are currently occurring in Downtown Hurricane.

State Street is the corridor with highest bicyclist usage in Downtown Hurricane, with up to 1,390 average yearly two-way trips. This represents potential conflict with car and truck traffic on the same route since bike lanes or other dedicated bicycle facilities do not exist along SR-9. The second most used corridor is 100 S which is a lower conflict alternative to State Street for moving cyclists east-west.



Pedestrian Usage

Strava data for pedestrians in Downtown Hurricane shows that State Street has the highest pedestrian usage as expected.

The area between 200 W and Main Street sees the highest number of people walking since it contains most of the main destinations in Downtown, including the Hurricane Valley Heritage Park Museum, the Hurricane City Leisure & Recreation building and park, Hurricane Theatrical, pickleball courts, and various commercial establishments. The second most trafficked street by pedestrians is Main Street followed by 100 W only between 200 S and 100 S. Most other streets in Downtown Hurricane are not used much by pedestrians. Pedestrian signal requests were evaluated for the existing traffic signals within the downtown area. These pedestrian requests are the number of times the crosswalk signal was called to allow pedestrians to cross

at the intersection. These requests represent the number of times pedestrians could cross the street at the signal and not the total number of pedestrians, since each request can allow for more than one pedestrians to cross.

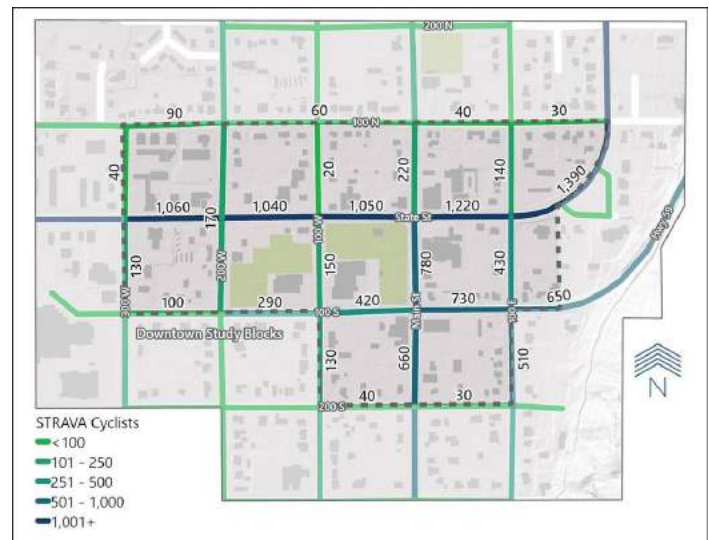


Figure 18: STRAVA Cycling Trips (2019) Yearly Two-way Trips

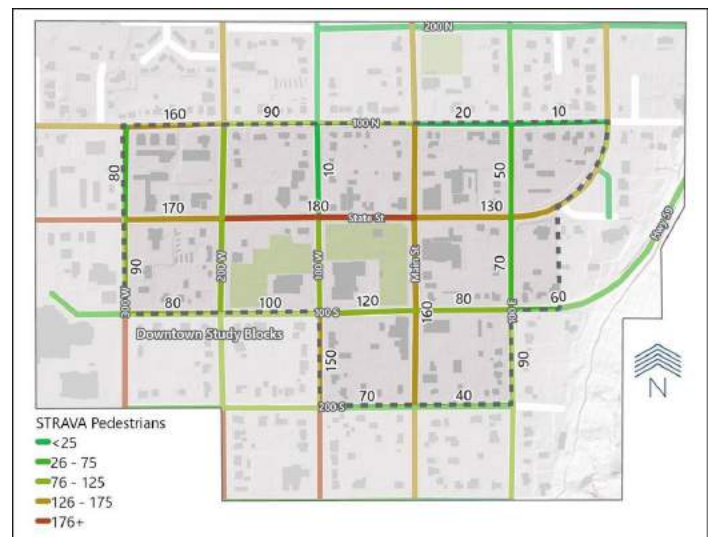


Figure 19: STRAVA Walking Trips (2019) Yearly Two-way Trips

02



MARKET ANALYSIS

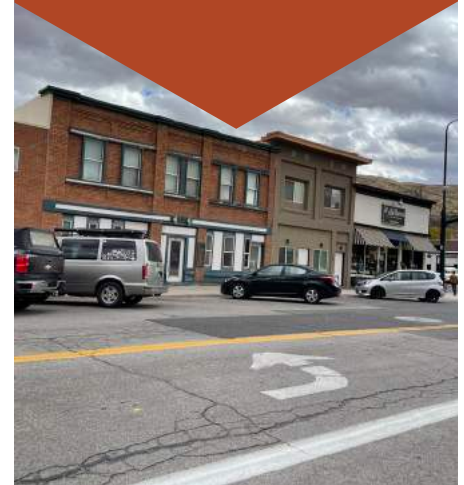




Hurricane City serves as one of several regional nodes for commerce, offering various services and amenities to the City, nearby communities, and visitors to Zion National Park. While it does meet most of the necessities and many of the desired purchases, the City is still missing several critical services and amenities that are causing residents to venture further away, towards Washington or St. George, or even further to fulfill a need.

These underserved amenities are causing residents to spend taxable dollars outside the local market, demonstrating a leakage. These missing services are called “gap” services or amenities, hindering the long-term growth of Hurricane’s economy.

The community must understand the most viable services or amenities to help the Downtown become a hub of activity and provide the highest use possible for properties. When reviewing market data and sales information, it is critical to remember there are two types of highest and best use, namely:



ROI Focused Use

This style of highest and best-use calculation is based on the return on investment (ROI), focusing on the most information generated with a property.



Civic-minded Use

This style of determination also includes qualitative factors, precisely elements necessary for vibrant communities and corridors. Often these elements have limited or no ROI yet are critical to the overall community health.

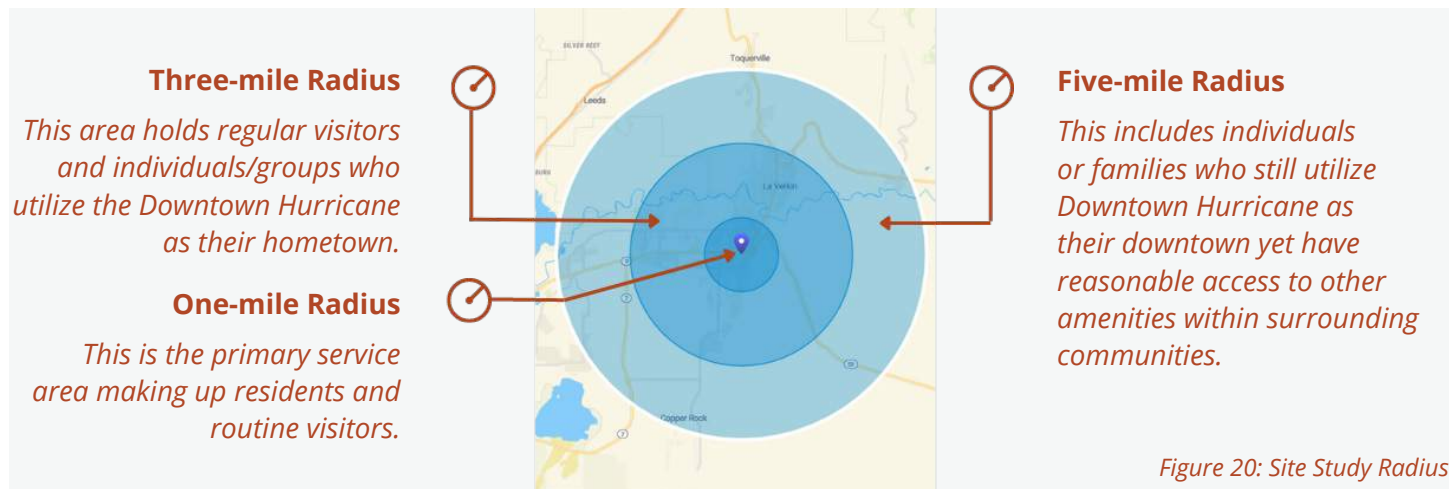
To determine opportunities for growth, the City must undergo a gap or market analysis, highlighting the potential end-users who can utilize the buildings or public spaces within Downtown, ultimately identifying the types of spaces needed. To identify these services, it is critical that the community better understand what services or amenities are being met within the community and what services residents have to travel for. By identifying these opportunity gaps, Hurricane can determine what will improve the quality of life for residents while preserving the existing businesses through limited competition.

Outlined in this section are data collected from the Claritas Market Analysis data, US Census Bureau, and other publicly available datasets. This information will be integrated within the formation from the existing conditions analysis and reviewed during recommendations preparation, ensuring the viability of critical elements or alterations.



Market Trade Areas

When preparing a market analysis, it is critical to identify a potential market demand or target market area. In the case of Downtown Hurricane, a draw radius of up to 5 miles was identified as the primary draw area. This area is demonstrated on the map in Figure 20 below. There are multiple municipalities within this drawing area, many of which utilize the services and amenities that Downtown Hurricane offers. Due to this nature, we provide information about a series of distinct trade areas up to a five-mile radius. The areas identified are:



All information and data outlined in the remainder of this chapter represent conditions as documented for the one, three, and five-mile radius as provided in Claritas Data as pulled on 03/30/2023. Conditions change, and expenditures fluctuate regularly. Updating this report annually or bi-annually with new data is recommended to ensure it remains current.

Missing Services & Amenities

Missing retail services within a community represent sectors in a market that are not meeting their fullest potential, specifically with the comparison between the amount of revenue captured and projected demand. For a small community to succeed, it must provide all necessary purchases and most of the desired services for residents. Without these goods and services, residents will be forced to travel for them, taking their valuable tax dollars to another location.

This section outlines the services and amenities identified as underserved within the target market areas (listed above). These identified sectors represent under-served services with either a potential for growth or start-up within Downtown Hurricane. Additionally, all missing services have been vetted as desirable or applicable to be placed within the one-mile.

Additional services have been underserved, yet they are not well situated for downtown or smaller-scale locations. Details about the style of service and required physical/socio-economic characteristics are provided for each service type. Each NAICS sector has significant variation within, both in terms of market demand and compatibility with the downtown area. Stakeholders should seek to recruit retail tenants that have gaps in supply, have positive growth outlooks, and foster pedestrian activity.

Auto-oriented businesses must be carefully designed within downtown areas, i.e., gasoline stations (NAICS 447), motor vehicle and parts dealers (NAICS 441), and non-store retailers (NAICS 454). While these three NAICS categories are not recommended as part of this Plan, the City should require that these establishments provide accommodations for pedestrians and micromobility users.



Start-Up or Growth Opportunities

Compounding Pharmacies and Drug Stores

This sector includes pharmacies and drug stores engaged in retailing prescription or nonprescription drugs and medicines, specifically retail pharmacies, apothecaries, drug stores, and on-site institutional pharmacies.



MISSING SERVICE	Supply Gap (1 mile)	Supply Gap (3 mile)	Supply Gap (5 mile)	5 Mile Gap as a % of Avg. Sales
Pharmacies and drug stores (NAICS 44611)	\$4,413,189	\$14,026,681	\$4,094,296	84.35%

Pharmacies and drug stores are a necessity and are already met somewhat within all three of the trade areas. Numerous establishments are located along SR 9, but none are located within Downtown. The lack of multimodal infrastructure creates an issue with accessibility between Downtown and nearby pharmacies.

The supply gap within the five-mile trade area could nearly support an average establishment in sales, and this is worth further exploration beyond the five-mile trade area. Moreover, as the area continues to grow in population, there will be a need for an additional establishment.

Convenience Stores

This sector includes convenience stores and food marts that sell a limited selection of necessity purchases (e.g., milk, bread, and snacks), excluding gas stations. Typical convenience stores provide necessity goods, and there is no existing supply within the one and three-mile trade areas. There is very limited supply within the five-mile trade area. The supply gap within the 5 mile trade area could nearly support two average establishments in sales. Theoretically, one could be placed on either end of Downtown. The City should promote locally-owned and moderate-income convenience stores to meet this sector.



MISSING SERVICE	Supply Gap (1 mile)	Supply Gap (3 mile)	Supply Gap (5 mile)	5 Mile Gap as a % of Avg. Sales
Convenience stores (NAICS 44512)	\$515,150	\$1,592,102	\$2,100,316	196.16%



Women's Clothing Stores



This sector includes stores that sell women's and girl's clothing, including maternity wear. These establishments may provide basic alterations. Clothing is a desire purchase and should be designed to compete with online retail by providing a niche retail experience.

There is substantial supply within all three supply trade areas, but all three still have opportunity gaps. The supply gap within the five-mile trade area could nearly support an average establishment in sales, and this is worth further exploration beyond the five-mile trade area. Moreover, as the area continues to grow in population, there will be a need for an additional store.

MISSING SERVICE	Supply Gap (1 mile)	Supply Gap (3 mile)	Supply Gap (5 mile)	5 Mile Gap as a % of Avg. Sales
Women's clothing stores (NAICS 44812)	\$486,382	\$1,659,544	\$563,280	63.96%

All Other General Merchandise Stores



This sector includes stores that primarily sell general merchandise, excluding department stores, warehouse clubs, superstores, and supercenters. Merchandise may include apparel, automotive parts, dry goods, hardware, housewares or home furnishings, and other lines in limited amounts, with none of the lines predominating. Examples include general stores, home and auto supply stores, and variety stores. Stores in this sector provide necessity goods, and while there is substantial supply within all three supply trade areas, all three still have opportunity gaps.

The supply gap within the five-mile trade area could nearly support two average establishments in sales, and this is worth further exploration beyond the five-mile trade area. Moreover, as the area continues to grow in population, there will be a need for an additional store.

MISSING SERVICE	Supply Gap (1 mile)	Supply Gap (3 mile)	Supply Gap (5 mile)	5 Mile Gap as a % of Avg. Sales
All other general merchandise stores (NAICS 452319)	\$468,048	\$2,161,879	\$3,106,629	161.17%



Shoe Stores

This industry comprises establishments primarily engaged in retailing all types of new footwear, excluding hosiery and specialty sports footwear, e.g., golf shoes, bowling shoes, and spiked shoes. Stores primarily selling tennis shoes or sneakers are included.



MISSING SERVICE	Supply Gap (1 mile)	Supply Gap (3 mile)	Supply Gap (5 mile)	5 Mile Gap as a % of Avg. Sales
Shoe stores (NAICS 4482)	\$464,479	\$1,538,936	\$2,087,198	186.56%

Clothing is a desire purchase and should be designed to compete with online retail by providing a niche retail experience. There is very limited supply within the five-mile trade area. The supply gap within the 5 mile trade area could nearly support two average stores in sales. Theoretically, one could be placed on either end of Downtown.

Jewelry Stores

This sector includes stores primarily selling new non-costume jewelry, sterling and plated silverware, and/or watches and clocks. These stores may also provide lapidary work and/or repair services. Jewelry is a desire purchase and should be designed to compete with online retail by providing a niche retail experience. While there is some supply within all three trade areas, there is still a very large opportunity gap at all distances.



MISSING SERVICE	Supply Gap (1 mile)	Supply Gap (3 mile)	Supply Gap (5 mile)	5 Mile Gap as a % of Avg. Sales
Jewelry stores (NAICS 44831)	\$457,637	\$1,595,805	\$1,740,313	134.83%

Moreover, given the niche nature of the jewelry sector, the trade area is much larger, especially for niche services like grandfather clock repair. The supply gap within the 5 mile trade area could very well support an average store in sales, and this should be investigated further for the possibility of a larger draw area.



Specialty Food Stores

This sector includes stores primarily selling specialized lines of food. Meat markets, fish and seafood markets, fruit and vegetable markets, other specialty food markets. Specialty food stores provide higher-end necessity goods, and there is a limited supply within the five-mile trade area. The supply gap within the 5 mile trade area could nearly support two average establishments in sales, and this will grow as the region continues to grow. Theoretically, one could be placed on either end of Downtown. The City should promote locally-owned stores to meet this sector.



MISSING SERVICE	Supply Gap (1 mile)	Supply Gap (3 mile)	Supply Gap (5 mile)	5 Mile Gap as a % of Avg. Sales
Specialty food stores (NAICS 4452)	\$358,157	\$1,105,774	\$1,463,842	159.98%

Snack and Non-Alcoholic Beverage Bars

This sector includes establishments primarily engaged in: preparing and/or serving a specialty snack, such as ice cream, frozen yogurt, cookies, or popcorn, or serving nonalcoholic beverages, such as coffee, juices, or sodas. These establishments may carry and sell a combination of snack, nonalcoholic beverage, and other related products (e.g., coffee beans, mugs, coffee makers) but generally sell a unique snack or nonalcoholic beverage. Examples include: beverage bars; carryout service doughnut, bagel, pretzel, and cookie shops with on-premises baking; coffee shops with on-premises brewing; and ice cream parlors.

Snack and non-alcoholic beverage bars are a mixture of niche and necessity goods, and these do not compete with online retailing. There is some supply within all three supply trade areas, but all three still have significant opportunity gaps. The supply gap within the five-mile trade area could nearly support four average establishments in sales, and this is worth further exploration beyond the five-mile trade area since Hurricane is a gateway to Zion National Park. These types of establishments are popular among travelers and families.



MISSING SERVICE	Supply Gap (1 mile)	Supply Gap (3 mile)	Supply Gap (5 mile)	5 Mile Gap as a % of Avg. Sales
Snack and non-alcoholic beverage bars (NAICS 722515)	\$354,086	\$1,617,355	\$2,359,578	384.52%



Electronics Stores

Electronics are an ever-changing market given the rapid evolution in technology available to the market. Moreover, recent market trends have increased niche retailing for this sector. This sector includes stores that sell:

- Products such as televisions, computers, and cameras;
- Single line of consumer-type electronic products;
- New electronic products in combination with repair and support services;
- New prepackaged computer software; and/or
- Prerecorded audio and video media, e.g., such as vinyl records.



Examples include cell phone accessories stores, consumer electronic stores, and computer stores.

Electronics are desire purchases and should be designed to compete with online retail by providing a niche retail experience. While there is significant supply within all three trade areas, there is still a very large opportunity gap at all distances. The supply gap within the 5 mile trade area could well support an average store in sales.

MISSING SERVICE	Supply Gap (1 mile)	Supply Gap (3 mile)	Supply Gap (5 mile)	5 Mile Gap as a % of Avg. Sales
Electronics stores (NAICS 443142)	\$335,225	\$2,297,116	\$3,512,062	125.48%

Luggage and Leather Goods Stores

This sector includes stores selling new luggage, briefcases, and trunks. These stores may also sell these in combination non-leather apparel such as belts, gloves, and handbags. Luggage and leather goods are desire purchases and should be designed to compete with online retail by providing a niche retail experience.

There is no supply within the five-mile trade area. The supply gap within the 5 mile trade area could well support two average stores in sales. Theoretically, one could be placed on either end of Downtown. National brands, whether sold by a local or national retailer, are the most popular products in this sector.



MISSING SERVICE	Supply Gap (1 mile)	Supply Gap (3 mile)	Supply Gap (5 mile)	5 Mile Gap as a % of Avg. Sales
Luggage and leather goods stores (NAICS 44832)	\$334,021	\$1,035,536	\$1,385,859	218.42%



Missing Service Typology Recommendations

As important as identifying the potential demand is outlining the requirements for each leakage. The below chart, Figure 21, shows the critical factors for each of the specified services. These statistics are based on national standards, and further research may be required to verify their applicability to the Hurricane local economy.

MISSING SERVICE	Recommended Square Footage	Recommended Community Size	Recommended Per Capita Income
Pharmacies and drug stores (NAICS 44611)	1,500 - 2,500	5,000	\$35,000
Convenience stores (NAICS 44512)	2,500 - 4,000	1,500	\$30,000
Women's clothing stores (NAICS 44812)	1,500 - 2500	10,000	\$40,000
All other general merchandise stores (NAICS 452319)	3,500 - 7,500	1,500	\$30,000
Shoe stores (NAICS 4482)	3,00 - 5000	4,000	35,000
Jewelry stores (NAICS 44831)	1,500 - 2,500	5,000	\$40,000
Specialty food stores (NAICS 4452)	5,000 - 10,000	3,000	\$35,000
Snack and non-alcoholic beverage bars (NAICS 722515)	3,000 - 5,000	5,000	\$30,000
Electronics stores (NAICS 443142)	3,000 - 6,000	5,000	\$35,000
Luggage and leather goods stores (NAICS 44832)	2,000 - 4,000	10,000	\$45,000

Figure 21: Missing Service Recommendations

The Claritas database provides all information from the above-outlined services. Market research or the Claritas database offers details about each amenity or category interpolated or reviewed.

Economic Impact of Missing Services or Amenities

Outlined below are calculations demonstrating the potential “leakage” of sales tax revenue to the City. The tax revenue calculations are based on a 1% City sales tax, and all estimates are provided per establishment. In addition to the 1% City sales tax, there is also a 4.85% Utah state sales tax, 0.35% Washington County sales tax, and 0.55% special district sales tax.

MISSING SERVICE	Average Revenue Per Utah Establishment (Source: 2017 Economic Census)	Potential City Sales Tax Capture (Per Establishment)
Pharmacies and drug stores (NAICS 44611)	\$4,853,671	\$48,537
Convenience stores (NAICS 44512)	\$1,070,702	\$10,707
Women's clothing stores (NAICS 44812)	\$880,723	\$8,807
All other general merchandise stores (NAICS 452319)	\$1,927,519	\$19,275
Shoe stores (NAICS 4482)	\$1,118,778	\$11,188
Jewelry stores (NAICS 44831)	\$1,290,712	\$12,907
Specialty food stores (NAICS 4452)	\$915,003 (US)	\$9,150
Snack and non-alcoholic beverage bars (NAICS 722515)	\$613,649	\$6,136
Electronics stores (NAICS 443142)	\$2,799,000	\$27,990
Luggage and leather goods stores (NAICS 44832)	\$634,500	\$63,450
Potential additional City tax revenue annually		\$218,417

Figure 22: Missing Service Economic Impact

All calculations are based on Claritas database information and US Census Bureau revenue per NAICS sector. The above data is provided to compare and demonstrate potential revenue capture for Hurricane, and all statistics will require additional investigation. The information above does not guarantee the tax capture for properties or businesses and is merely a projection based on available data.



Oversaturated Services

While Hurricane has a documented lack of services and amenities, the community does have several over-saturated services. Oversaturated services are grossly overselling the potential demand for the Downtown. Outlined below are the services that are quoted as most oversaturated for all three identified radii.

Oversaturated Service	1 Mile Radius	3 Mile Radius	5 Mile Radius
Building material and supplies dealers (NAICS 4441)	-\$19,825,073	-\$33,986,488	-\$42,349,014
Warehouse clubs and supercenters (NAICS 452311)	-\$15,781,421	-\$21,617,311	-\$23,060,641
Other general merchandise stores (NAICS 4523)	-\$15,313,373	-\$19,455,432	-\$19,954,012
Home centers (NAICS 44411)	-\$11,235,187	-\$22,624,074	-\$32,636,821
Other building material dealers (NAICS 44419)	-\$7,006,003	-\$9,410,590	-\$8,243,352
Home furnishings stores (NAICS 4422)	-\$3,717,370	-\$6,891,539	-\$7,627,943
Furniture stores (NAICS 4421)	-\$3,499,122	-\$5,968,610	-\$6,330,576

Figure 23: Oversaturated Services



By targeting end user clusters, the potential revenue per foot in a downtown is increased by 70%



Economic Opportunity Impacts

This section outlines recommendations for business or end-user types to attract into Downtown Hurricane. These recommendations are based on the market analysis and a detailed review of the currently vacant or underutilized buildings within the downtown area. The suggestions help identify tenant type, square footage, block location, and potential lease rates.

Recommended Use	Space Allocated in the building (sq. ft)	Potential Lease Rate (per foot)	Potential municipal revenue capture per foot
Pharmacies and drug stores (NAICS 44611)	6,500	\$20.00	\$7.46
Convenience stores (NAICS 44512)	5,000	\$18.00	\$2.14
Women's clothing stores (NAICS 44812)	2,000	\$15.00	\$4.40
All other general merchandise stores (NAICS 452319)	7,500	\$15.00	\$2.57
Shoe stores (NAICS 4482)	1,500	\$17.50	\$7.45
Jewelry stores (NAICS 44831)	2,000	\$20.00	\$6.45
Specialty food stores (NAICS 4452)	5,000	\$15.00	\$1.83
Snack and non-alcoholic beverage bars (NAICS 722515)	1,500	\$17.50	\$4.09
Electronics stores (NAICS 443142)	5,000	\$20.00	\$5.60
Luggage and leather goods stores (NAICS 44832)	2,000	\$15.00	\$3.17

Note: The above-quoted rates are outlined as regional standards. Further review is required for market condition applicability.

Figure 24: Economic Opportunity Impacts

03



PUBLIC INPUT SYNOPSIS



PUBLIC INPUT SYNOPSIS



Public input is the cornerstone of any civic-minded project, and the Hurricane City Downtown Plan is no different. Engagement with the public started early in the process and was a constant touchpoint throughout the entire process. Outlined below is the process that was utilized, and the results achieved.

The Process

The process utilized for the Hurricane City Downtown Plan followed the VAK (Visual, Auditory, Kinesthetic) model. Through this model, we were able to tailor feedback models to methods for which the public was comfortable with. Additionally, a test, refine, and repeat model was utilized, ensuring that public opinion was integrated throughout, ensuring the public's vision was met at every stage. Outlined below is the process that was utilized:

1. **Community values surveying**
2. **Stakeholder and one-on-one meetings**
3. **Community event participation**
4. **Community Visioning Workshops**
5. **Draft Recommendations**
6. **Community Feedback Survey**
7. **Final report presentation**

The Results

Due to the efforts of the public and stakeholders, engagement and feedback was an outstanding success. Some critical statistics include:

- **A total of 622 responses were completed for the community visioning survey.**
- **6 different stakeholder meetings were held.**
- **More than 47 individuals and families provided feedback at 3 public workshops across business owners, elected officials, and community member groups.**
- **128 members of the public participated over two meetings providing community visioning input and feedback, producing over 500 comments.**
- **A total of 220 responses were received for the community feedback survey.**

Additional data from public input events is provided in the appendix section

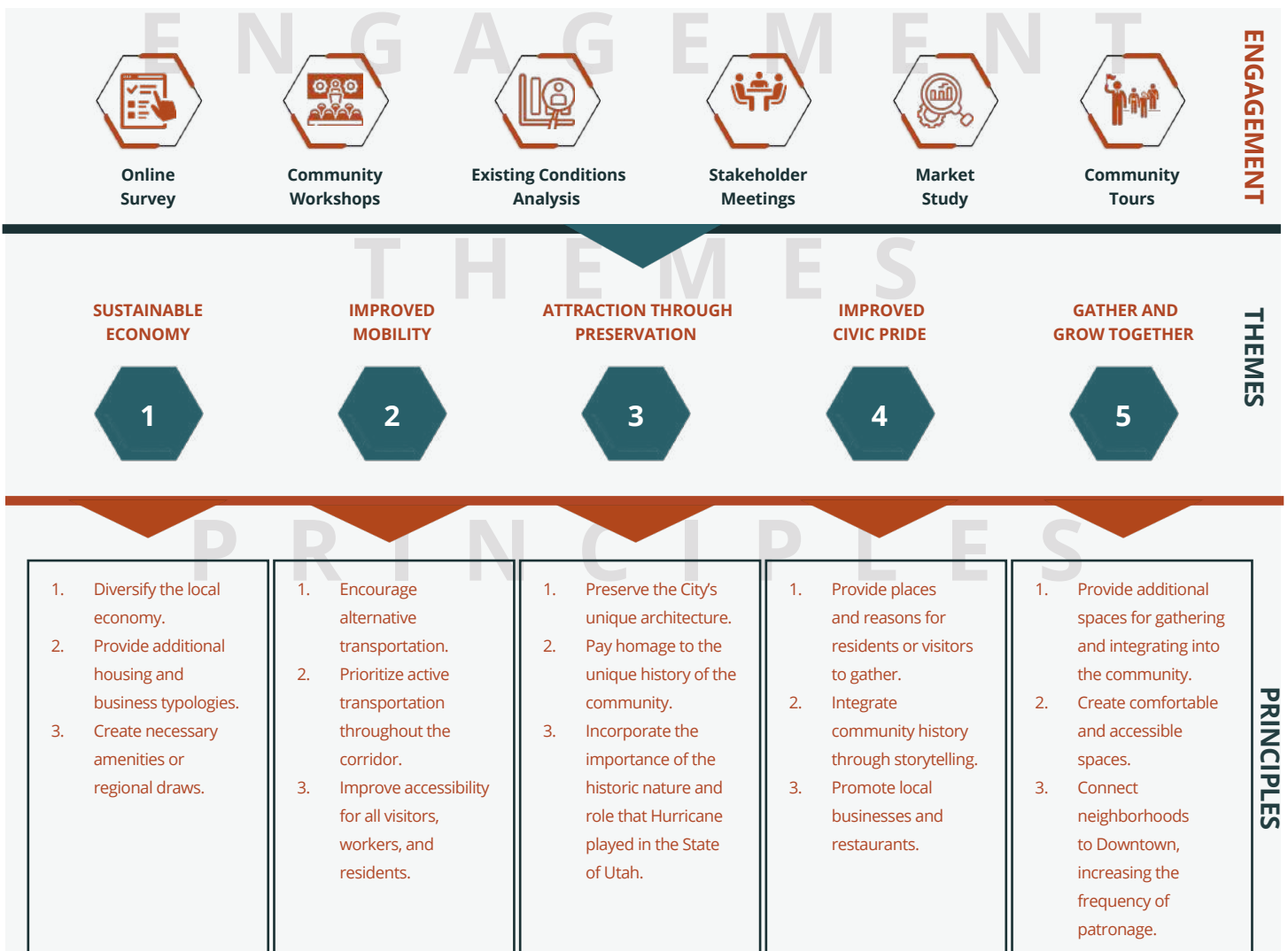


Community Character Elements

Outlined below are some of the critical community character elements determined through public engagement process. These elements were compiled and extrapolated from input surveys, community charrette notes, online comments, and other feedback methods to demonstrate the overall vision of the community:

- Residents enjoy the small-town atmosphere of Hurricane City.
- There are concerns that revitalization efforts and development will detract from the small-town feel of the community.
- 33.8% of residents have lived in the community for one to five years.
- 37.4% of respondents visit Downtown area daily.
- 75.1% of respondents stated there are not enough service and retail options in Downtown.
- Of the second survey respondents, 72.9% indicated a desire for date night dining options as a priority.
- 89.9% of survey respondents support further downtown revitalization in Hurricane City.
- 71.8% of survey respondents indicated that improved retail and service opportunities in Hurricane City would make Downtown more vibrant.

Plan Themes



04



DRAFT RECOMMENDATIONS





Revitalization Recommendations

In the previous chapters, highlighted information has been prepared to outline the current Downtown conditions and a desired future for Downtown. These two items serve as both the beginning and terminus of a path forward for the community. However critical these steps are, they are not actionable or implementable without a series of detailed and attainable recommendations that will document a concise pathway between the two identified points. Outlined in this chapter are recommendations that will help drive Downtown and the community forward, achieving their goals to make a vibrant, attractive, and inviting downtown.

All recommendations outlined in this chapter are crafted to help revitalize or amend the community based on the results of the public input received during the extensive input campaign. Recommendations are broken down into categories to offer background data and information for each recommendation. The below information is provided for each recommendation:

- ☒ **Name/Topic of the recommendation**
- ☒ **A detailed explanation of the recommendation**
- ☒ **Justification for the recommendation**
- ☒ **What issues or concerns will the recommendation address**
- ☒ **Anticipated benefits from completion**



The implementation chapter will provide further details about each recommendation's timing, roles, and responsibilities, such as:

- ☒ **Timing and strategies for implementation**
- ☒ **Integration and cooperation necessary between community partners**





Land Use Recommendations

This section outlines recommendations for Downtown’s current and future land use, as outlined in Figure 25. These recommendations are created to help provide a series of changes to the land-use designations within Downtown that will drive catalyst changes and ensure enforceability. A list of proposed recommendations is as follows:

1. **Implement a vacant property ordinance.**
2. **Create a Downtown mixed-use zoning district, allowing and encouraging a variety of uses on upper floors such as dwelling units, office spaces, and studios.**
3. **Create an overlay zone for Downtown (specifically related to form-based codes).**
4. **Alter local ordinances and zoning to require retail or service-based industries in Downtown.**
5. **Update zoning and ordinances to ensure a minimum Floor Area Ratio (FAR) is met.**

Detailed information about each of the above-outlined recommendations is provided below:

1. Implement a vacant property ordinance

A vacant property ordinance will allow the community to better regulate the use of spaces (both indoor and outdoor) within Downtown. Through this effort, the community can ensure that maximized tax revenue is collected from sales and real estate. The proposed elements of a vacant property ordinance should include the following:

i. Name/Topic of the recommendation

Limiting the potential uses or end-users in a building will limit the potential impact for less impactful uses. For example, storage and unused spaces should not be allowed on retail window-facing or ground-floor spaces within downtown properties.

ii. Requirements for building use

Thresholds (minimum and maximum) for vacancy tenure – This part of the ordinance would focus on providing a set of guidelines for properties that are choosing to be vacant, specifically:

- *Documenting the minimum requirements for marketing the properties.*
- *Outlining the maximum time frame a property can be left vacant without adequate marketing or attempts to re-lease.*

iii. Document what a “used” building entails

As critical as the requirements for reducing vacancies is the definition of what a used property entail. This definition should include necessary language that will clearly and concisely define characteristic traits of what a user (or non-vacant) property requires. Special emphasis should be provided on the presence or appearance of spaces, not dictating the exact use of non-visible spaces.

iv. Provide incentives and penalties for compliance issues

As critical as the requirements for reducing vacancies is the definition of what a used property entail. This definition should include necessary language that will clearly and concisely define characteristic traits of what a user (or non-vacant) property requires. Special emphasis should be provided on the presence or appearance of spaces, not dictating the exact use of non-visible spaces.



2. Create a Downtown mixed-use zoning district, allowing and encouraging a variety of uses on upper floors such as dwelling units, office spaces, and studios

A mixed-use zoning district should be established within Downtown. This will require an amendment to the current zoning code and map. Creating a mixed-use zone will encourage all floors of Downtown buildings to be utilized.

The activation of upper floors within a downtown benefits the community's overall economy but it also benefits the specific property owner by providing the owner with a more diversified source of income from the property. Upper floor uses can include professional services, office spaces, studios, housing and more, depending on the space available and other site aspects.

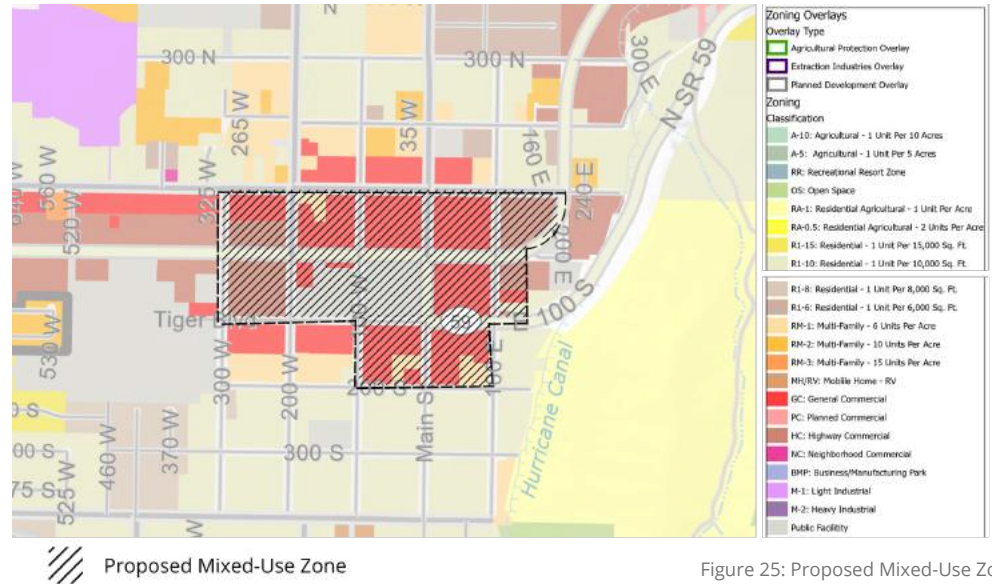


Figure 25: Proposed Mixed-Use Zone

3. Create an overlay zone for Downtown (specifically related to form-based codes)

An overlay zone applies special zoning regulations over previously established zoning districts. Creating a new overlay zone will allow the City to implement the most successful parameters for Downtown while maintaining the previously determined requirements with the other zoning districts. All future development and redevelopment within Downtown will be subject to, and be able to take full advantage of, the new regulations. This is anticipated to impact newly constructed buildings, grandfathering existing uses in place. The proposed overlay zone would implement Form-Based Code regulations and the existing zoning requirements within Downtown.

4. Alter local ordinances and zoning to require retail or service-based industries in Downtown

This recommendation is provided as a method for helping to improve the utilization of space within Downtown. By implementing a retail or service-based industry, first-floor requirement, the community will be able to ensure Downtown properties maximize visibility and provide the most economic impact possible. Additionally, the efforts of ensuring retail or services-based industries on the first floor will drive the appearance of full store fronts, demonstrate viability of the corridor, and improve ADA accessibility, ensuring access for all users.



5. Update zoning and ordinances to ensure a minimum Floor Area Ratio (FAR) is met

This recommendation will ensure that downtown development or redevelopment maximizes the economic impact on the community. This will require an increase in the floor area ratio, or land covering percentage, to allow for greater density. FARs of 1 or higher represent square footage that meets 100% lot coverage. Square footage calculations are based on occupiable space, as determined on your occupancy permit.

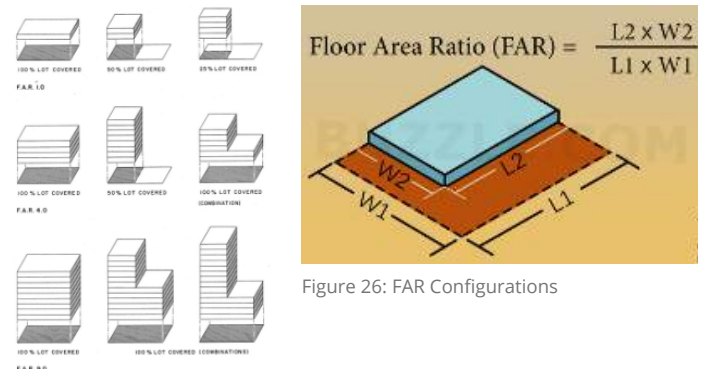


Figure 26: FAR Configurations

For example:

a. A 10,000 Sq Ft single-story building on a ½ acre lot would have the following calculation – 10,000 Sq Ft of building / 21,780 Sq Ft of lot size = FAR .459

b. A 30,000 Sq Ft building (2 floors at 15,000 Sq Ft each) on a ½ acre lot would have the following calculation – 30,000 Sq Ft of building / 21,780 Sq Ft lot size = FAR 1.37

Increasing the FAR calculations will be important to improve usable space in Downtown and even integrate housing. Outlined in Figure 27 is the proposed FAR calculation to be achieved by different tenant/building types:

While this list is not exhaustive, it should set the minimum calculations allowed for permitting during the City's business/building permitting process. Incentives for increased FAR could include reduced parking requirements or qualification. Special consideration should be given for buildings with a FAR of .75 or higher, to reduce parking. See page 83, recommendation 7 for further details.

Building Use	Floor Count	FAR
Retail	1 Floor	.75 - .90
	2 Floors	1.15 - 1.75
Commercial	1 Floor	.65 - .80
	2 Floors	1.05 - 1.3
Service/Restaurant	1 Floor	.60 - .80
	2 Floors	1.25 - 1.40
Residential (stand-alone)	1 Floor	.65 - .80
	2 Floors	.95 - 1.25

Figure 27: FAR Ratios by Building Use

Here are a few considerations to consider when calculating FARs for buildings:

- ✓ FAR's do not include parking or exterior hard surfaces in their calculations.
- ✓ ROW or other space calculations are not calculated in the FAR calculations.
- ✓ A FAR calculation should be conducted for all redevelopment or new construction.
- ✓ Outdoor dining spaces for restaurants (including decks and other above-ground spaces) should be calculated in the FAR.

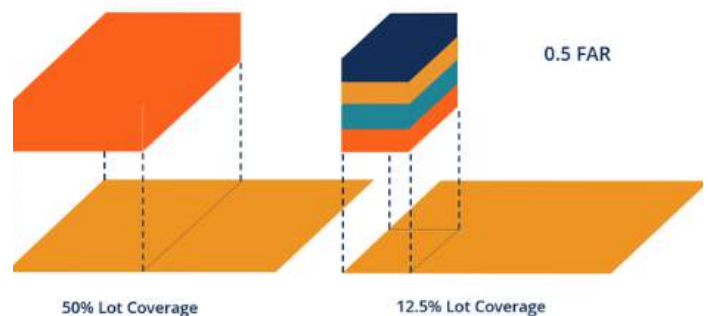


Figure 28: Lot Coverage Equivalencies



Built Environment Recommendations



Outlined in this section are recommendations relating to the built environment of Downtown. These recommendations are crafted to help implement necessary changes to the community's vision for the overall look, feel, and atmosphere of Downtown Hurricane. A list of proposed recommendations is as follows:

1. **Update and enforce signage regulations.**
2. **Create downtown design guidelines.**
3. **Create mid-sized, hard-surface community gathering spaces in Downtown.**
4. **Incentivize the development of mixed-uses for developers acquiring underutilized downtown properties.**
5. **Work with local realtors to create a downtown properties marketing database.**
6. **Implement an annual façade program.**
7. **Preparation and implementation of form-based code, specifically in the Downtown overlay zone**

Detailed information about each of the above-outlined recommendations is provided below:

1. Update and enforce signage regulations

Creating unified and comprehensible signage code will drive a distinct Downtown look and feel. In addition, updating sign regulations will provide a clear and consistent review framework. These guidelines will help ensure the proposed signage accentuates Downtown, furthering the area's brand.

These downtown design guidelines will help define a sense of place and can be further personified in the proposed downtown design guidelines. Samples of appropriately integrated signage in successful downtowns are provided below:

Some regulations to consider are:

- ✓ No more than three (3) colors for small or medium-sized signage
- ✓ Limited window-mounted or painted signage
- ✓ Limited text on signage, preferring logos and graphics for storytelling and identification
- ✓ Non-internally light signs, preferring ornate and accurate hook or overcast lighting
- ✓ Informational or LED scrolling signage should be discouraged; and
- ✓ Marquee or other attention-grabbing signage should be encouraged at critical intersections

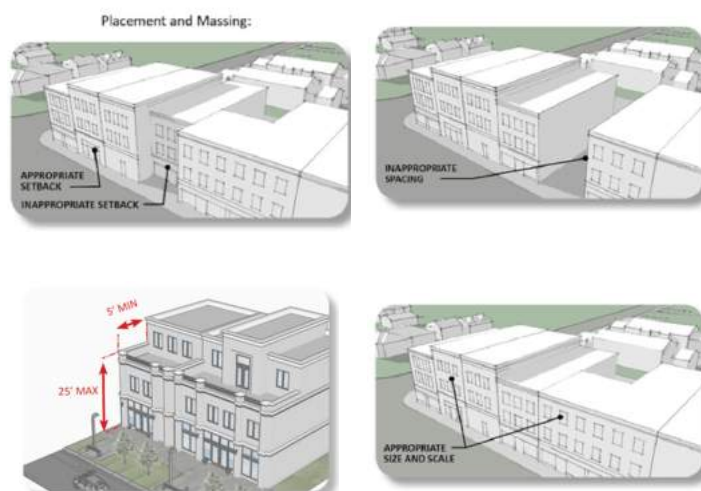




2. Create downtown design guidelines

Preparing this community-driven document yields a defined and implementable “look” for Downtown. These elements will help promote an attractive and inviting atmosphere, encouraging individuals to spend more time downtown. Often, a successful set of design guidelines must be specific and place-based. Elements proposed to be included are:

- ✓ District elements and typology
- ✓ Architecture typology
- ✓ Architectural styles details
- ✓ Forming and massing of architectural elements
- ✓ Incremental development
- ✓ Before and After renderings
- ✓ Façade elements
- ✓ Signage requirements
- ✓ Site amenities and vegetation guidelines



Uses	Districts					
	Big Box Store	Medium Intensity Strip Mall	Medical Office	Mixed-Use Retail	Mid-Rise Residential	Village Residential
Residential & Lodging						
Residential				●	●	●
Hotel & Inn	●	●	●	●	●	●
Residential Care				●	●	●
Civic						
Assembly			●	●	●	●
Transit Station	●	●	●	●	●	●
Hospital & Clinic		●	●	●	●	●
Library/Museum/Post Office (no distribution)	●	●	●	●	●	●
Police & Fire	○	○		○	○	○
School				●	●	●
Retail						
Neighborhood Retail	●	●		●		
General Retail	●	●		○		
Outdoor Sales Lot						
Service						
Neighborhood Service	●	●	●	●	●	●
General Service	●	●				
Vehicle Service				○		
Office & Industrial						
Office	●	●	●	●	●	●
Craftsman Industrial	●	●	●	●		
Infrastructure						
Parking Lot	●	●	●	●	●	●
Parking Structure	●	●	●	●	●	●
Utility & Infrastructure	○	○	○	○	○	○
Open Space	●	●	●	●	●	●
Accessory Uses						
Home Occupation	●	●	●	●	●	●
Outdoor Storage of Goods				●		
Parking Lot	●	●	●	●	●	●
Parking Structure	●	●	●	●	●	●

Figure 29: Design Guideline Example Graphics



3. Create mid-sized, hard-surface, community gathering spaces in Downtown

Public spaces are where a community gathers, integrates, and connects. For Hurricane, it is recommended that a series of public gathering spaces be created, helping to guide and encourage further downtown exploration. Depicted below are the proposed sites and amenities for each:

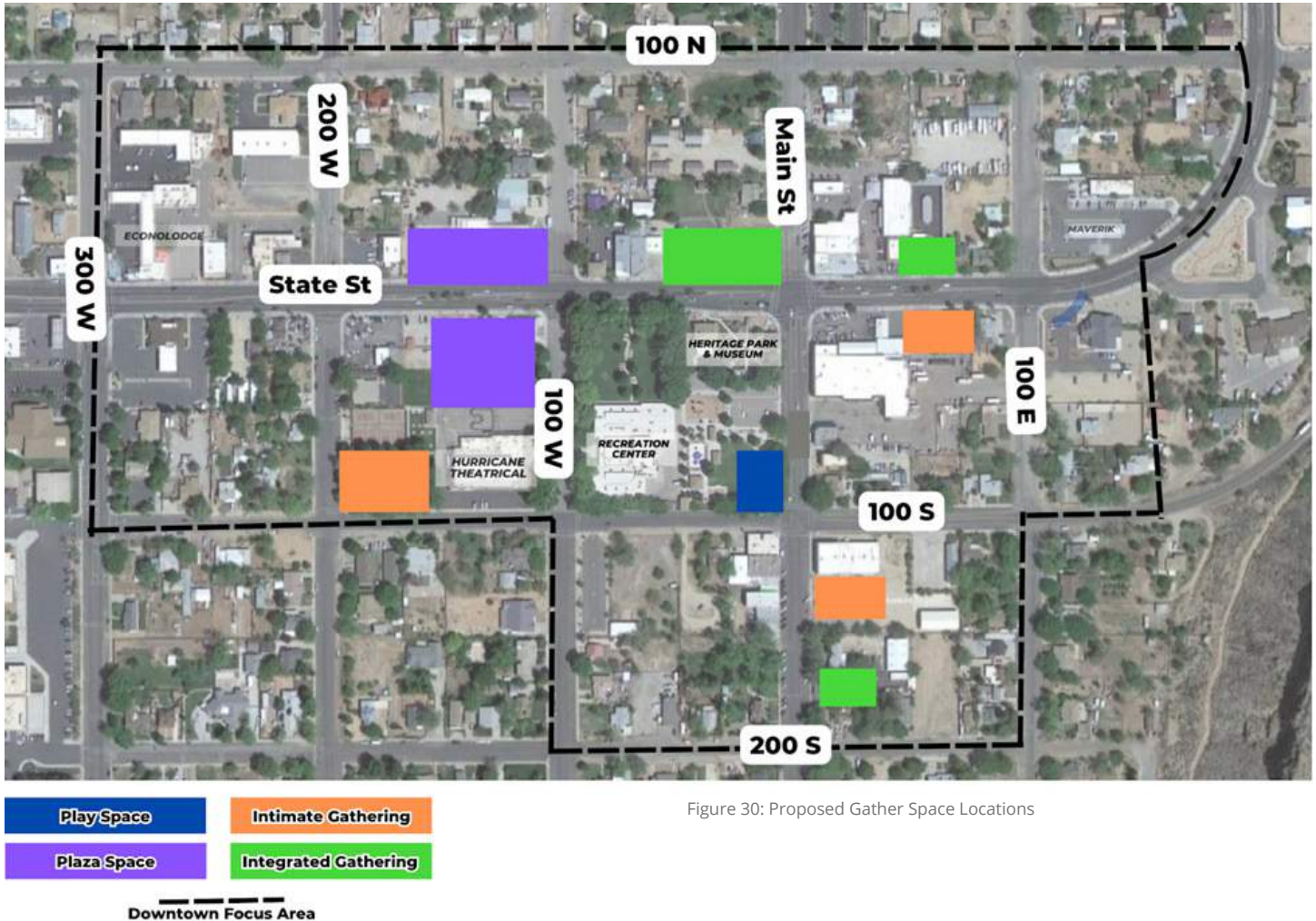


Figure 30: Proposed Gather Space Locations

Critical gathering spaces include:



DOWNTOWN PLAY SPACE	COMMUNITY PLAZA	INTIMATE GATHERING SPACE	INTEGRATED GATHERING SPACE
This space is meant to enrich the experience for kids, providing passive play opportunities and allowing families to stay downtown for a more extended period.	Community plazas are multi-purpose, providing the community with a space to eat, congregate, and enjoy time together. Plazas are also equipped to accentuate areas where people can spend more time and enjoy the attributes of Downtown.	These gathering spaces are meant for smaller groups, highlighting the opportunity to have private or quiet conversations right in the middle of all the action happening around them.	Integrated gathering spaces are places where people can quickly stop and enjoy the sights, sounds, and experiences of Downtown Hurricane. These amenities should focus on unique elements to draw in users while providing comfort.



4. Incentivize development of mixed-uses for developers acquiring underutilized downtown properties

Incentivizing property owners and/or developers to acquire, renovate or revitalize buildings is often met with a series of roadblocks, perceived or realized. To assist this, we recommend a series of incentives that have various fiscal and non-fiscal impacts, matching the anticipated return on investment (from the municipality) to the elements offered. When offering incentives to owners and developers, non-financial opportunities must be considered first and more frequently than budgetary incentives. Providing municipal officials and developers with a sample spreadsheet of opportunities is often the first step. However, when preparing these sheets, it is important to document how many items of each category can be selected, limiting the fiscal impacts on the overall community. Some sample incentives are as follows:

Concession Type	Concession	AGENCY		
		Municipality	Property Owner	CRA/DDA/BID
Financial	Offer owner financing (purchase)			
Financial	Provide Sq. Ft. cost for rehab work (maximum)			
Financial	Offer facade or signage construction assistance			
Financial	Partner on grant applications to DEP			
Financial	Provide options for low-interest collective loans			
Financial	Offer tax abatement for necessary businesses			
Select 2 from above				

Figure 31: Financial Incentives

Concession Type	Concession	AGENCY		
		Municipality	Property Owner	CRA/DDA/BID
Non-Financia	Offer business marketing assistance (digital)			
Non-Financia	Allow sub-let of unused space			
Non-Financia	Market and maintain database of properties			
Non-Financia	Organize community clean up days			
Non-Financia	Coordinate downtown-wide sales or events			
Non-Financia	Create a "shop local" spreadsheet for retail			
Select 2 from above				

Figure 32: Non-Financial Incentives



5. Work with local realtors to create a downtown properties marketing database

Helping property owners market their available buildings in a user-friendly and concise manner is an essential step towards increased utilization.

It is recommended that the City partner with local realtors to prepare and market files or dedicate a municipal staff to serve as the single point of interaction, empowering downtown property owners to become more active and engaged.

Below is a series of actionable goals to achieve this recommendation:

- ✓ **Create a customized website (custom website or database)**
- ✓ **Develop an interactive map of Downtown properties.**
- ✓ **Database links for assessor and parcel data**
- ✓ **Downloadable property flyers (marketing or one-off sheets)**
- ✓ **Contacts for leasing/owner agents**



201 E. 7TH ST

Community details:
The City of Walsenburg is a diverse community with a structurally intact downtown corridor boasting unique architectural styles. Additional socio-economic or demographic factors are outlined below:

- Average median household income of \$29,554
- 19% of residents hold a bachelors degree or higher
- Average age of 40.6 years old
- An average of \$4,494.40 spent annually on "Food away from home"
- 15.1% of residents work from home
- Underutilized services include:
 - Building materials and supplies
 - General merchandise and clothing stores
 - Furniture and home furnishings stores
- Community has a regional draw and three access points to I-25 within 3 miles of downtown.

The building is in acceptable condition and includes many of the fixtures or equipment in the purchase price. Since the building has been vacated, the structure has been maintained with utilities left turned on, preserving the structure.

- Large parcel of land available for development
- Primary structure design purpose was educational
- Property can be rezoned to fit redevelopment or rehabilitation purposes
- 50,000+ sq ft of space for rehabilitation



PROPERTY HIGHLIGHTS

- 1,100 vehicles drive past the property daily
- Ample space for redevelopment or reconstruction
- Convenient access to downtown and interstate

BUILDING HIGHLIGHTS

- Available lots can provide ample parking opportunities
- Strong masonry shell can support many uses
- Retail and frontage windows to support a myriad of end users

— Page 2 - 415 Walsen Ave —

Partially funded by USDA Rural Development

Figure 33: Property Database Document Example

Helping prepare this type of marketing program is not cheap or quick, yet it is effective in quickly achieving more utilized buildings. To help streamline this community effort, due diligence reports should be prepared for all underutilized properties. These reports can be linked to the website and offer a downloadable flier for each. Information to be included in the reports includes:

- ✓ **Property address and imagery**
- ✓ **Allowable uses and zoning**
- ✓ **Building information (e.g., age, uses, permits)**
- ✓ **Daily traffic counts**
- ✓ **Floor plans (if available)**
- ✓ **Succinct tax and assessor information**
- ✓ **Community data or socio-economic information**

Preparing these reports will provide property searchers and developers with applicable data for lease and purchase opportunities within Hurricane. With this information, the awareness of the current community conditions and market can be shared to a broader reach.



6. Implement an annual facade program

Facade programs are often the most profitable investment a small to medium-sized community can implement, helping drive revitalization. The annual facade program recommendation is to identify potential funding sources, prepare a necessary framework, and implement a matching facade program.

Details about the proposed program are outlined below:

a. Utilize a USDA or CDBG funding application to provide seed funds for the projects.

b. 50/50 match, up to \$10,000 per addressed property

c. Eligible elements include:



The community can begin revitalizing Downtown properties through this program. Additional consideration should be given to areas along the alleyways, encouraging property owners to create “flow-through” businesses, increasing alleyway access, and driving safe pedestrian circulation. Below is the proposed priority map for facade improvements:

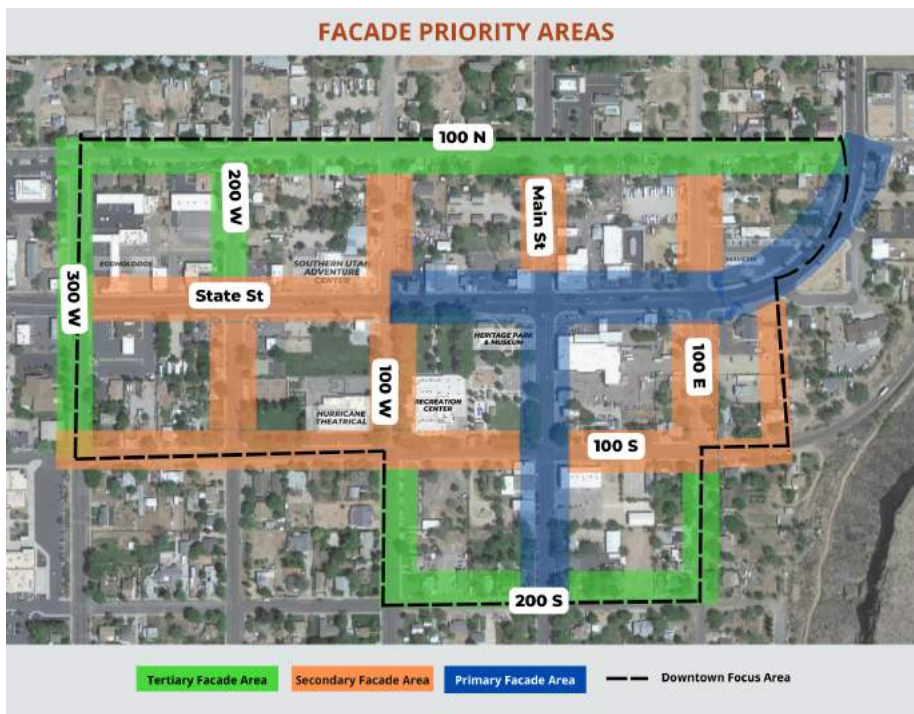
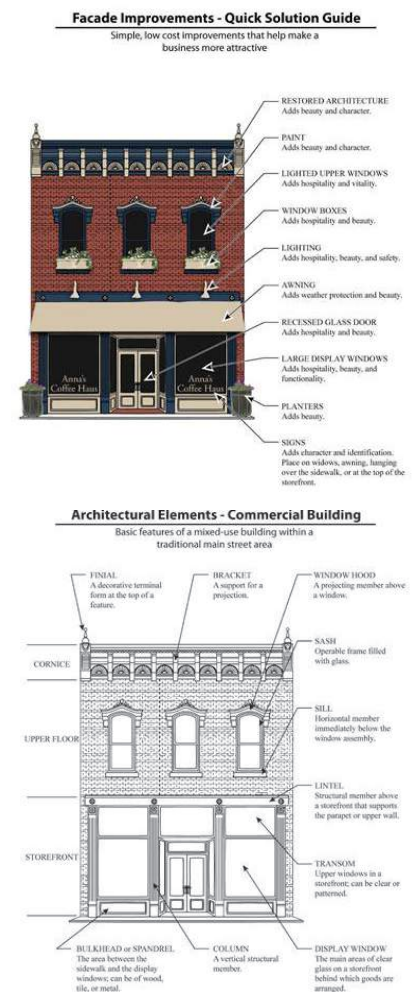


Figure 34: Property Database Document Example

The proposed facade grant program participation process includes the following:

1. Preparation of a simple 2-page application (including cost estimates or contractor quotes)
2. Scoring and ranking of properties based on leveraged funds, project readiness, and community impact.
3. Grant agreement preparation and approval
4. Expenditure of funds and reimbursement every month

The graphics below highlight various façade elements.



Above images provided in appendix section in larger size



7. Preparation and implementation of form-based code, specifically in the Downtown overlay zone

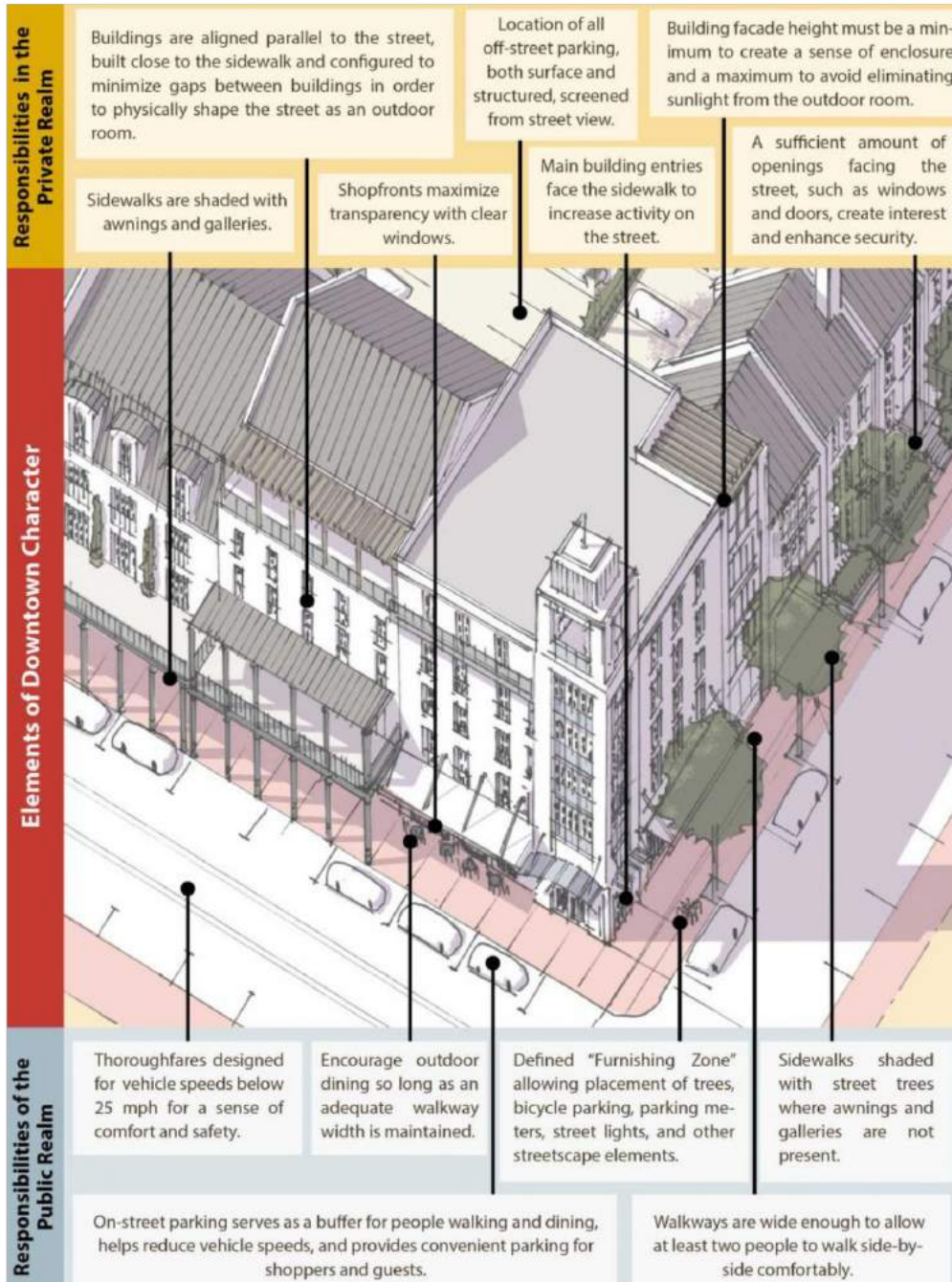


Figure 35: CNU Form Based Code Explanation

As a downtown district grows, adapts, and evolves, it will require flexibility in the types and styles of buildings provided. While the historical character is of critical importance, the forming and massing of a building can change while retaining the same character.

To support this, it is recommended that a form-based code be prepared and implemented within the proposed downtown overlay zone. The overlay zone will allow for enforcement of the form-based codes within the defined area. Implementation of a form-based code in Downtown will result in a hybrid code for the City. Samples of successful form based code can be found at the Wasatch Front Regional Council website.

Form-based code is an alternative to conventional zoning that enables a more predictable built environment. Rather than regulating land uses, form-based code governs the relationship between buildings and the public right-of-way, the form and mass of buildings in relation to each other, and the scale and types of streets and blocks.

Much of the district was developed prior to the adoption or under the conventional zoning, which regulates parking, FAR, and most notably, allowable land uses. Creating a form-based code for Downtown will allow the flexibility needed to support small businesses, promote walkability, enable revitalization, and more. As a result, revitalization will become more common and new development will be more appropriate for Downtown.



Urban Design Recommendations

Downtown Hurricane should be seen as a destination within the City and the greater region. With the proper design and programming, it can become a true city center. This will require investing in Downtown's public infrastructure, promoting redevelopment, and leveraging its assets and location. The result will be a vibrant place with character and attractive opportunities to invest and grow.



After the initial planning assessment of the city, key opportunities and challenges emerged that needed to be mitigated with urban design solutions. Priorities that emerged include public safety, increased pedestrian space, and multimodal access. We also identified the need for universal accessibility, better visual communication of amenities in Downtown, as well as improved gathering spaces. These aspects have been considered and prioritized in our urban design recommendations and illustrated through the plans, cross-sections, and renderings included in this section.

Lastly, It is imperative that every design decision undergoes oversight by the City's staff and appointed committees, with the ultimate authority for approving or rejecting all design decisions resting with the Council.

1. **Paint highly visible crosswalks.**
2. **Permanently close or create a pedestrian and bicycle-only street on 100 W between 100 S to State Street.**
3. **Explore a HAWK signal and median at 100 W.**
4. **Explore a new traffic signal at 200 W and State Street.**
5. **Create curb bulb-outs at applicable intersections and crosswalks.**
6. **Help facilitate discussions with property owners for shared parking lots.**

7. **Strategically locate accessible parking for equitable access.**
8. **Install parking signage with a maximum of a two-hour time limit.**
9. **Consider creating additional municipal parking lots to support site density development.**
10. **Add curb, gutter, sidewalks, and striped parking along 100 N.**
11. **Install more appropriate (pedestrian scale) lighting and other amenities within the corridor.**
12. **Create additional public gathering spaces adjacent to the ROW space.**

Detailed information about each of the above-outlined recommendations is provided below:



01 Paint highly visible crosswalks

Adding bright colors and designs to crosswalks enhances the Downtown visual aesthetic, in addition to the added safety benefits of being highly visible and clearly delineating where pedestrians are to cross the street. These artistic crosswalk installations could be added temporarily or permanently. Temporary options would include using a non-permanent material to install an artistic design for a short period of time. These designs could be painted by local students, be centered around a specific celebration, or another idea.

If it was determined that a more permanent installation was desired, implementing attractive, long-lasting materials (i.e., thermoplastic) within crosswalks at key locations will ensure that residents and visitors can access Downtown in a safe and efficient manner for years to come. Installation of these will require coordination and maintenance discussions with UDOT.

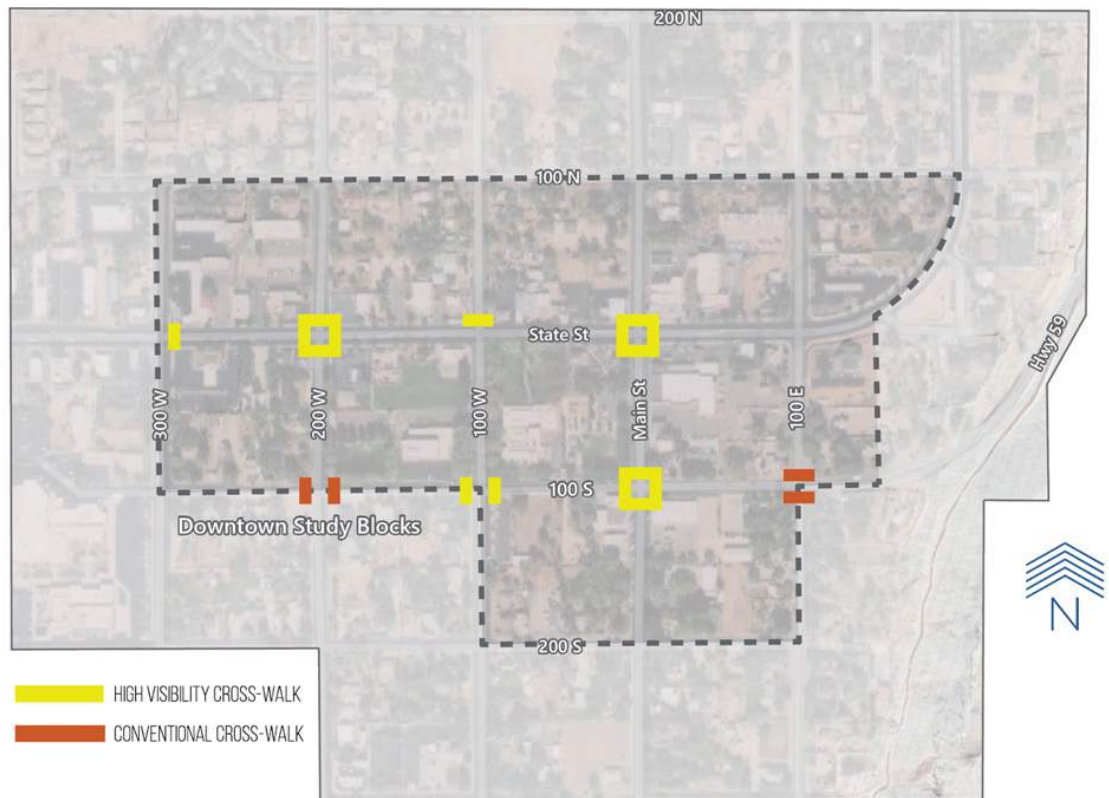


Figure 36: Suggested locations for highly visible crosswalks.



Example of thermoplastic high-visibility crosswalk (Source: Ennis Flint)



Example of thermoplastic high-visibility crosswalk (Source: Ennis Flint)



02

Create a pedestrian and bicycle-only street on 100 W between 100 S to State Street

Closing this segment of 100 W to cars will bring several benefits to Downtown Hurricane:

- **Increased Safety:** It will create a safer environment for pedestrians, as there are no cars or other vehicles on the road. As a result, there is less risk of accidents and injuries, particularly for children and the elderly.
- **Provide space for programming:** This area can provide a designated space for programmings such as farmers' markets, food trucks, fairs, and Peach Days.
- **Improved Air Quality:** Closing this street segment to traffic can improve air quality by reducing vehicle emissions.
- **Reduced Noise Pollution:** Pedestrian-only streets are typically much quieter than streets with vehicular traffic, which can reduce noise pollution and improve the quality of life for people who live and work in the area.
- **Increased Foot Traffic:** Pedestrian-only streets can attract more people to the area, benefiting businesses and the local economy.
- **Promotes Healthy Lifestyle:** It can encourage people to walk or bike more, creating more active lifestyles.

The segment of 100 W between State Street and 100 S is surrounded by several popular amenities such as the Hurricane Recreation Center and Park, Hurricane Theatrical, Pickleball Courts and the Hurricane Valley Heritage Park Museum. During the public outreach for this study, residents expressed an interest in turning this area into a pedestrian-only street to make it safer and more enjoyable for all ages and abilities. The low car traffic numbers in this segment of 100 W coupled with its heavy utilization by pedestrians make it a perfect candidate for a pedestrian and bicycle-only street. Residents expressed their interest in turning this area.



Figure 37: Location of street closure: 100 W between State St and 100 S.

The traffic dislocated due to the closure of this segment of 100 W is expected to minimally impact adjacent roadways. The parking loss can be offset by creating new municipal lots and increasing the angle parking spaces along 100 S. This street segment closure can be achieved incrementally using temporary closures and tactical urbanism (see Implementation Strategies Chapter).



Peach Days Photo by Jeremy Crawford, St. George News



03

Explore HAWK signal and median at 100 W



Aerial view of HAWK signal

A HAWK (High-Intensity Activated Crosswalk) signal has several benefits, including:

- **Increased safety for pedestrians:**

HAWK signals are designed to improve safety for pedestrians by providing a dedicated signal for them to cross busy roads safely.

- **Reduced risk of accidents:**

HAWK signals reduce the risk of accidents involving pedestrians by up to 69%, improving visibility and reducing potential conflicts between pedestrians and vehicles.

- **Improved traffic flow:** While HAWK signals are primarily designed to improve pedestrian safety, they can also help improve traffic flow by reducing congestion and minimizing the need for pedestrians to cross the road in unsafe locations.

- **Increased pedestrian mobility:**

HAWK signals can improve pedestrian mobility and encourage more people to walk or use other non-motorized modes by providing a safe and reliable pedestrian crossing point.

The location and implementation of these fixtures or amenities will require further review by UDOT, including a corridor study.

A detailed corridor study and signal warrant study on State Street is recommended (see Transportation Recommendations) to evaluate incorporating a HAWK signal and median at 100 W and State Street. A HAWK (High-Intensity Activated Crosswalk) signal is a pedestrian-activated traffic signal designed to help pedestrians safely cross busy roads. When pedestrians want to cross the road, they press a button that activates the HAWK signal. The signal will then display a flashing yellow light, indicating drivers to slow down and prepare to stop. The signal will then display a solid red light, indicating to drivers that they must come to a complete stop and allow pedestrians to cross. Once the pedestrians have safely crossed, the signal will turn off and return to its default state, allowing traffic to resume. HAWK signals are beneficial in areas with high pedestrian traffic, such as school zones or downtown areas. A HAWK signal with a refuge island/median is recommended on 100 W and State Street. The refuge island/median would restrict left turns northbound on 100 W to increase pedestrian safety. The segment of 100 W between State Street and 100 S is recommended to be closed to traffic to create a pedestrian zone (see #2 above), and as a result would not warrant a full signal. An example of a similar HAWK is found on State Street and Sunset Avenue in South Salt Lake (see below).

There have been several studies that have looked at the safety benefits of HAWK signals. One study conducted by the Federal Highway Administration (FHWA) found that HAWK signals can significantly improve safety for pedestrians at mid-block crossings.

- The study looked at pedestrian crossings in four different cities in the United States and found that HAWK signals reduced pedestrian-vehicle crashes by 29% compared to mid-block crossings without any traffic control devices.
- Another study conducted by the City of Tucson, Arizona found similar results. The study looked at pedestrian crossings at mid-block locations with and without HAWK signals and found that HAWK signals reduced pedestrian crashes by 60% and reduced overall crashes by 29%.
- Overall, these studies suggest that HAWK signals can be an effective way to improve safety for pedestrians at mid-block crossings, particularly in areas with high pedestrian traffic.



HAWK signal on State Street & Sunset Avenue in South Salt Lake, UT (Source: Google Street View).



04

Explore a new traffic signal at 200 W and State Street

A detailed corridor study combined with a signal warranty study on State Street is recommended (see Transportation Recommendations) to evaluate incorporating new signals along State Street in addition to the existing ones on 300 W and Main Street.



Signalized intersection at 300 W and State Street, Hurricane UT (Source: Google Street View)

A signal at 200 W is recommended due to the traffic leading up to the Hurricane Middle School north of downtown. The public expressed safety concerns in this intersection citing the desire to safely cross north-south which is not currently possible. During school pick-up and drop-off times traffic flow on 200 W is impacted due to the lack of a designated time to cross State Street. Placing a signal at 200 W would enhance traffic flow during peak school pick-up and drop-off hours as well as increase pedestrian safety at the intersection of State Street.

05

Strategically locate accessible parking for equitable access

Accessible parking spots are designated parking spaces that are specifically designed for use by individuals with disabilities. These parking spaces are typically located near building entrances and are marked with the international symbol of accessibility, which is a white wheelchair on a blue background. Accessible parking spots are wider than regular parking spaces to accommodate vehicles equipped with wheelchair lifts or ramps, and they are often located near curb ramps or accessible building entrances. In addition, accessible parking spots are usually positioned so that there is sufficient space for individuals with disabilities to enter and exit their vehicles safely. It's important to note that accessible parking spots are reserved for individuals with disabilities who display a valid disabled parking placard or license plate. These spots are intended to ensure that individuals with disabilities have equal access to public facilities, and parking in an accessible spot without a valid permit or placard can result in fines or penalties.



Example of accessible parking stalls at the Salt Lake City Public Library (Source: Google Street View)

People with disabilities often face significant challenges in mobility, and accessible parking spots are designed to make it easier for them to access buildings, services, and amenities. The Public Rights of Way Accessibility Guidelines (PROWAG) states that for every 25 parking spaces on the block perimeter up to 100 spaces, one parking space must be accessible. For every additional 50 parking spaces on the block perimeter between 101 and 200 spaces, an additional parking space must be accessible. Emphasis should be placed on this recommendation after the closing of 100 West.



06

Help facilitate discussions with property owners for shared parking lots

There is a general desire within the community for efficient and effective parking. Offering shared parking agreements may provide more efficient and effective parking for residents and visitors alike. Shared parking can be through a lease program where private lot owners can lease parking stalls to individual building tenants or could be through a lease with the municipality for the lot to be used for public parking. Shared parking agreements help business owners communicate to their customers locations where they can park.



08

Install parking signage with a maximum of 2-hour time limit

Time-limited parking is a type of parking regulation that limits the amount of time a vehicle can park in a particular location. It is typically used in areas where there is high demand for parking, such as in busy downtown areas, shopping districts, or near public transportation hubs.

The purpose of time-limited parking is to ensure that parking spaces are available for a larger number of people throughout the day. By limiting the amount of time a vehicle can park in a particular space, time-limited parking encourages turnover and allows more people to access the parking space throughout the day. Residents have expressed concern about parking availability in downtown, however a parking occupancy study needs to be performed to accurately evaluate the usage of current parking in the area.

Timed parking, however, can be implemented without this study in areas where parking demand is frequently seen to exceed capacity. A 2-hour time limit is often enough for downtown visitors in locations such as near the Recreation Center, Hurricane Theatrical and Pickleball courts. Parking signs should be posted every 25' of distance.

Timed parking does not necessarily need to be enforced by the city police or staff. It is shown that residents and visitors self-regulate parking time when time limits are posted.



Example of 2-hour parking limit sign (Source: cvilletomorrow.org)



09 Create curb bulb-outs at applicable intersections and crosswalks

Curb bulb-outs, also known as curb extensions, refer to a traffic calming measure that involves extending the sidewalk or curb into the street. This results in a wider sidewalk and a narrower roadway, which can help slow down traffic and increase pedestrian safety.

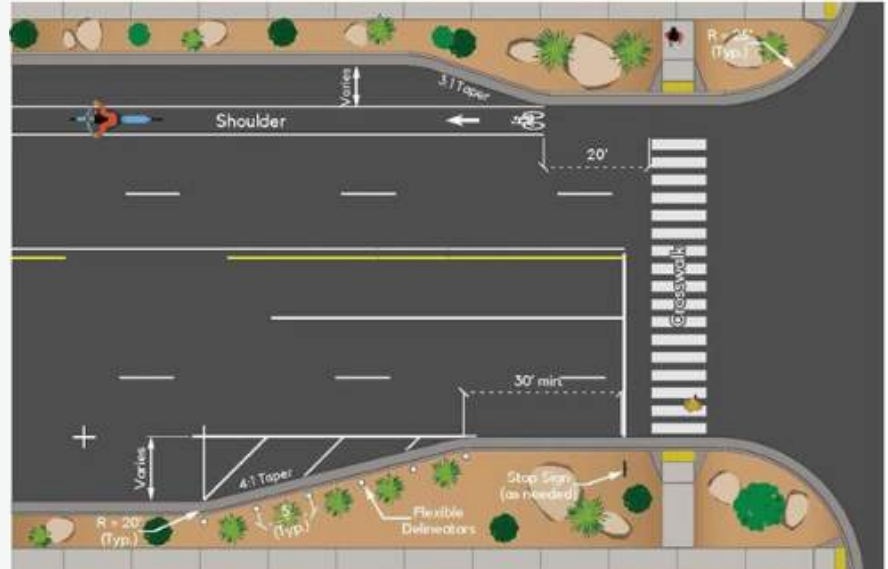


Figure 38: Sample curb bulb-outs design and specifications

Curb bulb-outs are usually created by adding a rounded or angled extension to the existing curb, creating a protrusion that narrows the roadway and shortens the crossing distance for pedestrians. They are often located at intersections or crosswalks and can include features such as benches, planters, or bicycle racks.

Concerns regarding curb bulb-outs include maintenance, vehicle turning radius and ownership. These points are discussed below:

- **Maintenance**

In areas with year-round growth seasons, it is important for municipalities and property owners to have a clear plan for maintenance and water management. This may involve coordinating with landscape maintenance contractors that utilize specialized equipment or designating specific personnel responsible for cleaning roadways. In general, curb bulb-outs do not present an undue hardship if designed and maintained properly.

- **Ownership**

Curb bulb-outs in non-UDOT roads are the responsibility of the city and should be installed and maintained by Hurricane. Curb bulb-outs located within UDOT right-of-way on State Street and Main Street between State Street and 100 S are owned and maintained by UDOT.

The location and implementation of these amenities within the ROW will require further review by UDOT, including a corridor study.

- **Turning Radius**

When a curb extension is installed at an intersection, it can reduce the amount of space available for vehicles to turn. This can be particularly problematic for larger vehicles such as trucks or buses, which may have difficulty navigating the turn without crossing into adjacent lanes or hitting the curb. A well-designed curb extension has a large enough radius to accommodate larger vehicles and maintain the flow of traffic. In general, curb extensions can be designed to improve the turning radius of smaller vehicles. By reducing the size of the intersection and creating a tighter turning radius, vehicles such as cars or bicycles may be able to navigate the turn more easily and safely. This can be particularly useful in areas with high pedestrian traffic or narrow roadways where vehicles need to make sharp turns.



Existing curb bulb-out on 300 W and State Street, Hurricane, UT (Source: Google Street View)



In Downtown Hurricane, curb bulb-outs should be considered in every intersection with a crosswalk outside of state routes. The one exception is the intersection of Main Street and State Street where the city and general public have expressed concern with the installation of curb bulb-outs, due to safety and traffic movement patterns. Below are examples of a similar width street and an after rendering.



Figure 39: Samples of curb bulb out imagery - Before or existing and after rendering



10

Consider the creation of additional municipal parking lots to support site density development

Parking is crucial to the success of new developments downtown as it affects the accessibility, convenience, and safety of the area.

With projected growth in Downtown, and the potential closure of 100 W to cars, it is important that the city considers additional municipal lots.



Municipal lot installed by Hurricane City (Source: Google Street View)

Within the past 10 years, Hurricane built a municipal parking lot at the corner of 100 S and 100 W. This lot is a one-way through angle parking lot without time limits that maximizes the utilization of that parcel.

Similar underutilized parcels are present along 100 S and can be considered as potential locations for future parking lots. The design of each parking lot needs to be evaluated depending on the size and proportions of the parcel.

Adding more municipal lots would support site density development moving forward as well as assure long-term sustainability of local businesses by providing convenience, increasing foot traffic, and accessibility in downtown.



Figure 40: Municipal lot installed by Hurricane City (Source: Google Street View)



11

Add curb, gutter, sidewalks, and stripped parking along 100 N

Adding curb, gutter, sidewalks, and stripped parking on 100 N provide several benefits to the area. Some of the key benefits include:



Improved drainage

Curb bulb-outs in non-UDOT roads are the responsibility of the city and should be installed and maintained by Hurricane. Curb bulb-outs located within UDOT right-of-way on State Street and Main Street between State Street and 100 S are owned and maintained by UDOT.



Increased pedestrian safety

Curb and gutter systems create a physical barrier between the roadway and the sidewalk, improving pedestrian safety and reducing the risk of accidents involving pedestrians.



Enhanced aesthetics

Curb and gutter systems can help to improve the overall appearance of a street, making it look more polished and professional. This can be particularly important in commercial or residential areas where appearances are important.



Better vehicle control

Curb and gutter systems help to guide vehicles along the roadway, reducing the risk of vehicles crossing into opposing traffic lanes or leaving the roadway entirely. This can be particularly important in areas with heavy traffic or where the road is narrow.



Control illegal parking

Residents have witnessed illegal parking along 100 N. Striping parking spaces on the road is a common way to control illegal parking. When parking spaces are clearly marked and designated, it becomes easier for drivers to understand where they can and cannot park. This helps to reduce the risk of illegal parking and improve overall traffic flow.



Reduced maintenance costs

By directing water away from the roadway and into drainage systems, curb and gutter systems can help to reduce the risk of damage to the road and other infrastructure. This can lead to lower maintenance costs over time.

Parallel parking is recommended on 100 N due to the residential characteristic of the area and lower parking demand compared to other areas downtown. Parallel parking allows for a designated bike lane to be painted adjacent to it (see cross-section on page 68). A bike lane is proposed on 100 N by the Hurricane City Active Transportation Plan. A sidewalk minimum width of 6 feet is recommended to allow people to walk side-by-side and provide enough space for people with mobility devices. Sidewalks might be up to 10 feet wide with or without park strips. Refer to Figures 44 and 45 for recommended roadway element dimensions.



100 N between Main Street and 100 W where there is no curb and gutter, and parking stalls are not designated (Source: Google Street View).



100 N between 100 E and Main Street where there's curb and parallel parking



12 Install more appropriate (pedestrian scale) lighting and other amenities within the corridor

Street lighting aims to create an inviting atmosphere during the night, avoiding unshielded lights that shine light horizontally into the sky.

The best street lighting conforms to dark sky standards and is focused downtown onto the surface of the street and/or sidewalk. Downward shining lights are safer for drivers and pedestrians because there is less glare.

In addition, downward facing lights do not cast dark horizontal shadows across the landscape that the eyes cannot permeate due to the glare, lessening criminal activity by creating a more visible nighttime environment.

Lighting should be installed that is appropriately scaled for pedestrians utilizing the corridor and the light features should not feel as if they are dominating the corridor.



13 Create additional public gathering spaces adjacent to the ROW space

As mentioned above in the Built Environment Recommendation #3, public areas in Downtown that can be reclaimed for gathering and activity will ensure that Downtown is fully utilized. The integration of these spaces also provides a safe respite for pedestrians by bringing them back away from the ROW and any fast-moving traffic.

This is especially successful when the gathering space is immediately located next to the ROW space. These activities along the pedestrian walkway also encourage full use of the corridor, bringing pedestrian traffic to and from block edges. Please reference Figure 30 to see proposed gathering sites within the downtown study area.





Transportation Recommendations



Downtowns are often seen as the heart of a city or community, and it is important that they are accessible to all individuals, regardless of their preferred mode of transportation. To achieve this, it is important to provide a range of transportation options that are safe, efficient, and convenient for all users.

This section's recommendations include infrastructure improvements, such as the installation of bike lanes, sidewalks, and parking as well as the interventions that increase safety at key intersections.

By implementing these recommendations and prioritizing equitable and inclusive transportation options, Downtown Hurricane can become more accessible and welcoming to all individuals, while also driving economic growth and sustainability. A list of proposed recommendations is as follows:

1. **New corridor and signal warrant study on State Street**
2. **Install wayfinding / parking signage**
3. **Install bicycle facilities and sidewalks throughout downtown.**

4. **Convert parallel parking to angled parking and restripe parking along 100 S to mitigate closure of 100 W.**
5. **Increase crossing time at the intersection of State Street and Main Street**
6. **Add a 4-way stop sign at the intersection of 200 W and 100 N**

Detailed information about each of the above-outlined recommendations is provided the following pages of this section:

01 New corridor and signal warrant study on State Street

It is recommended that Hurricane City partner with UDOT in developing a State Street Corridor Study to better define the vision of the corridor into the future. A corridor study can have several benefits for transportation planning and development of State Street and Downtown Hurricane, including:

Improved safety

A corridor study can help identify safety concerns and provide recommendations for improving safety, such as adding new traffic signals, pedestrian crossings, or bike lanes.

Increased efficiency

A corridor study can help to identify bottlenecks and congestion points and provide recommendations for improving traffic flow and reducing travel times.

Better coordination

A corridor study can help to identify opportunities for coordination with other transportation modes, such as transit, bicycles, and pedestrians. This can help to create a more efficient and effective transportation network.

Improved accessibility

A corridor study can help to identify barriers to accessibility, such as lack of sidewalks or bike lanes, and provide recommendations for improving access for all users, including people with disabilities.

Enhanced economic development

A corridor study can help to identify opportunities for economic development, such as adding new commercial or residential developments, and provide recommendations for improving access and connectivity to support economic growth.

Increased sustainability

A corridor study can help to identify opportunities for sustainable transportation solutions, such as promoting walking, biking, or transit, reducing vehicle emissions and traffic congestion, and improving air quality.



The corridor study should be prepared in conjunction with a signal warrant study which is used to determine whether a traffic signal is warranted at a particular intersection. A signal warrant study is typically conducted to evaluate the need for a new signal or to assess the effectiveness of an existing signal. The study considers a range of factors, including traffic volumes, pedestrian activity, vehicle speeds, accident history, and roadway characteristics.

If the study determines that a signal is warranted, the traffic engineering team may make recommendations for the installation of a signal, including the type of signal, signal timing, and other related considerations. If the study determines that a signal is not warranted, other traffic control devices or modifications to the intersection may be recommended to improve safety and traffic flow.



Unsignalized intersection of 200 W and State Street in Downtown Hurricane, UT (Source: Google Street View)

02 Install wayfinding / parking signage

Wayfinding signage is necessary to help direct residents and visitors around downtown. It is recommended to incorporate integrated and branded downtown signage in addition. Efforts should be made to provide wayfinding signage for pedestrian and vehicular travel at the right locations. Optimal areas for each type are outlined below:

a. Pedestrian

Provided at a maximum height of 6' tall, this signage should focus on guiding or programming downtown users through a cultivated experience that downtown offers. This is referred to in the general plan as a self-guided history tour. These signs can provide interactive maps, displays, or other inviting elements to garner additional support.

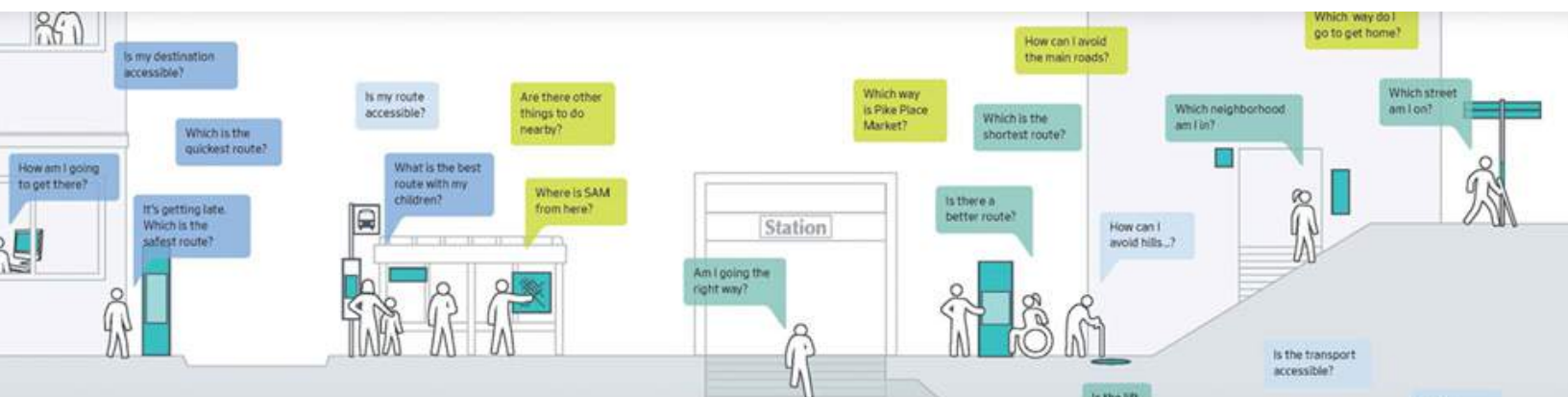


Figure 41: Wayfinding, Source: Seattle Department of Transportation



b. Vehicular

This style of signage should be primarily graphics with vibrant or internationally recognized colors. Emphasis should be placed on providing language at a size of no less than 9" in height and no larger than 18" in height.

c. Business

This kind of sign helps visitors understand what businesses or services are in Downtown and are typically placed at corners or main entry locations. They can include graphic maps or directional arrows that assist the user in understanding where they are in relation to where they want to go. These signs are good at quickly communicating what the city is known for to a visitor, and helping a resident connect with the identity of their city.



d. Informational signage

Information signage is excellent for providing information about events or unique features in Downtown. These signs should stand out yet should also be informational.



e. Downtown maps

Downtown maps are a great way to raise awareness of the extent of Downtown, driving more foot traffic from one end to another. Emphasis should be provided on keeping these maps updated with tenants and service/restaurant information.



f. Parking signage

Providing wayfinding to simply and easily find accessible parking will help guide downtown users to off-street parking. This signage is essential when it comes to raising awareness with locals. Additionally, State Street signage should include parking tenure signage or business/patron parking delineation.



g. Historical markers

These signs are used to denote historical elements or existing buildings. They often highlight the true value and prominence of the historical



events or figures that were around when they were erected. Highlighting and maintaining these feature signs or markers will prolong the character and memory of such history. Residents and visitors alike will understand and appreciate the city in a deeper way.



03

Install bicycle facilities and sidewalks throughout downtown

Transportation is more than just pedestrian vehicles, and it must provide equitable access for everyone. In 2021, Hurricane City adopted the Hurricane City Active Transportation Plan which proposed 41.5 miles of new bike lanes on existing roads, including in Downtown Hurricane.

There are numerous benefits of bicycle facilities in a downtown area, including:

- **Increased safety:**

HAWK signals are designed to improve safety for pedestrians by providing a dedicated signal for them to cross busy roads safely.

- **Improved health**

Cycling is a low-impact form of exercise that can help individuals improve their cardiovascular health and overall fitness.

- **Reduced congestion**

Bicycles take up less space than cars, so encouraging more people to cycle can help reduce traffic congestion in a downtown area.

- **Increased accessibility**

By providing bicycle facilities, downtown areas can become more accessible to people who may not have access to a car, such as low-income individuals or those who cannot drive.

- **Economic benefits**

Studies have shown that investing in bicycle facilities can lead to increased economic activity in the surrounding area, as cyclists tend to spend more money at local businesses than car drivers.

The current study's recommendations build upon the Hurricane Active Transportation Plan. Each one provides minor few modifications to the plan to ensure bicycle safety. These include:

Require minimum sidewalk widths

Requiring a minimum of 6' width for sidewalks will allow for ample room and accessibility along all ROW thoroughfares. In high-traffic areas, sidewalks wider than 6' may need to be considered, but 6' is the minimum.

Adding bike lanes on 100 W from 100 S to 100 N

Creates an alternative north-south corridor in downtown to Main Street that provides less conflicts since 100 W is proposed to be a bicycle and pedestrian-only street between 100 S and State Street. It will also connect bicyclists through the HAWK signal on 100 W and State Street which is a safer crossing option than the Main Street and State Street intersection.

Adding marked shared roadways on 100 S from Main Street to 300 W

This will help reroute bicycle traffic from Main Street into 100 W. It also offers an alternative east-west route from State Street in downtown. Angle parking is proposed along 100 S which makes a shared lane the best option for that corridor.



Figure 42: Original recommendations from the Hurricane City Active Transportation Plan, 2021.



Figure 43: Proposed Shared Roadway

• Bike Lanes

Minimum of 6' width, adjacent to the curb or parallel parking. It is recommended that bike lanes are not striped adjacent to angled parking to reduce conflict with cars.



Figure 44: Half street cross-section of a road with angle parking and marked shared roadway.

• Sidewalks

A sidewalk minimum width of 6 feet is recommended to allow people to walk side-by-side and provide enough space for people with mobility devices. Sidewalks might be up to 10 feet wide with or without park strips. A sidewalk inventory and assessment should be created to prioritize replacements and installations for areas that are in the worst condition.

Current study's recommendations include a few modifications to the Hurricane Active Transportation Plan. To ensure safety, the following design standards are recommended for active transportation facilities in Downtown Hurricane:

Below cross sections are from the adopted Hurricane Transportation Master Plan and are provided to illustrate the potential uses for half ROW distances, allowing for mixture of purposes on streets

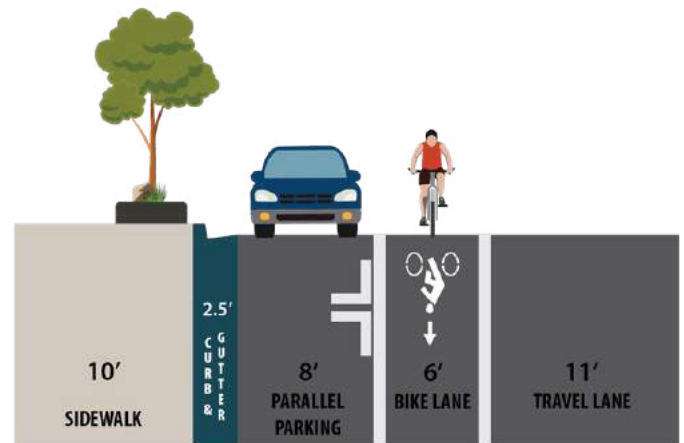


Figure 45: Half street cross-section of a road with parallel parking and bike lane.

• Marked Shared Roadway

Include "sharrow" pavement marking on 11' minimum travel lanes. Allowing bikes to utilize the full width of the travel lanes makes it safer when adjacent to angle parking which naturally generates more conflict between users.



Bike lanes adjacent to parallel parking on 400 S in Hurricane, UT



04

Convert parallel parking to angled parking and restripe parking along 100 S to mitigate closure of 100 W

As parking becomes more valuable downtown, finding alternatives is a priority. Converting parallel parking to angle parking can have several benefits, including:

- **Increased parking capacity**

Angle parking can accommodate more cars in the same amount of space than parallel parking, which can be helpful in areas with limited parking.

- **Improved pedestrian safety**

Angle parking can create wider sidewalks and narrower streets, which can help improve safety for pedestrians and reduce the risk of accidents involving pedestrians.

- **Easier parking**

For drivers who find parallel parking difficult, angle parking can be easier to maneuver into and out of. This can improve traffic flow and reduce the risk of accidents or damage to parked vehicles.

- **Better accessibility**

For people with disabilities or mobility issues, angle parking can provide easier access to buildings and sidewalks, as the parking spaces are typically closer to the entrance.

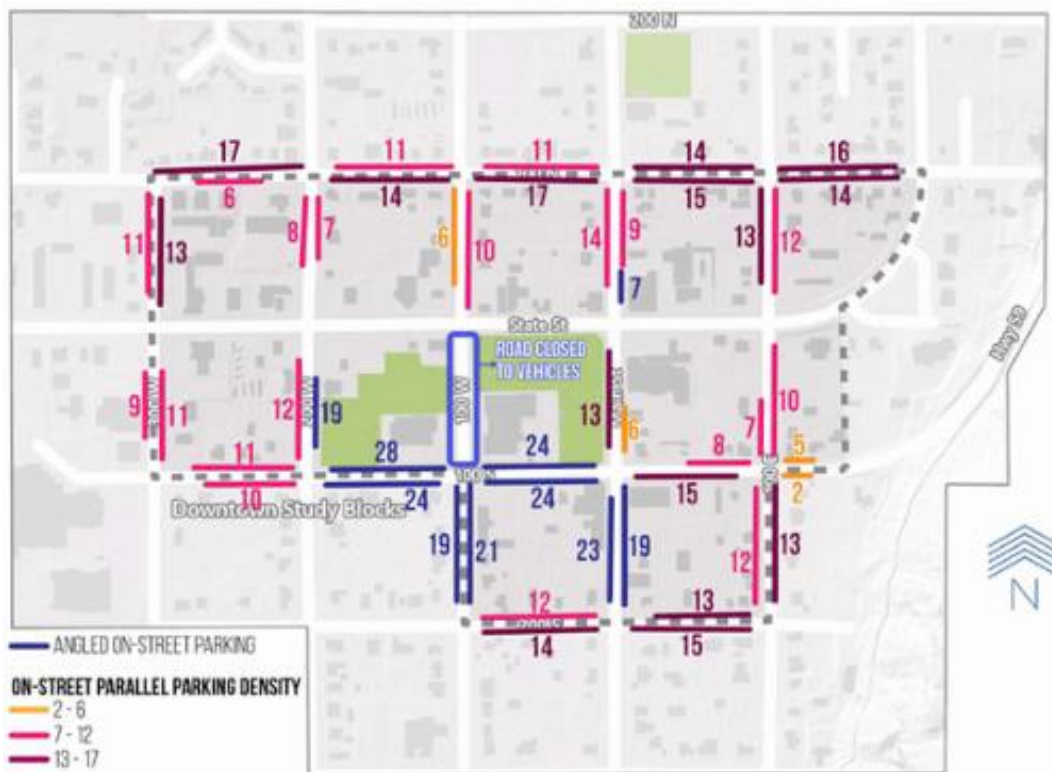


Figure 46: Parking availability in Downtown Hurricane including the creation of additional angle parking on 100 S.

Luckily, there is ample room to stripe parking stalls on 100 S. It is recommended that parking be striped on 100 S between Main Street and 200 W on one or both sides of the road depending on right-of-way widths (refer to Figure 45 above). This will make up for the lost parking due to the closure of 100 W between State Street and 100 S. The map below provides an overall idea of parking availability in Downtown Hurricane including the creation of additional angle parking on 100 S.



05

Increased crossing time at the intersection of State Street and Main Street

During this study and over the years, the city has received several complaints about the crossing time at the intersection of State Street and Main Street. Residents and visitors report that it is too fast and does not allow them to comfortably cross the road before the signal starts flashing.

Increasing pedestrian crossing time at a signalized intersection can have several benefits for pedestrian safety and accessibility. Here are some reasons why it can be important to increase pedestrian crossing time:

- **Safer crossings**

Longer crossing times give pedestrians more time to cross the street safely, especially for those who may have mobility limitations, such as the elderly or people with disabilities. Pedestrians may also feel less rushed, reducing the likelihood of accidents and increasing confidence.

- **Reduced stress and anxiety**

Pedestrians may feel anxious and stressed when trying to cross busy streets, particularly if they have limited time to cross. Longer crossing times can help reduce stress levels and create a more relaxing experience for pedestrians.

- **Improved quality of life**

Increasing pedestrian crossing times can improve the quality of life for people who walk or use public transportation. It makes walking and crossing the street easier and more pleasant, which can encourage more people to walk or use public transportation instead of driving. This can have positive effects on health, the environment, and local communities.

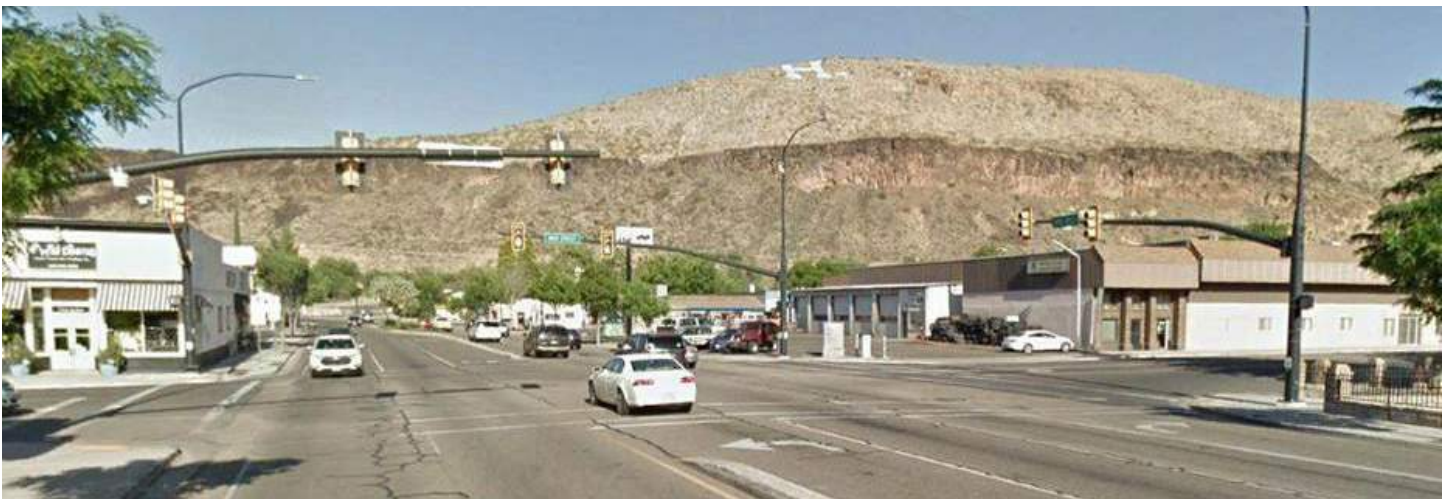
- **Better accessibility**

Pedestrian crossing times should be increased in areas with heavy pedestrian traffic or where many people with disabilities may need to cross. This makes it easier for people to get around and access public transportation, shops, and services.

- **Increased compliance**

When pedestrians feel safe crossing the street, they are more likely to comply with pedestrian crossing rules and wait for signals before crossing. This can lead to fewer jaywalking incidents and reduced pedestrian accidents.

The signal at State Street and Main Street would benefit from increased crossing time (20 seconds minimum) to accommodate all ages and abilities. The recommended corridor study and signal warrant study on State Street can address signal timing adjustment at this intersection.



Intersection of State Street and Main Street in Downtown Hurricane, UT (Source: Google Street View)



06 Add a 4-way stop sign at the intersection of 200 W and 100 N

Currently, there is a 2-way stop sign on 200 W where it intersects 100 N which hinders traffic flow on 200 W leading to the Hurricane Middle School. Changing a 2-way stop sign to a 4-way stop sign can have several benefits, including:

Improved traffic flow

A 4-way stop sign can help to improve traffic flow at busy intersections, as it ensures that all vehicles come to a complete stop before proceeding. This can help to reduce traffic congestion and delays.

Increased pedestrian safety

A 4-way stop sign can help to improve pedestrian safety at intersections by making it easier for pedestrians to cross the street. By requiring all vehicles to come to a complete stop, it can help to reduce the risk of accidents involving pedestrians.

Better visibility

A 4-way stop sign can improve visibility at intersections, making it easier for drivers to see other vehicles and pedestrians. This can help to reduce accidents and increase overall safety.

Increased safety

A 4-way stop sign can help to increase safety at intersections by reducing the likelihood of accidents. By requiring all vehicles to come to a complete stop before proceeding, it can help to prevent collisions that can occur when drivers fail to yield the right-of-way.

More predictable driving behavior

A 4-way stop sign can help to create a more predictable driving environment, as all drivers are required to stop and yield the right-of-way. This can help to reduce confusion and increase safety for all road users.



Existing 2-way stop sign at the intersection of 200 W and 100 N in Hurricane, UT (Source: Google Street View)



Parks & Civic Space Recommendations

Recreational spaces are where people integrate into a downtown, imprinting on their community and creating memories. Providing access to the unique natural assets Hurricane provides will encourage more visitors and offer more purposeful destinations. Outlined below are sample parks & recreation goals that will help with downtown revitalization.

1. **Integrate the Downtown recreational core into the trails network.**
2. **Prepare additional hard-surface recreational play spaces in Downtown.**
3. **Integrate a historical or cultural trail through Downtown.**
4. **Implement a tree & vegetation ordinance for installation and maintenance.**
5. **Increase the size of sidewalks to encourage longer visit durations.**
6. **Improve the historic amphitheater and include a new amphitheater within the Targeted Development Scenario.**

Detailed information about each of the above-outlined recommendations is provided below:

01 Integrate the Downtown recreational core into the trails network

Recreational assets abound throughout Downtown, yet they are disconnected and not easy to access from the State Rd corridor. Making connections through shared use pathways between these locations and the existing and proposed trail network will give residents and visitors alike a more cohesive network to travel throughout the community. The map below outlines the planned active transportation network within Hurricane as identified in the Hurricane 2021 Active Transportation Plan.

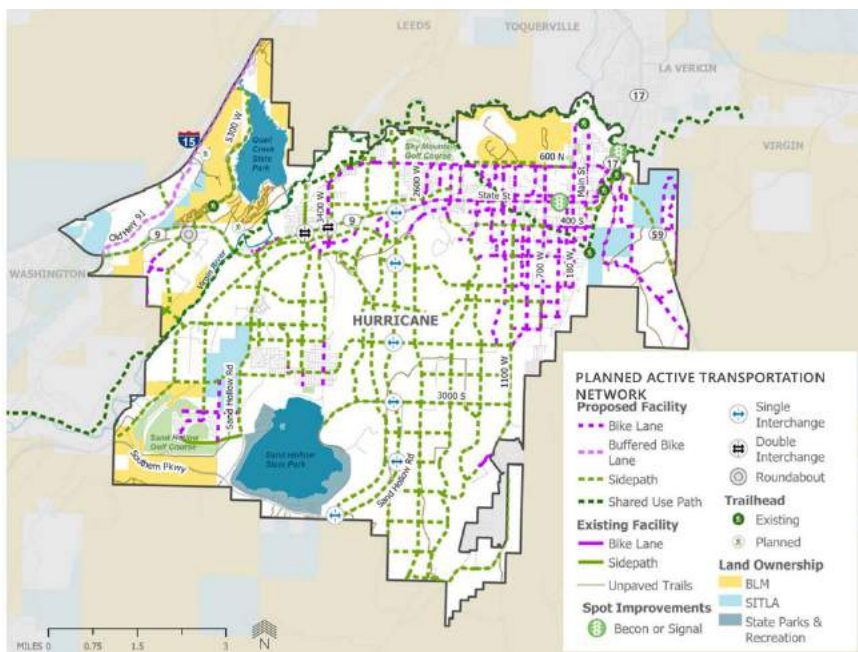


Figure 47: Transportation Network

Additionally, expansion of the network to incorporate linkages along 200 W will improve connectivity to city-wide and regional recreational assets including: the community pool, regional trails, and community parks. This will provide users with easy and convenient access to other regional destinations, while reducing vehicle miles traveled.

- *Jem Trailhead (6 miles)*
- *Quail Creek State Park (9 miles)*
- *Sand Hollow State Park (9.5 miles)*
- *Green Spring Park (16.5 miles)*
- *St. George Dinosaur Discovery Site (17 miles)*
- *Zion National Park (23 miles)*



02

Prepare additional hard-surface recreational play spaces in Downtown

Play spaces are a critical amenity most downtowns are missing. While an emphasis is placed on adults' purchases and spending power, there is a missing clientele, specifically the family. Families make up some of the largest expendable income households in any community, yet there are inadequate spaces to encourage lingering or regular visits. So, to encourage additional downtown tenure, it is recommended that passive or active play spaces are placed in Downtown to improve usability.

By doing passive play spaces for children, areas can be used to draw in families for an extended period, driving economic growth. A proposed location map for these types of gathering spaces can be found on the outdoor gathering space map found in the Built Environment Recommendations section. Areas used for the passive plan in downtown should:

- Be sheltered from roadways or crosswalk access.
- Be surrounded by a soft, yet imposing, barrier, such as throned or dense vegetation.
- Be ADA accessible.
- Be limited in size, ranging from 20' to 25' round, and offer a centralized play facility surrounded by safe play surfaces.
- Offer ample seating within the area and immediately adjacent to the area.
- Provide simple play options that are open to all age residents.



Sample access ramp in Hurricane

03

Improve the historic amphitheater and include a new amphitheater within the Targeted Development Scenario

The existing historic amphitheater located behind the Heritage Museum is best utilized by informal meetings and gathering space for children. More formal event meetings and entertainment needs are best met with a larger amphitheater within the plaza space of the proposed State Street development between 100 W and 200 W. It introduces flexibility to Downtown gathering areas, by more easily allowing outdoor seating for restaurants, entertainment settings, event vendors and casual group meetings. With some site grading and allocation of space, this area will gain a great versatile asset. Outlined in the Targeted Development Scenario (next section) recommendations is a description of the use and location.



Bike lanes adjacent to parallel parking on 400 S in Hurricane, UT



04

Integrate a historic or cultural trail through Downtown

The City of Hurricane is a diverse community with a rich history. However, there is little programming documenting and celebrating the diversity and history of the community. The City should partner with stakeholders to document the historic and cultural assets that are found within it. With documentation, partners should work together to develop a comprehensive and year-round historic or cultural heritage trail through the City that highlights its culture and attracts visitors regionally. Individuals moving along the trail should have the opportunity to learn about the areas and buildings they are passing by. Historic and cultural facts and stories should be posted on buildings and at appropriate locations along the trail. The trail should also include online interactive connections where individuals can scan a QR code or visit a specific website to learn more about the historic and cultural assets they are passing along the trail.

Below are three other regional walking tour examples:

- Salt Lake City has several self-guided walking tours within the community. The tour routes can be found online, and printed materials are available at locations within the City. The information includes maps of the points of interest on each of the tours and textual information about the locations. Tour topics include:

- *North Downtown Heritage Trail*
- *Main Street Tour*
- *Time Travel on Main Street (designed for kids ages 9-12)*
- *Exchange Place and Market Street Tour*
- *Gateway and Railroad District Tour*



Figure 48: Salt Lake City Example of Points of Interest Map

- Provo has a self-guided Historic Buildings Walking Tour. The tour highlights 22 pioneer era buildings that range in construction dates from 1849 - 1910. Information is available online and at locations throughout the community. This information includes detailed descriptions of the historic buildings that are identified on the route.
- Ogden provides a guided tour of Historical 25th Street every first Friday of the month. This tour lasts from 5:30 - 7 PM. Topics along the route include:

- *Pioneer history*
- *Railroad contributions*
- *Legal (and illegal) business history*
- *Architectural styles*
- *And others*

42 DALLAS H. YOUNG HOUSE • 517 East Center Street

The original owners of the house appear to have been Latinus O. and Rachel B. Taft. Mr. Taft was a prominent businessman who moved to Provo in 1896 as the local ZCMI manager. He formed the Utah Wholesale Grocery Company and the L.O. Taft Brokerage Company. From 1941 to the present, the home has been owned by members of the Dallas H. Young family. Mr. Young was a 4th District Court Judge, Provo City Attorney, Provo City Judge, President of the Utah County Bar Association and Chairman of the Utah County Democratic Party. A current owner and resident of the home is a granddaughter of Mr. Young. This building is an outstanding and distinctive example of the Arts and Crafts Bungalow style, typified by the deep, bracketed eaves, exposed rafter tails, single, broad, low gables, brick wainscoting, and small paneled windows.

43 FRED TAYLOR HOUSE • 589 East Center Street

It appears that Fred R. Taylor and Mary J. Taylor were the owners of this property when this house was built. Dr. Taylor was a prominent pediatrician in Provo. From 1945 to 1947, the property was owned by lumberman, church and civic leader William Addison Spear. From 1950 to 1958, the property was held by the Arthur D. Sutton family. Mr. Sutton was a well-known druggist and theater/apartment house manager. This building is a good example of the English Tudor style, with steep roof pitch, plaster exterior walls and small window panes.

44 VAN WAGENEN HOUSE • 905 East Center Street

Constructed around 1900, this Victorian Box Style house features a classical columned porch and balcony. Since 1935, the home has been owned by members of the Van Wagenen family, including Alma Van Wagenen, Mayor of Provo in 1928-29 and Harold Van Wagenen, Mayor of Provo in 1956-57.

45 JUSTIS JOHNSON HOUSE • 939 East Center Street

Justis W. Johnson was the owner of the property when this house was constructed in 1928 and the deed was conveyed to the Decker Mortgage Company and then the Reserve Loan and Discount Company. Oran Groneman, a general contractor and Union Pacific rail car inspector, owned the property from 1935 to 1937. The house is unusual in that it does not readily fit into any one particular architectural style common to Provo. It has some characteristics of a 20th century military style cottage.



Figure 48: Salt Lake City Example of Points of Interest Map



05

Implement a tree & vegetation ordinance for installation and maintenance

Vegetation is an integral part of any streetscape or public space. Its benefits include noise reduction, pollution control, limited access areas, and reducing the heat island effect. For Hurricane, it is important to provide tiered or purposeful vegetation. The types of vegetation to implement are as follows:

Barrier vegetation

To be placed around children's downtown play areas or other gathering locations, reducing the opportunities for easy wandering.



Barrier vegetation

Installations are to be placed within the non-walk areas between sidewalks and curbing, promoting safe separation of uses.



Tree canopies

To be utilized throughout Downtown, encouraging extended downtown participation through heat reduction.



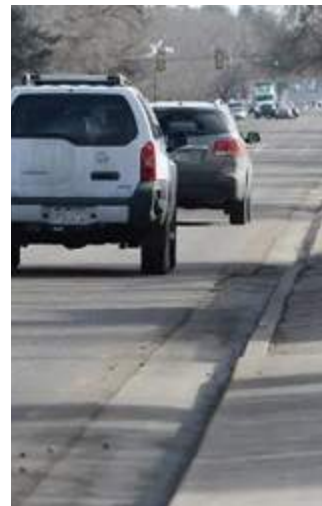
In addition to these vegetation types, special consideration needs to also be given to the inclusion of water-wise landscaping and xeriscape design. Water-wise landscaping and xeriscape design are implemented to minimize the required watering of vegetative installations and to promote water conservation with drier climate areas. More information on these specific types of landscaping can be found in the Green Infrastructure Recommendations section.

06

Increase the size of sidewalks to encourage longer visit durations

Larger sidewalks will encourage individuals to visit for longer durations in Downtown. The addition of sidewalk space allows for other positive downtown amenities to be added, upgraded, and included throughout Downtown. Larger sidewalks also accommodate more pedestrian traffic without resulting in congestion as individuals stop to interact with one another or view retail display windows. Additionally, a wider sidewalk increases Downtown pedestrian safety by further separating pedestrians from the road and providing more space between sidewalk users. The additional space also provides the opportunity for users to gather downtown.

Wider sidewalks should be installed, where possible, when new development is created. Sidewalks should be no less than 6 feet in width, but wider sidewalks provide additional benefits. The renovation of existing sidewalk areas would need to be considered on a case-by-case basis and it is likely that a corridor study would need to be conducted. As parking is reduced and/or relocated in Downtown, additional opportunities to expand existing sidewalk areas may arise. Any proposed changes to sidewalks within the state right-of-way would need to be coordinated with UDOT.



Narrow Sidewalk



Wide Sidewalk



Green Infrastructure Recommendations



Creating a vibrant and attractive downtown also includes planning for the future. This requires taking proactive steps that will provide sustainability, while also providing for increased usage. Recommendations to support this in Downtown are as follows:

1. **Implement xeriscape design for new construction or rehabilitations.**
2. **Design and implement bioswales for Downtown walkways and parking areas.**
3. **Install energy efficient or solar based lighting along non-DOT roadways.**
4. **Maintain and enhance trees and sidewalk level planting areas along the pedestrian way.**
5. **Create small rain gardens within curb bulb-outs and parks downtown.**

Detailed information about each of the above-outlined recommendations is provided below:

01 Integrate the Downtown recreational core into the trails network

Xeriscape design is a type of landscaping that is specifically designed for areas susceptible to drought and where water conservation is important. This type of design utilizes minimal water for the success of the plantings. It also eliminates the amount of lawn area within a property, which drastically reduces the amount of water required to maintain a lush lawn area. It also reduces the time and labor needed to maintain a traditional lawn and reduces the need for fertilizers and chemical application.

A variety of plantings and/or decorative rock gardens can be included in xeriscape landscaping designs. In addition to these elements, some designs also include a mixture of cobbles, mulch, pavers, planters, and edging. When selecting plants, it is important to prioritize selecting species that are naturally accustomed to dry conditions and/or native species to the region. Prioritizing this selection criteria will both reduce water consumption and provide a large variety of plants to choose from. Some example plantings include:

- *Big Sagebrush*
- *Blackfoot Daisy*
- *Dwarf Peach*
- *Coral Bells*
- *Gaura*
- *Stonecrop*

Additional plants can be found at <https://tinyurl.com/4he5aduj>





02

Design and implement bioswales for Downtown walkways and parking areas

Bioswales are a type of green infrastructure tool that capture, slow and filter runoff related to high intensity rain events. These bioswales are shallow, landscaped depressions that are vegetated. Because bioswales only require limited space, they work well when installed in medians, curb bulb-outs, and other public space areas within a downtown area. These plantings also offer a visually appealing design and add to the overall aesthetic of the



Figure 50: Proposed Bioswale Locations

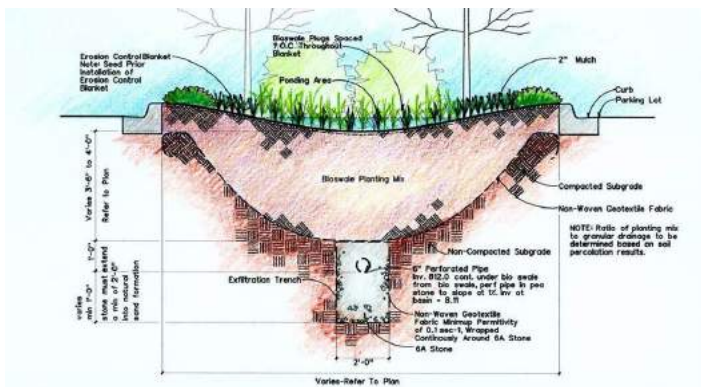


Figure 51: Bioswale Cross-Section and Style Example



corridor. Native plants should be utilized in these swales as they can better accommodate the influx of water and drought.

03

Install energy efficient or solar based lighting along non-DOT roadways

Solar lighting has become more reliable and usable for downtown situations. While there are more restrictions along non-DOT roadways, it is important that the following be considered for municipally owned/operated roadways:

- ☑ Photometrics shows an overlap of no less than 50%
- ☑ Lighting metrics offer an adequate shadow cast to provide uniform lighting.
- ☑ Long-life possibilities should be considered, preferring poles and luminaires with a usable life of 25 years or more.
- ☑ Festival plugs (requiring independent circuits) should be considered.
- ☑ Light poles and luminaires with dual power sources (solar and grid power) should be prioritized for longevity purposes
- ☑ Spacing of solar lights is closer than traditional lights, averaging 100 linear feet apart

Where applicable and meeting municipal photometric standards, Outlined below are some samples of poles that could be considered:



Source - Greenshine Lighting products



04 Maintain and enhance trees and sidewalk level planting areas along the pedestrian way

The City currently has a variety of street trees and other sidewalk level planting areas throughout Downtown. Continued maintenance of these areas will ensure that they continue to positively contribute to the aesthetics of Downtown. Planting additional trees and street level plantings will further enhance the existing vegetative features. When adding vegetative features, the following elements should be considered:

- ✓ **Planting distance:** all plantings should be appropriately spaced to maximize the growth and health of the vegetation.
- ✓ **Planting types:** a variety should be installed together for greater visual appeal.
- ✓ **Tree size:** Trees should be greater than 1 ½ inch diameter.
- ✓ **Planting boxes:** should be in greater than 24 inches.
- ✓ **Root Growth:** Where possible, tree filters or similar root boxes should be installed, allowing for adequate root growth
- ✓ **Overhead utilities:** only small-growing trees or sidewalk level plantings should be installed under overhead utilities.
- ✓ **Sight triangle:** maintaining the defined sight triangle at intersections to not create an obstruction

05 Create small rain gardens within curb bulb-outs and parks downtown

Rain gardens common elements included in downtown. These rain gardens can provide a location for managing and temporarily retaining rainfall events, and these facilities are also attractive and an excellent opportunity for planning that require additional water. Locations for these should be in places where curb-bulb outs are:

- ✓ **More significant than 5' wide and 10' in length**
- ✓ **Where adequate fall and gravity provisions are applicable**
- ✓ **In locations away from transformers or other utility connectors**
- ✓ **In areas where additional buffering or pedestrian projection is desired.**

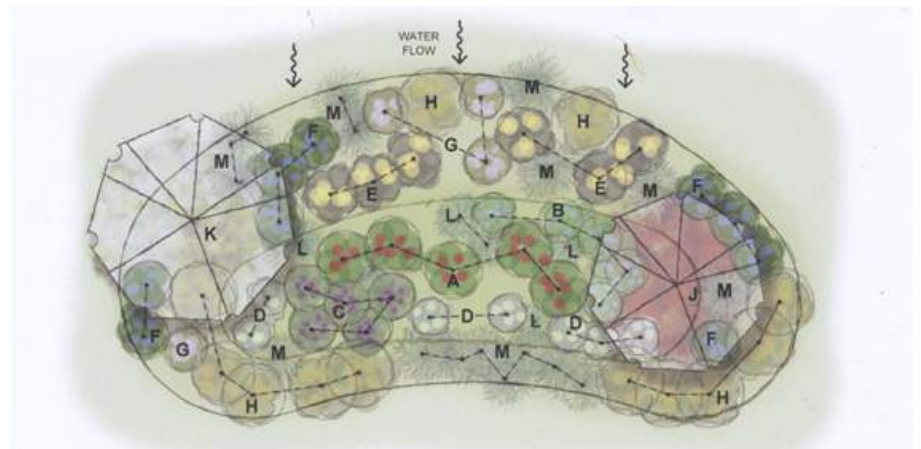


Figure 52: Rain Garden Layout Example



Housing Recommendations

The key to a successful downtown is getting people into the corridor, and there is no better way to do that than encouraging individuals to live in Downtown. Providing a variety of accommodations within a downtown improves the base of users or taxpayers who utilize the retail establishments. For Hurricane, this would include exploring recommendations that will provide the community with multiple types of housing that would meet the demand for future residents. Recommendations include:

1. **Conduct a building inventory.**
2. **Create upper-floor residences utilizing the overlay district.**
3. **Create upper housing opportunities on State Street between 100 W and 200 W**
4. **Allow multi-family housing to be built to zero lot lines.**

5. **Provide zoning changes allowing a variety of residences in Downtown and surrounding area.**
6. **Encourage attainable housing.**
7. **Reduce parking requirements.**
8. **Craft, adopt, and enforce a short-term rental ordinance for Downtown.**

Detailed information about each of the above-outlined recommendations is provided below:

01 Conduct a building inventory

Preparing buildings and business inventory will help raise awareness of what facilities and services are available downtown. These inventories are focused on documenting the current conditions and availability, helping to document how to maximize the space available. The database can be a simple excel sheet or use a more specific CRM software. It is recommended that this list be prepared and regularly updated, categorizing the following:

- ☒ **Age of buildings**
- ☒ **Condition of buildings**
- ☒ **Utilized or unused spaces**
- ☒ **Owners' information**
- ☒ **Business name and contact information**
- ☒ **Social media handles**
- ☒ **Business owner contact information**

Emphasis should be placed on documenting businesses not only in Downtown but throughout the community. Online and non-brick-and-mortar companies should also be cataloged. There are numerous ways to gather this data, yet the most user-friendly is through self-provision utilizing a survey portal. After the initiated datasets have been collected, an AmeriCorps vista can be hired or used for the year to supplement the list with door-to-door or inline database data points. Software is available to manage this information (such as maestro), but the database must first be created to have importable information. By completing the proposed building and business inventories, the community will be provided with the following benefits:

- ***Increased awareness of downtown merchants***
- ***Improved access and connection with building and business owners***
- ***Opportunities for introductions and cross-promotions***
- ***Increased reach for sales and marketing efforts***



02 Create upper-floor residences utilizing the overlay district

Housing in Downtown forms a symbiotic relationship with businesses. This relationship provides enterprises with “doors” or “roofs” that will use the amenities, and businesses will attract more high-quality tenants. This also creates more centrally located residences which are a great option for young professionals and senior housing. To gain these positive effects, it is recommended that upper floors be considered for housing options, within the overlay district. Property owners within the overlay district may apply for assisted funding for upper-floor residences. The City should allocate funding for these grants or loans to boost the efficiency and attractiveness of Downtown.

The ideal matrix of upper-floor housing in downtown is as follows:

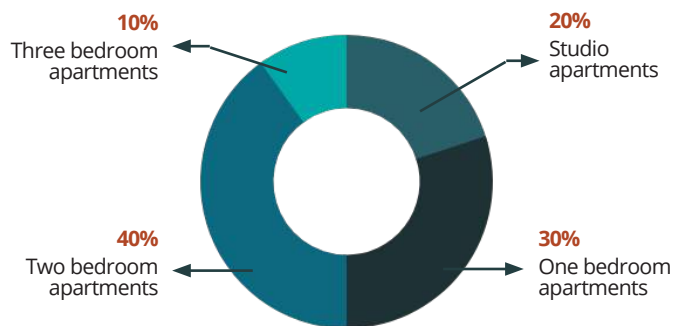


Figure 53: Quoted from the 2019 National Main Street Housing Survey

Some sample floor plans for smaller apartments are outlined below:



Figure 54: Sample Apartment Floor Plan

03 Create upper housing opportunities on State Street between 100 W and 200 W

As outlined in the Targeted Development Scenario (next section), there is an opportunity for additional housing on the currently underutilized parcel on State Street. This parcel is envisioned to be two full and one half stories tall and offer various housing options on the upper floors with an internal parking structure. This density will encourage better utilization of Downtown at all times of day and will provide more ‘roofs’ to attract larger businesses to Downtown. A total of 40,000 Sq Ft of residential space could be created, offering the following opportunities:

40 total units	15 studio apartments at 550 Sq. Ft.	16 1 bedroom/1 bath units at 750 Sq. Ft.	16 2 bedroom/2 bath units at 1000 Sq. Ft.	3 3 bedroom/2 bath units at 1,350 Sq. Ft.
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04

Allow multi-family housing to be built to zero lot lines

Providing increased densities in Downtown core and surrounding neighborhoods will ensure that viable housing options can be provided. Yet, it will require alterations to current building practices. It is recommended that downtown properties be allowed to build up to lot lines, matching the community's existing character. This change will require the following to be amended:

- ☒ **Zero-lot line construction is a right, not by special condition.**
- ☒ **Reduction of off-street parking requirements to zero**
- ☒ **Allowing for increased density massing for two and 3-story buildings (capped at a set height of 34') for structures.**
- ☒ **Requiring facilities to be ROW or back of sidewalk bordered**

Examples of inappropriate setbacks:



Example of uniform and appropriate setbacks:



Figure 55: Setbacks, Source: West Point, UT Design Guidelines

05

Provide zoning changes allowing a variety of residences in Downtown

Ensuring a variety of housing is available in Downtown and surrounding zones of Hurricane will allow for more long-term activation of Downtown. Planning for housing in a changing community or demographic creates a moving target, so it is best to provide valuable developments that will adapt to a communities need, while also providing a "life cycle" housing stock within the community.



Figure 56: Life Cycle Housing

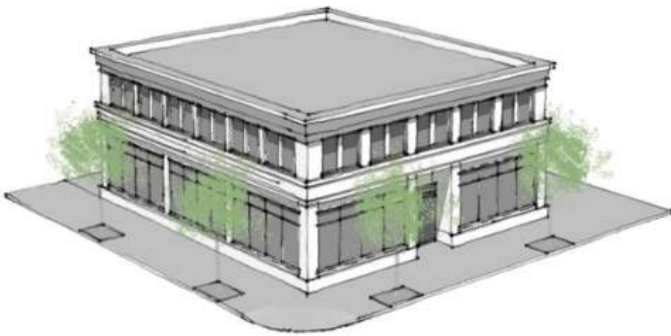
This will ensure that Hurricane can adapt to the community's changing needs as age cohorts move through their housing cycles, encouraging individuals or families to stay in Hurricane for their entire life.



Outlined below are the proposed housing priorities for Hurricane and their applicable timeframes for implementation:

- **Senior housing and empty-nesters**

In years 1-3, it is recommended to focus on incorporating senior housing into Downtown. This is due to the aging demographic of baby boomers and their soon-approaching transition to non-single-family dwelling units. This type of development requires careful consideration of accessibility and location. All senior housing must be equipped with ADA accessible units, garages, and fixtures, as well as proximity to everyday needs such as groceries and general shopping opportunities. By providing quality amenities in a multi-family complex (or upper floors), Downtown will gain regular patrons, specifically ones that value and expect vital service.



- **Empty-Nester housing**

Also within years 1-3, it is recommended that Hurricane develop the infrastructure for high quality one and 2-bedroom houses that can accommodate families whose children have recently moved out or gone to college. These houses may be new developments or renovated historic homes in the area.



- **Young professional housing**

In years 4-7, it is recommended to focus on young professional housing options. This will drive catalyst changes in Downtown's economy, providing a need for increased variety in services, amenities, and restaurants. Additionally, this will fill a need for non-single family-based housing for entry-level young professionals. These unit types should include studio and one-bedroom options as well as rehabilitated single-family size homes.



- **Family and transitional housing**

In years 8-14, it is recommended to focus on family or transitional housing options. These housing options are often considered last for downtown housing as they tend to provide the most negligible economic impact during a revitalization process. These unit types should focus on facilities (single-family or multi-family) with 3 or more bedrooms.



Priority should be given for these properties through incentives or reduced construction costs for municipal fees. This will ensure that equitable efforts are provided to these missing middle housing, as are given to single-family housing



06 Encourage attainable housing

When more considerable site development or redevelopment is considered, it is recommended that possible accommodation be required at a minimum of 20% of occupiable units. Attainable housing is housing that can be afforded, with average household incomes, using the 30% mortgage payment rule, i.e., the mortgage of a standard home should cost no more than 30% of the take home pay for an average family household income. Possible housing varies from low-income or market-rate housing, providing a missing middle housing option for regular families to purchase in a real estate market witnessing exponential property value growth. This can be completed through a series of options, including:

- a. Grants
- b. Tax credits
- c. Reductions in property taxes

A mixture or massing of the above options may be required, yet it should be considered for developers or property owners attempting to provide attainable housing options.



Figure 57: Middle Housing, Source: Missing Middle Housing, 2020

Supporting the recently adopted moderate-income housing plan, this style of housing is recommended to be permitted within the downtown and surrounding areas

07 Reduce parking requirements

Parking requirements can make it hard to design a vibrant and diverse downtown by prioritizing parking spaces over the safety and comfortability of pedestrians, cyclists, and those taking public transport.

This practice can also impede the ability of a downtown to fully utilize both retail and residential units that maximize economic potential. Reducing parking minimums can help reduce greenhouse gas emissions, while also producing a more attractive urban environment that is used more effectively. To most accurately account for parking needs, this recommendation will require a study to be conducted on regular downtown users and their parking usage.

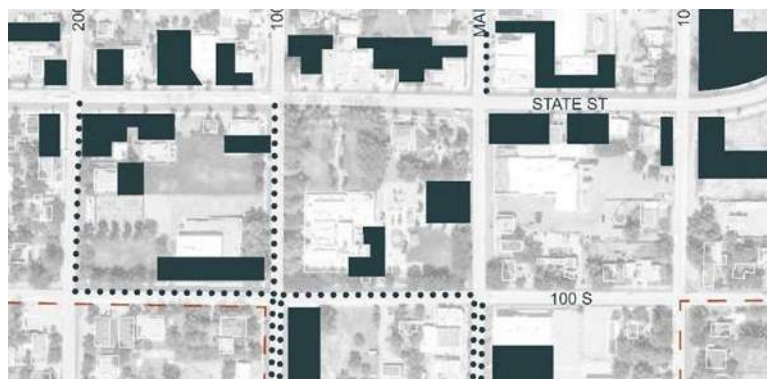


Figure 58: Existing Parking Lots and Angled Street Parking

Considering every building use, occupancy, and proximity to available parking lots, this survey would help determine the exact needs of Downtown in terms of parking stalls. In addition, some businesses may opt to reduce parking by using shared parking agreements. These are most helpful to businesses that require a consistent number of parking stalls, but operate at alternating times of day, relative to other businesses in the agreement. As an interim action step, consideration should be made to 1) reduce the parking minimums, and 2) add the requirement for parking to be located in the rear of each newly permitted structure.



08 Craft, adopt, and enforce a short-term rental ordinance for Downtown

Short-term rentals can be an asset to a downtown, as they stimulate economic growth and support local businesses with steady traffic of diverse tourists. However, short-term rentals can produce their own unique challenges. To effectively address the short-term rental needs and current conditions in Hurricane, a thorough assessment must be conducted to understand:

- ☒ **How many short-term rentals are currently being rented?**
- ☒ **How large are the short-term rentals in Hurricane?**
- ☒ **When are they most utilized?**
- ☒ **How much revenue are short-term rentals generating for the community?**

In addition to understanding the existing conditions, the community will need to identify what role they see short-term rental fulfilling within the downtown. These efforts should strive to provide a balance for considerations of both property owners and neighbors while also filling a regional need for overnight accommodations. Some suggestions for review and implementation are outlined below:

- ☒ **Within the downtown, limit rental complexes to a spacing minimum of 100 linear feet**
- ☒ **Limit the number of potential complexes on a roadway facing block**
- ☒ **Require overnight accommodations have off-street parking facilities**
- ☒ **Prioritize rentals in redevelopment or targeted development parcels**
- ☒ **Create a registry or waiting list for high demand areas**





Targeted Development Scenarios

Based on the feedback received from the public and the assessment of the existing conditions, the consultant team has prepared a series of recommendations for a major catalyst development site. This process involved a survey of the existing assets and challenges, meetings with the steering committee and City, and thorough analysis of public feedback gathered through survey and public input processes.



Figure 59: Proposed Catalyst Site

The proposed scenario requires the City to acquire an underutilized lot in Downtown. This lot is located on State Street between 200 W and 100 W.

By acquiring this lot, and envisioning its full potential, the City can pursue a public-private development agreement in which all the necessary assets are provided to Downtown, but the cost burden is distributed to a private developer.

The Catalyst site developments are outlined in the below graphic.



Figure 60: Northwest Corner Aerial



Details are outlined below:

Catalyst Site:

- ✓ Between 200 W and 100 W facing State Street
- ✓ Municipal land ownership through long-term lease
- ✓ Master developer agreement for Public Private partnership
- ✓ Relocation of the LDS Family Center within the structure along 200 West
- ✓ Potential for development in future phase(s)
- ✓ Two full stories, and a third half floor that is set back from the street facade (45' Tall)
- ✓ Retail storefront along State Street
- ✓ Residences and offices on upper floors
- ✓ Rooftop Terrace
- ✓ Plaza space and amphitheater for entertainment and events such as small gatherings or concerts and food truck events
- ✓ 50% lot coverage
- ✓ Frontage buildings with side parking structure
- ✓ 40,000 Sq Ft Residential
- ✓ 32,000 Sq Ft Commercial
- ✓ Incorporated 100 Car parking facility



Figure 61: Plan View Render



Figure 62: Northwest Corner Render



Figure 63: Northeast Corner Render



Economic Development Recommendations

Creating a resilient local economy is one of the most critical components of downtown revitalization any community can undertake. For a downtown, this includes preparing a necessary framework that will bolster the existing amenities, while providing complementary businesses to ensure Downtown remains relevant while also providing flexibility for adaptation. Recommendations are as follows:

1. **Target business clusters for missing amenities.**
2. **Prepare a detailed market analysis and leakage study.**
3. **Offer façade and signage grants.**
4. **Adopt and enforce the international property maintenance code.**
5. **Facilitate a phased master development for municipal properties.**
6. **Diversify cultural amenities.**
7. **Draft and enforce a site development requirement for building permitting in Downtown.**
8. **Site Redevelopment.**
9. **Incentivize property rehabilitation.**

Detailed information about each of the above-outlined recommendations is provided below:

01

Target business clusters for missing amenities

In this Plan's market analysis phase, several end-users were identified as having a supply gap in the trade areas. These businesses are also opportunities that would fit well into the existing Downtown buildings. Attracting these businesses would provide the community with a necessary addition to the tax revenue and create a regional draw to the State Street corridor for regional attributes. This is done through clustering of development typologies, and the businesses for Downtown Hurricane are as follows, restating some of the start-up and growth opportunities from the market analysis.

Pharmacies and Drug Stores



Women's Clothing Stores



Convenience Stores



Jewelry Stores





02 Prepare a detailed market analysis and leakage study

One of the most important things any community can undertake is studying the expenditure of residents and visitors, specifically where, when, and what the funds are being spent on. Preparing a market analysis is not simply providing a series of statistics about expenditures within a community, it is a nuanced and detailed review of a community that illustrates deficiencies, over-expenditures, and other critical factors. The City will be able to build on this Plan's market analysis and:

- ✓ **Identify GAPS in services or amenities.**
- ✓ **Document areas where the community is over saturated.**
- ✓ **Create retail user profiles that document spending habits or characteristics.**
- ✓ **Define areas or geographic regions primary visitors are traveling from.**
- ✓ **Identify unique attributes about community expenditure habits.**
- ✓ **Prepare strategies for business expansions.**

Through this process, a NAICS-level analysis should be created to help identify beneficial targeted clusters. These clusters should be identified for locations within the community, providing a mixture of amenities or services that would benefit from a symbiotic relationship. Samples of targeted clusters are:

- **Women's clothing stores**
- **General Merchandise stores**
- **Jewelry stores**

Through these clustered developments, the community will be able to witness a catalyst style of development that is self-sufficient. As outlined in the above cluster, many of these facilities would serve a relationship with one another, driving increased uses that are consistent and not event driven. All efforts should be made to provide elements that are maximally productive. This process will require further development and revisitation in the future to build upon the market analysis provided in this document.

03 Offer façade and signage grants

As part of recommendation #6 from the Built Environment Recommendation section, a grant application system should be implemented to encourage upkeep of facades in Downtown. This process will require funding to be allocated from outside grants, or from the annual budget.

One great source of funding for this process is the USDA Rural Business Development Grant program. Towns and communities may apply for grants to be used for economic development, as well as planning and training, and even business incubators. Applications are evaluated by economic need, and consistency with local priorities and goals.

It is recommended that the City reach out to interested business owners in advance to get their proposed construction or rehabilitation plans. This information should be organized and ranked accordingly by need and benefit to the city. Once a list and information about each project is compiled along with additional application requirements, the City should apply as soon as the annual application window is opened. If the grant does not cover all projects submitted by the business owners, those projects have already been ranked, and facade grant plans can be updated accordingly based on the approved USDA grant amount.



Figure 64: Façade Grant Use Example, Source: Urban Redevelopment Authority of Pittsburgh, 2019



04

Adopt and enforce international property maintenance code

The international property maintenance code (IPMC) is the industry's standard code enforcement process. This program is utilized by more than 2,000 municipalities across the country and has been found legally defensible regularly in a court of law. Adopting the guidelines and language will provide the community with an easy-to-implement and follow the program, one that will provide a standard of enforcement for all properties. The adoption process for the international property maintenance code is as follows:

- | | |
|---|--|
| ✓ Sign-up for membership and order code books | ✓ Set citation or infraction limits, processes, and costs. |
| ✓ Begin reviewing the materials and redacting unnecessary materials from the code book. | ✓ Municipal review and redaction of undesired or unnecessary sections. |
| ✓ Prepare necessary compliance and review paperwork for municipal use. | ✓ Adopt the redacted code through the council. |
| | ✓ Being implemented uniformly across the community. |

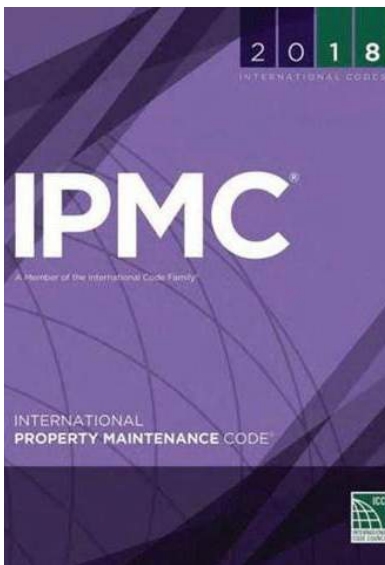


Figure 65: Career Path Graphic, Source: International Property Maintenance Code, 2021





05

Facilitate a phased master development for municipal properties

Transforming and revitalizing catalyst properties is one of the quickest and most impactful downtown revitalization tactics. Within the State Street corridor are several underutilized buildings, yet the property between 200 W and 100 W likely has the largest catalyst potential. Some details about the existing site are as follows:

-  **Located at a prime location for maximum visibility.**
-  **Only 8,500 Sq Ft of existing structures**
-  **Opportunity for strategic municipal purchases**

Improvements to the site and facilities are as follows:

- **100,000 Sq. Ft. development area, allowing for multiple uses.**
- **Includes multiple entrances and rentable spaces.**
- **Offers potential alleyway access for deliveries or other necessary uses.**

Based on these characteristics, this property would have the most significant potential to positively impact Downtown. To ensure the property meets underserved needs, the following uses should be included:

PROPOSED USE	SPACE ALLOCATION	LOCATION	PURPOSE
Downtown food hall	5,000	Close to centralized entrance	A food hall is a rotating food preparation facility with multiple smaller stands or facilities. These facilities can both serve as an incubator for growing businesses, as well as provide year-round opportunities for local food trucks.
Ice cream parlor	1,500	High visibility	Nothing says downtown like an ice cream parlor. This facility should offer homemade or local sources ice cream and ample room for people to gather.
Household appliance & electronics store	4,000-6,500 Sq. Ft.	Access to loading	Currently, the community has a shortage in facilities that sell appliances and home electronics. This space will provide convenience for residents to equip their homes from a local establishment.
New & Used clothing stores	2,500-7,000 Sq. Ft.	Front of building	This space would serve as a resource for residents and visitors. With a significant gap in clothing retail stores, Hurricane could quickly reclaim this spending as potential revenue.
Bakery	1,800 Sq. Ft.	Northeast corner	Providing a local alternative to morning snacking and meals will help encourage longer activation of Downtown by both tourists and residents. Having such an amenity in Downtown will create a more convenient variety of shops.
Sporting goods or camping needs	5,000	Near parking	This facility would provide the community with an undermet need, specifically that of camping or non-big box store supplies. Due to the year-round recreation of the Hurricane area, this store is viable all-year round.
Coffee shop/roastery	2,000	High visibility	Currently the community is undermet in facilities for lingering, socializing, and becoming part of the community. This facility, partnered with the bakery, would provide the residents with a necessary space to gather and enjoy their beverages of choice.

Figure 66: Suggested Building Uses

Efforts should be made to purchase and target marketing of parcels to necessary businesses. By acquiring these parcels, the community will be able to make the necessary catalyst changes much more quickly. Such parcels include the Hurricane Car Lot and the properties at 117 and 135 State Street. By purchasing these sites, the City would be the landowner of most of the block, offering the community a strong opportunity for catalyst development through a master developer agreement.



06 Diversify cultural amenities

Targeting development of specific amenities that encourage tourism and play into the outdoor recreation culture of Southern Utah will allow the City to reach its full potential of tourism spending. Existing businesses that already do such include Southern Utah Adventure Center and Over the Edge Sports. Additional new and used sporting goods stores and rental businesses will help boost this tourism effort. The City should partner with these existing business owners and help them reach their full potential with strategic location changes and facade or site enhancements.

The City should also consider hosting events that specifically benefit local businesses and craft vendors, as well as tailoring their permitting process to favor business owners with residency in Hurricane. Supporting Hurricane's existing asset businesses and business owners will further develop the identity and pride felt in Downtown.



07 Draft and enforce a site development requirement for building permitting in Downtown

Requirements for site development can be hard to regulate and organize. Using site development requirements that include a clear site plan for Downtown developments is a successful strategy for managing what is being designed and included. As part of this process, the City should evaluate what priorities or goals they would like to address within each site. Such goals should pertain to:

- ✓ **Parking**
- ✓ **Landscaping**
- ✓ **Hardscaping**
- ✓ **Entry locations**
- ✓ **Building orientation**
- ✓ **Pedestrian & cyclist amenities**

Once these priorities have been established, the building permitting process can be amended to require that each building have a site plan that clearly addresses such issues. Developing this process will help benefit Downtown by:

- **Creating cohesion within the look and feel of the streetscape and adjacent building designs.**
- **Highlight Downtown's goals and bring them to fruition.**
- **Create an easier understanding of building entrances and wayfinding.**
- **Prioritize the safety and accessibility of pedestrians and cyclists.**



08 Site Redevelopment

Reactivation of Downtown anchor buildings will provide one of the strongest ROIs possible and positively impact the overall corridor's economic health. Adjacent to the development outlined within the Targeted Development Scenario in the previous section, some multiple buildings and amenities would benefit from remodeling or rehab. The City Recreation Center and Fine Arts Building have both received heavy utilization by the community and highlight the need for great recreation and civic spaces within Hurricane.

The City will need to thoroughly study both buildings to understand their current uses and the potential for future retrofit or reconstruction that may improve upon these needs. If upgrades are done in conjunction with the Targeted Development, the city will have the opportunity to create an intentionally designed city center and anchor that provides updated recreational amenities for its residents. This can help set the tone aesthetically and architecturally for the rest of Downtown. Designing and implementing these upgrades will also give the community better facilities to meet their needs more effectively.



09 Incentivize property rehabilitation

A typical roadblock for property rehabilitation is the perception of unattainable increases in property taxes caused by property reassessments. A property tax deferment can encourage property redevelopment, specifically for municipal-based real estate tax increases. Removing this potential or perceived barrier will aid in building catalyst changes in Downtown. This program should conform to the following elements:

- ✓ **Be provided upon request, not automatically provided.**
- ✓ **Provide tax increase deferment on municipally based real estate tax for five years.**
- ✓ **Allow participants to improve their properties and increase rents before additional revenue is needed.**
- ✓ **Encourage regular maintenance through a rolling 15-year calendar for program participation.**

Implementing the use of GIS software integrated with permitting software, the City will be able to easily track what property upgrades have been done throughout the years by browsing each parcel and owner. Through this rehabilitation program, the community can conduct necessary work and gather additional revenue regularly before being concerned about other tax payments. Additionally, this program will empower property owners to make catalyst improvements with less fiscal impact.



05



IMPLEMENTATION STRATEGIES



IMPLEMENTATION STRATEGIES



As important as the recommendations are, preparing a priority order or ranking for implementation will ensure the proper steps are completed at the right time. Outlined below are the top prioritized projects and necessary action steps for implementation

YEAR 0 - 2

1

ALTER LOCAL ORDINANCES AND ZONING TO REQUIRE RETAIL OR SERVICE-BASED INDUSTRIES IN THE DOWNTOWN CORRIDOR

Land Use Recommendation No. 4

- a. Research best practices from surrounding communities
- b. Craft a set of draft ordinances and proposed changes
 - i. *Identify an area where the ordinance will be implemented*
 - ii. *Determine if current zoning / permitted uses will be followed or if amendments will need to be made to permitted uses within the defined area*
- c. Complete the adoption process with planning and council

2

IMPLEMENT A VACANT PROPERTY ORDINANCE

Land Use Recommendation No. 1

- a. Research best practices from surrounding communities
- b. Craft a set of draft ordinances and proposed changes
 - i. *Requirements for building use*
 - ii. *Thresholds for vacancy tenure*
 - iii. *What a "used" building entails*
 - iv. *Incentives and penalties related to compliance*
- c. Complete the adoption process with planning and council
- d. Identify, create, and implement tracking mechanisms
- e. Determine penalties for noncompliance and create and enforce enforcement mechanisms
- f. Update vacant property list regularly

3

PAINT HIGHLY VISIBLE CROSSWALKS

Urban Design Recommendation No. 1

- a. Start with temporary paintings along 100 S in partnership with the community (i.e., high school students, event celebrations, etc.)
- b. Gather funding for permanent thermoplastic crosswalks



4

CREATE A MIXED-USE ZONING DISTRICT, SPECIFICALLY WITHIN THE DOWNTOWN, ALLOWING AND ENCOURAGING A VARIETY OF USES ON UPPER FLOORS SUCH AS DWELLING UNITS, OFFICE SPACES, AND STUDIOS

Land Use Recommendation No. 2

- a. Research best practices from surrounding communities
- b. Craft a set of draft ordinances and
 - i. *Identify permitted uses within the mixed-use zone*
 - ii. *Define the permitted density of development in a mixed-use zone*
- c. Update the zoning map to reflect the new mixed-use zone in downtown
- d. Complete the adoption process with planning and council

5

CRAFT, ADOPT, AND ENFORCE A SHORT-TERM RENTAL ORDINANCE FOR THE DOWNTOWN

Housing Recommendation No. 8

- a. Assess existing short-term rentals' current needs
- b. Identify what the City and the community would like to see.
- c. Adopt an ordinance specifying the number of short-term rentals allowed in the downtown and what is required of those rentals.
- d. Allocate funding for enforcement.

6

CREATE AN OVERLAY ZONE FOR THE DOWNTOWN CORRIDOR (RELATED EXPLICITLY TO FORM-BASED CODES)

Land Use Recommendation No. 3

- a. Research best practices from surrounding communities
- b. Identify the areas to be included in the overlay zone
 - i. *Incorporate form-based code into overlay regulations as developed in Implementation Strategy 17*
- c. Craft a set of draft ordinances
- d. Update the zoning map to reflect the location of the overlay zone
- e. Complete the adoption process with planning and council

7

ALLOW MULTI-FAMILY HOUSING TO BE BUILT TO ZERO LOT LINES

Housing Recommendation No. 4

- a. Establish zero-lot line construction as a right
- b. Allowing for increased density massing for two and 3-story buildings (capped at a set height of 40') for structures
- c. Require facilities to be ROW or back of sidewalk bordered

8

PROVIDE ZONING CHANGES ALLOWING A VARIETY OF RESIDENCES WITHIN THE DOWNTOWN

Housing Recommendation No. 5

- a. Assess current zoning requirements
- b. Review and amend the code to allow for increased densities
- c. Eliminate requirements that prohibit certain housing types
- d. Rewrite zoning requirements to allow multiple housing types and styles as long as the preferred density is achieved.



9

WORK WITH A LOCAL REALTOR(S) TO CREATE A DOWNTOWN PROPERTIES MARKETING DATABASE

Built Environment Recommendation No. 5

- a. Identify local realtors and create a partnership to implement recommendations.
- b. Create a list of eligible properties.
- c. Conduct assessments of the building condition, zoning, potential end-use types, etc. Also, gather owner or listing agent contact information.
- d. Create marketing materials and flyers for each identified property
- e. Create a website for available properties
- f. Share information about available properties with developers
 - i. *Utilize an online platform where interested parties can easily access these marketing materials*
- g. Maintain and update the list regularly

10

UPDATE AND ENFORCE SIGNAGE REGULATIONS

Built Environment Recommendation No. 1

- a. Research best practices from surrounding communities
- b. Review existing signage regulations
 - i. *Identify corrections or additions needed to the current regulations*
- c. Craft a set of draft ordinances
- d. Identify and implement enforcement mechanisms for regulations
- e. Complete the adoption process with planning and council

11

MAINTAIN AND ENHANCE TREES AND SIDEWALK LEVEL PLANTING AREAS ALONG THE PEDESTRIAN WAY

Green Infrastructure Recommendation No. 4

- a. Identify existing areas where trees and street-level plantings are already present
- b. Assess the current condition of existing vegetative areas
- c. Implement plantings in areas where additional buffering is needed
- d. Determine ongoing maintenance needs and implement them as needed. Adjust fiscal budgets as required to accommodate necessary maintenance
- e. Conduct a downtown assessment to identify areas where trees and street-level plantings could be added
- f. Determine the estimated cost of such installations and budget accordingly

12

CLOSE 100 W FROM 100 S TO STATE STREET

Urban Design Recommendation No. 2

- a. Lock and reinforce permanent barricades
- b. Identify locations for, and stripe accessible parking locations
- c. Create an accessible turn-off for pick-up/drop-off along 100 South
- d. Remove/reduce curbs along 100W to create zero-grade transitions
- e. Provide vegetation in pots and moveable items to reduce heat island effect



13

REDUCE PARKING REQUIREMENTS, ALLOWING FOR INCREASED DENSITY STRUCTURES

Housing Recommendation No. 7

- a. Identify current users and parking needs within the downtown
- b. Identify where the required on and off-street parking requirements for existing and new developments should be reduced (based on current and proposed users and needs)
- c. Craft a draft ordinance that updates the appropriate zoning regulations as they relate to on and off-street parking
- d. Complete the adoption process with planning and council
- e. In addition to the proposed ordinance change, locate existing parking lots and structures that can be utilized and potentially shared
- f. Facilitate and encourage shared agreements between businesses where feasible.

14

INTEGRATE A HISTORICAL OR CULTURAL TRAIL THROUGH THE DOWNTOWN CORRIDOR

Parks & Civic Space Recommendation No. 3

- a. Identify historical and cultural assets throughout the downtown corridor
- b. Create a database with location and background information
- c. Create graphic representation/route of identified assets
- d. Distribute trail routes at places of business, as well as online, so individuals can access it and utilize trail route
- e. Create a QR code or another interactive aspect where individuals can learn more information about an asset as they pass through the downtown

15

OFFER FAÇADE AND SIGNAGE GRANTS

Economic Development recommendation No. 3

- a. Adopt design guidelines
- b. Identify funding for program implementation and administration
- c. Create a grant application program
- d. Establish criteria for awarding applicants
- e. Allocate funding from outside grant sources or annual budget

16

ADOPT AND ENFORCE INTERNATIONAL PROPERTY MAINTENANCE CODE

Economic Development Recommendation No. 4

- a. Sign-up for membership and order code books
- b. Review the materials and redact unnecessary materials from the code book
- c. Prepare necessary compliance and review paperwork for municipal use
- d. Set citation or infraction limits, processes, and costs
- e. Adopt the redacted code through the council
- f. Being implemented uniformly across the community



17

DRAFT AND ENFORCE A SITE DEVELOPMENT REQUIREMENT FOR BUILDING PERMITS WITHIN THE DOWNTOWN

Economic Development
Recommendation No. 7

- Establish goals for on-site parking, landscaping, hardscaping, entry locations, building orientation, and pedestrian & cyclist amenities.
- Require a site plan as part of the permitting process within downtown
- Create regulations for key goals to be shown on submitted site plans

18

PREPARATION AND IMPLEMENTATION OF FORM-BASED CODE, SPECIFICALLY IN THE DOWNTOWN OVERLAY ZONE

Built Environment Recommendation No. 7

- Adopt an overlay zone within downtown where form-based codes will be implemented (see Implementation Strategy 6)
- Define and outline preferred development standards for construction within the overlay zone.
- Draft proposed guidelines
- Create a mechanism for enforcement of the form-based codes
- Complete the adoption process with planning and council

19

NEW CORRIDOR AND SIGNAL WARRANT STUDY ON STATE STREET

Transportation Recommendation No. 1

- Coordinate with UDOT about a new corridor and signal warrant study on State Street
- Secure internal funds and external grants (i.e., Dixie MPO) to provide a match for the study
- Help conduct and finalize the investigation in coordination with UDOT

20

CREATE A PEDESTRIAN AND BICYCLE-ONLY STREET ON 100 W BETWEEN 100 S TO STATE STREET

Urban Design Recommendation No. 2

- Temporary closure (3-4 months) during summer months
- Implement tactical urbanism and programming to increase space utilization (community art, fairs, events, etc.)
- Complete street closure after adoption with the planning commission and council

21

STRATEGICALLY LOCATE ACCESSIBLE PARKING FOR EQUITABLE ACCESS

Urban Design Recommendation No. 7

- Identify areas close to destination entrances that can host accessible parking spots
- Count parking spots within each block
- Implement a minimum of 1 accessible stall for every 25 stalls

22

INSTALL PARKING SIGNAGE WITH A MAXIMUM OF 2-HOUR TIME LIMIT

Urban Design Recommendation No. 8

- Identify areas where parking demand exceeds capacity, usually near the entrance of destinations and establishments
- Install 2-hour parking limit signs every 25' distance



YEARS 3 - 7

1.	Install parking signage with a maximum of 2-hour time limit	Urban Design Recommendation No. 8
	- Identify areas where parking demand exceeds capacity, usually near the entrance of destinations and establishments. - Install 2-hour parking limit signs every 25' distance.	
2.	Increase crossing time at the intersection of State Street and Main Street	Transportation Recommendation No. 5
	Adjust the crossing time of the signal following recommendations from the State Street corridor and signal warrant study.	
3.	Add a 4-way stop sign at the intersection of 200 W and 100 N	Transportation Recommendation No. 6
4.	Implement two additional stop signs on 100 N at the corner of 200 W to convert it to a 4-way stop sign. Implement an annual façade program	Built Environment Recommendation No. 6
5.	Implement a tree & vegetation ordinance for installation and maintenance.	Parks & Civic Space Recommendation No. 4
6.	Create downtown design guidelines	Built Environment Recommendation No. 2
7.	Prepare additional hard-surface recreational play spaces within the downtown core.	Parks & Civic Space Recommendation No. 2
8.	Integrate the downtown recreational core into the trails network	Parks & Civic Space Recommendation No. 1
9.	Incentivize development of mixed-uses for developers acquiring underutilized downtown properties.	Built Environment Recommendation No. 4
10.	Install energy-efficient or solar-based lighting along non-DOT roadways	Green Infrastructure Recommendation No. 3
11.	Implement xeriscape design for new construction or rehabilitation	Green Infrastructure Recommendation No. 1
12.	Create small rain gardens within curb bulb-outs and parks downtown	Green Infrastructure Recommendation No. 5
13.	Provide zoning changes to ensure a minimum Floor Area Ratio (FAR) is met.	Land Use Recommendation No. 5
14.	Conduct a building inventory	Housing Recommendation No. 1
15.	Create upper-floor residence allowances utilizing the overlay district	Housing Recommendation No. 2
16.	Encourage attainable housing with deferred taxes or other financial incentives	Housing Recommendation No. 6
17.	Facilitate a phased master development for municipal catalyst site between 100 W and 200 W	Targeted Development Scenario & Economic Development Recommendation No. 5
18.	Create upper housing opportunities on State Street between 100 W and 200 W in conjunction with the Targeted Development Scenario	Housing Recommendation No. 3
19.	Prepare a detailed market analysis and leakage study	Economic Development Recommendation No. 2
20.	Incentivize property rehabilitation	Economic Development Recommendation No. 9



21.	Explore the HAWK signal and median at 100 W	Urban Design Recommendation No. 3
	- Run corridor and signal warranty study in coordination with UDOT - Gather funding for design and engineering - Complete design and gather funding for construction - Finalize construction	
22.	Explore the new traffic signal at 200 W and State Street	Urban Design Recommendation No. 4
	- Run corridor and signal warranty study in coordination with UDOT - Gather funding for design, engineering, and implementation - Install new signal	
23.	Create curb bulb-outs at non-DOT intersections and crosswalks	Urban Design Recommendation No. 5
	- Create an implementation strategy for curb bulb-outs in partnership with UDOT - Gather financing for design and engineering - Complete design and gather funding for construction - Finalize construction	
24.	Help facilitate discussions with property owners for shared parking lots	Urban Design Recommendation No. 6
	- Continue to work with current and new property owners on shared parking agreements. - Finalize shared parking agreements.	
25.	Add curb, gutter, sidewalks, and striped parking along 100 N	Urban Design Recommendation No. 10
	- Continue to secure funding for design and construction - Complete design and engineering of the project - Start construction	
26.	Install wayfinding/parking signage	Transportation Recommendation No. 2
	- Conduct a wayfinding plan to determine the location and content of signs. - This plan is best done with the abovementioned lighting and gathering spaces assessment. - Get the plan adopted by the planning commission and council - Start budgeting and securing funding for design and construction - Implement wayfinding and parking signage	
27.	Install bicycle facilities and sidewalks throughout downtown	Transportation Recommendation No. 3
	- Verify locations of bike lanes and marked shared roadways in this map - Implement new bicycle facilities as roadways get re-paved or re-striped - Finalize implementation of bike lanes and celebrate shared routes downtown	
28.	Convert parallel parking to angled parking and restripe parking along 100 S to mitigate closure of 100 W	Transportation Recommendation No. 4
	- Verify the re-striping or re-pavement plan of 100 S; if possible, coordinate efforts to simultaneously re-stripe angled parking on 100 S between Main Street and 100 W. - Continue and finalize to re-stripe parking along 100 S between 100 W and 300 W	



YEARS 8 - 15

1.	Improve the historic amphitheater, and include a new amphitheater within the Targeted Development Scenario	Parks & Civic Space Recommendation No. 6
2.	Design and implement bioswales along the downtown corridor walkways and parking areas	Green Infrastructure Recommendation No. 2
3.	Increase the size of sidewalks to encourage longer visit durations	Parks & Civic Space Recommendation No. 5
4.	Create mid-sized, hard-surface, community gathering spaces within the downtown	Built Environment Recommendation No. 3
5.	Target business cluster for missing amenities	Economic Development Recommendation No. 1
6.	Diversify cultural amenities	Economic Development Recommendation No. 6
7.	Site Redevelopment	Parks & Civic Space Recommendation No. 6
8.	Consider creating additional municipal parking lots to support site density development - Identify potential parcels for the creation of new municipal parking lots - Conduct an appraisal of the property to determine its market value - Negotiate with property owners to purchase the parcel at a fair price. This may involve making an offer, counter-offers, and ultimately agreeing on a purchase price. - Secure funding to purchase the parcel. This may involve using public funds or seeking grants or loans from the government or other sources. - Acquire the parcel. This may involve obtaining necessary permits, transferring ownership, and paying the purchase price. - Final design and construction of parking lots.	Urban Design Recommendation No. 9
9.	Install more appropriate (pedestrian scale) lighting and other amenities within the corridor - Conduct a lighting assessment to determine key areas where illumination is needed downtown. This may involve conducting a survey or consultation with residents and stakeholders. - Start budgeting and securing funding for design and construction. - Final construction of new lighting amenities	Urban Design Recommendation No. 11
10.	Create additional public gathering spaces adjacent to the ROW space - Conduct a plan for determining the need, location, and types of gathering spaces in downtown Hurricanes. - Get the plan adopted by the planning commission and council - Start budgeting and securing funding for design and construction - Start implementing new gathering amenities and spaces - Final construction of new gathering amenities and spaces.	Urban Design Recommendation No. 12

HURRICANE DOWNTOWN

MASTER PLAN

APRIL
2023

PREPARED BY



Downtown Redevelopment Services
100 E Main St, Suite 100
Ravenna, OH 44266

CRSA

CRSA
175 S Main St, Suite 300
Salt Lake City, Utah 84101

HURRICANE DOWNTOWN PLAN



TIMELINE

- \$45,000 grant from UDOT
- Steering Committee starting meeting in October
- 2 online surveys and 3 public input open houses
- Received comments from over 600 residents



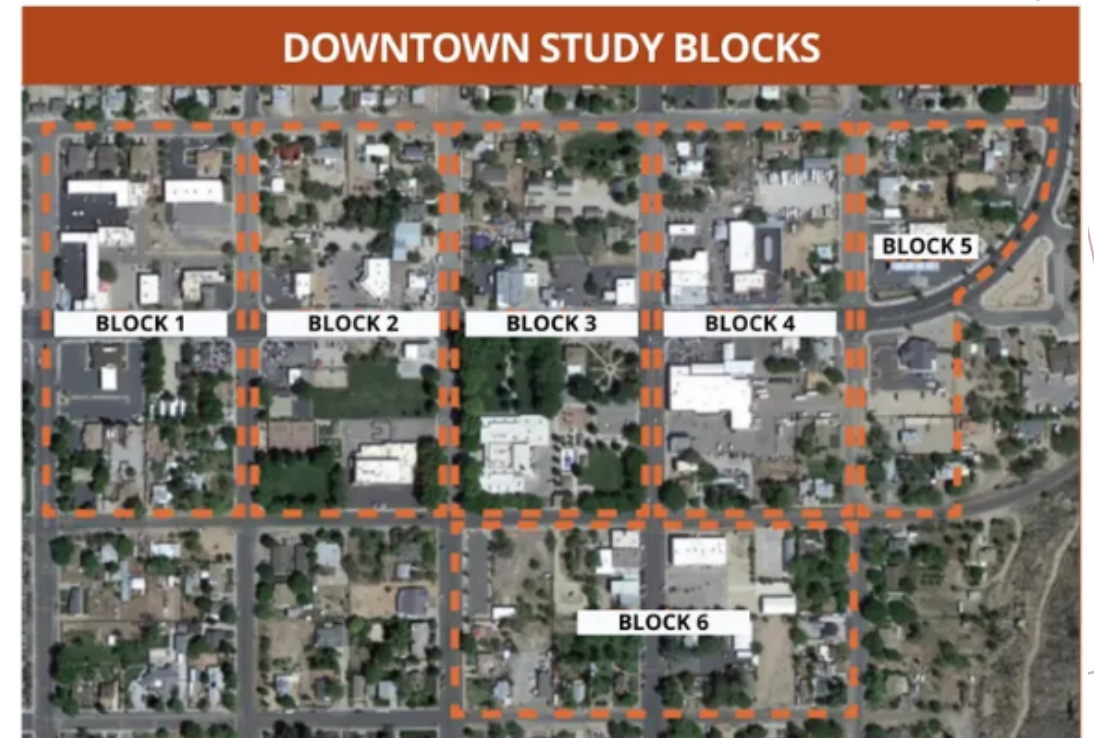
KEY SECTIONS

- Existing Conditions
- Market Analysis
- Public Input Synopsis
- Recommendations
- Implementation Strategies



EXISTING CONDITIONS

- Six study blocks
- From 300 W to the curve
- From 100 N to 100 S and to 200 S from 100 W to 100 E



MARKET ANALYSIS

- There is a potential for more retail and restaurants within the downtown

- 1 PHARMACIES & DRUG STORES
- 2 CONVENIENCE STORES
- 3 WOMEN'S CLOTHING STORES
- 4 SHOE STORES
- 5 JEWELRY STORES
- 6 SPECIALTY FOOD STORES
- 7 SNACK & NON-ALCOHOLIC BEVERAGE BARS
- 8 ELECTRONIC STORES
- 9 LUGGAGE & LEATHER GOODS STORES
- 10 ALL OTHER GENERAL MERCHANDISE STORES

RECOMMENDED USE	SPACE ALLOCATED IN THE BUILDING (SQ. FT)	POTENTIAL LEASE RATE	POTENTIAL MUNICIPAL REVENUE CAPTURE PER FOOT
Pharmacies & Drug Stores	6,500	\$20.00	\$7.46
Convenience Stores	5,000	\$18.00	\$2.14
Women's Clothing Stores	2,000	\$15.00	\$4.40
Shoe Stores	1,500	\$17.50	\$7.45
Jewelry Stores	2,000	\$20.00	\$6.45
Specialty Food Stores	5,000	\$15.00	\$1.83
Snack & Non-Alcoholic Beverage Bars	1,500	\$17.50	\$4.09
Electronic Stores	5,000	\$20.00	\$5.60
Luggage & Leather Goods Stores	2,000	\$15.00	\$3.17
All Other General Merchandise Stores	7,500	\$15.00	\$2.57

Note: The quoted rates are outlined as regional standards. Further review is required for market condition applicability.

PUBLIC INPUT

- Over 600 responses were received to surveys about the downtown
- Staff and consultants have worked to integrate citizen comments and concerns into the plan

THE RESULTS

Outlined below are some of the critical community character elements determined through the engagement process:



Residents enjoy the small-town atmosphere of Hurricane



There are concerns that revitalization efforts and development will detract from the small-town feel of the City



33.8% of residents have lived in the community for one to five years



37.4% of respondents visit the downtown area daily



75.1% of survey respondents stated there are not enough service and retail options in Downtown



72.9% of respondents (from the 75.1%) indicated date night dining options as a top priority



89.9% of survey respondents support further downtown revitalization in Hurricane



71.8% of respondents indicated improved retail and service opportunities would make Downtown more vibrant



RECOMMENDATIONS

LAND USE

- Allow ground-floor retail or service industries on Main St
- Create a Downtown mixed-use zoning district
- Implement a vacant property ordinance

BUILT ENVIRONMENT

- Form based code for Downtown
- Annual façade program

PARKS & CIVIC SPACE

- Downtown historic walking tour
- Integrate the downtown recreational core into trails network

RECOMMENDATIONS

ECONOMIC DEVELOPMENT

- Prepare a detailed market analysis
- Incentivize property rehabilitation
- Target business clusters for missing amenities
- Planning Staff has asked for budget money to do a full Economic Development Master Plan for next fiscal year

HOUSING

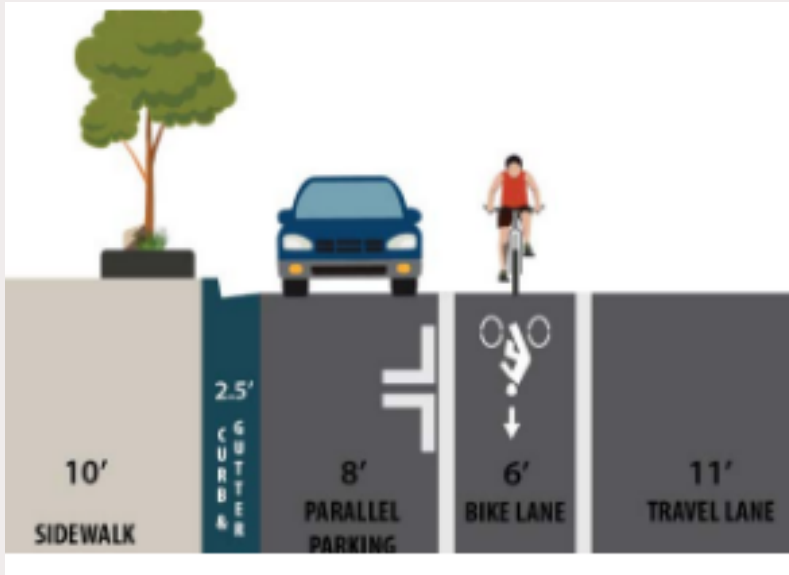
- Allow for housing in upper floors of downtown buildings
- Reduce parking requirements where shared use parking is available
- Allow a greater variety of housing types downtown

RECOMMENDATIONS

- **TRANSPORTATION**

- High visibility crosswalks to promote more walkability and visual appeal within the downtown
- Can be installed temporarily or permanently (or both!)





RECOMMENDATIONS

• **BIKE INFRASTRUCTURE**

- Bike lanes should be installed along busier roadways (100 N or Main St)
- Shared roadways along less busy roadways (100 S)



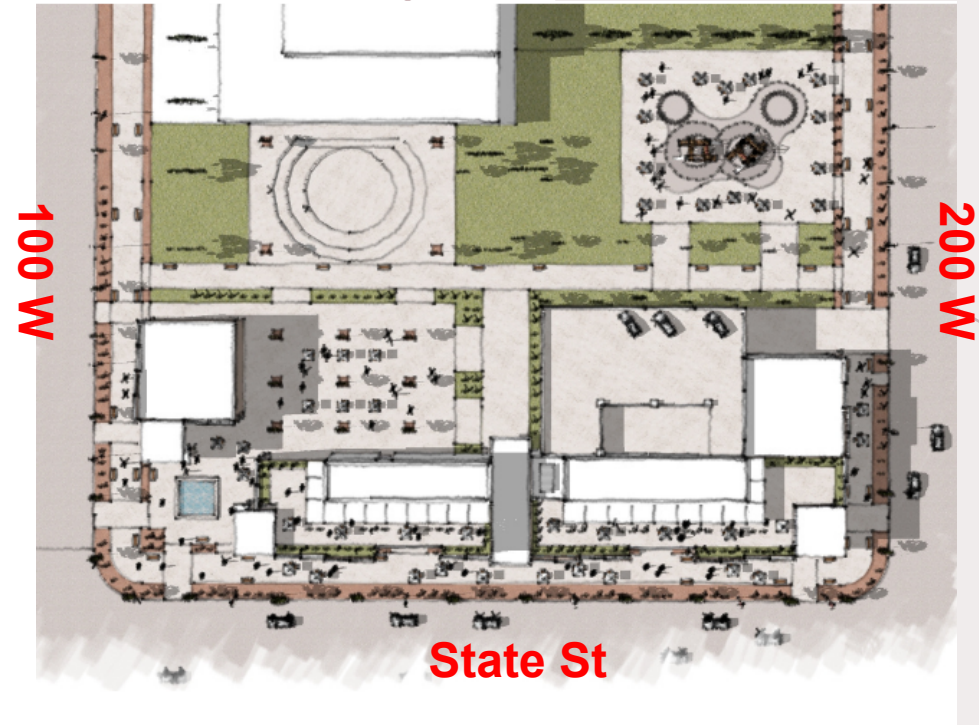
RECOMMENDATIONS

- On May 18th the City Council voted to close 100 W from State St to 100 S from Memorial Day to Labor Day this year
- The current General Plan and Downtown Plan believe this will provide open space within the



CATALYST SITE

- The buildings on the corner of 100 W and State St need to be removed
- The property is owned by the City
- Mixed Use 2-story building with rooftop patios
- Three story parking garage
- Can incorporate the current Family History Center



IMPLEMENTATION

- Downtown Master Plan features a 15-year implementation timeline
- Start with changing ordinances and start budgeting money for larger projects



Targeted Site Development Feedback

Preliminary Survey and Conceptual Feedback

- 622 survey responses
- Top desires for amenities in the downtown (select all that apply):
 - Date-Night Dining - 72.9%
 - Family Friendly Dining - 71.6%
 - Quick lunch/dinner - 68.6%
- Fill in the blank responses
 - Desire more events, more minor and not as significant as Peach days
 - Want more retail and Dining
 - Want “cute” shops and retail
- Items to make downtown more vibrant (select all that apply)
 - Improved retail or services establishments - 71.8%
 - Enhanced programming or events - 45.8%
 - Improved sidewalks and crosswalks - 43.8%
- Callouts for downtown (short answer questions)
 - Need more parking
 - Need more spaces for people to visit and stop at
 - Desire more amenities to visit and hop
 - More variety in food options desired
 - Highlighted comment *“If tourists patronized shops in the area, it stands to reason that the area could support more retail & restaurants in a denser area, creating a more pedestrian and walking-friendly environment.”*

Hurricane Second Survey - Feedback on Ideation

- 293 responses
- Critical items:
 - Connect downtown with pathways to neighborhoods - 52.4%
 - Provide additional community gathering spaces - 39.6%
- How often do you visit downtown amenities (average for each)
 - Local retail - 45.9%
 - Local restaurants - 43.9%
 - Recreational amenities - 36.1%
- Types of amenities desired (select all that apply)
 - Improved community plaza or gathering spaces - 62%

- Additional services (hair salon, chiropractor, etc.) - 52.8%
- More recreational or sporting facilities - 39.2%
- Ideas to encourage better downtown utilization (ranking in order of importance)
 - Reduce public access to roadways (score of 5.23)
 - Updated and enforces signage ordinance (score of 4.48)
 - Incentivize mixed-use development for developers acquiring underutilized properties (score of 4.12)
 - Vacant property ordinance (score of 3.87)
 - Incentivize the development of new retail and commercial spaces (3.48%)

Preliminary Draft Meeting

- Attendance was 61 participants
- Format - Presentation and feedback sheets provided
- Feedback Synopsis
 - Design Ideas
 - Improve crosswalks
 - Outdoor Dining
 - Larger sidewalks
 - Real estate development
 - Build into areas already existing
 - More locations for shops/restaurants
 - Mixed-use development (local retail called out specifically)
 - Neighborhood markets
 - Shopping to raise taxes - (like surrounding communities)
 - Urban design
 - Prefer buildings along roadways and safe sidewalks
 - Need parking and adequate spaces
 - Multiple stories for facilities to allow for more housing
 - Need transition areas and dense downtown
 - Murals and public art to help define downtown

Final Draft Meeting (highlighted comments from the sheets)

- Notes about desiring brick and small-scale development, especially ones that support apartments or other housing options
- Slowing traffic within the downtown (noted to have a lot of speeders or individuals who ignore posted signs)

- Desire to increase oversight or limits to short-term rentals
- Facade improvements and a defined program was strong point people agreed with
- Offered ideas for small-scale retail (shed or temporary) on unused lots
- Highlighted comment (Land-use) *"Move car repair, chums, and the white building across the street from chums and renovate to accommodate mixed-use, restaurants, shops"* (this had multiple people agree with a "yes" or "ditto.")
- The desire for a more "uniform" look and feel to storefronts
- Built environment notes - *"Consider 1-2 stories, maybe three stories of buildings that would have restaurants."*
- Parks & civic space notes - *"need to refresh the look of the civic center buildings."*
- Parking is notated throughout, having a desire for enforcement and timed allowances, specifically in hot spot areas of congestion (100S & 100W)

Planning Commission Meeting

- Unanimous approval
- Public meeting with no comments
- Strong prep work by Stephen to explain the pros and cons of the plan
 - There appears to be a bit of misinformation between this meeting and the council meeting. Once people knew the parameters, they were more open at the supplemental development scenario meeting.

Supplemental Meeting - Targeted Development Site

- A meeting was held where people were offered three (3) ideation boards. These boards were not given as options for selection but were provided to help people think about the site. The options were:
 - #1 - 1 story development



Ideation Board #1

Hurricane Downtown Plan
Hurricane City, Utah



Perspective View

Comments?



Plan View

- #2 - Public plaza space



Ideation Board #2

Hurricane Downtown Plan
Hurricane City, Utah



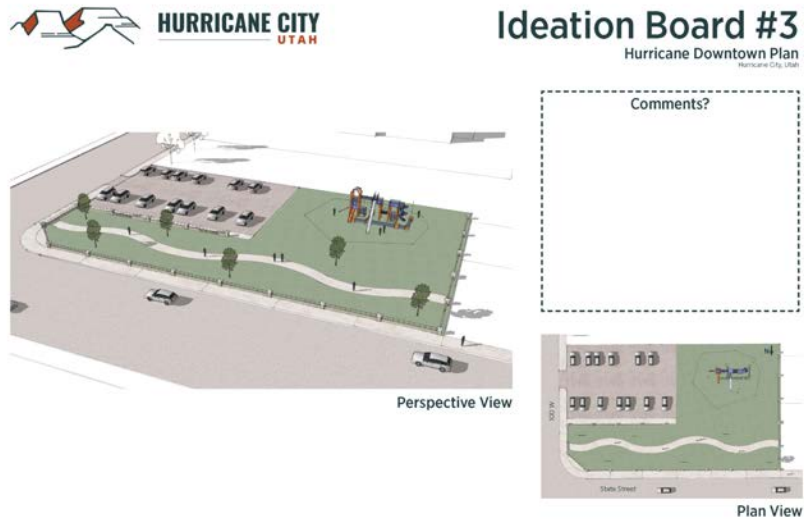
Perspective View

Comments?

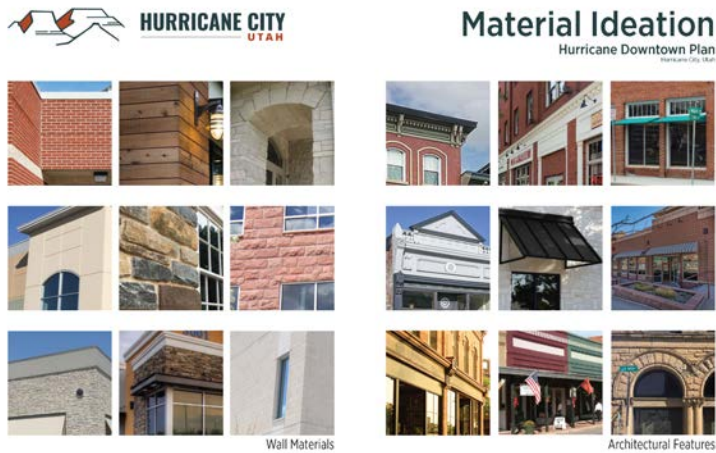


Plan View

- #3 - recreational space



- Once the drawing was done, a series of material preference boards were provided to gain support for desired materials for the site. The boards used are below:

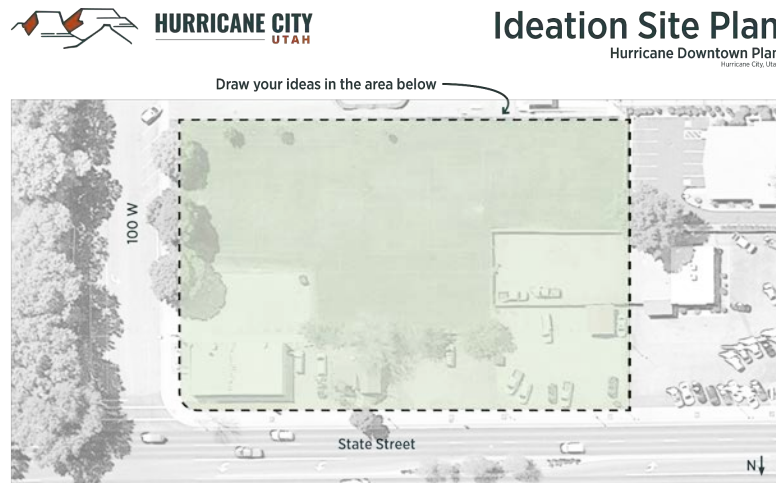


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- After reviewing the ideation boards (where I was personally explaining the purpose and process of the night event), they were given the below to sit down and draw out their ideas:



-
- 32 unique responses from 32 groups/persons
 - We counted 50 people at the event, but only 32 persons left a response on the sheets.
- Feedback from the sheets
 - 51% of the sheets call for more recreational space (some in coordination with more development, others not)
 - 47% call for redevelopment specifically
 - Most of the spots call for parking or other facilities to be created
 - I'm attaching the feedback sheets collected; note there is no defined answer for an absolute direction; we collected the information and synthesized it to make the final renderings sent over earlier in the month.
- Changes desired
 - Once people learned that the buildings on the NE corner were being torn down, many favored replacing a similar size/quantity.
 - During discussions about usage, a compromise was made with Peach Days supporters, especially with the use of space and allocation of land would not change or hinder their abilities
 - Incorporate more parking along the back of the buildings
 - Consider the purchase of the car dealership to allow for green space integration onto that corner, drawing people into the recreation on the site
 - Provide usable spaces (2,000 Sq Ft or up) for people to rent

Final Feedback

While there was vocal support for the proposed site reuse at a public council meeting, it is also important to remember there are other feedback options the data has to be integrated into. The group at a council meeting typically represents a small portion of the overall public. So, as part

of the process, we re-reviewed all the data sets and incorporated the feedback from all events, attempting to make a compromise, precisely one that met:

- Incorporation of additional parking
- Limited impact to green space
- Provided safe separation of roadway/children
- Provided spaces for additional amenities
- Encouraged a walkable and inviting downtown

This was based on the results from our review of the datasets, specifically highlighting the following:

- 68% of respondents want spaces within the downtown to see small businesses and restaurants, many of which were provided the at the meeting in graphic format
- 39% of respondents asked for parks and recreation (including parking facilities) only on the site
- There is a crossover margin where people wanted both amenities, and we worked to incorporate both accordingly.



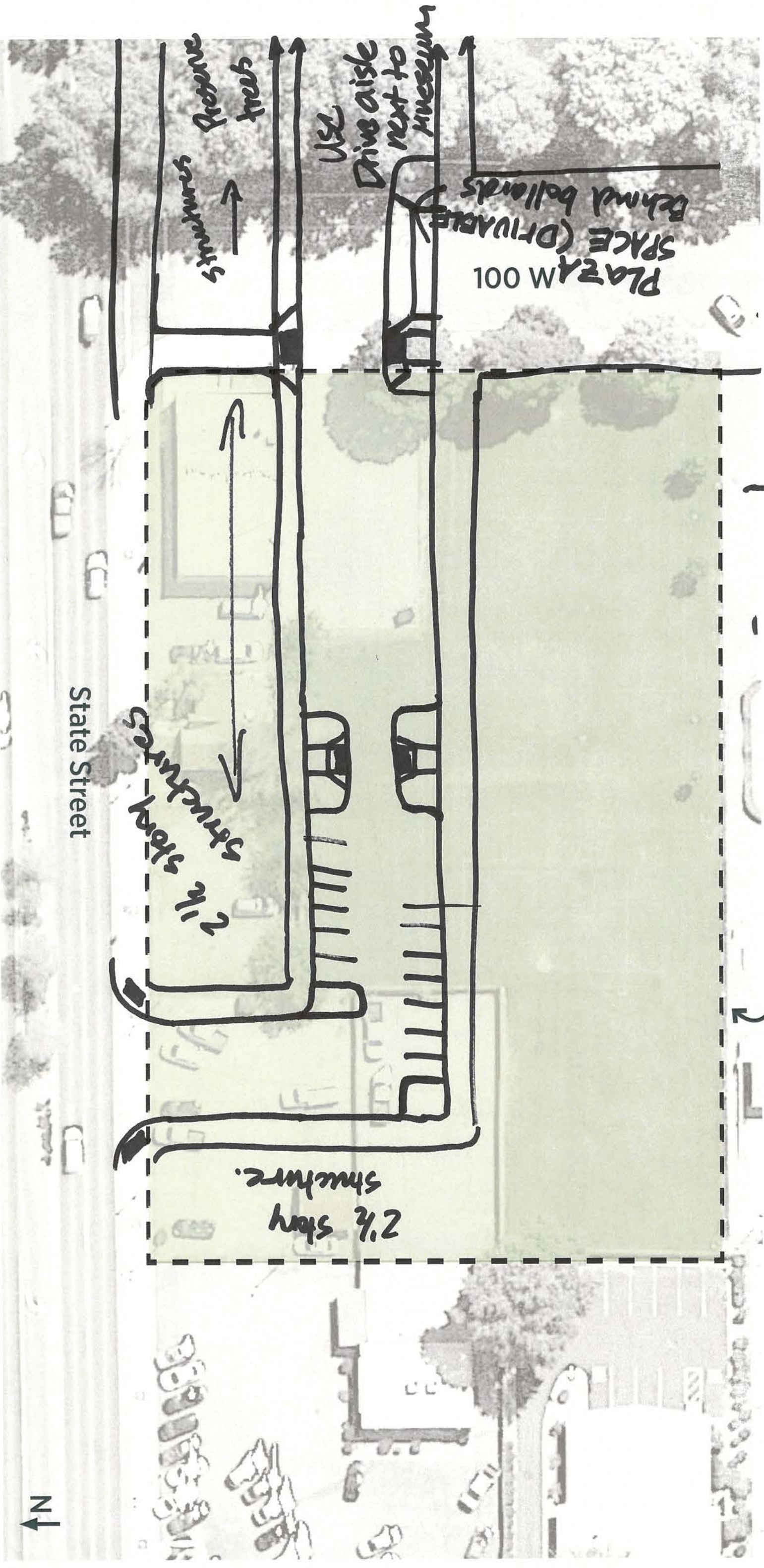
HURRICANE CITY
UTAH

Ideation Site Plan

Hurricane Downtown Plan

Hurricane City, Utah

Draw your ideas in the area below



Move B-ball indoor to pool.

0.450

Drink Shop lease

18' | 16' | 11' | 9'

6' min / 5' 3" Diagonal | ↑ ↓ Parallel

100 S X-section

66' ROW

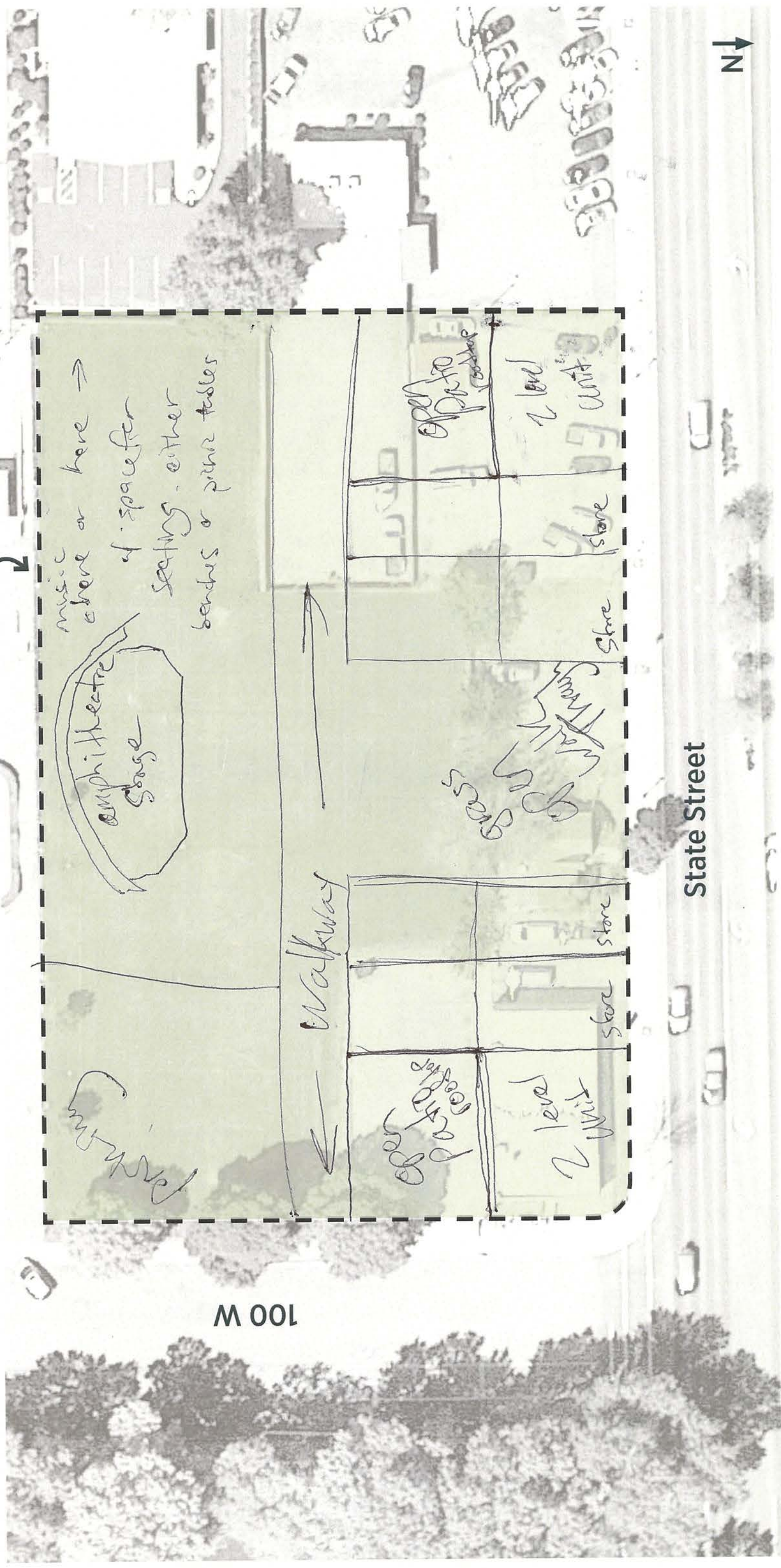
Landscape bulbs & Driveways. Complete ~~100 S~~ 100 S (Main to 300 W)



HURRICANE CITY UTAH

Hurricane

Draw your ideas in the area below





HURRICANE CITY
UTAH

I like idea #1 or #2!
(we don't need a playground!)

Ideation Site Plan

Hurricane Downtown Plan
Hurricane City, Utah

Draw your ideas in the area below





HURRICANE CITY
UTAH

Ideation Site Plan

Hurricane Downtown Plan
Hurricane City, Utah

Draw your ideas in the area below





HURRICANE CITY
UTAH

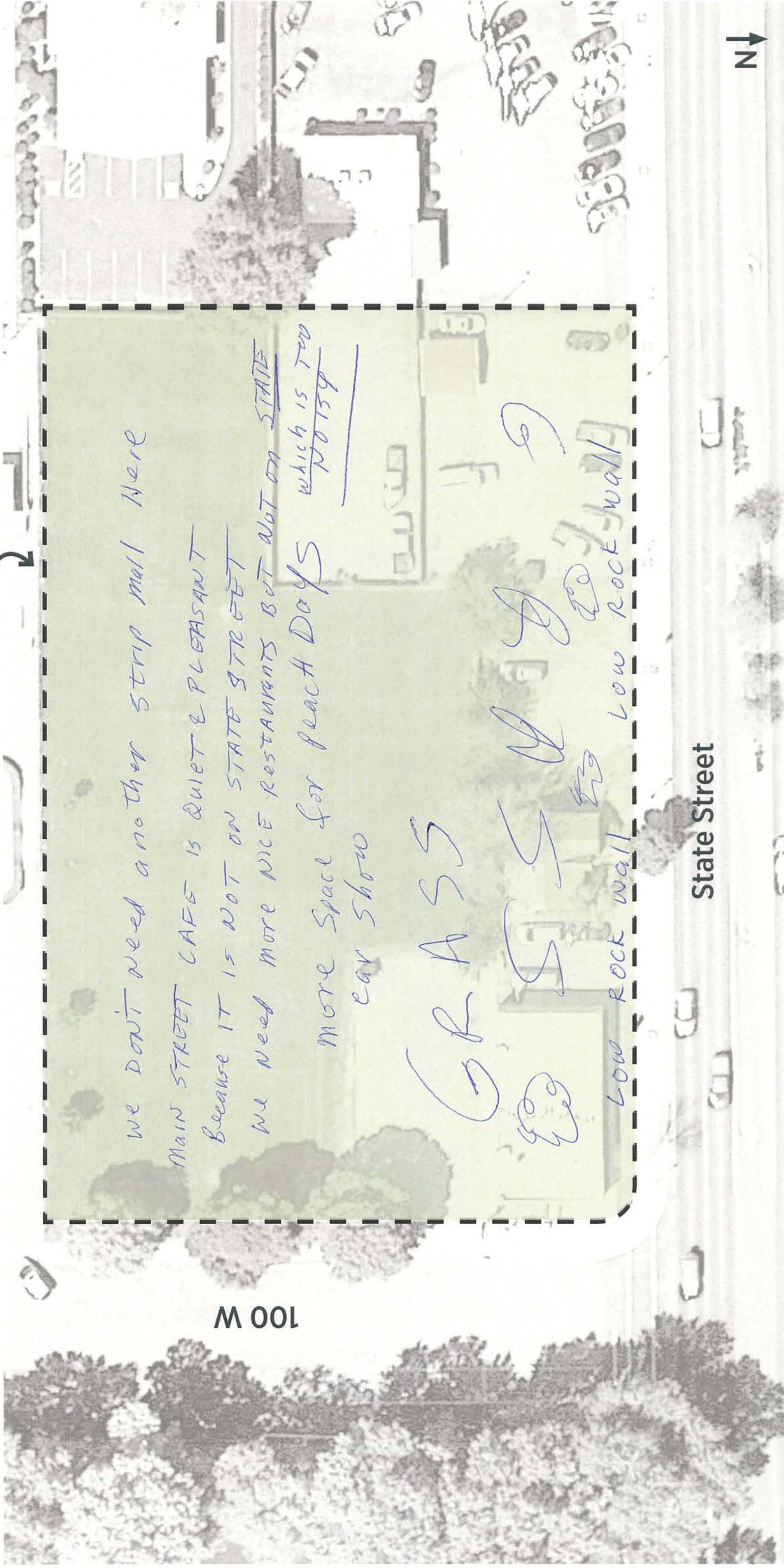
17 STRIP MALLS ON STATE STREET
BETWEEN LAVERKIN AND
TELEGRAPH STREET

Ideation Site Plan

Hurricane Downtown Plan
Hurricane City, Utah

Used car lots DON'T make
Downtown Hurricane look nice!

Draw your ideas in the area below





HURRICANE CITY
UTAH

Imminent Domain
vacant lot for
South Parking

Ideation Site Plan

Hurricane Downtown Plan
Hurricane City, Utah

Draw your ideas in the area below

Leave this
area

leave
pickleball here



State Street



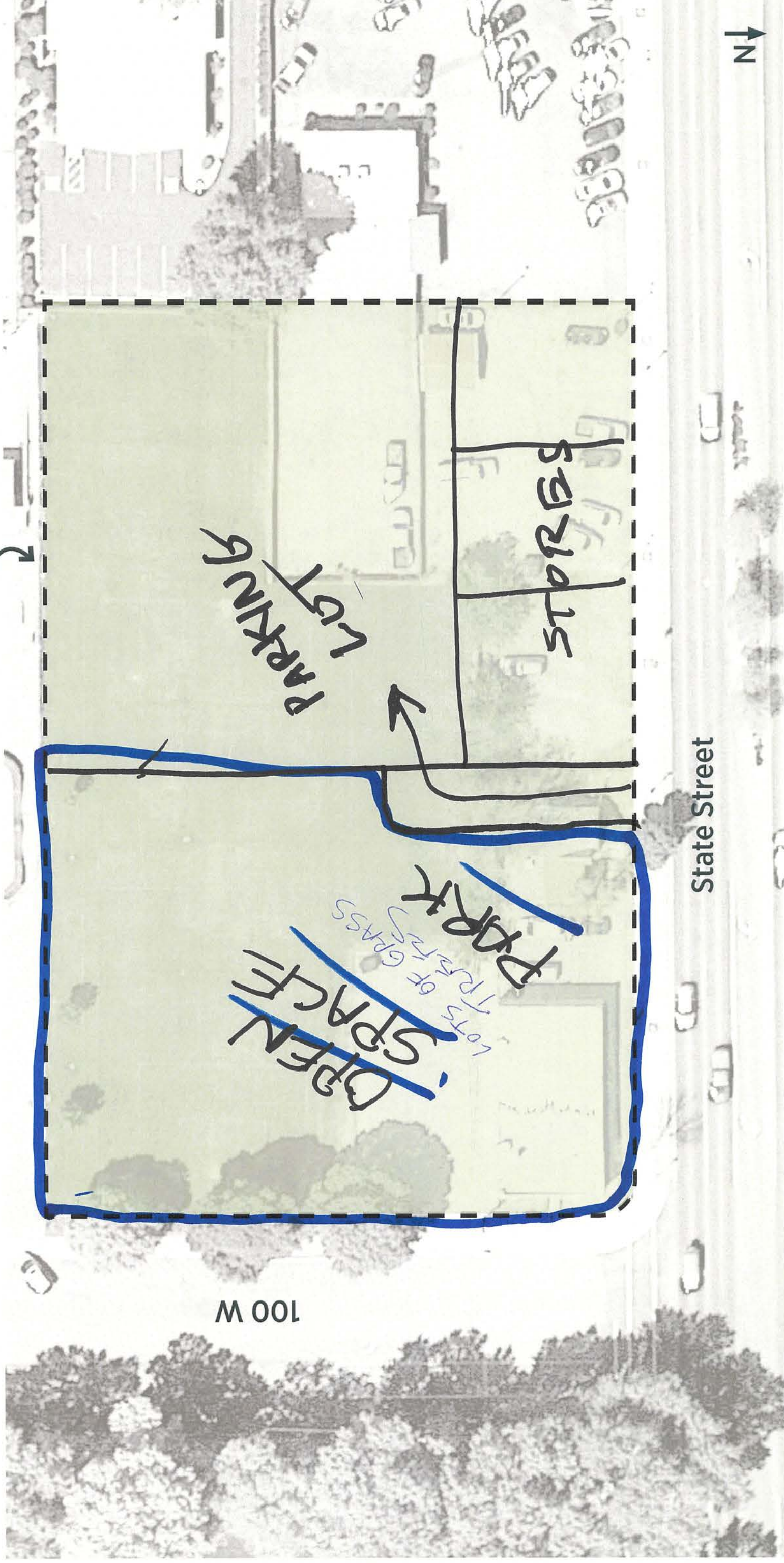


HURRICANE CITY
UTAH

Ideation Site Plan

Hurricane Downtown Plan
Hurricane City, Utah

Draw your ideas in the area below



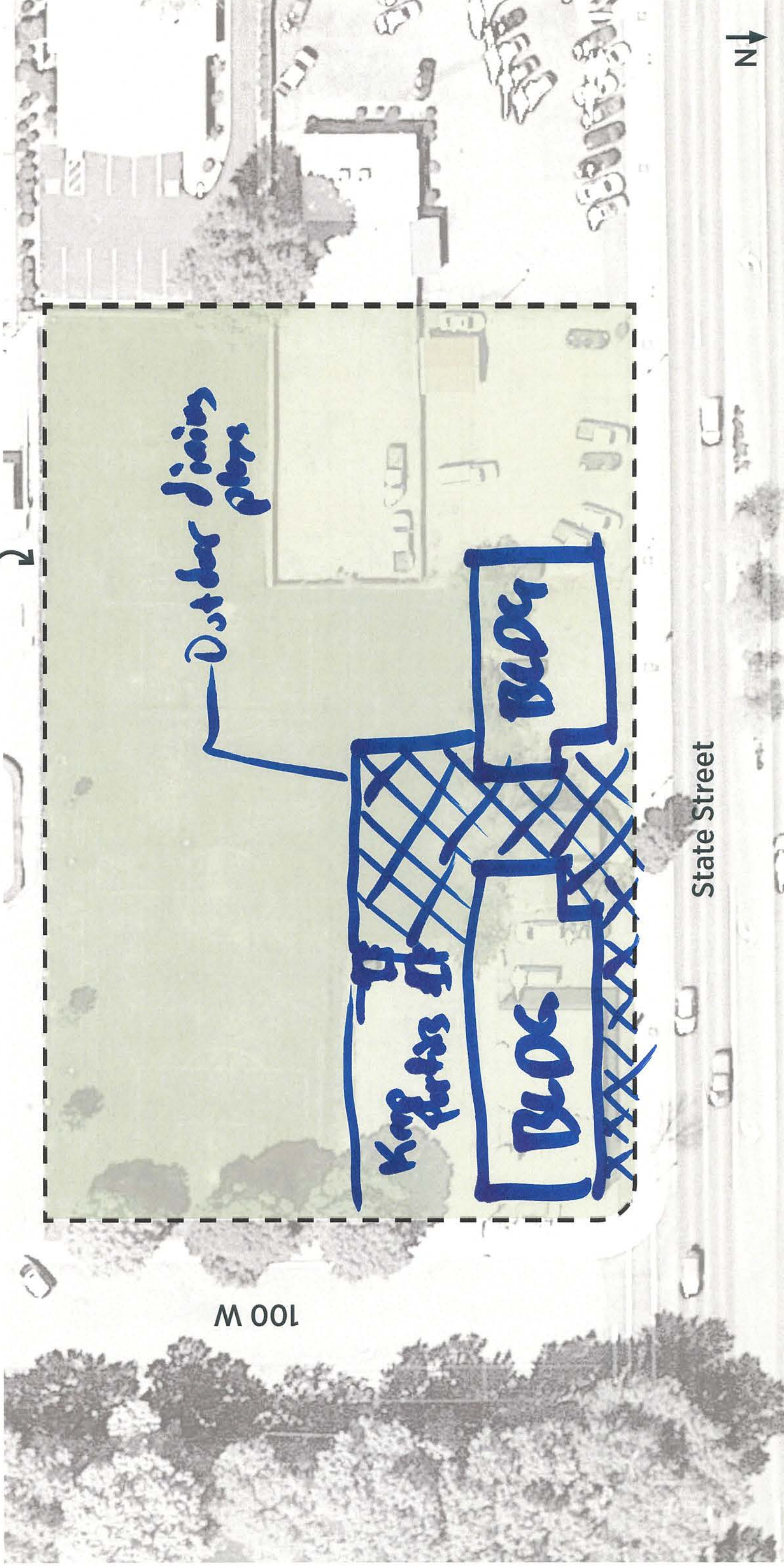


HURRICANE CITY
UTAH

Ideation Site Plan

Hurricane Downtown Plan
Hurricane City, Utah

Draw your ideas in the area below





Ideation Site Plan

Keep Pickle
Carts



Keep

Handmade

Parkings

Parking Behind

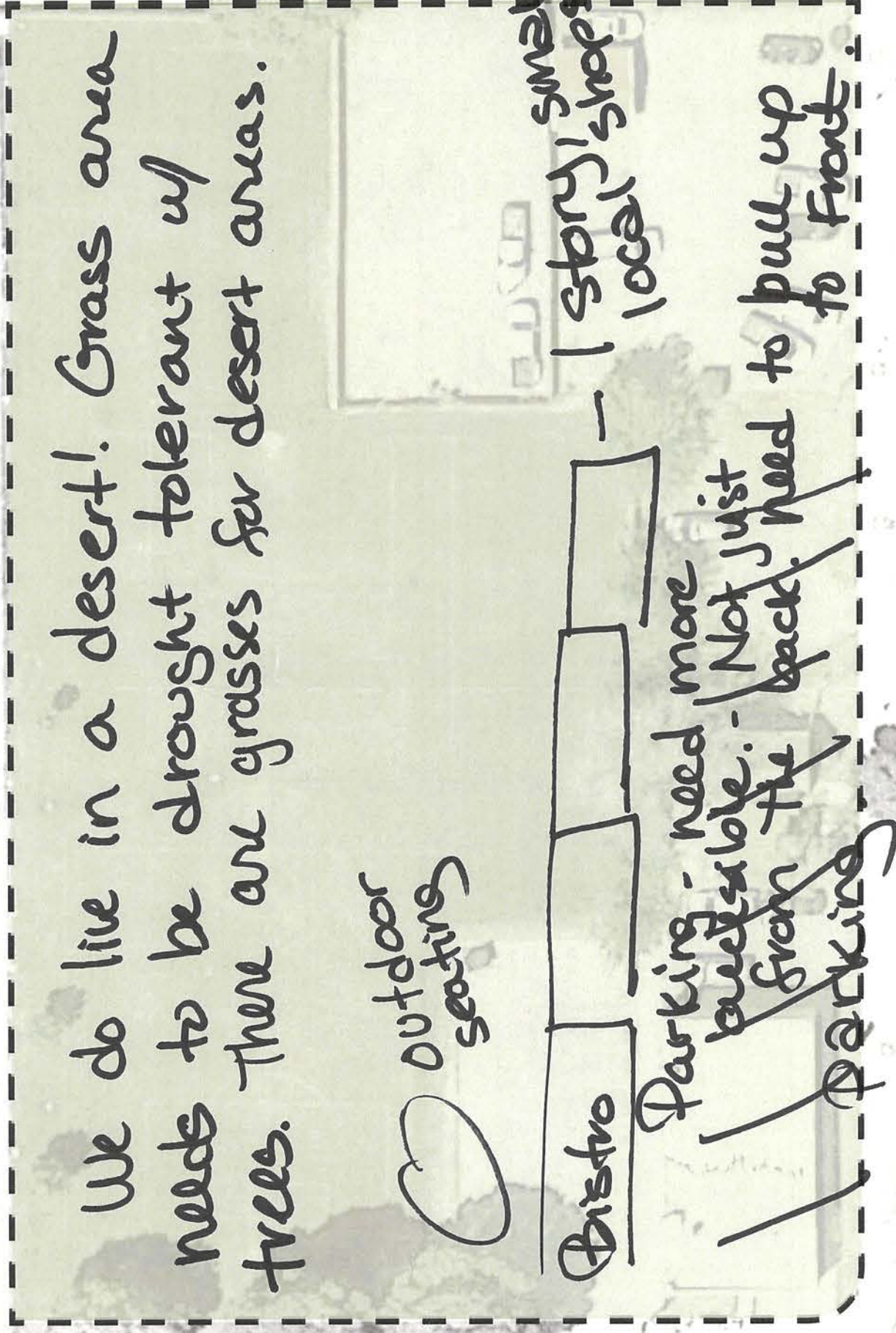
Two story old Town Mainstreet look with Commercial Shops on Main Level
and Professional offices on 2nd floor - Look of old Brick ~~summer~~ downtown like
Cedar City or DeKalb

State Street





Draw your ideas in the area below



We do live in a desert! Grass area needs to be drought tolerant w/ trees. There are grasses for desert areas.

Outdoor seating

Bistro

Parking - need more

accessible: - Not just from the back, need to pull up to front.

Parking

1 story, small local shops.

State Street

I like the idea of parking in front of stores - (3-4) However, you stores need to be something that will draw people. Maybe a bistro where you can sit. However, not like St. Louis. This is Hurricane.



HURRICANE CITY
UTAH

Ideation Site Plan

Hurricane Downtown Plan
Hurricane City, Utah

Draw your ideas in the area below





HURRICANE CITY
UTAH

Ideation Site Plan

Hurricane Downtown Plan
Hurricane City, Utah

Draw your ideas in the area below





Hurricane Downtown Plan

Qustion 2.



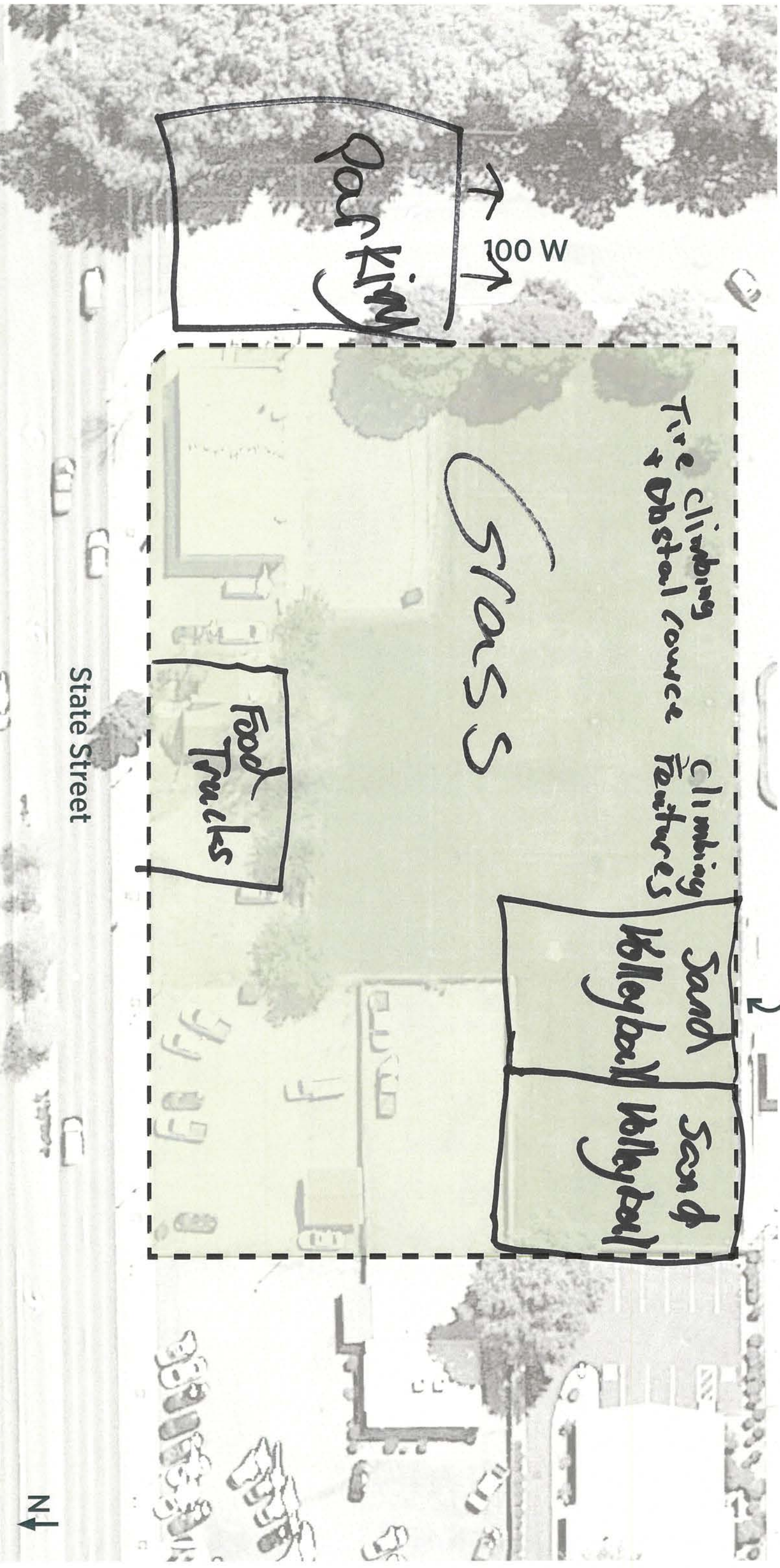


HURRICANE CITY
UTAH

Ideation Site Plan

Hurricane Downtown Plan
Hurricane City, Utah

Draw your ideas in the area below





HURRICANE CITY
UTAH

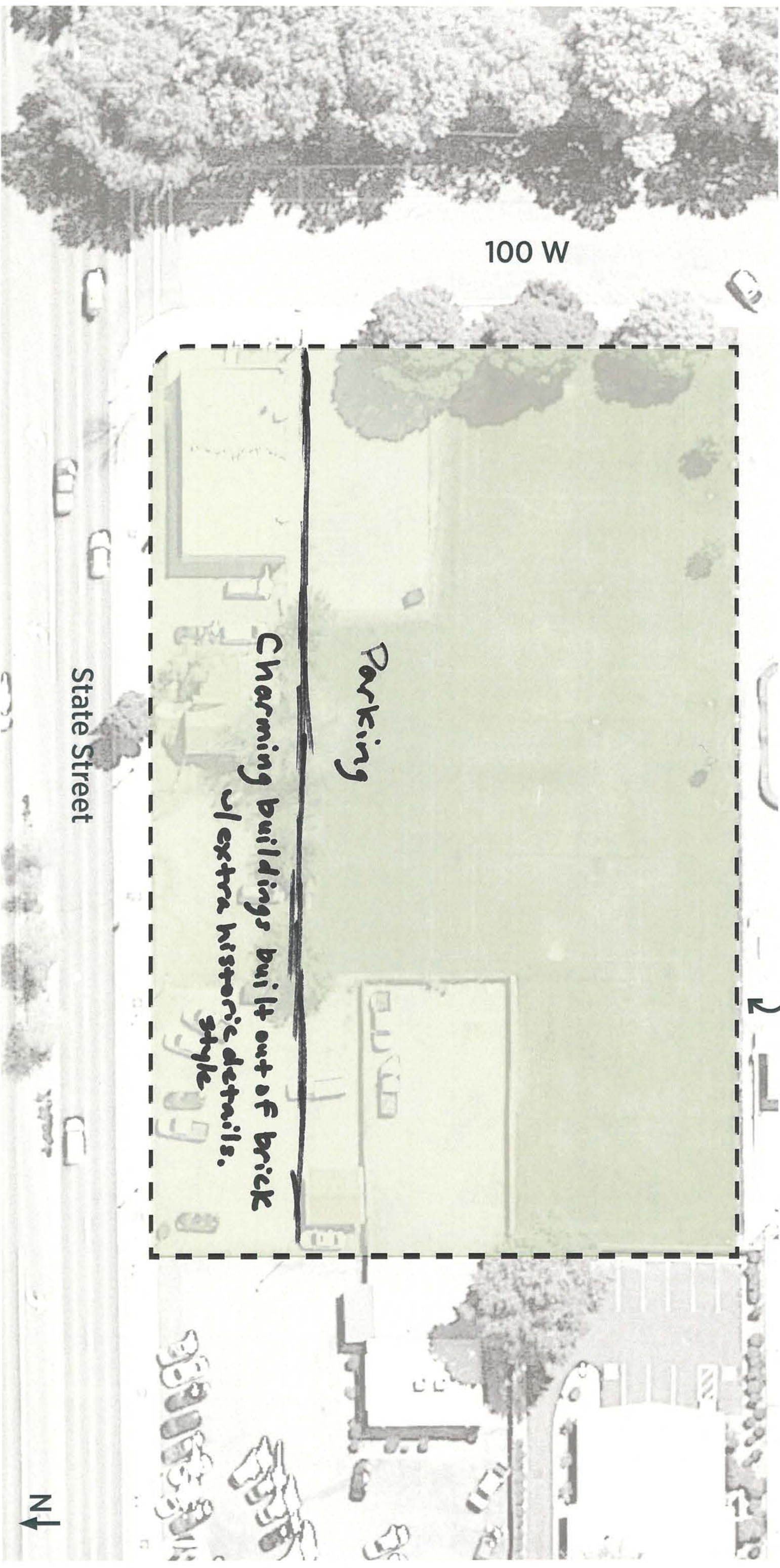
I like Idea board #1 with 1.5-2.5 story heights.

Ideation Site Plan

Hurricane Downtown Plan

Hurricane City, Utah

Draw your ideas in the area below





HURRICANE CITY UTAH

Ideation Site Plan

My friends always go to St. George on the weekends to go to their downtown because Hurricane City, Utah
we have Nothing here. Hurricane is a past-tense town with ~~nothing~~ Not much for young families and kids to enjoy. We need a place for
Draw your ideas in the area below Our kids residents to go to and enjoy with locally owned and
operated shops/restaurants.

100 W

Open Space

Parking

Bldg 2.5
floors

Bldg 2.5
stories

Plaza

Bldg 2.5
floors

State Street





HURRICANE CITY
UTAH

Ideation Site Plan

Hurricane Downtown Plan
Hurricane City, Utah

Draw your ideas in the area below



100 W

Parking

shops

street or park to match the area

State Street





HURRICANE CITY
UTAH

Ideation Site Plan

Hurricane Downtown Plan
Hurricane City, Utah

PARKING NEEDS TO BE ADDRESSED IF DEVELOPED

Draw your ideas in the area below

Leave Pickleball

Please

100 W

CLOSED

NEED TO
PURCHASE

AND DEALERSHIP

State Street

N ↓

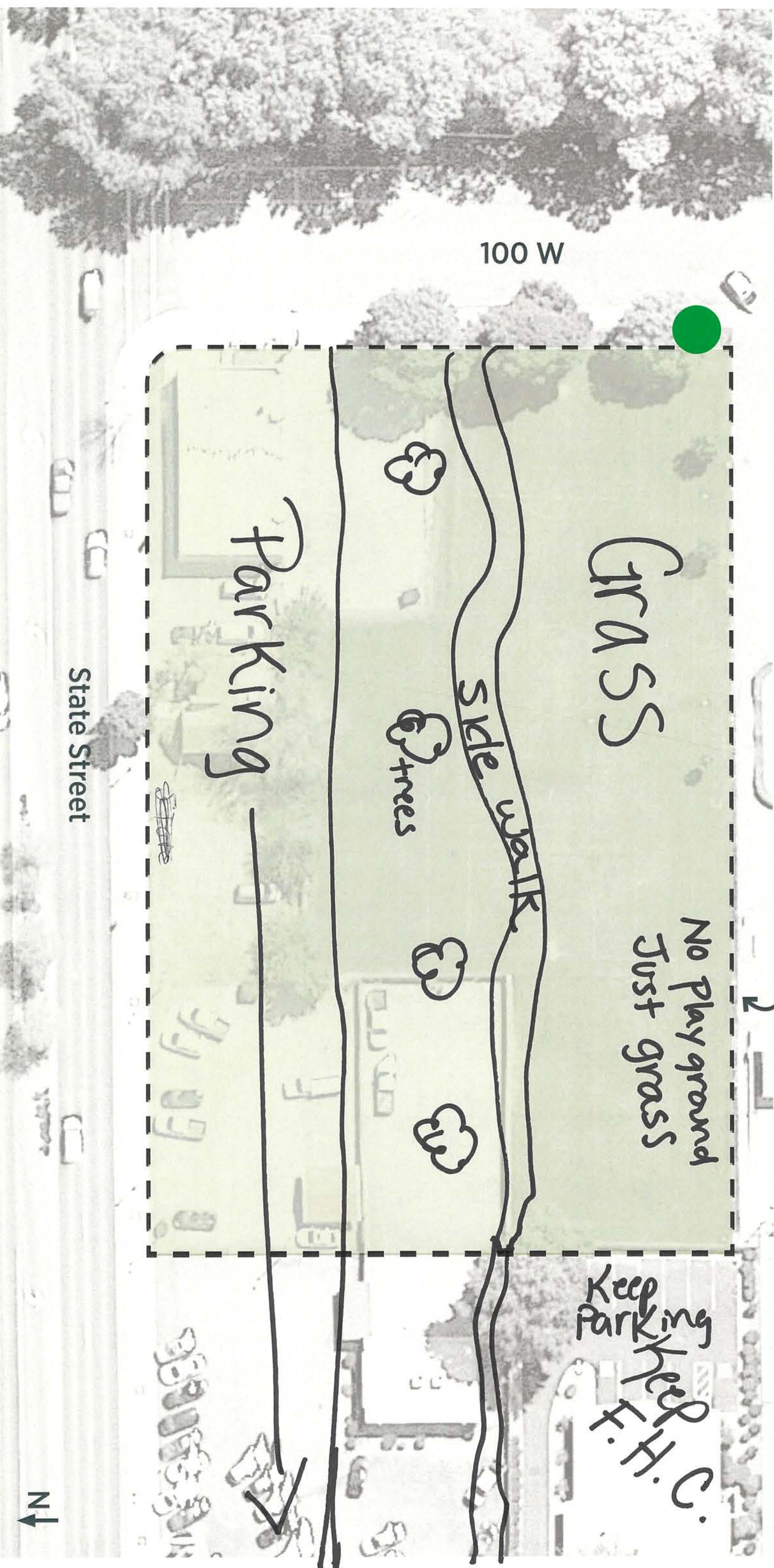


HURRICANE CITY
UTAH

Ideation Site Plan

Hurricane Downtown Plan
Hurricane City, Utah

Draw your ideas in the area below





HURRICANE CITY
UTAH

Ideation Site Plan

Hurricane Downtown Plan
Hurricane City, Utah

Draw your ideas in the area below

I really like your ideation board! Having an upstairs sitting area with maybe a bar and or musicians would be great. Allow street vendors, and food trucks, side walk cafes.

Keeping it 1 story should (hopefully) appease some of the anti-change folks. Please don't give in to the anti change folks. I doubt most of them ~~will~~ would take advantage of the things you are being proposed and that's ok. But more and more of us want Hurricane to be a place where our residents and visitors want to come down to and promote. Be bold, with compassion - but not intimidated or afraid. You're done a great job - please, please

Restaurants, shops, businesses - give us a reason to come downtown - more than a grass field and walking paths - if I wanted that I would walk in any yard and neighborhood sidewalks

don't let us continue on as we are today.

100 W

State Street





HURRICANE CITY
UTAH

BASICALLY
BOARD #1

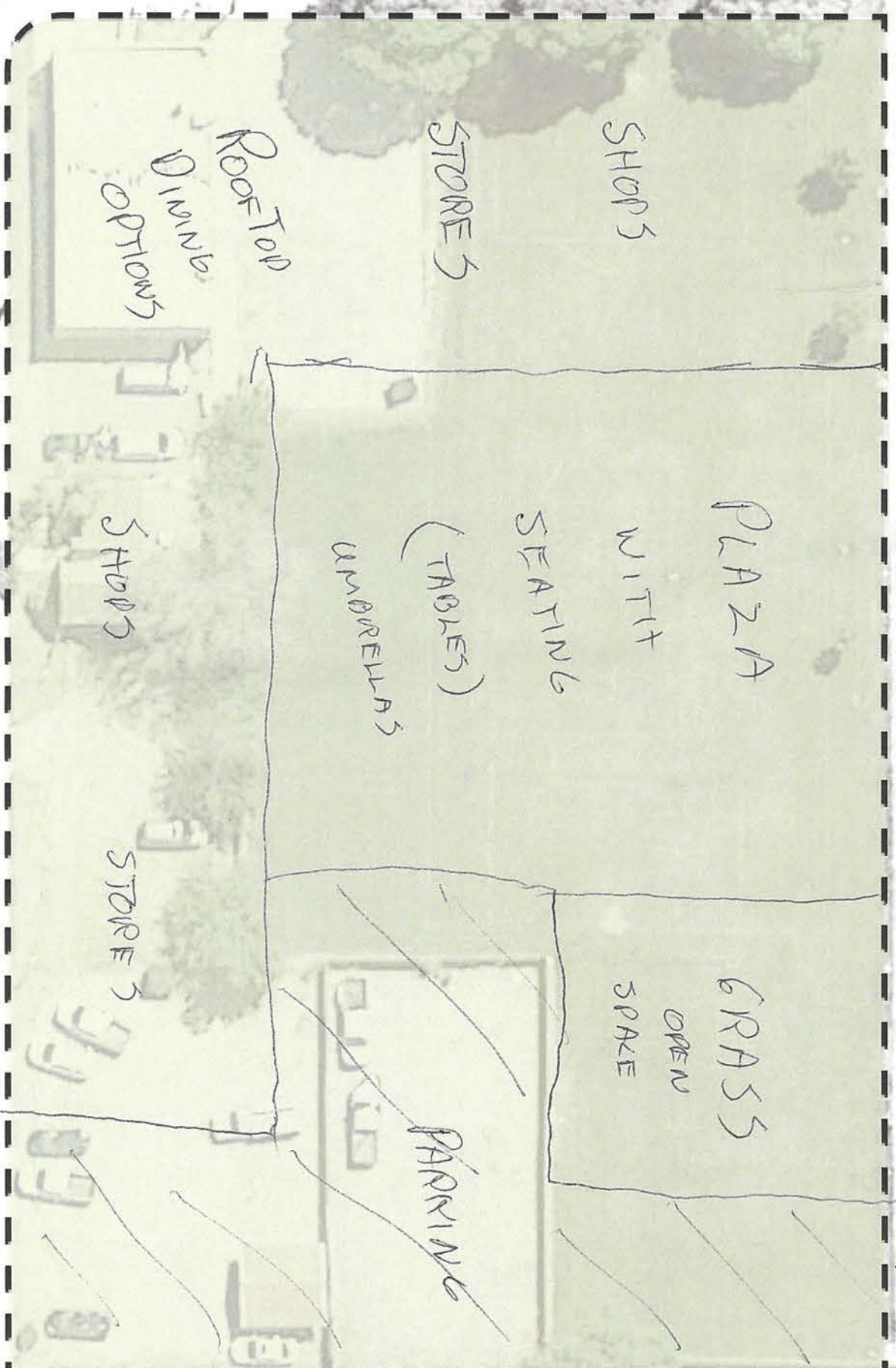
Ideation Site Plan

Hurricane Downtown Plan

Hurricane City, Utah

Draw your ideas in the area below

SINCE THERE
IS PARKING HERE
KEEP IT TOGETHER



100 W

State Street

N ↑



HURRICANE CITY

UTAH

Ideation Site Plan

Hurricane City, Utah

Plan #2 is the best
There is not enough parking in this neighborhood! Parking is a huge problem! Hurricane Downtown Plan

Draw your ideas in the area below

100 W

Leave mostly grass.
Put in parking. Bay Kieth Stat Auto, use for parking.
Put in more diagonal parking on side streets.
Change zoning to one story.
Fewer apartment building north of this area.

State Street

N

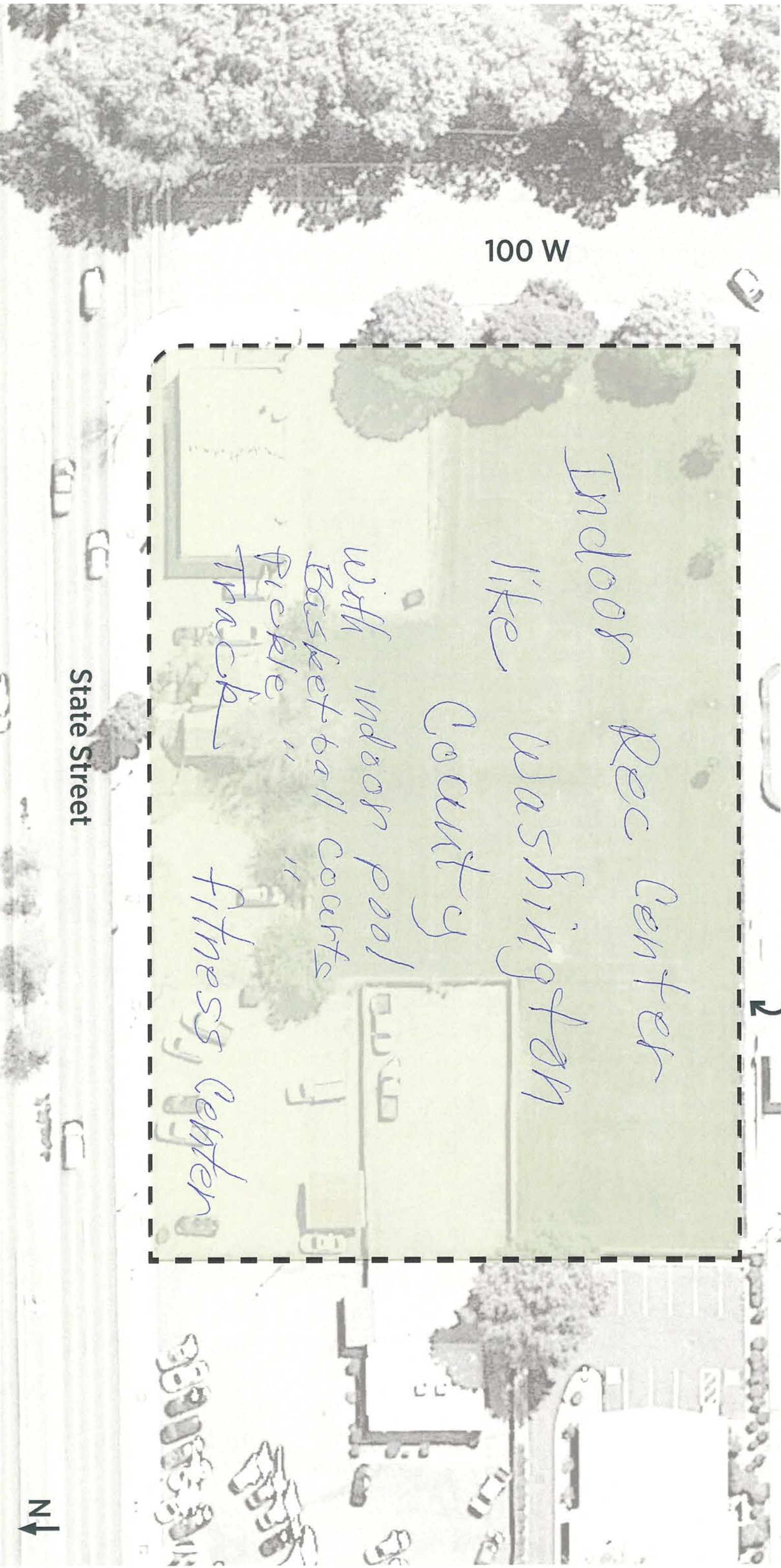


HURRICANE CITY
UTAH

Hurricane Downtown Plan
Hurricane City, Utah

Ideation Site Plan

Draw your ideas in the area below



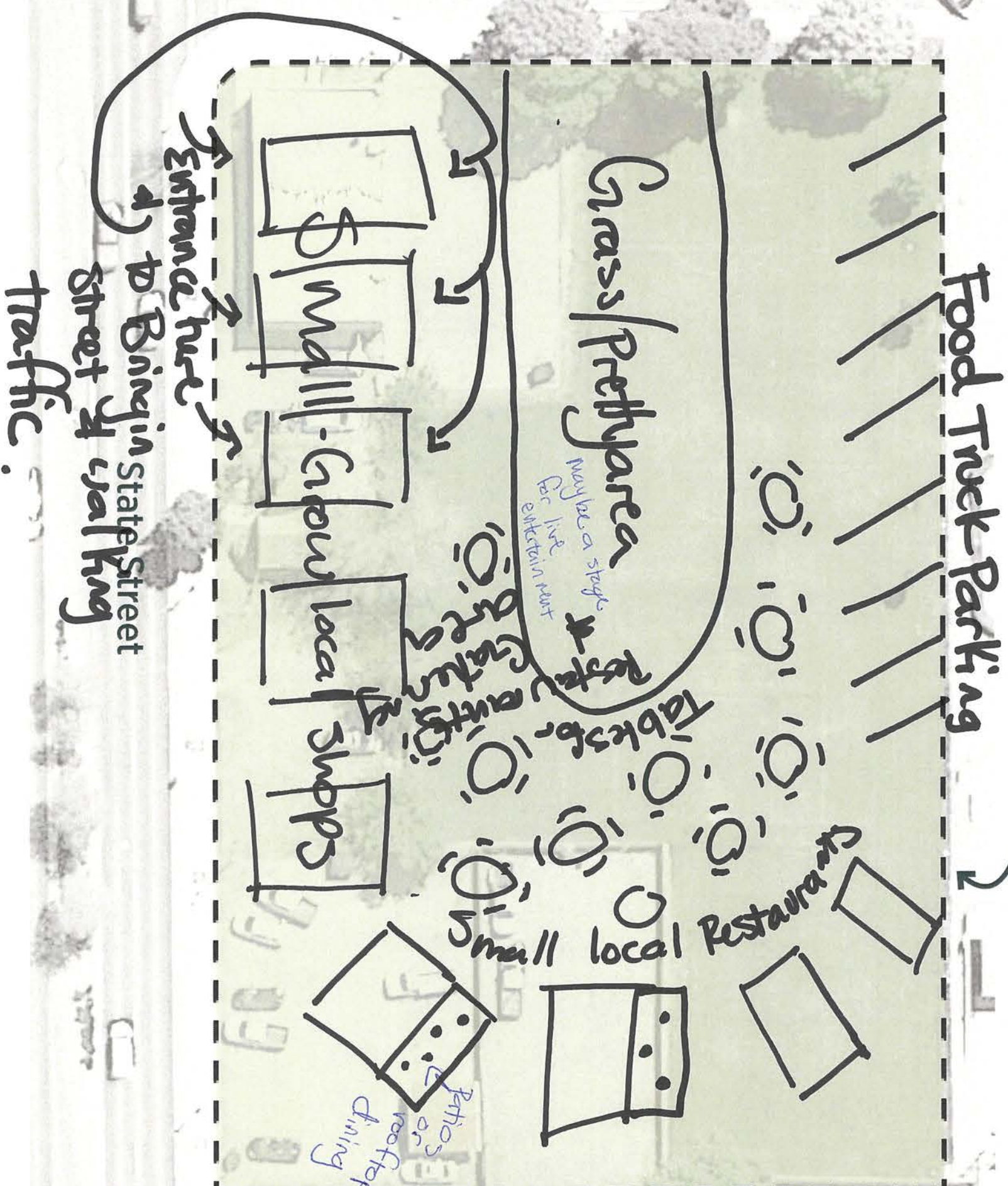


HURRICANE CITY
UTAH

Ideation Site Plan

Hurricane Downtown Plan
Hurricane City, Utah

Draw your ideas in the area below





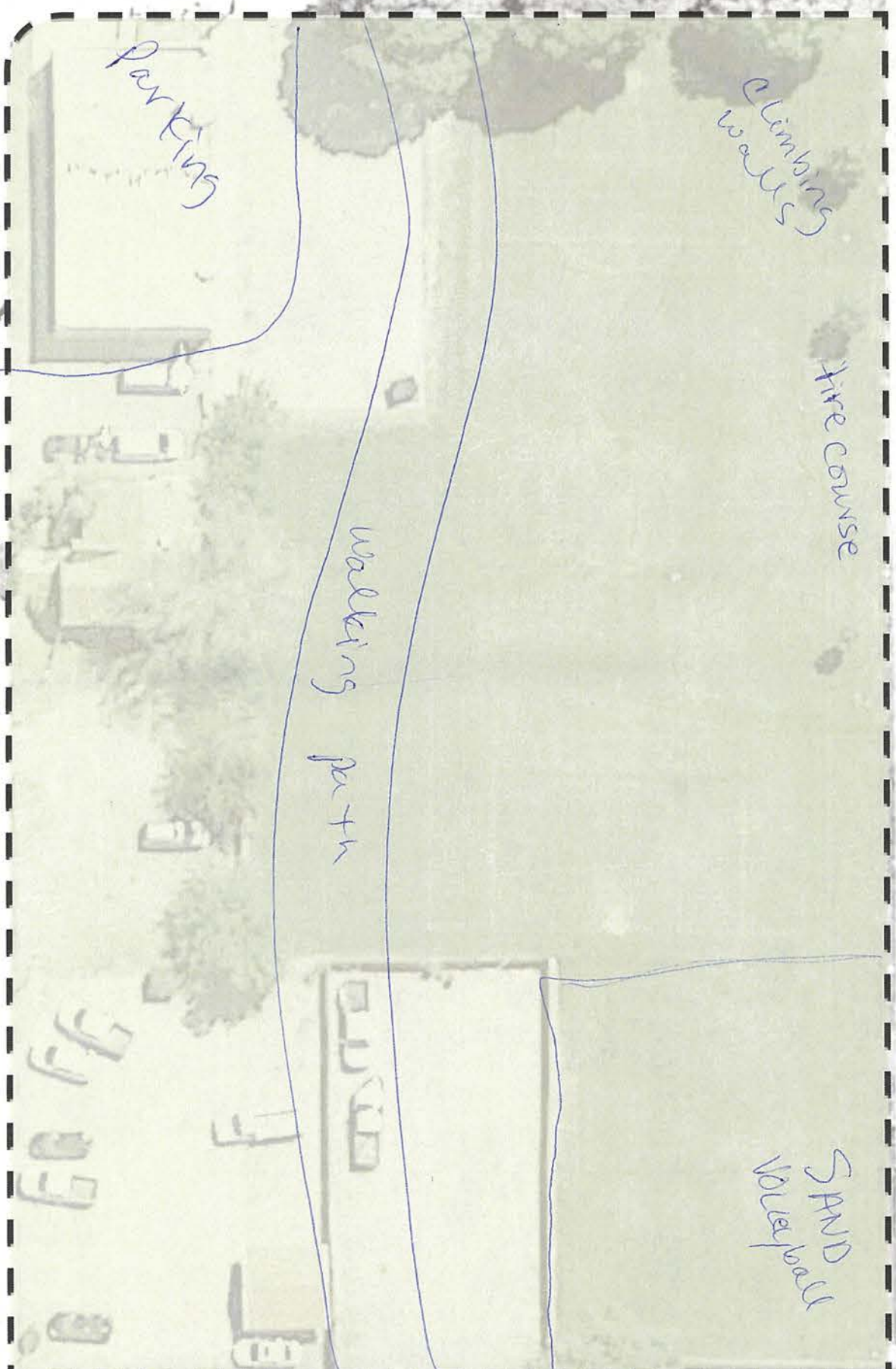
HURRICANE CITY
UTAH

Ideation Site Plan

Hurricane Downtown Plan
Hurricane City, Utah

Draw your ideas in the area below

100 W



State Street





HURRICANE CITY
UTAH

Ideation Site Plan

Hurricane Downtown Plan
Hurricane City, Utah

Draw your ideas in the air, below

100 W

State Street



N ↑



HURRICANE CITY
UTAH

Ideation Site Plan

Hurricane Downtown Plan
Hurricane City, Utah

Draw your ideas in the area below

Soccer Field

100 W

State Street





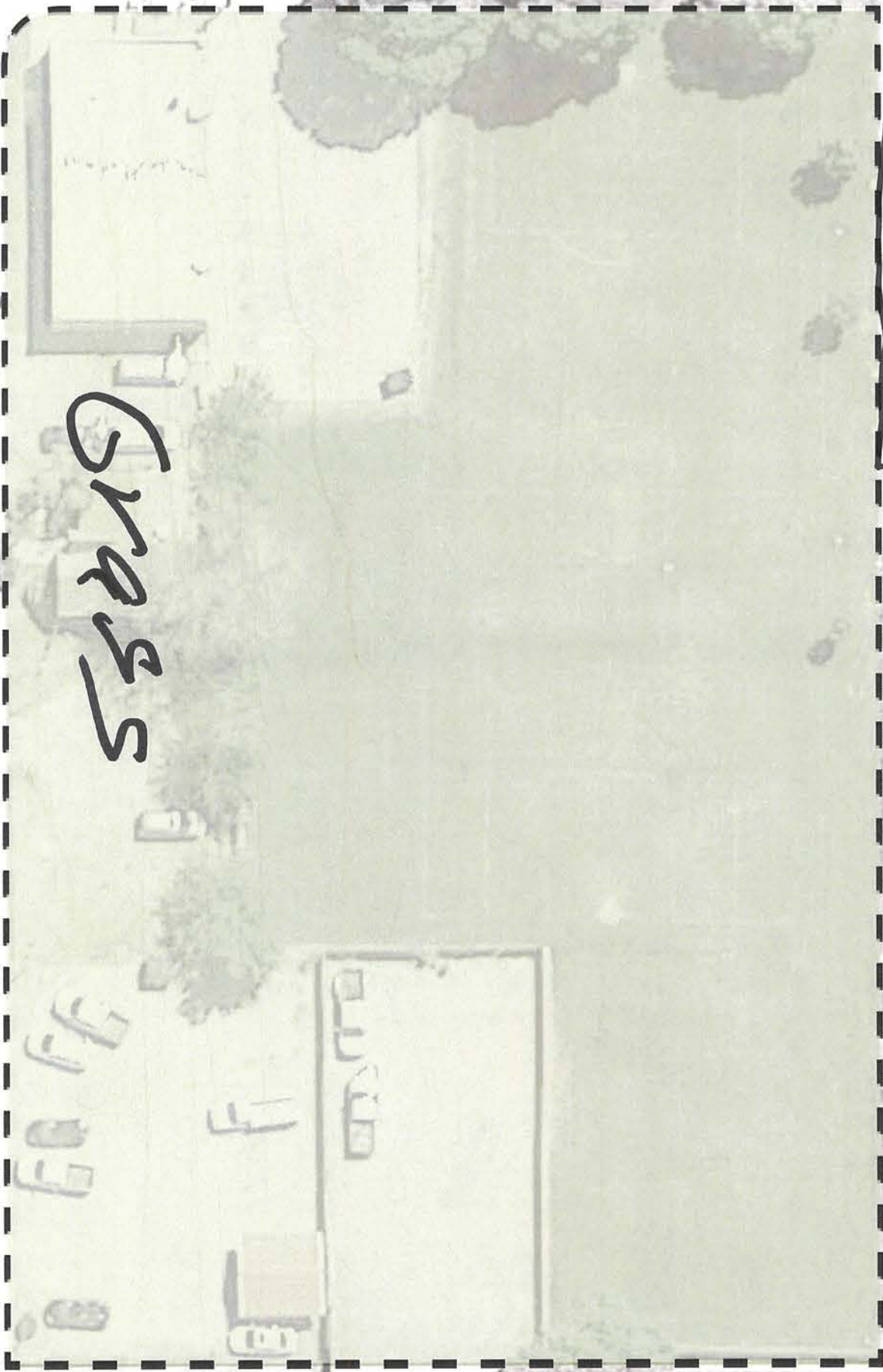
HURRICANE CITY
UTAH

Ideation Site Plan

Hurricane Downtown Plan
Hurricane City, Utah

Find & Draw your ideas in the area below

100 W



State Street



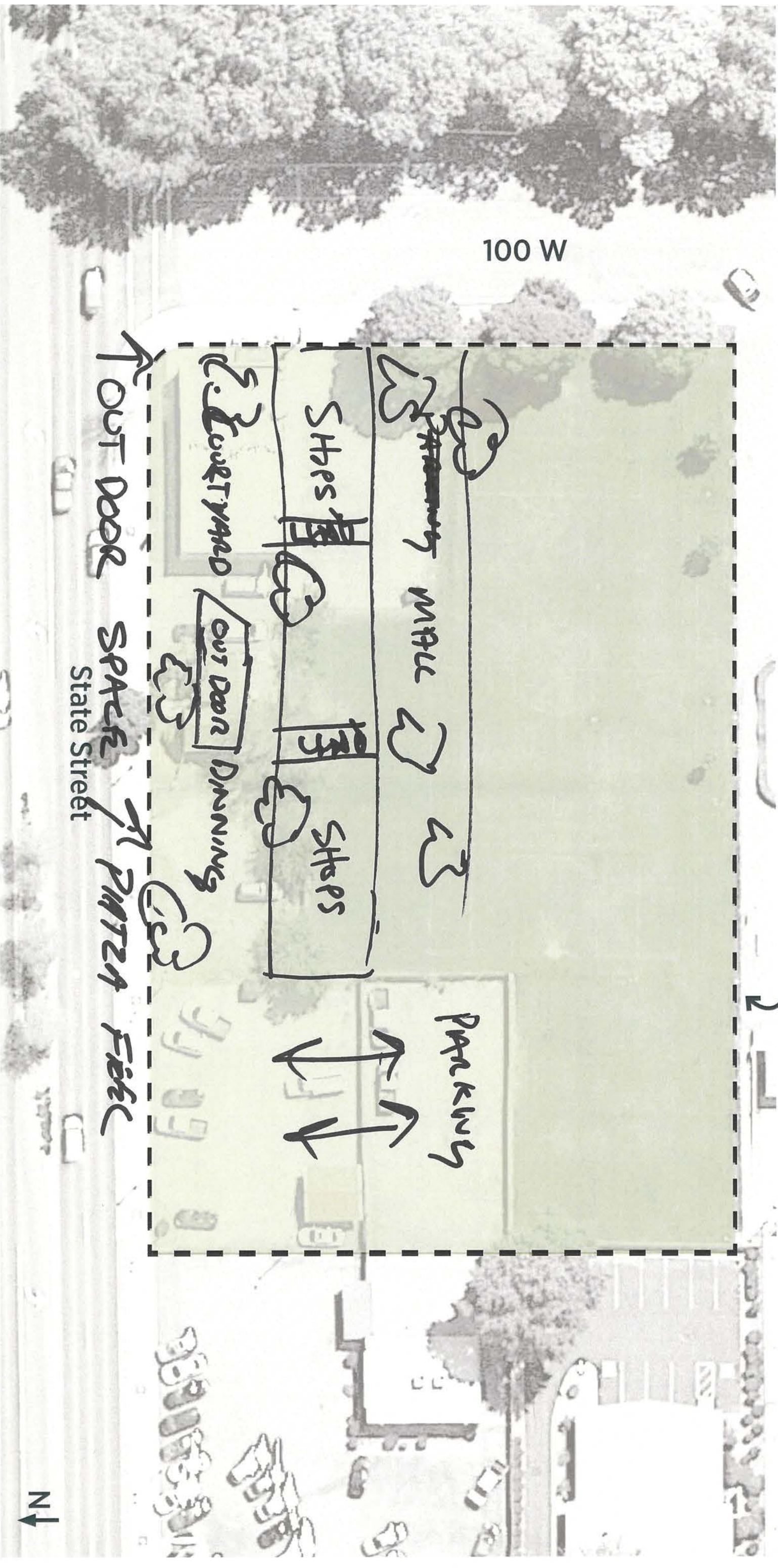


HURRICANE CITY
UTAH

Ideation Site Plan

Hurricane Downtown Plan
Hurricane City, Utah

Draw your ideas in the area below





HURRICANE CITY

UTAH

*Open Chain for
parking during concerts
+ plays*

Ideation Site Plan

Hurricane Downtown Plan

Hurricane City, Utah

Draw your ideas in the area below

100 W

OPEN

← PARKING →

landscape Sidewalk

State Street





HURRICANE CITY
UTAH

Ideation Site Plan

Hurricane Downtown Plan

Hurricane City, Utah

Draw your ideas in the area below



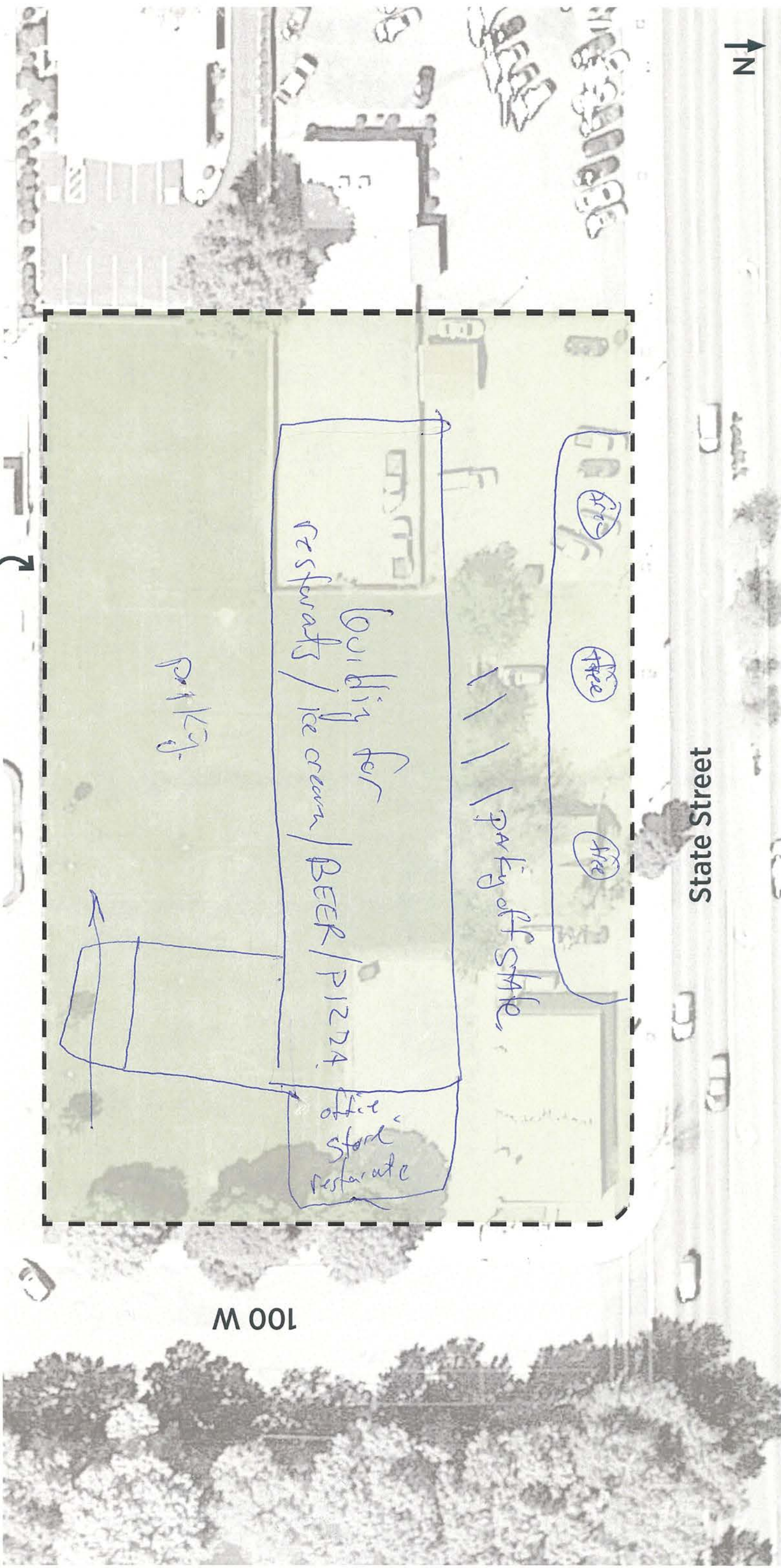


HURRICANE CITY
UTAH

Ideation Site Plan

Hurricane Downtown Plan
Hurricane City, Utah

Draw your ideas in the area below

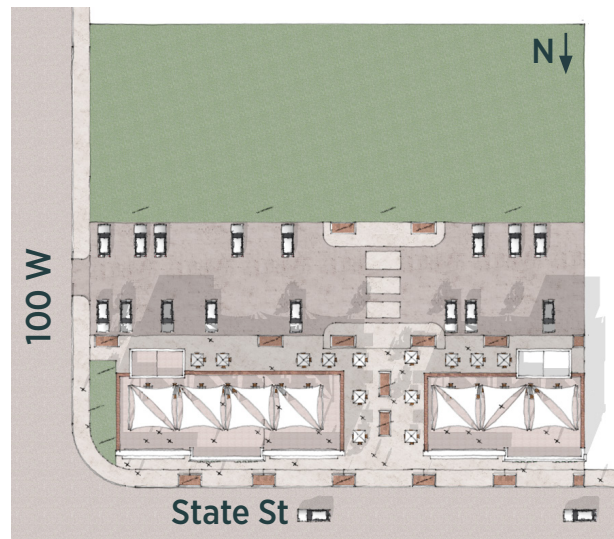




HURRICANE CITY
UTAH

Strategic Development

Hurricane Downtown Plan
Hurricane City, Utah



Plan View

Daily Perspective View



HURRICANE CITY
UTAH

Strategic Development

Hurricane Downtown Plan
Hurricane City, Utah



Plan View

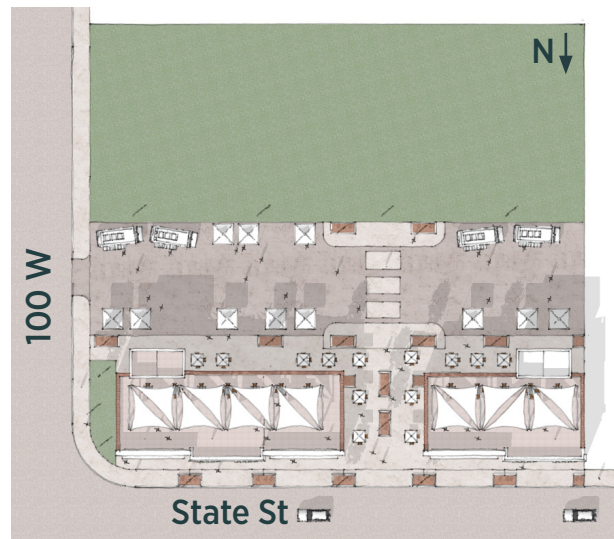
Daily Perspective View



HURRICANE CITY
UTAH

Strategic Development

Hurricane Downtown Plan
Hurricane City, Utah



Plan View

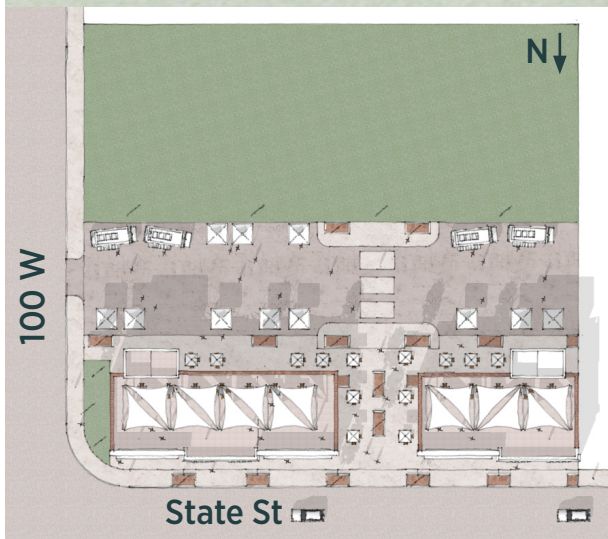
Event Perspective View



HURRICANE CITY
UTAH

Strategic Development

Hurricane Downtown Plan
Hurricane City, Utah



Plan View

Event Perspective View



HURRICANE CITY
UTAH

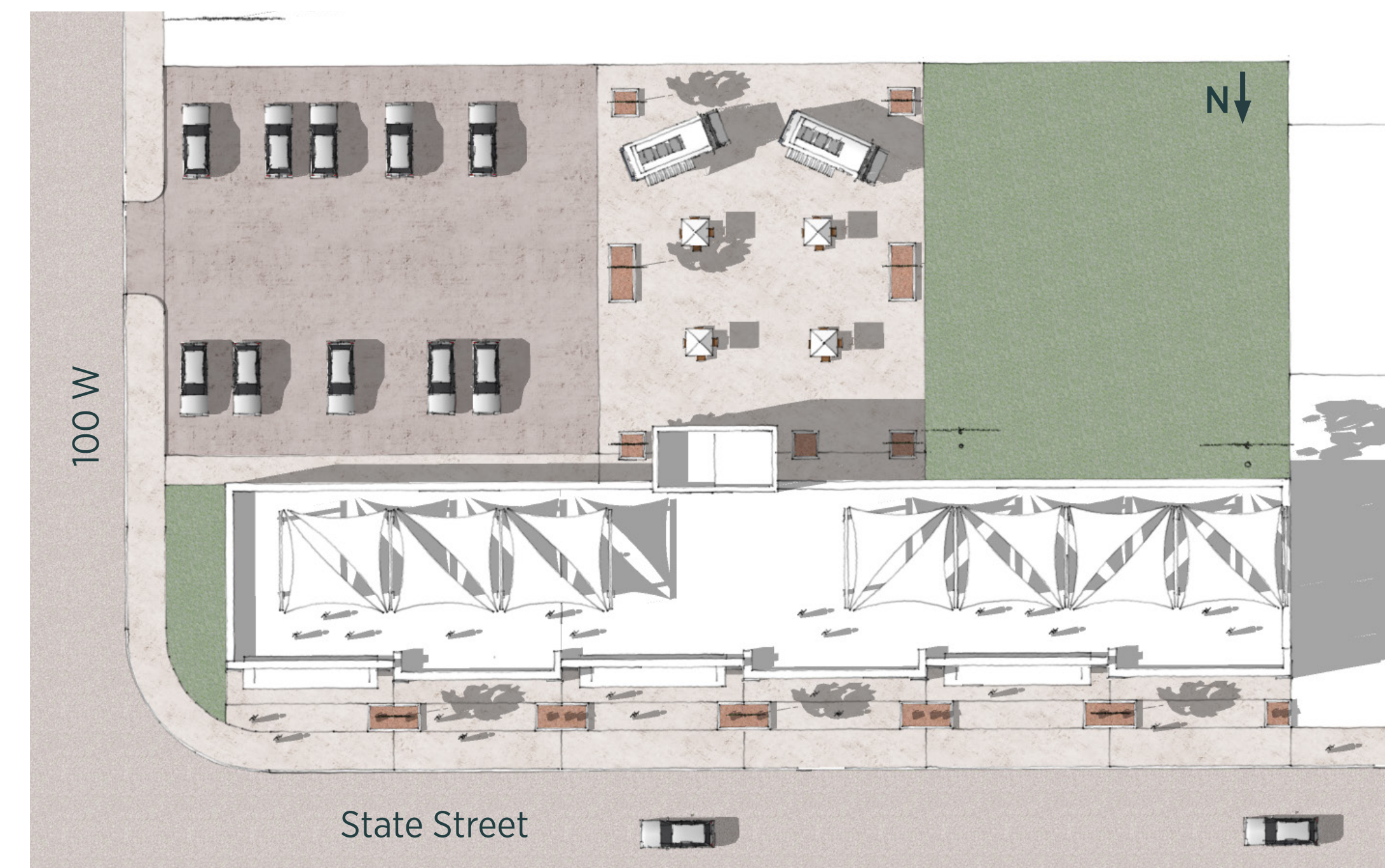
Ideation Board #1

Hurricane Downtown Plan
Hurricane City, Utah



Perspective View

Comments?



Plan View



HURRICANE CITY
UTAH

Ideation Board #2

Hurricane Downtown Plan
Hurricane City, Utah



Perspective View

Comments?



Plan View



HURRICANE CITY
UTAH

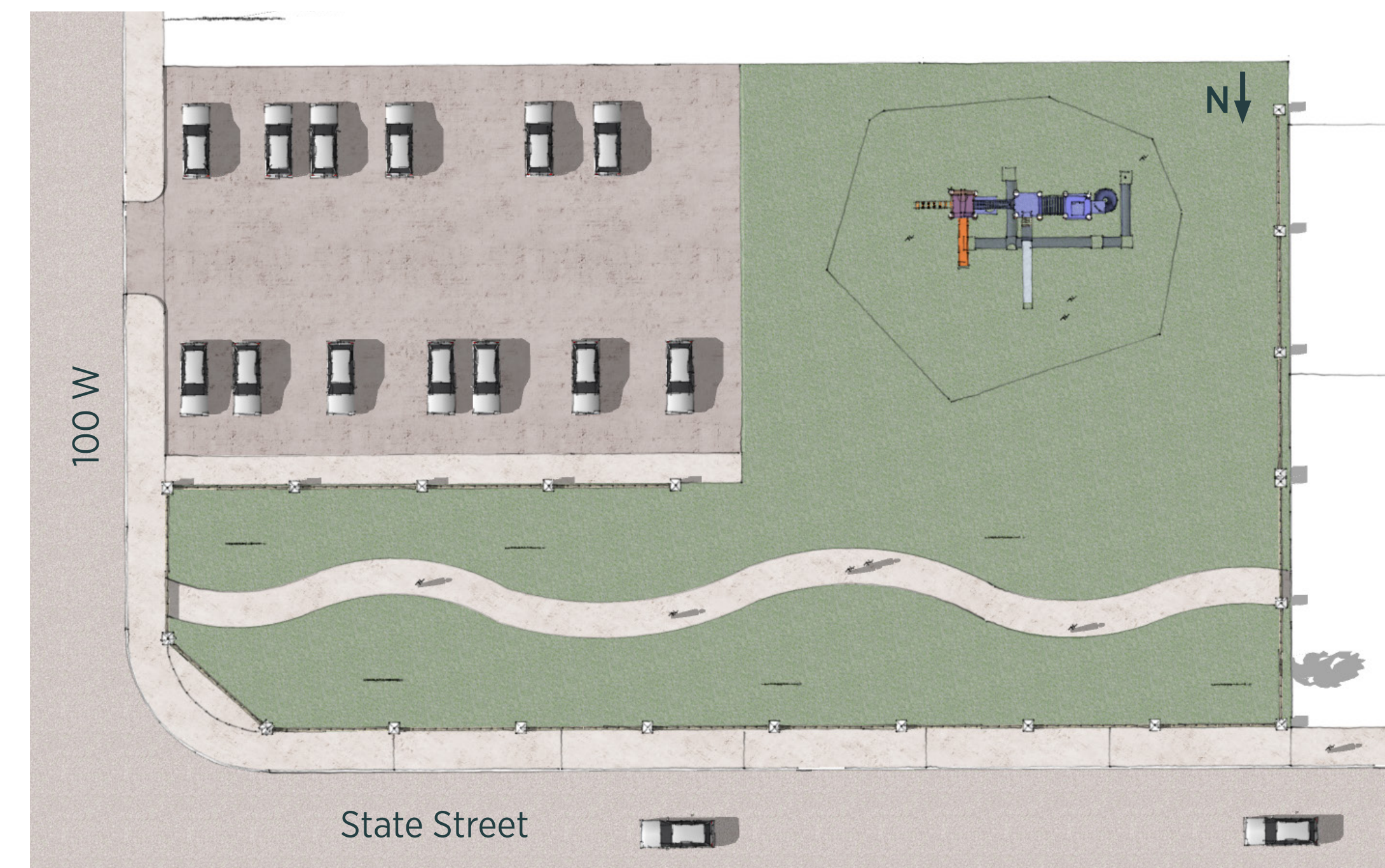
Ideation Board #3

Hurricane Downtown Plan
Hurricane City, Utah



Perspective View

Comments?



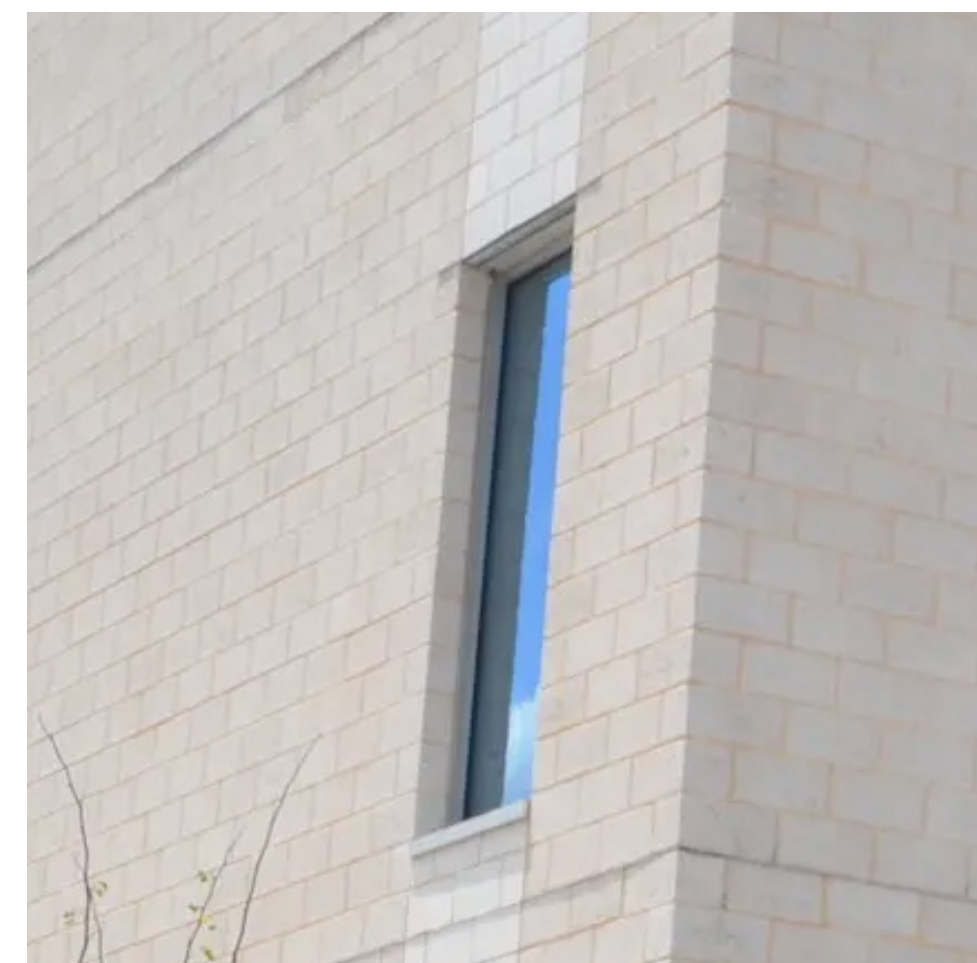
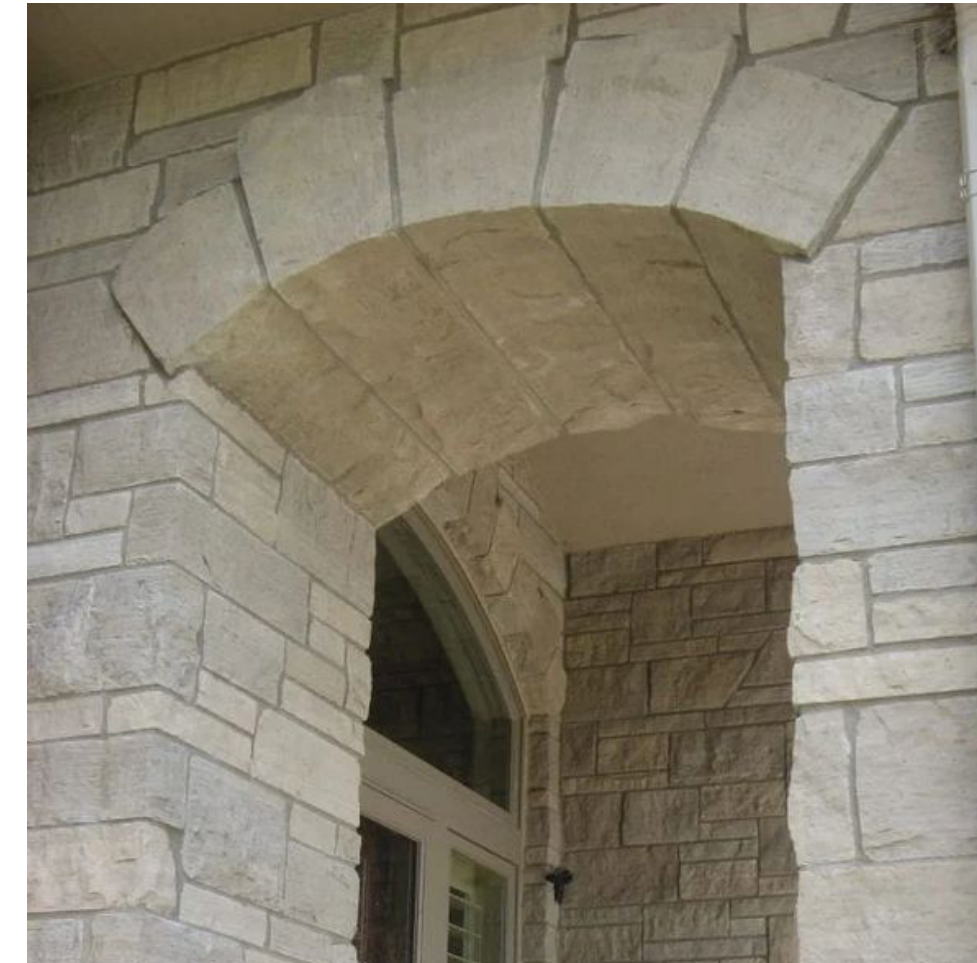
Plan View



HURRICANE CITY
UTAH

Material Ideation

Hurricane Downtown Plan
Hurricane City, Utah



Wall Materials

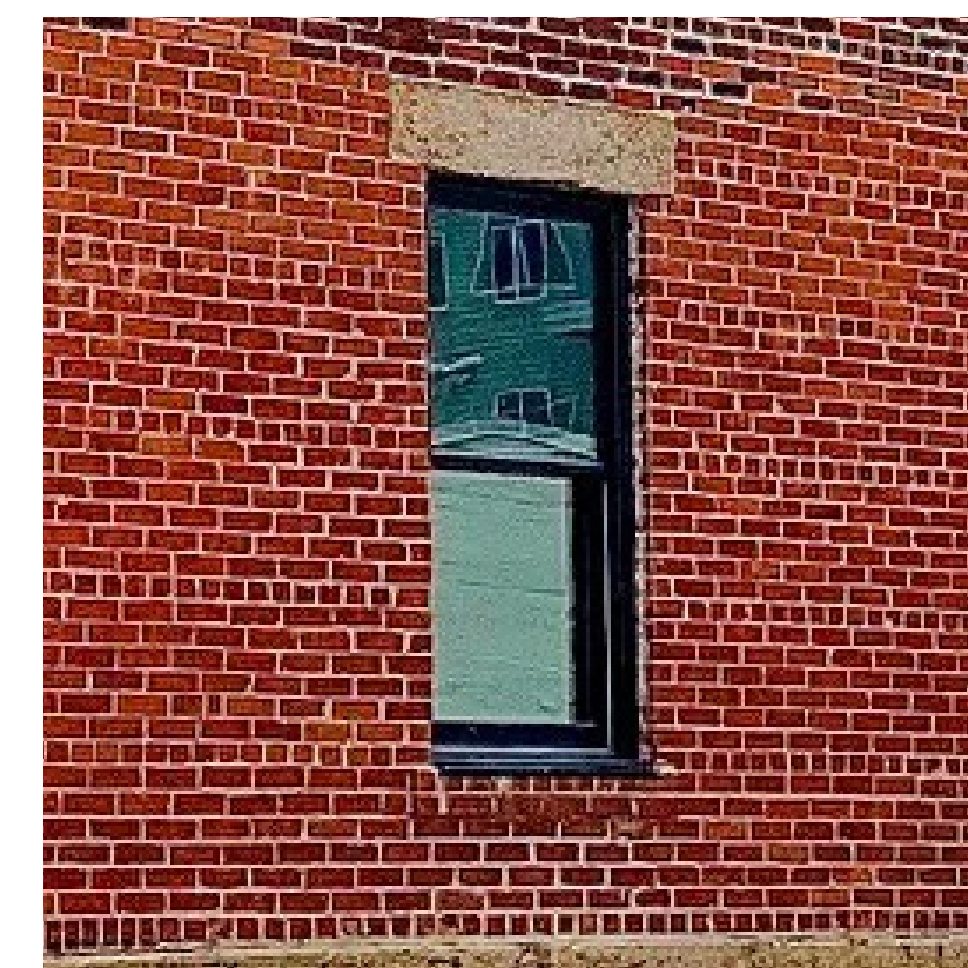
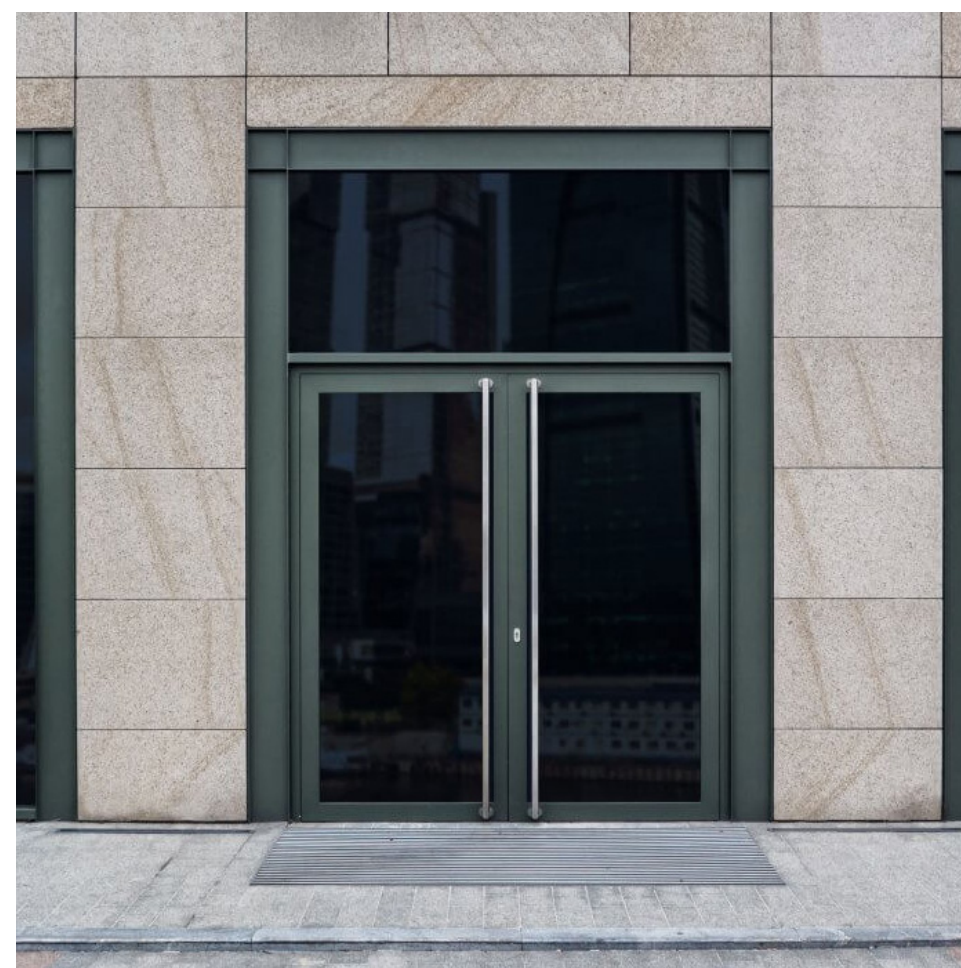
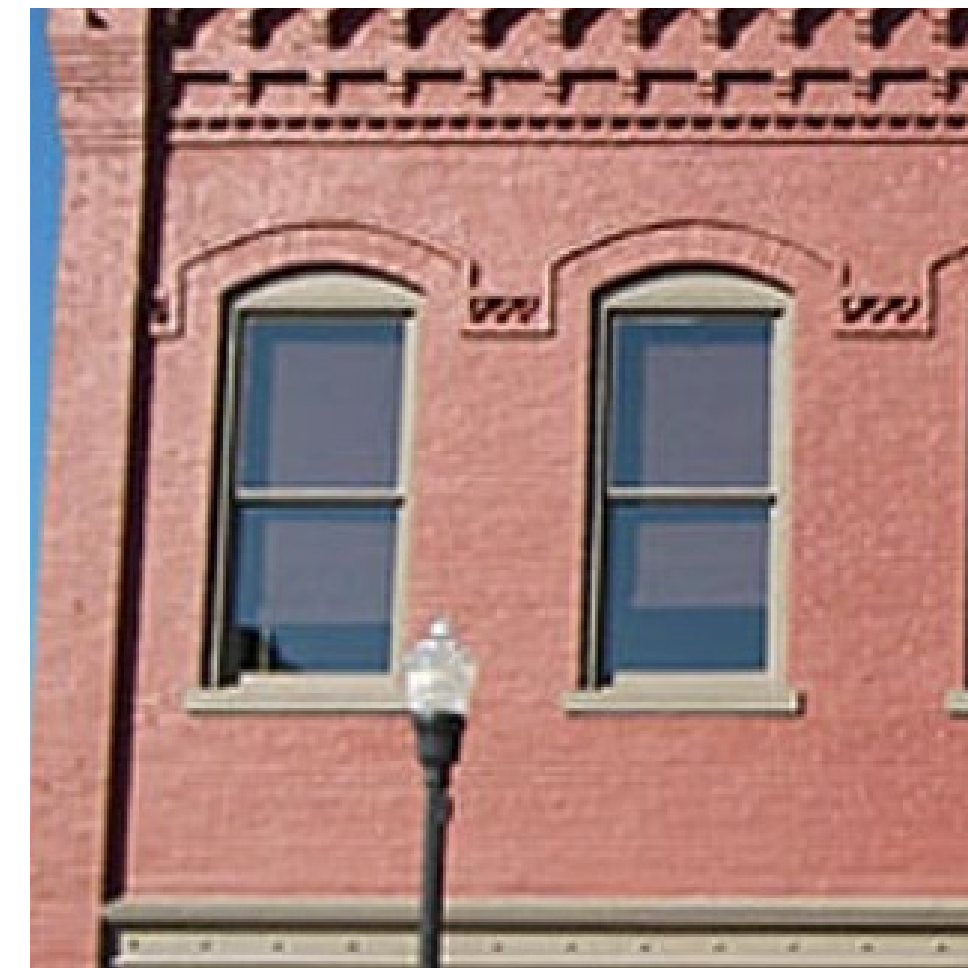
Architectural Features



HURRICANE CITY
UTAH

Material Ideation

Hurricane Downtown Plan
Hurricane City, Utah



Entries

Windows



HURRICANE CITY
UTAH

General Ideation

Hurricane Downtown Plan
Hurricane City, Utah

Please leave any other general feedback or ideas here:

Cindy Beteag

From: Kevin Thomas
Sent: Tuesday, August 01, 2023 11:03 PM
To: Cindy Beteag; David Hirschi; David Sanders; Dayton Hall; Doug Heideman; Joseph Prete; Kaden DeMille; Kevin Thomas; Nanette Billings; Fred Resch; Kaden DeMille
Subject: Downtown Master Plan Markup Proposed by Kevin Thomas
Attachments: Downtown Master Plan Marked Up by Kevin Thomas.pdf

Hello all,

I have been disappointed in the process and the responsiveness, as well as the communication with the consultant about the downtown master plan. The planning commission voted to send it on to us for approval. To be honest, I'm not sure that a one of them read through it. They seemed tired of talking about it and just wanted us to deal with it. I'm ready to abandon the idea of passing a plan at all. But included with this email is a marked up set of the plan that is in our packet. I marked it up with a red pen with my suggested changes. These changes are my wishes and ideas and may not represent those of everyone, or even a majority. I don't know. But after all of our meetings and discussions, this is as much as I am interested in passing. It cuts way back on what they were suggesting but it doesn't go as far as the cutbacks that they suggested with their last renderings, which they did not include in the plan. I also placed a few question marks about things I'm unsure about.

Anyway, I'm hoping that you will all take the time before Council Meeting on Thursday to review these markups and come prepared to discuss those proposed changes in our meeting. This is what I will be pushing for. Obviously, I am open to input from all of you during our meeting. If we can't come to an agreement quickly during the council meeting then I think it would be best to continue it to give everyone time to look it over and absorb what we would be proposing. But I am definitely not interesting in voting in favor of this the way it is written.

Thanks for all you do.

Kevin Thomas



STAFF COMMENTS

Agenda Date:	06/15/2023
Application Number:	
Type of Application:	City Master Plan
Action Type:	Legislative
Applicant:	Hurricane City Planning
Agent:	Ben Levenger w/ Downtown Redevelopment
Request:	Review and make a recommendation on an updated Downtown Master Plan

Discussion: This is the proposed draft for the Downtown Master Plan. The City was able to fund this plan with a 90% match grant from UDOT. The planning process started in October of 2022 and has gone through several steps as shown on the graphic on the next page. The General Plan recommends that the City create a downtown master plan to help create a “vibrant downtown”. This plan seeks to help achieve this goal and accomplish others sets out in the General Plan as follows:

HURRICANE CITY GENERAL PLAN

HERITAGE AND CULTURE GOAL 3: PROTECT AND REVITALIZE DOWNTOWN HURRICANE

In its historical center, downtown Hurricane is both an iconic rural Utah town that gives Hurricane its unique character and is an economic engine for the City of Hurricane, drawing visitors from all over.

POLICIES

3.1. Hurricane will strive to preserve the small town feel and rural character of its historic Downtown area.

3.2. Hurricane supports infill development and redevelopment in the Downtown.

3.3. New development and redevelopment in the Downtown should be planned and designed to be compatible with the character of the historic period architecture and should be landscaped to enhance the pedestrian experience and overall look of the area.

3.4. Downtown Hurricane is intended to function as a mixed use village with effective pedestrian and bicycle connectivity to the surrounding neighborhoods.



Downtown Master Plan Project Schedule

3.5. Hurricane supports the development of unique shops, restaurants, professional offices, financial institutions in the Downtown, ~~and supports additional residential options, including lofts, apartments, and townhouses.~~

3.6. The City encourages and sponsors occasional promotional activities (e.g. farmer's market, Peach Days) to bring people downtown.

3.7. The City encourages interim uses of vacant lots and buildings Downtown (i.e. holiday markets) to draw people to the area.

STRATEGIES

3.1. Develop a Downtown/historic main street master plan and accompanying zoning or overlay development standards to address:

a. Mixed Uses; ?

b. Design Standards;

c. Infill Standards;

d. Building Facades;

e. Public Realm Enhancements;

f. Gathering Places

? 3.2. Explore the redevelopment of the community center area as a catalyst project to revitalize the downtown area. Conduct a fiscal impact study to understand the amount of tax revenue, jobs, and other benefits such a project could provide while considering the cost of service.

? 3.3. Beautify Downtown's public spaces by enhancing landscaping, updating public furnishings, and establishing a façade improvement program to incentivize business owners to update their storefronts.

3.4. Explore funding grants such as CDBG Block Grants to accomplish downtown vibrancy goals.

? 3.5. Develop a Downtown community arts program and district to display public art.

3.6. Create a Parking Plan for the Downtown area.

3.7. Review City codes to identify possible regulatory barriers to Downtown development and identify possible incentives to support the types of development that the City supports. Options could include:

a. Consider a Downtown District form-based code

b. Evaluate parking requirements

c. Waive or reduce local development fees

d. Review project permitting processes for redundancies/inefficiencies

e. Consider a grant program to help local businesses update facades on buildings or provide for additional updates.

(Hurricane City 2021 General Plan, pp 28)

Key Inputs and Creation Process

The proposed Master Plan had a variety of input from several stakeholders.

- **Steering Committee:** Planning staff, a member of the Planning Commission (Rebecca Bronemann), a member of the City Council (Kevin Thomas), a representative from the Hurricane Valley Chamber of Commerce, a representative from UDOT, the consultant team, and the City Manager met once a month to provide guidance and direction on each step of the plan. This committee made recommendations on public input, draft details, and recommendations within the plan.
- **Public Input:** During the process, the plan aimed at gathering a variety of input stakeholders. This included two online surveys, three public input open houses, and invited key stakeholders to smaller workshops and stakeholder meetings. These inputs can be found on page 39 and the appendix.
- **Analysis:** The consultant team performed economic research, walking surveys, gathered and reviewed public data, and reviewed traffic data from UDOT to help make recommendations within the plan. Generally, these recommendations have been reviewed by staff, the steering committee, and the public.

Key Sections

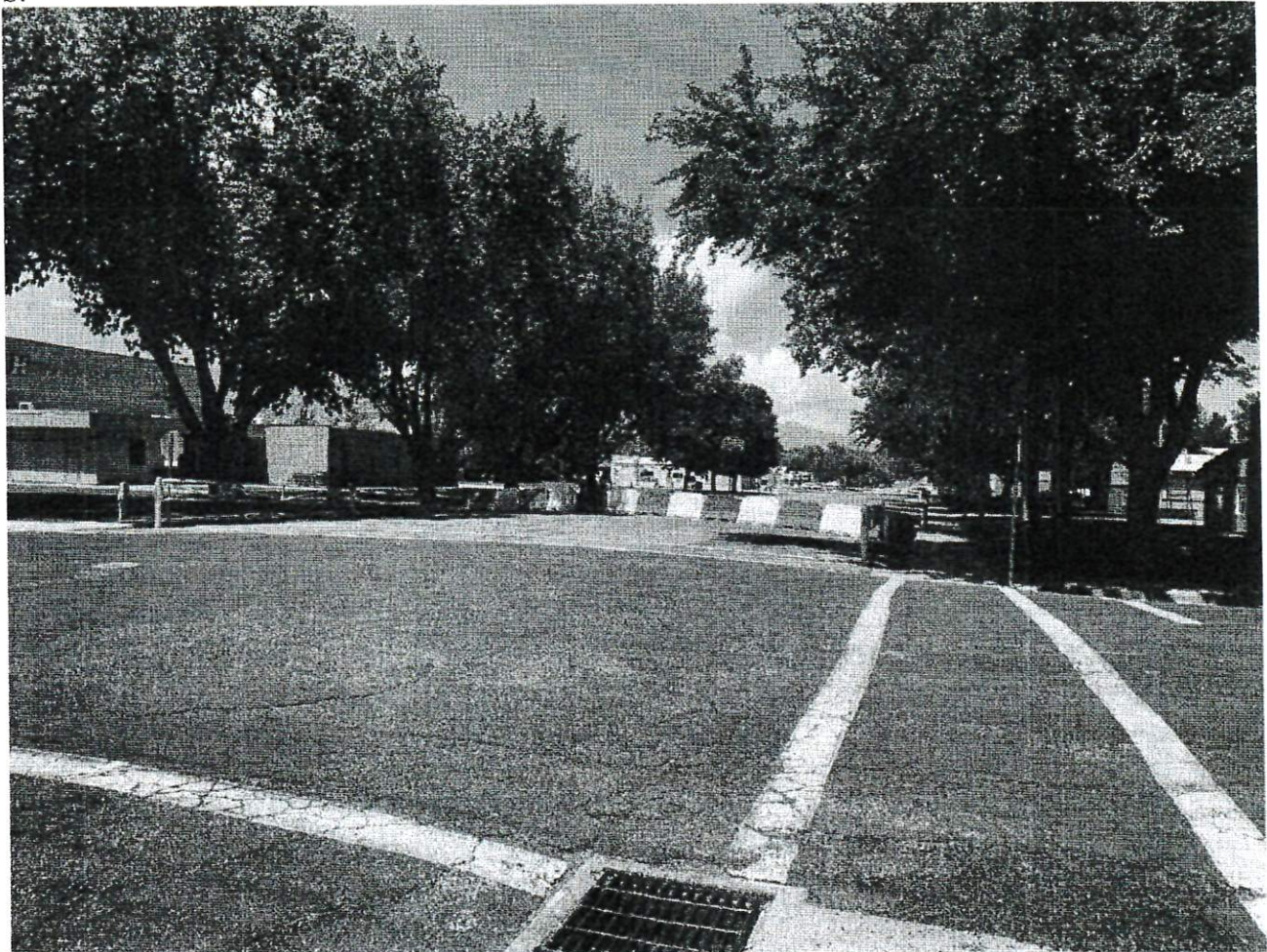
The following are key parts of the plan:

- **Existing Conditions:** This is the first section of the proposed master plan. This chapter reviews the current condition of the downtown and provides feedback on what conditions support the goals of the plan and what areas need additional work.
- **Market Analysis:** This chapter reviews the local economy and market to help guide what type of development is needed and could be viable within the downtown.
- **Public Input Synopsis:** This section summarizes the public feedback received. The full public input can be found in the appendixes.
- **Draft Recommendations:** This chapter contains draft recommendations for land use, built environment, urban design, transportation, housing, and more. These include additional details on how to achieve the recommendation.
- **Implementation Strategies:** This chapter gives general timelines for accomplishing the policies within the plan and prioritization.

There are a few major points to the plan staff would like to emphasize to the City Council with regards to the recommendations, these are issues that will most likely be brought up within the public forum

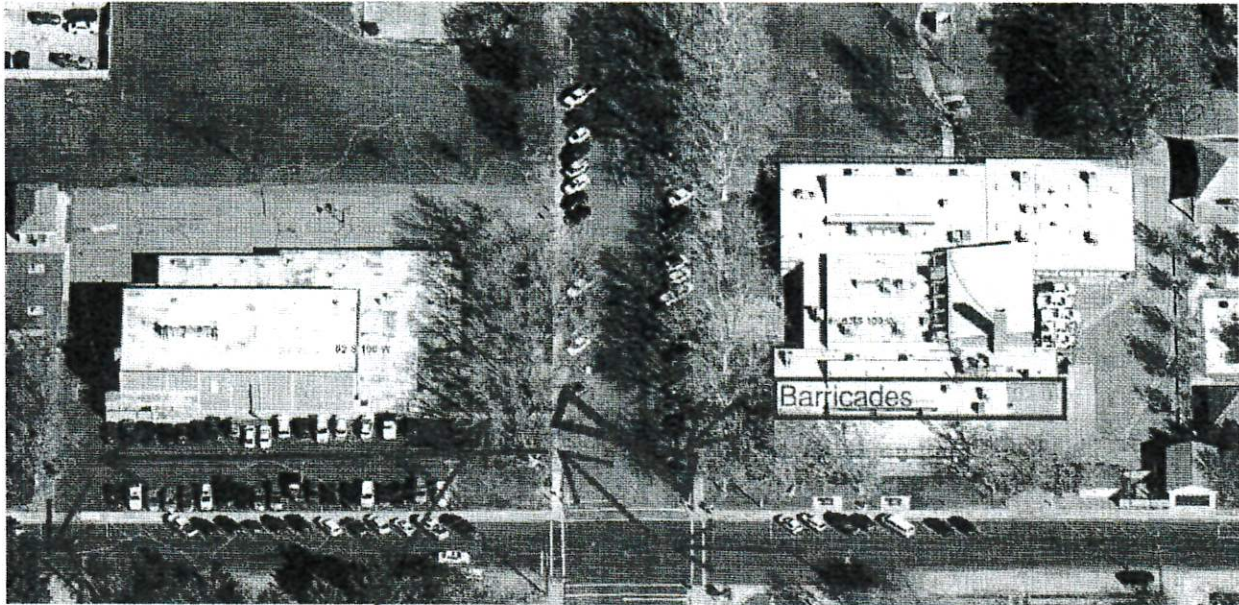
Closing of 100 W to Vehicular Traffic:

The 2021 General Plan states: *The City supports the transition of 100 West (from State Street to 100 South) from a vehicular road to a plaza.* The closing of 100 W from State St to 100 S has been done periodically for decades and permanently closing it has been part of City plans since the late 2000s. On May 18th, 2023 the City Council voted to temporarily close 100 W from Memorial Day through Labor Day to try it for the summer months. The existing gate on the north end was used, which provides ample turnaround space if someone accidentally turns down 100 W from State St. On the south end barriers were installed that directs traffic through the Fine Arts Center parking lot and out that parking lot to 100 S.



I don't want to close 100 W

I don't want to close 100 W



Drop off location

This provides, unlike the current system, a legal drop off location for children near the community center.

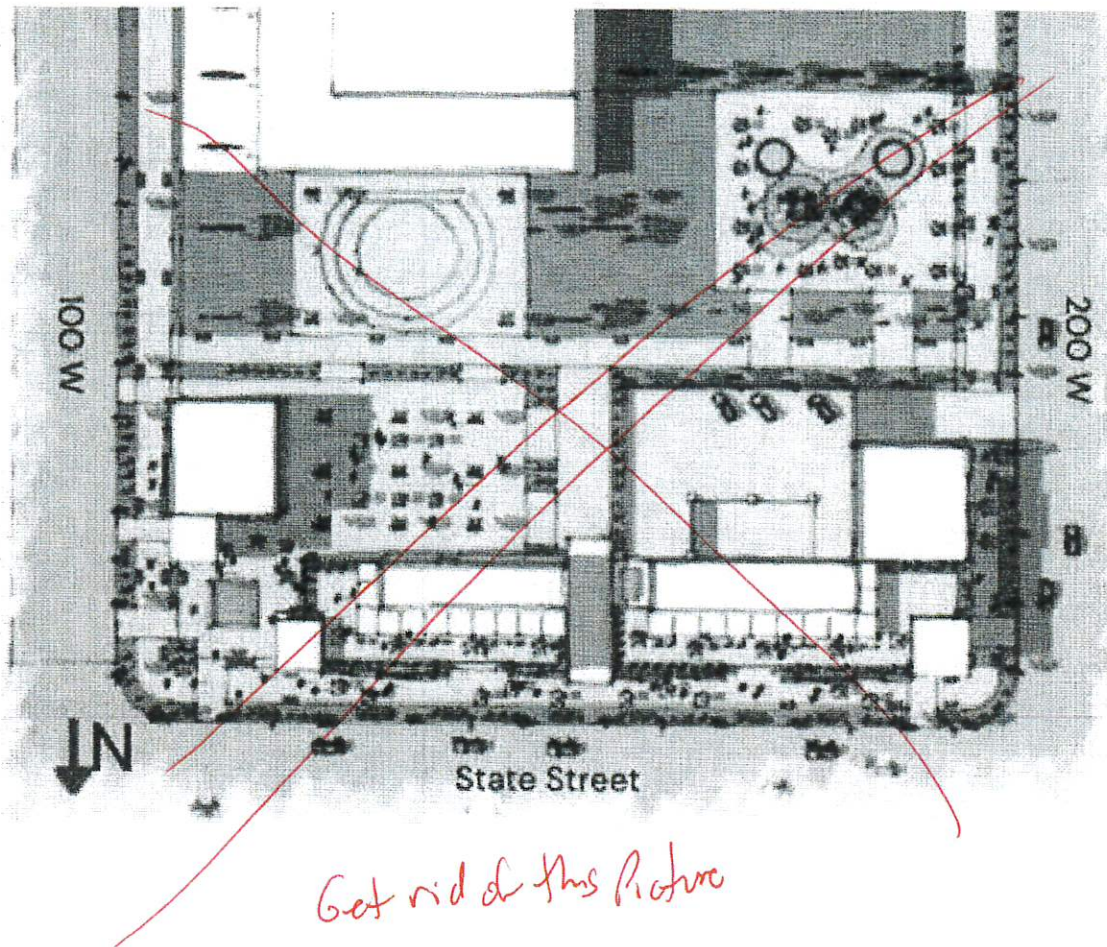
This idea saw wide support during the public outreach portion of the plan, will increase safety and provide constant space for programming in this area. The steering committee discussed other traffic calming options on 100 W such as turning it into a one-way street or adding measures such as medians but decided against it due to the effect it could have on Peach Days and the Farmer's Market.

The Downtown Master Plan proposes the City convert parallel parking along 100 S to angled parking to increase the number of available parking spaces, as well as possibly acquire more property for municipal parking lots. Except during major events the city provided parking in this area is rarely full. Staff will study the closure of 100 W's effect on parking throughout the summer.

Catalyst Project:

Many cities when in the process of revitalizing their historic downtown areas will invest in some sort of "catalyst project" as a way to signal to private property owners within the downtown that the City is investing in making the downtown a place worth investing in. Many cities will invest in facade programs or municipal parking lots but where Hurricane City owns a significant piece of prime downtown real estate a larger scale project is feasible.

The commercial building on the southwest corner of 100 W and State St, most recently home to the Mexican grocery store, Su Lugar Stop And Go Market, as well the house next door, are currently in process of being torn down by the City. These buildings are in bad shape and it was not seen as feasible to renovate them. The City owns almost all of the frontage along State St on this block giving the City the opportunity to provide the catalyst for revitalization in the downtown.



The city may consider offering a Land Lease with Building use and Look Standards that fit our desires of having a Commercial use on the main floor with offices & Conference Rooms on 2nd floor with a 20' courtyard between sidewalks along SR9 and Building.

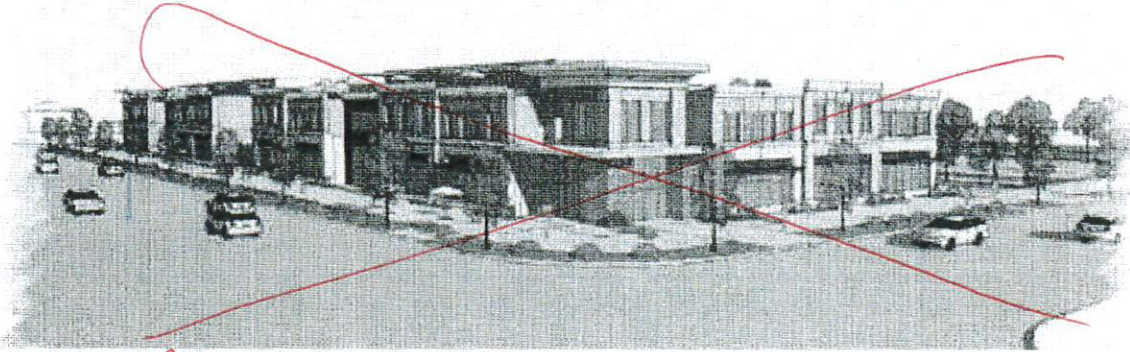


Figure 62: Northwest Corner Render

These Pictures Don't Apply

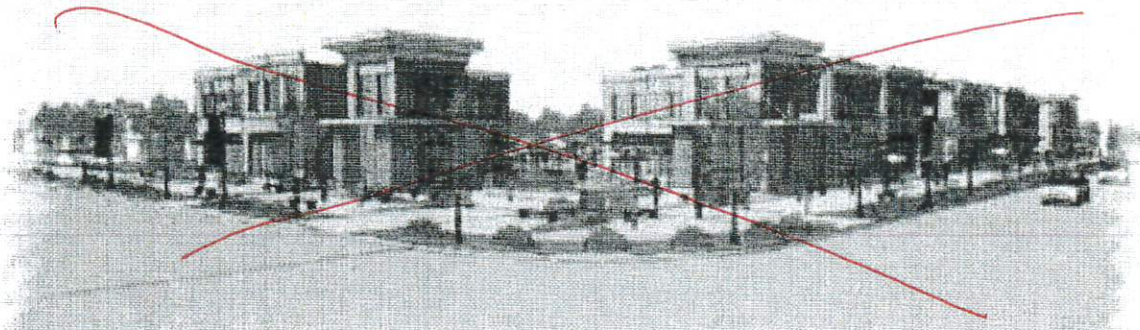


Figure 63: Northeast Corner Render

The project ^{could} be a 2-3 story building, with a three story parking garage in the back (invisible to the street). There will be retail and storefronts on the bottom floor along State St and offices or residences on the upper floors.

Under this scenario the City would work with neighboring property owners to relocate the existing car lot to another location in town and the existing LDS Family History Center within the structure. The City would partner with a private developer either through a long term lease or other mechanism to develop and operate the site.

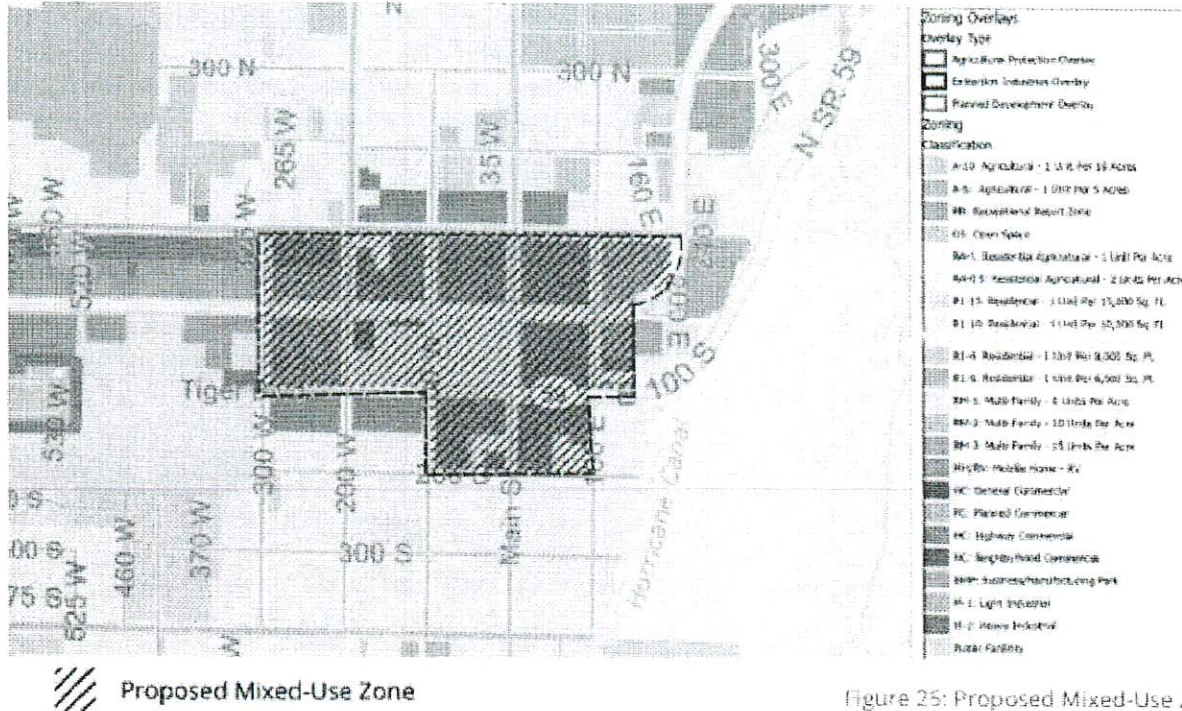
Downtown Overlay Zone:

The Downtown Master Plan recommends a downtown [?] mixed use overlay zone which would be a whole new zoning and change to the zone map. The exact details of this new zoning would have to be worked out in a separate ordinance passed by the Planning Commission and City Council however some important aspects to a downtown overlay zone would be for new development in this area:

- mix* {
- Form Based Code: regulations would focus more on the look and feel of the buildings (architectural styles, heights, building massing) rather than the uses within the buildings.
 - Use Table: requiring that retail or service based industries be located on the ground levels of buildings allow for a mix of residential and commercial on second and third stories.
- allowing for office spaces on 2nd floor.*

OK
not allowing
more

- Building massing: Using Floor Area Ratios, and setback requirements ^{requirements} ~~allowing~~ for new buildings to be ~~close to~~ the street similarly to existing buildings in the downtown.
- ~~Short-term rentals: Limiting the number and overall form of short-term rentals in the downtown area.~~
- Allowing for current downtown buildings to be rebuilt in largely the same footprint and spacing as currently exists



Parking:

Throughout the planning process there were comments from the public about parking, not enough of it and people parking illegally during big events at the Community Center. The plan has a number of recommendations with how the City should address parking downtown

- More municipally owned parking lots: ~~The catalyst project includes a parking garage with 100 parking spaces.~~ There is an empty lot next to the city parking lot on 100 W and 100 S and the plan recommends the City look into purchasing that property for more parking
- Shared parking lots: encouraging business and property owners in the downtown area to share and interconnect parking lots so there are more available parking for businesses off the street.
- Two hour parking: The plan recommends that the City install "two hour parking only" signs in front of businesses in the downtown. Most small cities like Hurricane do not enforce these rules as ~90% of visitors will comply. This will increase turnover and preserve parking spaces in front of businesses for paying customers.
- Diagonal and striped parking: Many complaints were received from residents in the area that during major events at the Community Center people park in front of driveways blocking residents in. This complaint was most heard from residents on 100 N. This plan recommends the

City delineate parking spots throughout the downtown area, diagonal striping similar to what's on Main Street where we have the road width to do so and parallel parking elsewhere. This will help with enforcement since if parking is striped there is less of an excuse to park in someone else's driveway.

Recommendation:

Staff recommends the Council read through the plan and it's recommendations. If the City Council has any questions about the plan they are encouraged to reach out to staff.

Cindy Beteag

From: Fred Resch
Sent: Wednesday, August 02, 2023 11:44 AM
To: Kevin Thomas; Cindy Beteag; David Hirschi; David Sanders; Dayton Hall; Doug Heideman; Joseph Prete; Kaden DeMille; Nanette Billings; Kaden DeMille
Cc: Gary Cupp; Benjamin Levenger
Subject: RE: Downtown Master Plan Markup Proposed by Kevin Thomas

Kevin,

Thank you for reaching out. I appreciate the time that you have spent on reading through the report and your participation throughout this process. I thought I'd take a moment to address a few of your points.

- The City has spent significant time and money on this project over the past year and I believe we are very close to a point where this project can move forward. Moreover, in our surveys, 89.9% of survey respondents supported further downtown revitalization efforts.
- We are aware that the plan is extensive. Several presentations and staff reports were prepared to summarize the key points to the Planning Commission and City Council.
- Regarding your notes on the staff report: Respectfully, we would clarify that this is a summary of the plan that was prepared by staff in June and it is not the plan itself. The summary primarily focuses on the key points within the Draft Master Plan and is not intended to be comprehensive. I had written a one paragraph update to this staff report that I thought I had attached to the Council packet. If I did not, I apologize for the confusion.
- It is also important to clarify that some of your redlines are on citations from our current General Plan. The recommendations within our General Plan are not currently under consideration, however they are included to reinforce the necessity for the City to pursue this process and to justify the recommendations that have been proposed within the comprehensive Downtown Master Plan document.
- Closing 100 W: I appreciate your opinion and look forward to a discussion with the Council on this point. I personally believe there should be some more discussion and investment from the City before a permanent closure is made.
- Catalyst Project: I once again apologize for not updating the staff report directly. At the Council's direction we have scrapped the renderings and plans as originally presented. Three proposed options and a summary of the public input we received regarding the corner of State St and 100 W were included in the Council packet. Staff would recommend the Council pick one of those three options, keeping in mind the public input and overall direction for the downtown area.
- Downtown Overlay Zone: The creation and implementation of a downtown overlay zone would be a separate process from this Master Plan. Most downtown areas, including Hurricane's, have buildings with mixtures of residential and commercial uses within their downtown core, and our proposal would be to allow similar development options, whereas our current zoning code, allows more of a suburban style commercial development, like what's seen further down SR-9, and not the type traditionally seen in our own and other downtown areas.

Again, I appreciate your time reading through the plan and I'll reiterate Councilman Thomas's recommendation that the Council read through the plan and come ready with any questions or discussion on Thursday night. Feel free to call me if you have any questions.

Fred Resch III
City Planner
Hurricane City
P: (435) 635-2811 x 110
E: fred@cityofhurricane.com



STAFF COMMENTS

Discussion regarding **Title 10 Chapter 52** and amend **Title 1 Chapter 4** with regards to **affordable housing**.

Discussion:

Findings:

Recommendation:

Attachments:

1. Ordinance 2023-12 Inclusionary Zoning and Affordable Housing

**AN ORDINANCE OF THE CITY COUNCIL OF HURRICANE, UTAH ADOPTING AN
AFFORDABLE HOUSING POLICY BY CREATING TITLE 10 CHAPTER 52 AND
AMENDING TITLE 1 CHAPTER 4 OF THE HURRICANE CITY CODE**

WHEREAS, Utah Code 10-9a allows for municipalities to regulate land use within their boundaries; and

WHEREAS, the City is facing an affordable housing crisis with home prices and rental rates increasing substantially in the past five years; and

WHEREAS, the City wants to incentivize development of moderate income housing through private development; and

WHEREAS, the 2022 Moderate Income Housing Plan recommends the City adopt an inclusionary zoning policy; and

WHEREAS, the Planning Commission gave a positive recommendation on the attached additions and amendments to Hurricane City Code,

BE IT HEREBY ORDAINED by the City Council of Hurricane, Utah that Title 10 Chapter 52 be added to Hurricane City Code to read as follows:

CHAPTER 52. INCLUSIONARY ZONING AND AFFORDABLE HOUSING

Sec. 10-52-1. Purpose.

The purpose of this chapter is to encourage the development and preservation of residential units affordable to those making less than the Washington County Area Median Income.

Sec. 10-52-2. Applicability.

The incentives within this chapter are available to new residential developments zoned as R1-8, R1-6, RM-1, RM-2, RM-3, and within Planned Development Overlays.

Sec. 10-52-3. Definitions.

Affordable Housing means housing occupied or reserved for occupancy by households with a gross household income equal to or less than 80 percent of the Washington County Area Median Income (“AMI”).

Affordable Housing Development means any housing project that reserves by deed restriction 10% of units as Affordable Housing.

Land Use Authority, for purposes of this chapter, means the Hurricane City Planning Commission.

Sec. 10-52-4. Development standards.

- A. Development Incentives. Affordable Housing Developments that provide Affordable Housing pursuant to the terms of this chapter shall qualify for the density bonus, standard incentives, and impact fee reduction described in this section. An applicant may submit an Affordable Housing Development application requesting the incentives.
- B. Density Bonus.
 - 1. Maximum Density. Affordable Housing Developments may receive a maximum 20% density bonus based on the base density shown in an approved yield plan.
 - 2. Calculation of Density Bonus.
 - a. Base Density. Base density for an Affordable Housing Development shall be determined by calculating the number of dwelling units that could be developed on lots in a conventional subdivision under the provisions of the underlying zones.
 - b. Yield Plan. The applicant shall provide a yield plan as part of the Affordable Housing Development application. The applicant shall prepare a yield plan that reflects the total number of units that the development would be able to build under base zoning standards. The yield plan shall take into consideration the site's natural and cultural features as shown on a natural resource inventory prepared for the property and shall demonstrate that sensitive lands identified in the natural resource inventory can be successfully included within open space areas or as part of residential lots without disturbing the health or safety of present or future City residents. At least one-half of the minimum area required for each lot shall exclude wetlands, floodplains, and slopes exceeding 30 percent.
 - c. The Zoning Administrator shall review the application and yield plan for compliance with this chapter and provide a report and recommendation to the Land Use Authority. The Land Use Authority shall approve, approve with conditions, or deny the application based on the standards within the City code.
- C. Standards. Except for the standards required for Planned Commercial developments, to the extent the standards within other chapters in the City Code conflict with the

standards of this chapter, Affordable Housing Developments are only required to comply with the following standards:

AFFORDABLE HOUSING DEVELOPMENT STANDARDS FOR RESIDENTIAL USES

Lot standards:	
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Setback standards - front:	
Any building - pedestrian entrance	15 feet
Garage or parking building	25 feet
Setbacks - rear:	
Main building	10 feet
Setback standards - interior side yard:	
Main building	10 feet
Setback standards - street side yard:	
Main building	15 feet

D. Impact Fee Reduction. Affordable Housing units shall only be charged 50% of each of the City's adopted impact fees. This reduction in impact fees is specific to qualifying units and does not apply to the entire Affordable Housing Development.

E. To the extent the standards within other chapters in the City Code conflict with the standards of this chapter, single family units within an Affordable Housing Development that qualify as Affordable Housing are only required to comply with the following standards:

1. Minimum Lot Size: Within Single Family Zones, Affordable Housing units shall be placed on a lot a minimum of 4,000 sq. ft.
2. Regardless of available minimum lot sizes, Affordable Housing Developments shall comply with all density requirements within this chapter.

F. Affordable Housing Developments shall meet all other standards within the underlying zone except those specifically listed in this Chapter.

G. Comparable units: Affordable Housing units shall be comparable to market rate units in the development, including entrance location, dispersion throughout the building or site, and access to all amenities available to the market rate units in the development. This section does not apply to units in single-family zoning districts.

Sec 10-52-5 Affordable Housing units outside of an Affordable Housing Development.

For Affordable Housing units not located in an Affordable Housing Development, the applicant shall only be entitled to the modified standards and reduced impact fees as described in sections 10-52-5(C)-(E) of this chapter. An applicant shall submit an application showing that the proposed unit(s) qualify as Affordable Housing and shall otherwise comply with and be subject to the terms of this chapter.

Sec. 10-52-6. Duration and requirements of affordability.

A. Affordable Housing shall be restricted and meet the following qualifications.

1. *Affordable Housing Unit Rentals.* An approved Affordable Housing unit used as a rental shall continuously qualify as Affordable Housing for a period of 25 years from the date a Certificate of Occupancy is issued by the City.
2. Prior to or as a condition of approval of a final site plan or plat, a deed restriction approved by the City Attorney and requiring compliance with this chapter shall be recorded with the Washington County Recorder, which deed restriction shall run with the land and bind all assigns, heirs, and successors of the applicant. For

Affordable Housing units not located in an Affordable Housing Development, the deed restriction shall be recorded prior to the issuance of a building permit.

B. Income Restriction. Approved Affordable Housing units shall only be made available and occupied by households with an annual income at or below 80% of Washington County AMI as determined by the U.S. Department of Housing and Urban Development (“HUD”) Metro FMR Area (as periodically determined by the HUD and adjusted for household size).

1. Rent/Housing Payment Restriction: The Affordable Housing units shall be both income and rent/housing payment restricted.
 - a. For an Affordable Housing rental unit, the monthly rent, including all required housing costs per unit such as utilities and other charges uniformly assessed to all apartment units other than charges for optional services, shall be set forth in a written lease and shall not exceed, for the term of the lease, thirty percent (30%) of the maximum monthly income for a household making 80% AMI, adjusted for household size, published by Housing and Urban Development for affordable units located in Washington County.

Sec. 10-52-7 Enforcement

A. Managers, Property Owners, and Landlords of Affordable Housing units shall submit an annual report to the City Zoning Administrator showing compliance with this chapter. This report is due on March 1 for the previous year's information and shall include the following information:

1. Property location, tax ID number, and legal description.
2. Property owner name, mailing address, and email address.
3. Information on the Affordable Housing units and the tenants of the property receiving the incentives that includes:
 - a. The total number of dwelling units;
 - b. The number of bedrooms of each dwelling unit;
 - c. The rental rate of each dwelling unit;
 - d. A statement regarding whether the Affordable Housing units are in compliance with the approval requirements and the requirements of this chapter;
 - e. Any change in occupancy to the units that is necessary to bring the units into compliance with this chapter, including a change in the number of people residing in each unit and any change in tenant. Personal data is not required to be submitted.

- f. Confirmation that income verification for all tenants was performed for the previous year.
 - g. Any differences in rent between the agreed upon rental rate in the approval to use the incentives and the actual rent received for the identified Affordable Housing units.
 - h. Any instance where an Affordable Housing unit was no longer rented at the agreed upon level of affordability, the length of time the dwelling unit was not in compliance with the agreed upon level of affordability, and any remedy that was taken to address the noncompliance.
4. Failure to file a report shall trigger an audit by the City and the property owner shall be subject to fines as established in Hurricane City Code 1-4-5 - Civil Enforcement.

B. Audit. Managers, Property Owners, and Landlords of Affordable Housing units shall allow the City or its representative to conduct a yearly audit on all Affordable Housing Developments and Affordable Housing units to ensure compliance.

C. Violations of this Chapter, including failure to timely submit complete reports, shall subject the recorder owner of the property, as shown on the records of the Washington County Recorder, to prosecution and fines pursuant to the City Code, including civil enforcement authorized by Hurricane City Code 1-4-5 and business license revocation pursuant to Title 3 of the Hurricane City Code.

BE IT HEREBY FURTHER ORDAINED by the City Council of Hurricane, Utah that Title 1, Chapter 4, subpart E. be amended to read as follows:

1-4-5 Civil Enforcement

...

E. *Civil penalties.* A violation of any provision of this Code shall result in a civil penalty pursuant to the following schedule:

Violation	Penalty
Unlicensed short-term rental (see section 3-10)	\$750.00 per day

Violation of short-term rental licensing standards (see section 3-10)	\$750.00 per day
Violation of zoning and licensing standards for residential hosting (see section 10-51)	\$750.00 per day
Violation of Inclusionary Zoning and Affordable Housing requirements (see section 10-52)	\$100.00 per day per unit

...

BE IT HEREBY FURTHER ORDAINED that this ordinance shall, upon adoption, take effect at the earliest date possible after posting or publication as required by law.

BE IT HEREBY FURTHER ORDAINED BY THE HURRICANE CITY COUNCIL OF HURRICANE CITY, UTAH THAT:

1. All ordinances, resolutions, and policies of the City, or parts thereof, inconsistent herewith, are hereby repealed, but only to the extent of such inconsistency. This repealer shall not be construed as reviving any law, order, resolution, or ordinance, or part thereof.
2. Should any provision, clause, or paragraph of this ordinance or the application thereof to any person or circumstance be declared by a court of competent jurisdiction to be invalid, in whole or in part, such invalidity shall not affect the other provisions or applications of this ordinance or the Hurricane City Municipal Code to which these amendments apply. The valid part of any provision, clause, or paragraph of this ordinance shall be given independence from the invalid provisions or applications, and to this end the parts, sections, and subsections of this ordinance, together with the regulations contained therein, are hereby declared to be severable.

PASSED AND APPROVED this 3rd day of August, 2023

Hurricane City

Nanette Billings, Mayor

Attest:

Cindy Beteag, City Recorder

The foregoing Ordinance was presented at a regular meeting of the Hurricane City Council held at the Hurricane City Office Building on the 3rd day of August, 2023. Whereupon a motion to adopt and approve said Resolution was made by _____ and seconded by _____. A roll call vote was then taken with the following results:

	Yea	Nay	Abstain	Absent
Joseph Prete	_____	_____	_____	_____
David Sanders	_____	_____	_____	_____
David Hirschi	_____	_____	_____	_____
Kevin Thomas	_____	_____	_____	_____
Doug Heideman	_____	_____	_____	_____

Cindy Beteag, Recorder



STAFF COMMENTS

Consideration and possible approval of **declaring City equipment/vehicles as surplus property.**

Discussion:

Staff is working on a list of the old equipment from the American Legion Rodeo Grounds that we no longer need, as well as a list of vehicles that are no longer being used. We are proposing declaring them as surplus property and holding a sealed bid "auction" to dispose of them to the highest bidder.

Findings:

Recommendation:

Attachments:

1. Public Notice Notice of Bid - Vehicles
2. Public Notice Notice of Bid - Rodeo equipment



HURRICANE CITY

UTAH

Public Notice

Request for Sealed Bids

Hurricane City, located at 147 N 870 West, Hurricane, Utah will accept Sealed Bids for the following vehicles:

- **Lot A**
 - 2002 Chevrolet K1500 Miles 190,000. Vin #1GCEK14T62Z195871.
- **Lot B**
 - 2004 Dodge Dakota SLT Club Cab 4x4 Miles 119,746 Vin# D7HG42NX4S611362.
- **Lot C**
 - 2004 Ford F-150 Crew Cab Miles 153,484 Vin #1FTPW145X4KB57134.
- **Lot D**
 - 2004 Ford F-250 Miles Vin#1FTNF21P74EB25498.
- **Lot E**
 - 2006 Ford F150 Super Cab Miles 154,192 Vin #1FTPW14506FA35623.
- **Lot F**
 - 2006 Ford F150 Super Cab Miles 159,524 Vin#1FTPW14506FA35625.
- **Lot G**
 - 2007 Chevrolet K1500 Silverado long bed 4 door Miles 137,314
Vin#1GCEK19007E525713.
- **Lot H**
 - 2008 Chevrolet Silverado 1500 xtracab, short bed Miles 154,913
Vin#2GCEK19C781119022.
- **Lot I**
 - 2010 Chevrolet Silverado 1500 Miles 96,937 Vin#1GCPCPEA7AZ176069.
- **Lot J**
 - 2013 Ford F-150 Miles 158,196 Vin #1FTFW1ETXDKD31471.

The vehicles are being sold “as-is” and are available for inspection at 147 N 870 West, in the rock parking north of the building with the exception of Lots D and J, which are located at 646 W 600 North. A list of known problems will be displayed in each vehicle. Hurricane City reserves the right to reject winning bids it deems inadequate. Sealed bids will be accepted at the Hurricane City office, 147 N 870 West in Hurricane, Utah until 2:00 p.m. September 28, 2023, and then publicly opened and read aloud. Each vehicle will be awarded separately to the highest bidder. If the highest bidder does not tender payment to Hurricane City within 5



HURRICANE CITY

UTAH

business days in the form of cash or cashier check, the vehicle will be awarded to the next highest bidder.

For more information contact the Recorder's Office at the City Office, 147 N 870 West or you may call 435-635-2811 x 106. This list can also be found on the City website

www.cityofhurricane.com and the Utah Public Notice website
<https://www.utah.gov/pmn/index.html>



Public Notice

Request for Sealed Bids

Hurricane City, located at 147 N 870 West, Hurricane, Utah will accept Sealed Bids for the following arena equipment previously used at the American Legion Sports Complex:

- **Lot #1**
 - 7 Power poles 28' to 30' long with cross members and other accessories attached to them.
- **Lot #2**
 - 85 Metal fence posts with concrete still on them. 2.5" to 3" x 6' to 7'.
- **Lot #3**
 - 29 Metal fence posts with concrete still on them. 2.5" to 3" x 6' to 7'.
- **Lot #4**
 - 4 Bucking chutes.
- **Lot #5**
 - 2 Roping chutes. One intact, one in pieces.
- **Lot #6**
 - 8 Fence panels. 5' x 16'.
- **Lot #7**
 - 1 Gate. 5' x 16'.
- **Lot #8**
 - 26 T-posts. 6' long.

The equipment is being sold "as-is". Hurricane City reserves the right to reject winning bids it deems inadequate. Sealed bids will be accepted at the Hurricane City office, 147 N 870 West in Hurricane, Utah until 1:00 p.m. September 28, 2023, and then publicly opened and read aloud. Each Lot will be awarded separately to the highest bidder. If the highest bidder does not tender payment to Hurricane City within 5 business days in the form of cash or cashier check, the Lot will be awarded to the next highest bidder.

For more information contact the Recorder's Office at the City Office, 147 N 870 West or you may call 435-635-2811 x 106. This list can also be found on the City website www.cityofhurricane.com and the Utah Public Notice website <https://www.utah.gov/pmn/index.html>