

**SANTA CLARA CITY
ECONOMIC DEVELOPMENT COMMISSION MEETING
TUESDAY JANUARY 26, 2016**

THE ECONOMIC DEVELOPMENT COMMISSION OF SANTA CLARA CITY, WASHINGTON COUNTY, UTAH met for a regular meeting on Tuesday January 26, 2016 at 5:00 p.m. in the Town Hall Office Building at 2603 Santa Clara Drive, Santa Clara, Utah.

Present: Commission Members: Rex Oliver (Chairman), Lance Allred
City Council Representative: Herb Basso
Others Present: SITLA Representative Kyle Pasley
City Planner Robert Nicholson; City Manager Ed Dickie
EDC Secretary: Ditzie Whitehead

1. **Call to Order:** Chairman Rex Oliver welcomed those present and called meeting to order at 5:05 p.m.
2. **Approval of Minutes:** Rex asked for a motion to approve the Minutes of November 17, 2015 **Motion to approve the Regular Meeting Minutes of November 17, 2015 by Lance Allred; seconded by Rex Oliver; with all members present voting aye.**
3. **Working Agenda:**

A. Business

1. SITLA Representative Kyle Pasley: Economic Development of SITLA Property

Rex introduced discussion of SITLA property that was discussed at the January 13th City Council Meeting. The parcel is about 2 acres located on the SW corner of Santa Clara Drive and Lava Flow Drive, aside and behind the Los Alazanes restaurant. Local developer Wes Davis has petitioned city to amend the General Plan and Zoning map from its current commercial zoning status to allow medium density residential development. Medium density residential housing is a density range of 8 to 12 units per acre. SITLA also owns 8 acres on the east side of Lava Flow Drive. Rex expressed concern for proposed change from commercial to medium density residential as commercial property is already limited in Santa Clara and need for further consideration of commercial use of the parcel. The General Plan amendment was tabled at Jan. 13 City Council meeting and suggested to bring it back to a combined council and commissions meeting and include invitation to residents in adjacent neighborhoods to attend to garner their input. City Planner Bob Nicholson said this combined meeting will tentatively take place at the February 9th Planning Commission Meeting.

At the Jan 13th council meeting, developer Wes Davis, said that commercial uses had historically not been very successful in this area and felt the medium density residential better use. Herb commented that with the right commercial development of the larger SITLA parcel on the east side of Lava Flow the smaller west side parcel would become a more attractive commercial space than perhaps it has been in the past.

Rex asked Kyle Pasley how SITLA may be able to give assistance, direction in City's economic development.

Kyle explained the School and Institutional Trust Lands Administrations (SITLA) history to EDC and is now made up of 12 beneficiaries, including various kinds of schools. When it comes to the sale of any of the lands SITLA's mandate is to garner full market value for those beneficiaries. Utah State University is the beneficiary of the Santa Clara parcels. Rex said communities are most often sales tax driven when considering development of commercial zoned spaces. Kyle expressed consideration of what can be put on the property, what use, will enhance and help the entire area do better and accelerate economic development as a whole into the future. One possible use mentioned at the Jan 13th city council meeting was a Utah State University Extension campus on the east side SITLA parcel. Since the USU is the beneficiary the land is theirs and they would only have to build on it. They do not have an extension in the southwestern part of the state yet so this may be an attractive option for USU too. As at city council, EDC was interested to learn more about USU extension and asked Kyle how to follow up with this idea. Kyle mentioned Gary Wood a CA planner and IBI, a planning firm in SLC would be good contacts.

Herb reiterated as we look at SITLA property development we need to consider how that impacts entire city's economic development and how SITLA use will impact and influence other development elsewhere in the city.

Rex expressed appreciation for Kyles help and suggestions towards development and use of SITLA parcels. He also asked what SITLA parameters were when selling their lands. Kyle said they consider what fair market value is, appraisal, joint ventures, have an obligation to advertise. Consider what uses add value to surrounding properties. What is currently the flavor of surrounding businesses? Kyle said studies and history shows most business in SITLA vicinity struggling. Streetscape didn't help traffic flow and had hurt commercial viability. A comprehensive study of all SITLA property in Washington County lead to recommendation for the change of use from commercial to medium density residential on the smaller west side SITLA parcel. Considered as a transitional use between commercial and regular R 1-10 residential zoning.

Rex said Santa Clara has to be marketed as a destination and should have something attractive at city entrance such as a themed commercial retail center; possibly Swiss themed to reflect city's heritage.

Lance said the gateway to city should reflect the feeling or spirit of the community. Need to provide restaurants and lodging businesses to help Santa Clara become a destination location.

Rex said lodging should not be large hotel complex, rather Bed & Breakfast type lodging more suited to our community.

Herb said SITLA property use should complement other economic development in Santa Clara.

Kyle Pasley mentioned USU extension again as a possible use on 8 acre parcel that would bring people into Santa Clara from all over the county. He said the USU extension campus would probably utilize about 4 acres of the property and the remaining property could be retail and restaurants that would be complimentary to USU campus. USU extension fits into the commercial zoning already in place.

Bob Nicholson, City Planner told commission he previously served as St. George Community Development Director. He thought USU extension would be valuable asset to Santa Clara. He said chain store and restaurants want to be close to I-15 for best visibility. USU campus could create a draw for other businesses to come to Santa Clara and would spin off other uses around USU campus.

There is a 30 acre SITLA parcel in Moab also owned by USU with an extension campus and has created other uses around it like office, small retail, and some higher density housing. Must think about what uses best compliment the Santa Clara site both economically and esthetically. SITLA sells property with certain use parameters in mind.

Lance noted that Utah State University is known for its agriculture programs and that ties in well with the agricultural history of Santa Clara being known for farming, vineyards, orchards and cattle ranching.

Bob said USU would be good gateway use providing nicer architecture-attractive appearance.

Lance said USU would make west side uses more economically desirable.

Bob suggested the city should write a letter of encouragement and support to USU reaching out to express cities interest in having an extension campus here. He thought letter should come from Mayor and/or Council.

Rex mentioned that he was asked EDC mission statement when he attended last City Council Meeting. He quoted the statement to EDC and that it was their responsibility to help promote the city as a destination to shop and dine.

Also noted at that Stevens Heneger College is looking for new location in the county and they might be contacted as well.

Kyle Pasley commented that the new Harmons location will likely draw people away from the downtown shopping district, will need special draw at city entrance.

Rex and Herb both commented about future development of the Western Corridor and the positive impact it would have on economic development on this side of county. Bob said that was a long way off for now so hard to factor into development.

Noted February 9, 2016 Planning Commission Meeting was being planned to further discuss SITLA property. Adjacent neighborhoods will be invited to attend that meeting to discuss, garner input and help make aware of future development possibilities.

Rex expressed need to maintain open line of communication with Kyle and SITLA. Asked Kyle to reach out to IBI Planners.

Bob noted that the medium density use being considered for the 2 acre parcel on west side of Lava Flow could allow for apartments, up to 24 units. Apartments situated so that the front of the units would front the street for better appearance.

Herb reminded those present that we should explore the opportunities for commercial use on both SITLA parcels and that Kyle has presented some new ideas. Herb said should have a wider vision for development.

Ed Dickie, City Manager, told EDC about possible new development by Entrada in the South Hills. More of a tourist based, recreational development that would appeal to and promote popular bicycle culture in our area. Place where visitors have lodging and have immediate access to the South Hills bike trails.

Ed also asked Rex and EDC to draft letter to USU expressing our interest to have USU extension on Santa Clara SITLA property. Bob asked Kyle to find out and let city know who the letter should be directed to at USU.

Herb commented again need to consider all possible uses of SITLA land starting with the Feb 9th Planning Commission meeting with neighborhood discussion.

Kyle Pasley left the meeting at this point.

2. Discuss Existing Economic Development Environment-Infrastructure & Regulatory Infrastructure

Rex tabled further discussion on this item at this time; had addressed economic development environment in this meeting during discussion under business item 1.

3. Discussion of Future Economic Development Initiatives

Rex would like to know how many acres were available for commercial development by new Harmons store, identify what is available to develop including other privately owned but designated commercial parcels in that vicinity.

Rex also asked how to communicate with City Council, Planning Commission, and Heritage Commission when economic development issues were on their agendas? Asked Herb and Bob if they could watch and let EDC know when these issues on other commission agendas. Herb said commissions need to work together. Asked that various agendas sent out to all commissions. Ditzie told EDC that agendas are always posted on city website, Public Notice website, and information boards at Town Hall and Post Office; she will forward agendas to EDC.

Bob Nicholson wanted to clarify process regarding possible SITLA land use change from commercial to medium density residential. First requires amendment to the City General Plan and then zone change. That was the request developer Wes Davis made at Jan. 13th City Council meeting that was tabled at the time.

Lance expressed need for more commission members on EDC who have desire to actively serve and participate. Also define what EDC is about and what EDC wants to accomplish. Know purpose of EDC to be better able to act rather than react.

Rex agreed for need to define EDC purpose-Mission Statement. Rex said past economy and business status does not define what future commercial development could be. Our vision should be into the future, 50 years down the road, not just immediate future. He thought we do need to consider how the western corridor will eventually impact our area in the future. Even though that may be far into the future and beyond our time, it is important to consider the long term when planning. Bob reiterated corridor is a long way off.

Herb commented must continue to work to attract more business to mixed use downtown district. Mixed Use zoning downtown allows for commercial use, residential use or a combination of the two- for instance a business on the ground floor of a structure and a residence on the top floor.

Herb also talked about the impact the Petroglyph Park could have on local economy if marketed right as a specific destination attraction. Need to do more to promote those things which are special and unique to our area. Identify what are our economic draws.

Closing Remarks: Rex would like to allow for larger EDC commission-perhaps up to 9 members. Need to keep in mind that meetings must have a quorum (majority of members) present to hold meeting so too large of a membership may make that harder. Rex wants commission to work on identifying possible new members for EDC. Need to ask Chris, City Recorder, if Herb can act as a voting member on EDC.

Bob Nicholson reminded EDC that letter of interest to USU should be done ASAP, within next few weeks if possible. Suggested recommendation to USU from Kyle Pasley would be helpful.

Lance expressed that Kyle Pasley was a valuable liaison for the commission and city and the SITLA land is an important parcel as considering the city's economic development.

Rex thanked Bob Nicholson for his presence at the meeting and his explanation of General Plan and Zoning.

Bob provided a city zoning map and a document to EDC regarding options for use of SITLA property. The document also includes background of the property and the City's General Plan designation of the property at this time. He reminded EDC that the General Plan provides direction, goals and policies regarding economic development in the city.

Adjournment: Rex adjourned meeting at 7:10 p.m.

Ditzie Whitehead

Ditzie Whitehead—EDC Secretary

03/24/2016

Date Approved

