

## Ordinance 2023-41

### SHORT TITLE:

AN ORDINANCE AMENDING THE GENERAL PLAN TO ADOPT THE PROVO GATEWAY STANDARDS. CITYWIDE APPLICATION. (PLGPA20230190)

### I PASSAGE BY MUNICIPAL COUNCIL

#### ROLL CALL

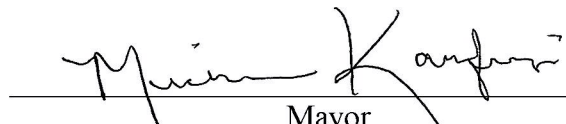
DISTRICT	NAME	FOR	AGAINST	OTHER
CW 1	KATRICE MACKAY	✓		
CW 2	DAVID SHIPLEY	✓		
CD 1	BILL FILLMORE			Excused
CD 2	GEORGE HANDLEY	✓		
CD 3	SHANNON ELLSWORTH	✓		
CD 4	TRAVIS HOBAN			Excused
CD 5	RACHEL WHIPPLE	✓		
TOTALS		5	0	

This ordinance was passed by the Municipal Council of Provo City, on the 17<sup>th</sup> day of October 2023, on a roll call vote as described above. Signed this 25th day of January 2024.

  
Chair

### II APPROVAL BY MAYOR

This ordinance is approved by me this 25th day of January 2024.

  
Mayor

## Ordinance 2023-41

### III

#### CITY RECORDER'S CERTIFICATE AND ATTEST

This ordinance was signed and recorded in the office of the Provo City Recorder on the  
25th day of January 2024 and was published on the Utah Public Notice Website on the 19<sup>th</sup>  
day of October 2023. I hereby certify and attest that the foregoing constitutes a true and accurate  
record of proceedings with respect to Ordinance Number 2023-41.



A handwritten signature in cursive script, reading "Heidi Allman", is written over a horizontal line.

City Recorder

ORDINANCE 2023-41.

AN ORDINANCE AMENDING THE GENERAL PLAN TO ADOPT THE  
PROVO GATEWAY STANDARDS. CITYWIDE APPLICATION.  
(PLGPA20230190)

WHEREAS, it is proposed that the Provo City General Plan be amended to adopt the Gateway Standards; and

WHEREAS, on September 13, 2023, the Planning Commission held a duly noticed public hearing to consider the proposed amendment, and after such meeting, the Planning Commission recommended approval to the Municipal Council by a vote of 8:0; and

WHEREAS, on October 3 and October 17, 2023, the Municipal Council met to ascertain the facts regarding this matter and receive public comment, which facts and comments are found in the public record of the Council's consideration; and

WHEREAS, after considering the Planning Commission's recommendation and facts and comments presented to the Municipal Council, the Council finds (i) the Provo City General Plan should be amended as described herein and (ii) the proposed amendment reasonably furthers the health, safety and general welfare of the citizens of Provo City.

NOW, THEREFORE, be it ordained by the Municipal Council of Provo City, Utah, as follows:

PART I:

The Provo City General Plan is hereby amended as set forth in Exhibit A.

PART II:

- A. If a provision of this ordinance conflicts with a provision of a previously adopted ordinance, this ordinance shall prevail.
- B. This ordinance and its various sections, clauses and paragraphs are hereby declared to be severable. If any part, sentence, clause or phrase is adjudged to be unconstitutional or invalid, the remainder of the ordinance shall not be affected thereby.
- C. The Municipal Council hereby directs that the official copy of the Provo City Code be updated to reflect the provisions enacted by this ordinance.
- D. This ordinance shall take effect immediately after it has been posted or published in accordance with Utah Code 10-3-711, presented to the Mayor in accordance with Utah Code 10-3b-204, and recorded in accordance with Utah Code 10-3-713.

47

48 END OF ORDINANCE.



## **Exhibit A**





# PROVO GATEWAY STANDARDS



## Gateway Standards

Gateway Standards Enacted **Month**, 2023  
Produced 2023  
Provo Development Services



Director - Bill Peperone  
Asst. Director - Keith Morey  
Planning Supervisor - Brandon Larsen

Staff  
Jantsen Teuscher  
Javin Weaver

Technical Working Group Members  
David Day  
Deborah Jensen  
Lisa Jensen  
Matt Hansen  
Scott Bowles  
Shannon Ellsworth  
Vern Keeslar

Cover photo by TM

# TABLE OF CONTENTS

01	PURPOSE	2
02	RECOMMENDED STANDARDS	6
03	GATEWAY STANDARDS BY TIERS	14
04	APPLICABILITY	21

## SECTION 1 - PURPOSE

As the cultural and economic hub of Utah County, Provo recognizes the importance of enhancing its urban development and creating a cohesive aesthetic environment at its entrances. The Gateway Standards outlined in this document serve as guidelines and regulations designed to shape the visual appeal and encourage development at key access points to the city. These standards aim to create a welcoming and visually striking impression for residents and visitors alike, reflecting Provo's unique character and identity.

The General Plan identifies 12 gateways entering Provo and emphasizes the creation of a gateways plan "to maximize their aesthetic and development potential" (pg. 54). Further, staff recommends one additional gateway located at 3700 North at Provo/Orem.

The 12 gateways are listed below from north to south and are marked with pink circles on the map on the copy of the General Plan Map (General Plan Appendix D).

1. University Avenue (mouth of the canyon)
2. 4800 North at Provo/Orem
3. University Parkway at Provo/Orem
4. State Street at Provo/Orem
5. Geneva at 2000 North at Provo/Orem
6. Center Street at Interstate 15 heading East
7. Center Street at Interstate 15 heading West
8. Lakeview Parkway at Center Street
9. Lakeview Parkway at Interstate 15 heading West
10. Lakeview Parkway at Interstate 15 heading East
11. University Avenue at Interstate 15 heading North
12. State Street at Provo/Springville
13. 3700 North at Provo/Orem

**PROPOSED NEW  
GATEWAY**

★ 3700 N.

In early April 2023, Provo City Development Services Department undertook the initial research and laid the foundation for the creation of this document. Planning staff worked with other City departments and a Technical Working Group (TWG) made up of key stakeholders from both the private and public sector in Provo. Using a comprehensive and collaborative process, staff aimed to develop a strategic vision for enhancing the city's entry points. Through this process, several recommendations were made for the gateways. These recommendations will be incorporated in these standards and include, but are not limited to, signage design standards, sidewalk/gutter development, local artwork, and improvements to the visual street elements also known as streetscape standards. Any further interpretation of these standards shall be given by the Development Services Director of Provo City and shall be considered the official interpretation.

In collaborating with the TWG and other key stakeholders, staff designed visually appealing and informative signage, landscape, and development standards that highlight and differentiate each of Provo's unique gateways. The goal is to create a lasting impression and convey a sense of pride and identity to anyone entering the city through these gateways. Recognizing the potential impact of future transportation models and evolving needs, this document understands the need for adaptability.

Based on future developments and traffic patterns, gateways could be moved from one tier to another. To that end, any future updates to the gateway standards should incorporate the city's current needs in order to make necessary adjustments to the gateway tiers and maintain their effectiveness in addressing evolving transportation requirements. To prioritize gateways effectively, staff developed and adopted a comprehensive three-tier system which prioritizes effective signage and reflects the evolving transportation needs of the community. In categorizing each gateway, staff meticulously analyzed the traffic flow patterns, redevelopment potential, input from key stakeholders, current environmental and development conditions, and demographic data to sort each gateway into one of the three tiers. Standards for each tier will be outlined in the next section.



Figure 1.1 - Appendix D of Provo's General Plan



# Gateway Tiers

1

As the most prominent entry points to the city, these gateways should have the most significant signage. These gateways will serve as focal points and will be subject to additional standards to maintain a cohesive aesthetic, particularly for redevelopment.

2

Though a lower priority and with smaller monument signs than Tier 1, these gateways contribute significantly to the overall impression of Provo and should be carefully designed to uphold the city's visual appeal.

3

While utilized less than Tier 1 and 2, these gateways are still vital to Provo. Signage should be compact and straightforward, incorporating Provo's aesthetic feel.

Figure 1.2 - Gateway Tiers

Instead of prescribing a comprehensive list of standards for each gateway, this tiered system allows for the creation of design corridors. A list of established and proposed design corridors can be found in the General Plan. Each design corridor should be infused with their own unique theme, with input from the surrounding neighborhood, to thoughtfully celebrating the cultural, historical, or industrial elements that have shaped the identity of the area.

These monument signs should become a focal point of the gateway, skillfully crafted to embody the essence of their individual theme, while simultaneously incorporating the well-known 'Welcome to Provo' signage and color pallet to create a common thread throughout the city. Public art and light fixtures could be carefully designed to further incorporate the theme throughout the gateway/design corridor. Colorful sidewalk designs could also be added, drawing inspiration from the neighborhood's historical landmarks or cultural motifs, weaving an engaging narrative that residents and visitors can explore as they walk through the streets. This approach allows for adaptability while maintaining a consistent vision for enhancing Provo's entry points.



In designating themes, Provo could use this as an opportunity to partner with private entities that have helped positively shape the city to collaboratively design gateway themes and signage. By collaborating with these organizations during the design process, they have the opportunity to express their identity by incorporating elements, approved by Provo, like logos, slogans, distinctive artwork, or enhancing the surroundings of the gateway area with unique design elements. Under this arrangement, private entities may contribute to the financing of the signage, provide some maintenance, and participate in the design process. Meanwhile, the city is expected to manage maintenance and provide final approval for the design. This collaborative effort not only allows the organization to leave their mark on Provo, but also demonstrates the city's commitment to economic development and fostering positive relationships with prominent organizations that have contributed significantly to Provo.

The following table outlines each gateway and potential themes chosen by staff. While these themes have been chosen by staff, the city remains open to new themes in the future, especially in term of private partnerships.

## Gateway Themes

Gateway	Gateway Theme
University Avenue (mouth of the canyon)	Provo Canyon Provo River
4800 North at Provo/Orem	Business Outdoor Recreation
University Parkway at Provo/Orem	Universities Provo River
State Street at Provo/Orem	Health and Wellness Professional Services
Geneva at 2000 North at Provo/Orem	Utah Lake Agriculture Industry
3700 North at Provo/Orem	Outdoor Recreation Business
Center Street at Interstate 15 heading east	Downtown Urban
Center Street at Interstate 15 heading west	Agriculture Utah Lake
Lakeview Parkway at Center Street	Airport Utah Lake
Lakeview Parkway at Interstate 15 heading west	Airport/Sports Utah Lake/Wetlands
Lakeview Parkway at Interstate 15 heading east	Outdoor Recreation Mountain
University Avenue at Interstate 15 heading north	Urban Utah Lake Technology and Research
State Street at Provo/Springville	Industrial

General themes that could apply to any gateway: Mountains, Native Flora, Native Fauna, Pioneers

Figure 1.3 - Gateway Themes

## SECTION 2 - RECOMMENDED STANDARDS

These recommended Gateway Standards, found below, are based on best practices, research, and feedback from the TWG. They are not to be applied citywide due to the varying nature of each gateway. Each subsection provides a multitude of options that could be applied when each gateway is ready for implementation, via a design corridor in the zoning code.

Any parcel located within 100 feet of a gateway should be subject to the design corridor standards associated with that gateway. Additionally, any public street that intersects with a gateway within 100 feet should also be subject to the design corridor standards.

### LANDSCAPING STANDARDS:

The landscaping design standards around gateways should prioritize water-wise landscaping while allowing for differentiation between different gateway areas whenever feasible. These standards should encourage the use of native and drought-tolerant plant species, efficient irrigation systems, and environmentally friendly landscaping practices.

Landscape designers should review plant materials to ensure the survivability and long-term success of the landscaping around the gateway. These designs should consider factors such as soil type, salt tolerance, shade, drought tolerance, drainage, alkalinity, mature size, tolerance to transplant, moisture requirement, and growth rate for the micro-climate of each gateway. Appendix A lists several helpful resources for developers but should not be considered an exhaustive list. Additionally, utility boxes (e.g., power meters, water meter) should be covered by a trellis with growing vines.

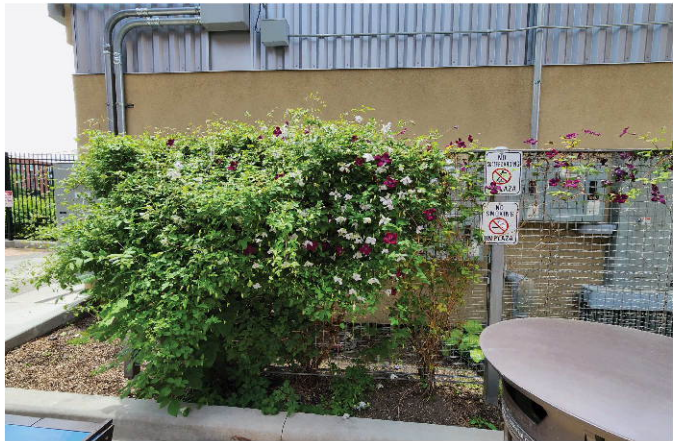


Figure 2.01 - Trellis Covering Utility Boxes

For any type of landscaping, steps should be taken to ensure proper planting techniques are employed to increase the survivability of the plant life. Park strips and landscaping should be maintained by the adjacent property owner. However, considering the increased desire to improve the image of the city gateways, it may be necessary for the city to maintain these areas. The gateways can be extensive, and based on the plant life, maintenance will be required throughout each season. If the city chooses not to maintain these areas, it is recommended that funding be increased to provide annual reminders to adjacent property owners and to enforce zoning regulations effectively.

### MULTIMODAL SAFETY STANDARDS:

1. **Pedestrian Connections in High-Traffic Commercial Areas:** Pedestrian connections should be made in large, big-box areas to the surrounding public sidewalk infrastructure.



2. **Logical and Friendly Connections:** Site designs should prioritize logical and direct connections between buildings and streets/sidewalks to ensure convenient pedestrian-friendly access. Well-defined pathways and walkways should be established, guiding pedestrians along safe and efficient routes. Pedestrian connectivity should be designed with the utmost consideration for the safety and comfort of pedestrians. All pedestrian connections should be shown on the related planning application.



Figure 2.02 - Logical Pedestrian Connection

4. **Bicycle Lanes:** There are no additional standards for bicycle lanes in gateways. Where lanes exist, they should connect to citywide networks and be well maintained for safety and aesthetics.

3. **Active Transportation:** Measures should be taken to incorporate corner bulb-outs, raised crosswalks, enhanced crossings, and high visibility signage in order to make crossings safer and more visible to both pedestrians and drivers. Sidewalks and pathways should also be wide enough to accommodate foot traffic comfortably while maintaining a clear separation from vehicular areas.



Figure 2.03 - Active Transportation, Bulb-out



Figure 2.04 - Provo Center Street

## BUILDING APPEARANCE AND SETBACK STANDARDS:

1. **Orientation and Proximity to the Street:** Buildings should, unless it causes undue burden on a business, be designed to be built up to and face the street, creating a cohesive and engaging streetscape.

2. **Active Street Frontage:** Nonresidential building facades facing the street should incorporate at least 50% transparent glass on areas such as storefronts, windows, or entrances. Residential building facades should include windows on the ground floor that look out onto the street, with wall openings comprising at least thirty percent (30%) of street level facade, measured as a percentage of facade area between the ground plane and the finished floor elevation of the second floor. This will encourage pedestrian engagement and contribute to a vibrant street life.

3. **Pedestrian Entrances:** Building entrances should be prominently located towards the street to facilitate easy and intuitive access for pedestrians.

4. **Architectural Styles:** Architectural styles should be compatible with the characteristics of the area to ensure a harmonious visual appeal.



**5. Building Equipment:** Communications equipment should be screened by a parapet wall or other architecturally harmonious device or technique. However, antennas and other equipment that require unobstructed clearance should be mounted and placed directly on a wall or parapet with the color of such equipment being consistent with the building's design. Roof-mounted mechanical equipment and communication equipment on a sloped roof should (1) use colors consistent with the buildings design and (2) be within the roof slope and not on top of the roof slope. Mechanical equipment or vending machines/ice machines should be screened from the public right-of-way.

**6. Setbacks:** Setbacks may vary for each gateway based on the underlying design corridor or zoning regulations specific to the gateway location. Code language should be written loosely enough to facilitate unique development opportunities. Setbacks may also be reduced if a private plaza or open space is created at key intersections. Any reduction in this standard should be approved by the Planning Commission and based on the following criteria:



Figure 2.05 - Pedestrian Connections

- » The proposed setback is visually compatible with neighboring development and does not cause an undue burden or harm to adjacent properties;
- » The proposed setback does not encroach on an existing or required utility easement, or public right-of-way; and
- » The proposed setback does not cause a violation of the International Building Code or the Fire Code.

#### **PARKING STANDARDS:**

**1. Rear or Side Location:** On-site parking areas should be primarily located to the rear or side of the building to minimize their visual impact and prioritize the pedestrian experience along the frontage. Pedestrian connections should be made from the rear/side parking towards the front of the store. Additional entrances can be made on the side or rear of a building. Surface parking areas in rear yards should be screened from neighboring properties with appropriate plant materials and/or fencing.

**2. Buffer Zones:** Buffer zones should be implemented between parking areas and pedestrian walkways or building entrances. These buffer zones can be landscaped areas, green spaces, or architectural features that provide a visual and physical separation between pedestrians and parked vehicles.

3. **Pedestrian Walkways:** Safe and clearly marked pedestrian walkways should be provided across parking areas to guide pedestrians to the buildings. These crossings should be strategically placed along logical pedestrian lines and equipped with appropriate signage and pavement markings to enhance visibility and promote pedestrian safety.

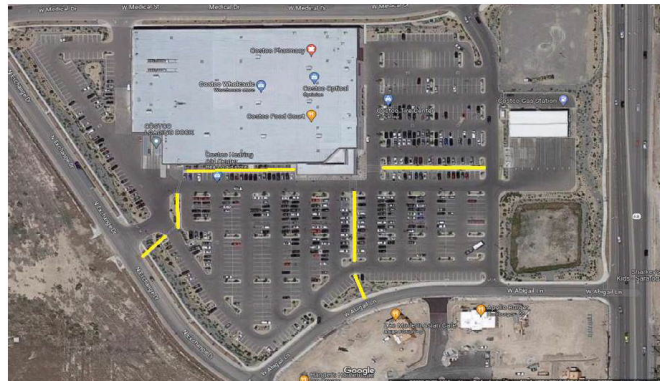


Figure 2.06 - Example of Pedestrian Walkways

4. **Minimize Walking within Parking Lots:** Site designs should minimize the need for pedestrians to walk within parking lots among cars. Sidewalks should be strategically located and connected to building entrances to provide pedestrians with alternative routes that bypass parking areas whenever possible.

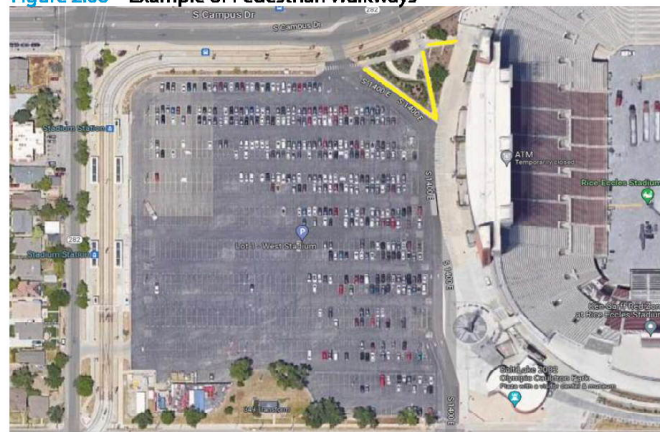


Figure 2.07 - Lack of Pedestrian Walkways

5. **Subgrade Parking or Parking Structures:** Entrances to subgrade parking should be provided from driveways along the sides of properties where possible. It is recommended that parking structures blend into the surrounding area through the use of appropriate architectural features or by allowing them to serve as a canvas for public art.

## STREETSCAPE STANDARDS:

1. **Open Space:** Open spaces may be done through public or private ownership. A plaque measuring at least one foot high and one foot wide must be displayed on the site, clearly indicating the rules and hours of operation. If a developer installs open space exceeding 9,000 square feet, a reduction in the required number of landscape trees per acre should be provided. These areas can be enhanced with benches, artwork, splash pads, playgrounds, and landscaping. If the area is designed as an area for children, a three-foot-tall fence surrounding the perimeter should be added.



Figure 2.08 - Pocket Park





Figure 2.09 - Examples of Public Art

2. **Public Art:** The inclusion of artwork around gateways can serve as a powerful medium to showcase Provo's rich history and vibrant culture. When incorporating artwork, it is essential to strike a balance so that it does not overshadow or detract from the main signage. Any installation of art should not be taller in height than is allowed by the underlying zone where it is located, unless approval is granted by the Provo City Arts Council. This could also include wrapping or painting on city-owned utility/traffic boxes.

3. **Sidewalks:** It is crucial to consider the surrounding infrastructure, such as proper sidewalks and gutters, when implementing these standards. Sidewalks/gutters should be straight in design. Different colors of concrete or brick pavers at intersections are encouraged.

4. **Lighting:** Street lights should have a light at the pedestrian level in addition to vehicular traffic. This design can vary. Decorative light fixtures or "theme lighting" should be required and encouraged by the Design Review Committee.

5. **Landscape Buffer:** A landscaped planter strip or parkway measuring at least 6 feet wide, 10 feet wide if uses are dissimilar, should be installed between the curb and sidewalk to serve as a landscape buffer.

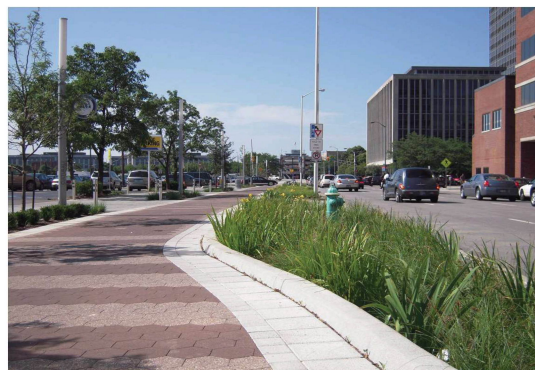


Figure 2.10 - Photos Above Are Examples of Streetscape Improvements

## SIGN STANDARDS:

Monument signage at gateways around Provo should adhere to a cohesive design, incorporating the distinct “Welcome to Provo” look and establishing a consistent visual identity. However, to help incorporate each gateway’s theme it is appropriate to allow for some flexibility to showcase the characteristics of different areas within the city.

While sign design is flexible, all monument signs should adhere to the following:

1. Incorporate and feature Provo’s logo, including the correct font and color scheme

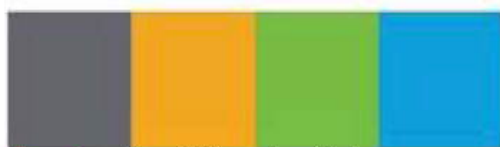


Figure 2.11 - Provo's Primary Brand Colors

Gotham  
Clarendon  
Arial  
Bookman Old Style

Figure 2.12 - Provo Brand Typography

2. Display the Provo logo a minimum of 3 feet above ground level in a location that will not be covered by the landscape at maturity
3. Be composed of high-quality materials designed and built to withstand erosion and maintain elegance over time
4. Monument signs should not be made of the following materials, except as noted below:
  - › Sheet metal
  - › Plain or painted concrete block
  - › Unfinished or untreated wood
  - › Plain or synthetic stucco (plain or synthetic stucco may be used on up to twenty percent [20%] of a sign)
  - › Vinyl, fiberglass, and plastic panels
  - › Foamcore
  - › PVC

Additionally, because they are in the most prominent and frequented areas, Tier 1 signs should be large in scope and characterized by the integration of a landscaped area. They may also include a water feature, public art, or other elements that harmoniously infuses with the gateways’ theme. Tier 2 gateways should also have a landscape or public art, or other element that maintains consistency with the city’s visual identity. Tier 3 gateways may also have additional design features, but it is not required. These signs serve as a warm and inviting gesture, create a sense of unity and pride, and welcome both residents and visitors to their Provo home.

These variations allow Provo to give special attention in terms of design and prominence to the most crucial gateways into the city. Cost estimates were made in 2023 and include materials and installation.



## TIER 1 - EXAMPLES OF TIER 1-TYPE SIGN DESIGNS

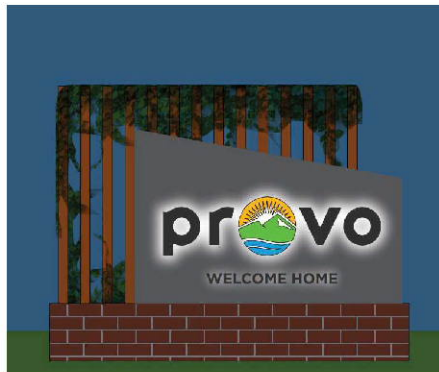


Figure 2.23 - Airport Sign Design with Trellis (Night)

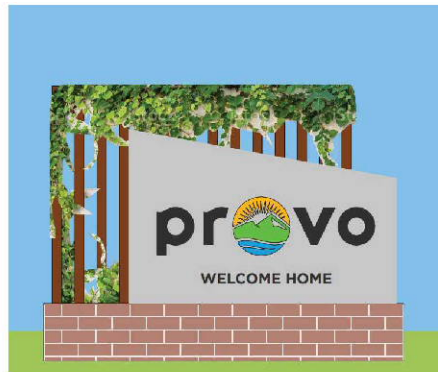


Figure 2.24 - Airport Sign Design with Trellis (Day)

## TIER 2 - EXAMPLE OF TIER 2-TYPE SIGN DESIGNS

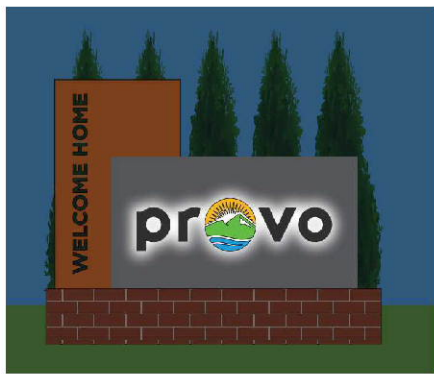


Figure 2.25 - Classic Design with Landscape (Night)

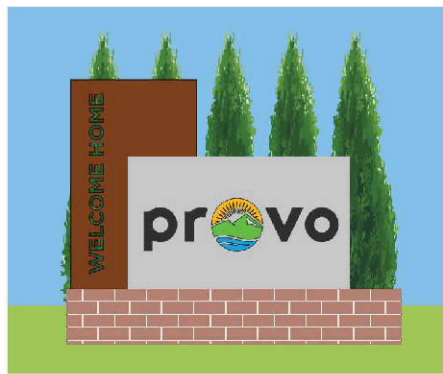


Figure 2.26 - Classic Design with Landscape (Day)

## TIER 3 - EXAMPLE OF TIER 1-TYPE SIGN DESIGNS



Figure 2.27 - Basic Design (Night)

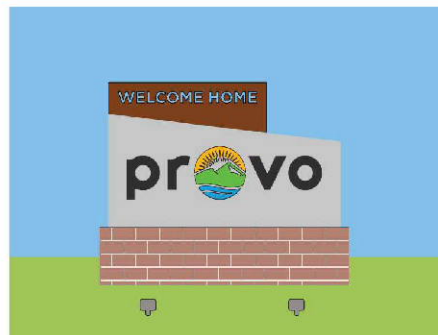


Figure 2.28 - Basic Design (Day)

If a sign is illuminated, it should incorporate solar powered LED lights, which should serve as backlighting or be oriented toward the sign and not up into the air. Solar-powered monument signs also offer the advantage of flexibility in placement, as they do not require access to existing power lines. However, in situations where cost becomes a limiting factor, opting for low-voltage options that connect to existing electrical infrastructure can be a viable alternative. This approach eliminates the expenses associated with solar panel installation and maintenance while still ensuring the signs remain visible and functional.

Additionally, Provo should consider acquiring property in the gateway areas in order to ensure signage and other standards in the gateway areas are executed correctly and in alignment with this document. This proactive approach offers the city flexibility to implement improvements or features that align with the city's aesthetic and functional goals for these critical entrance points. This would also provide the city with direct control over maintenance and upkeep, ensuring that signage and the surrounding environment are consistently well-maintained. Such investments can contribute to a more visually appealing and economically vibrant cityscape in the long run.



Figure 2.28 - Provo Airport Entrance Sign




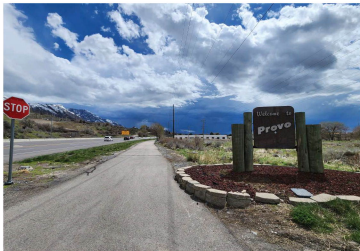
Figure 2.29 - Provo Airport Exist Sign

## SECTION 3 - GATEWAY STANDARDS BY TIERS

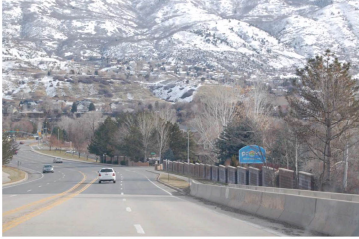

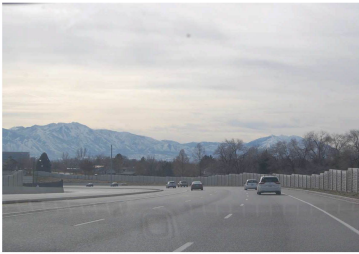


This section outlines the location, existing conditions, issues, and existing policies, as well as notes the tier of each of the twelve gateways. It also offers recommendations for improvements. The gateways are presented in order from north to south with no hierarchy other than the tiers. To see a map of the gateways, refer to page 3 of this document or to General Plan Appendix D: General Plan Map.


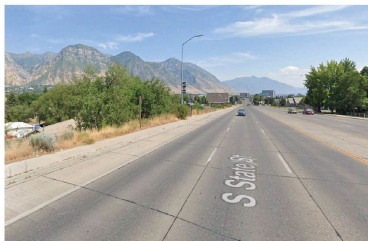


The following policies apply to all gateways.






- “Gateways experience a high daily traffic volume and can therefore be ideal locations for businesses. Additionally, gateways set the tone for those approaching the city. Provo should develop a plan for its gateways to maximize their aesthetic and development potential.” General Plan (pg. 54)
- Economic Development Goal 1e. “Encourage incorporation of gateway developments and compact commercial properties that integrate both social and retail needs into designated mixed-use centers.” General Plan (pg. 56)

LOCATION:	EXISTING CONDITIONS:	ISSUE/ OPPORTUNITY:	EXISTING POLICY:
University Avenue (mouth of the canyon)	 	<ul style="list-style-type: none"> <li>» Developable land in multiple jurisdictions</li> <li>» Limited Space for new development</li> </ul> <ul style="list-style-type: none"> <li>» Current large-scale project underway</li> <li>» Approximately 23 acres of land in the MDR Zone near the gateway.</li> </ul>	<ul style="list-style-type: none"> <li>» North University Avenue Riverbottoms Design Corridor 14.34.290(2) 4800 North abuts this design corridor</li> <li>» General Commercial Zone - 14.22.035 – Mixed use potential</li> <li>» Open Space, Preservation, and Recreation Zone 14.33 -- There are many acres of this zone near the gateway</li> </ul>
Staff Recommendation: Tier 1			








LOCATION:	EXISTING CONDITIONS:	ISSUE/ OPPORTUNITY:	EXISTING POLICY:
4800 North at Provo/Orem	 	<ul style="list-style-type: none"> <li>» Limited Space for new development</li> <li>» Massive parking areas</li> </ul> <ul style="list-style-type: none"> <li>» Proximity to mountains and Provo River</li> <li>» Strong commercial and business presences</li> </ul>	<ul style="list-style-type: none"> <li>» North University Avenue Riverbottoms Design Corridor 14.34.290(2) 4800 North abuts this design corridor</li> <li>» Regional Shopping Center Zone - 14.20.150(5) – Walls and Fencing</li> </ul>
Staff Recommendation: Tier 2			
University Parkway at Provo/Orem	  	<ul style="list-style-type: none"> <li>» Limited space</li> <li>» High erected walls on east side</li> <li>» Sharp drop off on west side</li> <li>» City owned bridge</li> <li>» Developed at the southern end</li> </ul> <ul style="list-style-type: none"> <li>» High traffic volumes</li> <li>» Regional shopping destination</li> <li>» New residential development to support retail</li> </ul>	<ul style="list-style-type: none"> <li>» Community Shopping Center Zone 14.19.150(5) – Walls and Fencing code</li> <li>» Regional Shopping Center Zone - 14.20.150(5) – Walls and Fencing code</li> </ul>
Staff Recommendation: Tier 2			




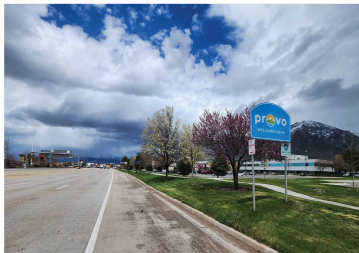
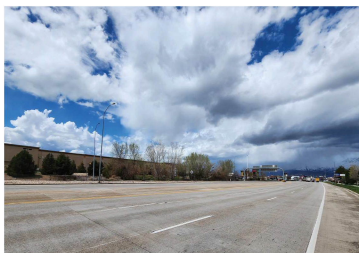
LOCATION:	EXISTING CONDITIONS:	ISSUE/ OPPORTUNITY:	EXISTING POLICY:
State Street at Provo/Orem		<ul style="list-style-type: none"><li>» Sharp drop off on west side</li><li>» Aging, stagnant, developed area</li><li>» Existing built environment has a poor street presence</li></ul>	<ul style="list-style-type: none"><li>» Community Shopping Center Zone 14.19.150(5) – Walls and Fencing code</li><li>» RC Zone Chapter 14.32 – Lack of redevelopment options without a difficult rezone and concept plan process</li></ul>
		<ul style="list-style-type: none"><li>» Redevelopment opportunities</li><li>» Healthy professional services area</li></ul>	
Staff Recommendation: Tier 2			
Geneva at 2000 North at Provo/Orem		<ul style="list-style-type: none"><li>» Future importance in question with future connection north to Lakeview Parkway</li><li>» Lack of freeway access</li></ul>	<ul style="list-style-type: none"><li>» Lakeview Fields Specific Development Plan Overlay Zone SDP-4</li><li>» Architectural Requirements – Multi Family Requirements 14.49D.075</li><li>» Broadview Shores Specific Development Plan Overlay 14.49E SDP-5</li><li>» Architectural Design and Control 14.49E.040</li><li>» Fences, Walls and Entry Treatments 14.49E.080</li></ul>
		<ul style="list-style-type: none"><li>» Growing residential area with more room to expand</li><li>» Proximity to Utah Lake</li></ul>	
Staff Recommendation: Tier 3			






LOCATION:	EXISTING CONDITIONS:	ISSUE/ OPPORTUNITY:	EXISTING POLICY:
Center Street at Interstate 15 heading east	  	<ul style="list-style-type: none"> <li>» Limited space</li> <li>» Fully developed but needs redevelopment</li> <li>» UDOT-controlled area</li> <li>» Lack of visual appeal</li> </ul>	<ul style="list-style-type: none"> <li>» Downtown Design Standards 14.34.295</li> <li>» Downtown Streetscape Standards (Not currently applied to this area but could be expanded)</li> <li>» Gateway Zone Purpose and Objectives 14.21C.010</li> <li>» West Gateway Zone Purpose and Objectives 14.21D.010</li> </ul>
<b>Staff Recommendation: Tier 1</b>			
Center Street at Interstate 15 heading west	 	<ul style="list-style-type: none"> <li>» UDOT controlled area</li> <li>» Lack of development and redevelopment</li> <li>» Lack of visual appeal</li> </ul>	<ul style="list-style-type: none"> <li>» West Center Street Design Corridor 14.34.290(3)</li> <li>» Residential and Mixed-Use Design Standards (VLDR, LDR, MDR, HDR, CMU, MU, and NMU zones) 14.34.287</li> </ul>
		<ul style="list-style-type: none"> <li>» Growing residential area with great commercial opportunities</li> <li>» Great access to I-15 and Utah Lake</li> </ul>	<ul style="list-style-type: none"> <li>» Southwest Neighborhoods Plan (pg. 22-23)</li> </ul>
<b>Staff Recommendation: Tier 1</b>			



LOCATION:	EXISTING CONDITIONS:	ISSUE/ OPPORTUNITY:	EXISTING POLICY:
Lakeview Parkway at Center Street	 	<ul style="list-style-type: none"> <li>» Lack of uses</li> <li>» Future importance depending on potential bridge across Utah Lake</li> <li>» Proximity to Utah Lake, Provo River, and the Airport</li> <li>» Opportunities for airport supportive growth</li> </ul>	<ul style="list-style-type: none"> <li>» Southwest Neighborhoods Plan (pg. 22-23)</li> <li>» Airport Industrial Design Standards 14.34.296</li> <li>» Residential and Mixed-Use Zones Design Standards (MN and NMU) 14.34.287</li> </ul>
Staff Recommendation: Not tiered. Could change if bridge is proposed over Utah Lake			
Lakeview Parkway at Interstate 15 heading west	  	<ul style="list-style-type: none"> <li>» Large gateway</li> <li>» Southeast side is developed</li> <li>» Southeast side has steep drop off</li> <li>» Lack of developable area</li> <li>» Growing area with many commercial and residential opportunities</li> <li>» Proximity to Utah Lake and the Airport</li> </ul>	<ul style="list-style-type: none"> <li>» Southwest Neighborhoods Plan (pg. 22-23)</li> <li>» Airport Industrial Design Standards 14.34.296</li> <li>» Residential and Mixed-Use Zones Design Standards (MN and NMU) 14.34.287</li> <li>» Planned Industrial Commercial Design Standards 14.29.150(3)</li> </ul>
Staff Recommendation: Tier 2			



LOCATION:	EXISTING CONDITIONS:	ISSUE/ OPPORTUNITY:	EXISTING POLICY:
Lakeview Parkway at Interstate 15 heading east	  	<div><div>» Large gateway</div><div>» Northeast side is developed</div><div>» Land in other jurisdictions</div><div>» Some areas need better maintenance and help with visual appeal</div></div> <div><div>» Growing medical/ biotechnical presence</div><div>» Proximity to mountains and recreational opportunities</div></div>	<div><div>» Residential and Mixed-Use Zones Design Standards (MN and NMU) 14.34.287</div><div>» Planned Industrial Commercial Design Standards 14.29.150(3)</div></div>
Staff Recommendation: Tier 2			
University Avenue at Interstate 15 heading north	 	<div><div>» Open spaces</div><div>» Developed but has room for redevelopment</div><div>» Underutilized</div></div> <div><div>» Redevelopment is occurring with helpful partners</div><div>» Proximity to FrontRunner Station</div></div>	<div><div>» Regional Shopping Center Zone - 14.20.150(5) – Walls and Fencing code</div></div>
Staff Recommendation: Tier 1			

LOCATION:	EXISTING CONDITIONS:	ISSUE/ OPPORTUNITY:	EXISTING POLICY:
State Street at Provo/ Springville	  	<ul style="list-style-type: none"> <li>» Lack of development or unattractive development</li> <li>» Sharp drop offs on west side</li> <li>» Utah County land on east side</li> <li>» Privately owned lands on west side</li> </ul>	<ul style="list-style-type: none"> <li>» South State Street Design Corridor 14.34.290(3)</li> <li>» Southeast Neighborhood Plan</li> <li>» Existing Characteristics (pg. 14) discusses the “physical environment” and opportunities to enhance the “state street corridor.”</li> <li>» Urban Design (pg. 24) discusses the Standard Street Lighting, Landscaping, and Utility Infrastructure</li> <li>» Gateway entrance sign (pg. 24-25) and includes a conceptual design</li> </ul>
<b>Staff Recommendation: Tier 2</b>			
3700 North at Provo/Orem	 	<ul style="list-style-type: none"> <li>» Mostly residential, few redevelopment opportunities</li> <li>» Privately owned lands on north side</li> </ul>	<ul style="list-style-type: none"> <li>» North University Avenue Riverbottoms Design Corridor 14.34.290(2) 3700 North abuts this design corridor</li> <li>» Proposed Design Corridor at 3700 North in the General Plan</li> </ul>
<b>Staff Recommendation: Tier 3</b>			



---

## SECTION 4 - APPLICABILITY

### TECHNICAL WORKING GROUP (TWG) PRIORITIES:

The TWG identified the following gateways as priorities for the city.

1. University Avenue at Interstate –15 heading north
2. Center Street at Interstate –15 heading east
3. Center Street at Interstate 15 heading west
4. University Avenue (mouth of the canyon)

All of these gateways are Tier 1 and as such should be completed first.

### FUNDING:

As the most prominent visual elements at gateway locations, monument signs often require substantial investments to ensure their design, construction, and installation meet the desired standards and guidelines. As of 2023, staff estimates the construction, material and installation cost for monument signs range from \$10,000 - \$50,000. It is essential for stakeholders, including citizens, the City, developers, and private entities, to support the effort of enhancing the City's gateways. City-decision makers should consider allocating appropriate funds and resources to ensure the successful realization of high-quality and visually appealing monument signs that enhance the aesthetic appeal and identity of the Provo City gateways. These initial costs do not take into consideration future maintenance or redevelopment costs.

### DESIGN CORRIDORS:

The application of these standards will be done through the zoning tool of Design Corridors. The length of each corridor and the design elements will be determined when each corridor is being drafted. These design corridors will be drafted and created by Development Services with input from the Planning Commission and key stakeholders, but final passage will be through City Council.

### DEVELOPMENT:

Provo should maintain an ongoing collaborative relationship with all applicable local and state agencies to ensure gateway areas are designed and constructed according to the gateway standards, well-maintained, and are aesthetically pleasing. This collaborative effort helps ensure all aspects of gateway development, including infrastructure, landscaping and other design elements, meet regulatory requirements while contributing to the city's visual appeal and welcoming atmosphere.

Any new construction, additions and exterior alterations to all principal buildings and accessory buildings which have any portion of the parcel within 100 feet of the gateway/ design corridor will be subjected to the same standards and must receive approval from the appropriate governing body (Landmarks Commission, Planning Commission, and/or City Council).

## **MAINTENANCE :**

Ensuring the meticulous maintenance of gateway areas, including the newly installed signage, holds paramount importance for Provo. It will contribute to the positive and inviting image of Provo, leaving a lasting impression on residents and visitors alike. It also demonstrates the city's appreciation of private entities that have partnered with Provo, fostering strong and enduring relationships.

Provo City's Parks and Recreation Department, pending the allocation of proper resources, seems best situated to ensure consistent upkeep of the gateway areas. Their expertise in landscaping, infrastructure management, and overall beautification will guarantee these important entrances remain visually appealing and welcoming. The department's involvement underscores Provo's dedication to maintaining the vibrancy and functionality of these gateways, emphasizing its commitment to sustaining a strong sense of community.

