

STATION AREA PLAN **OREM STATION**

July 2018



U T A

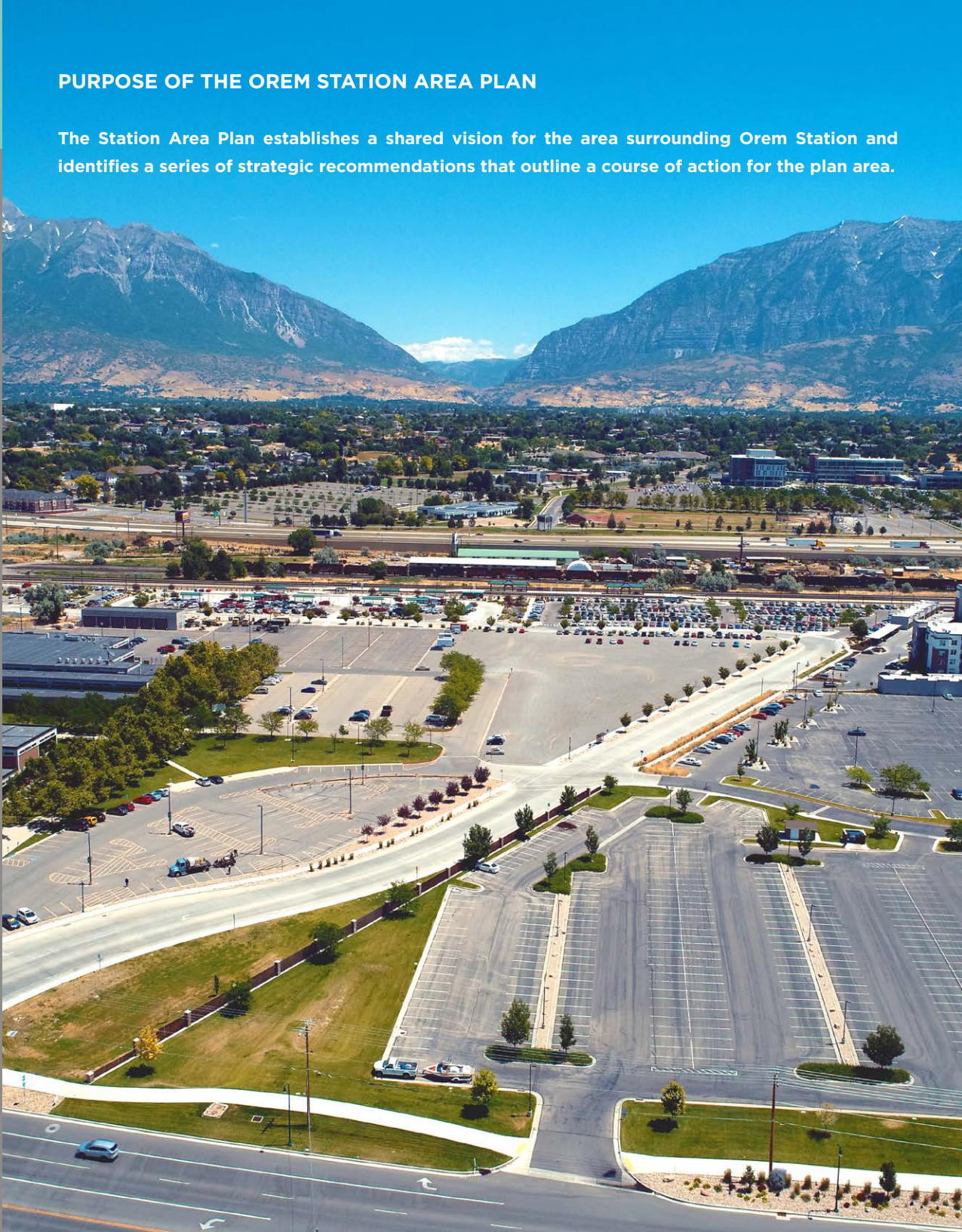


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PURPOSE OF THE OREM STATION AREA PLAN

The Station Area Plan establishes a shared vision for the area surrounding Orem Station and identifies a series of strategic recommendations that outline a course of action for the plan area.



Introduction

A high quality neighborhood is the result of a thoughtful planning process. The Station Area Plan is one step in a directed and sustained effort to plan and manage the development of a transit-oriented neighborhood focused around Orem Station. The plan reflects integrative thinking regarding land use, transportation, economic development, and the social and cultural well-being of the Orem Station community.

The Station Area Plan provides the strategic framework for the development of the core station area and surrounding context over the next 20 years and beyond. The plan was prepared using community-wide consultation with residents, property owners, developers, Orem City staff, and regional partners such as UTA and Mountainland Association of Governments (MAG). The primary objectives of the Station Area Plan include:

1. Crafting a cohesive and flexible framework for station area development;
2. Making informed decisions and addressing multiple perspectives;
3. Ensuring effective and efficient utilization of land and infrastructure as the area transforms;
4. Developing a distinct environment that reflects the evolution of the station area into a transit-oriented community while respecting established existing neighborhoods; and
5. Enhancing the experience of station area users – residents, UVU students/faculty/staff, employees, and visitors.

The plan provides Orem City and UTA the flexibility to strategically manage physical growth, incentivize holistic and opportunistic development, and optimize opportunities for partnerships in the station area vicinity. This cohesive vision framework with supporting initiatives and strategies is a tool to continue an informed and proactive transformation of the station area environment. If implemented as envisioned, the plan concept is projected to include 2.8 million square feet of new development, with approximately 800,000 square feet of residential, 1.7 million square feet of office, and 300,000 of retail in a mixed use context.



Community/Station Area Profile

Home to Utah Valley University, Orem is a safe, friendly, warm, and welcoming community with abundant parks and recreation. Orem prides itself on offering a great quality of life, with great schools, a thriving business environment, low crime rate, and family-friendly atmosphere. Orem provides great value through a low cost of doing business and a quality workforce. It functions as the epicenter of Utah County, where start-up companies, established businesses, and developers prosper. With its family-friendly neighborhoods and access to regional destinations, Orem is a desirable place to live.

Situated on the eastern shore of Utah Lake, the station area is located at 900 South 1350 West, just west of the Interstate 15 corridor. The station area has easy access and visibility via the University Parkway interchange. With the soon to launch Provo-Orem Bus Rapid Transit (BRT) project, the station will increasingly function as an intermodal center. Utah Valley Express (UVX) is a 10.5 mile BRT line connecting the Orem FrontRunner station to the East Bay in Provo. UVX will stop at 18 stations along the route, with approximately 51% of the line traveling in exclusive bus lanes. Development and redevelopment potential in the station area is significant, with notable new and ongoing construction in the neighborhood.

✓ Orem Station Area Stats

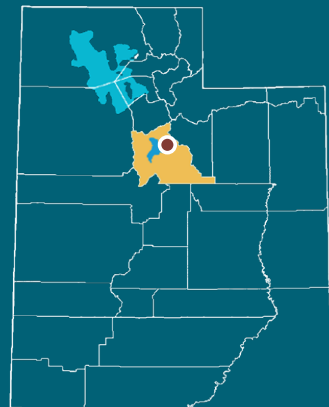
499 Park & Ride Lot Spaces

Established in 2012

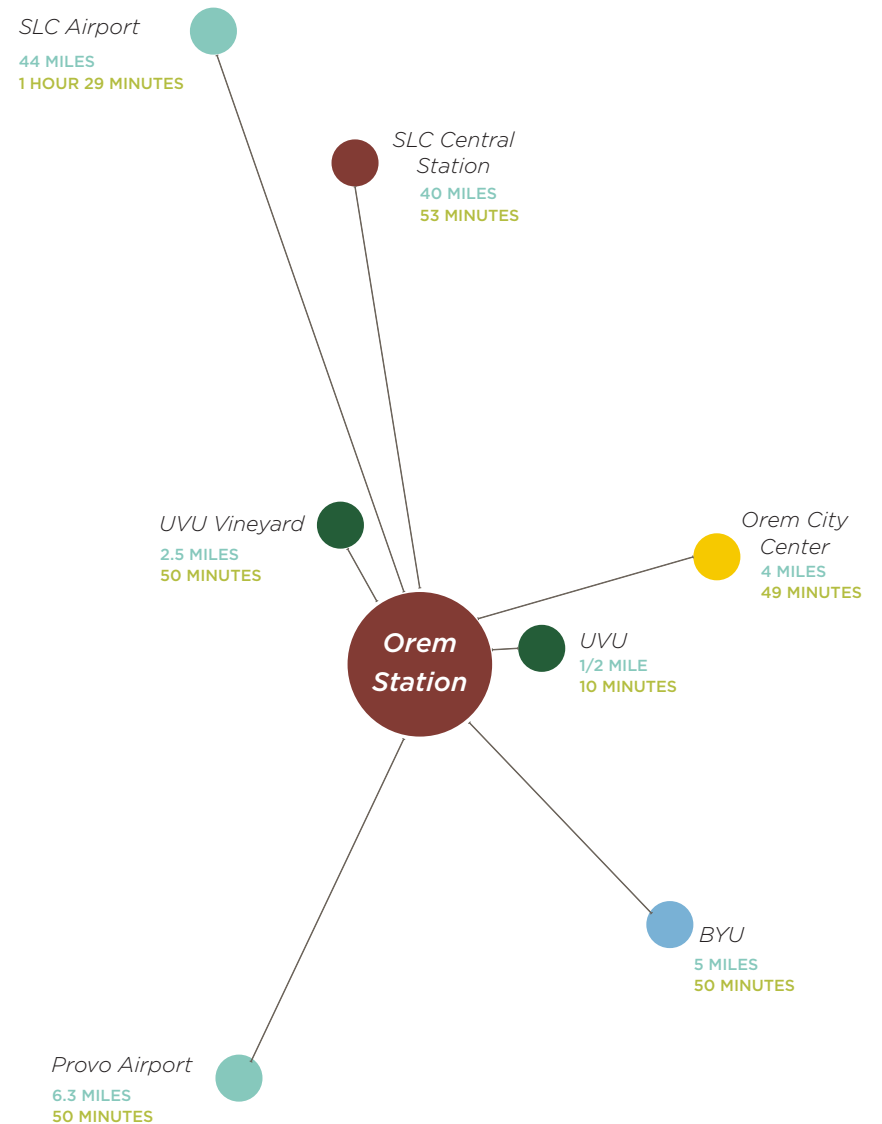
Pedestrian bridge under construction over I-15 and tracks to connect station area to UVU Main Campus

Planned HOT 800 South interchange across I-15

UVX line (Bus Rapid Transit) provides intermodal connections (opening August 2018)



context & connections



*DISTANCE IN MILES

*TRANSIT/WALK TRAVEL TIME IN MINUTES

The City of Orem and Utah County are major growth hubs for the state of Utah. By 2040, the population of Utah County is projected to exceed 1 million residents and 112,000 of them are estimated to live in Orem. With a 2017 population estimate of 97,839, this means housing, jobs, and services will need to be provided for approximately 15,000 additional residents. With an average household size of 3.42 persons per household, that translates to about 4,400 dwelling units; many of these can be accommodated near Orem Station.

The full potential of the Orem Station Area is within sight. New development has helped to increase the population base, but a more collective, holistic approach is needed to facilitate a successful transit-oriented neighborhood outcome in the station area. **With good proximity to destinations**, the station area plan addresses not only local, but regional growth impacts. By planning for and strategically managing the development around Orem Station, **the city can work to preserve and stabilize existing residential neighborhoods while accommodating growth of jobs and housing.**

Current uses range from new residential development (primarily student housing), UVU academic buildings, newer commercial and hospitality venues, manufacturing warehouses, and mid- to late-20th century housing. The station vicinity is currently regulated by a combination of planned development, residential, commercial, and manufacturing zone designations. The 10 different zones in place in the station vicinity include: 4 Planned Development (PD); 2 Residential; 2 Commercial, and 2 Manufacturing. One planned development zone is geared toward a mix of non-residential uses adjacent to the station, while the other three are residential.

City-wide, Orem feels prepared to offer affordable housing options. However, affordable housing may need to be more specifically addressed in the station area, as the amenity-enhanced housing developments in place are not necessarily considered affordable by current students.



station area vicinity



Planning & Outreach Process

OVERVIEW

The planning process helped to capture and develop a clear understanding of, and commitment to, the ideas and concepts for the area's future. Participation and interaction throughout the planning process allows Orem City and its partners, such as UTA and UVU, to move forward with confidence in implementing the concepts of the Station Area Plan in the years to come.

ANALYSIS

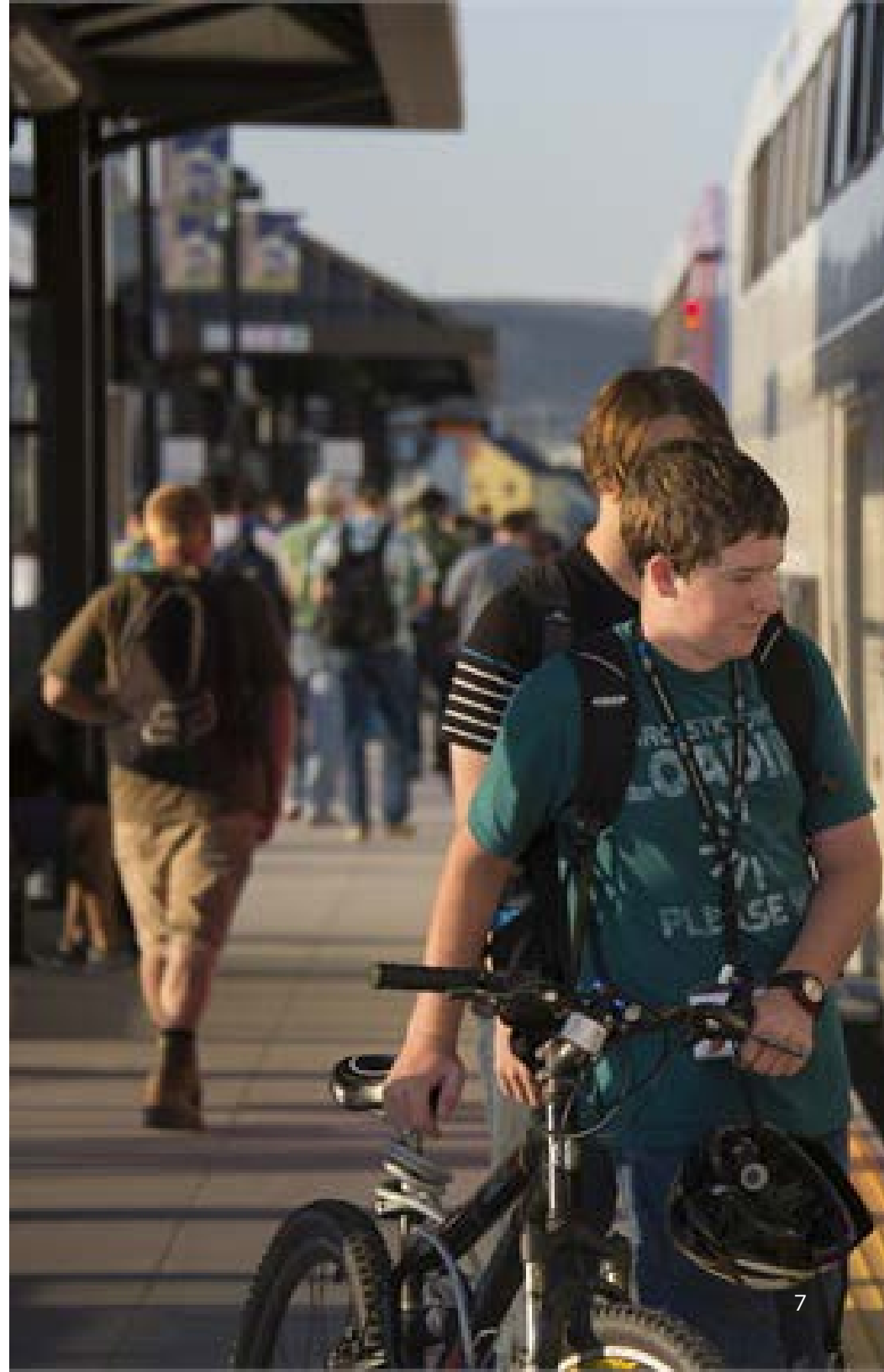
Development and redevelopment potential in the station area is significant, with notable new and ongoing construction in the neighborhood. In addition, the station area contains a mix of vacant land, vacant spaces with re-use potential, and spaces likely to redevelop due to age and condition. An analysis of the highest and best use for key sites suggest a range of office, residential, and supporting commercial venues. The Orem Station area provides some of the best opportunities for development along the BRT route, based on lower values per acre overall than some of the other stops.

OUTREACH

In April 2018, a pop up event was held adjacent to Orem Station to get walk-by traffic and station-user participation. Attendees arrived by a range of modes, with approximately two-thirds arriving by bus, bike, or on foot. The objective of the meeting was to provide an overview of the project purpose, describe the market findings, and solicit public feedback on conceptual alternatives for future development in the Orem Station Area.

Orem City facilitated an online platform for feedback and input on the city's online public outreach system, The Orem Forum. This allowed for ongoing feedback on the planning concepts and solicitation of input regarding the future of the station area. The Station Area Plan topic was open for public comment through July 1, 2018 and received approximately 50 views and 9 statements.

Once a draft preferred concept plan was created, the project team engaged key stakeholders in a June 2018 workshop to discuss the ideas and recommendations for the final station area plan.





OREM STATION



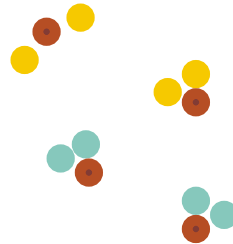
A to Utah



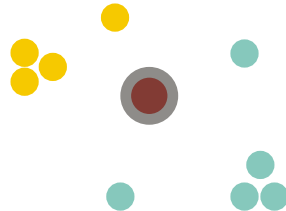
Orem Station Planning Concept Scenarios

- Dispersed clusters of residential and office
- Retail incorporated into each cluster as smaller retail pads (generally one-level) and/or the ground floor of multi-level buildings.
- Blend of residential types, including townhomes and multi-family buildings; Existing residential neighborhoods retained unless already slated for redevelopment.
- Professional office at key visibility and accessibility locations (800 South; University Parkway; east of train station)
- A Station Neighborhood Center that will capture the majority of retail for the station area and contain a mix of office types, and mixed use with residential and/or office overall ground level retail.
- Clustered residential development, including the redevelopment of adjacent residential neighborhood with attached housing types to help support Station Neighborhood Center with additional residential population base
- Train station area enhanced with office, residential and academic buildings, with many as mixed-use structures to better utilize the area as TOD
- Mixed office development along University Parkway

OPTION A: DISPERSED CLUSTERS



OPTION B: STATION NEIGHBORHOOD CENTER



A hybrid of these two planning concepts was the preferred outcome of the planning process

Preferred Planning Model

Conversations about future planning begin around combinations of different functions and uses, called Planning Concept Models/Scenarios. Based on the market analysis and key findings, a direction for short-term development was established, with office, residential, and mixed use identified for key opportunity locations. From this baseline development scenario, two different concepts were created and presented for evaluation and feedback by key stakeholders and the general community: Dispersed Clusters and Station Neighborhood Center.

Dispersed Clusters - Develop the Orem Station area with a mix of office and residential, with small clusters of dispersed retail supporting adjacent uses in targeted smaller areas.

Station Neighborhood Center - Develop the Orem Station area with a mix of office and residential including a focused Station Neighborhood Center of retail and commercial uses that supports the transit station neighborhood area.

Four Key Initiatives & Strategies

The Station Area Plan's over-arching objective is to create an overall framework for how development can occur that will work holistically to create a vibrant, livable neighborhood around the Orem Station. To achieve this holistic framework, the Station Area Plan recommends crafting a strong physical framework, establishing cohesive development and urban form patterns, and incorporating a mixture of uses and diversity of development types. The following ideas and strategies reflect current recommendations for achieving the preferred planning concept created for the Orem Station Area Plan. The strategic recommendations included describe a course of action for the plan area that is based on the analysis conducted, feedback gathered during the station area planning process, key planning issues, desired goals, and the assessment and consideration of community desires and concerns. These strategies are organized under four main focus areas for the station area:



1 Support the development of a Station Neighborhood Center to provide a livable, vibrant destination



2 Maximize opportunities to strategically locate office development



3 Enable a transit-oriented atmosphere to be created through a diversity of uses and development types



4 Activate visual and physical pathways through the station area



1

Support the development of a Station Neighborhood Center to provide a livable, vibrant destination

A local Station Neighborhood Center is a foundation and framework for allowing a diversity of residents and daytime population to interact, engage, and satisfy daily needs. A cohesive arrangement of streets, buildings, plazas, and promenades will help organize the space to be oriented to the human experience. The Station Neighborhood Center will help to establish a strong sense of place and distinctive identity for the station area neighborhood.

Currently indicated on the west side of Geneva Road, the center is flexible in its specific location and can shift to where the best opportunities are for developing a cohesive gathering place. A location west of Geneva will help to anchor this side of the station area neighborhood and serve a range of housing types, both existing and future.

STRATEGIES

A

Frame development into a more **cohesive, neighborhood setting with clustered retail and support services** that will support the growing residential population and daytime population of office workers, UVU students, faculty, and staff.

B

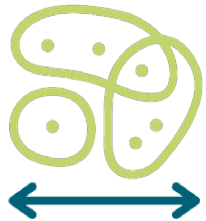
Offer the **services and amenities** desired by employees near the workplace and residents near their home - dry cleaning, day care, green space, convenience stores, grocery stores, etc.

C

Create a climate and environment oriented to the human scale and activity, with **spaces focused on people and social interactions**, such as sidewalk dining, plazas, etc. This provides a comfortable setting that supports and facilitates use throughout the day by a variety of user types.

D

Engage and blend the Station Neighborhood Center with the campus and development surrounding the station to facilitate a more active and pleasant student life experience. UVU is well-positioned to provide a better campus experience on their west campus, with the transformation of the surrounding context.



2 Maximize opportunities to strategically locate office development

Office is the highest and best use for several key locations in the station area. The first office nodes in the station area will serve as an anchor for the future development of small scale support services and the neighborhood-scaled Station Neighborhood Center.

With prime accessibility and visibility, key sites near the interstate and primary access routes, such as the University Parkway interchange and adjacent to the station, should be preserved and targeted for office development. These office developments will in turn serve to attract and support auxiliary uses nearby and in the Station Neighborhood Center.

Office developments will help spur further economic development in the area and offer the greatest fiscal benefits to the city. Larger-scaled office buildings and complexes should be planned and designed as multi-use, housing a mixture of uses and providing for small-scale service amenities, such as on-site food and beverage shops.

STRATEGIES

A

Encourage public-private partnerships for developing key sites near the station area and prime visibility/ accessibility locations. Facilitate partnerships between Orem City, UTA, UVU, and private developers for developing innovative spaces for business incubation, start-ups, and hands on learning.

B

Meet current parking demands for office without compromising the overall urban form for livability, walkability. **Ensure parking requirements are not driving an excessive amount of parking and are right-sized for transit-oriented locations.** Consider re-use potential in regard to the design of structured parking on lower levels of buildings. Front streetscapes with active uses that line the building locating parking areas behind. Incorporate parking into streetscape designs.

C

Leverage innovative zoning and strategic public investments to steer optimal office development in key locations

D

Capitalize on sites with prime accessibility and visibility to establish anchor employment nodes.

E

Design the future 800 South HOT interchange to provide efficient and effective vehicle access to office developments while also **supporting and enhancing the pedestrian and bicycle transportation environment.**

STRATEGIES

A **UTA as a strategic partner** can help establish a positive precedent for more transit-oriented atmosphere in the station area. The market conditions are ripe for converting some of UTA's property into office now, and a Station Neighborhood Center in the future. Current UTA-provided surface parking stalls will be integrated into future station area developments through strategic partnerships to maintain the current level of service for park and ride transit users.

B Catalyze the station area as a transit-oriented neighborhood by **integrating a mixture of uses and facilitating the inclusion of office uses near the station.**

C A **diversity of residential dwelling types** will enhance the area's ability to transition to being more transit-oriented in nature. Limit further student housing to avoid over-saturation of the area with one residential type.

D Establish a development and character framework for the station area using an Orem Station District zone that considers **form and design rather than density and separation of uses.**



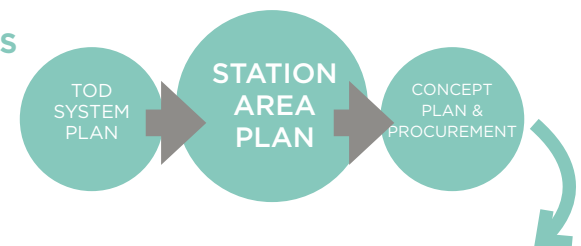
3 Enable a transit-oriented atmosphere to be created through a diversity of uses and development types

While new developments have increased the population base and new uses have been built nearby, the station area has not yet realized the full potential of becoming a transit-oriented neighborhood. A more collective, holistic approach is needed to facilitate a successful TOD approach in the station area.

Target the right audience and prioritize prospects that will most benefit the holistic development of the station area planning concept. Seek out partners that value Orem's vision for transit-oriented development and would benefit from locating in this future epicenter.

This Station Area Plan is part of the Planning stage in UTA's development framework (see below diagram). With the preferred planning scenario in place for Orem Station, UTA can take next steps in considering the development of their property. Due to the smaller size (11 acres) of UTA's property directly adjacent to the station, a likely approach is for UTA to work with a strategic partner to develop the site. As part of the development process, UTA and their partner would incorporate the current park and ride stalls into the mixed-use project in a structured parking configuration.

1. PLANNING PROCESS



2. IMPLEMENTATION PROCESS
MASTER PLAN | SITE PLAN | FINANCIAL PLAN

3. MANAGEMENT PROCESS

CONSTRUCTION MGMT | PROPERTY MGMT

STRATEGIES

A Address the western terminus of the pedestrian bridge with improved landscaping and streetscape treatments in the short term and development in the long-term. **The pedestrian bridge can become an iconic gateway into the station area.**

B Develop a **Complete Streets** policy for the station area, with special attention to Geneva Road to ensure it doesn't become a physical or visual barrier to a successful transit-oriented neighborhood.

C Implement a **tactical urbanism approach to complete streets** in the station area to pilot projects and explore options that work best for the mix of uses and pattern of travel. Expand and build projects that have the most impact.

D A **well-planned system of streets and open space** will catalyze development. Consider **community amenities** throughout the station area.

4 Activate visual and physical pathways through the station area



Clear connections between the station and the origins and destinations that utilize transit are a top priority for creating a functional station area. Connect major points of interest within the station area through view corridors and safe, friendly connections. Encourage permeability with the Parkway Lofts, Wolverine Crossing, and Promenade Place neighborhoods by ensuring a safe, inviting station area environment with landscaping, streetscape, and future uses that are oriented to the street/pathway.





GENEVA ROAD

1000 SOUTH



Station Concept Plan

OVERVIEW

With multiple property owners, including public and private ownership, the station area will develop incrementally over time. As such, it is important to have a clear framework for the long-term vision of how the station area can evolve and what it can become. Through the planning process, which included strategic meetings with a steering committee, community input-gathering, and stakeholder discussions, it was confirmed that Orem's values and vision would best be served by facilitating office development and creating a targeted Station Neighborhood Center in the core station area while supporting additional housing opportunities that serve both UVU and Orem City.

Short-term development projects will likely focus on establishing office uses adjacent to the station and key access locations with good visibility. These projects will catalyze the station area and expand the mixture of uses. Increased densities of daytime population from office developments, coupled with the established and expanding residential base, will expand the appeal of the area and increase opportunities for retail and commercial uses.

RIDERSHIP PROJECTIONS

In 2012, FrontRunner South was launched, establishing the seeds for a future hub of activity at Orem Station. Ridership on FrontRunner is increasing, with 20,000 more riders in April 2018 than one year prior as well as higher average weekday ridership. Reliability is high, and FrontRunner is exceeding established goals for on-time performance in 2018. **Ridership for the Orem Station Area is projected to increase from 930 boardings (existing) to 1,461 boardings** based on estimated active transportation boardings resulting from the residential and office development outlined in this plan. Ridership projections are calculated using a regression model that estimates boardings based on residential square feet and employment within 1/2 mile of the station and peak bus trips per hour within 1/4 mile of the station.



800 South

Geneva Road

Promenade Place

The Hub

National Guard

Health Professions

1000 South

Polaris High School

Wolverine Crossing

Holiday Inn

Parkway Lofts

Wolverine Services Center

Hal Wing Track & Field

Green Station

University Parkway

Station Concept Plan Diagram



RESIDENTIAL

total # of buildings: 24
estimated total square feet: 446,200
estimated # of dwelling units: 222



OFFICE

total # of buildings: 19
estimated total square feet: 1,175,200



RETAIL

total # of buildings: 10
estimated total square feet: 58,500



MIXED OFFICE/RETAIL

total # of buildings: 19
estimated total square feet: 682,300



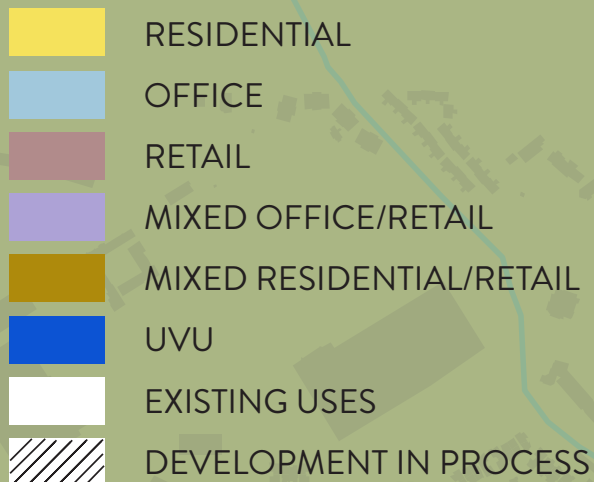
MIXED RESIDENTIAL/RETAIL

total # of buildings: 19
estimated total square feet: 477,800
estimated # of dwelling units: 339



UVU

total # of buildings: 4
estimated total square feet: 445,000



NORTH





STATION AREA COMPONENT: **MIXED OFFICE**

Mixed office will occur at key sites with high visibility and easy access. Initial office development will likely be stand-alone office with podium parking on the ground floor. As the area evolves, additional office will start to incorporate a mixture of uses in a vertical or horizontal format. Small service retail and eateries will be the primary uses, as larger entities will be located in the Station Neighborhood Center.





STATION AREA COMPONENT: UVU CAMPUS

UVU buildings are included per their current master plan, with some modifications in location to better facilitate the creation of a transit-oriented environment. Additional buildings are included on the UVU property to suggest opportunities for potential lease arrangements that provide a mix of services, private/public partnerships, or academic use.



OREM STATION

1000 SOUTH





STATION AREA COMPONENT: STATION NEIGHBORHOOD CENTER

The Station Neighborhood Center will be the focal point of the overall station area neighborhood as it evolves. The Station Neighborhood Center provides the opportunity for clustered retail and restaurants, entertainment, and public plazas that will increase livability, provide a strong sense of place, and benefit both day and night-time populations in the Orem Station neighborhood.





STATION AREA COMPONENT: **MIXED RESIDENTIAL**

A mix of residential types in the station area will help to diversify the population and support a broader range of commercial entities. With the preservation of existing, lower density residential neighborhoods to the north and west and the recent influx of higher density student-oriented housing in the station area, new housing types should be introduced. These may include clustered garden townhomes, residential over ground floor retail, and rowhomes.

800 SOUTH

GENEVA ROAD



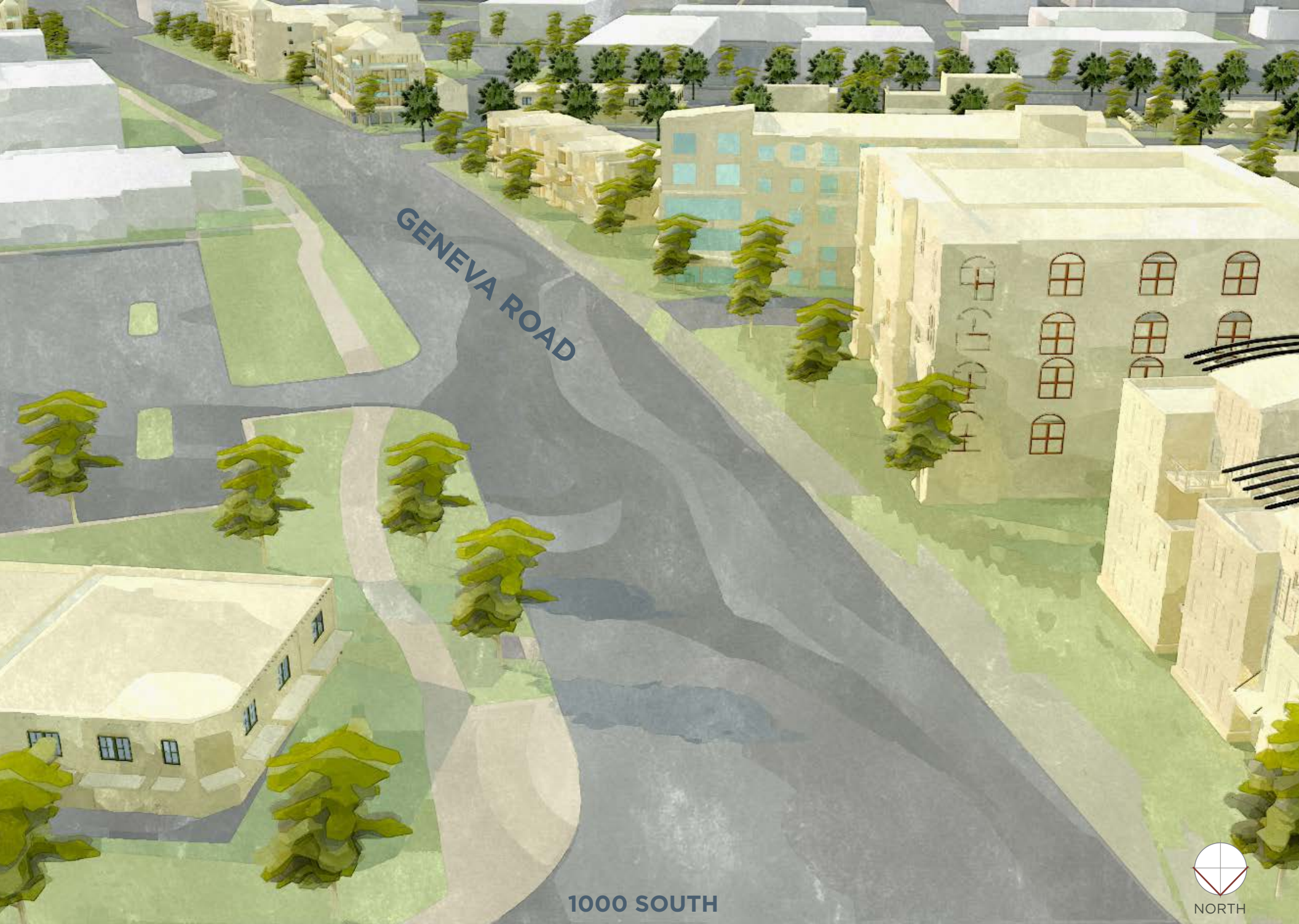
NORTH

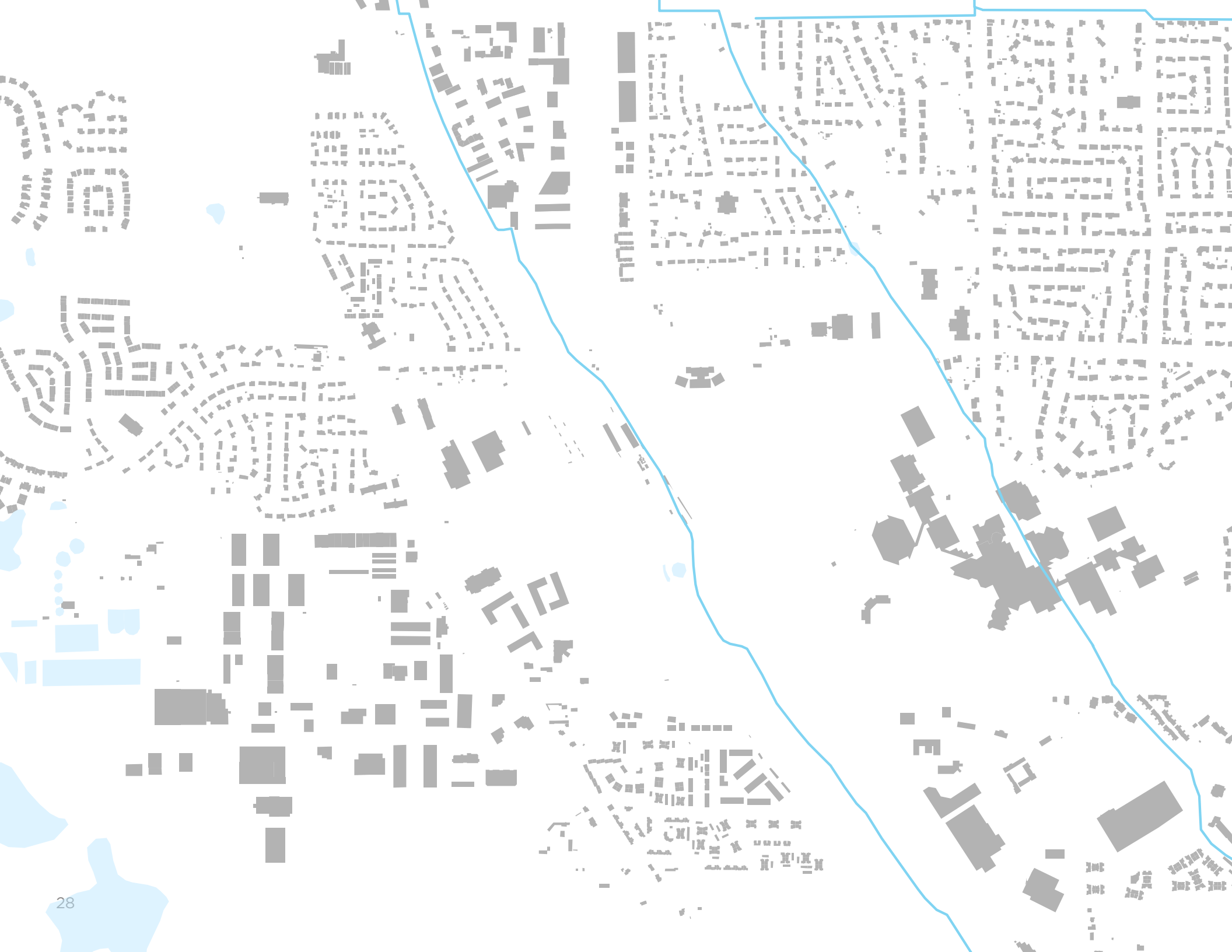


STATION AREA COMPONENT: **GENEVA ROAD**

The west side of Geneva Road is primed for additional development and redevelopment of existing manufacturing and warehouse uses. Along with the Station Neighborhood Center, a strong line of mixed use buildings fronting onto Geneva Road will be an important urban design strategy to make the overall feel of the area be geared toward the human scale.







Acknowledgments

A special thanks to all those who participated and made the creation of this Station Area Plan possible:

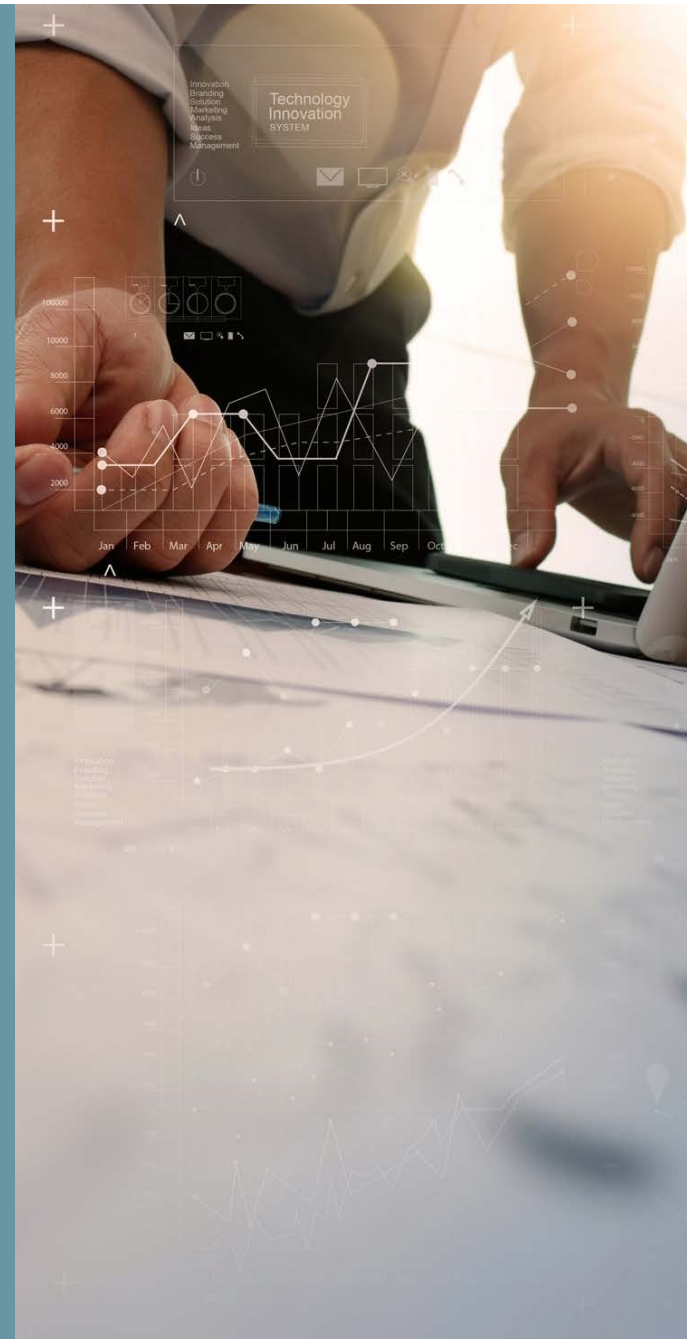
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U T A

