

PART 12-430**COMMERCIAL AND INDUSTRIAL DEVELOPMENT****12-430-1. NEED FOR COMMERCIAL AND INDUSTRIAL DEVELOPMENT.**

Communities are composed primarily of the residents who live in them. These residents need a variety of services to provide the things common to residential lifestyles. Such local services as grocery shopping, medical, banking, automotive, and a host of other needs can be serviced by local commercial developments.

Residents of communities also need a variety of municipal and government services: schools, water, sewers, road construction and maintenance, and police and fire protection are the most common. These services are generally paid for through local taxes such as property and sales taxes. Many studies have shown that residential properties alone generally do not generate the amount of revenue needed to sustain these necessary municipal services. Much of the needed revenue for high quality services comes from commercial and industrial property assessments. Sales tax from local commercial establishments is also an important component in local revenues.

To assist in the provision of revenues for high quality local services, and to provide needed personal and business services, Centerville City should provide for the establishment and viability of commercial and industrial services in designated areas of the community.

12-430-2. COMMERCIAL DEVELOPMENT POLICIES.¹

Several general commercial areas exist or are feasible in Centerville City. These areas should be protected from encroachment of other uses to preserve local commercial service capability and to enhance the City employment and tax base. These areas are generally identified as follows:

1. Pages Lane commercial area. The commercial area located on Pages Lane is a major retail business center of Centerville City and north Bountiful. This area should be encouraged to continue as a major contributor to the economic base of Centerville City. Future growth and change in the area should be as attractive and functional as possible.
2. Main Street commercial area . The area on Main Street between 400 South (Porter Lane) and 400 North (Parrish Lane) has been regarded as the traditional commercial center of Centerville, though in reality it never became a strong focal point. The Main Street commercial area is old now and somewhat deteriorating, though a few new buildings have been constructed here in recent years. Restoration or revitalization should be encouraged.
3. Parrish Lane Commercial Corridor.² As access to and from the Interstate 15 interchange, Parrish Lane (400 North) is the major gateway to Centerville City. Commercial development on Parrish Lane from Main Street west to Interstate 15 has been strong and the area will continue to be the dominant commercial center of Centerville. Freeway and retail commercial development is intended along Parrish Lane west of Interstate 15.

As a major gateway to the city, the appearance of the Parrish Lane Commercial Area should be of utmost importance to the City. City officials and commercial developers should create a "gateway" impression of Parrish Lane. Such features as landscaping, bermed frontage areas, street lights, City identification monuments, and framing views of the city and the Wasatch Mountains should be used in development of properties along

¹ Amended Oct. 1, 1996, Ord. No. 96-24

² Amended Oct. 6, 1998, Ord. No. 98-39

the commercial area of Parrish Lane, which is hereby designated as the Parrish Lane Commercial Gateway Corridor.

Specifically, elements of strip commercial development should be avoided along Parrish Lane, such as frequent curb cuts, lack of landscaping, large unattractive signs, expansive parking areas and pavement, and generally unappealing streetscapes. A thirty-foot (30') wide bermed and landscaped buffer strip should be required along properties fronting the commercial area of Parrish Lane. While freestanding signs may be allowed in this area, monument signs are encouraged. Where allowed, freestanding signs should be limited to size, well designed and become gradually smaller in height and size the further away the sign is located from Interstate-15. All signs in this area should be tightly controlled and arranged to avoid clutter. Monument signs should be encouraged in bermed landscaped areas. Development of a few commercial centers is preferable to the subdividing of the Parrish Lane frontage into numerous individual commercial pads, each with its own sign and curb cuts. City monument signs and landscaped islands in Parrish Lane should be placed near the Interstate 15 interchange and any other future major traffic corridor interchange west of Interstate 15 to further create the gateway impression.

SECTION 12-430-3. COMMERCIAL/BUSINESS PARK POLICIES^{3, 4, 5}

In addition to the general commercial areas in Centerville City, there are areas that are suitable for up-scale planned highway commercial, office development, business and research parks and light industrial activities. Such developments not only add to the tax base of the community, they also provide significant sources of employment for area residents. Such areas are important to the overall well-being of Centerville City and should be carefully planned to provide attractive business, office, commercial and light industrial uses within the City.

1. South Frontage Road. A number of commercial and light industrial businesses have located over the years in the area between Porter Lane and Pages Lane along the Frontage Road. The development of commercial and light industrial districts west of Interstate 15 provide sufficient and more appropriate areas for such commercial and light industrial uses. Additional heavy commercial and industrial development east of Interstate 15 is no longer appropriate or needed. As existing heavy commercial and industrial uses in the South Frontage Road area are discontinued or moved, such should be replaced with more attractive, commercial and retail-oriented businesses. Any development should give appropriate consideration to the existing businesses and uses and should be carefully planned to minimize the impact on existing and future residential uses in the area. Access to businesses should be allowed only from the Frontage Road, and, under very limited circumstances, from Porter Lane, to avoid impacting the residential areas on 400 West and Porter Lane with commercial traffic. Future development in this area should also be carefully considered for its appearance from Interstate 15, as this is an important entrance to Centerville City.
2. West Centerville. Essential to Centerville's economy will be the effective use of lands west of Interstate 15. Environmental and geographic factors suggest that the best use of the land west of Interstate 15 in Centerville is for well-planned highway commercial, manufacturing, light industrial uses and permanent open space in addition to the existing heavier industrial and manufacturing uses already existing in the area. This area should, therefore, be reserved for well-planned business park, office park, highway commercial and light industrial uses. Additional heavy industrial and manufacturing uses are not appropriate in this area except in the designated Industrial Development (I-D) Zone. Existing heavy industrial and manufacturing uses located outside the Industrial

³ Amended April 5, 1988, Ord. No. 88-4

⁴ Amended March 19, 1996, Ord. No. 96-1

⁵ Amended Oct. 1, 1996, Ord. No. 96-24

Development (I-D) Zone may continue in accordance with the City's Non-Conforming Use Ordinance. Careful consideration should be given to the appearance of future development from Interstate 15 and any other future transportation corridors west of Interstate 15. Minimizing the impact of new businesses on existing uses in the area, and vice versa, is a priority. Careful design and planning should be used to make adjoining land uses as compatible as possible, especially where there is a significant difference in the intensity of the use. Commercial and retail-oriented businesses should be developed in the area along Parrish Lane west of Interstate 15 as part of the Parrish Lane Commercial Gateway Corridor.⁶

The widening and improvement of Parrish Lane and 1250 West is critical to the development of potential and aesthetic appeal for this area and in providing property access to development projects. These streets should be developed with an overall streetscape plan and bermed perimeter landscaping. In order to provide proper access and the delivery of services to properties not adjacent to these streets, loop street access shall be provided along 1250 West.

⁶ Amended by Ord. No. 2012-23, August 7, 2012