



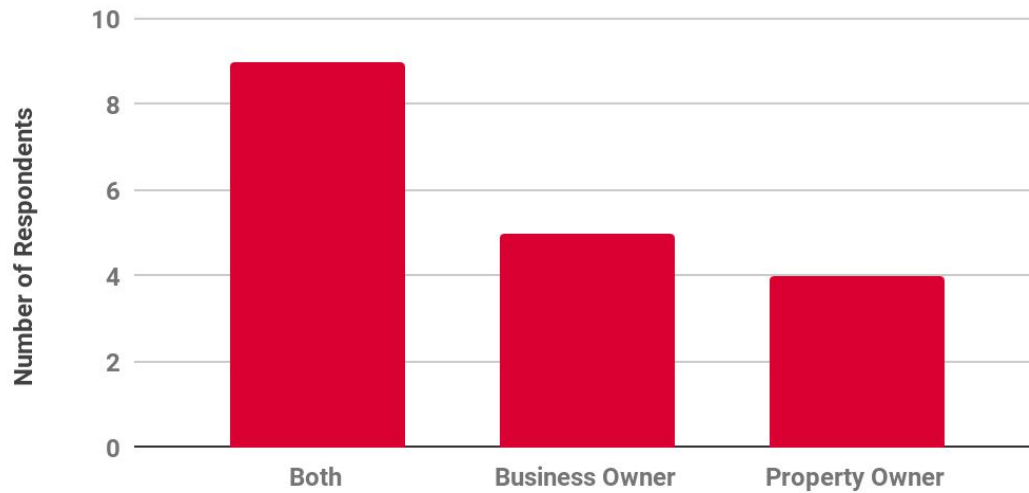
Spanish Fork Downtown Survey Responses

Introduction

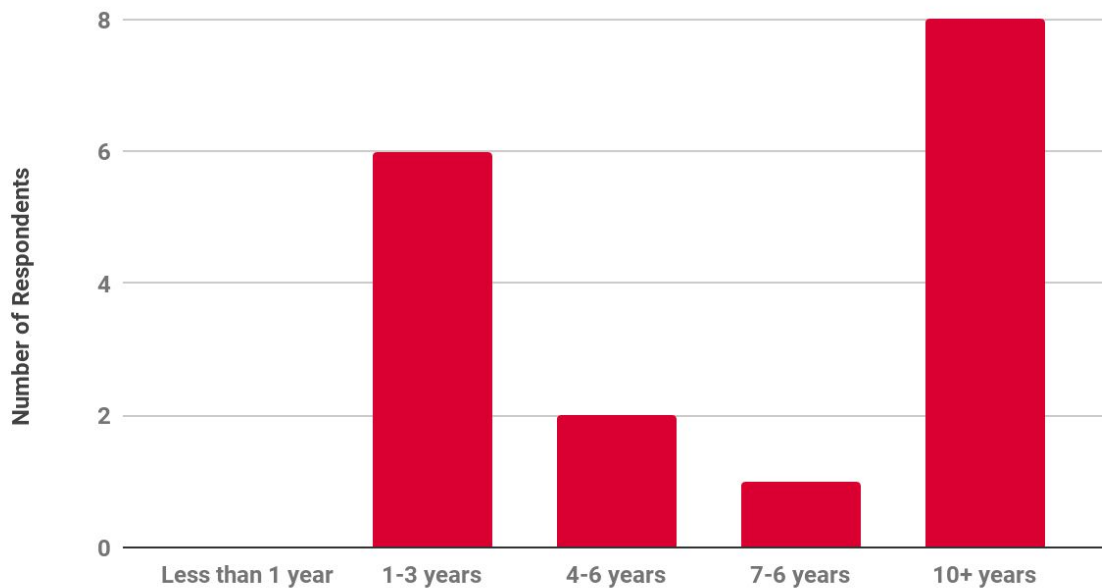
During the month of September 2019, Spanish Fork City surveyed downtown business and property owners regarding a variety of topics and issues related to the downtown, including current conditions, areas for improvement, and the City's role downtown. The downtown area is defined as the blocks between 400 North and Center Street, and 100 West and 100 East. This document contains a summary of the responses received.

Background

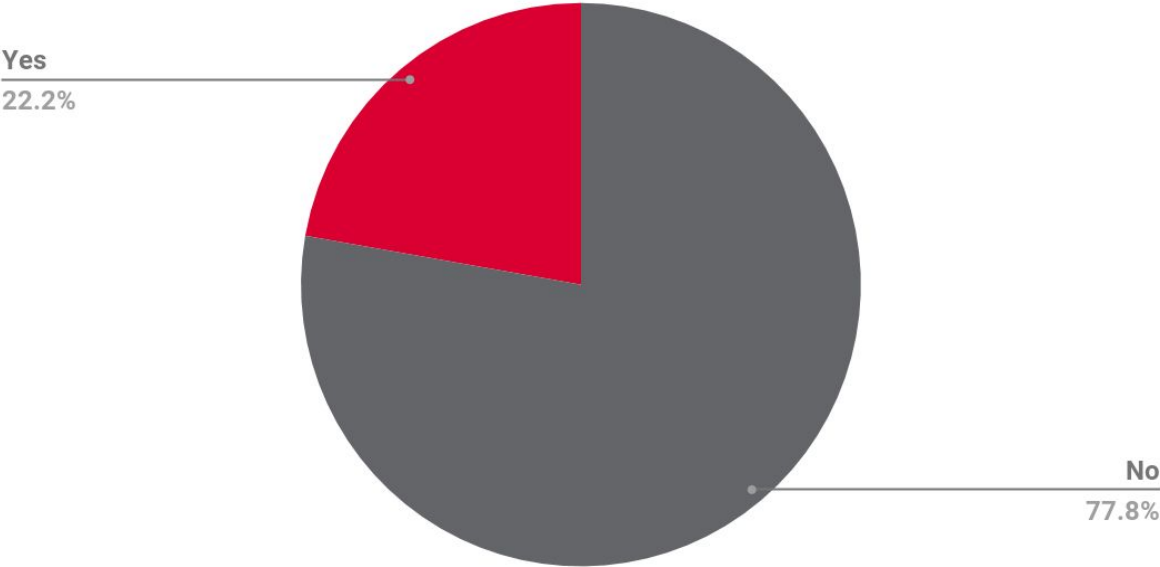
Are you a downtown business owner, property owner, or both?



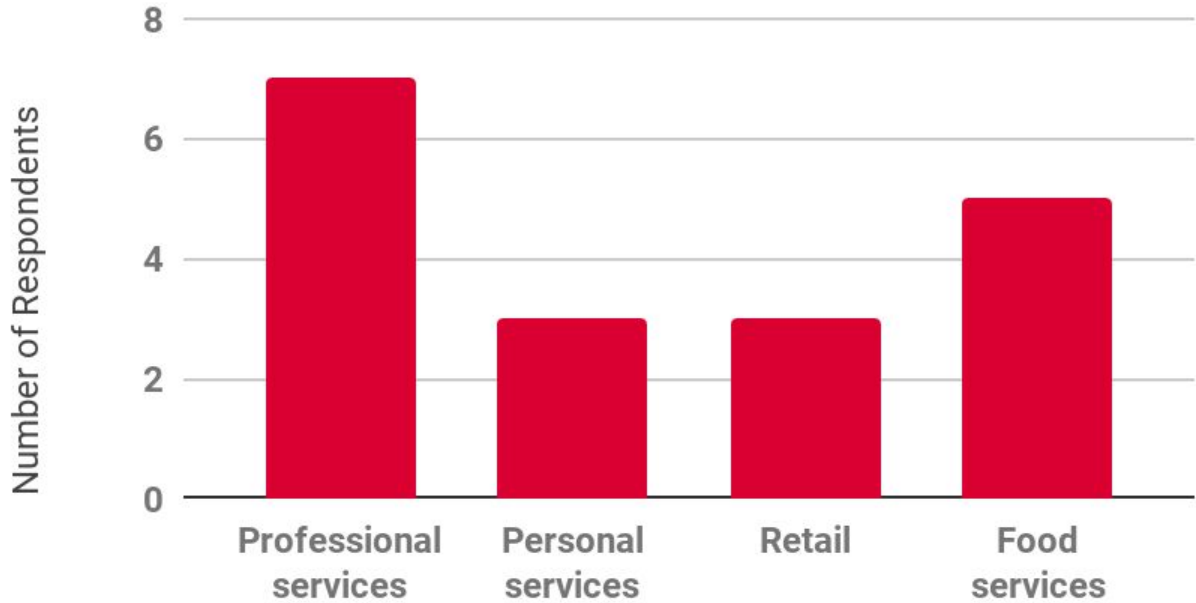
How long have you owned a business or property downtown?



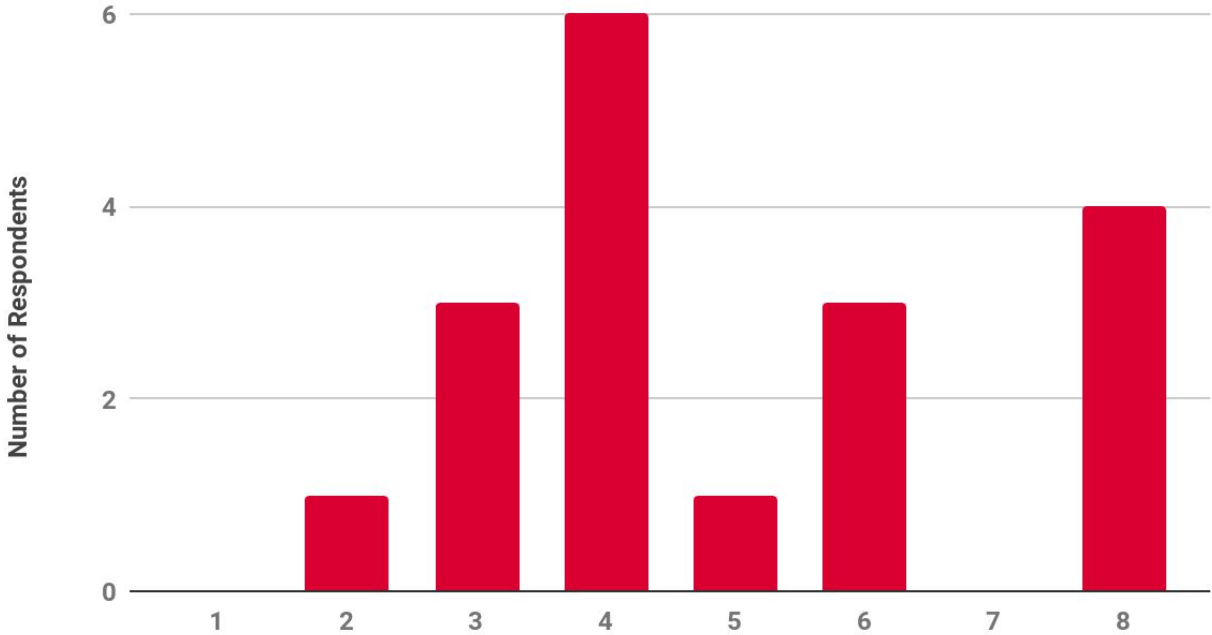
Do you own multiple properties or businesses downtown?



Business Type



On which block are your businesses or properties?



Current Conditions

Since you opened your business or became a property owner downtown:

How has the downtown environment improved?

- Very much
- More traffic
- More businesses. More retail.
- I think the signage downtown has improved from business, property owners and efforts through the city
- Yes
- Not sure
- The majority of building owners have kept the store fronts looking nice.
- Lots of efforts to bring people downtown from the chamber and city.
- Landscaping and cleanliness, also upkeep looks like it's getting better.
- No changes
- Same
- The downtown environment has seen significant improvements. The memorial park saw a much needed facelift. The signage enforcement has generated many changes to signage and improved aesthetics. The arrival of new businesses like BIOMAT, DOC BRUNDYS, ANGELES THEATER to mention a few has been welcomed. Snow removal on sidewalks is great as well as the planters continue to look great. The purchase of the Zions Bank parking lot is a step in the right direction to address parking needs.
- No
- Some buildings have been renovated to look better and sidewalks at the intersections have been updated. The older taller trees were removed and replaced with smaller trees.
- Several new shops have remodeled old buildings.
- The beautification Project has helped Spanish Fork Main Street look inviting. Flower beds and trees always look good and are well taken care of.
- I can't say I've observed any change.

How has the downtown environment worsened?

- The parking behind the businesses and the overall parking along Main street.
- No parking at all. During fiesta days, people were directed to the library park. There was no foot traffic on Main Street shops, despite the sidewalk sales.
- Parking is horrible. Our block has employees who park for hours a day on Main St. and they take all of the spots. The 3 hour parking is not enforced, and it needs to be. Why have the law if it isn't doing what it needs to do?

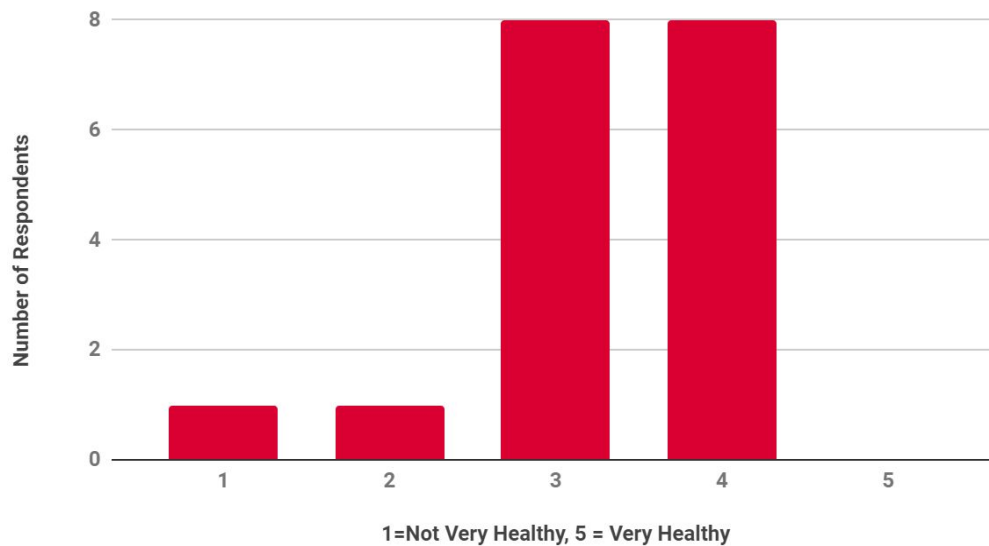
- There still is a lack of general knowledge about public parking, and unfortunately there are some property and business owners that are making the situation worse by not sharing parking nor being thoughtful to others.
- Sewer systems
- maybe -due to construction
- UDOT controlling main street
- The repaving of the street made it too hard to cross over the gutter if parking on the street. It makes people shop at a more easily approachable store.
- Homeless people walking the streets, Busy traffic, Littering
- No
- I love the trees on main street but they either got to go or the signage policy needs to change to be more business friendly. So we can create signage visibility but yet keep the trees.
- Not sure what areas have worsened. Minor repairs to curb and gutter are always needed.
- Yes
- Depths of gutters have not been repaired and need to be fixed as they constitute a hazard especially in the winter. Lack of any parking enforcement of vehicles left on Main Street longer than the posted time limit. Removal of the requirement that sidewalks be shoveled in the winter. Some businesses and vacant buildings do not maintain the sidewalks. This poses slip hazards and presents barriers to shoppers from accessing businesses.
- Parking is a challenge.
- When they took out the cross walks, it killed our foot traffic.
- Street parking on my block has become very competitive since we opened.

How does traffic affect the downtown area?

- It's very congested at certain times of the day and the week.
- There's nowhere to park for customers.
- It's so fast, so loud, and doesn't translate to people stopping to engage in business. There is not enough parking. It is a fast track to get through town, not to bring shoppers or customers.
- It would be nice to have the traffic slow down, but I understand how the city's hands are tied. I did like the options for crosswalks presented by the group that came and studied our downtown area. I also loved the trees in the middle.
- Parking is more of an issue than traffic.
- There is a shortage of places to park.
- The better as long as the traffic keeps flowing.
- It forces people to pass through downtown. Once there are other freeway ramps traffic will go down substantially but so will shopping and will further hurt main street businesses.
- Super busy, parking can be tricky for some.

- Drive by traffic is good
- Traffic is great keep it coming. I think the speed is good and the lights are good.
- Increased traffic and speed has deterred foot traffic from crossing main street.
- Traffic affects the area in a negative way. There is too much traffic.
- Traffic speeds are not enforced and as a result there are many fender benders on Main. There is a perception that crossing the street is dangerous. This notion is reinforced by deaths every several years of people attempting to cross Main.
- Vehicle traffic makes parking difficult, and navigation frustrating. More foot traffic would be fantastic! Finding ways of increasing foot traffic by having more public parking areas would be nice.
- 1-Biggest problem on main street is not enough parking.
2-Traffic moves too fast down main street.
3- It's hard to pull on to main street when the traffic is backed up for blocks.
- The drivers are ruthlessly focused on moving forward, as fast as possible. Safety is a real problem, which discourages mothers from bringing children downtown. I personally waited in the street at a crosswalk as a driver sped straight through an intersection past me, just inches away. I waved at the driver as he approached. He waved back without slowing. No awareness of an issue.
Drivers are not aware of the businesses on either side of the downtown block. A few weeks ago, I surveyed mid-afternoon drivers looking towards our business as they passed: Out of 5 groups of 100, no one looked. That number improved to 5% when I parked the Model T next to our building.
In summary: People perceive downtown as a highway with safety issues, not a business district. It's a serious problem.

How healthy do you feel the downtown is for business today?



Average: 3.28

What are things that hinder/limit the ability to conduct business downtown?

- The amount of traffic, although the businesses need traffic so it's a catch 22, because the downtown isn't a destination location so you are trying to capture the traffic and then they don't have a way to park conveniently. Tough situation
- Parking
- Lack of parking. Need to slow down traffic. Make Main St. more pedestrian friendly.
- Not enough foot traffic. Not enough mixed use to bring the foot traffic and keep people there.
- Parking
- lack of parking
- Parking and traffic flow
- Not enough other big-draw stores to attract large volumes of shoppers.
- no hindrance
- Additional parking or improved parking on main street is needed. Better visibility and signage approval for business on main street is needed. Putting a sign on the building is blocked by trees on main street and putting a sign on the ground is blocked by the cars parked on main st. so we need to have more options to create more visibility of our business and what we do.
- Not sure what challenges there are.
- Traffic, and lack of parking.

- Lack of parking. Lack of parking enforcement on city property. Inaccessibility of businesses in the winter due to snow and slush on the side of the streets blocking access to sidewalks.
- Old infrastructure
- Parking and easy access to sidewalks.
- See earlier comments about traffic and safety: "The drivers are ruthlessly focused on moving forward, as fast as possible. Safety is a real problem, which discourages mothers from bringing children downtown. I personally waited in the street at a crosswalk as a driver sped straight through an intersection past me, just inches away. I waved at the driver as he approached. He waved back without slowing. No awareness of an issue. Drivers are not aware of the businesses on either side of the downtown block. A few weeks ago surveyed mid-afternoon drivers looking towards our business as they passed: Out of 5 groups of 100, no one looked. That number improved to 5% when I parked the Model T next to our building. In summary: People perceive downtown as a highway with safety issues, not a business district. It's a serious problem. Additionally: The availability of parking is limited, and unclear. I receive constant complaints about parking. The parking situation needs a rebranding effort, even if the actual parking can't be improved. There appears to be a perception in the public's mind that downtown is for businesses that "aren't for them". Those that frequent downtown businesses tend to be long-term residents. Anyone that has moved-in over the last decade perceives downtown as irrelevant. The new district on US 6 is the one "for them". Residents that live North of Main Street near US 6 often don't seem to be aware that Main Street exists. The city appears to be lost concerning downtown, in the sense that they don't seem to know how to overcome the existing land/business-owner complacency (feel free to reach out to me for ideas on this subject). The trees--while nice in a greenery sense--are a serious obstacle to visibility. I've had literally dozens of people approach me suggesting that I poison the trees in front of our building. I haven't ruled that out.
- Not enough large events in the downtown area. The food trucks are bringing business that create tax income however we need to do things that promote the local restaurants and foods.

What are things that hinder/limit patrons' willingness to conduct business downtown?

- Convenient parking. Congestion at peak business hours.
- Parking
- Lack of food places with outdoor seating, lack of parking.

- Parking, bad CrossWalks, not having places to sit or congregate, more lighting, business owners not sharing parking
- Parking
- snow removal from UDOT and the uneven layers of asphalt that transition onto the sidewalk
- Lack of big retailers, lack of parking, all the big stores are going to canyon creek and downtown is dwindling. Correcting these should be the #1 priority.
- Big box stores taking over business of small business owners.
- nothing
- I think people are willing to do business downtown. I think giving businesses more freedom with signage so they can attract more business, customers will come. We also need to continue making it easy for people to come downtown and find parking.
- Traffic and parking are always issues but initiatives like the purchase of the Zions Bank parking lot certainly do help.
- Traffic, and lack of parking
- Lack of parking. Lack of parking enforcement on city property. Inaccessibility of businesses in the winter due to snow and slush on the side of the streets blocking access to sidewalks.
- Parking and traffic
- Parking and hard to cross the street. They have to go a block out of their way to cross. Street is so high it's hard to cross the gutters to get to the sidewalks.
- See earlier comments ("See earlier comments about traffic and safety"...).

Additional thoughts:

A concentration of businesses that target lower-income residents brands the whole area as ""for lower-income". Pawn shops. Blood plasma centers. Storefronts in poor repair. Bad/cheap signage. People with higher incomes will tend to avoid the area. We already have too many such businesses. The trend needs to reverse.

Mothers matter. Women are the primary drivers of decisions regarding family destinations. Factors that influence how women perceive the area need to be high-priority. Safety is near the top. Clean. Good lighting. Traffic under control and separated from foot traffic.

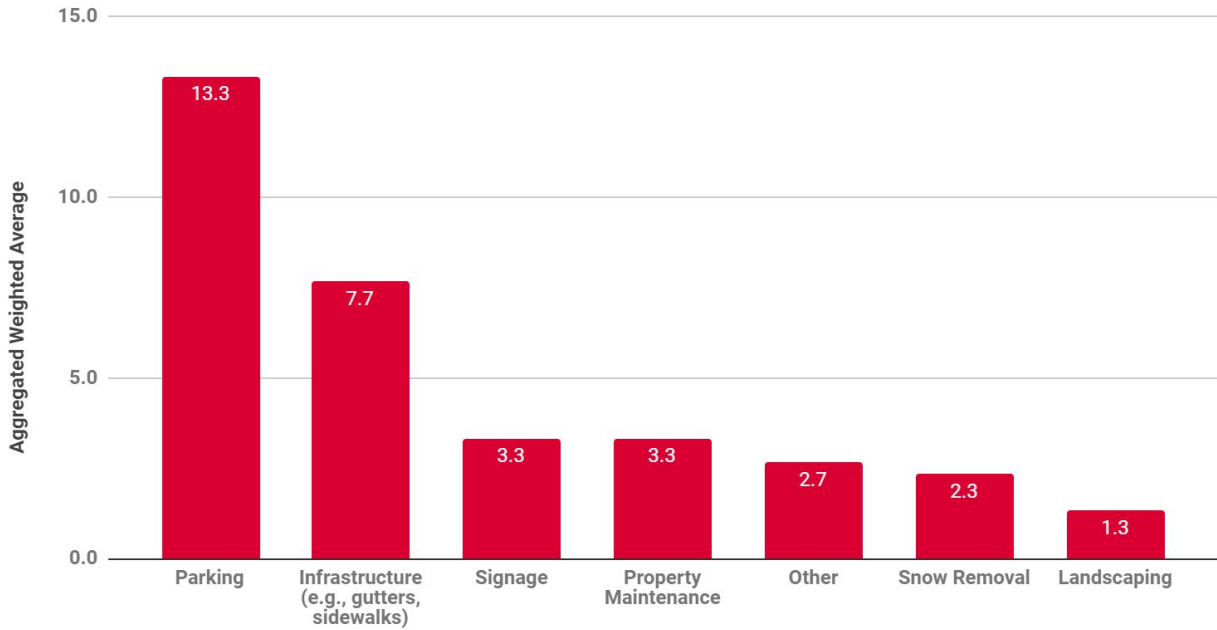
- The highest priority should be events that bring business to the downtown. I am not sure how Provo was able to do it but they have increased foot traffic and made the downtown area thrive. Perhaps creating a plan that is similar to what they have done would help.

Areas for Improvement

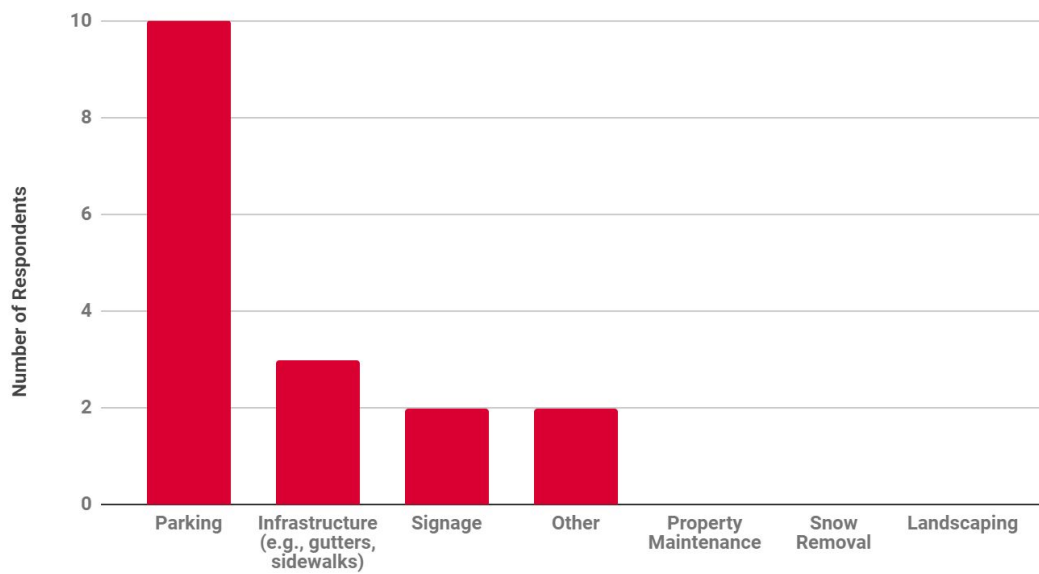
What should be the top 3 priorities for improving downtown?

Top Priority

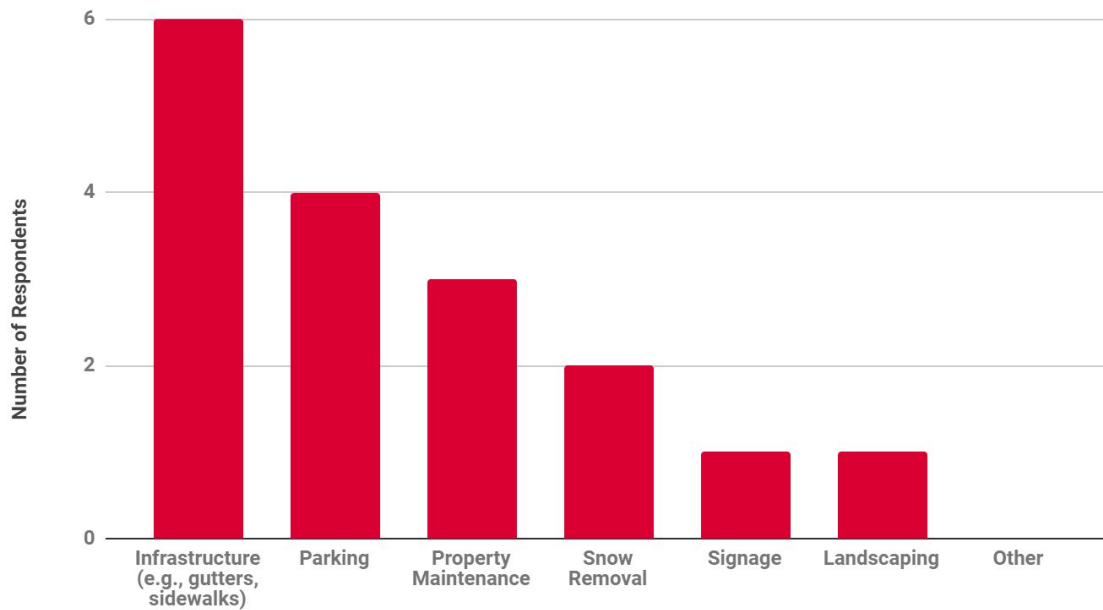
(Based on aggregated weighted average)



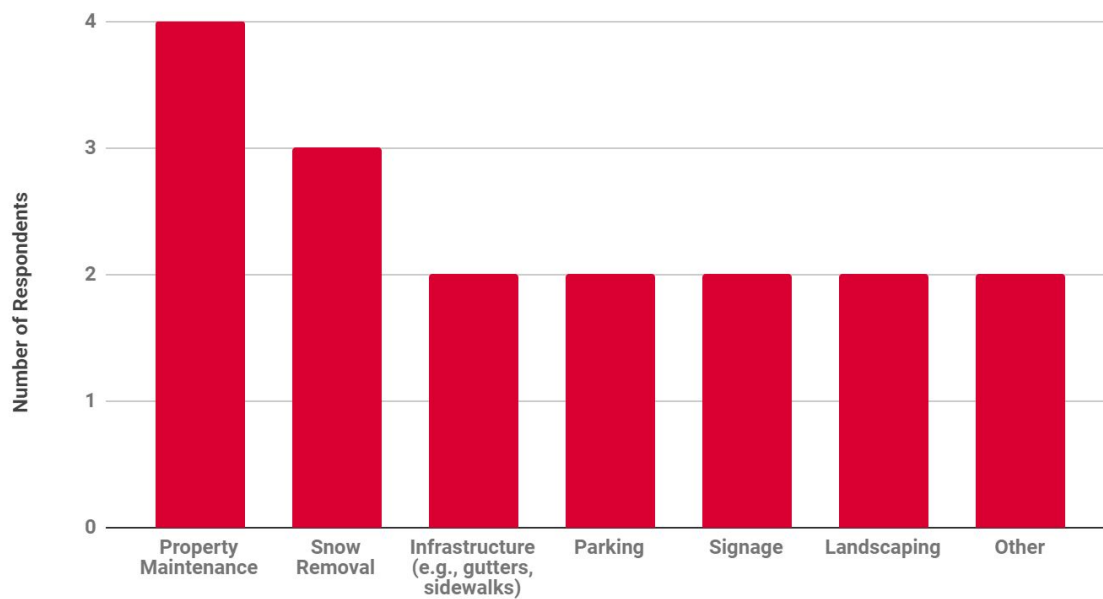
Priority 1



Priority 2



Priority 3



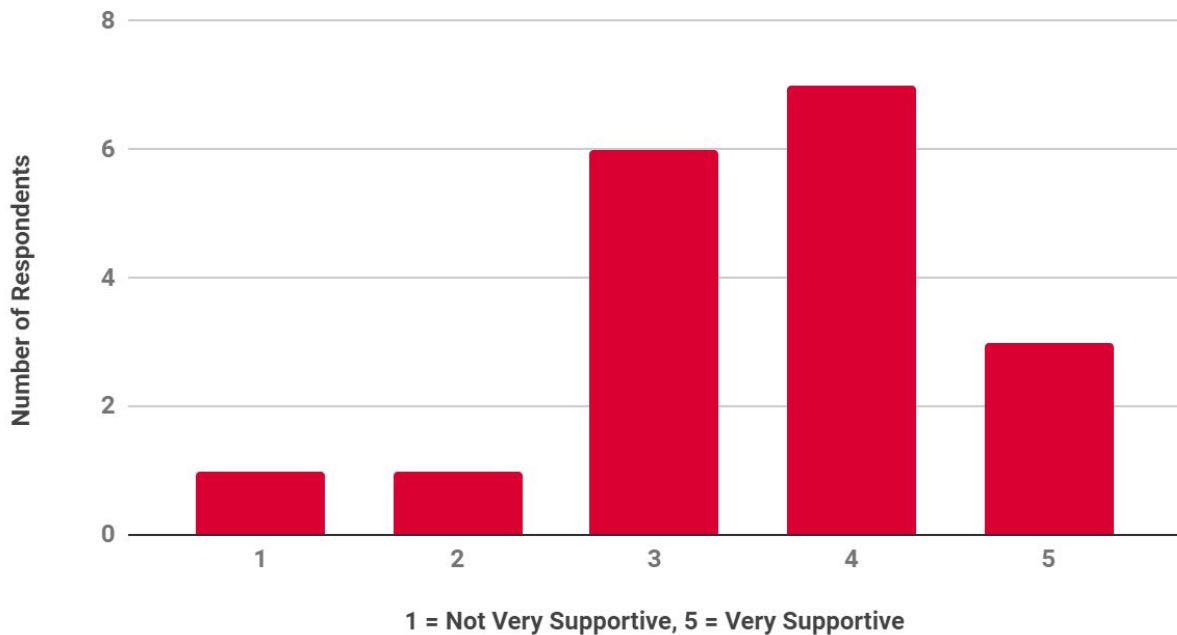
What are you willing to do to help improve downtown?

- Be an active business owner and do my part to support the downtown and make sure my property is maintained and adds to the look and feel of Spanish Fork and downtown.

- By creating a safe environment for customers
- Keep filling out surveys, with the hope that someday something will happen. I have fixed up my own property.
- I am willing to share our parking. I am willing to attend planning meetings if there is an input or tasks that I can help with. I didn't feel I had a clear direction of how to help before. And to be fair I was not in attendance as much because I was in the middle of completing construction on our building. Now that is done, I am happy to know how I can help.
- I am willing to help, but not sure what needs help is something I can contribute to. Space and infrastructure are not in my wheelhouse.
- Whatever I can and be a good better neighbor to my fellow downtown merchants.
- Keep my business downtown rather than move it to canyon creek myself, at least for another couple of years to see if it gets better and if I can still survive there. Participate on councils or organizations to keep it healthy.
- We try to keep our front area clean, and maintained- ex: spray for weeds in cracks, sweep up garbage and dirt out of gutters and sidewalks.
- I keep my property looking clean and updated.
- Continue to champion groups like DT on Main and the Chamber of Commerce.
- I will keep shoveling my snow and my neighbor's snow.
- We will continue to keep our storefront looking welcoming and clean!
- Whatever I can.
- We built Doc Brundy's. In terms of time and money that's taking all we have. I support the city's efforts to make improvements. Partial steps in the right direction are better than waiting for complete plans. I can host events at-cost. We can help create positive photo and news opportunities for city leaders. If there are like-minded downtown business owners, I can help organize them. I'm not opposed to some kind of downtown development tax on businesses, even just downtown businesses.

The City's Role Downtown

How supportive do you feel the City is in improving downtown?



Average: 3.56

What has the City done to improve downtown?

- Study, vision statement and plan, working with Chamber on signage and the state on road/traffic issues I think as much as possible
- Plant flowers, decorations for holidays, empty garbages
- I haven't seen the city do anything to improve downtown in the last 25 years except do surveys. Lighting, sidewalks, traffic, crosswalks (oh wait, they took those out at the detriment of the pedestrians), parking are all the same. They change the flags on the poles to advertise fiesta days, Christmas, and the American Flag, and we have Christmas lights, which are nice.
- I think the city has spent a lot of time in planning and trying to improve downtown through signage, street lights, and landscaping.
- Not sure what the city has done
- Lots of committees and outside consultants are brought in with a lot of suggestions and few results
- Hold events to attract people.
- Landscaping and brick sidewalks look nice. Painting parking stripes is nice too. Events such as Farmers market.
- They are trying to bring more people downtown by doing community events downtown.
- Parking, signage enforcement.

- They have recently purchased some property, and made it public parking.
- Lots of talk but no action.
- Flower beds are well cared for.
- Beautification Project
- I think the long-term vision is correct. I have trouble identifying anything helpful in the immediate past. That said, the city has always made every effort to help me with any specific problem I've brought to them, and it's appreciated.
- Business licensing and assistance in the process has been great. The interaction with the power department has also been good. The employees for the city have all been friendly and helpful. Making a smooth process to acquire a license and answer questions makes it a desirable place to do business.

What has the City done to worsen downtown?

- The original trees in the planter boxes
- Not doing anything about parking
- They have done nothing to help downtown. Nothing has changed.
- Events need to be hosted on Main Street or inclusive of the main street businesses. I love the events the city has had, but we didn't capitalize on those events by doing things that would draw people down main street.
- Not fixed sewers and gutters.
- Provo City received government grants to help the down merchants revitalize their business with the building of the new downtown LDS temple. I approached the city to see if they could access similar funds which fell on deaf ears. The Provo merchants were one dollar from the city with each dollar that they spent on improvements to the buil...
- Let it get run down instead of enforcing businesses to better maintain their property front.
- Too strict with their signage rules.
- They have done nothing to worsen downtown.
- Lots of talk but no action. Lack of code enforcement.
- Lack of infrastructure compared to growth
- Allowed UDOT to take out crosswalks
- UDOT has too much influence. We need creative thinking to overcome that issue. My perception is that the city has good intentions and wants to help, but is stymied by UDOT and the complacency of most downtown land and business owners.

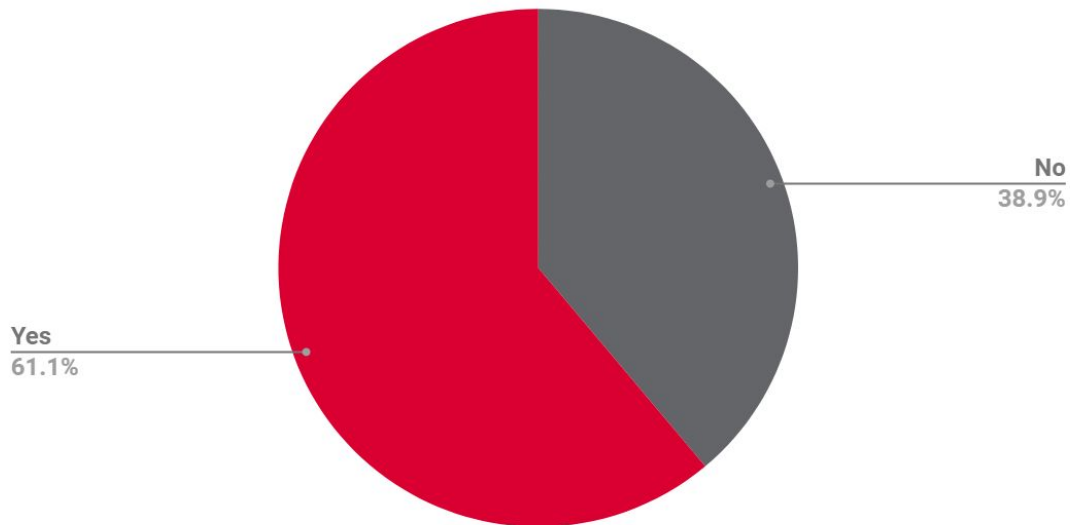
What could the City do to improve downtown?

- More TLC on the Christmas lights on the trees. Look for opportunities to make rear parking functional, safe and convenient when property owners allow it.
- Improve parking

- The same thing I have submitted at meetings, on surveys, and in the study a few years ago. Put up a billboard advertising downtown, slow down traffic, better lighting, put the crosswalks back in, reduce traffic noise, provide seating and resting areas, and stop giving tax incentives to businesses to go to other areas. Keep the city offices on Main Street and in the downtown area. Keep the government out of private property owners business. Let each property design what they want. Help with grants
- We need signage that points out public parking and perhaps a campaign for parking awareness? We need more mixed use downtown. We need benches and places for people to congregate. We need better/safer cross walks.
- Fix infrastructure
- Keep UDOT and out of town state planners on deciding the future of downtown main street
- Hold more events, encourage and facilitate big retailers moving downtown to draw more visitors and shopping.
- Continue to work with the chamber and DT on main.
- I'm not sure the city could do much. I think the biggest issue is traffic and that is a State issue.
- Fix gutters, signage for parking, enforce parking time limits on Main. Some kind of flashing lights for pedestrians crossing.
- Fix traffic flow and parking
- Slow down traffic, more parking, put crossovers from street to sidewalks so it's easier to cross the gutters in the wintertime especially.
- Hire a brand manager or even an intern for downtown. Highlight downtown businesses. Emphasize their history and character. The pioneer buildings are an asset, not a liability.
Offer free promotion. Focus on the obvious issues, with a positive spin. How do I park downtown? Is there existing signage? If not, put some in (it doesn't have to be complete or comprehensive).
Hire an ad agency to work on the perceptions concerning safety and convenience.
Don't give up on the long-term plan, but create intermediate steps that can be easily accepted by the residents and current property owners.
Focus on what residents want downtown to be, not on what current property owners think they want. Create a story for each intermediate step that can easily be "sold" to the existing property owners. One obvious such story is hiring someone whose purpose is to promote downtown.
Personally, I need more flexibility with using the parking spaces in front of my buildings. If I want to use that space to promote the business I need to be able to do so. Also offering valet parking would be helpful, but I need control of some of the parking in front of the store to do that. A permit process for such usage would be great!

- The access to some of the businesses is avoided because of the crown in the roads. It is so high cars scrape bottom as they access the parking areas.

Should the City be more involved with design and maintenance standards for downtown?

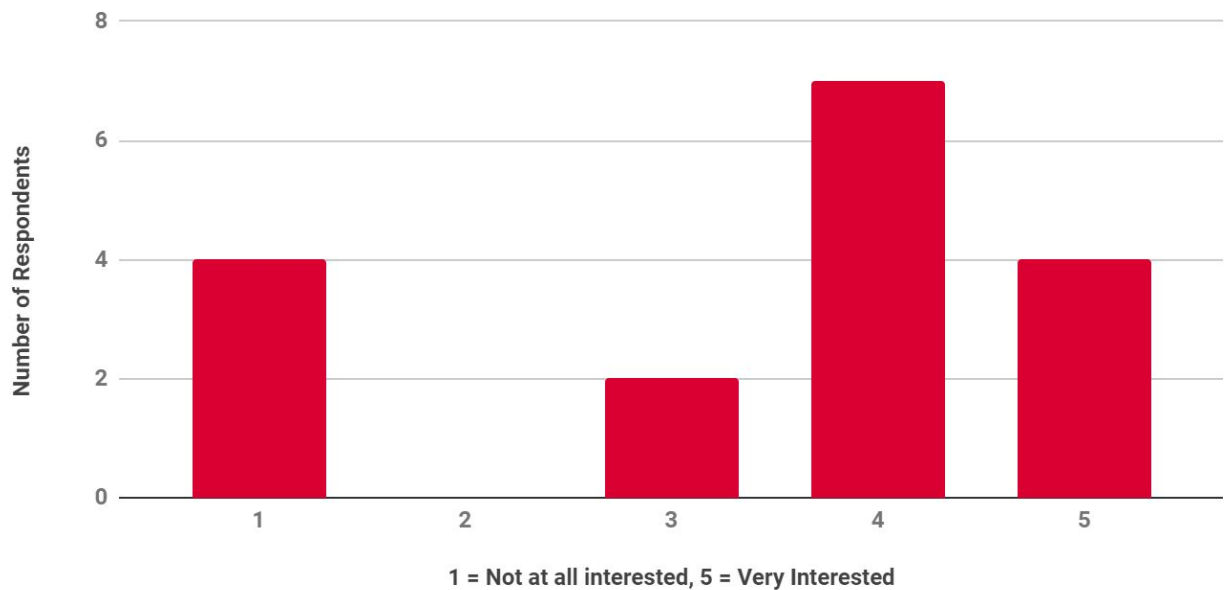


If the City should be more involved with design and maintenance standards for downtown, what design and maintenance standards should be implemented?

- Parking
- No broken windows, glass or doors. No temporary signs after 3 months of opening (vinyl banners, posters, etc). If you have a fence, then make it a nice fence or take it down. Trash enclosures would be a good idea too! (I need one)
- A consistent and updated look/appearance, required to take care of shabby buildings.
- Keep traffic flowing and preventing bottlenecks of traffic and maintain the traffic flow. No bike lanes or middle of the street planter boxes with trees.
- Signage upkeep. Keep gutters clean.
- clean sidewalks
- don't know right off the bat
- Signage, parking, landscaping
- Signage (no vinyl signs and enforcement of such). Matching funds, grants or tax credits for building improvements that meet city design standards.
- Signage needs to be permanent--no vinyl signs affixed permanently to storefronts. Whatever signage is allowed needs to be kept in good repair.

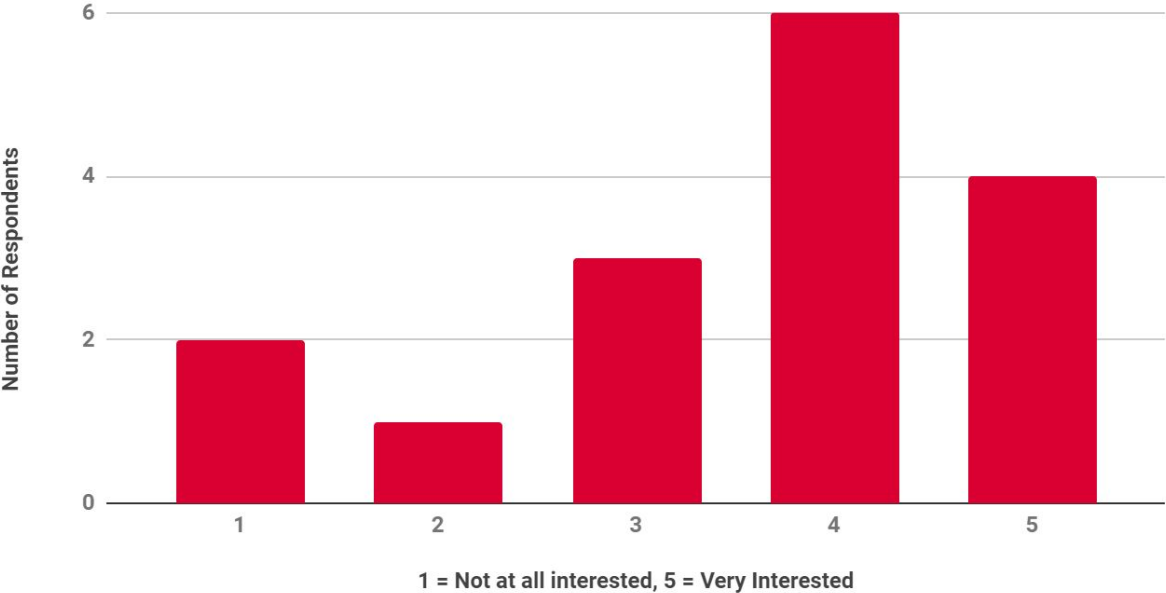
- Storefronts should have maintenance standards. The entire district suffers if one storefront is in poor repair. The overall appearance of downtown is a public resource, not a private one controlled by property rights.
- I have no strong opinion on style or design, as long as the standard is "clean and in good repair". That said, choices should fit into the overall scheme. Garish colors (like hot pink) would be detrimental.

How interested would you be in participating in a Certified Local Government program (SHIPO), revolving loan fund, or some other assistance program to make improvements downtown?



Average: 3.41

How interested would you be in having a special assessment area to provide services for the downtown (e.g., plow sidewalks, etc.)?



Average: 3.56

Other

Is there anything related to your position as both a business owner and property owner that influences your perspective?

- My business flooding when it rains too hard, when snow melts. The ice skating rink that forms in the winter at the curb. Having had to replace my flooring because of all the flooding.
- As a business owner we would like to see changes made that will have immediate impacts for the short term such as snow removal, parking signage, parking enforcement and speed enforcement. As property owners we would like the city to also have a plan that helps downtown over the long term such as design standards and gutter improvements.
- My experience is that the current business environment is toxic. Guests are very resistant to coming downtown. We're launching a major marketing offensive of our own, which I hope helps. I need the city to pitch in.

Is there anything else you would like to share with us about the downtown?

- I think the city has been as proactive as they can be about changing and improving downtown and working with property owners and there are some difficult property owners.
- Make a no parking sign during designated hours. No overnight parking.
- I think we are moving in the right direction for downtown. But there is more that needs to be done. I wish other business owners would get involved. Perhaps if the city does make a special assessment, there is a discount for people who actually get involved and help out?
- Fix the sewers
- thank you for working so hard and being willing to continue to improve downtown
- Do a branding campaign for downtown to promote shopping and visits to downtown on social media and commercials on SFCN17.
- I've owned my business on Spanish Fork main for 35 years and for the most part the city has been very supportive of the business community.
- I appreciate that you're working on finding a path forward. I think we're at a pivot point for downtown. It can go either way. There's too much emphasis on private landowner rights. We need some thought put into a model for shared rights and shared responsibilities. I feel hamstrung by the small thinking of some of the property owners. As a resident, my neighbor has rights concerning the sound and air coming from my property. The same thing should apply to a business district: If someone is polluting the branding of the district, there needs to be a way to address it.

Would you like to discuss your responses in greater detail or participate in focus groups regarding the downtown's future?

