

BRIAN HEAD TOWN
GENERAL PLAN

Adopted:
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Brian Head, Utah

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CHAPTER 1-INTRODUCTION

PURPOSE: The Brian Head General Plan is intended to reflect the goals of the community, and therefore should be a standard to which the Town should turn to when making all public policy decisions. It is also intended that with the adoption of this plan, the State and Federal Agencies working with Brian Head will refer to it as a tool to guide decisions and interaction with the Town.

The General Plan is the Town's general guide for making land use regulations and reviewing development permit applications. It describes the community's goals and vision, such as how it wants to grow and what kind of community it wants to be. It describes the community's various land uses and where they should take place.

Utah Code 10-9a-401 requires communities to prepare and adopt a comprehensive long-range general plan for present and future needs of the municipality, and growth and development of all or any part of the land within the community. Brian Head Town policy incorporates the intent of the General Plan into the Land Management Code and other ordinances.

The Brian Head General Plan is the first level in a three-step process of regulating land uses: Step 1, the General Plan guidelines; Step 2, the Zoning Process using the Land Management Code; Step 3, the Land Use/Building Permit processes.

Brian Head Town's previous General [Master] Plans were adopted on January 11, 1983, and August 22, 1995. The Town's vision and direction have focused on the primary concern of consistent and homogeneous integration with the scenic mountain environment in which the Town is located.

It is the Policy of the Town that the General Plan provides a clear vision and direction by which the desired land use and/or zoning are established. Likewise, a General Plan Amendment is necessary whenever a land use ordinance change is proposed that is not consistent with the General Plan.

CHAPTER 2-BRIAN HEAD HISTORY

The mountain region where Brian Head is located has held significant importance for many generations and civilizations. There is evidence that ancient Indian tribes frequented the mountain area, possibly to escape the heat of the lower valleys in the summer and to pursue the wild game that is so prevalent at the upper elevations. When the Parowan Valley was settled by the Mormon Pioneers in 1851, they soon discovered the abundance of timber for building and rich mountain meadows to graze cattle and sheep in the summer. Water rights were claimed by the settlers from the drainages that were fed by extensive annual snowfall ranging from 300-500 inches.

This snowpack and favorable mountain setting justified the development of downhill skiing at Brian Head in 1964, which began with a T-bar, chairlift, and warming hut. The Town was incorporated in 1975 as the need for municipal service precipitated the evolution from a resort to a community. Since incorporation, Brian Head Town has been governed by a Town Council, with the Planning Commission serving as the Land Use Authority. The Town administrative staff is responsible for the administrative, public works (water, sewer, trash collection, streets and parks) and public safety (police, fire and EMS) services within the Town boundaries and in some cases, the surrounding county land.

The Brian Head Ski Resort and its associated property and facilities are owned and managed by a separate, private enterprise: Brian Head Resort, Inc. The Chair 1 location, near Georg's Ski Shop, was the first base area for Brian Head until the development of the Giant Steps base area was started in the early '70's. The Chair 1 lift was later removed in 1992. The Navajo base area, developed in 1984, is the primary beginner area for Brian Head. While the Resort operated the two separate mountains (Giant Steps and Navajo) with their own base lodge facilities for many years, the reinstallation of Chair 1, installation of Chair 8, and construction of a bridge over Hwy 143 in 2007 culminated the vision of connecting the two mountains.

In addition to skiing, the Town has evolved into a diverse multi-season recreational destination for off-road vehicles, hiking, mountain and road biking, snowmobiling, hunting, fishing and community gatherings. Highway 143 is designated as a National Scenic Byway where tourists travel to the Cedar Breaks National Monument and surrounding National Parks. It is a great place to enjoy the fall colors, mountain wildflowers, and scenic overlook from Brian Head Peak.

If one is looking to find picturesque vistas, an escape from the desert heat, a chance to walk or ride down a mountain trail, or light powder on a crisp winter day, Brian Head is the place to do it.

CHAPTER 3-DESCRIPTION OF THE TOWN, CHALLENGES AND OPPORTUNITIES

Brian Head enjoys a marvelous natural setting: broad meadows in a narrow valley framed by steeply wooded mountains capped with distinctive flat rock formations typical of this area. Located in the Grand Circle of National Parks, Brian Head enjoys a close relationship with Bryce and Zion National Parks and nearby Cedar Breaks National Monument, all of which are popular tourist destinations due to their unique geology, scenic beauty, and recreational opportunities. Development in Brian Head consists of commercial and high-density (condominium) residential units primarily on the valley floor with low density (single family) units located primarily away from the Town Center.

Brian Head offers a low-key alternative to larger resort communities. Visitors and locals identify with Brian Head as a rural, friendly, and affordable place to recreate. Development criteria focus on retaining the native vegetation, materials, and land formations to maintain growth in a natural setting. Brian Head offers a dynamic alpine setting for numerous recreational and business opportunities that draw people from all over the world.

As Brian Head contemplates its position in the regional resort market, and the competition it faces from other resort communities. Brian Head recognizes the following opportunities (not in any specific order):

1. Expand recreational opportunities while ensuring that they do not conflict with each other in safety, noise, or resources.
 - a. Maintain Ski Resort terrain free of motorized vehicles.
 - b. Establish dedicated cross country ski areas.
 - c. Clearly identify OHV lay-down areas and trails.
 - d. Implement a Trails Master Plan for motorized and non-motorized uses, in cooperation with the National Forest Service and National Park Service.
 - e. Enhance the Meadow to include trails, fishing, and educational opportunities.
2. Improve the visitor experience through appropriate signs, lighting, and information to familiarize visitors with the community and the variety of recreational opportunities available to them.
3. Enhance the integration between nature and development through design standards that emphasize harmony with the native landscape and vegetation.

4. Develop a four-season destination resort community through a variety of commercial opportunities that are compatible with the pristine high-mountain area.
5. Integrate recreational uses with the surrounding Dixie National Forest, Cedar Breaks National Monument, and Ashdown Gorge Wilderness Area, and develop programs and opportunities for mutual beneficial uses.
6. Schedule social functions and events with neighboring communities and organizations to provide coordinated cultural and recreational experiences.
 - a. Shakespeare Festival
 - b. Parowan Glider Competition
 - c. Cedar Breaks Wildflower Festival
 - d. Utah Summer Games
 - e. Oktoberfest
 - f. Southern Utah University programs
 - g. Other events in the region
7. Construct multi-use facilities and infrastructure to reduce land consumption and deforestation.
8. Encourage “green” projects that reduce pollutants and natural resource consumption, enhance water quality and quantity, and mitigate the impact of development on the environment.
9. Encourage businesses to provide the goods and services needed by a growing number of guests and residents with attention to multi-use, year-round facilities.
10. Preserve the history and character of the community.
11. Expansion of the Town within the annexation boundaries.
12. Develop a sense of arrival and continuity throughout the Town through consistent infrastructure (i.e. signs, lights, street finish, etc.).
13. Integrate and expand the pockets of commercial development to provide unity and cohesiveness.
14. Promote consistent updating of equipment, amenities and services to provide an exciting and enhanced visitor and local resident experience.
15. Maintain “The Meadow” as a striking focal point of the community, based on its unique wetland character, natural stream, and picturesque summer wildflowers interspersed in deep grasses, while allowing only modifications that enhance the beauty and enjoyment of the Meadow’s natural features.

Brian Head’s inventory of undeveloped lots poses the following challenges:

1. Legally non-conforming lots can be developed, which may pose a problem with the overdevelopment of the land.
2. Many lots are not served by the level of infrastructure and utilities (asphalt streets, water, sewer, electrical, gas, phone, etc.) required in the current development standards, and as such, will require Special Assessment Areas or other means to collectively install these improvements.
3. Since the creation of many subdivisions, protection zones have been established around several springs that provide the Town’s water supply. These areas should be preserved as open space, or developed with strict adherence to safety standards to prevent contamination of the springs.
4. The wooded hillsides have been affected by the beetle kill that severely reduced tree density and necessitated aggressive fire mitigation efforts. An opportunity exists to replant the impacted areas for future generations.
5. Consistent standards are needed for new and remodeled structures to ensure that building facades, styles, and materials are designed and engineered for the mountain environment and challenging weather conditions.

6. There is a need to promote a larger residential population base that will sustain a variety of businesses.
7. There is a need to promote a large employee and customer base that will sustain a variety of businesses.
8. There is a need for affordable housing.

CHAPTER 4-GOALS AND OBJECTIVES OF THE GENERAL PLAN

Considering all of the above, the goals and objectives of this General Plan in relationship to the present and future needs of Brian Head Town are:

1. Establish orderly, planned growth and development of Brian Head with services and infrastructure suitable for the mountain lifestyle.
2. Encourage new development to blend in with the environment and to create an interactive encounter with nature in both appearance and function. A high priority should be placed on protecting views, natural vegetation, and open space while avoiding or diminishing the effects of cuts and fills.
3. Encourage a balanced mix and rational organization of land uses that enhance Brian Head's distinctive mountain resort environment and small-town character.
4. Promote and encourage commercial development (the backbone of a recreational community) that provides year-round services and products desired and needed by increased population, both permanent and transient.
5. Promote a variety of permanent and transient living accommodations with a mix of hotels, condominiums, and single-family dwellings that exist in harmony with the mountain environment.
6. Provide for areas where limited industrial type activities can be conducted, in order to meet the needs of Brian Head citizens without deterring from the beauty and peacefulness of the valley.
7. Special consideration should be given to project designs to preserve both the quality and quantity of open space within the community, which can be divided into three categories:
 - a. Natural open space, the unmodified forest environment provides opportunity for viewing abundant animal and plant species in their natural habitat.
 - b. Recreational open space, modified to accommodate recreational pursuits such as skiing, biking, and OHV use, provides designated areas to pursue these activities.
 - c. Urban open space, that space preserved and incorporated into developments for landscaping, winter snow storage, and gathering places, provides spacing within denser areas of development and access to community trails.
8. Establish and promote a variety of recreational opportunities that cover a wide range of interests for all seasons. This will increase the number of days people stay to recreate, thereby enhancing the visitor experience and commercial viability of the community.
9. Design, implement, and maintain a continuing, comprehensive, and cooperative surface transportation network. The system should facilitate the orderly, efficient, and safe movement of goods and services, pedestrians, and vehicular traffic throughout Brian Head and from outlying communities.
10. Provide a safe and reliable source of culinary water at a reasonable cost to the user.
11. Remove recyclable materials and waste from the community in a safe and reliable manner at a reasonable cost.
12. Provide a stormwater drainage system to move runoff to authorized drainage channels in a safe and reliable manner to reduce erosion and damage to property.
13. Insure that planning and land use approvals within Brian Head will address and mitigate the

- potential hazards that may cause a public safety concern.
14. Promote land use that respects the sensitive environmental conditions of the area and that addresses ways to mitigate negative impacts of development. Require project developers to be “good stewards” and work with the natural limitations and contours of the land.
 15. Promote and implement sustainable practices such as energy conservation and efficiency, with additional emphasis on renewable energy resources. Other practices include a public transit system, use of local resources in development, and additional efforts to reduce the carbon footprint and minimize impacts to the environment.

CHAPTER 5-OVERALL GROWTH AND DEVELOPMENT

PURPOSE: Based on its elevation, climate (300-500 inches of average snowfall per year), and topography, Brian Head is a unique alpine community in Southern Utah. Because of these factors, it is important that development be carefully designed and built to integrate with the natural setting, to not distract from the views, and to ensure that operation and maintenance are economical and environmentally friendly. Residents and visitors to Brian Head have an expectation of having modern conveniences available (i.e. internet, cellular telephones, and satellite television). Such services and accommodations need to be readily available to ensure the growth and stability of the community.

Climate Data*:

Average Maximum Summer Temperature for July (F)	70.2
Average Minimum Winter Temperature for December (F)	9.5
Average Total Precipitation (in.)	34.96
Average Total Snowfall (in.)	368.6
Greatest Average Snow Depth, April (in.)	75

(*Information obtained at www.wrcc.dri.edu 4/20/2010)

Demographic Information:

The existing development in comparison to 1994 is based on the most accurate information available and is as follows:

(Compiled 4/20/2010)

	1994	2010
Brian Head Town area:	3 sq. miles (1,920 acres)	3.43 sq. miles (2195 acres)
Lots platted in the annexation area (i.e. not annexed into the Town):	735	3318
Total lots platted in Brian Head:	1340	1858
Total actual development in Brian Head Town:		
homes	60	301
condominium units	1003	1037
hotel rooms	93	101
restaurants	9	10
offices	19	17
retail establishments	11	14

The platted lots vary in size, with many being ¼ acre or less. Most lots are located on slopes which

require special consideration and engineering to accommodate development. There are platted roads in various stages of improvement that do not meet the current Town Public Works Standards and therefore are not maintained in the winter.

GOAL: Establish orderly, planned growth and development of Brian Head with consistent services and infrastructure suitable for consumer expectations and in harmony with the mountain atmosphere. Require new development to blend in with the environment and topography to create opportunities for interactive encounters with nature by protecting views, natural vegetation, and open space.

Policies:

1. Require utility and infrastructure improvements to provide for consumer expectations and needs, such as asphalt streets, water, sewer, natural gas, electricity, telecommunication, television, waste collection and recycling services.

Implementation:

- a. Establish Capital Facility Plans for municipal improvements.
 - b. Encourage Special Assessment Areas to expand improvements into areas previously subdivided but not improved.
 - c. Encourage utility companies and service providers to update and expand utilities throughout the community.
2. Require developers of projects to design improvements to be compatible with the severe weather conditions that exist and to incorporate natural vegetation that is capable of surviving in this environment into the landscaping plans.

Implementation:

- a. Protect the natural open space in the development from disturbance to reduce the need for re-vegetation efforts.
 - b. Educate developers through photographs and other means on the harsh weather of Brian Head and design features that have not functioned well under these conditions.
 - c. Establish a list of native plant species that are compatible with the environment, along with planting and transplanting information, so that landscaping will be established quickly and with limited loss.
3. Require development projects to use building shapes, heights, materials, and colors that blend with and do not distract from the natural setting.

Implementation:

- a. Maintain updated ordinances that ensure compliance with the goals and policies of the General Plan.
 - b. Provide developers with visual examples of desirable design features early in the design process.
 - c. Reduce the needs for cuts and fills by encouraging the design of buildings and improvements to follow the natural terrain.
4. Ensure that the Meadow is preserved as a central focal point of the community and that improvements are only made that preserve or improve the natural habitat, encourage education and interaction between the public and the Meadow, and expand the Meadow's influence as a community resource. Development of private property within and along the periphery of the

Meadow shall not detract from its beauty.

Implementation:

- a. Ensure that regulations protect the current Meadow areas and that new development complies with those requirements.
- b. Develop a master plan for improvements to the Meadow, such as walking trails, water features, redefined stream bed, ice skating pond, cross country skiing and other activities that are in harmony with this policy.
- c. Avoid encroachments into the Meadow, or when encroachments are necessary, ensure that they comply with the intent of this policy.
- d. Create height and setbacks standards for structures within a specified distance of the Meadow that maintain a low profile frontage and grow up the mountain rather than obscure it.
- e. Preserve and enhance the open waterways through the Meadow as a natural amenity conducive to recreation and scenic beauty.

CHAPTER 6-LAND USE

PURPOSE: Land use decisions are, in many respects, the most important and far-reaching actions taken by municipal government. Land use decisions dictate the town's physical appearance, its compatibility with the environment, and in large part, its livability and its economic health. Because land use decisions lead to permanent alterations of the landscape, their effects endure long after the terms of the officials who make them. Land use decisions are the physical manifestations of the community's vision of itself. This section of the Brian Head General Plan is intended to bring consistency, predictability, and a cohesive vision for the future of Brian Head's land-use decision making.

This section of the General Plan is intended to leave room for reasonable interpretation in light of specific plans, mitigation measures, and the realities applicable to any given land use proposal. The Land Use Section is also intended to give the Town a basis for approval or modification of land use proposals that clearly comply with the Plan's goals for growth and development.

The General Plan Land Use Map illustrates the community's preferences for the future distribution of the land uses within the Town of Brian Head. The land use designation for a property, as shown on the Land Use Map, is to be the primary consideration in determining whether the zoning of that property is in compliance with the general plan.

Flexibility in how specific lands may be zoned is provided in the design of the Land Use Map. Rezone requests that exceed the flexibility provided in the map, as described below, are not to be approved without first amending the General Plan Land Use Map.

The Land Use Map is to be interpreted in the following manner. Each parcel that is colored to represent a specific land use designation may be zoned in a manner that implements the category of land use indicated. The white (uncolored) areas located between two or more different land use designations (colors) indicate an imprecise or flexible boundary between the land use designations indicated. Where a white area separates two or more colored areas, the Town may authorize zoning that is compatible with the designation on one side of the white area to extend across the white area and into the opposing land use designation up to the extent of encompassing an entire parcel, and still be considered in compliance with the Land Use Map. The intent is to allow lots marked in this way to be considered for any of the use designations that touch the lot without requiring a change to the Land Use Map prior to considering a

zone change. This flexibility is not “automatic”, in that the rezone must still consider all applicable criteria, which may or may not determine the extent to which a request may be appropriate.

If there is no white area between colored areas on the map, it indicates a “hard” boundary, which is not intended to be flexible.

Future adjustments to the land use designations can be determined by the Town in response to additional information or specific land development projects.

Areas of existing zoning that do not conform to the adopted Land Use Map will be reviewed to determine if rezoning is prudent at this time.

I. LAND USE - GENERAL

GOAL: To encourage a balanced mix and rational organization of land uses that enhance Brian Head’s distinctive mountain resort environment and small-town character.

Policies:

1. Ensure that ordinances support the General Plan and that Zone Change applications are in compliance with the General Plan.
2. Encourage the elimination of non-conforming uses.

Implementation:

- a. Conduct a periodic review of the Land Management Code to ensure that ordinances support the General Plan.
3. Require mass, density, color, and design of buildings to be appropriate to the mountain environment, elevation, and weather conditions. Special attention should be given to avoid glare, shadows, canyon effect, or similar characteristics.

Implementation:

- a. Building regulations should ensure that buildings do not stand out or distract from the natural beauty of the valley topography and vegetation.
- b. Visually prominent colors and architectural styles should be in harmony with the natural colors found in the area and reflect a mountain lodge or cabin appearance, using wood and stone finishes.
- c. Building and site planning must consider environmental conditions, including a range of 300-500 inches of snow per year, and widely varying temperatures.
- d. Exceptions to these conditions through Planned Unit Development provisions should only be granted when specific cases justify that the end result will be a benefit to the community and incorporate standards of high quality aesthetic value (i.e. taller buildings in a valley, reduced height on a ridge line, greater density for open space preservation).
- e. Discourage contemporary architecture and use of materials and colors typical of urban development that distract from the mountain environment and natural vegetation.
- f. Preserve solar access to adjacent properties through building height and setback regulations.

II. COMMERCIAL

GOAL: Commercial development is the backbone of a recreational community and as such, should

provide the services and products desired and needed by both a permanent and transient population. Likewise, a larger population base is needed to support businesses on an annual basis, in order for them to remain profitable. Brian Head will promote and encourage the growth of year-round opportunities to support the viability, prosperity, and economic health of the community and businesses through a mix of uses in order to grow the number of residents and visitors to the Town.

Policies:

1. Establish Village Core areas where higher density mixed uses will promote a downtown appearance for walking destination living, shopping and eating facilities to exist. The Village Core areas should be established to energize the community with pedestrian-friendly activity centers, gathering places, and enhanced night life opportunities.
2. Promote shared uses such as residential and office space either over or behind retail space to create visibility of goods to the pedestrians, and provide a mix whereby the retail space lease rates are offset by the other uses due to the seasonal volatility on retail businesses.

Implementation:

- a. Establish land use requirements that promote a downtown feel with greater focus on pedestrian uses and limited automobile access. This may include sidewalk seating for restaurants, water features, gathering places.
 - b. Encourage business that will enhance the Village Core atmosphere to locate in these areas by providing parking districts, central garbage collection, loading zones, and utility corridors through a Village Core Master Plan.
 - c. Encourage mixed uses that are financially viable and sustainable.
3. Promote General Commercial business areas with frontage along Hwy 143 for businesses that may require large areas for parking, landscaping, exterior amenities, and building size that may not be appropriate to the Village Core. This may include, but not be limited to, businesses such as a grocery store, hardware store, bank, professional office complex, hotel, etc.
 4. Improve the viability of businesses by encouraging them to provide a variety of goods and services, such as convenience stores with gas and vehicle service, mixed retail-food service, and residential space over or behind retail space.
 5. Promote business uses that adapt services and products to the season, so that they are not idle for part of the year. Examples of such dual uses may include ski/bicycle rental, parking/R.V. park, hotel-restaurant/summer convention center, ski hill/alpine slide.

Implementation:

- a. Ensure that appropriate zoning exists on land best suited for these uses.
 - b. Encourage mixed uses that are financially viable and sustainable.
6. Encourage directional signage that adequately identifies routes to amenities within the town.

Implementation:

- a. Maintain a sign ordinance that identifies businesses through consistent sign regulations and locations that allow businesses to be found even when they lack prominent visibility.
- b. Establish information kiosks throughout Town to assist visitors with locating businesses.

III. RESIDENTIAL

GOAL: Promote a variety of living accommodations for both permanent and transient populations, with a mix of hotels, condominiums, and single-family dwellings that exist in harmony with the mountain environment.

Policies:

1. Provide opportunities for a larger permanent population base.
2. Promote densities that encourage permanent population and livable neighborhoods.
3. Establish an affordable housing plan and investigate the opportunity of including the plan in a regional housing authority organization.

Implementation:

- a. Create standards for dwelling units with caretaker or second unit status to establish affordable housing.
 - b. Define what constitutes a primary housing unit and establish density bonus provisions and other incentives for the development of primary housing.
 - c. Continue to develop neighborhoods integrated into recreation areas and connected with trails.
 - d. Consider regulations for single-family dwelling zones to allow duplex and triplex units where lot size permits and unit design resembles a single dwelling.
 - e. Study and impliment options for workforce housing and establish land use regulations to accommodate the demand.
 - f. Consider regulations for a medium density zone.
4. Encourage developers and homeowners to provide ample indoor storage and parking for vehicles, OHV's and other equipment to reduce yard clutter and on-street parking

Implementation:

- a. Educate homeowners on the importance of providing adequate parking and storage facilities when need may exceed the minimum requirements.
5. Encourage clustering of housing units in order to preserve important visual and environmental features (such as open space, undisturbed natural vegetation, well-head protection zone, water source protection areas, etc.).

Implementation:

- a. Establish criteria by which development may be clustered in order to preserve open space and views.

IV. INDUSTRIAL

GOAL: To provide for areas where limited industrial type activities can be conducted, in order to meet the needs of Brian Head citizens without deterring from the beauty and peacefulness of the valley.

Policies:

1. Recognize the need for heavy equipment to be stored and used in the community for construction and snow removal purposes.
2. Provide opportunities for industrial uses in Brian Head that contribute to the growth and to the development of the Town.

Implementation:

- a. Establish zoning regulations and areas that provide for industrial uses, including requirements to keep them integrated with the mountain environment (i.e. screening, noise pollution, dust mitigation, safety, traffic control, vehicular access, etc.).

V. OPEN SPACE

1. GOAL: A primary goal of the General Plan is to preserve the quality and quantity of open space which gives the town its unique character. Special consideration should be given to project designs to preserve these features, which can be divided into three categories:
 - a. Natural open space, the unmodified forest environment, provides opportunity for viewing abundant animal and plant species in their natural habitat.
 - b. Recreational open space, modified to accommodate recreational pursuits such as skiing, biking, and OHV use, provides designated areas to pursue these activities.
 - c. Urban open space, that space preserved and incorporated into developments for landscaping, winter snow storage, and gathering places, provides spacing within denser areas of development and access to community trails.

Policies:

1. Preserve the quantity and quality of open space within the Town of Brian Head.
2. Ensure that building heights and mass do not clash with open space.

Implementation:

- a. Insure that regulations provide for open space preservation and integrated development.
 - b. Encourage private property owners to establish preservation zones to maintain open space.
3. Establish trails and recreation areas that are intertwined with open space.

Implementation:

- a. Establish a Trails Master Plan that integrates trails with open space.
 - b. Require development to establish trail systems that interconnect with the Town trails.
4. Protect open space from wildfire and other hazards.

Implementation:

- a. Reduce fire hazard through reforestation and removal of dead vegetation.
- b. Use open space for fire breaks and buffers to reduce the spread of fire.
- c. Provide for defensible space with fire-resistant plants around development and structures.

CHAPTER 7-PARKS AND RECREATION

PURPOSE: Brian Head was established as a ski resort destination when it opened in 1964. Since that time the ski terrain and number of lifts have been expanded, and tourism and recreation activities have grown to sustain the economy. The close proximity of Cedar Breaks National Monument, and their cooperative efforts with the Forest Service to establish motorized and non-motorized trails throughout the area, have energized the Town with a variety of recreational choices. The Parks and Recreation objectives of Brian Head Town are to provide the residents and visitors with a unique recreation opportunity to see the valley in both summer and winter settings via motorized and non-motorized modes of transportation.

To accomplish this, the Town desires to expand and improve the many recreational opportunities that are available in Brian Head

GOAL: To establish and promote a wide variety of recreational opportunities that covers a range of interests for all seasons. This will increase the number of days people will stay to recreate, thus enhancing the visitor experience and commercial viability of the community.

Policies:

1. Promote Brian Head as an affordable all-season recreation destination with a wide variety of opportunities in order to draw new visitors to the area.

Implementation:

- a. Maintain a strong association with the Chamber of Commerce to encourage activities that bring more people to the Town.
 - b. Invite media groups to report on the activities and opportunities in the Town to increase Brian Head's exposure.
 - c. Continue to provide support for activities and organizations that promote local business.
2. Maintain a competitive edge in the industry in relation to the offerings of other resort areas.
 3. Increase convenience and accessibility through the linkage of roads, parking and the creation of paths for pedestrians, motorized and non-motorized uses.
 4. Ensure public service needs are met to maintain and improve customer satisfaction for visitors and residents.

Implementation:

- a. Visit other resort communities to learn ways in which Brian Head can evolve with the market.
 - b. Adopt a Trails Master Plan and Recreation Master Plan to help focus resources to provide for the greatest returns for all seasons.
 - c. Protect the beautiful, fragile environment that is a major asset of the Town.
 - d. Investigate the potential for a water feature such as a lake or pond in the Town.
5. Educate the public on the recreation opportunities in Brian Head and how to safely enjoy them.
 6. Establish regulations that promote the safe enjoyment of recreational activities without jeopardizing the tranquility and pleasure of others.

Implementation:

- a. Develop improved signs and information pamphlets to inform visitors of recreation opportunities in the community.
- b. Use Town staff to regularly meet people in Town and on the trails to inform visitors of the opportunities in the community and educate them on how to safely recreate without damaging the environment.
- c. Assure that adequate public utilities and services are available for present and future guests and residents.

CHAPTER 8-TRAFFIC, TRANSPORTATION, AND PARKING

PURPOSE: The purpose of the transportation system planning is to design, implement, and maintain a continuing, comprehensive, and cooperative surface transportation network that will facilitate the orderly, efficient, and safe movement of goods and services, pedestrians, and vehicular traffic both within and without the community.

Goal: To plan and implement transportation routes for walking, biking, equestrian, OHV, vehicular and public transportation systems within the community in order to provide safe travel and increase recreational opportunities.

Policies:

1. Safe transportation in Town for pedestrian, non-motorized, and motorized travel with specific focus relating to weather conditions.
2. Plan parking and transit routes in Village Core areas for optimal safety and aesthetics.

Implementation:

- a. Adopt a transportation plan that establishes primary transportation routes for pedestrian, non-motorized and motorized transportation.
 - b. Adopt Village Core plans with focus on transportation circulation.
 - c. Work with UDOT to mitigate transportation hazards for pedestrian, non-motorized, and motorized uses with year-round use.
3. Promote public transit and alternate energy-saving methods of transportation to reduce carbon footprint.

Implementation:

- a. Complete UDOT public transportation study.
 - b. Work collectively with the public and businesses to improve the Town shuttle system.
4. Establish a parking district to support Village Core areas.
 5. Minimize depletion of open space through multiple-use parking lots.
 6. Establish parking spaces to accommodate a goal of 250,000 skier days through private and public parking.

Implementation:

- a. Identify and plan parking district parameters to meet the multiple aspects of the Town's parking needs, from skiing and business development to special events.
 - b. Ensure that Land Management Code parking requirements adequately address parking needs for the respective uses and provide for potential to maximize the use of the parking spaces.
 - c. Evaluate the possibility of Park and Ride venue in Parowan for a public transportation system.
 - d. Identify locations for recreational vehicle lay-down areas (parking lots) at trail heads.
7. Educate users and properly sign transportation routes for clarity.

Implementation:

- a. Implement a comprehensive sign project to educate and promote safety and environmental preservation in Brian Head.

CHAPTER 9-PUBLIC WORKS

PURPOSE: The Public Works Department is established to provide safe, efficient culinary water supply, garbage and sewer collection, and storm water management within the community at a reasonable cost to the user.

I. Water Supply

Goal: To provide a safe and reliable source of culinary water at a reasonable cost to the user.

Policies:

1. Provide adequate water sources to meet public demand of water at a reasonable cost.
2. Ensure water quality through strict adherence to drinking water standards and source protection requirements.
3. Promote expansion of the water system to properties not currently serviced.
4. Encourage water conservation practices at all levels (town, development, user).

Implementation:

- a. Obtain adequate water rights to provide for 40 years of growth in Brian Head.
- b. Maintain a water rate schedule that provides adequate revenue to operate the Water Department.
- c. Establish impact fees and a capital reserve for new growth, system upgrades, and unforeseen expenses.
- d. Establish Special Assessment Areas to facilitate the installation of water system improvements into unimproved areas of the community.
- e. Ensure that watershed protection zones and groundwater pollution regulations are in place, and enforced, to protect water sources.
- f. Investigate water conservation and water reuse measures that could be implemented at the town level, development level, and user level.

II. Sanitation

Goal: To remove waste from the community in a safe, reliable, and environmentally sensitive manner at a reasonable cost to the user.

Garbage

Policies:

1. Provide safe and reliable sanitation removal at a reasonable cost to the user.
2. Encourage clean and efficient sanitation removal system.
3. Promote recycling and other ways to reduce the waste stream.

Implementation:

- a. Maintain a garbage collection fee adequate to operate the Garbage Collection Department.
- b. Investigate ways to improve the cleanliness of the garbage collection system.
- c. Promote the concepts of “reduce” and “reuse”, as well as “recycle”.
- d. Establish a recycling system to reduce waste delivered to the landfill and improve the community’s environmental efforts.

Sewer System

Policies:

1. Provide a safe sewage collection system at a reasonable cost to the user.
2. Promote expansion of sewage collection system to properties not currently serviced.

Implementation:

- a. Maintain a sewer fee schedule that provides adequate revenue to operate the Sewer Department.
- b. Establish impact fees and a capital reserve for new growth, system upgrades, and unforeseen expenses.
- c. Establish Assessment Areas to facilitate the installation of sewer collection system improvements into un-serviced areas of the community.

III. Storm Drainage

Goal: To safely move stormwater runoff to authorized drainage channels in a safe and reliable manner to reduce damage to property and environment.

Policies:

1. Require properties to restrict storm runoff from their property to historic quantities.
2. Collect storm runoff and safely move it to authorized drainage channels.
3. Rehabilitate and protect meadow areas from erosion, sediment, and pollutants.

Implementation:

- a. Adopt a stormwater management plan for Brian Head.
- b. Ensure that projects are approved and constructed to the Storm Water Management Plan requirements.
- c. Establish capital project plans to rehabilitate meadows that have been damaged by storm water erosion and sediment.

CHAPTER 10-PUBLIC SAFETY

PURPOSE: The Public Safety Department is responsible for police, fire, and first-responder medical assistance within the Brian Head area. As such, it is incumbent upon the Town to ensure that the community prepares for the potential hazards and mitigate them where possible.

Goal: Ensure that the planning and land use approvals within Brian Head will address and mitigate the potential hazards that may cause public safety concerns.

Policies:

1. Mitigate weather-related hazards that result from snow, flooding, and cold.
2. Mitigate hazards relating to wildland fire, power outage, road closure, etc.
3. Improve and maintain fire mitigation efforts in the community.

Implementation:

- a. Establish regulations and distribute information on potential hazards to mitigate the personal

- injury or property damage they may cause.
 - b. Require individual property owners to maintain lots to reduce fuel loads.
 - c. Apply for fire mitigation funding from State and Federal sources and identify annual mitigation projects.
4. Maintain police presence and property protection in the community to minimize crime.

Implementation:

- a. Educate the public on ways to minimize crimes against them and to assist the police with crime prevention techniques.
 - b. Enhance education and enforcement measures on illegal activities.
5. Encourage safe driving practices to protect life and property.

Implementation:

- a. Establish road signs to educate drivers of hazardous driving conditions to reduce traffic accidents.

CHAPTER 11-ECONOMIC DEVELOPMENT

PURPOSE: To promote the establishment of businesses that provide goods and services to the residents and visitors of Brian Head, thus increasing the tax base and economic diversification of the Town.

Goal: Promote increased tourism, business activity, services, and retail growth within Brian Head.

Policies:

1. Plan the expansion and improvement of public facilities and services to accommodate projected growth, while considering an analysis of the costs and benefits.

Implementation:

- a. Periodically assess the status of public facilities (parks, public buildings, etc.), Town services, and infrastructure.
 - b. Establish funding for future expansion and replacement of public facilities and Town services.
2. Encourage diversity in new businesses and seek to attract business that will strengthen the economy, enhance the recreational character of the community, and provide year-round employment without compromising the natural environment.

Implementation:

- a. Consider modifying land use regulations and zoning designations of properties to better promote economic development.
- b. Encourage the enhancement of communication systems and access to the information highway.
- c. Ensure that sign regulations provide means to identify businesses and make them easy to locate for the transient population, while maintaining aesthetic quality through color and graphics.

- d. Continue to increase opportunities for standardized off-site directional signs to identify businesses located off Highway 143.
3. Encourage existing businesses to improve and expand goods and services.

Implementation:

- a. Support the development of a cooperative effort to provide information sharing, business support services, and industry analysis, with the understanding that interdependency will promote greater strength and business viability.
 - b. Promote business networking that links local products and services.
 - c. Provide ways for the public to provide feedback regarding their visitor experience.
 - d. Compile the visitor feedback, disseminate information to stakeholders, and encourage actions that will improve the visitor experience.
4. Enhance Town services and protect the scenic assets of the community and its surroundings.
 5. Encourage, initiate and support Town beautification and cleanup efforts.
 6. Promote the street adoption cleanup program.

Implementation:

- a. Promote development of Town trails and all-season recreational opportunities.
 - b. Enhance the streetscapes and add amenities to parks and trails that improve their appearance and educate the public.
 - c. Support efforts to protect the beautiful scenery that surrounds the area.
 - d. Support the efforts to make Cedar Breaks National Monument a National Park.
 - e. Conduct and support annual cleanup efforts.
 - f. Ensure that littering laws are in place and provide enforcement.
 - g. Develop ordinances that enhance site, architectural, and landscape design.
 - h. Encourage the use of indigenous plants to maintain a sense of place and maximize the preservation of landscape materials.
7. Work with organizations to promote diverse year-round community activities.

Implementation:

- a. Promote community activities and encourage businesses to provide evening entertainment.
 - b. Continue to support organizations that promote events for the community.
 - c. Support efforts to solicit conventions, seminars, reunions and other gatherings.
8. Encourage and support the development of convention facilities.

CHAPTER 12-ENVIRONMENTAL PROTECTION ISSUES

PURPOSE: Due to the fragile ecosystem and unusual geology of Brian Head, it is important that a primary focus remain on the environmental stability and enhancement of the community to maintain its scenic beauty. Some developers have made significant efforts to integrate their projects into the existing landscaping and topography, which has resulted in aesthetically pleasing projects that enhance the community. Their methods have improved the projects' marketability and customer satisfaction, while

preserving the scenic beauty and environmental features of the Town.

Goal: Promote land use that is respectful of the environmental conditions of the area and that addresses ways to mitigate negative impacts of development by requiring project proponents to address environmental issues as “good stewards” of the land.

Policies:

1. Require any development and construction on slopes to be conscious of environmental issues such as erosion, flood control, re-vegetation, etc.
2. Require engineering oversight on buildings, retaining walls, and other site improvements.
3. Use retaining walls sparingly and keep development away from steep slopes that will require extensive land alteration.
4. Blend development with the natural environment in such a way that the natural vegetation enhances the site and gives the appearance that it has existed in the current setting for a long period of time.

Implementation:

- a. Require engineering on all developments and buildings to ensure that soil and seismic conditions have been addressed. Avoid the creation of overly steep slopes, erosion hazards, and other hazardous conditions.
 - b. Adopt regulations that prohibit development on slopes over 40%. Slopes between 25% and 40% should be kept open or developed at very low densities.
 - c. Investigate and adopt incentives for land owners to cluster development to leave sensitive lands open and in a natural condition.
 - d. Investigate and consider adopting incentives for land owners to transfer development rights from sensitive lands to property that is easier to develop.
5. Minimize deforestation and damage to existing vegetation and maximize re-vegetation efforts.

Implementation:

- a. Ensure that regulations address the minimized disturbance of natural vegetation during development.
 - b. Require projects to coordinate the timing of clearing the land with the development of the land, so as to minimize the time from when the land is cleared to when it is developed.
6. Protect watershed, drainage ways, riparian/wetland areas.

Implementation:

- a. Ensure that regulations require the protection of riparian/wetland areas, and mitigation for any impacts thereto.
 - b. Require development to maintain and enhance open water channels through projects to maintain and add beauty to the project.
 - c. Ensure compliance with the current “Source Water Protection Plan”.
7. Protect and enhance the night sky visibility in Brian Head.

Implementation:

- a. Ensure that lighting requirements protect the visibility of the night sky.

8. Reduce pollutants and carbon impacts on the environment through the use of renewable energy sources.

Implementation:

- a. Encourage the use of renewable resources and products and reduce the use of pollutants that mar the environment and damage the ecosystem.
- b. Initiate use of renewable energy sources where possible, such as passive solar heating, solar electricity, wind, and geothermal energy.
- c. Encourage the installation of appliances, fixtures and building materials with greater efficiency (Energy Star, etc.) and longevity.

CHAPTER 13-CONCLUSION

Skiing, tourism and recreation in the natural mountain environment are the activities that sustain the economy of Brian Head Town and the wellbeing of its residents. As a result, great attention must be given to preserving and enhancing the pleasant experiences of Brian Head's visitors. To the degree that visitations to Brian Head Town are sustained, or increased, all of the Town will benefit. Preserving and enhancing the guests' experience involves many things: convenience and accessibility, appearance and memorable image, quality and variety of activities, maintenance and cleanliness of facilities, and safety. The considerations that this General Plan addresses include:

- Creating an orderly arrangement of land uses that takes advantage of Brian Head's existing buildings and facilities, reinforces the various uses by their relative locations, and minimizes negative impacts of one land use on another;
- Increasing convenience and accessibility through the linkage of roads and parking and the creation of paths for pedestrians, bikes and horses.
- Protecting the beautiful, but fragile, environmental setting that is a major asset of the Town
- Restricting development from areas that are unsafe or hazardous to life and property.
- Ensuring that adequate public utilities and services are available for guests and residents.

The success of the Town will in great measure depend upon the ability of the community to rally around a shared vision of Brian Head, to identify the steps necessary to accomplish the vision, and to work in concert with each other, making compromises when necessary, until the vision becomes reality. The success of many other resort communities is evidence that it can be done. This General Plan is intended to be the guiding tool, and an ongoing measure of what the community is and what it will become.