

4.3 COMMERCIAL AND INDUSTRIAL DEVELOPMENT

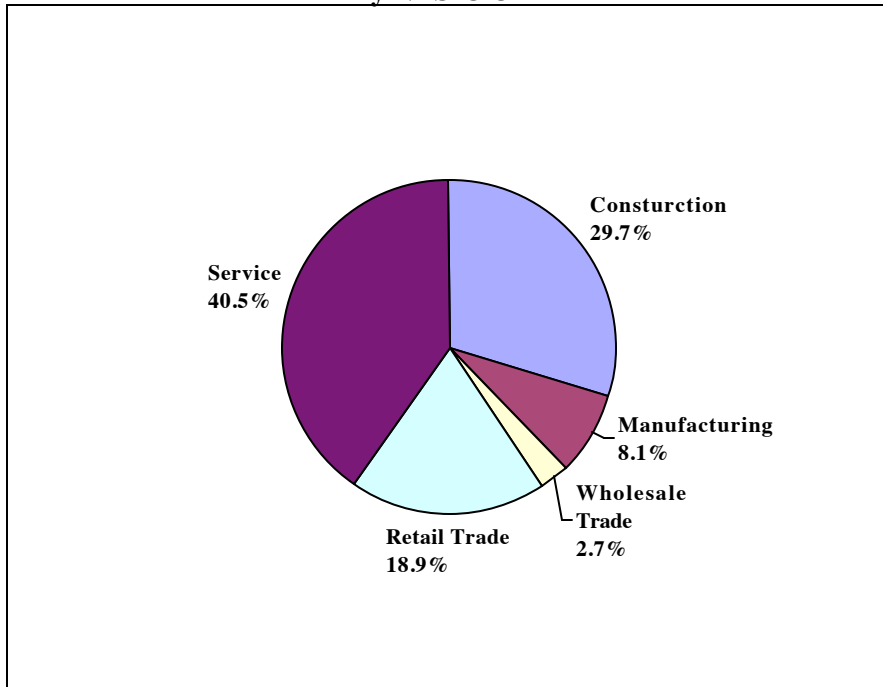
Commercial and industrial development is a critical component of the land use of a community. This is due to the fact that commercial and industrial development, through property and sales tax, is the principal resource source of a community. It is important that the development of a strong commercial and industrial base will provide a community strong and continuous revenue stream.

The Town of Elwood's has begun the development of a budding commercial and industrial area. Most of the commercial and industrial development within the community is located along the 5200 West. Elwood's single largest commercial development is the Exxon/Arby's commercial development. In addition to the commercial business within the community an Staker/Parson does operate a industrial sand and gravel processing operation in the north part of the Town. These two areas constitute the major portion of the commercial and industrial uses within Elwood.



Currently, there were 37 business licenses approved in 2005 by the Town of Elwood. Of this total, 22 are classified as commercial. All retail and service categories are considered commercial in nature. The Figure below is a chart showing Elwood businesses grouped together using North American Standard Industrial Classification (NASIC).

Elwood - Business Licenses By NASIC Code - 2005



Source: 2005 Town of Elwood Business License List

Another important business activity within the Town of Elwood is that of home-based businesses. Of the 37 licensed businesses, 32 or 86.5% are home-based businesses. Home-based businesses are a growth industry in our high-tech society. Computers and telecommunications advances have broadened the spectrum of home-based business activity, which once was limited to physicians, piano teachers, writers and the like. At first glance these business that operate out of a home would create unfair competition for business located within commercially zoned property. However, over 75% of the home-based businesses that were approved are service oriented, while most businesses in the commercial zones are retail oriented.

4.3.1 Commercial and Industrial Zoning

The Town of Elwood's current zoning ordinance does provide for Commercial and Industrial zoning within the community. The town's current zoning ordinance provides for six different commercial zones and two different industrial zones.

The commercial zones are divided into two different zoning groups, a standard commercial zone and a planned commercial zone. These two groups of commercial zones are differentiated by the following breakdown of the different commercial zones.

- **Neighborhood Commercial (C-1 or CP-1)** – This district provides areas for the sale and supply of daily living needs for the people in the neighborhoods.
- **Community Commercial (C-2 or CP-2)** - This district provides areas with a wide range of facilities for the sale of retail goods and personal services for the neighborhood and major segments of the community.
- **Regional Commercial (C-3 or CP-3)** - This district provides areas for the sale and supply of the complete range of retail and wholesale goods and personal services for the metropolitan area and, also, a center for recreation, entertainment and culture.

The Industrial zoning is also separated in two different zoning groups like the commercial zones. Below is are different industrial zoning categories and description of the intent or purpose for each of these zones

- **Manufacturing (M-1)** - The Purpose Of The Manufacturing Zone Is To Provide Suitable Areas That Will Accommodate The Need For Manufacturing And Its Associated Accessory Uses
- **Planned Manufacturing Zone (MP-1)** - The intent of the Planned Manufacturing Zone is to permit the establishment of a well designed complex of manufacturing facilities for the community or region which will minimize traffic congestion on public streets in the vicinity, and which shall best fit the general environment and land use pattern of the area to be served.

These descriptions combined with the list of uses should determine the type and quality of development intended for each zone. The idea of a controlled and planned industrial development is a more recent idea than the idea of planned commercial setting. Many of the physical planning ideas now being applied to the industrial development are adaptations of concepts first tried and refined in commercial development. If development is not consistent with the above definitions and uses within the individual zone then the zones have problems and review of each zone should be made to correct them.

Front - Zoning Map

Back – Zoning Map

4.3.2 Commercial and Industrial Land Use

Commercial land uses tend to congregate along large arterial streets. The Town of Elwood has a well defined commercial corridor along 5200 West (State Route 13). It is not difficult to project the development of commercial areas along these corridors. The question is the location and quantity that should be developed along these corridors.

Commercial/Industrial Acreage

Measurement	Acreage	Percentage
Zoned Commercial Acres		
Zoned Industrial Acres		
Developed Commercial Acres		
Developed Industrial Acres		
Developable Acres		

Source: Field Survey 2005

Visually, commercial corridors often lack a sense of organizational structure, and this "confusion" reflects poorly on overall community design. Commercial strips tend to display the following characteristics:

- Numerous large freestanding and portable signs;
- Large expanses of unscreened surface parking;
- Little or no landscaping of public or private property;
- Few or no pedestrian improvements;
- Above-ground utilities and overhead lights;
- Numerous poorly delineated, closely spaced driveway access points, and;
- A generally uncoordinated approach to the design, location, and planning of various public and private improvements



The visual effect of the corridors bears no relationship to the community's natural setting or the architectural styles present in the rest of the community. These streets bisect the community, leave visitors with a less than favorable impression. The image created by the strip will effect the community as whole. To change an image based on the proliferation of commercial strips will require a combination of many different things.

Solving the problems associated with commercial corridors takes a combination of entryway locations, sign controls, landscaping standards, pedestrian amenities, and architectural standards. Regulatory standards addressing these aspects of urban design are proven methods of upgrading strip commercial development. A commitment to implementing changes is necessary before any real improvements will take place. A consistent plan with goals and methods will help attain the desired outcome.

4.3.3 Public Opinion Survey – Commercial/Industrial

The public opinion survey done by the Utah State University Extension shows Commercial and Industrial development was identified as the fifth highest priority with 10 percent. The survey also showed that the residents of Elwood would like to see more service oriented commercial development. Some of the types include restaurants, emergency clinic, professional offices, small retail outlets and convenience stores. The residents also indicated that they would prefer that any commercial development be located primary along State Route 13 with the most concentration around the I-15 interchange and north.