



## Section 2: Land Use and Growth

Provo is a city where families and individuals feel safe, where land use is planned and zoned to promote a vibrant and active downtown, quiet residential neighborhoods, and a thriving commercial and environmentally sensitive industrial tax base. The city is balanced appropriately to encourage an exceptional quality of life. As a maturing city, with a limited amount of undeveloped land remaining, the focus for land use is on quality rather than quantity.

Goal 2.1 - Protect existing owner-occupied housing and neighborhoods and encourage an increased percentage of owner-occupied or long-term residency housing in Provo neighborhoods.

Objective 2.1.1 Identify exceptional areas that would benefit from area specific master plans, where the city would conduct a detailed land-use analysis. The objective is for a plan for every neighborhood.

Objective 2.1.2 Develop strategies to increase owner-occupancy or long-term residency in the city's residential neighborhoods.

Objective 2.1.3 Limit additional rental housing outside areas specifically planned for higher density development.

Goal 2.2 - Identify opportunities for neighborhood amenities in established neighborhoods.

Objective 2.2.1 Provide opportunities to establish neighborhood amenities such as neighborhood oriented retail, small parks, leisure activities and/or medical services for residents in existing neighborhoods.

Goal 2.3 - Disperse the increasing demand for rental housing throughout the county.

Objective 2.3.1 Initiate actions necessary to encourage other cities within the county to accommodate a share of the rental housing market.

Goal 2.4 - Prioritize areas within the city for economic development

Objective 2.4.1 Determine the appropriate type, level, and location of economic development initiatives for Provo City.

Goal 2.5 - Facilitate environmentally sensitive industrial land use and development to contribute to employment opportunities and the city's tax base without negatively impacting quality of life.

Objective 2.5.1 Accommodate an appropriate amount of industrial growth in the city.

