

APPENDIX A

COMMUNITY ENGAGEMENT REPORT



OCTOBER 22, 2025

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COMMUNITY ENGAGEMENT RESULTS

10 KEY TAKEAWAYS

The following trends emerged as central themes during the community engagement process and established the foundation for the *Highland City General Plan Update (2025)*.

1. PRESERVING HIGHLAND’S CHARACTER

Residents strongly value Highland’s semi-rural, family-friendly atmosphere, emphasizing the need to preserve its open spaces, green areas, and low-density housing. Concerns about overcrowding and high-density housing are prevalent, with calls for careful management of future growth to retain Highland’s unique character.

2. FUTURE VISION OF HIGHLAND

The community envisions a future Highland that remains family-oriented, with accessible recreational spaces, well-maintained landscaping, and a bike-friendly infrastructure. Preserving the town’s rural charm while promoting responsible, inclusive growth is a key priority.

3. DESIRE FOR MORE AMENITIES

Many residents express a need for additional amenities, including a recreation center, a more robust library, dog parks, tennis courts, and quality dining options. The addition of unique local businesses over chain stores is favored, though there are mixed opinions on Sunday operations and alcohol sales.

4. TRANSPORTATION & CONNECTIVITY IMPROVEMENTS

There is strong interest in enhancing walking and biking infrastructure, including better sidewalks, bike lanes, and lighting on trails. Safety concerns about road conditions and the ability to handle increasing traffic are significant, particularly as Highland develops.

5. ECONOMIC DEVELOPMENT

Residents have mixed views on economic growth. While many support thoughtful development with upscale dining and boutiques, there are concerns about rapid expansion. Some prefer maintaining the town’s character over adding more businesses, particularly those that may affect Sunday operations.

6. HOUSING PREFERENCES

The community prefers low-density housing to protect open spaces and Highland’s rural feel. While some recognize the potential benefits of affordable housing, many are wary of the impact of increased housing on traffic, the environment, and the town’s overall character.

7. PARKS AND TRAILS AS KEY STRENGTHS

Parks, trails, and open spaces are highly valued by residents for their role in daily recreation and exercise. However, there is a desire for better lighting and more connections to commercial areas to improve their usability and safety.

8. WATER CONSERVATION CONCERNS

While not a major issue yet, residents are moderately concerned about future water supply and support conservation measures. Suggestions include converting park lawns to water-efficient landscapes and incentivizing water-saving practices in private and public spaces.

9. OPPORTUNITIES FOR GROWTH

Residents identify opportunities for enhancing Highland's appeal, particularly by capitalizing on its natural beauty and proximity to the canyon. Thoughtful development of Highland Main Street, with classy restaurants and gathering spaces, is seen as a way to maintain the town's charm while growing responsibly.

10. COMMUNITY ENGAGEMENT AND IDENTITY

Highland's strong sense of community is seen as a key strength. Residents value the involvement of their neighbors in shaping the town's future, while expressing a desire to bridge gaps between the "old" and "new" parts of Highland to create a more unified and inclusive community.



COMMUNITY ENGAGEMENT RESULTS

ENGAGEMENT AVENUES

The planning process for the Highland City General Plan Update (2025) included a substantial community engagement effort to gain deeper insights into the needs and aspirations of Highland residents. The process included the following engagement avenues:

CITY LEADERSHIP BRIEFINGS & WORKSHOPS

Held Throughout the Process
Participants: City Leadership & Staff

The Planning Commission and City Council participated in briefings and joint workshops covering all plan elements. These sessions allowed leaders to stay informed, discuss issues, and build consensus around priorities.

PROJECT WEBSITE & SOCIAL PINPOINT

Launched May 8 ,2024
Participants: All Community Members

The *HighlandGeneralPlan2024.org* website was launched early in the planning process to facilitate public participation and feedback, as well as to provide project updates. It provided comment and email sign-up forms, links to the Social Pinpoint interactive map, and information about upcoming events.

ANNUAL HIGHLAND CITY OPEN HOUSE

May 8, 2024
Participants: City Leadership & Staff/Members of the Public

Public input boards were shared at the annual Highland City Open House in conjunction with the launch of the project website and Social Pinpoint engagement map. The boards were later on display near the library for several months inviting engagement from patrons.

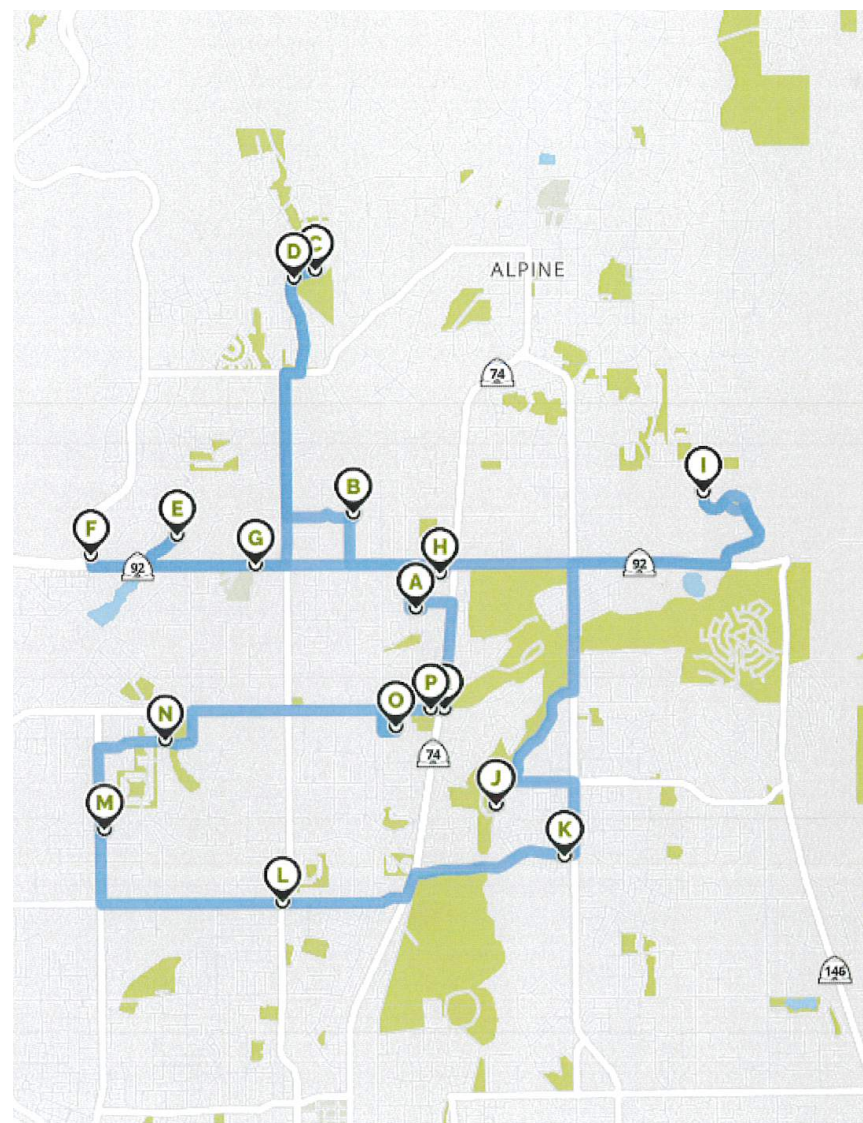
HIGHLAND FIELD TRIP

June 4, 2024
Participants: City Leadership & Staff

The planning team, city staff and leadership, participated in a Highland “field trip” to explore 16 prominent location and notable city points. The tour included visits to various locations, such as the Town Center, Beacon Hill Park, and the “Long Horn” Pasture. The tour, along with discussions encompassing diverse perspectives and insights, resulted in the following takeaways.

TOP 5 FIELD TRIP TAKEAWAYS

1. **Connectivity:** Improving east-west connecting streets and infrastructure is crucial for safety and accessibility in future developments, especially in the neighborhood above the gravel pit.
2. **Community Initiative:** Beacon Hill Park's development through residential fundraising demonstrates the community's commitment to creating public spaces, setting an example for similar initiatives in other areas.
3. **Southwest Side:** Targeted development and improvement efforts can enhance the quality of neighborhoods in the "poorer" Southwest side of the City.
4. **Housing Development:** Careful management and planning are essential for higher density development, especially near state-owned land.
5. **Business Attraction:** Making storefronts more accessible and allowing alcohol sales could attract new, desirable businesses like restaurants and enhance the town center's appeal.



Field trip locations. For location descriptions see page A-8.

FIELD TRIP LOCATIONS AND DESCRIPTIONS:

- A. **Town Center:** Features town hall, police station, library, and future expansion area.
- B. **Lack of East/West Streets:** Only one east-west street between major north-south routes; needs improvement.
- C. **Beacon Hill Park:** Developing park primarily funded by residential contributions.
- D. **Area 52:** Unannexed and undeveloped land.
- E. **Bull River Development:** Historic housing area with large rural lots.
- F. **Entry Corner:** Key intersection at Timpanogos Highway near Lehi City.
- G. **“Long Horn” Pasture:** Undeveloped land across from cemetery, entrance corridor to Highland
- H. **Commercial Area:** Alcohol sales now permitted; accessible storefronts.
- I. **Neighborhood Above Gravel Pit:** Single steep access; connectivity questions and impact from gravel pit.
- J. **Highland Glen:** Large regional park featuring a pond, playground, and trails.
- K. **New Density Development:** High-density projects near state-owned land.
- L. **Southwest Unknown Point:** Diverse housing types; reflects traditional Highland development.
- M. **West Canal Boulevard:** Transition from Highland to Lehi with varying lot sizes; unannexed land to the north.
- N. **Mitchell Hollow Park:** Intersects with Murdock Canal Trail; offers fields and play areas.
- O. **New Mountain Ridge Park:** Recent park opening with an inclusive playground; future pavilions and courts.
- P. **Heritage Park:** Open grassy area for community use.
- Q. **Arts Center:** Upcoming renovations for maintenance machinery storage.

HIGHLAND FLING

August 3, 2024

Participants: Fling Participants

During the annual Highland Fling, the general plan update endeavor was advertised as part of the Planning Commission and City Council's booth. Engagement posters and flyers were used to gather and share information.

ADVISORY COMMITTEE #1

August 12, 2024

Participants: Committee Members & City Staff

The Advisory Committee, consisting of 10 community members from various backgrounds, demographics, and areas of expertise, played a crucial role in providing guidance and feedback for the general plan update process. Their responsibilities included offering diverse perspectives, ensuring the plan reflects community values, providing insight into potential impacts, and identifying concerns with suggested solutions.

During the first meeting, the Advisory Committee discussed creating a plan that reflects the community's desires, addresses infrastructure needs, and highlighted challenges and opportunities related to water, housing, economic development, and revenue generation. They also identified the city's strengths and weaknesses, raising concerns about various issues including high-rise developments, water costs, and transportation.

PUBLIC VISIONING OPEN HOUSE

September 18, 2024

Participants: City Leadership, Staff, & the Public

The public was invited to attend a public visioning open house for the general plan update, where they had the opportunity to tour boards on various topics, share their ideas, and help shape the future of Highland City. Approximately 30 members of the public attended the event.

OPEN HOUSE THEMES

- Bike Friendly
- Family Friendly
- Unique Values
- Preserve Rural Feel

AREAS OF AGREEMENT

- Desire for high-end restaurants, boutiques and unique shops.
- Concentrated commercial along Timpanogos and leave other areas rural.
- Trails, paths, and parks access within a ¼ mi is important.

AREAS OF DISAGREEMENT

- Stores open/not open on Sunday
- Recreation Center (pool)

OPPORTUNITIES

- Recreation opportunities/located at the mouth of American Fork Canyon.
- Optimally located between SLC and Provo but not on major transportation connectors.

ADVISORY COMMITTEE #2

October 30, 2024

Participants: Committee Members & City Staff

The Advisory Committee came together for a second time to review community engagement progress and discuss draft guiding principles. The committee also previewed and provided feedback on placemaking concepts including ideas for future land use, connectivity, and green structure.

STAKEHOLDER INTERVIEWS

November 12, 2024

Participants: Longhorn Property Owners & City Staff

City staff and the planning team met with Wayne Patterson, owner of the “Longhorn property” (formerly the Badger property). The site was purchased for its highway frontage, with plans for residential development in the back. Locals value the longhorns and natural beauty. A 2018 plan for trails, a 50+ active living community, and commercial spaces was not implemented. Residents are divided: some favor 1-acre lots and oppose high-density projects that block views, especially from Bull River subdivision, while others support limited commercial development to boost amenities and sales tax revenue. There’s interest in retail or mixed-use near the highway, with high-end homes behind. The challenge is balancing development while preserving Highland’s character.

ALTERNATIVE FUTURES PUBLIC WORKSHOP

November 20, 2024

Participants: City Leadership, Staff, & the Public

The alternative future public workshop was organized in a rotating station format, where attendees moved in groups through a series of interactive stations. Each station focused on a key topic: Transportation & Connectivity, Housing & Population Growth, Parks & Recreation, and Future Land Use & Placemaking. Participants spent approximately 15 minutes at each station to engage and provide input.

RESIDENT SURVEY

Fall 2024

Participants: The Public

The Highland City Resident Survey 2024 provided residents an opportunity to share their thoughts on City operations, programs, services, and planning initiatives.

COMMUNITY ENGAGEMENT RESULTS

KEY TAKEAWAYS BY TOPIC

GENERAL TOPICS

CURRENT HIGHLAND

Residents typically describe current Highland with words like “friendly” and “family-oriented,” highlighting its welcoming and homey atmosphere. Many appreciate its beauty and semi-rural charm, valuing green spaces and a calm environment. However, concerns about overcrowding and high-density housing resonate strongly, with calls for preservation of the town’s character and manageable growth. While some find the community fun and great, others feel it lacks direction and has become too sprawling, leading to mixed feelings about its future. Overall, residents cherish Highland’s uniqueness.

FUTURE HIGHLAND

Highland residents envision a future that balances community and accessibility while maintaining a family-friendly atmosphere. They desire a clean, safe environment with low-density housing, beautiful landscaping, and ample recreational spaces. This future should prioritize access to trails and open spaces, emphasizing family-friendly activities and a bike-friendly infrastructure. Residents seek to preserve unique community values while enhancing parks and recreational areas. Many advocate for unique local businesses over chains and express mixed opinions on Sunday operations. Overall, there’s a strong focus on preserving Highland’s rural charm and current identity, promoting responsible growth, inclusivity, and more community gathering areas.

WHAT IS HIGHLAND MISSING?

Highland residents identify several key features that are currently missing from the city, including greater diversity, a robust library, and a gathering area. There’s a strong desire for good restaurants, dog parks, tennis courts, and more retail options like boutiques. Improved transportation infrastructure, including sidewalks and bike lanes, as well as fast, affordable broadband, are also emphasized.

STRENGTHS, WEAKNESSES, OPPORTUNITIES, & THREATS (SWOT)

STRENGTHS THAT WILL HELP US

Highland's strengths include its strong sense of community, with a family-oriented atmosphere and a rural, small-town feel that residents cherish. The abundance of open spaces and parks, along with pedestrian- and bike-friendly infrastructure, promotes an active lifestyle and enhances quality of life. The larger home lots maintain the spaciousness of the area, while the lack of parking minimums and better walkability contribute to a more accessible environment. The community's involvement and shared vision have helped shape a successful, tightly-knit city, with many appreciating its quiet, family-friendly atmosphere.

WEAKNESSES THAT WE SHOULD ACKNOWLEDGE

The community faces several weaknesses, including housing affordability challenges and high living costs. While there is a traffic management plan, road safety concerns such as speeding remain a problem. Limited fast, cost-effective broadband and a lack of commerce and dining options reduce convenience for residents. Large lots contribute to inefficient water usage, and decision-making could benefit from being more data driven. Gaps between the "old" and "new" parts of the community were also acknowledged as a weakness.

OPPORTUNITIES TO CAPITALIZE ON

Highland has several opportunities to enhance its appeal, including preserving its natural, "wild" character and leveraging its prime location between Salt Lake City and Provo, as well as its proximity to the canyon. There is potential to develop Highland Main Street with classy restaurants and gathering spaces that complement the area's charm. By fostering a community of responsible property owners, Highland can maintain its reputation as a happy, well-cared-for city.

THREATS TO BE AWARE OF

Threats perceived by the community include concerns about high-density housing and safety issues exacerbated by poorly maintained roads, particularly at critical intersections like 6000 W and 11800 N, where faded markings pose hazards for drivers and pedestrians. Inadequate commercial revenue limits funding for infrastructure improvements, while increasing vehicular traffic—especially with potential Sunday openings—raises concerns about congestion and safety. Additionally, the lack of completed shoulders, curbs, and sidewalks further endangers pedestrians and cyclists.

TOWN CENTER

The Town Center is the “heart” of Highland and should be a vibrant, aesthetically pleasing, gathering space for the community. Concerns that the Town Center would be harmed by a competing commercial hub were expressed by residents. Residents have also observed that ground-floor commercial spaces tend to struggle without strong anchors and that standalone office spaces, with nearby commercial, may perform better. Highland residents appreciate the town’s green spaces and trails but are dissatisfied with the limited restaurant options and allowance of alcohol sales. They desire better dining, enhanced bike and pedestrian infrastructure, and inviting public areas. Improvements to the library and other public event spaces are also sought. Some residents express a need for aesthetic improvements to Main Street that lend to a more cohesive feel.

TRANSPORTATION

Residents of Highland primarily rely on driving for transportation, but there is a strong interest in walking and biking for future travel. Many feel that improvements are needed to make these modes safer and more comfortable, such as better lighting on trails, completed sidewalks near schools, and more bike lanes. Concerns about traffic enforcement, road surfaces, and the capacity to handle increased traffic are prevalent, particularly with the

potential for further development. Safety improvements, such as crack repairs and speed limit signage, are seen as essential. Overall, residents seek a more connected and accessible transportation network to enhance mobility throughout the city.

HOUSING

Residents of Highland strongly prefer low-density housing and are concerned that increasing housing will encroach on open spaces that contribute to the community’s character, potentially leading to more traffic and a loss of the town’s rural feel. While some acknowledge that more housing could enhance affordability, others express reluctance about this change, fearing it might attract more people and disrupt the community’s charm. Those who currently own homes are generally satisfied with the current housing affordability but are very concerned about future generations having access to affordable housing. Many residents show support for low-density housing while allowing flexibility for controlled external ADUs, flag lots, and senior housing. Any mixed-density could be concentrated near highways, but luxury townhomes are unpopular.

ECONOMICS

Highland residents hold mixed views on economic development. Many support thoughtful growth that strengthens the tax base through upscale dining and boutiques, but concerns about rapid expansion and its impact on the town's character remain. Some prefer maintaining the current character, even if it means higher taxes, over increasing the number of businesses. Overall, residents recognize that Highland's tax base is limited and commercial development can be used as a tool for addressing the City's financial needs. Residents also feel that rental costs for businesses in Highland are prohibitively high. A key point of debate is whether to allow Sunday business operations and alcohol licenses; supporters see these as opportunities to boost revenue and embrace diverse beliefs, while opponents fear they may erode the town's identity. There is consensus that the best long-term use for residential lots along Timpanogos Highway is redevelopment into commercial or office spaces, though many want this limited to areas near existing commercial zones.

WATER

Highland residents have moderate concerns about future water supply and support conservation measures like converting park lawns to water-saving landscapes and incentivizing water-efficient landscaping.

PARKS, TRAILS, & RECREATION

Highland residents highly value parks and trails, frequently using them for daily exercise and recreation. Many emphasize the importance of having these public spaces within walking distance. While satisfaction with park quality continues to grow, residents advocate for a focus on maintenance over new trail construction. If improvements are made, residents would like to see better path lighting, shade, restrooms, and stronger connections to destinations. Parks and trails should integrate seamlessly, with strategic placement to support the trail system. If new parks are needed, they should be located in areas with enough residents to support the demand.

COMMUNITY ENGAGEMENT RESULTS

FEEDBACK BY THE NUMBERS (DETAILED RESULTS)

The following pages are a detailed summary of all community engagement feedback.

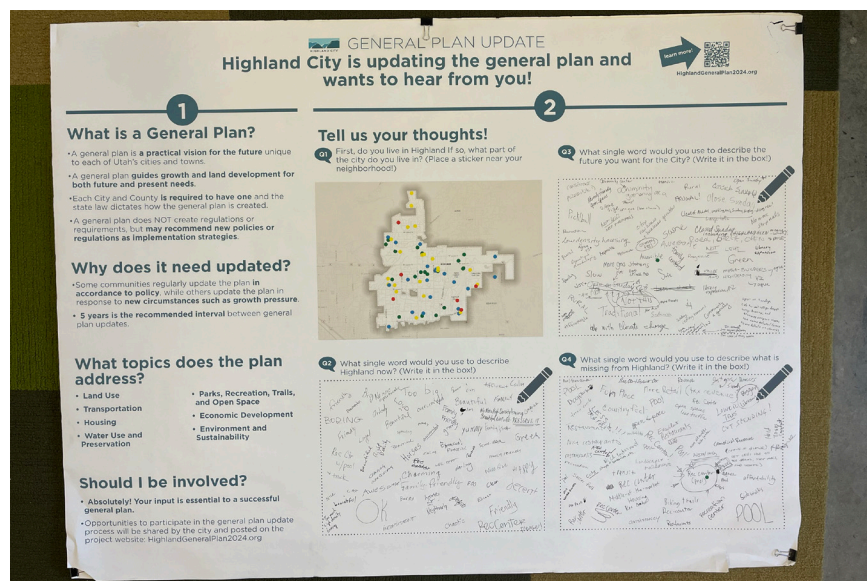
GENERAL TOPICS



WHAT KIND OF CITY DO YOU WANT HIGHLAND TO BE?

- | | |
|--|--|
| ■ Trails - Access to open Space (78) (10%) | ■ Conducive to Innovation/Tech (39) (5%) |
| ■ Family Friendly (75) (9%) | ■ Healthy & Active (38) (5%) |
| ■ Bike Friendly (72) (9%) | ■ Gathering Place (34) (4%) |
| ■ Unique Values (59) (7%) | ■ Other (31) (4%) |
| ■ Parks - Places to Recreate (57) (7%) | ■ Affordable Housing (28) (3%) |
| ■ Shopping & Dining (53) (7%) | ■ Cultural Hub (27) (3%) |
| ■ Clean Area & Water (52) (6%) | ■ Water Conserving (24) (3%) |
| ■ Connected Neighborhoods, Streets, & Trails (50) (6%) | ■ Culturally Diverse (20) (2%) |
| ■ Pedestrian Friendly (49) (6%) | ■ Regionally Connected (14) (2%) |

- Convenient & Frequent Transit Connections (13) (2%)
- Rich in History (13) (2%)
- Rural Residential Character (12) (1%)
- Employment Center (6) (1%)



WHAT SINGLE WORD WOULD YOU USE TO DESCRIBE HIGHLAND?

- Friendly
- Directionless
- No more apartments
- Too big
- Overcrowded
- Great
- Fun
- Affluent
- Calm
- Family
- Beautiful
- Boring
- Orderly
- Friendly
- Loyal
- Sprawling
- Overcrowded
- Green
- Yummy
- Family
- Green
- Preserve it
- No more high-density housing
- No high-density housing
- Beautiful nature
- Recreation center with pool and track
- Right density
- Horses
- Expensive!
- Peaceful
- Bueno
- Semi-rural
- Family friendly
- Happy
- Darling
- Nice size
- Calm
- Well-kept
- Charming
- Changing Directions
- Beautiful
- Too much high density housing
- OK
- Awesome!
- Inconsistent
- Boring
- Homey
- Neighborly
- Perfect
- Chaotic
- Elitist
- Poo
- Clean
- Decent

- Friendly
- Rec Center Please
- Rural
- Antiquated
- Out of date
- Wonderful – great place!
- Beautiful
- Amazing
- Getting Crowded
- Crowded
- Family Friendly
- Too Crowded
- Low density housing
- Rural
- Low density housing
- Beautiful landscaping
- Responsible
- Inclusive
- Country feel
- Accessible
- Progressive
- NOT Lehi
- Library expansion
- Green
- Family centered
- No more mega-builders and high density (x3)
- Safe
- More gas stations
- Dog splash pad
- Family
- Slow
- Rural
- Affordable
- Help with climate
- change
- Sustainable
- More events
- Open on Sundays (x4)
- NOT open of Sundays (x5)
- Library expansion (x2)
- More restaurants
- Sunday closing remains
- Community & gathering
- Open Sundays (not everyone is Mormon)
- Open on Sunday (it drives away business & assumes everyone shares the same beliefs/ forces those beliefs on others)
- Open on Sunday is actually just a business/ property right – they can close if they want to
- Safe
- Senior friendly

WHAT SINGLE WORD WOULD YOU USE TO DESCRIBE THE FUTURE YOU WANT FOR HIGHLAND?

- Consistent
- Accessible
- Family friendly
- Community Center
- Community gathering area
- Transit
- Rural
- Frugal!
- Closed Sunday
- Open Sunday
- Clean of alcohol, smoking, and Sunday shopping
- Disagree with clean of alcohol, smoking, and Sunday shopping
- No more strip malls
- Closed Sunday, including Highland Glen to cars
- Rural, large open space
- Stop new homes and business growth
- Same size
- Unique
- Less change
- Pickleball
- Recreation

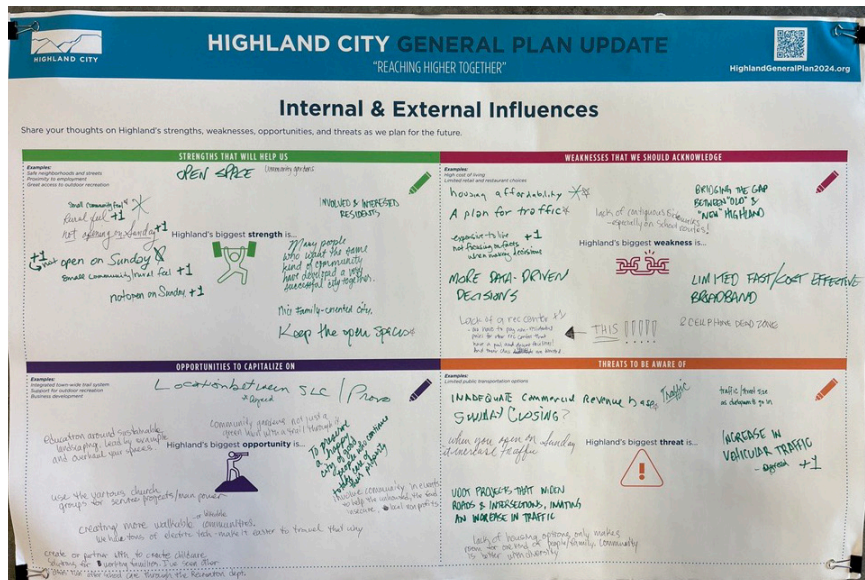
- Smaller yards
- No recreation center
- Very similar to what we have now – that’s why we moved here! We love Highland’s current identity
- Recreation center (x2)
- Reasonable non-explosive growth
- Affordable housing
- Rural/Quiet (x2)

WHAT SINGLE WORD WOULD YOU USE TO DESCRIBE WHAT IS MISSING FROM HIGHLAND?

- Diversity
- Robust library
- Traffic! (Thank you) (x1)
- Recreation Center
- Good restaurants
- Better, beautiful community center (x1)
- Fast/ affordable Broadband options
- Theater
- Gift shops
- Clothing stores
- Shoe repair (x1)
- Alteration for clothing shop
- Pool/Recreation Center
- Pool
- Dog park
- Tennis courts
- Recreation/senior center
- Fun place
- Country feel
- Pool more retail
- Revenue
- Tax revenue
- Just grow business on Sunday
- Bigger library!
- Lower taxes and cut spending
- Commercial revenue

- Hold taxes
- Open space
- Excellent restaurants
- More sidewalks and bike lanes (x1)
- Nothing
- Leave it alone (x2)
- Let Lehi have all the chains, strip malls, and traffic
- Recreation Center (pool) (x8)
- Pool
- Landscape maintenance
- Cute shops and boutiques etc.
- Restaurants
- Recreation
- Pool
- Soccer field
- My water rights
- Dog park
- Rec Center (x1)
- Middle-of-the-market housing
- Consistency
- Biking trails
- Rec center
- Restaurants
- Recreation center
- Pool
- Sidewalks
- Affordability
- Transit
- Walkability

STRENGTHS, WEAKNESSES, OPPORTUNITIES, & THREATS (SWOT)



- Small community feeling
- Not opening on Sundays 9x6
- Small community/rural feel (x1)
- Involved & interested residents
- Many people who want the same kind of community have developed a very successful city together
- Nice family-oriented city
- Keep the open space

WEAKNESSES THAT WE SHOULD ACKNOWLEDGE

- Housing affordability (x1)
- A plan for traffic (x3)
- Expensive to live, not focusing on facts when making decisions (x1)
- More data driven decisions
- Bridging the gap between the “old” and “new” Highland
- Limited fast/cost effective broadband/dead zones
- High city costs
- Need more commerce/restaurants
- No recreation center (have to go elsewhere) (x2)
- Unsafe roads/lack of contiguous sidewalks (school routes)
- Speeding (x2)
- Large lots = more wasted water usage

STRENGTHS THAT WILL HELP US

- High density housing
- Better walkability
- No parking minimums
- Families (x2)
- Open space & parks (x2)
- Pedestrian and bike friendly (x1)
- Closed Sundays (x5)
- Larger home lots (x2)
- Open space

- Keep Highland wild!
- Highland mains bringing classy restaurants & space together
- Location between SLC/Provo (x1)
- To preserve a happy city of good people who continue to take care of their property
- Location at the mouth of the canyon
- Education around sustainable landscaping, lead by example
- Use local community groups for service projects
- Create more walkable/bikeable community
- Create childcare solutions

- High density housing (x5)
- N600 W St & 11800 N must be repainted! So dangerous cars don't stop at signs because the paint of the road has worn off!
- Greedy developers (x2)
- Street where shoulder/curbs/sidewalks are not completed, not safe for pedestrians/bikes
- Inadequate commercial revenue base
- Traffic
- Traffic/street size as developments go in

- Increase in vehicular traffic (x2)
- When you open on Sunday it increases traffic
- Sunday closing
- Lack of diversity (lack options for other kinds of families)

HIGHLAND CITY GENERAL PLAN UPDATE

"REACHING HIGHER TOGETHER"

HighlandGeneralPlan2024.org

HIGHLAND TOWN CENTER

Show your thoughts!

SECOND HIGHLAND TOWN CENTER

What does Highland's Town Center need?

Place a sticker next to the improvements, amenities, or activities that would cause you to visit the Town Center more frequently.

Q1 Write down the top 3 things you like best

Q2 Write down the top 3 things you currently visit?

Highland City General Plan 2024

1. Green trees
2. Green spaces/parks (x2)
3. Trails/sidewalks (x2)

TOP 3 THINGS YOU CURRENTLY DON'T LIKE ABOUT THE TOWN CENTER

- Liquor sales approved is silly
- City center is really stupid
- Bring the better restaurants with the liquor licenses we approved
- Recreation center
- Better library
- Lacks sustainable landscaping
- Needs more benches and trash cans in parks

IMPROVEMENTS, AMENITIES, OR ACTIVITIES THAT WOULD CAUSE YOU TO VISIT THE TOWN CENTER MORE FREQUENTLY

- Restaurants (8) (18%)
- Bike infrastructure (7) (16%)
- Pedestrian infrastructure (6) (13%)
- Shade, benches, & places to sit and relax (5) (11%)
- Public art (4) (9%)
- Improved Lighting (30) (7%)
- More trees & planting beds (2) (4%)
- Fast food/casual dining (2) (4%)
- Grocery stores (2) (4%)
- Community event spaces (2) (4%)
- Housing (1) (2%)

- Night life/Entertainment (1) (2%)
- Parks & plazas (1) (2%)
- Civic & cultural spaces (1) (2%)
- Improved signage/wayfinding (0) (0%)
- Lodging/hotels (0) (0%)
- Other ideas: utility boxes wrapped in art, retail, rec center/pool, indoor farmers markets/small stores, improved community center/dark sky lighting

TRANSPORTATION

HIGHLAND CITY GENERAL PLAN UPDATE
"REACHING HIGHER TOGETHER"
HighlandGeneralPlan2024.org

Transportation

Q1 How do you **currently** get to work, school, or other destinations? Place a tally mark (|) in the corresponding quadrant.

| DRIVE | CARPPOOL | BIKE | WALK | TRANSIT |
|-------|----------|------|------|---------|
| | | | | |

Q2 How would you like to get to work, school, or other destinations **in the future**? Place a tally mark (|) in the corresponding quadrant.

| DRIVE | CARPPOOL | BIKE | WALK | TRANSIT |
|-------|----------|------|------|---------|
| | | | | |

Q3 What changes would make walking/biking in Highland more safe, comfortable, and feasible?

LIGHTS ON TRAILS
COMPLETE SIDEWALKS NEARER SCHOOLS

More bike lanes
Connected paths/trails

Q4 Do you have any specific transportation concerns? If so, what are they?

BETTER ROAD SURFACES
ROAD TO HANDLE THE INCREASED TRAFFIC
UDOT & MAGA COMING IN AND WIDENING OUR ROADS & INTERSECTIONS

DO MORE BUSINESS/HOUSING BRING TRAFFIC LIKE LEHI

HOW DO YOU CURRENTLY GET TO WORK, SCHOOL, OR OTHER DESTINATION?

- Drive (10)
- Walk (5)
- Carpool (4)
- Bike (4)
- Transit (0)

HOW WOULD YOU LIKE TO GET TO WORK, SCHOOL, OR OTHER DESTINATION IN THE FUTURE?

- Drive (10)
- Walk (7)
- Bike (6)
- Transit (4)
- Carpool (1)

WHAT CHANGES WOULD MAKE WALKING/BIKING IN HIGHLAND MORE SAFE, COMFORTABLE, AND FEASIBLE?

- Lights on trails
- Complete sidewalks near schools
- More bike lanes
- Connected paths/trails
- More Sidewalks/bike paths along roads
- Connected trails

DO YOU HAVE ANY SPECIFIC TRANSPORTATION CONCERNS? IF SO, WHAT ARE THEY?

- Better road surfaces
- Road to handle the increased traffic
- UDOT & MAGA coming in and widening our roads & intersections
- Any more business/housing will bring traffic like Lehi

ECONOMICS

HIGHLAND CITY GENERAL PLAN UPDATE
"REACHING HIGHER TOGETHER"

Economic Development

Balanced economic development is good for a community because it contributes to the community's ability to pay for critical operational expenses such as fire and police services, playground equipment replacements, and streets and roads maintenance.

In order to maintain a high standard of living, Highland will benefit from strategic economic development.

What you should know

- The economic development general plan element establishes a vision for the local economy that supports vibrant commercial areas and generates revenue for the local government.
- Local development patterns have a major influence on a city's ability to collect revenue and provide services. Commercial development brings in sales tax revenue for cities, and diverse housing options contribute property tax revenue.
- Unbalanced development diminishes in Highland, with almost 90% of market value and 6% of taxable value from single-family properties.
- In Highland, per capita spending is approximately \$1,229 compared to the state average of \$1,030. An estimated \$400,000 in local sales tax is lost to other communities, resulting in a loss of approximately \$2.2M in tax revenue accounting for 4.5 percent sales tax revenue based on percent of sales.
- Unbalanced growth in the area will force an existing neighborhood scale and small scale office development, however, due to the population and not competition from neighboring communities, expansion will be limited.
- Barriers to economic development include: traffic volume, land use, development cost, location, and a lower population.

Q1 Do you support economic growth in Highland? Why or why not?

Yes, so businesses help pay taxes
Absolutely, but thoughtfully
Yes, preferably fine dining, upscale, boutique, shopping
No generic, uninteresting housing
Well-designed growth - not all look alike
Thoughtful growth - so much so quickly isn't good
To be able to receive money from all other cities that is part of our tax base
No more cheap, low quality businesses
No more fast food, fast food, fast food
Local sales tax is a huge part of our revenue

Q2 What kinds of businesses would you like to see in Highland?

Vehicles / more tax base
Shopping - JHT
Fine Dining
Nicer Restaurants
Restaurants - not more fast food
Boutiques
No more - we can go to other cities
Local sales tax is a huge part of our revenue

Q3 Which of the following economic development strategies would you support if any? Place a tally mark (X) in the box next to strategies that you find most agreeable.

FOCUS ON SMALL-SCALE DEVELOPMENT (LOCAL RETAIL, CORNER STORES, CAFES, LOCAL SERVICES, ETC.)

CONCENTRATE ECONOMIC DEVELOPMENT IN KEY COMMERCIAL CENTERS

ATTRACT AND INCENTIVIZE DESIRABLE BUSINESSES

PURSUE ALTERNATIVE REVENUE SOURCES

MAKE USE WITH LESS & ACCEPT THAT SOME COMMUNITY SERVICES MUST BE FUNDED

DO YOU SUPPORT ECONOMIC GROWTH IN HIGHLAND? WHY OR WHY NOT?

- Yes, so businesses help pay taxes
- Sure, but the question is too generic
- Absolutely, but thoughtfully
- Yes, preferably fine dining and upscale boutique shopping
- Yes - I think it is nice to get public feedback with new types of businesses
- Well-designed businesses and housing growth - not all look-a-likes

- Thoughtful growth - so much so quickly isn't good
- No - we receive money from all cities in Utah county as part of our tax base
- No - I am okay with higher taxes (if needed) - NOT more businesses

WHAT KINDS OF BUSINESSES WOULD YOU LIKE TO SEE IN HIGHLAND?

- Vehicles/more tax base
- Fine Dining
- Shopping (x5)
- Nicer Restaurants
- Restaurants - not more fast food (x2)
- Boutiques
- No more -we can go to other cities
- Farm to table or family owned shops

WHICH OF THE FOLLOWING ECONOMIC DEVELOPMENT STRATEGIES WOULD YOU SUPPORT, IF ANY?

- Concentrate economic development in key commercial centers (3)
- Attract and incentivize desirable businesses (2)
- Pursue alternative revenue sources (2)
- Make do with less & accept that some community services will not be funded (1)
- Focus on infill with neighborhood scale retail (corner stores, cafes, basic service, etc) (0)

WATER

HIGHLAND CITY GENERAL PLAN UPDATE
"REACHING HIGHER TOGETHER"

Water Use and Preservation

A. Future Water Supply

Q1 How concerned are you about the future water supply in Highland? Place a sticker on the scale below that matches your level of concern.

Scale: Not a concern (0) to Major concern (4)

B. Exploring Potential Water Preservation Measures

Q2 Which of the following water preservation measures would you be willing to support? Place a sticker next to the measure(s) you would support.

- Reducing or limiting the use of lawn in yards (35% of total landscaped area)
- Incentivizing water-conserving landscaping (join rebate programs)
- Reducing water-consuming irrigation systems (such as drip)
- Installing a water-wise consideration garden for residents
- Converting underutilized lawn areas to naturalized water-conserving landscapes

Q3 Other ideas for how we as a community can preserve water?

Q4 Other water related issues I'm concerned about include...

HOW CONCERNED ARE YOU ABOUT THE FUTURE WATER SUPPLY IN HIGHLAND?

- Not a concern (0)
- Slight concern (1)
- Moderate concern (3)
- Major concern (1)

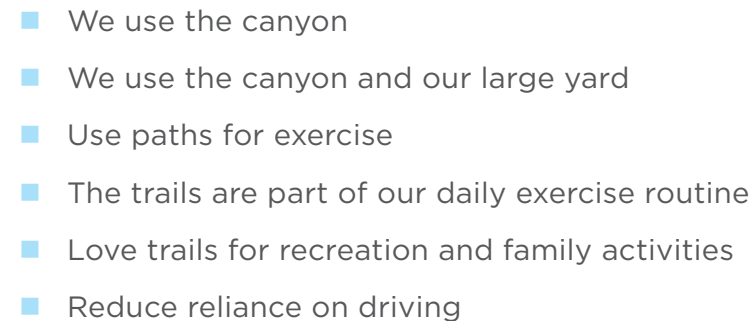
WHICH OF THE FOLLOWING WATER PRESERVATION MEASURES WOULD YOU BE WILLING TO SUPPORT?

- Converting underutilized lawn area in Highland public parks to naturalize water-conserving landscapes. (4)
- Incentivizing water-conserving landscapes (join rebate programs) (3)
- Reducing or limiting the use of lawn in yards (35% of total landscaped area) (2)
- Installing a water-wise consideration garden for residents (1)
- Requiring water conserving irrigation systems (such as drip) (0)

OTHER IDEAS FOR HOW WE AS A COMMUNITY CAN PRESERVE WATER?

- Do we know how much water is lost through leakage in pipes?
- Reduce park strips and grass
- Convert unused park lawns into pickleball courts

WHY OR WHY NOT DO YOU USE YOUR LOCAL PARK/TRAIL/RECREATION FACILITY?



- Not at all (1)
- Somewhat (1)
- Extremely (8)

- Daily (6)
- Weekly (4)
- Monthly (1)
- Rarely (3)

HOUSING



HIGHLAND CITY GENERAL PLAN UPDATE
"REACHING HIGHER TOGETHER"
HighlandGeneralPlan2024.org



Housing

Which speech bubble describes how you currently feel about housing affordability in Highland? Draw a line connecting the person to the statement(s) you identify with.

"My housing is currently affordable, but I worry it may not be in the near future"

"My housing is affordable, but I worry about future generations having affordable housing"

"My housing is not affordable"

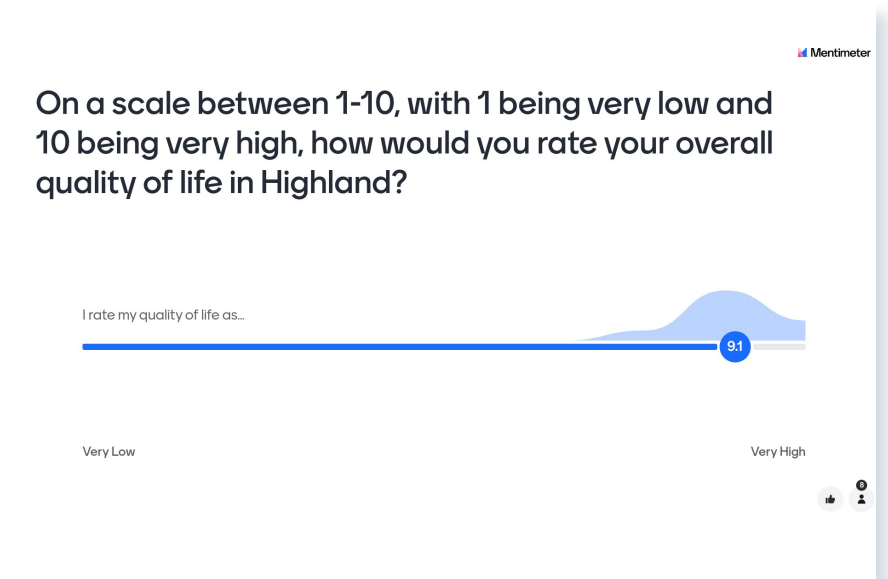
"My housing is affordable and I am not worried about affordability in the future"

What you should know

- The moderate income housing general plan element establishes how the jurisdiction will provide a realistic opportunity for development of moderate income housing within the next five years.
- Moderate income housing is defined as gross household income equal to or less than 80% of the median gross income for households of the same size in the county in which the housing is located.
- According to the American Community Survey (ACS), the median household income in Highland is \$36,429 compared to the statewide median income of \$22,036.
- 63% of Highland homes have a value of \$300,000 to \$399,999 and nearly 25% are worth over \$500,000 with a homeownership rate of 62%.
- With Highland zoning patterns already established and a steady shift expected for new development, support for alternative housing types is a difficult goal to achieve.
- Highland has chosen to focus on better housing, providing a greater number of housing types, and reducing accessory dwelling unit (ADU) requirements.

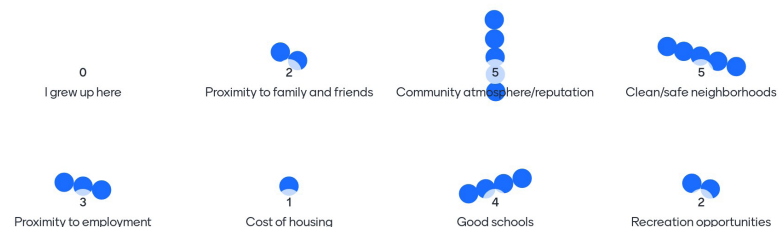
- No comments were made on the Housing board, however other engagement avenues indicate that residents are generally satisfied with their personal affordability, but are concerned for future generations.

MENTIMETER RESULTS



- ON A SCALE BETWEEN 1-10, WITH 1 BEING VERY LOW AND 10 BEING VERY HIGH, HOW WOULD YOU RATE YOUR OVERALL QUALITY OF LIFE IN HIGHLAND?
- Weighted Average: 9.13

Select the following factors that were important in your decision to live in Highland? (Select all that apply)



Mentimeter

What are the top issues facing Highland today? (Select all that apply)



Mentimeter

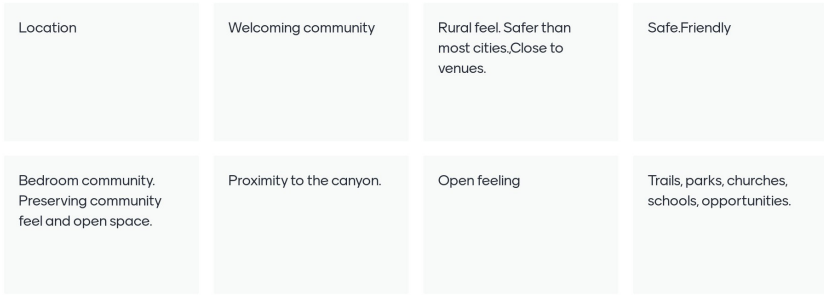
SELECT THE FOLLOWING FACTORS THAT WERE IMPORTANT IN YOUR DECISION TO LIVE IN HIGHLAND? (SELECT ALL THAT APPLY)

- I grew up here (0)
- Proximity to family and friends (2)
- Community atmosphere/reputation (5)
- Clean/safe neighborhoods (5)
- Proximity to employment (3)
- Cost of housing (1)
- Good schools (4)
- Recreation opportunities (2)

WHAT ARE THE TOP ISSUES FACING HIGHLAND TODAY? (SELECT ALL THAT APPLY)

- Preserving single-family neighborhoods (3)
- Maintaining community identity & character (4)
- Preserving open space (5)
- Limiting/reducing traffic impacts (5)
- Developing more affordable housing options (1)
- Providing more shopping options (retail/dining/etc.) (5)
- Improving transportation options (walking/biking/transit) (3)
- Expanding recreational opportunities (4)
- Limiting change (2)

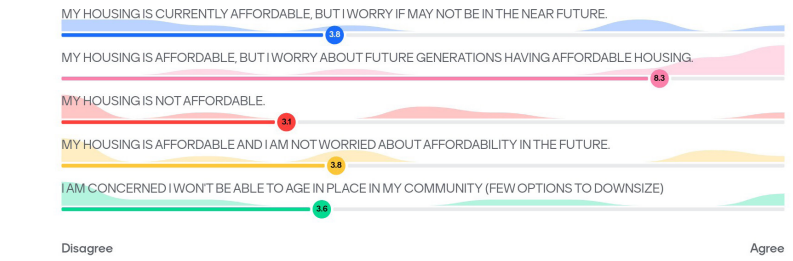
What makes Highland special?



WHAT MAKES HIGHLAND SPECIAL? (OPEN-ENDED)

- Location
- Welcoming community
- Rural feel.
- Safer than most cities, Close to venues.
- Safe. Friendly
- Bedroom community. Preserving community feel and open space.
- Proximity to the canyon.
- Open feeling
- Trails, parks, churches, schools, opportunities.
- The variety of residents from all walks of life. Having resident from old Highland and newer families coming together to make it a unique community.
- Lots of trails, parks, location.

To what extent do you agree with the following statements?



TO WHAT EXTENT DO YOU AGREE WITH THE FOLLOWING STATEMENTS? (WEIGHTED AVERAGE)

- My housing is currently affordable, but I worry it may not be in the near future (3.78)
- My housing is affordable, but I worry about future generations having affordable housing. (8.27)
- My housing is not affordable. (3.11)
- My housing is affordable and I am not worried about affordability in the future. (3.8)
- I am concerned I won't be able to age in place in my community (few options to downsize). (3.6)

What facilities, services, businesses, or amenities would you like to see that are currently not in Highland?

Mentimeter

| | | | |
|--|-------------------------|--------------------------|---------------------------|
| Remember we receive tax money from other cities for our tax base. No Sunday opening. | No alcohol sales | Larger libraryRec Center | Sunday opened restaurants |
| Trader Joes | Better community center | Bike shop | |

- Nice restaurants
- “Remember we receive tax money from other cities for our tax base. No Sunday opening.”
- No alcohol sales
- Larger library
- Rec Center
- Sunday opened restaurants
- Trader Joe’s
- Better community center
- Bike shop

WHAT FACILITIES, SERVICES, BUSINESSES, OR AMENITIES WOULD YOU LIKE TO SEE THAT ARE CURRENTLY NOT IN HIGHLAND? (OPEN-ENDED)

- Performance center
- Recreation Center with a community pool
- Sit down restaurant
- Senior housing
- Rec center
- Businesses that are allowed to open on Sunday
- Larger library / community center
- Indoor marketplace/farmers market
- Restaurants
- Shopping

HIGHLAND SOCIAL MAP (SOCIAL PINPOINT)

The Highland Social Map, an online community engagement platform, was used to gather feedback from residents on various topics, including suggestions, concerns, and things they like about the city. Key themes include the desire for new commercial developments like restaurants, retail, and a gas station, while maintaining quiet and safe neighborhoods. The community values cultural hubs like the library and recommends involving its staff in city planning. Safety concerns were raised about high-speed roads and outdated traffic plans, with suggestions for improvements. Residents also mentioned a number of Infrastructure needs including improved sidewalks, fire hazard management for vacant lots, and bus shelters for winter months. Positive feedback highlighted the new park and the library’s essential role (see **Table A.1** and **Map A.1**).

| TABLE A.1 – SOCIAL PINPOINT COMMENTS | | | | | | |
|--------------------------------------|---|---------------------|-----------|---------|-------------|---------------|
| # | COMMENT | CATEGORY | DOWNVOTES | UPVOTES | TOTAL VOTES | AVERAGE SCORE |
| 1 | "SR 92" I would like to see commercial all along SR 92. It seems like it would keep the tax on property for residence a lot cheaper if Highland develops a good commercial area. We In Highland already get all the traffic that goes by there and we benefit by having them spend their money in Highland. Also, it adds convenience to have things close by." | I have a suggestion | 0 | 1 | 1 | 1 |
| 2 | This spot needs a good fancy restaurant | General comment | 0 | 0 | 0 | 0 |
| 3 | Nice good food restaurant needed here. | General comment | 0 | 0 | 0 | 0 |
| 4 | A new gas station on this corner with a convince store would be super helpful. | I have a suggestion | 0 | 1 | 1 | 1 |
| 5 | It would be nice to allow food restaurants or retail. | I have a suggestion | 0 | 1 | 1 | 1 |
| 6 | I love seeing the fruit market. It would be wonderful to see some more developed commercial in this area to support local businesses. | I have a suggestion | 0 | 0 | 0 | 0 |

CONTINUED ON NEXT PAGE

TABLE A.1 – SOCIAL PINPOINT COMMENTS

| # | COMMENT | CATEGORY | DOWNVOTES | UPVOTES | TOTAL VOTES | AVERAGE SCORE |
|----|--|---------------------|-----------|---------|-------------|---------------|
| 7 | I would like to see residential professional or commercial in this area. | I have a suggestion | 0 | 1 | 1 | 1 |
| 8 | I love my quiet and safe neighborhood. | Something I like | 0 | 0 | 0 | 0 |
| 9 | UTA bus stop on Alpine hwy | I have a suggestion | 0 | 0 | 0 | 0 |
| 10 | The library's role as the cultural and social hub of the city should feature prominently in addressing the city's focus on knowledge, the arts, education, and cultural unity. Furthermore, the library director and staff should be consulted in creating this vision statements for the General Plan. | General comment | 1 | 1 | 2 | 0 |
| 11 | Update general plan to delete this as a major collector road. | I have a suggestion | 1 | 0 | 1 | -1 |
| 12 | Old general plan shows 11200 as a major collector road. Remove any unfeasible impractical collector roads from general plan. We have had too many city council meetings where the same topic comes back over & over again. Citizens protest, we have exhausting city meetings---and after much effort & anxiety the city council rejects the impractical ideas. Please let's resolve this for once and for all. Re-designate 11200 N as a regular street | I have a suggestion | 0 | 1 | 1 | 1 |
| 13 | High speed, dangerous. Please include a comprehensive city safety plan, speed limits | I have a concern | 0 | 1 | 1 | 1 |
| 14 | To make the city more of a small town would should allow golf carts. It would encourage more visits to local stores for quick visits. | I have a suggestion | 2 | 0 | 2 | -2 |
| 15 | This intersection would work perfectly with a roundabout. | I have a suggestion | 0 | 1 | 1 | 1 |

CONTINUED ON NEXT PAGE

TABLE A.1 – SOCIAL PINPOINT COMMENTS

| # | COMMENT | CATEGORY | DOWNVOTES | UPVOTES | TOTAL VOTES | AVERAGE SCORE |
|----|---|---------------------|-----------|---------|-------------|---------------|
| 16 | Canal Blvd is looking great with the speed bumps and low speed limit. 6000 west north of the Timp highway needs some attention! The road is always full of bikers and the speed limit is too high! Not only is the speed limit too high, people really speed on this road. I would love some of those portable speed bumps like canal Blvd has. Just last night a bike was trying to stay to the side of the road and crashed and had to be taken to the hospital by EMS. | I have a suggestion | 0 | 1 | 1 | 1 |
| 17 | Paving this sidewalk would do a great deal for all the families that live on and north of 9600 N. | I have a suggestion | 0 | 0 | 0 | 0 |
| 18 | Highland Blvd side grass is a mess as is the median. Traffic there moves way too fast. Tickets needed. Motorized vehicles use that side walk. Restriction signs are needed. Your property wall is falling down and has been for 1.5 years. Fix it. | I have a suggestion | 0 | 1 | 1 | 1 |
| 19 | Vacant lot plow down should be the rule by May 31st to prevent the extreme fire hazard that we see right now. Owners do it or a fine should be the penalty. | I have a suggestion | 0 | 0 | 0 | 0 |
| 20 | Bus shelter for winter months and rain | I have a suggestion | 0 | 1 | 1 | 1 |
| 21 | Bus shelter - During the winter months it would be helpful to have a bus shelter with bike locks | I have a suggestion | 0 | 1 | 1 | 1 |
| 22 | The new park is great! | Something I like | 0 | 0 | 0 | 0 |
| 23 | I love the City library! | Something I like | 0 | 2 | 2 | 2 |



Map A.1: Social Map Comments

- General comment
- I have a concern
- I have a suggestion
- Something I like

