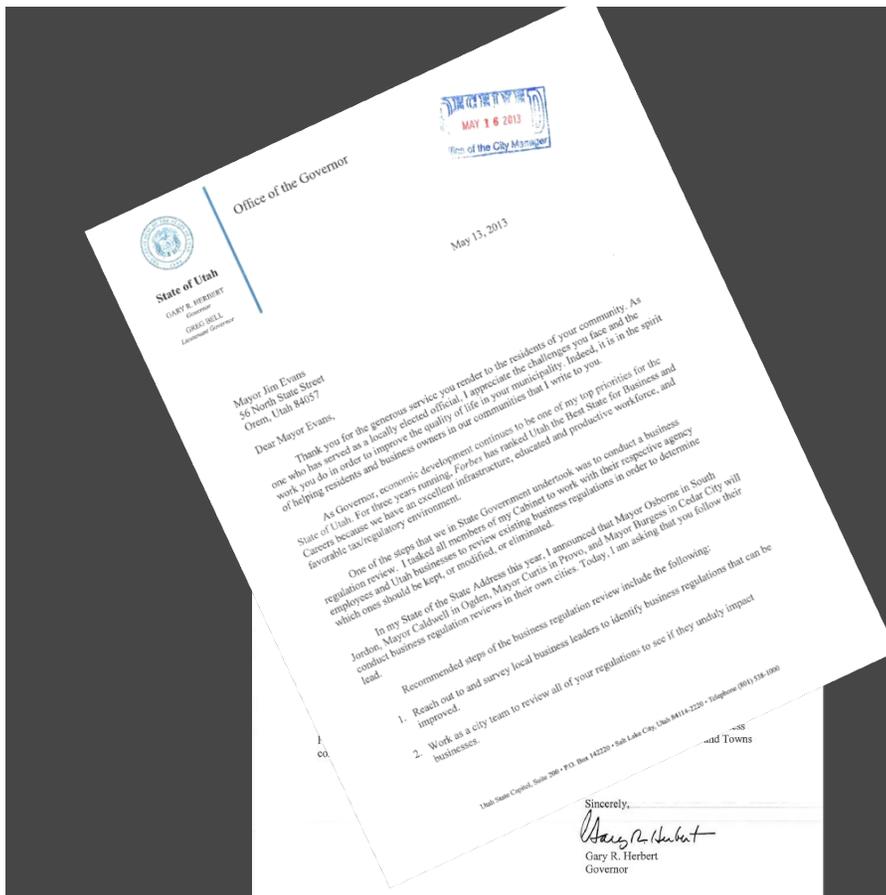




Developing Relationships with Orem Businesses



City of Orem



- Letter from the Office of the Governor received May of 2013
- Asked that we conduct a business regulation review
- Provided recommended steps
- Report the results



Business Regulation Review

- Project was assigned to the Economic Development Division
- Business Regulation Review Committee was created
- Seven city employees from different departments and backgrounds

The Committee

- 1) Economic Development Manager
- 2) Economic Development Assistant
- 3) Planning Section Manager
- 4) Private Development Engineer
- 5) Business Licensing
- 6) Deputy City Attorney
- 7) IT Programmer



The Committee

- First meeting September 2013
- Discussed an approach

The Decision

- We should not be the ones to crack the city code
- We are not the ones creating and operating businesses in Orem
- We should ask the business owners
- A survey was determined to be the best approach



The Survey

- After much debate, the committee decided an open format would give a business owner opportunity to bring up any issue or concern
- Mailed a survey with each business license renewal package, 4,014 total
- The survey was also available during the online business license renewal process

City of Orem Business Regulation Review

Governor Herbert recently asked all cities to conduct a review of their existing business regulations in order to determine which ones should be modified or eliminated. Governor Herbert requested that cities reach out to local businesses to find out what concerns they may have about city regulations that impact businesses in their cities.

We would like to know if there are any Orem ordinances or regulations that you believe unreasonably impact business in the City of Orem. Please provide any thoughts or comments you may have in the box below.

After we receive your feedback, city staff will review the identified regulations to see if the regulations should be kept, modified, or eliminated.

+

Business License Number _____ (required)

Business Name _____

Name _____

Phone Number _____

Email Address _____

Would you like to be contacted by city staff? Yes No

*This form is available during the online business license renewal process.



Business Regulation Review

Business License Main Program

File Reports Export Online

Browse Business/Status Info OwnerContact/Alarm Info Fees Comments Change History Employees Solicitor Survey Statistics

Business Name:

Sort By: Bus. Name License#

Select: Reviewed

Active Deleted Reviewed (Note: To Activate/Delete/Review a survey right-mouse click on the desired survey and select the appropriate action.)

License#	Name	Comment	Name	Phone	Email	Call?
2007-23099	HEATHER CLARK PHOTOGRAPHY	No. I'm happy with Dorem.	Heather Clark	(801)390-3009		<input type="checkbox"/>
2013-28176	HELIX BEAUTY, LLC	As a small business owner, we a	STEPHON ALEXA	(801)223-5095	stephon@helix-d.com	<input checked="" type="checkbox"/>
2011-26301	HIGH STEPPING	We currently have no issues wil	HIROMI MCDONAL	(801)472-1012	highsteppinginc@gmail.com	<input type="checkbox"/>
2001-17163	HOYAL, JAMES I. DPM	The sign ordinance on state stre	James Hoyal	(801)224-664	ishoyal@gmail.com	<input type="checkbox"/>
1999-15952	INSURANCE CLAIMS SERVICE	No concerns	Arthur E Flinton	(801)225-8615	ceflinton@comcast.net	<input checked="" type="checkbox"/>
2001-17154	INTEGRITY TRUCKING, INC.	It would be nice if Drem City & ot	Betty Skowron	(801)226-3098	integritytruckinginc.ut	<input checked="" type="checkbox"/>
2012-27698	J STAR KEEP DBA: DRAGON'S KE	To date we have had not encou	Levi Jensen	(801)473-1713	levijensen@yahoo.com	<input type="checkbox"/>
2013-27941	JARED CONNOR DESIGN LLC	None for my business. Thank yo	Jared Connors	(801)830-8543	jared@jaredconnorsdesign.com	<input type="checkbox"/>
2008-24491	JARED MILLER	Stop having to license to do bus	() -			<input type="checkbox"/>
2009-25041	JOE'S CAFE	Not able to provide signs, additi	Aaron Hicks	(801)230-5745	anhicks@live.com	<input checked="" type="checkbox"/>
2008-24075	JT FINANCIAL LLC	Right now I don't know of any re	Jason L Turner	(801)367-3115	jturner@hotmail.com	<input type="checkbox"/>
2011-26561	KAPP'S EUROPEAN IMPORTS, LLC	The Drem City sign ordinance ne	Samuel Kapp	(801)221-2741	samuel@kappseuropean.com	<input checked="" type="checkbox"/>
2006-22262	KEEN LAW OFFICES, LLC	The only thing that I feel that is	J. Christopher Keen	(801)374-5336	chris@keenlegal.com	<input type="checkbox"/>
2002-18824	KRESGE, PHIL	No problems with Drem City Busi	Phil Kresge	(801)310-7982	phillpkresge@comcast.net	<input type="checkbox"/>
2009-25144	LAKOTA SALES	I think it might be more fair to ba	Duane Chase	(801)787-1700	duanechase1@gmail.com	<input checked="" type="checkbox"/>
2009-25144	LAKOTA SALES	So say your gross income/rent re	Duane Chase	(801)787-1700	duanechase1@gmail.com	<input checked="" type="checkbox"/>
1997-13675	LARRY'S TOWING, INC.	I think that it is totally unreasona	Kirsten Pederson	(801)226-3413	kirstenped@gmail.com	<input type="checkbox"/>
1997-13675	LARRY'S TOWING, INC.	Instead Drem City insists on a bu	Kirsten Pederson	(801)226-3413	kirstenped@gmail.com	<input type="checkbox"/>
2011-26578	LEXARX, LLC	Where to get started? I could wr	Paul Maxfield	(801)623-2877	paul@lexarx.com	<input type="checkbox"/>

Where to get started? I could write a book filled with opinions about business regulations (city, county, state, & federal). Because this form came with my business license renewal, I will focus on that. What good purpose does a business license actually serve? A license is defined as "permission granted"...to exercise a...privilege that...would [otherwise]

To Add a Survey:
Go to Browse Tab
Go to desired Business
Right-click on Business in grid
Left - click on Add Survey Results

License#

Comments Show App Image Delete Comment

Tracking Returned Surveys

- Our programmer created an online survey as part of the renewal process
- Online surveys were captured by our business license program
- Surveys were isolated and exported to a spreadsheet
- Handwritten surveys were entered into the spreadsheet manually



Business Regulation Review

Survey Tracking

License#	Business Name	Co m m e n t	Name	Phone	Email
2002-18875	A MOTHER'S TOUCH CHIROPRACTIC	Not a comment about regulations, but just a note to say 'thanks' for your work, and I have entered an email address likely different than the one you have on file. Can you please update your record of my email address. Thanks.	Julia D. Rodgers, D.C.	(801)373-4813	amtc@experienceamotherstouch.com
2002-18068	AMYS MARTIAL ARTS	City regulations on signs and permits are costly and tedious. Promoting and advertising should be a little more accessible to business owners.	Melany	(801)765-1039	melany@amysmartialarts.com
1994-11670	BRODERICK & HENDERSON CONSTRUCTION, LC	Not accepting improvement bonds from a reliable bonding company. Cash improvement bonds or bank letters of credit are a burden.	Kent Henderson	(801)225-9213	kent@broderick-henderson.com
2009-25137	BUG BITES PLAY FOOD	Internet sales tax will hurt my business.	Rebecca Haacke	(801)592-2396	rebeccabug@gmail.com
1996-13410	CANYON GATE DENTAL	When our security alarm goes off and summons the police and we are unable to meet the police, we are charged a fee. Wish we won't charged for that.	Valerie Payne	(801)764-9444	valpayne6@gmail.com
2010-25621	CITYWIDE HOME LOANS, A UTAH CORPORATION	Orem City has an unfair illogical business signage law for one section of State Street (where our office is located) that prohibits any sidewalk signs (small triangle easel type signs) or other lawn banners from being displayed. This may not be a bad law in general, but no other areas are equally prohibited, including one block further north, or the entire University Parkway corridor. The law should equal prohibit or permit identical signage through the business corridor.	Mark Greer	(801)734-8810	markgreer@chl.cc
2012-27279	CURTIS D HARRIS, PLLC	The initial inspection fee and inspection create a challenge for starting businesses. This fee should be eliminated and the inspection not made where the new business is: 1)in shared office space that was already inspected 2) office space that is leased and advertised as executive office space 3)any similar. These spaces are likely to have been inspected for the original business or the leasing services activities. Inspecting additional tenants is redundant and a waste of resources.	Curtis Harris	(801)319-9085	curtdharris@gmail.com
1992-10487	DANVILLE SERVICES/OREM WOMENS	To whom it may concern, We have concerns about certain county (UT county) practices that we feel unreasonably impact our business. Please contact me as it affects two Orem locations.	Brooks Berg	(801)374-0119	bberg@danserv.com
2011-26731	DISCOVERY PRESCHOOL OF OREM	No feedback. Happy with regulations	Sherry L. Young	(801)224-3879	wjyounges@hotmail.com
2013-28318	DURRANT, DARRELL	I may be selling my pumpkins this next year. Yuma address 1133 South 20th Ave Yuma, AZ 85364.	Darrell D. Durrant	(801)372-3424	
2009-25444	EXPRESS CABINETS INC.	We have not experience any problems relating to our business.	LaVal Voss	(801)514-8477	expresscabinets@yahoo.com
		I don't understand why each year we have to pay personal property tax on tools that			



Business Regulation Review

Comment Resolution

- Results were received throughout the end of 2013 and the beginning of 2014
- The committee met four different times to review comments, determine if anything could be done, and to assign a committee member to follow-up
 - 2013 December
 - 2014 January
 - 2014 April
 - 2014 June

Assigned Too	Contact Made	Resolved
Ladonna	Letter	X
Ryan	LM 1-3-14	X



Metrics

- 4,014 surveys mailed
- 157 responses received
 - 3.9% response rate
- 71 complaints
 - 1.8% complaint rate

Table 1: Subject Matter of 157 Survey Responses

Subject	Number of Surveys
No Comment, or N/A	75
Business Signs	25
Offered the City Praise	11
Complaint about a State or County Issue	6
Complaint about needing a Business License (mostly attorneys)	5
Business Licenses Cost too Much	5
Complaint about the Personal Property Tax Process	5
Requested Assistance or the Answer to a Question	5
Complaint about Waste Water Inspections	3
Miscellaneous Complaints	17



Sample Responses

“Personal Property tax is very difficult to keep track of as a small business owner. I find this makes me pull my hair out every year. Please find an easier way of doing this. Utah County recently took their system online and it is much easier than in the past but I still hate the tax.”

“I have not had concerns about city regulations, but the county tax on business property is crazy. They told me I must pay a property tax on anything I "touch" related to my business. I already pay sales tax on things I buy. If there is any way the city can work to convince the County to get rid of this crazy tax, I would appreciate it.”



Sample Response

“Where to get started? I could write a book filled with opinions about business regulations (city, county, state,& federal). Because this form came with my business license renewal, I will focus on that. What good purpose does a business license actually serve? A license is defined as "permission granted"...to exercise a...privelege that...would [otherwise] constitute an illegal act. The freedom to exchange money or trade for goods and services is the fundamental freedom behind free enterprise. To say that to buy or sell something constitutes an illegal act is the epitome of despotism and the anti-thesis of freedom. Also the method of collecting comes at a high cost to businesses and is inefficient as a method of tax collection (and enforcement resources).The business must employ someone to take time out every year to process the license request and receive an "inspector". The amount of time and/or cost varies from business to business, but I would estimate its value to be from \$10 to \$100 each year plus the cost of the license. The collection method is also inefficient because staff @ the city must process the billing & collections as well as "inspect" the business premises. I suspect that the business licensing office uses @ least 50% of the revenues collected(@ least for the small businesses).Rather the city could obtain tax revenue by increasing sales or property taxes a fraction of a percent without increasing any staff to collect. That =100% efficient tax collection method” - Attorney



Sample Response

“Orem City has an unfair illogical business signage law for one section of State Street (where our office is located) that prohibits any sidewalk signs (small triangle easel type signs) or other lawn banners from being displayed. This may not be a bad law in general, but no other areas are equally prohibited, including one block further north, or the entire University Parkway corridor. The law should equal prohibit or permit identical signage through the business corridor.”



Findings

- Personal property tax is a frustration for small business owners.
- Attorneys do not like paying for a business license!
- State Street businesses were not happy with proposed revisions to the city's sign ordinance.



Findings Continued

- Some complaints and suggestions were above the local government level. These were included in the report to the Governor.

“The current city regulations seem to be fine. However, insurance companies frequently dictate how collision repair shops fix cars and if we will get paid or not. This is crippling our industry. If there was a way to create a regulation to assist businesses like ours in having a fair playing ground with insurance companies, it would definitely help. Body shops should be empowered to bill insurance companies for the work that was done and be paid for it.”

- Survey responder



State Street Sign Ordinance

- Received 25 business sign complaints
- Most complaints mentioned deliberations by the City Council
- During the survey period, due to feedback received, the City Council modified its course in amending the city's sign ordinance
- Orem's planning staff created business resource materials that clarified changes to the sign ordinance
- A postcard was mailed to all State Street businesses directing them to the new signage ordinance information on the city's website



Sign Ordinance Clarification

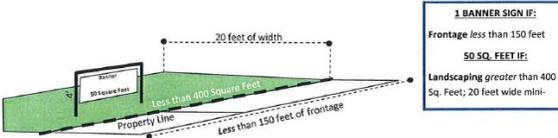
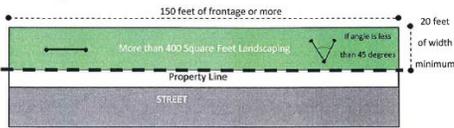
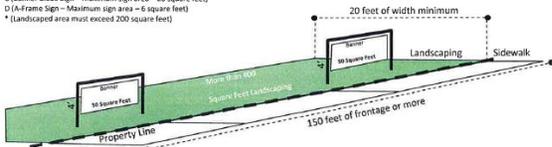


Portable Signs

Banner Signs

Width of Land-scape	Street Frontage	
	150 feet	Less than 150 feet
20'	2 (A, B, C, D)	1 (A, B, C, D)
10' but < 20'	2 (B, C, D)	1 (B, C, D)
Less than 10'	2 (B*, C, D)	1 (C, D)
none	2 (C, D)	1 (C, D)

2 BANNER SIGNS IF:
Frontage greater than 150 feet
50 SQ. FEET IF:
Landscaping greater than 400 Sq. feet and 20 feet wide minimum



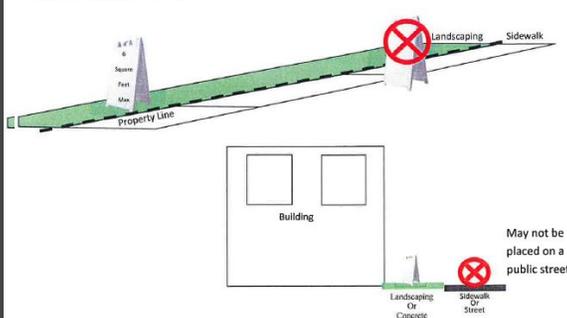
1 BANNER SIGN IF:
Frontage less than 150 feet
50 SQ. FEET IF:
Landscaping greater than 400 Sq. Feet; 20 feet wide minimum

- A maximum of two (2) portable signs are allowed if frontage requirements (and landscaping requirements if applicable) are met, otherwise one (1) portable sign (A-frame, banner blade, or banner) is permitted.

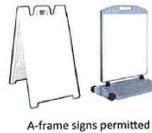
A-Frame Signs

Width of Land-scape	Street Frontage	
	150 feet	Less than 150 feet
20'	2 (A, B, C, D)	1 (A, B, C, D)
10' but < 20'	2 (B, C, D)	1 (B, C, D)
Less than 10'	2 (B*, C, D)	1 (C, D)
none	2 (C, D)	1 (C, D)

- A (Banner Sign - Maximum sign area - 50 square feet per sign)
- B (Banner Sign - Maximum sign area - 25 square feet per sign)
- C (Banner Blade Sign - Maximum sign area - 20 square feet)
- D (A-Frame Sign - Maximum sign area - 6 square feet)
- * (Landscaped area must exceed 200 square feet)



- Located in landscaped area when possible
- Placed in the front of a business
- Displayed during business hours only (taking in after store hours)



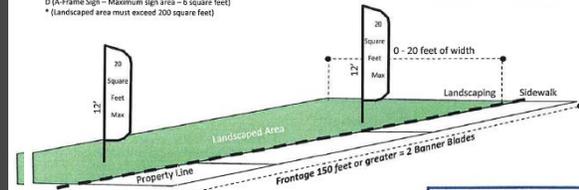
A-frame signs permitted

- A maximum of two (2) portable signs are allowed if frontage requirements (and landscaping requirements if applicable) are met, otherwise one (1) portable sign (A-frame, banner blade, or banner) is permitted.

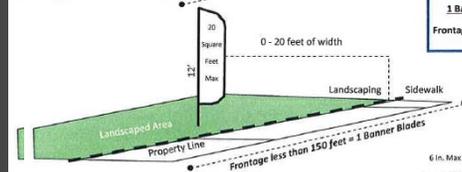
Banner Blade Signs

Width of Land-scape	Street Frontage	
	150 feet	Less than 150 feet
20'	2 (A, B, C, D)	1 (A, B, C, D)
10' but < 20'	2 (B, C, D)	1 (B, C, D)
Less than 10'	2 (B*, C, D)	1 (C, D)
none	2 (C, D)	1 (C, D)

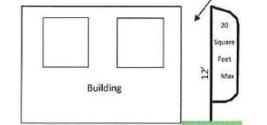
- A (Banner Sign - Maximum sign area - 50 square feet per sign)
- B (Banner Sign - Maximum sign area - 25 square feet per sign)
- C (Banner Blade Sign - Maximum sign area - 20 square feet)
- D (A-Frame Sign - Maximum sign area - 6 square feet)
- * (Landscaped area must exceed 200 square feet)



2 BANNER BLADE SIGNS IF:
Frontage greater than 150 feet



1 BANNER BLADE SIGN IF:
Frontage less than 150 feet



- A maximum of two (2) portable signs are allowed if frontage requirements (and landscaping requirements if applicable) are met, otherwise one (1) portable sign (A-frame, banner blade, or banner) is permitted.



Business Regulation Review

Remaining Complaints

- The committee determined if anything could be done to improve the situation
- If so, the complaint was assigned to a committee member for follow-up
- The business was contacted to discuss the complaint
- In some cases, additional education for why a regulation was in place was enough to satisfy the business owner



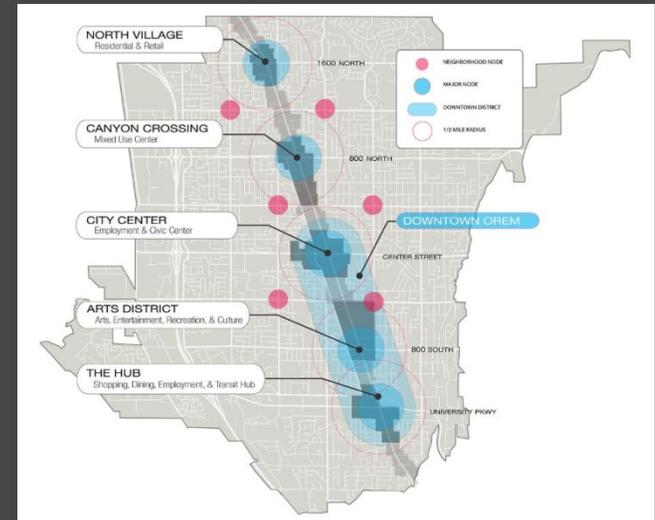
Summary

- Business owners seemed surprised that we made the effort to solicit input and were pleased to receive a follow-up phone call or email.
- Some regulations are necessary, no matter how much complaining takes place
- A complaint rate of 1.8 percent suggested that Orem is already making an effort in staying out of the way of business and/or most are not too concerned with current regulations/ordinances
- When the business community speaks, Orem does its best to listen
- We can't make everyone happy, but we can acknowledge concerns and work to provide additional education or facilitate changes, if needed.



Examples of Ongoing Efforts

- Orem recently completed a comprehensive State Street Corridor Master Plan
- Unprecedented community outreach effort
 - MindMixer/MySidewalk Website – 10 months
 - 35,000 page views
 - 11,000 unique visitors
 - 800 active participants
 - Most topics received 500 to 1,500 percent more participants than the average MindMixer topic



State Street Master Plan



MindMixer



IBI OREM Civic Center - 25 Year Build Out



IBI OREM Boulevard - Possible Transit Addition

- Six public open houses
- Businesses invited to participate as members of the stakeholder committee
- State Street business lunch meeting with over 60 people in attendance
- Seven developer meetings to solicit feedback
- Presentations to the Utah Valley Chamber of Commerce
- Public participation exceeded all prior Orem public outreach projects



State Street Master Plan



Examples of Ongoing Efforts

- Parking requirements based upon building square footage will restrict future campus expansion
- Moxtek does not need the parking required by code
- Many buildings contain cleanrooms that utilize less employees than what other users might require in the same space



Moxtek

Examples of Ongoing Efforts

- The city is concerned that if Moxtek were to ever leave, a new user would not have adequate parking
- On the other hand, we want Moxtek to stay and grow and continue to provide high-paying jobs and property tax
- We are working together to create a Planned Development (PD) Zone that will create new parking requirements that meet Moxtek's needs, allows for continued campus expansion, and will protect the city's interests long-term



Moxtek



Questions ??



City of Orem