

Chapter 6

E C O N O M Y

1. Existing Conditions

Rockville has little economic activity within its boundaries. Existing economic activity is limited to agriculture, cottage enterprises, and a small number of bed-and-breakfast inns. Many of the Town's working citizens are employed in neighboring Springdale or elsewhere in the county.

2. Assumptions for the Future

As noted, Rockville sits astride Highway 9, which has an annual average daily traffic count of 3000 vehicles. As visitation to Zion National Park increases so will the pressures for commercial development in the area, primarily on properties with highway frontage. The types of commercial activity most likely to seek development in Rockville are tourism and service-related enterprises, such as curio shops, convenience stores and overnight accommodations. It is less likely, though possible, that light manufacturing or construction-related enterprises will seek location in Rockville. Home-based occupations and cottage enterprises will likely see much greater interest and growth.

3. Community Goals

The majority of Rockville's residents have chosen to see no commercial or industrial activities in the Town and to see Rockville as a residential, commuter community.

Activities which may be acceptable under specified conditions are:

- Agricultural enterprises
- Bed-and-breakfast inns
- Home Occupation businesses

Any activity, however, would be generally unacceptable if it were polluting, water-intensive, generated additional traffic, parking, noise, or had obtrusive signage or appearance.

Commercial activity is generally perceived as not being conducive to the character and chosen lifestyle of the community.

4. Planning Policies

The following policies should guide the Town's dealings with proposed economic activities:

Commercial activities may be allowed only as conditional uses within specified areas.

The Town will maintain a home occupation/cottage enterprise ordinance which defines and regulates the location and conduct of such enterprises.

The Town will maintain a sign ordinance which will limit signage to types and specifications that conform to the character of the community.