

MAIN STREET REVITALIZATION

ROOSEVELT CITY, UTAH



SEPTEMBER 19, 2018



Energy Finance and Government Consulting (EFG) has teamed with IBI and Allegiance Real Estate to provide this proposal for Main Street Revitalization. Our team's depth of experience will provide Roosevelt City (City) with the tools necessary to revitalize main street including a linkage and improvements to the trail system in the washes surrounding the City. IBI will develop aesthetic concepts to improve the uniformity and feel of main street as well as the trail system. IBI and EFG will then work with the City to develop an implementation plan. EFG will provide a set of financial tools that will feed into that plan. Allegiance Real Estate will acquire vacant building and parcels on behalf of the City so the City can begin the process of revitalization. Allegiance is also available to negotiate with land owners along the washes.

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The following is the proposed scope of work.

PHASE I: VISIONING & DESIGN CRITERIA (IBI)

Approach Introduction + Project Management

We are excited for the opportunity to work along with Roosevelt City to create your vision for the Town Center. This area is vitally important to the City and its residents not just for the services and taxes that can be generated but also for identify it creates for visitors. It will say more than anything else... **“This is Roosevelt!”** In order to get it right we’ve provided an approach built on interaction, information and analysis. Roosevelt City can rest assured that the IBI Group Team provides the know-how and makes a strong partner in creating and achieving the Town Center vision.

We’ll start off with a Kick-off Steering Committee Meeting where we will identify project goals and objectives, refine deliverables, and verify the schedule. We anticipate holding a minimum of (1) Steering Committee (City Leadership and Staff, UDOT, etc.) meeting and up to (2) City staff/consultant coordination meetings/calls per task. These meetings will allow for consistent coordination and keep everyone on the same page.

This project management approach organizes the efficient and thoughtful execution of the process that will allow us to DISCOVER new opportunities, ENRICH the plan based on solid analysis and innovative ideas, and produce SOLUTIONS that create a unique and sustainable Roosevelt Town Center. Ultimately, we understand that the plan we create together must be IMPLEMENTED to be successful which will require an intimate working relationship with City Staff and Community Stakeholders. We look forward to collaborating with you to make this happen.

Goals and Expectations

Establish Project Goals

Our first task is to meet with the Roosevelt City and develop clear goals and expectations. This meeting is a combination of city staff and other officials. This meeting will determine what goals they have for the area. These goals will be economic, planning and aesthetic goals for the area. After this meeting we will develop a vision statement and a list of goals and objectives for the City. We anticipate that we will meet in Roosevelt for the first meeting. We will do a follow-up meeting electronically to confirm our first report before proceeding to Task 2.

Discovery

TASK 2: Inventory + Analysis Phase

With goals and expectations set, we will work with you to provide a comprehensive and holistic understanding of the existing parcels and market conditions that will impact the corridor. Our integrated team of planners and market experts will work together to inventory and analyze the following:

- Existing development patterns
 - Current uses and development types
 - Traffic counts/access/visibility
 - Circulation patterns and mode evaluation
 - Perimeter Trails around the Town Center
- Regulatory conditions affecting the corridor

We will also review current regulatory policies, previous master plans, and studies which address the Town Center project area. This will help us become more familiar with previous planning efforts, and the regulatory conditions of the corridor.

Enrichment

TASK 3: Ideas + Opportunities = Concept

Vision + Guiding Principles

Together we will identify a strong vision and establish a set of principles that will guide all decisions relating to the master plan. Steering Committee Meeting(s) will be focused on identifying ideas that lead to the realization of that vision.

Master Plan Framework

Master Plan Framework Exhibits will be produced to breakdown the design and the reasoning behind its form and layout. These Framework Exhibits will address land use, multi-modal circulation, trail connectivity, street typologies, gateway and development node locations, and key public spaces.

Master Plan Concept

The concept master plan for the downtown area will consist of development nodes and corridor treatment which physically and visually connect the nodes. The downtown area design treatment will be prescribed in the Design Guidelines, while the general form and build out of the downtown and the key spaces in the concept design and master plan. We will work with UDOT concerning US 40 to understand any key issues, obstacles and opportunities that are part of the area being along a major highway.

Taking advantage of our collective knowledge acquired in our analysis, we will review those sites deemed “competitive sites” in the demand analysis. From there we will determine which sites lend themselves to more intense development and have the most opportunity to support the downtown. These development nodes will create a framework for future development of the downtown area and provide a prototype that will hopefully spread to the other areas of the downtown corridor.

Solutions

TASK 4: Impacts and Implementation

3D Visualizations + Fiscal Analysis

3D visualizations will be created to illustrate the evolution of the Town Center Corridor over time. The phased exhibits will reflect the market analysis findings and general timeline for development types along the corridor. Allowing the City to identify and weigh the financial impacts of desired development.

We will create general design guidelines to provide direction to developers on implementing the look and feel for the Town Center. The design guidelines, combined with the development plan, precedent images, and listed recommendations will give clear direction for future development in the Town Center.

The content of these design guidelines will be discussed and outlined with City Staff prior to beginning of this phase of the project, however, the following topics are what we foresee being covered:

- Pedestrian, cyclist, automobile circulation corridor treatments
- US 40 Drive Corridor & Potential Cross Sections
- General architectural style

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PHASE 2: IMPLEMENTATION PLAN

TASK 1: FINANCIAL TOOLS

Some of the tools available to the City to implement the plan include the following. These tools are not mutually exclusive and can be used in combination to achieve the City's goals.

1. **Community Reinvestment Project Area** – This tool allows for a diversion of new property tax generated in the area from all taxing entities back into the main street area for a period of time. These funds can be used pay or repay for development made by private or public entities within the area.
2. **Economic Promotion Assessment Area** – This tool levy's a special assessment on all properties along main street for the purpose of providing funds to promote economic development for a five-year period which can be renewed every five years. This could include the issuance of short-term bonds by the City to provide funds for an entity to improve its building.
3. **Revolving Loan Fund** – The City could establish a revolving loan fund with idle cash or perhaps funds from the CIB to lend to main street businesses. The returning funds would then be loaned again in the future.
4. **Governor's Office of Energy Development** – For properties owned by the City, the Governor's Office of Energy Development provides short-term loans to make energy efficient upgrades including improvements to water usage, insulation, windows, renewable energy, etc. This program could be used for City-owned property before it is sold to the private market.
5. **Bonds** – The City can issue bonds to fund improvements to the trail system.

TASK 2: IMPLEMENTATION

Our team will work with the City to develop an implementation plan using the ideas from Phase I and the tools from Task 1. Our team will then work with the City to fully implement the plan including the purchase of property for the City in Phase 3.

PHASE 3: REAL ESTATE PURCHASE

TASK 1: IDENTIFY PROPERTY

Our team will work with the City to identify properties the City desires to purchase.

TASK 2: PURCHASE PROPERTIES ON BEHALF OF THE CITY

Our team will negotiate a purchase price with all properties and then purchase those properties on behalf of the City. The properties will stay with a separate entity and then be transferred to the City after all properties have been acquired.

TASK 3: WASH PROPERTIES

Our team will negotiate with property owners along the washes as part of the implementation plan.

Our team proposes the following fee structure.

PROJECT FEE AND SCHEDULE

PHASE 1: VISIONING AND DESIGN CRITERIA

Task	Sub	Description	Sub Task Fee	Task Total
Program				
Task 1		Goals and Expectations		\$ 3,500.00
Discovery				
Task 2		Inventory and analysis		\$ 4,200.00
	Task2a	Inventory and analysis	\$ 4,200.00	
Enrichment				
Task 3		Ideas and opportunity		\$18,200.00
	Task 3a	Vision and Guiding Principals	\$ 2,000.00	
	Task 3b	Master Plan Framework	\$ 2,800.00	
	Task 3c	Master Plan Concepts	\$ 13,400.00	
Solutions				
Task 4		Impacts		\$13,300.00
	Task 4a	3d visualizations	\$ 2,000.00	
	Task 4c	Design Guidelines	\$ 11,300.00	
Total				\$39,200.00

PHASE 2: IMPLEMENTATION PLAN

EFG estimates the following fees for each tool.

1. **Community Reinvestment Project Area** – \$15,000 which includes specialty legal services to provide all the noticing and legal documents. This fee also includes all negotiations with all taxing entities.
2. **Economic Promotion Assessment Area** – \$15,000 which also includes specialty legal services and bond counsel if needed.
3. **Revolving Loan Fund** – This would be done on an hourly basis as needed.
4. **Governor’s Office of Energy Development** – This would also be done on an hourly basis.
5. **Bonds** – EFG is a registered municipal advisor with FINRA and can assist the City with bond issuance. The fee would be \$2.00 per \$1,000 of bonds issued with a minimum of \$5,000.

All other services would be billed at the hourly rate of \$150.

PHASE 3: REALTY SERVICES

To be paid by sellers.