



# Staff Report

Coalville City  
Community Development Director

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To: Coalville City Council and Mayor  
From: Don Sargent, Community Development Director  
Date of Meeting: October 21, 2024  
Re: Coalville Main Street Revitalization and Connectivity Plan  
Action: Implementation Action Plan Assignments

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## Coalville Main Street Revitalization and Connectivity Plan

### REQUEST

Review and discuss the attached Action Plan/Next Steps identified in Section 5 of the Main Street Plan and make assignments for task responsibilities and completion.

### BACKGROUND

On August 26, 2024 the city council officially accepted the Main Street Revitalization and Connectivity Plan for the city. At the city council meeting on September 23, 2024 the council discussed reviewing the Action Plan/Next Steps and make assignments for responsibility and completion of priority tasks.

### RECOMMENDATION

Staff recommends the City Council identify the priority tasks of the Action Plan/Next Steps and assign council member or staff responsibility and completion of the tasks.

**Attachment:** Section 5 – Action Plan/Next Steps

# 5 - ACTION PLAN/ NEXT STEPS



On the following pages, all vision recommendations from section 5 are organized into a simple matrix summarizing what each involves, budget considerations, responsibilities and time frame for implementation. The City Council should revisit this list yearly during the budget cycle to place priority of certain projects. This action plan outlines potential project horizons as follows:

1. *Short - 1-2 year*
2. *Mid - 3-5 year*
3. *Long - 5-20 year*

## 1. ACTION PLAN: SHORT - YEAR 1 QUICK START LIST

### A - Transportation and Mobility

Recommendation	Action Step	Explanation
A1.1	Safe routes to school update	Work with North Summit school district local school community councils to update safe routes to school plan, coordinate with future project opportunities
A2.1	Rail Trail Wayfinding Signage Improvements	Identify direction signage needs for connecting trail users to downtown businesses, fairgrounds, Coalville Ledge, and Echo Reservoir

### B - Economics and Land Use

Recommendation	Action Step	Explanation
B1.1	Perform a community calendar audit	Conduct a review of community calendars from the school, municipality, local organizations, and other entities
B1.2	Combine calendars onto a digital platform	Combine all information and host the events, dates, time, and critical data onto a digital calendar software (google, outlook, or CRM based)
B1.3	Launch platform	Prepare a marketing announcement to spread awareness of the new community calendar and outline where the calendar will be posted
B1.4	Coordinate outreach through a unified CRM	Combine all communication information (email, phone, etc.) into a new CRM software that will help raise awareness of the calendar. Localbe or Maestro are good options
B4.1	Connect with local property owners	Conduct a property owner informational meeting to raise awareness of the plan, the market analysis, and other materials.
B4.2	Partner with SBDC for quarterly trainings	Call and coordinate a quarterly "brown-bag" lunch with SBDC. Through these meetings the City should educate locals about entrepreneurship, opening a business, creating a business plan, and documentation preparation
B5.1	Identify a targeted property	Work with the local property owners to identify a potential property or location for the structure. This can include pre-existing buildings or vacant lots
B6.1	Perform a public space audit	Perform a public space audit that provides how often spaces are used, what they are used for, and what potential improvements are necessary
B6.2	Identify a location	Identify a location where additional space can be allocated. This should include preparation of conceptual designs and ideas for the space before any purchase or acquisition
B7.1	Prepare a design standards set	Prepare a series of standardized designs and construction details that property owners can utilize for submission of an application.
B7.2	Make announcement	Prepare an announcement to property and business owners, explaining the program, the process, and when/where it can be utilized.
B7.3	Prepare an application process and review committee	Prepare a quick one-page application form. Provide plans for selection. Outline a review/inspection process for constructed elements. Outline a time frame for completion.
B8.1	Talk with property owners	Talk with local property owners to identify willingness for property rehabilitation or redevelopment.
B8.2	Discuss capabilities and desires	Partner with property owners to discuss the potential for parcels/buildings and outline their desires for ROI or property development.
B8.6	Implement the Project/s	Provide the owners with the information and offer assistance with connections, grant facilitation or other elements for completion. This is important to share as it will be your communities success stories and draw interest in the downtown.

# A - Transportation and Mobility

	Action Step	Explanation		Potential Cost	Responsibility	Time frame
<b>A1 Main Street Safety Improvements</b>						Overall mid
A1.1	Safe routes to school update	Work with North Summit school district local school community councils to update safe routes to school plan, coordinate on future project opportunities		\$0.00	City of Coalville/School District	Short
A1.2	Intersection and Crosswalk Improvements Plan	Engage a consultant to improve Main Street intersections and crosswalks pursuant to Making Main Street goals and objectives. 30% design alternatives that can be reviewed and approved by City leadership and staff to facilitate bidding full design project.		\$65,000	Consultant	Mid
A1.3	Intersection and Crosswalk Improvement Implementation	Creation of Plans to improve Main Street intersections and crosswalks pursuant to Making Main Street goals and objectives and Pedestrian Improvement Plan. Full design of the Pedestrian Improvements Plan awarded through competitive bid.		\$120,000	Consultant	Long
A1.4	Main Street Roadway Extension	Creation of Plans to extend Main Street profile improvements 100 North to 200 North and 100 South to 200 South. Full design drawings.		\$100,000	Consultant	Mid
<b>A2 Main Street Connections</b>						Overall mid - long
A2.1	Rail Trail Wayfinding Signage Improvements	Identify direction signage needs for connecting trail users to downtown businesses, fairgrounds, Coalville Ledge, and Echo Reservoir		\$15,000	Consultant/City of Coalville	Short
A2.2	Rail Trail Improvements and Management Plan	Engage Utah State Parks, UDOT to study Rail Trail improvements and management of the trail to support State and City goals.		\$0.00	City of Coalville	Mid
A2.3	Connector Streets Improvements	Consider improvements to parking, sidewalks and bicycle infrastructure to support Making Main Street goals and objectives.		TBD	City of Coalville	Long
A2.4	Chalk Creek Trail Feasibility Study	Study the feasibility of connecting a trail along Chalk Creek from the existing Rail Trail trailhead to the Fairgrounds.		\$50,000	City of Coalville	Long

## B - Economics and Land Use

	Action Step	Explanation		Potential Cost	Responsibility	Time frame
<b>B1 - Establish &amp; Promote a Shared Calendar</b>						Overall short
B1.1	Perform a community calendar audit	Conduct a review of community calendars from the school, municipality, local organizations, and other entities		\$0.00	City of Coalville	Short
B1.2	Combine calendars onto a digital platform	Combine all information and host the events, dates, time , and critical data onto a digital calendar software (google, outlook, or CRM based)		\$1,000	City of Coalville	Short
B1.3	Update platform	Prepare a marketing announcement to spread awareness of the new community calendar and outline where the calendar will be posted		\$2,000 (including printing/ shipping)	City of Coalville	Short
B1.4	Coordinate outreach through a unified CRM	Combine all communication information (email, phone, etc.) into a new CRM software that will help raise awareness of the calendar. Localbe or Maestro are good options		\$750 per year	City of Coalville	Short
<b>B3 - Yearly update the building/business inventory</b>						Overall mid
B3.1	Check yearly	Check quarterly for the building and business ownership updates. This is most easily completed through walking the downtown.		\$0.00	City of Coalville	Mid
B3.2	Update the spreadsheet	Update and expand the provided spreadsheets		\$0.00	City of Coalville	Mid
B3.3	Provide welcome baskets	Provide a welcome basket and introduction to town for each new building or business owner.		\$500.00	City of Coalville	Mid
<b>B4 - Partner with property owners to target development clusters</b>						Overall mid
B4.1	Connect with local property owners	Conduct a property owner informational meeting to raise awareness of the plan, the market analysis, and other materials.		\$0	City of Coalville, Property Owners, etc.	Short
B4.2	Partner with SBDC for quarterly trainings	Call and coordinate a quarterly “brown-bag” lunch with SBDC. Through these meetings the City should educate locals about entrepreneurship, opening a business, creating a business plan, and documentation preparation		\$1,000	City of Coalville, Property Owners, etc.	Short
B4.3	Conduct a detailed market analysis (Niche NAICS)	Work with Zions Public Finance to conduct a detailed or niche market analysis for downtown Coalville. This should incorporate the projected growth in Coalville.		\$10,000	City of Coalville	Mid
B4.5	Work with owners to attract targeted development typologies	Prepare marketing materials and a property inventory website to demonstrate the availability, need, and market data to support the attraction.		\$1,500	City of Coalville & Property Owners	Long
B4.6	Review, assess, repeat	After successful, review and alter to become more productive		\$0	City of Coalville & Property Owners	Long

<b>B - Economics and Land Use (Continued)</b>						
	<b>Action Step</b>	<b>Explanation</b>		<b>Potential Cost</b>	<b>Responsibility</b>	<b>Time frame</b>
<b>B5 - Create a business/restaurant incubator</b>						<b>Overall long</b>
B5.1	Identify a targeted property	Work with the local property owners to identify a potential property or location for the structure. This can include pre-existing buildings or vacant lots		\$0	City of Coalville	Short
B5.2	Prepare a feasibility study	Prepare a feasibility study to outline the potential costs, conceptual designs, and overall implementation framework of the facility		\$15,000	Consultant	Mid
B5.3	Outline & acquire necessary funding	Prepare a use and source of funds for the project, highlighting grant funding, internal funding, and donations required. Afterwards make application to the funding agencies and complete the necessary paperwork for funding		\$7,500	Consultant	Mid
B5.4	Acquire the property	Working with legal counsel, and after grant funds have been acquired, purchase the property		TBD	City of Coalville	Mid
B5.5	Rehabilitate property	Working off the feasibility study, prepare the necessary construction documents and overall rehabilitation costs for the property. Solicit bids and hire a contractor that will complete the work.		TBD	City of Coalville	Long
B5.6	Program and staff the property	Perform a staffing and programming analysis to identify the necessary staffing commitments, operating budget, and other elements.		\$5,500	Consultant	Long
<b>B6 - Identify &amp; Pursue New Civic Gathering Spaces</b>						<b>Overall mid</b>
B6.1	Perform a public space audit	Perform a public space audit that provides how often spaces are used, what they are used for, and what potential improvements are necessary		\$10,000	Consultant	Short
B6.2	Identify a location	Identify a location where additional space can be allocated. This should include preparation of conceptual designs and ideas for the space before any purchase or acquisition		\$0	City of Coalville	Short
B6.3	Identify a purpose and prepare documents	Prepare necessary construction documentation and materials for bidding.		TBD	Consultant	Mid
B6.4	Find funding and construct	Identify applicable funding mechanisms and make application. Bid the project for construction and prepare a site programming exercise to draw attention to the site.		TBD	Consultant and City of Coalville	Mid

<b>B - Economics and Land Use (Continued)</b>						
	<b>Action Step</b>	<b>Explanation</b>		<b>Potential Cost</b>	<b>Responsibility</b>	<b>Time frame</b>
<b>B7 Allow temporary use of on-road parking spots</b>						<b>Overall short</b>
B7.1	Prepare a design standards set	Prepare a series of standardized designs and construction details that property owners can utilize for submission of an application.		\$5,000	Consultant	Short
B7.2	Make announcement	Prepare an announcement to property and business owners, explaining the program, the process, and when/where it can be utilized.		\$0	City of Coalville	Short
B7.3	Prepare an application process and review committee	Prepare a quick one-page application form. Provide plans for selection. Outline a review/inspection process for constructed elements. Outline a time frame for completion.		\$0	City of Coalville	Short
B7.4	Accept applications for use	Accept application on a rolling basis within the first quarter of the year, assuming a year-long permit for parking spot leases		\$0	City of Coalville	Mid
<b>B8 Perform Catalyst Property Feasibility Studies</b>						<b>Overall long</b>
B8.1	Talk with property owners	Talk with local property owners to identify willingness for property rehabilitation or redevelopment.		\$0	City of Coalville	Short
B8.2	Discuss capabilities and desires	Partner with property owners to discuss the potential for parcels/buildings and outline their desires for ROI or property development.		\$0	City of Coalville	Short
B8.3	Prepare a RFP for feasibility study prep	Prepare an RFP to outline the scope of work for building/lot feasibility studies. Look to USDA RBDG or other agencies to help with funding for this.		\$0	City of Coalville & Property Owners	Mid
B8.4	Complete the feasibility study	Select the best fitting consultant and complete the feasibility study for the property. Partnering with these critical property owners is important as they will be shouldering the bulk of the next costs for implementation.		\$25,000	City of Coalville & Property Owners	Mid
B8.5	Prepare use and source of funds	Working off the feasibility study, prepare the necessary construction documents and overall rehabilitation costs for the property. Solicit bids and hire a contractor that will complete the work.		\$7,500	City of Coalville & Property Owners	Mid
B8.6	Implement the Project/s	Provide the owners with the information and offer assistance with connections, grant facilitation or other elements for completion. This is important to share as it will be your communities success stories and draw interest in the downtown.		TBD	City of Coalville & Property Owners	