



Staff Report

Coalville City
Community Development Director

To: Coalville City Council and Mayor
From: Don Sargent, Community Development Director
Date of Meeting: October 28, 2024
Re: Coalville Main Street Revitalization and Connectivity Plan
Action: Implementation Action Plan Assignments

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 |
| A1 Main Street Safety Improvements | | | | | | 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 |
| A2 Main Street Connections | | | | | | 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 |
| B1 - Establish & Promote a Shared Calendar | | | | | | 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 |
| B3 - Yearly update the building/business inventory | | | | | | 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 |
| B4 - Partner with property owners to target development clusters | | | | | | 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 - Economics and Land Use (Continued) | | | | | | |
|---|--|---|--|----------------|----------------------------------|--------------|
| | Action Step | Explanation | | Potential Cost | Responsibility | Time frame |
| B5 - Create a business/restaurant incubator | | | | | | Overall long |
| 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 |
| B6 - Identify & Pursue New Civic Gathering Spaces | | | | | | Overall mid |
| 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 - Economics and Land Use (Continued) | | | | | | |
|--|---|--|--|----------------|-------------------------------------|---------------|
| | Action Step | Explanation | | Potential Cost | Responsibility | Time frame |
| B7 Allow temporary use of on-road parking spots | | | | | | Overall short |
| 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 |
| B8 Perform Catalyst Property Feasibility Studies | | | | | | Overall long |
| 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 | |