

Economic Plan & Retail Market Study

Pleasant View City

July 2016



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Background

The purpose of the Pleasant View Economic Plan and Retail Market Study is to identify opportunities for economic development in Pleasant View. This involves identifying key locations, critical properties, and various “retail identities” for certain sites, as well as locations for potential business park development. It also involves growth projections, including growth in buying power in the regional area and Pleasant View’s role in the region. The overall goal is to provide the City with data and information that it can use to work with developers and to recruit new businesses to the area.

The report includes the following sections:

- Executive Summary
- Economic Sustainability
- Demographics
- Retail Leakage Analysis
- Buying Power Analysis
- Business Cluster Site Analysis
- Individual Cluster Characteristics
- Competitive Site Analysis
- Developer Financial Feasibility

Executive Summary

The following report highlights demographic information pertinent to Pleasant View, as well as key findings that detail retail development opportunities for the City. Additionally, weaknesses in the current market, as well as those inherent to the area due to a variety of factors, are also outlined. Key findings include the following:

- Housing prices, housing trends, and incomes suggest strong local demand and solid retail buying power;
- Pleasant View is poised to capture future economic growth as vacant land supply to the south dwindles, and populations to the west continue to grow;
- Sales data shows that only 7.0 percent of potential sales dollars are captured within Pleasant View, resulting in significant leakage to neighboring communities;
- Sales leakage, as well as basic demographics, show the need for grocery and general merchandise stores in Pleasant View;
- Brokers and developers active in the area indicate that future retail and commercial construction should be healthy in Pleasant View, and that numerous desirable sites exist within the City;
- Some neighboring communities have desirable vacant land parcels that are attracting more attention than sites in Pleasant View. Nonetheless, brokers and developers see the potential for retail absorption of upwards of 50,000 to 75,000 square feet in the next two to three years; and
- Competitive properties and sites near the 400 North exit in North Ogden and Marriott-Slaterville are showing more desirable value scenarios (lower capitalization rates = less risk and higher values) than properties and projected construction in Pleasant View. Consequently, development will likely occur in alternative sites prior to Pleasant View, unless incentives are considered or land prices decline. Financial feasibility is outlined later in this report.



Presently, limited new retail development is occurring in Pleasant View for a variety of factors. While some represent likely perpetual restraints, other weaknesses can be alleviated through potential use of incentives and aggressive planning measures. Notable weaknesses include the following:

- Access from moderate to higher-end residential neighborhoods provides for relatively easy connections to retail offerings in North Ogden. The configurations of Pleasant View Drive and Elberta Drive result in convenient access to non-Pleasant View retail shopping;
- The City has only one freeway on/off ramp, with land partially in the boundaries of Farr West;
- Major employers are notable, but employee density is low (significant amount of manufacturing/warehousing operations). Consequently, daytime populations are limited, and employment centers lack drawing power;
- Retailers consider traffic counts, employment centers, population counts and forecasts, median incomes, and visibility and exposure characteristics when deciding upon potential locations. For Pleasant View, traffic counts are moderate, while employment centers, population, and visibility and exposure characteristics are only average. As a result, retailers consider other options before first looking at Pleasant View; and
- Other communities in the area have conditions that allow for greater returns to developers at present. Consequently, other sites may need to be developed first before significant retail development in Pleasant View; or, incentives may need to be considered.

Despite the noted weaknesses, Pleasant View also has significant opportunities in select areas for additional growth. Key opportunities are noted below:

- Land near I-15 and 2700 North is desirable for near-term retail development. Additionally, desirable sites are located along 2700 North, as well as at the intersection of Highway 89;
- Several retailers are actively looking in the present market, with some intrigued by the possibilities of the Skyline Drive extension, and the potential for visibility and exposure from I-15;
- Opportunities exist for retail/showroom and warehousing space along Highway 89, north of 2700 North;
- Increasing residential density, particularly near key intersections and along 2700 North, will be desirable to future retailers; and
- Creating additional direct connections from Pleasant View Drive to 2700 North could result in more residents making their purchases within the City.

The following pages will also highlight what potential steps could be pursued in order to attract more commercial development. The points below highlight the major conclusions of steps to pursue:

- Grocery use on 2700 North is critical to keeping residents in Pleasant View and not shopping in North Ogden;
- Better access from Pleasant View Drive to 2700 North to break up the easy access to North Ogden retail;
- Potential annexation of key land just south of 2700 North;
- UTA will expand number of trains when ridership increases. Focus on improving land uses around the FrontRunner Station, as well as at that key intersection;



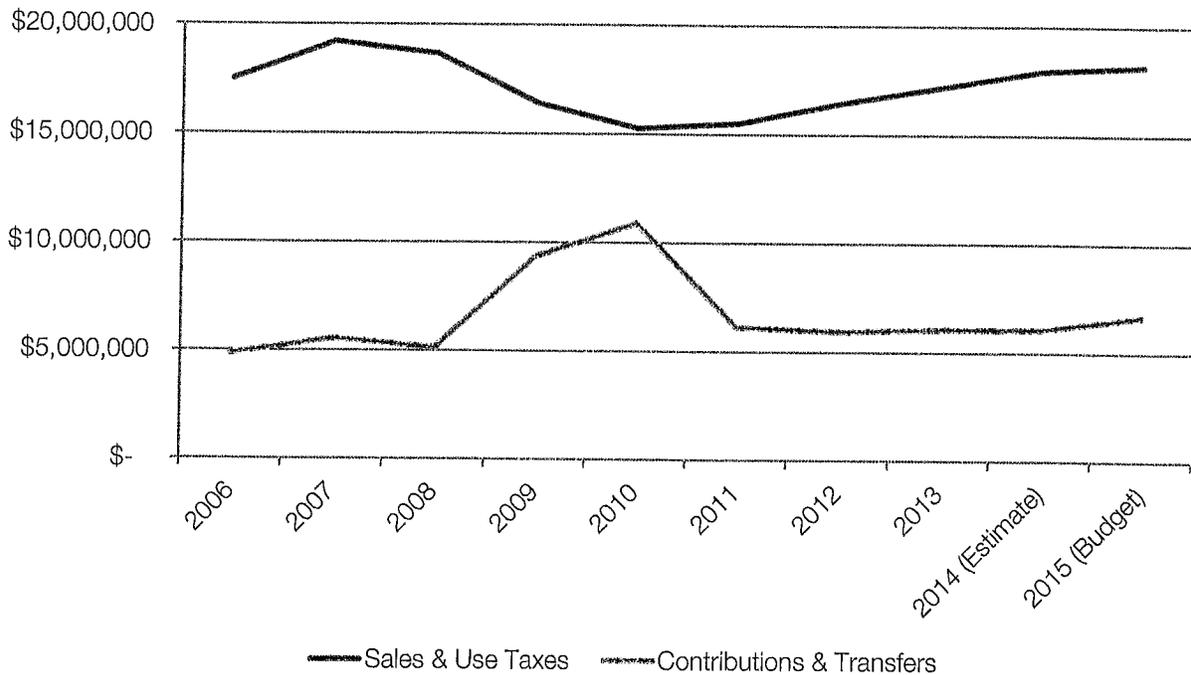
- Tenants looking in the local market include those who see the possibility of destination locations; not sites that are traffic or population driven, but that have near access to the freeway and more affordable land;
- Realize that returns and values are more appealing in some surrounding cities, and that developers will need to offset this via more affordable land prices, utility costs, taxes, etc.;
- Consider incentives that either 1) provide financial compensation, or 2) expedite the approval and permitting process so that stores can open quicker in Pleasant View than in surrounding cities;
- How much compensation is necessary? Values and profit levels will need to match neighboring communities (i.e., if a developer has higher values in North Ogden, but similar construction costs, as compared to Pleasant View, he/she will realize a greater amount of profit). The gap in value is attributed to 1) lower capitalization rates, and 2) differing achievable rental rates; and
- While distribution and warehousing/manufacturing facilities are attracted to the area, consideration needs to be given for finding uses and employers that have a more standard concentration of employees per square foot of building area.



Economic Sustainability

A primary goal of economic development should be to create an environment of economic sustainability. A key to economic sustainability is developing and maintaining a diversified budget. During the recent recession, many municipal budgets experienced significant decreases as consumers spent less, resulting in lower sales tax revenues. One Utah community had a General Fund budget which relied heavily on sales tax revenues, with 38 percent of the General Fund coming from sales and use taxes. Between 2008 and 2009, this city experienced a \$2.27 million decrease in sales tax revenues, with an additional \$1.14 decrease between 2009 and 2010. These significant decreases required the city to make larger transfers from other funds to the General Fund to make up for the shortfall. While a diversified budget cannot prevent decreases in fund revenues, it can help mitigate the negative effects of economic cycles.

Figure 1: Sample City Sales Tax Revenues, 2006-2015



The breakdown of Pleasant View General Fund revenues over the last five years are outlined in Figure 2. Between 2010 and 2014, sales and use tax revenues comprised, on average, 25 percent of all General Fund revenues, while Property Taxes equaled, on average, 19 percent, followed by Franchise Taxes (19 percent) and Contributions and Transfers (11 percent).



Figure 2: Average General Fund Revenues (2010-2014)

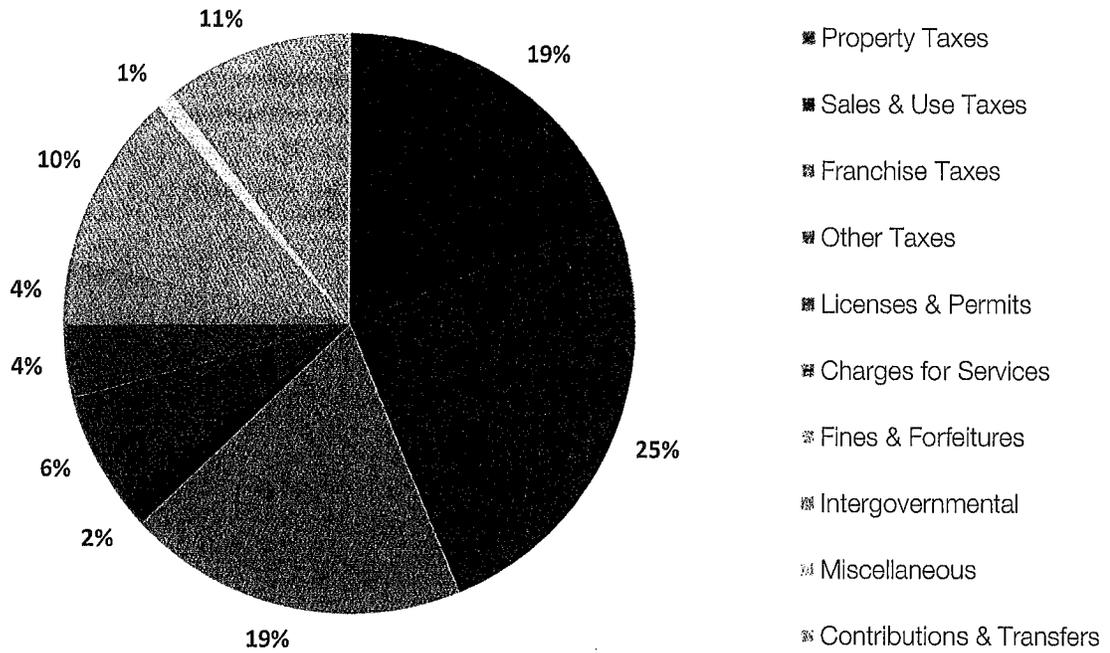
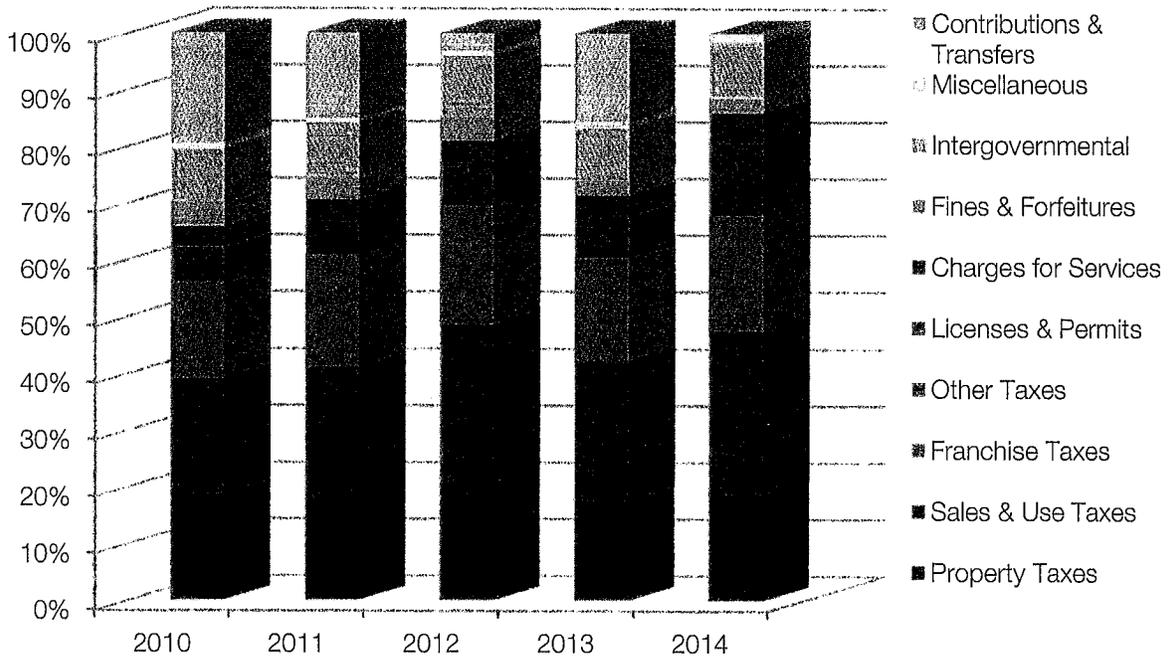


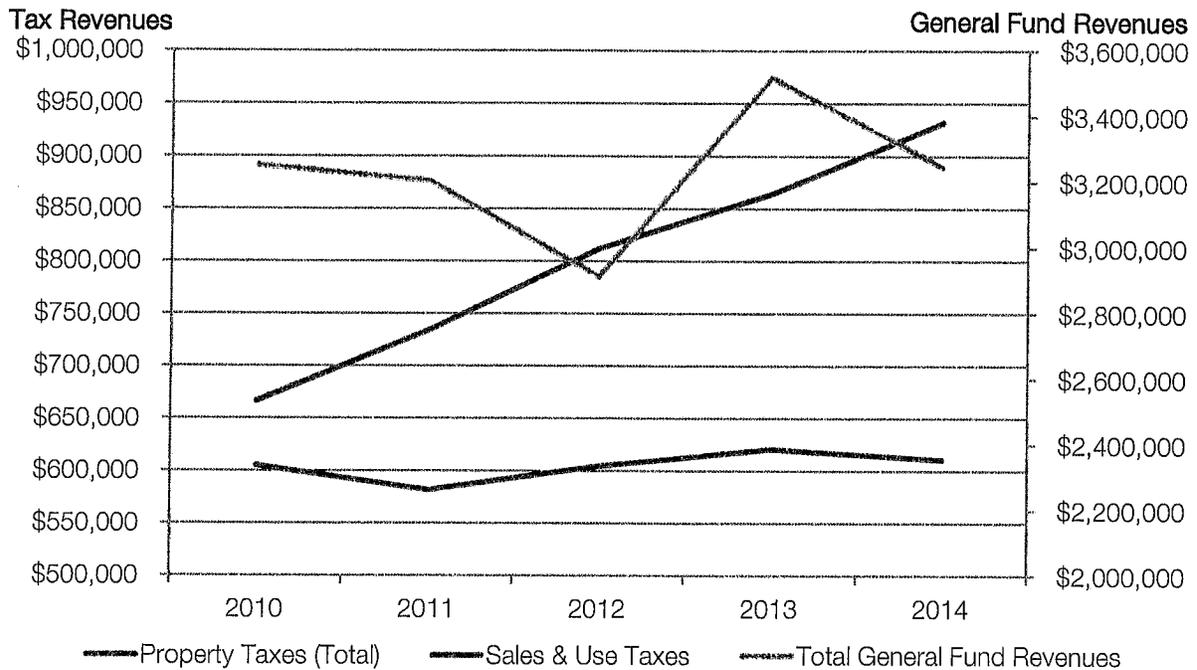
Figure 3: Pleasant View General Fund Revenues (Source: Office of the State Auditor)





The average sales tax revenue for Pleasant View between 2010 and 2014 was \$801,974. Sales tax revenues decreased by 13 percent between 2008 and 2010 (\$64,406 in 2009 and \$39,581 in 2010), but have recovered and reached \$932,045 in 2014. Property Tax revenues have remained steady over the last five years, averaging \$604,722 over the five-year period. Property tax revenues in 2014 were \$610,826, and made up only 19 percent of all General Fund revenues. Increasing property tax revenues in Pleasant View by increasing property values, through new development and redevelopment, can help to further diversify the General Fund revenues and strengthen the economic sustainability of Pleasant View.

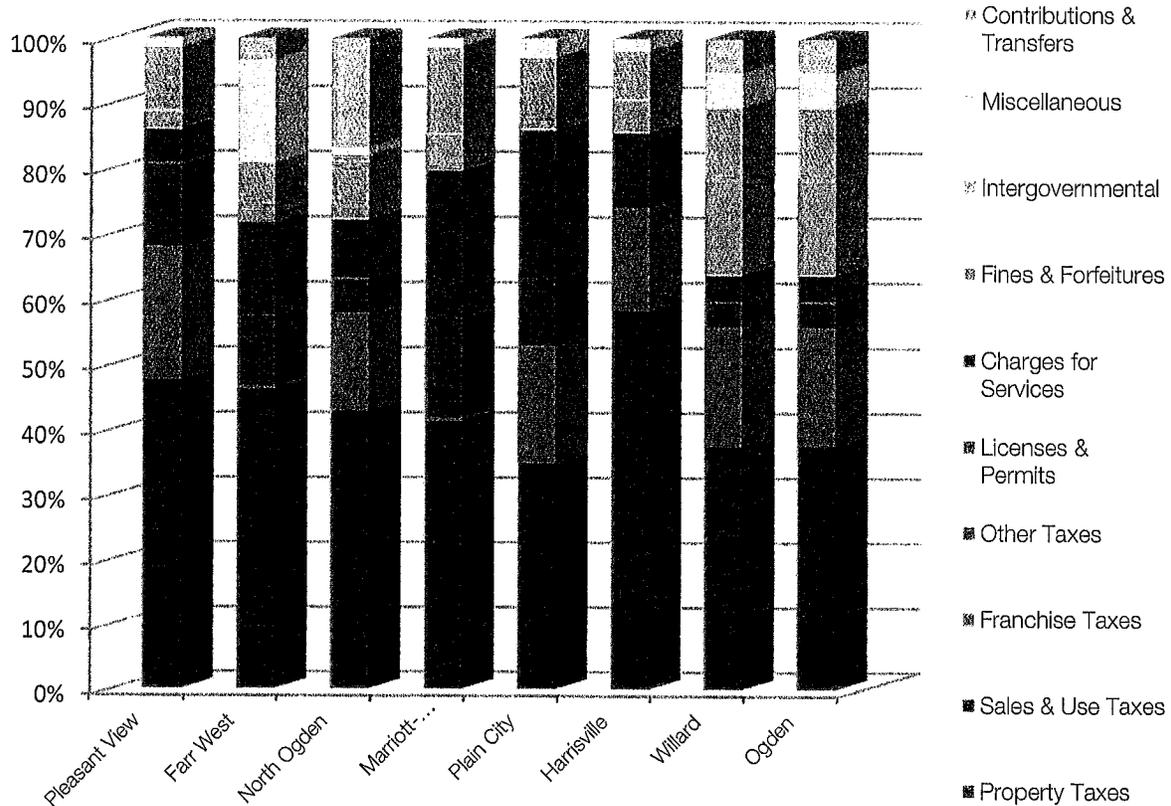
Figure 4: Pleasant View Property and Sales Tax Revenues over Time



Compared to neighboring communities, Pleasant View has 28 percent of General Fund revenues coming from sales tax, while other communities have budgets with sales tax revenues exceeding 1/3 of the budget, including Farr West (37 percent), Marriott-Staterville (41 percent), and Harrisville (46 percent). Unlike some neighboring communities, Pleasant View is not overly reliant on one revenue source; however, there remains potential to further strengthen the primary revenue streams for Pleasant View City, namely sales and property taxes. The purpose of this report is to outline ways in which Pleasant View can increase its sales and property tax revenues by increasing the sales and property bases through economic development. In order to increase the sales tax base, and ultimately sales tax revenues, the City should focus on recapturing lost sales, while pursuing additional commercial development, including business parks, will increase the property tax base.



Figure 5: Percent of General Fund Revenues by Source for Neighboring Cities – FY2014



Demographics

Population and Population Projections

As of the 2010 Census, Pleasant View had a population of just under 8,000. Based on population projections, the 2015 estimated population is over 8,500. During this period, Pleasant View has accounted for 3.5 percent of the total Weber County population, and 18 percent of the population in the northern Weber County area.¹

Table 1: Population Estimate (Source: GOMB; ZPFI)

	2010 Census	2015 Estimate	2015 – Percent of Weber County Population	2015 – Percent of Area Population
Pleasant View	7,979	8,570	3.5%	18.1%
Farr West	5,928	6,365	2.6%	13.5%
Harrisville	5,567	5,929	2.4%	12.6%
Marriott-Slaterville	1,701	1,846	0.8%	3.9%
North Ogden	17,357	18,598	7.6%	39.4%

¹ The northern Weber County area includes Farr West, Harrisville, Marriott-Slaterville, North Ogden, Plain City, and Pleasant View.

	2010 Census	2015 Estimate	2015 – Percent of Weber County Population	2015 – Percent of Area Population
Plain City	5,476	5,934	2.4%	12.6%
Northern Weber County	44,008	47,241	19.3%	13.5%
Weber County	231,236	244,452	100%	

According to the Governor's Office of Management and Budget, Pleasant View's population is expected to grow to 9,204 by 2020 and 15,626 by 2040.

Table 2: Population Growth (Source: GOMB; ZPFI)

	2020	2030	2040	2050	2060
Pleasant View	9,204	11,876	15,626	18,860	22,337
Farr West	6,835	7,238	8,163	9,479	11,593
Harrisville	6,314	7,741	7,146	8,428	9,782
Marriott-Slaterville	2,003	2,741	4,826	5,895	7,054
North Ogden	19,927	25,351	36,923	43,802	51,103
Plain City	6,431	8,727	10,694	13,492	16,572
Northern Weber County	50,714	63,674	83,378	99,957	118,440
Weber County	258,423	300,477	349,009	398,699	449,053

Despite the anticipated growth, Pleasant View's percent of population for the area will stay between 18.1 and 18.7 percent between 2020 and 2040, and Pleasant View's percent of the total County population will only increase from 3.6 percent to 5.0 percent, indicating that other areas will increase in population at a greater rate than Pleasant View.

Table 3: Percent of Area Population (Source: GOMB; ZPFI)

	2010	2015	2020	2030	2040	2050	2060
Pleasant View	18.1%	18.1%	18.1%	18.7%	18.7%	18.9%	18.9%
Farr West	13.5%	13.5%	13.5%	11.4%	9.8%	9.5%	9.8%
Harrisville	12.6%	12.6%	12.5%	12.2%	8.6%	8.4%	8.3%
Marriott-Slaterville	3.9%	3.9%	4.0%	4.3%	5.8%	5.9%	6.0%
North Ogden	39.4%	39.4%	39.3%	39.8%	44.3%	43.8%	43.1%
Plain City	12.4%	12.6%	12.7%	13.7%	12.8%	13.5%	14.0%

Incomes

Pleasant View has the third highest median household income in Weber County, which is 42 percent higher than the State median and 51 percent higher than the County median.

Table 4: Median Household Income (Source: ACS 2014)

City	Median Household Income
Hooper	\$87,855
Plain City	\$86,059



City	Median Household Income
Pleasant View	\$85,161
Farr West	\$82,939
North Ogden	\$75,054
West Haven	\$71,802
Huntsville	\$71,389
Marriott-Slaterville	\$70,750
Uintah	\$64,402
Roy	\$60,100
State of Utah	\$59,846
Harrisville	\$57,439
Weber County	\$56,216
South Ogden	\$54,685
Riverdale	\$52,195
Washington Terrace	\$44,002
Ogden	\$40,937

Per capita incomes in Pleasant View are the highest in Weber County and are 37 percent higher than the County average, but 42 percent lower than the State median. Communities with higher per capita incomes typically have stronger buying power as a result of having more disposable income.

Table 5: Per Capita Income (Source: ACS 2014)

City	Per Capita Income
Pleasant View	\$33,380
Huntsville	\$27,439
Farr West	\$27,188
Hooper	\$26,537
Marriott-Slaterville	\$26,495
South Ogden	\$26,395
North Ogden	\$25,844
West Haven	\$25,415
Plain City	\$24,831
Uintah	\$24,742
State of Utah	\$24,312
Weber County	\$23,430
Riverdale	\$22,576
Washington Terrace	\$22,199
Roy	\$22,114
Harrisville	\$21,434
Ogden	\$19,475

Employers

The largest employers in Pleasant View are primarily in the manufacturing industry, which is reflective of Pleasant View's role in the area. Brokers indicate the potential for additional industrial tenants, including manufacturing and distribution, in Pleasant View.

Table 6: Pleasant View Major Employers (Source: FirmFind, UDWS)

Company Name	Employee Range	NAICS Sector
CSM BAKERY PRODUCTS NA, INC.	100-249	Manufacturing
PEPSI COLA	100-249	Wholesale Trade
J D MACHINE CORP.	100-249	Manufacturing
ADMIRAL BEVERAGE CORPORATION	50-99	Manufacturing
LADY FITNESS NORTH LAYTON WEST	50-99	Arts, Entertainment, and Recreation
ROCKY MOUNTAIN REBAR, LLC.	50-99	Construction
ADMIRAL BEVERAGE CORPORATION	20-49	Manufacturing
BASIC CONVENIENCE FOODS INC	20-49	Manufacturing
COUNTRY LANE SALES	20-49	Manufacturing
MILESTONE COUNSELING LLC	20-49	Health Care and Social Assistance
WESTERN STATES REBAR FABRICATION, I	20-49	Manufacturing

Retail Leakage Analysis

A sales leakage analysis is conducted in order to identify economic development opportunities for a community by evaluating the total purchases made by residents inside and outside the community. A sales leakage analysis first identifies sales within the State of Utah for each major NAICS code category and then calculates the average sales per capita in each NAICS category. Per capita sales in Pleasant View are compared to average per capita sales statewide in order to estimate what portion of resident purchases are being made within City boundaries and what purchases are being made by residents outside of the City.

The percent of purchases being made within a City's boundary is the capture rate. Therefore, a capture rate less than 100 percent indicates that residents are leaving the City to purchase goods elsewhere and may represent an opportunity for the City to recapture some of these lost sales. A capture rate of over 100 percent indicates that residents from surrounding areas are coming into the City to purchase goods and services and represents areas of strength on which the City can build. Corresponding sales leakage amounts show the amount of lost sales annually when the capture rate is less than 100 percent. A positive sales leakage amount, which corresponds to a capture rate above 100 percent, indicates the City is capturing more than its proportionate share of sales compared to other communities in the State.

Pleasant View has an overall capture rate of 6.9 percent in 2015, which represents an estimated \$133,084,318 in "lost" sales of goods and services purchased by Pleasant View residents outside of the City. The City has sales leakage in all of the categories, the majority of which (20 percent) is resulting from lost sales in the General Merchandise category, totaling over \$26 million in 2015. Additional opportunities to capture lost sales where there is sales leakage over \$10,000,000 include Motor Vehicle and Parts Dealers, Food and Beverage Stores, and Food Service and Drinking Places.

The least amount of leakage is occurring in the Museums, Historic Sites, and Similar Institutions, which had leakage of \$154,494, although the City had no sales in this category, meaning that very

few sales per capita occur statewide in this category. The category with the least amount of leakage for which Pleasant View had sales in 2015 is the Performing Arts, Spectator Sports, and Related Industries, which had leakage of \$466,744.

The capture rate between 2014 and 2015 had very minimal change, indicating little to no change in the retail offerings in Pleasant View. During the same time, however, the total leakage increased by over \$2 million, likely a result of population growth occurring during the period. Some areas, including Food Services and Drinking Places, Gasoline Stations, Repair and Maintenance, experienced a slight increase in capture rates during this period.

Table 7: Pleasant View Retail Sales Leakage (Source: Utah State Tax Commission; ZPFI)

Retail Category	Leakage			Capture Rate			Percent of Leakage		
	2014	2015	Change	2014	2015	Change	2014	2015	Change
General Merchandise	-\$25,700,382	-\$26,166,049	-\$465,667	0.0%	0.0%	0.0%	19.6%	19.7%	0.0%
Motor Vehicle and Parts Dealers	-\$18,009,188	-\$18,501,324	-\$492,136	21.4%	20.6%	-0.7%	13.8%	13.9%	0.1%
Food & Beverage Stores	-\$16,823,893	-\$17,070,119	-\$246,226	0.0%	0.3%	0.3%	12.9%	12.8%	0.0%
Food Services & Drinking Places	-\$16,629,294	-\$16,657,802	-\$28,508	0.6%	2.2%	1.6%	12.7%	12.5%	-0.2%
Building Material & Garden Equipment & Supplies	-\$9,781,279	-\$9,907,879	-\$126,600	4.6%	5.0%	0.5%	7.5%	7.4%	0.0%
Miscellaneous Store Retailers	-\$6,891,776	-\$7,023,312	-\$131,535	0.3%	0.2%	-0.1%	5.3%	5.3%	0.0%
Clothing & Accessories	-\$6,867,705	-\$7,073,797	-\$206,092	1.7%	0.5%	-1.2%	5.2%	5.3%	0.1%
Accommodation	-\$5,868,043	-\$5,973,561	-\$105,518	0.0%	0.0%	0.0%	4.5%	4.5%	0.0%
Sporting Goods, Hobby, Book & Music	-\$4,150,676	-\$4,225,689	-\$75,014	0.1%	0.0%	0.0%	3.2%	3.2%	0.0%
Furniture & Home Furnishings	-\$3,534,851	-\$3,598,414	-\$63,563	0.0%	0.0%	0.0%	2.7%	2.7%	0.0%
Electronics & Appliance	-\$3,496,990	-\$3,559,872	-\$62,882	0.0%	0.0%	0.0%	2.7%	2.7%	0.0%
Gasoline Stations	-\$3,327,127	-\$3,327,072	\$55	20.4%	21.8%	1.4%	2.5%	2.5%	0.0%
Repair & Maintenance	-\$2,923,421	-\$2,767,800	\$155,621	35.7%	40.2%	4.5%	2.2%	2.1%	-0.2%
Nonstore Retailers	-\$2,383,051	-\$2,411,945	-\$28,894	0.3%	0.9%	0.6%	1.8%	1.8%	0.0%
Health & Personal Care	-\$1,978,710	-\$2,008,015	-\$29,305	1.9%	2.2%	0.3%	1.5%	1.5%	0.0%
Personal & Laundry Services	-\$1,204,343	-\$1,362,572	-\$158,230	12.6%	2.8%	-9.7%	0.9%	1.0%	0.1%
Amusement & Recreation	-\$732,257	-\$827,856	-\$95,599	63.0%	58.9%	-4.1%	0.6%	0.6%	0.1%
Performing Arts, Spectator Sports, & Related	-\$458,499	-\$466,744	-\$8,245	0.0%	0.0%	0.0%	0.4%	0.4%	0.0%
Museums, Historical Sites, & Similar	-\$151,765	-\$154,494	-\$2,729	0.0%	0.0%	0.0%	0.1%	0.1%	0.0%
TOTAL	-\$130,913,251	-\$133,084,318	-\$2,171,067	6.8%	6.9%	0.1%	19.6%	19.7%	0.0%

Buying Power Analysis

Capturing Future Retail Growth in Northern Weber County

Pleasant View has the potential to attract sales from northern Weber County and southern Box Elder County, due to its proximity to I-15 and the lack of other major retail centers along I-15 in this area. New commercial developments in Pleasant View will likely be Community or Neighborhood Centers, which pull from a smaller market area (3-6 miles) with typical tenants including discount stores, supermarkets, and specialty stores.

Table 8: Retail Center Classifications (Source: International Council of Shopping Centers)

Type	Concept	Average Size (Sq. Ft.)	Average Acres	Typical # of Tenants	Typical Anchor Types	Trade Area Size
Super-Regional Mall/Center	Similar to regional malls, but offering more variety and assortment	1,222,756	60-120	NA	Department stores, mass merchant, discount department store and/or fashion apparel store	5-25 miles
Regional Mall/Center	General merchandise or fashion-oriented offerings	585,791	40-100	40-80	Department stores, mass merchant, discount department store and/or fashion apparel store	5-15 miles
Community Center	General merchandise or convenience-oriented offerings	197,921	10-40	15-40	Discount store, supermarket, drug, large-specialty discount (toys, books, electronics, home improvement/furnishings or sporting goods, etc.)	3-6 miles
Neighborhood Center	Convenience oriented	71,898	3-5	5-20	Supermarket	3 miles
Strip/Convenience	Narrow mix of goods and personal services	13,157	<3	NA	Convenience store, such as a mini-mart	<1 mile

Residents typically do not consider municipal boundaries when they shop; rather, they consider the distance or travel time to shopping options. Therefore, the potential buying power for Pleasant View is calculated using the current and projected populations within one, three, and five miles from Pleasant View. These estimates are shown in Table 9.

Table 9: Estimated Population within 1, 3, and 5 Miles of 2700 North US 89 (Source: UDOT; ZPFI)

2700 North US 89	2015	2020	2030	2040
1 Mile	3,036	3,535	4,284	5,341
3 Miles	36,518	40,270	47,478	56,034
5 Miles	74,468	80,956	93,952	109,155

Based on the projected population change per year between each period, the average per capita spending for the state of Utah (\$11,432.84), and an average sales per square foot for retail (\$250), the area within five miles of Pleasant View could support over 59,000 square feet of retail space each year from 2015 to 2020. Tables 10 and 11 show how much retail square feet could be supported with the same area based on varying capture rates. For example, if Pleasant View could capture 25 percent of the retail growth in the area, then Pleasant View could support up to 14,837 square feet of retail space per year between 2015 and 2020 if pulling from a five-mile radius. This number increases to 19,595 if a capture rate of 33 percent is used (see Table 10). The full potential of the area is highlighted in Table 12, which is based on a 100 percent capture rate.

Table 10: Projected Supportable Retail Square Feet per Year (25 percent Capture Rate)

2700 North US 89	2015-2020	2020-2030	2030-2040	2015-2040
1 Mile	1,140	856	1,209	1,054
3 Miles	8,578	8,241	9,782	8,925
5 Miles	14,837	14,858	17,381	15,863

Table 11: Projected Supportable Retail Square Feet per Year (33 percent Capture Rate)

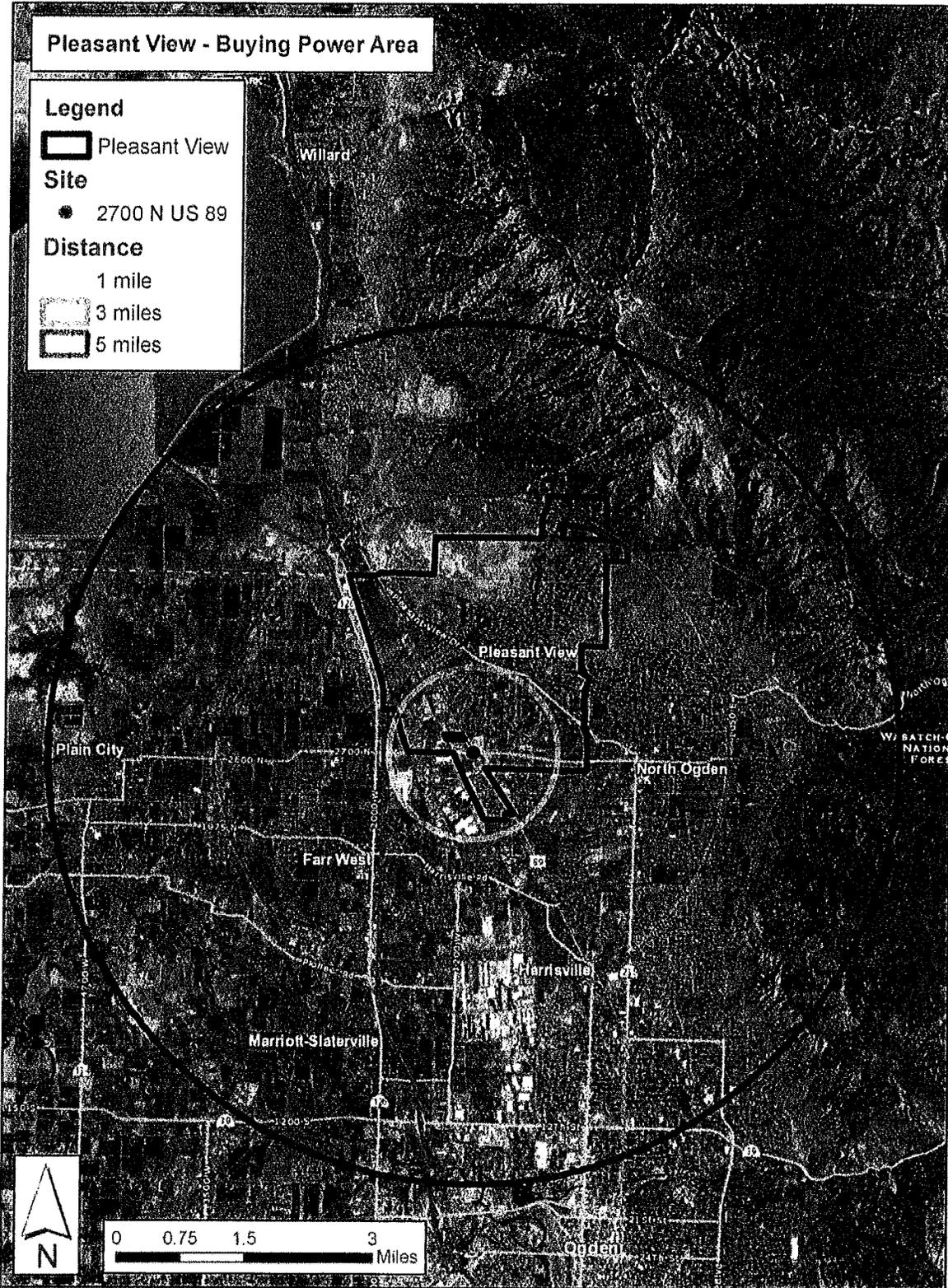
2700 North US 89	2015-2020	2020-2030	2030-2040	2015-2040
1 Mile	1,505	1,131	1,595	1,391
3 Miles	11,323	10,878	12,913	11,781
5 Miles	19,585	19,612	22,943	20,939

Table 12: Projected Supportable Retail Square Feet per Year (100 percent Capture Rate)

2700 North US 89	2015-2020	2020-2030	2030-2040	2015-2040
1 Mile	4,562	3,426	4,834	4,216
3 Miles	34,313	32,963	39,130	35,700
5 Miles	59,347	59,432	69,525	63,452

Brokers and developers see the potential for retail absorption of upwards of 50,000 to 75,000 square feet in the next two to three years. If Pleasant View can pull from a 3-mile radius, Pleasant View will need to capture approximately 73 percent of the new retail square footage within 3-miles in order to achieve 25,000 square feet per year. The capture rate decreases to 42 percent if pulling from a 5-mile radius.

Figure 6: Pleasant View Buying Power Radii





Increasing Buying Power through Diverse Residential Development Types

The population projections, and resulting buying power, outlined previously are based on recent growth trends, which are based on low-density residential developments that are typical to Pleasant View. The addition of more diverse housing options in Pleasant View will increase the internal buying power of the City, which will ultimately increase the desirability of the area for retail development.

Interviews with developers indicated that higher density residential may work in select areas in Pleasant View, although some developers caution against going above two to three stories due to the costs of development and a concern that the demand is soft in an area that offers significant vacant land and a region that offers numerous housing options. Furthermore, developers are cautious about high-density condominiums and are more optimistic about apartments, albeit with caution, as well as moderate density “for-sale” townhomes and attached single-family units.

Higher-density residential, in excess of 8-10 units per acre, is considered feasible by developers along eastern portions of Pleasant View Drive, 2700 North, Highway 89 (both north and south of 2700 North), and potentially along 600 West. Below is a comparison of the projected population growth within ¼ mile of 600 West 2700 North and the potential population growth in the same area if higher-density residential development were to occur on the 107 vacant acres within the area.

Population projections estimate the population within ¼ mile of 600 West 2700 North reaching 445 by 2040. However, if the area were developed with higher-density residential, the same area could range between 645 and 3,041 people, assuming nine units per acre and dependent on the percent of the acres developed.

Table 13: Historic Development - Population Projections within ¼ Mile (Source: UDOT; ZPFI)

Site	2015	2020	2030	2040
600 W US 89	262	298	358	445

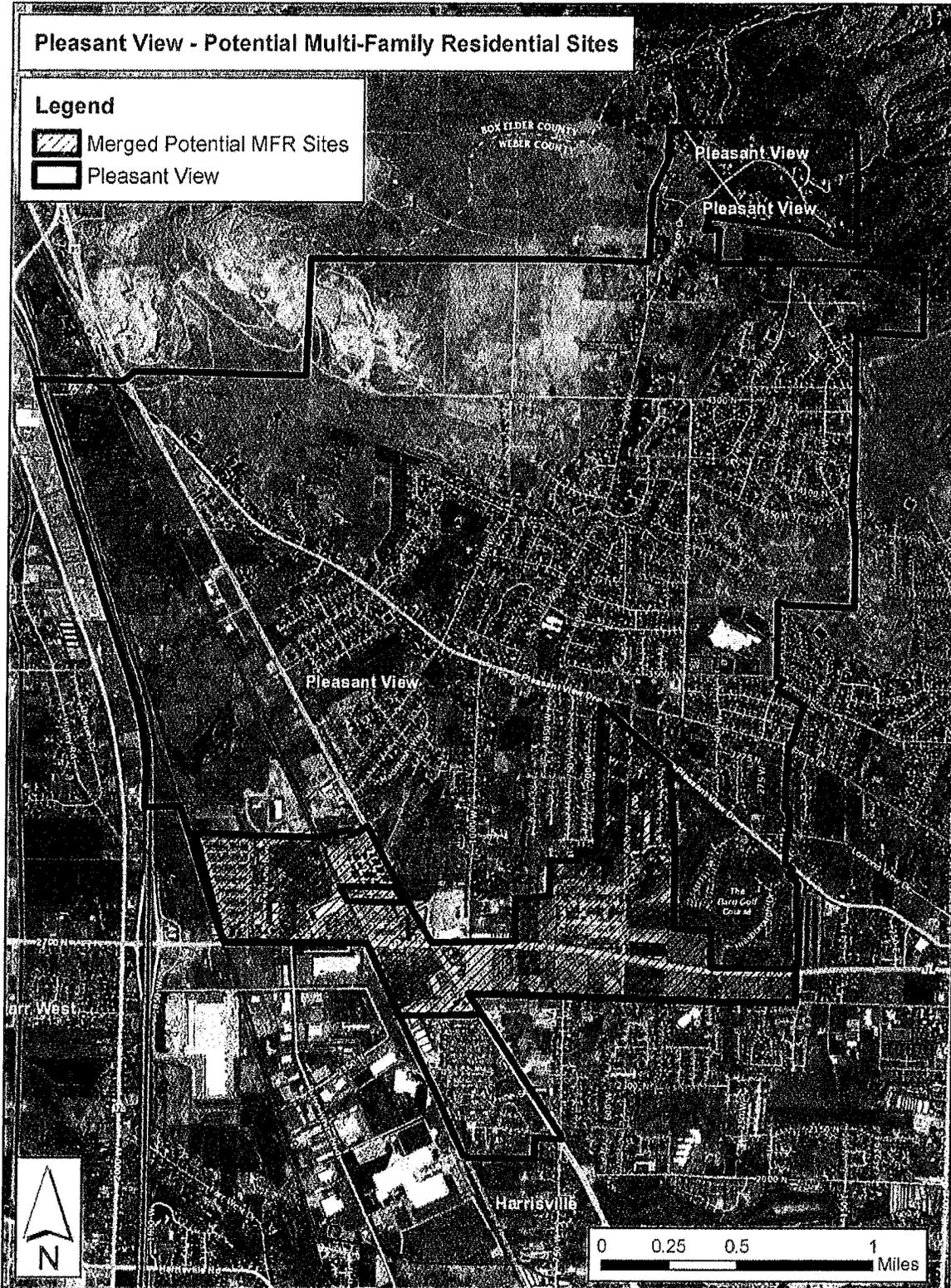
Table 14: High Density Development – Population Projections within ¼ Mile (Source: UDOT; ZPFI)

Site	Developable Acres	Population (by Percent of Acres Developed)			
		100%	50%	33%	25%
600 W US 89	107	3,041	1,520	1,003	645

Previous development plans have indicated the potential for higher-density residential near Parkland Boulevard, specifically at the mobile home park. If a density of 8-10 units is applied to 1/3 of the mobile home park parcels,² it could accommodate 66 units, for an estimated population of 215.

² 22.17 acres * .33 = 7.32 acres

Figure 7: Potential Multi-Family Residential Sites



Merchant Void Analysis

The sales leakage analysis indicated significant leakage in the General Merchandise, Motor Vehicle, Food and Beverage, and Food Services and Drinking categories. The location of these business types in neighboring communities is shown in Figure 8.

Table 15 outlines the potential number of outlets that could be supported based solely on the sales leakage of Pleasant View. Based on the sales leakage for 2015, Pleasant View could not support a big box general merchandise retailer, a new auto dealership, or a personal care health store; however, Pleasant View could almost support a food and beverage (i.e., grocery) store.

Table 15: Potential Number of Supportable Outlets - 2015

Type	Sales Leakage	Median Sales per Sq Ft	Median Sq Ft	Supportable Outlets
General Merchandise	-\$26,166,049	\$423	178,000	0.35
Food and Beverage Stores	-\$17,070,119	\$473	44,094	0.82
Health and Personal Care	-\$2,008,015	\$429	12,544	0.37

Consumers typically do not consider municipal boundaries when they consider their shopping options. Therefore, when considering the buying power of Pleasant View, and the potential number of retail outlets that could be supported, the buying power within a radius is used. Using a 3-mile or 5-mile radius, the tables below outline the number of potential outlets for General Merchandise (big box), Food and Beverage, and Health and Personal Care stores based on the estimated population in 2015, and projected populations in 2020, 2030 and 2040. It would be difficult to support an additional Health and Personal Care store because of the location of multiple outlets in North Ogden, as well as cases in which grocery stores and general merchandise stores also have pharmacies. Pleasant View could, however, support a grocery store, with an additional grocery store being supportable by 2030 (see Table 18).

Table 16: Potential Number of Supportable Outlets within 3 miles - 2015

Type	Per Capita Spending	Total Sales	Median Sales per Sq Ft	Median Sq Ft	Potential Outlets	Existing Outlets	Supportable Outlets
Food and Beverage	\$1,847	\$67,445,773	\$473	44,094	3.2	2.0	1.2
Health and Personal Care	\$221	\$8,083,676	\$429	12,544	1.5	4.0	-2.5

Table 17: Potential Number of Supportable Outlets within 3 miles - 2020

Type	Per Capita Spending	Total Sales	Median Sales per Sq Ft	Median Sq Ft	Potential Outlets	Existing Outlets	Supportable Outlets
Food and Beverage	\$1,847	\$74,374,582	\$473	44,094	3.6	2.0	1.6
Health and Personal Care	\$221	\$8,914,125	\$429	12,544	1.7	4.0	-2.3

Table 18: Potential Number of Supportable Outlets within 3 miles - 2030

Type	Per Capita Spending	Total Sales	Median Sales per Sq Ft	Median Sq Ft	Potential Outlets	Existing Outlets	Supportable Outlets
Food and Beverage	\$1,847	\$87,687,203	\$473	44,094	4.2	2.0	2.2
Health and Personal Care	\$221	\$10,509,702	\$429	12,544	2.0	4.0	-2.0

Table 19: Potential Number of Supportable Outlets within 3 miles - 2040

Type	Per Capita Spending	Total Sales	Median Sales per Sq Ft	Median Sq Ft	Potential Outlets	Existing Outlets	Supportable Outlets
Food and Beverage	\$1,847	\$103,490,194	\$473	44,094	5.0	2.0	3.0
Health and Personal Care	\$221	\$12,403,761	\$429	12,544	2.3	4.0	-1.7

General Merchandise stores need to pull from a larger radius; therefore, the calculations below are based on a 5-mile radius. Based on current projections, it would be difficult to support an additional big-box General Merchandise outlet within five miles of Pleasant View due to the location of three other outlets within five miles.³

Table 20: Potential Number of Supportable General Merchandise Outlets within 5 miles - 2015

Type	Per Capita Spending	Total Sales	Median Sales per Sq Ft	Median Sq Ft	Potential Outlets	Existing Outlets	Supportable Outlets
General Merchandise	\$2,822	\$210,135,553	\$423	178,000	2.8	3.0	-0.2

Table 21: Potential Number of Supportable General Merchandise Outlets within 5 miles - 2020

Type	Per Capita Spending	Total Sales	Median Sales per Sq Ft	Median Sq Ft	Potential Outlets	Existing Outlets	Supportable Outlets
General Merchandise	\$2,822	\$228,445,538	\$423	178,000	3.0	3.0	0.0

Table 22: Potential Number of Supportable General Merchandise Outlets within 5 miles - 2030

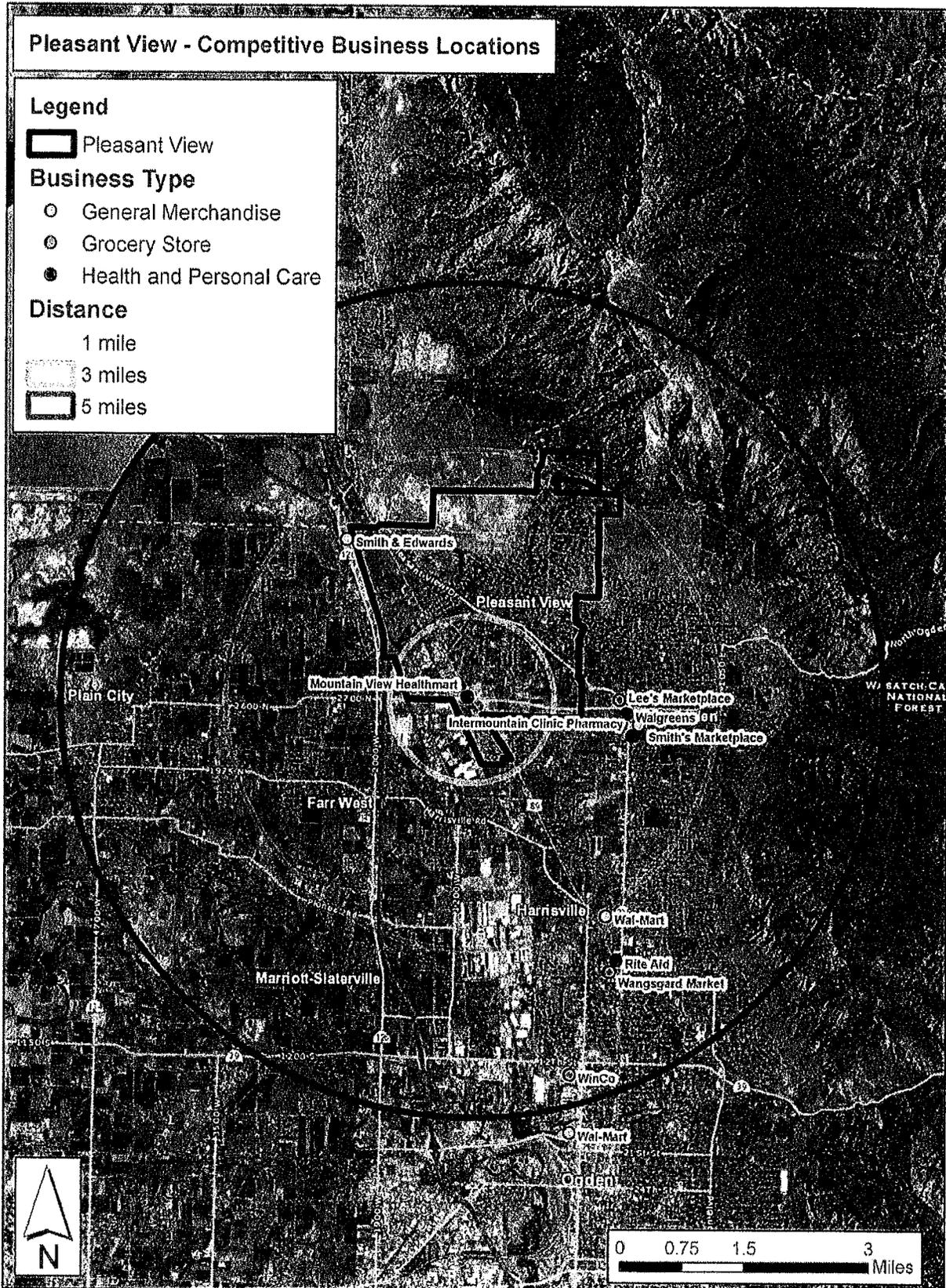
Type	Per Capita Spending	Total Sales	Median Sales per Sq Ft	Median Sq Ft	Potential Outlets	Existing Outlets	Supportable Outlets
General Merchandise	\$2,822	\$265,117,621	\$423	178,000	3.5	3.0	0.5

Table 23: Potential Number of Supportable General Merchandise Outlets within 5 miles - 2040

Type	Per Capita Spending	Total Sales	Median Sales per Sq Ft	Median Sq Ft	Potential Outlets	Existing Outlets	Supportable Outlets
General Merchandise	\$2,822	\$308,017,614	\$423	178,000	4.1	3.0	1.1

³ Smith's Marketplace: North Ogden; Smith & Edwards: Farr West; Wal-Mart: Harrisville

Figure 8: Competitive Business Locations

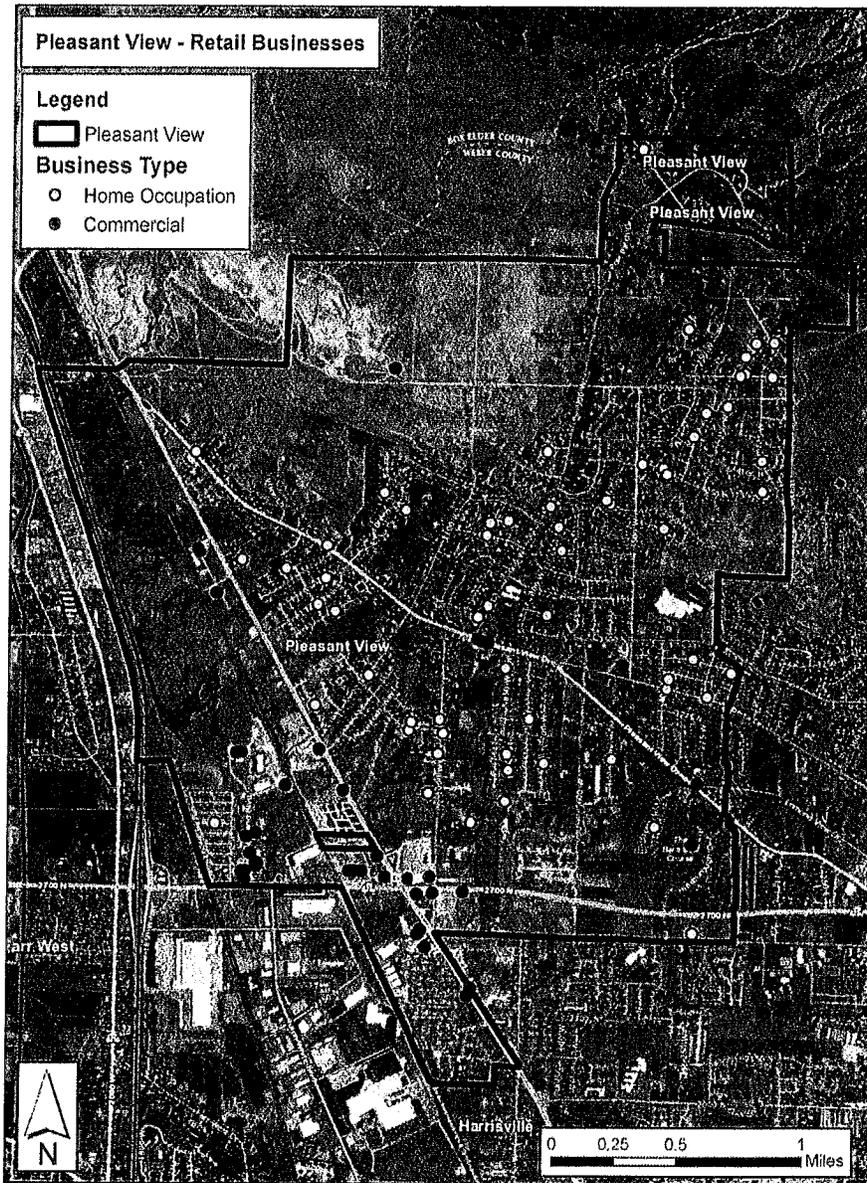


Business Cluster and Site Analysis

Business Clusters

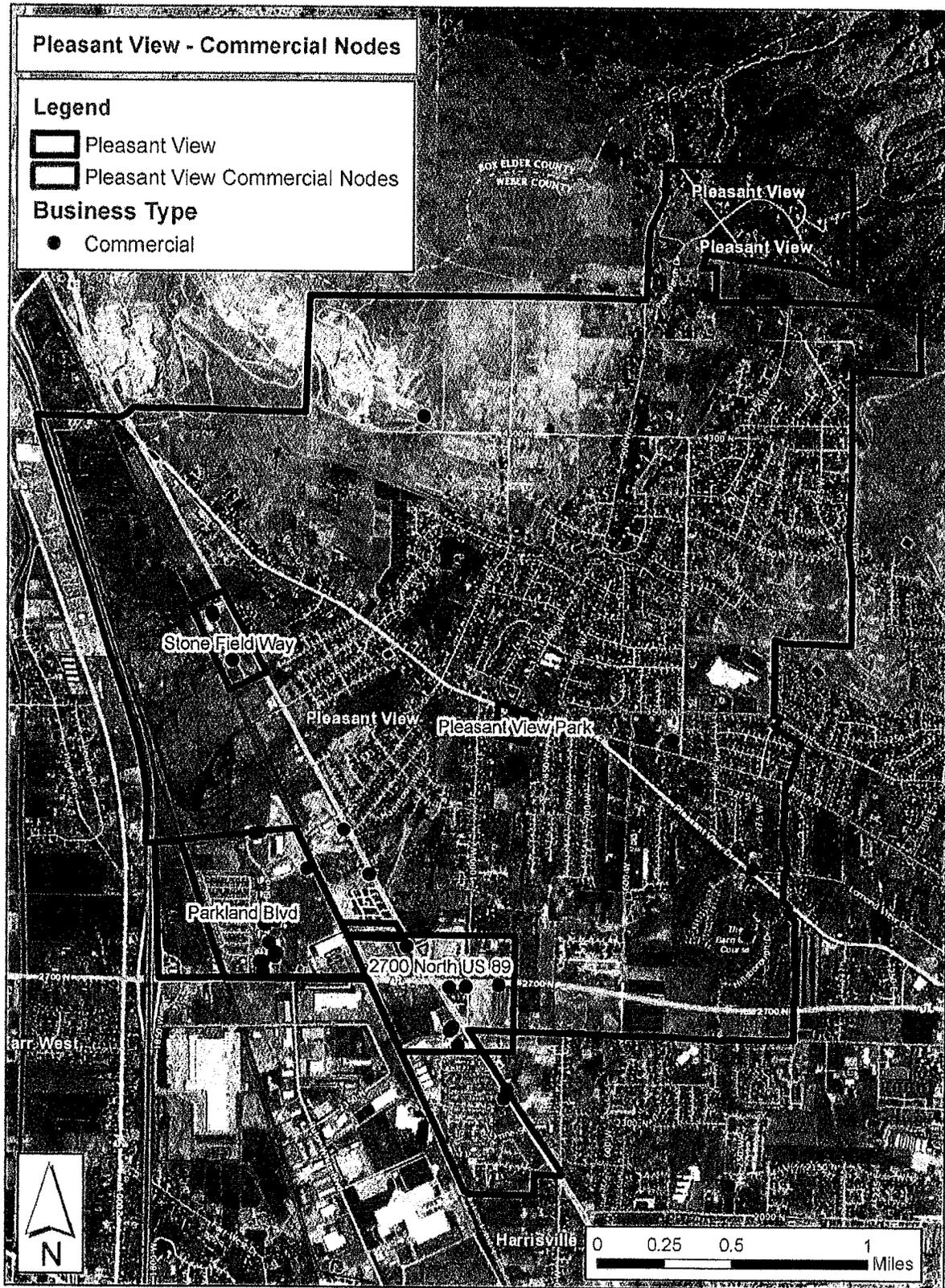
Using data received from the Utah State Sales Tax Commission, businesses were geocoded by location and are shown on the maps below.⁴ Of the 92 businesses geocoded, 60 percent were not located in commercial zones; therefore, they were identified as home occupations. Based on the clustering of businesses in Pleasant View, four retail clusters were identified to compare the competitiveness of various retail sites in Pleasant View. These clusters are shown in Figure 9.

Figure 9: Pleasant View Retail Businesses



⁴ Only includes businesses with a physical location

Figure 10: Pleasant View Commercial Nodes





Cluster Sales

The two clusters with the greatest percent of total sales⁵ are 2700 North US 89 which includes Stone's Big Boys Toys, Stone's Meats and Pepsi, with 28 percent of all retail sales, and Stone Field Way, which includes Western States Rebar Fabrication and Griff's Garage, with 37 percent of all retail sales in Pleasant View. Furthermore, nine percent of all retail sales in Pleasant View occurred outside one of the retail clusters, and seven percent occurred through home occupations.

Table 24: Percent of 2015 City Sales by Business Cluster (Source: Utah State Tax Commission)

Cluster	Percent of City Businesses	Percent of City Sales
2700 North US 89	14.3%	27.6%
Home Occupation	60.0%	6.5%
Other	7.6%	8.6%
Parkland Blvd	12.4%	16.1%
Pleasant View Park	2.9%	4.6%
Stone Field Way	2.9%	36.6%
Grand Total	100%	100%

Cluster Identity

Each cluster has a unique identity, based on the percent of retail sales by industry type. Table 25 lists each cluster and the primary industries for the cluster. In most cases, industries with less than five percent of the total sales for the cluster were aggregated into "Other."

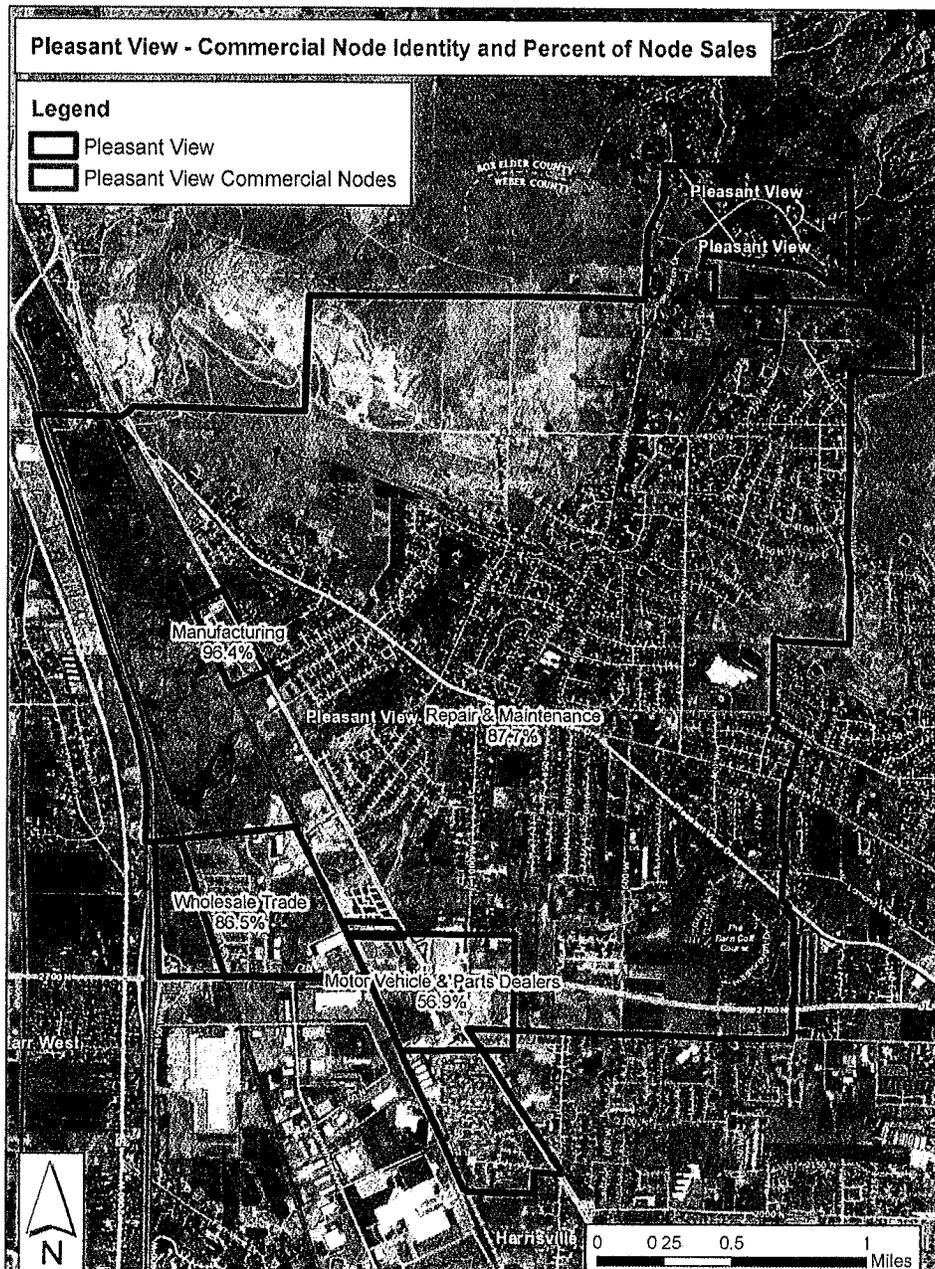
Table 25: Cluster Identity

Cluster and Industry	Percent of Cluster Sales
2700 North US 89	100%
Motor Vehicle and Parts Dealers	56.9%
Manufacturing	26.9%
Gasoline Station	9.1%
Other	7.2%
Home Occupation	100%
Construction	56.5%
Manufacturing	16.1%
Wholesale Trade	8.4%
Other	19.0%
Other	100%
Mining	42.9%
Amusement and Recreation	34.2%
Building Material and Garden	15.4%
Other	7.5%
Parkland Blvd	100%

⁵ Due to the confidential nature of sales data, only the percent of sales by cluster, and not the total sales by cluster, is shown

Cluster and Industry	Percent of Cluster Sales
Wholesale Trade	86.5%
Other	13.5%
Pleasant View Park	100%
Repair and Maintenance	87.7%
Gasoline Station	12.3%
Stone Field Way	100%
Manufacturing	96.4%
Repair and Maintenance	3.6%

Figure 11: Commercial Node Identity and Percent of Node Sales



Fiscal Impacts

The property and sales tax fiscal impacts help gauge the performance of nodes. Table 26 outlines the property and sales tax fiscal impacts of all parcels within each of the nodes, based on the current Pleasant View tax rate,⁶ property values, and sales revenues for each of the nodes.⁷ Stone Field Way has the highest fiscal impacts per acre, which is a result of high sales and property values on very few commercial acres. 2700 North US 89 surprisingly has the lowest fiscal impact per acre. Special attention should be given to pursuing economic development in this node because it currently has the lowest fiscal impact per acre, but according to developers and brokers, has excellent potential for future commercial development.

Table 26: Commercial Property Tax Fiscal Impacts

Node	Acres	Taxable Value	Property Fiscal Impact per Acre	2015 Sales	Sales Fiscal Impact per Acre	Combined Fiscal Impact per Acre
2700 North US 89	74.41	\$27,741,304	\$465	\$8,324,688	\$559	\$1,024
Parkland Blvd	57.02	\$29,491,415	\$645	\$4,858,196	\$426	\$1,071
Pleasant View Park	3.93	\$805,092	\$256	>\$1,500,000	\$1,909	\$2,165
Stone Field Way	5.96	\$3,248,870	\$680	\$11,051,602	\$9,271	\$9,951
Total	141.32	\$61,286,681	\$541	\$25,622,103	\$911	\$1,451

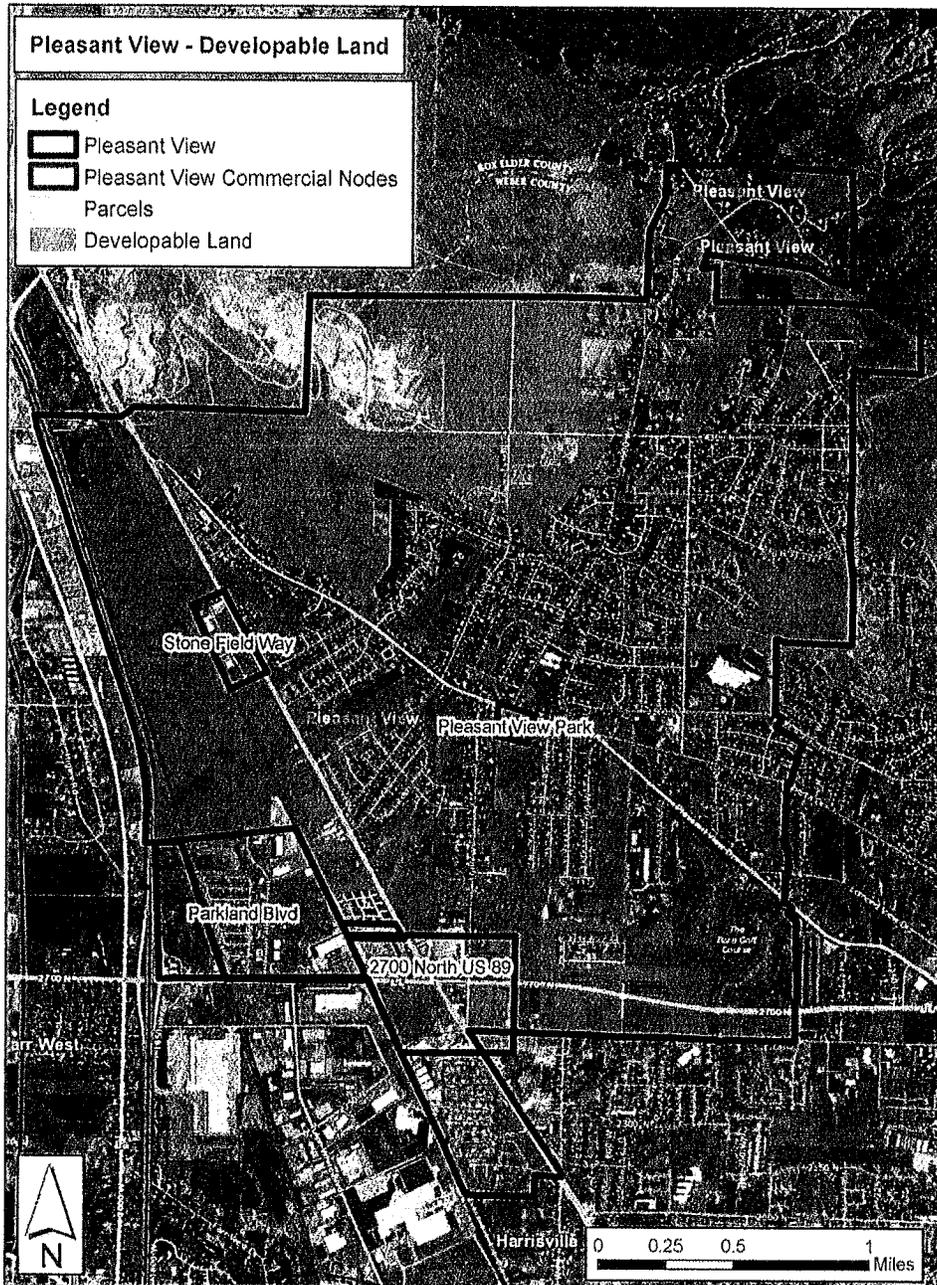
⁶ Pleasant View Property Tax Rate: 0.001247

⁷ Specific sales tax revenues for Pleasant View Park are not included because there are fewer than 10 outlets in the node

Vacant Land

The opportunity for new development can be assessed by determining the amount of vacant land at or near business clusters. Pleasant View has 2,264 acres of developable land, many of which are located on the west side of Pleasant View near commercial nodes, including 2700 N US 89, Parkland Boulevard, Stone Field Way, and Skyline Drive.⁸ Of those developable acres, nearly 117 are located within ¼ mile of 2700 N US 89, and an additional 86 acres are within ¼ mile of Parkland Blvd.

Figure 12: Developable Land



⁸ Including agricultural or otherwise vacant parcels

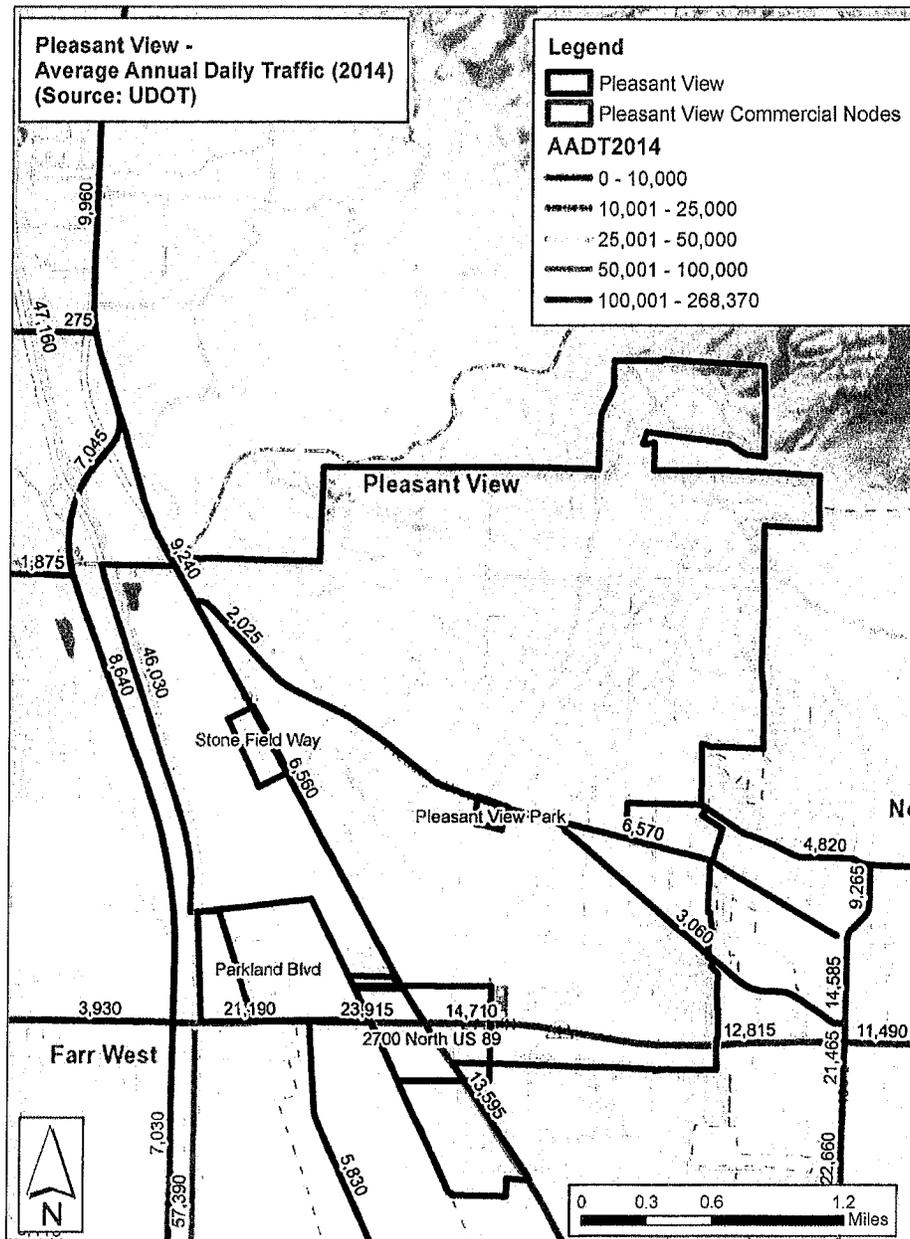
Traffic Counts

The majority of roads in Pleasant View have average annual daily traffic counts below 10,000. The highest counts are along 2700 North between I-15 and US 89.

Table 27: 2014 Average Annual Daily Traffic (Source: UDOT)

Retail Cluster	Traffic Count Range
2700 N US 89	14,710 – 23,915
Parkland Blvd	21,190
Pleasant View Park	2,025 – 6,570
Stone Field Way	6,560

Figure 13: Pleasant View Average Annual Daily Traffic (AADT)



Individual Cluster Characteristics

2700 North US 89

Sales at 2700 North US 89 equal 30 percent of all City sales. Of the total sales in this node, 57 percent are in the Motor Vehicle and Parts industry, and major businesses in this cluster include Stones Big Boys Toys and Pepsi Cola.



Table 28: 2700 North US 89 Sales

Cluster and Industry	Percent of Cluster Sales
2700 North US 89	100%
Motor Vehicle and Parts Dealers	57%
Manufacturing	28%
Gasoline Station	8%
Other	7%

The greatest assets to this site include the amount of vacant acres. Within 0.1 miles of this site there are nearly 117 acres of developable land, which equals about 45 percent of the land within 0.1 miles.

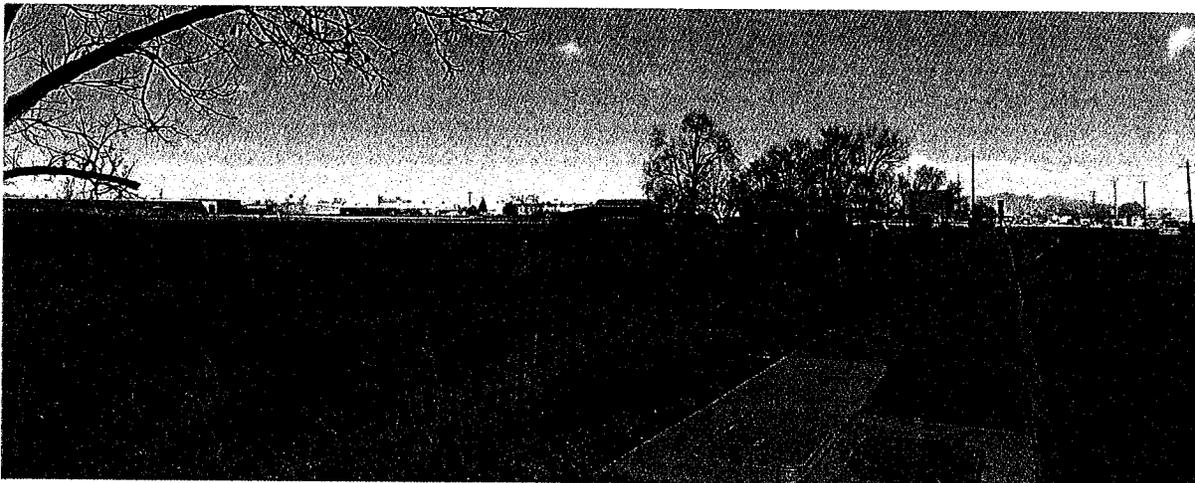




Table 29: 2700 North US 89 Land Use

2700 N US 89	Total Acres	Percent of Acres
Commercial	53.16	20%
Developable	116.89	45%
Exempt	18.80	7%
Industrial	21.25	8%
Multi-Family Residential	34.61	13%
Single Family Residential	16.19	6%
Commercial	53.16	20%
Total	260.90	100%

Another significant asset of this site is the traffic counts and relative proximity to I-15. Although this site does not front I-15, it is within 1.5 miles of the I-15 interchange at 2700 North. Furthermore, the stretch of road along 2700 North between I-15 and US 89 has the greatest number of traffic counts of all roads in Pleasant View, with between 14,710 and 23,915 AADTs. This site is also located adjacent to the FrontRunner Station in Pleasant View. Developments near the FrontRunner station include nearly 20,000 square feet of retail space and almost 60,000 square feet of office space.

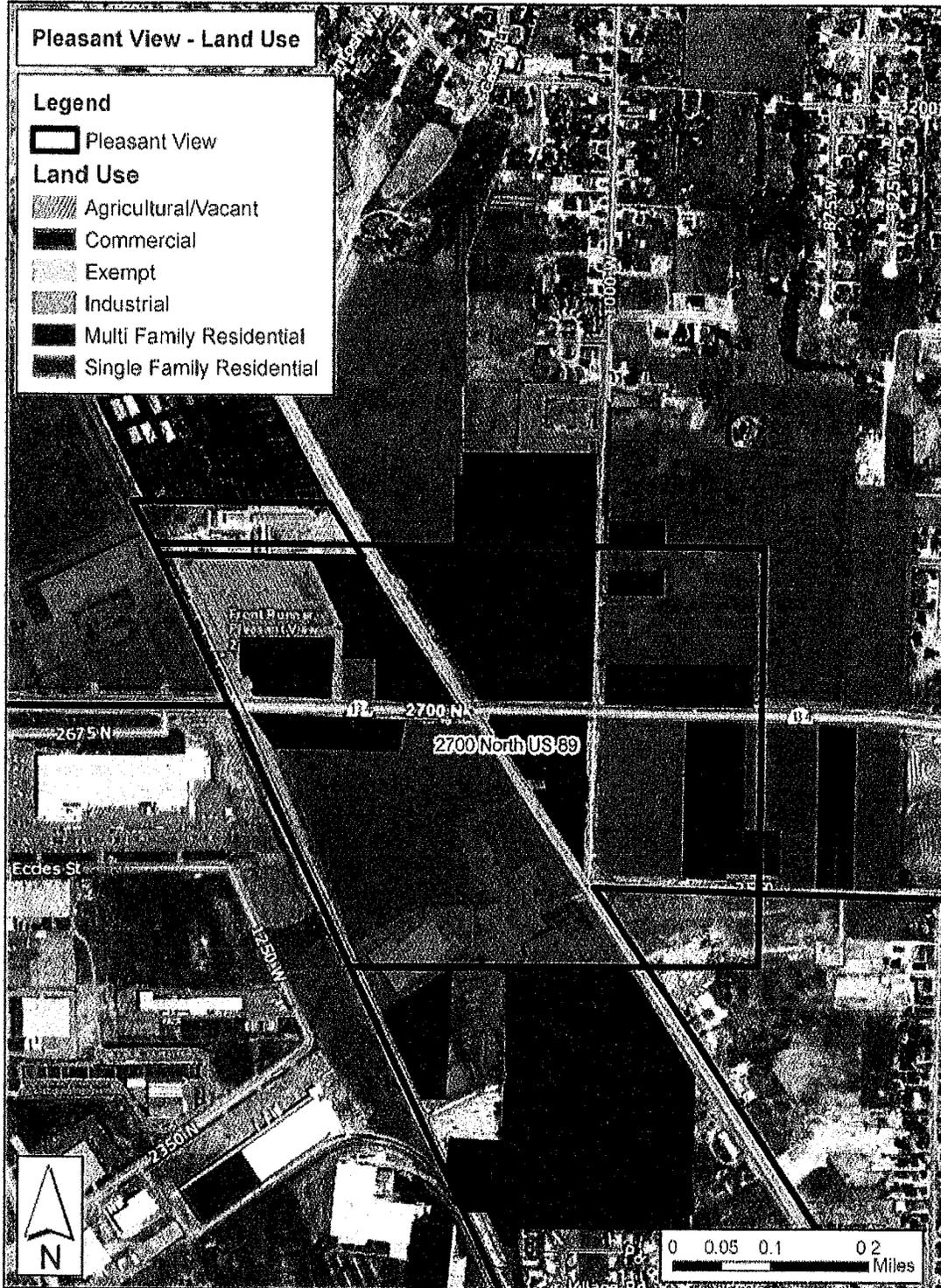


Table 30: 2700 North US 89 Characteristics

Comparison Table	Percent of Sales	Developable Acres	AADT Range
2700 N US 89	30%	116.89	14,710 – 23,915



Figure 14: 2700 North US 89 Land Use





Developer/Broker Perceptions

The 2700 North and US 89 node presents some desirable opportunities for development in Pleasant View. Brokers indicated that the traffic counts result in good visibility and exposure characteristics for a variety of users, and most people are familiar with both US 89 and 2700 North as major arterials in the area.

These same sources suggest that the area should be the focus in Pleasant View for near-term and future growth. While the Parkland Boulevard node represents desirable freeway frontage, brokers and developers indicated that development could likely occur in the near-term within the 2700 North and US 89 submarket (while Parkland was suggested to likely have some longer time frames due to joint planning efforts and or issues with vacant land).

While the UTA FrontRunner Station has minimal use due to the end-of-the-line status (and only two trains per day), future growth in Pleasant View and surrounding areas will likely result in additional transit activity. Representatives of UTA indicated that they intend to add more trains as demand increases. The areas immediately surrounding the station are likely appropriate for potential two and three-story residential development. While developers are somewhat cautious about higher density apartments in Pleasant View at present (due to concerns about demand characteristics), the pro-formas show financial feasibility for this use type. Additionally, if greater density construction were to be added in this node, retailers would most likely be more attracted to potential development.

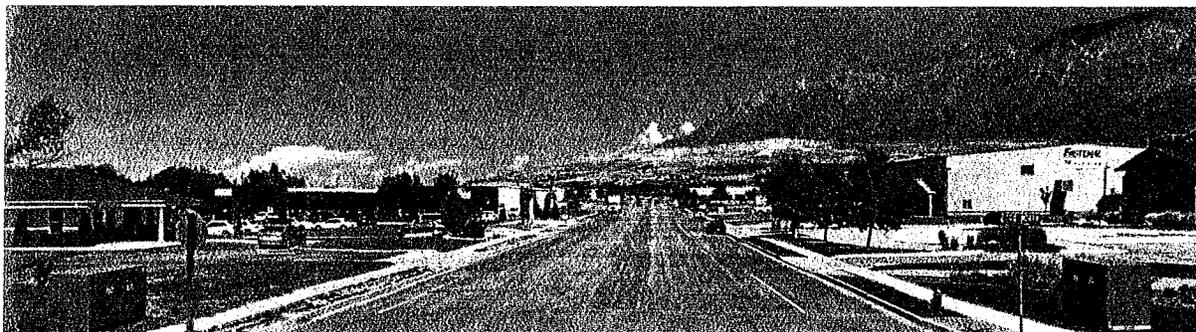
Some caution should be given in this area about additional users that represent warehousing/manufacturing firms. These uses, while providing jobs to the area, do not attract other retail users, and typically have a limited number of employees per square foot of building area. As a result, large structures with loading areas are built on land that could be better utilized with more employee and consumer-driven uses.

Parkland Boulevard

Sales on Parkland Boulevard equal about 16 percent of all City sales. 95 percent of sales in this area are in the Wholesale Trade industry. Major businesses in this cluster include Fastenal Company and Mountain States Supply.

Table 31: Parkland Boulevard Sales

Cluster and Industry	Percent of Cluster Sales
Parkland Blvd	100%
Wholesale Trade	86.5%
Other	13.5%



Eighty six acres at the Parkland Boulevard node are developable, equaling 50 percent of the acres in the area.⁹ Other predominant land uses in this area include industrial, with 25 percent of the land, and multi-family residential with 13 percent. The average improvement value for parcels in the area is the highest of the nodes, averaging \$229,087 per acre.

Table 32: Parkland Boulevard Land Use

Parkland Blvd	Total Acres	Percent of Acres
Commercial	13.58	8%
Developable	85.98	50%
Exempt	4.93	3%
Industrial	43.44	25%
Multi-Family Residential	22.17	13%
Single Family Residential	3.00	2%
Total	173.10	100%

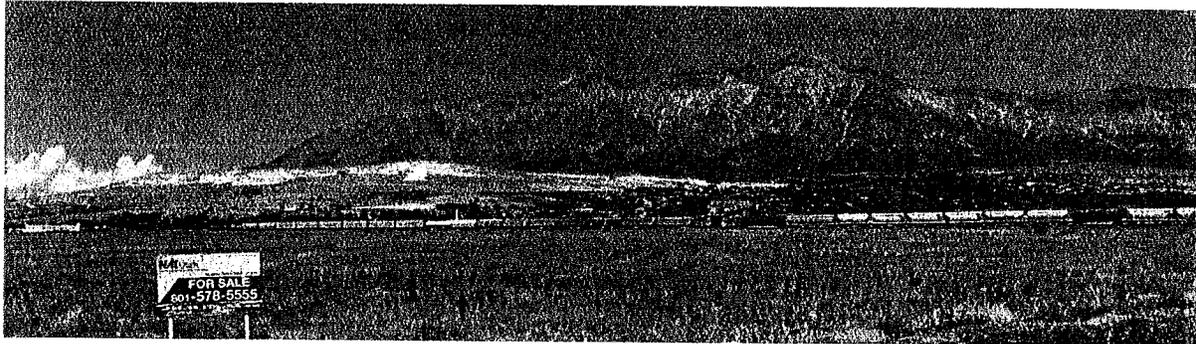


Table 33: Parkland Boulevard Characteristics

Comparison Table	Percent of Sales	Developable Acres	AADT Range
Parkland Blvd	16%	85.98	21,190

Parkland Boulevard is closer to I-15 than 2700 North US 89, but the area south of 2700 North in this area is not in the Pleasant View City limits. All but one of the parcels that front 2700 North in this area are developed, which limits some of the development potential for this area. The exception is a parcel located at the intersection of 2700 North and 1500 West. Future transportation plans indicate that this parcel will become a road which will increase access to much of the developable land in this area. Due to the proximity to and visibility from I-15, Parkland Boulevard is the only node identified that would have the ability to pull from more than a 3-mile radius.

The Parkland Boulevard node has unique opportunities because portions of the node are included in the joint 2700 North CDA with Farr West. Tax increment generated in the 2700 North CDA, as well as sales tax revenues are split 50/50 between the Pleasant View and Farr West, regardless of the city in which the development occurs or the sales are generated.

⁹ Includes parcels in Farr West, due to the joint 2700 North CDA



Figure 15: Parkland Boulevard Land Use



Developer/Broker Perceptions

Developers and brokers consider Parkland Boulevard in two distinct sections. The more eastern part of the node is noted to have appeal for smaller business parks, potential light industrial/manufacturing, and some limited, higher-density residential use (in the area closest to 2700 North. This eastern part of the node has some constraints for retail use in that traffic counts are limited. However, if connections could be made across 2700 North to the major vacant land parcel (noted in the previous map via green shading), then retail use could be considered. Other sites in Northern Weber County are considered more desirable for retail; however, if land was priced correctly, and some incentives were a possibility, the site may have enough proximity to 2700 North, US 89, and I-15 to attract commercial use.

The second section of the Parkland Boulevard node is located to the west of the rail tracks, but east of I-15. Technically, the land is in Farr West, but is part of a CDA that, as outlined above, allows for participation by Pleasant View (see Figure 15). The land is noted to be some of the most desirable in the City, due to its freeway exposure and accessibility options. General merchandise stores could be pursued, while grocery may best be fitted in alternative sites so that Pleasant View captures all of the sales tax revenue (and not a split with Farr West). Additionally, the area should have appeal to automobile dealerships.

While the eastern part of the Parkland Boulevard node is deemed desirable to brokers and developers, there are still other sites to the south that are attracting greater attention from potential users. As will be shown in a later section regarding financial feasibility, developers can achieve greater returns in other submarkets at present. Nonetheless, with growth occurring west and north, and vacant land continuing to decline, the Parkland Boulevard sites will experience increased demand from possible users in future years.

A central portion of the Parkland Boulevard node is improved with a trailer park facility (Wasatch View Estates). Ultimately, the underlying land will prove to be more valuable for eventual commercial development. However, until neighboring sites are developed, there will likely be minimal activity in this part of the node. If removed, the desirability of the neighborhood increases moderately for commercial and residential development.

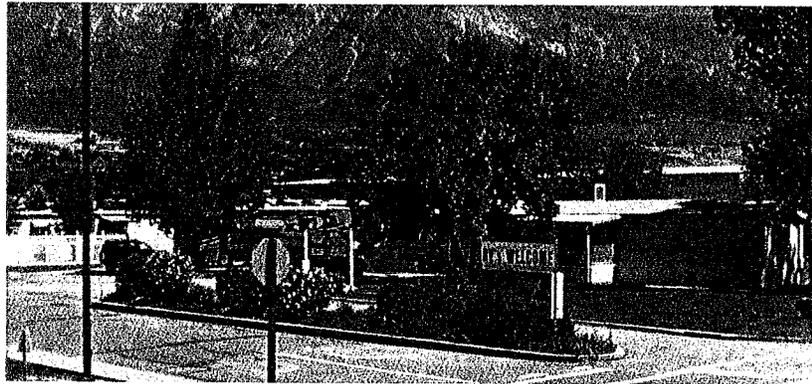
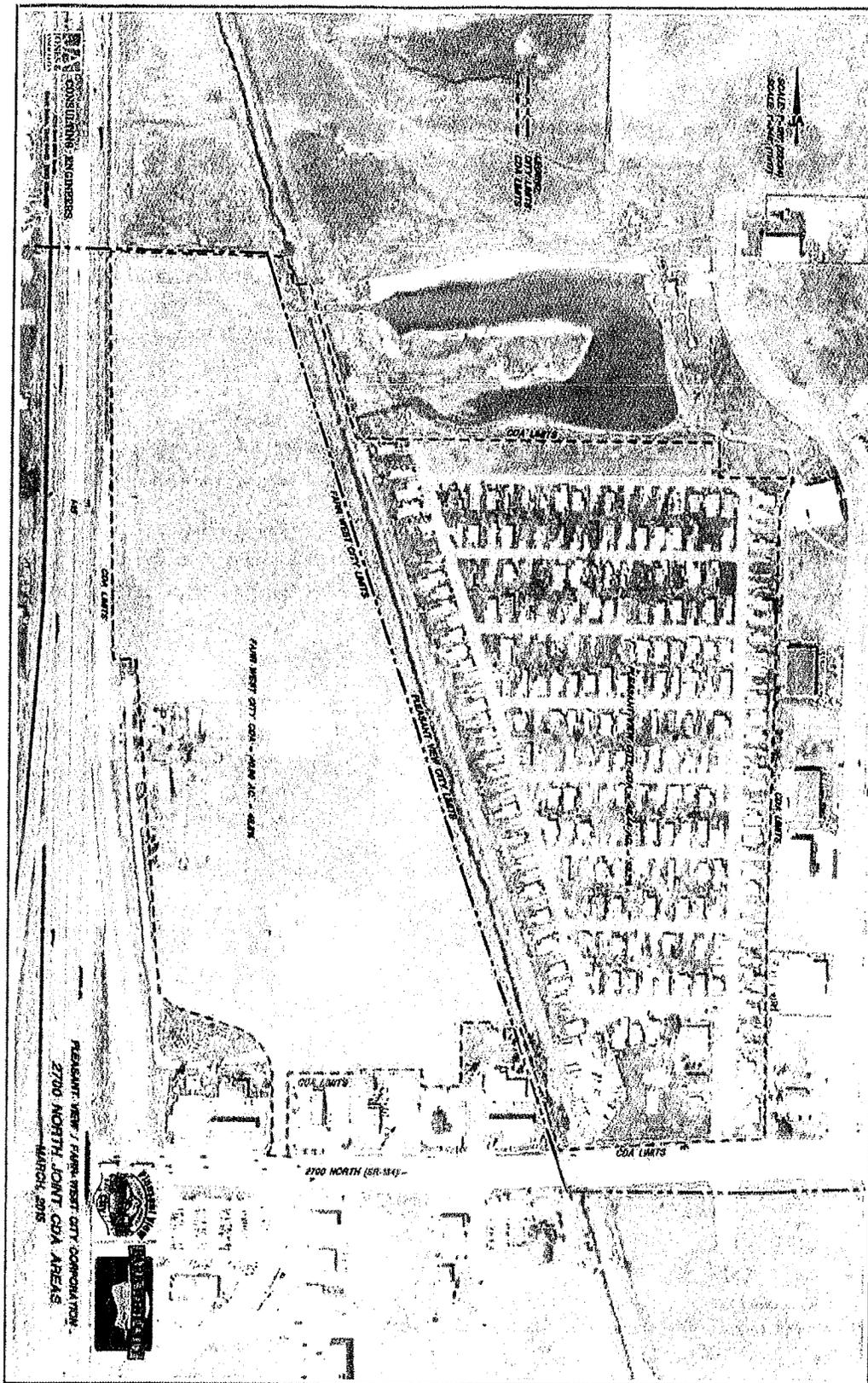


Figure 16: 2700 North Joint CDA



Stone Field Way

Sales on or near Stone Field Way equal about 33 percent of all City sales. 96 percent of sales in this cluster are in the Manufacturing industry. The primary business in this cluster is Western States Rebar Fabrication Inc.

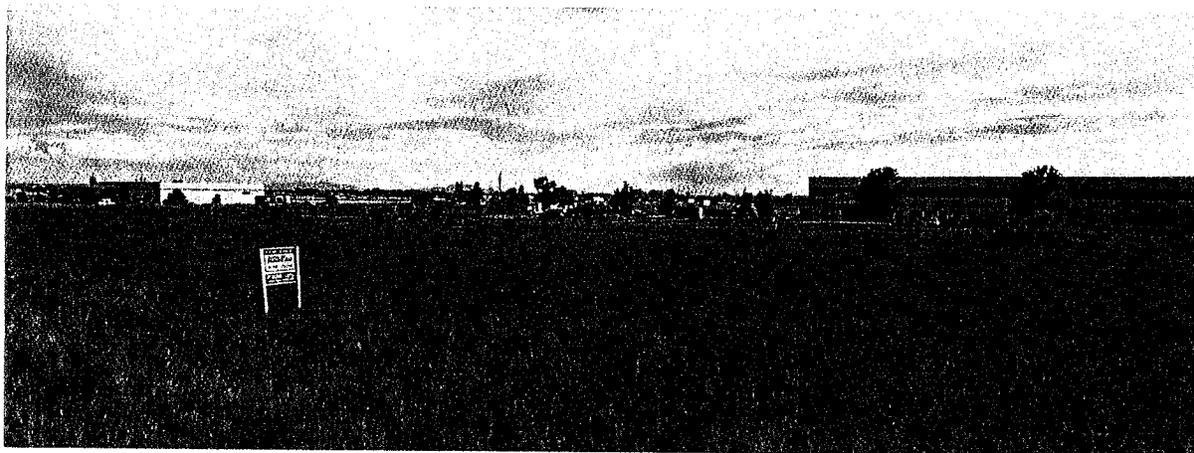
Table 34: Stone Field Way Sales

Cluster and Industry	Percent of Cluster Sales
Stone Field Way	100%
Manufacturing	96%
Repair and Maintenance	4%

Much of the land in this area is undeveloped, with at least 194.98 acres of developable land within 0.1 miles, with additional vacant acres just outside the immediate area. The area has an average improvement value per acre of \$196,068; however, because of the large amount of vacant land in the area, redevelopment is not likely an issue for this area.

Table 35: Stone Field Way Land Use

Stone Field Way	Total Acres	Percent of Acres
Developable	194.98	90%
Exempt	3.19	1%
Industrial	5.96	3%
Single Family Residential	12.21	6%
Total	216.34	100%

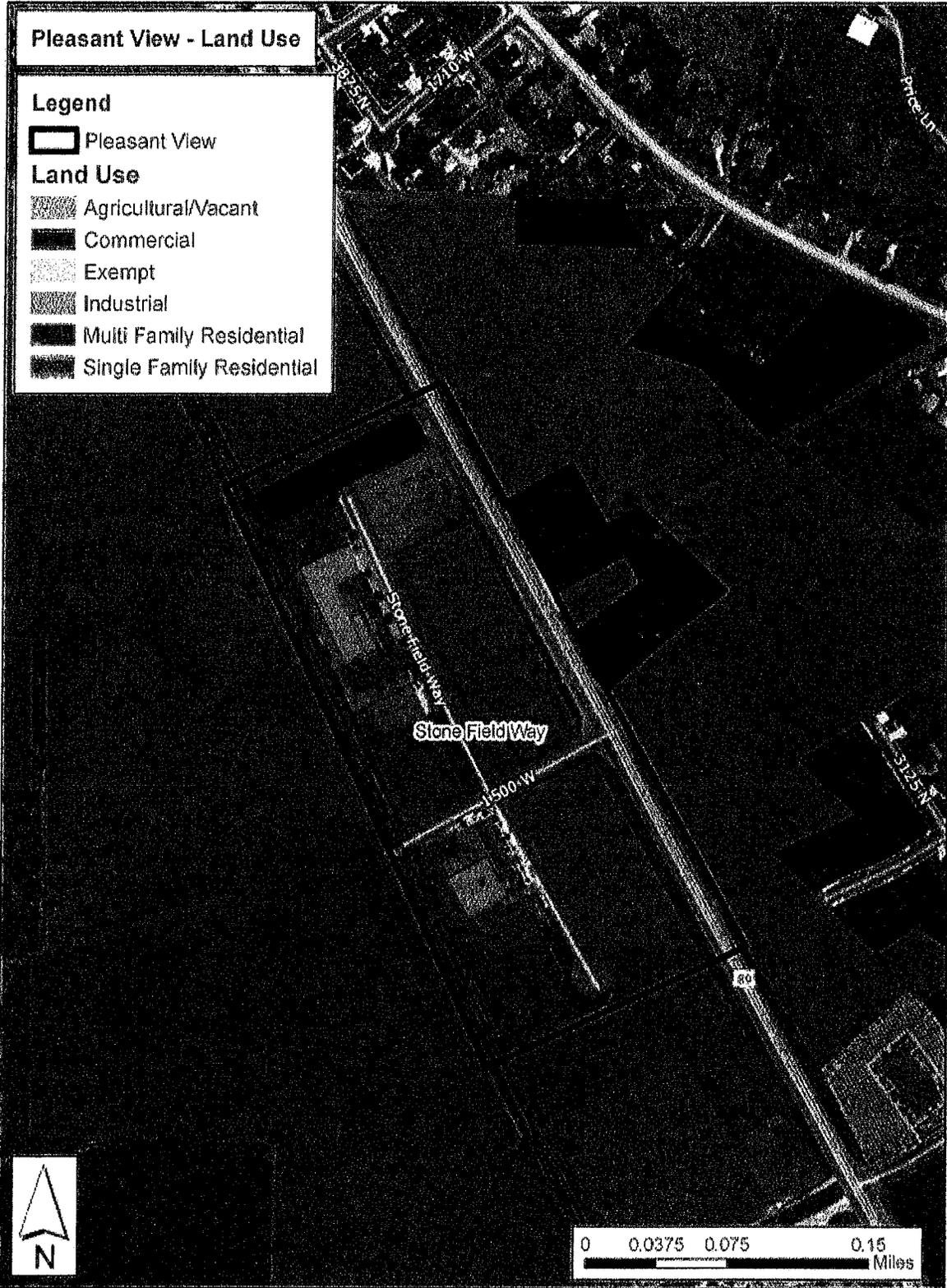


Traffic counts in this area are extremely low, with only 2,025 to 6,570 AADTs. Stone Field Way's distance from 2700 North and I-15 do not make it an ideal location for retail development; however, it could continue to be a good location for additional industrial development.

Table 36: Stone Field Way Characteristics

Comparison Table	Percent of Sales	Developable Acres	AADT Range
Stone Field Way	33%	194.98	6,560

Figure 17: Stone Field Way Land Use



Developer/Broker Perceptions

While the initial perception of this node is that limited uses exist, brokers are notably optimistic about the future of this area. The amount of vacant land is significant, and several, active retail/warehousing uses have inquired about development potential. Land values are lower than other parts of the City, and returns to developers are somewhat appealing.

According to market professionals, commercial users are intrigued by the possibility of exposure and visibility from I-15, as well as the potential of increased traffic from the proposed, Skyline Drive extension. Users that are interested in the node include primarily warehousing and manufacturing facilities, with some having a small retail store or showroom element. They would likely be destination-type uses, suggesting that immediate access to I-15 would not be crucial. More traditional, retail-type space would likely require incentives. Ultimately, a destination user of upwards of 80,000+ square feet could be attracted to the node.

Pleasant View Park

The area around Pleasant View Park accounts for four percent of all City sales. This cluster only has three businesses, including Woodruff Auto Service, Straw Market, and Chillzz.

Table 37: Pleasant View Park Sales

Cluster and Industry	Percent of Cluster Sales
Pleasant View Park	100%
Repair and Maintenance	89%
Gasoline Station	11%



Of the 91 acres around Pleasant View Park, 48 percent is single-family residential and 26 percent is developable. Pleasant View Park, however, lacks high enough traffic counts to make this site a desirable site for retail or other commercial development.

Table 38: Pleasant View Park Land Use

Pleasant View Park	Total Acres	Percent of Acres
Commercial	3.93	4%
Developable	23.33	26%
Exempt	20.05	22%
Single Family Residential	44.14	48%
Total	91.44	100%

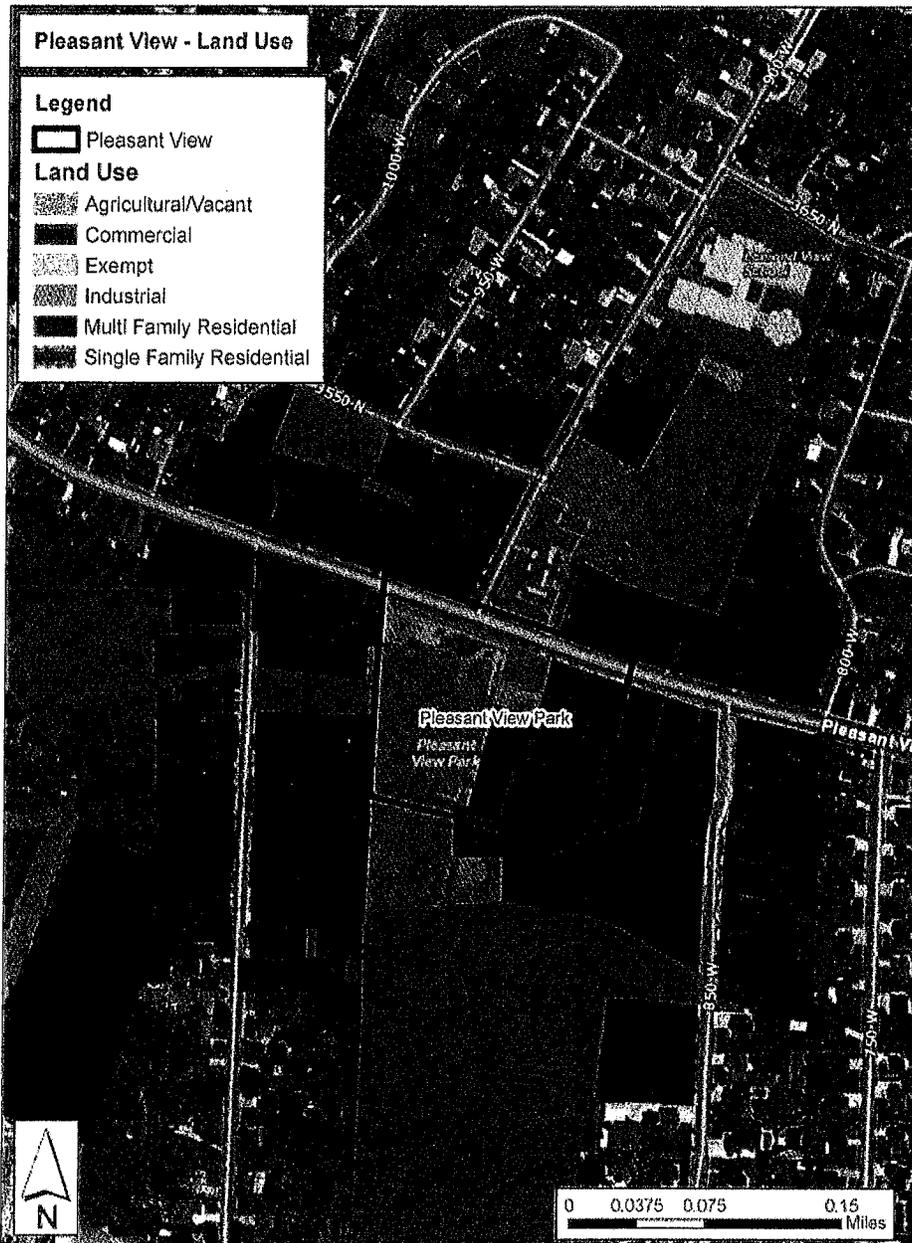
Table 39: Pleasant View Park Characteristics

Comparison Table	Percent of Sales	Developable Acres	AADT Range
Pleasant View Park	4%	23.33	2,025 – 6,570

Developer/Broker Perceptions

This node has limited appeal for commercial development, due to limited traffic counts and low-density residential development. However, a small (upwards of 2,000 square feet) retail user could be supported if existing vacant land is built with residential uses. Lower density residential construction is likely the highest and best use of vacant land, based on surrounding uses and street configurations.

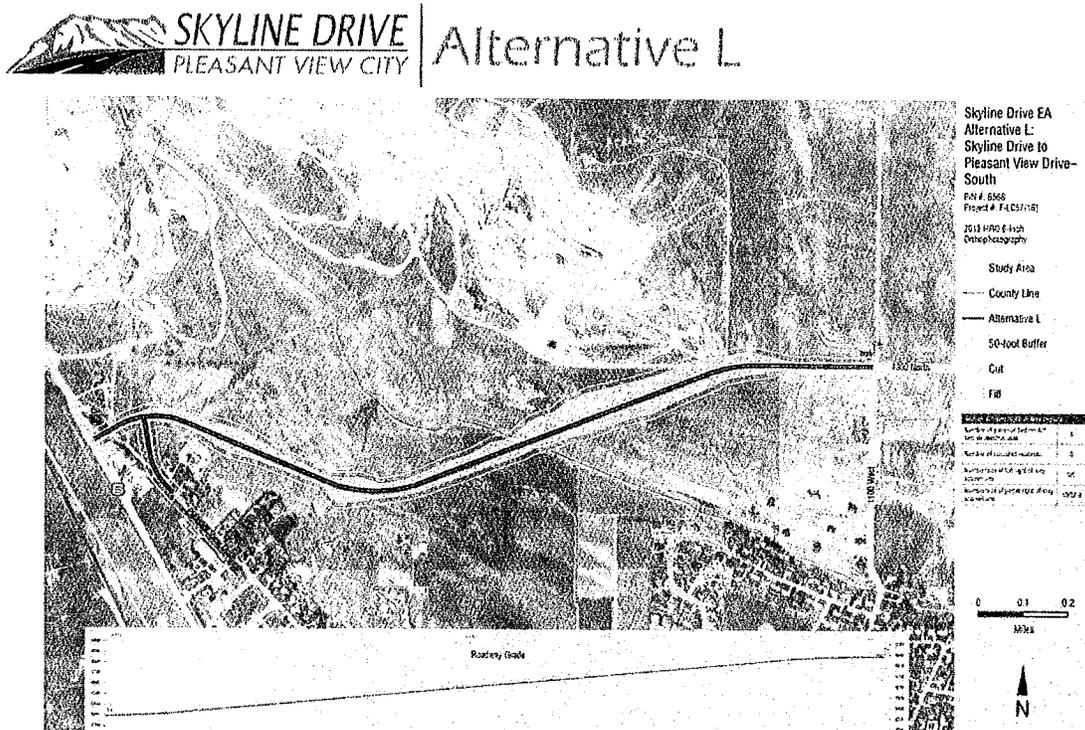
Figure 18: Pleasant View Park Land Use



Skyline Drive

Transportation plans indicate the future development of Skyline Drive, a new east/west connector 4300 North which will run from 900 West to US 89. The development of this road will not only provide additional access to these areas of the City, but will also create a potential node at the intersection of US 89 and Skyline Drive. Much like 2700 N US 89, Parkland Blvd, and Stone Field Way, this node will have a significant amount of developable land, as well as visibility from and better access to I-15.

Figure 19: Skyline Drive Proposed Alignment



Competitive Site Analysis

Development potential in northern Weber County is not limited to Pleasant View. Four competitive development sites are identified below, and are accompanied by an analysis of the buying power, strengths, and weaknesses of each of these sites compared to 2700 North US 89 in Pleasant View. The competitive sites include:

- 2600 North Washington Boulevard (North Ogden)
- 2700 North I-15 (Farr West)
- 400 North I-15 (Marriott-Slaterville)
- 12th Street I-15 (Marriott-Slaterville)

The buying power around each site was calculated for radii of one, three, and five miles, depending on the buying power of various retail development types (e.g., neighborhood center, community center, regional center). At a radius of one mile, 2600 North Washington Blvd in North Ogden is the most competitive site. However, the buying power within three and five miles is greatest at 12th Street and I-15 in Marriott-Slaterville. This is a result of high population growth that is expected to occur in the southwest region of Weber County (see Figure 20)

Table 40: Competitive Site Buying Power within 1 Mile

Neighborhood Center	Population Estimate				Annual Population Change	Supportable Retail Sq Ft per Year
	2015	2020	2030	2040	2015-2040	2015-2040
1 Mile						
2600 N Washington Blvd	8,827	9,137	10,066	11,136	92	4,225
2700 N US 89	3,036	3,535	4,284	5,341	92	4,216
2700 N I-15	2,256	2,780	3,526	4,559	92	4,213
400 N I-15	2,237	2,663	3,378	4,220	79	3,629
12th Street I-15	1,125	1,528	2,087	2,934	72	3,309

Table 41: Competitive Site Buying Power within 3 Miles

Community Center	Population Estimate				Annual Population Change	Supportable Retail Sq Ft per Year
	2015	2020	2030	2040	2015-2040	2015-2040
3 Miles						
2600 N Washington Blvd	41,189	43,654	49,680	55,888	588	26,888
2700 N US 89	36,518	40,270	47,478	56,034	781	35,700
2700 N I-15	24,881	29,132	36,045	44,890	800	36,601
400 N I-15	23,930	28,224	35,323	44,427	820	37,496
12th Street I-15	37,573	43,978	54,056	66,221	1,146	52,405

Table 42: Competitive Site Buying Power within 5 Miles

Regional Center	Population Estimate				Annual Population Change	Supportable Retail Sq Ft per Year
	2015	2020	2030	2040	2015-2040	2015-2040
5 Miles						
2600 N Washington Blvd	77,740	82,688	94,102	105,492	1,110	50,767

Regional Center	Population Estimate				Annual Population Change	Supportable Retail Sq Ft per Year
	2015	2020	2030	2040	2015-2040	2015-2040
5 Miles						
2700 N US 89	74,468	80,956	93,952	109,155	1,387	63,452
2700 N I-15	69,518	76,525	89,827	103,833	1,373	62,771
400 N I-15	110,096	123,458	146,449	174,700	2,584	118,176
12th Street I-15	155,191	169,118	195,448	226,392	2,848	130,246

Figure 20: Lower Weber Valley Population Change: 2015-2040 (Source: UDOT; ZFP)



Three of the competitive sites are located along I-15. These were selected because northern Weber County does not have a major retail development along I-15. Traffic counts along I-15 are 78,045 at 12th Street and decrease to 46,030 by 2700 North. 12th Street also has the highest non-highway AADTs, with 28,100. 2700 North US 89 has the highest AADTs with 23,915.

Table 43: Competitive Site Traffic Counts (Source: UDOT)

Site	Non-Highway	I-15
2600 N Washington Blvd	11,490 – 21,465	NA
2700 N US 89	14,710 – 23,915	NA
2700 N I-15	3,930 – 21,190	46,030 – 57,390
400 N I-15	2,025 – 10,050	57,390 – 65,155
12th Street I-15	16,415 – 28,100	65,155 – 78,045

2700 North US 89 has the second greatest amount of developable land, with 117 acres. 400 North I-15 has the most with 182 acres.

Table 44: Competitive Site Developable Acres (Source: Weber County Assessor's Office)

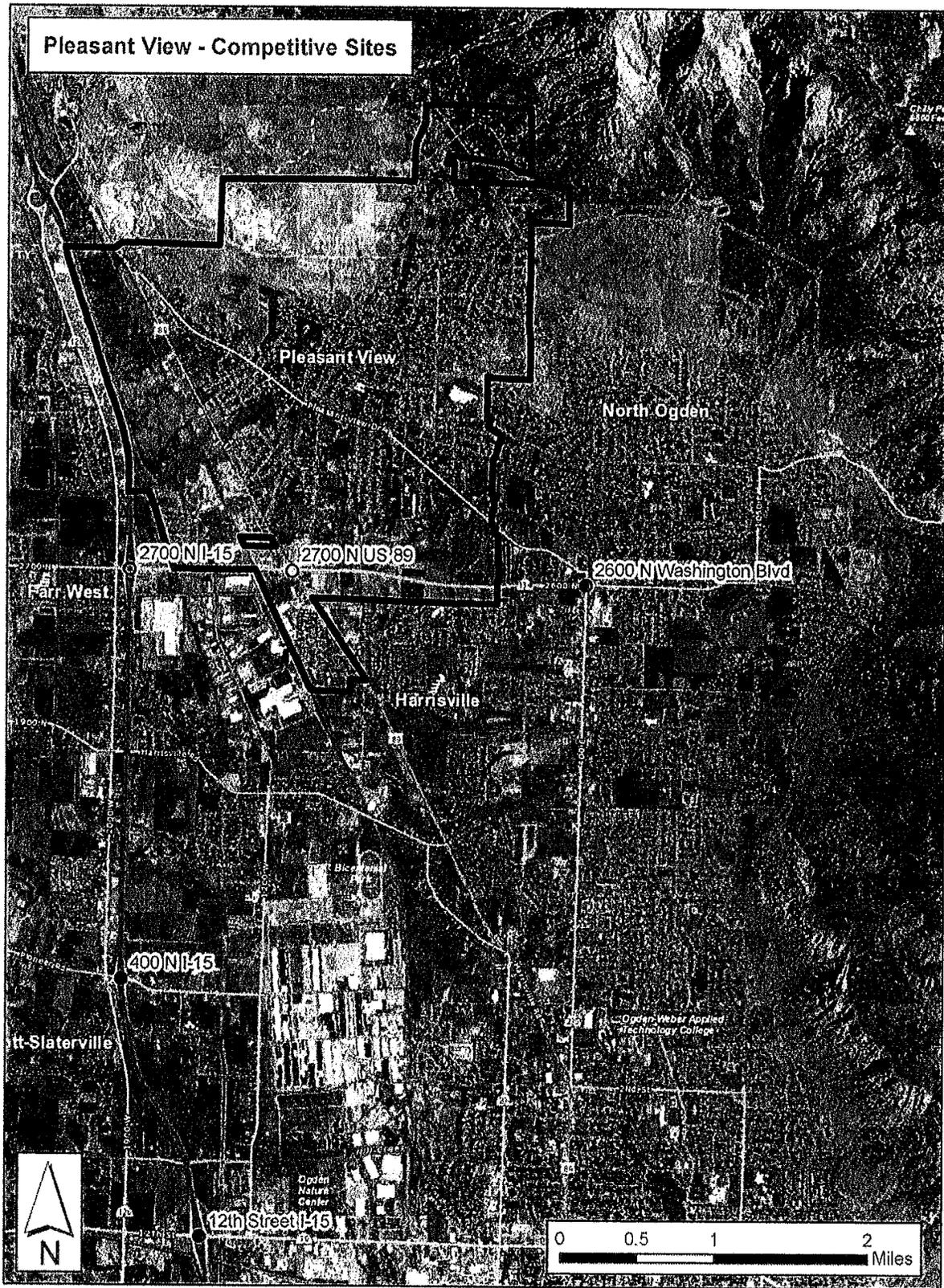
Retail Cluster	Developable Acres
2600 N Washington Blvd	20.02
2700 N US 89	116.89
2700 N I-15	98.51
400 N I-15	182.06
12th Street I-15	87.18

When comparing sites and their buying power within three miles, 2700 N US 89 is competitive, with the second highest AADTs and the second greatest amount of developable land. The amount of retail square feet that could be supported within three miles of 2700 N US 89 is comparable to other competitive sites, with the exception of 12th Street I-15. Despite the potential at this site, 2700 North I-15 will continue to compete with 2700 N US 89 because it can support a similar amount of retail square feet, has similar non-highway traffic counts but has direct access to and visibility from I-15, with only 18 fewer developable acres.

Table 45: Competitive Site Comparison

Site	Supportable Sq Ft (3 miles)	Traffic Counts (Non-Highway)	Developable Acres
2600 N Washington Blvd	26,888	11,490 – 21,465	20.02
2700 N US 89	35,700	14,710 – 23,915	116.89
2700 N I-15	36,601	3,930 – 21,190	98.51
400 N I-15	37,496	2,025 – 10,050	182.06
12th Street I-15	52,405	16,415 – 28,100	87.18

Figure 21: Competitive Sites



2600 North Washington Boulevard (North Ogden)

2600 North Washington Boulevard in North Ogden is a retail hub for northern Weber County. The retail center includes a Lee's Grocery Store, several fast food restaurants, a Walgreens Pharmacy, other retail stores, and a recently completed Smith's Marketplace. In addition to the proposed retail development on the northwest corner of 2600 North Washington Boulevard, which will absorb approximately 200,000 square feet over 5 years, there are plans to redevelop the old Smith's Grocery Store into 10 smaller retail spaces totaling 29,600 square feet.



Table 46: 2600 North Washington Boulevard Supportable Retail Square Feet

	Population Estimate				Annual Population Change	Supportable Retail Sq Ft per Year
	2015	2020	2030	2040	2015-2040	2015-2040
2600 North Washington Boulevard						
1 mile	8,827	9,137	10,066	11,136	92	4,225
3 miles	41,189	43,654	49,680	55,888	588	26,888
5 miles	77,740	82,688	94,102	105,492	1,110	50,767
2700 North US 89						
1 mile	3,036	3,535	4,284	5,341	92	4,216
3 miles	36,518	40,270	47,478	56,034	781	35,700
5 miles	74,468	80,956	93,952	109,155	1,387	63,452

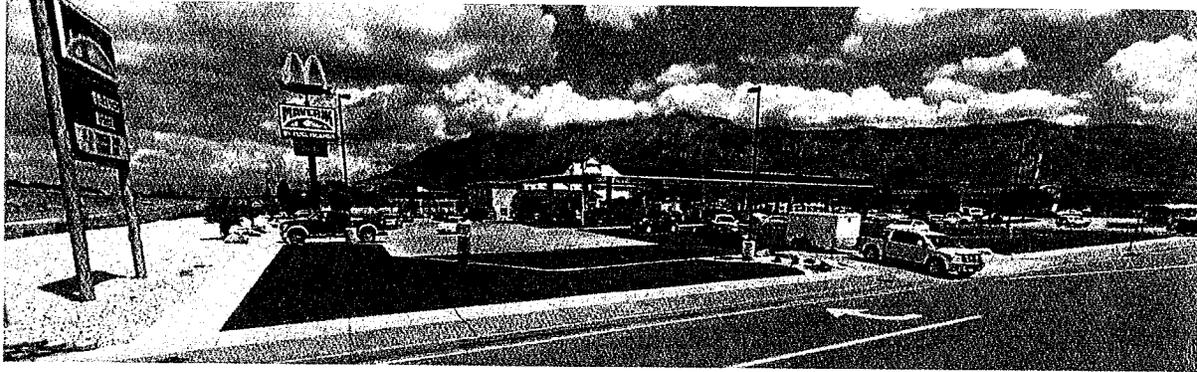
One disadvantage to this site is the lack of access to I-15. Although it is only 1.5 miles from I-15, this site has the lowest traffic counts of the competitive sites analyzed. The greatest asset to this site is the buying power within one and three miles, which is the highest of the competitive sites. This site, however, is located closer to the mountains, which decreases the amount of land that could be developed, ultimately lowering the population and buying power within the greater area (i.e., three to five miles). The competitiveness of this site is reflected in the retail developments currently proposed at this site. Despite the proposed developments, 2600 North does not have a significant amount of developable land, most of which is already included in proposed development plans. As the population continues to grow in northern Weber County, additional retail development will need to occur, in addition to what is planned at 2600 North, and Pleasant View can seek to support some of the need.

Table 47: 2600 North Washington Blvd Site Characteristics

Site	Supportable Sq Ft (3 miles)	Traffic Counts (Non-Highway)	Developable Acres
2600 N Washington Blvd	26,888	11,490 – 21,465	20.02
2700 N US 89	35,700	14,710 – 23,915	116.89

2700 North I-15 (Farr West)

The most competitive site to Pleasant View is located directly to the west in Farr West on 2700 North. This area of Farr West is adjacent to I-15, providing excellent access to and from any development in this area. Access to I-15 also increases the buying power of the area due to the visibility from I-15, as nearly 57,390 AADTs occur on this stretch of I-15. Furthermore, this site has approximately 99 acres of vacant land, only 18 fewer acres than at 2700 North US 89. Current development at this site is primarily retail, with several gas stations and fast food restaurants on the east side of I-15, and primarily single family residential and vacant land on the west side of I-15.



Population projections for 2700 North I-15 are similar to those of 2600 North US 89, due to the fact that the sites are only one mile apart. This results in a difference of 3 to 681 fewer square feet that could be supported at 2700 North I-15, depending on the radius used.

Table 48: 2700 North I-15 Supportable Retail Square Feet

	Population Estimate				Annual Population Change	Supportable Retail Sq Ft per Year
	2015	2020	2030	2040	2015-2040	2015-2040
2700 North I-15						
1 mile	2,256	2,780	3,526	4,559	92	4,213
3 miles	24,881	29,132	36,045	44,890	800	36,601
5 miles	69,518	76,525	89,827	103,833	1,373	62,771
2700 North US 89						
1 mile	3,036	3,535	4,284	5,341	92	4,216
3 miles	36,518	40,270	47,478	56,034	781	35,700
5 miles	74,468	80,956	93,952	109,155	1,387	63,452

Table 49: 2700 North I-15 Site Characteristics

Site	Supportable Sq Ft (3 miles)	Traffic Counts (Non-Highway)	Developable Acres
2700 N I-15	36,601	3,930 – 21,190	98.51
2700 N US 89	35,700	14,710 – 23,915	116.89

400 North I-15 (Marriott-Slaterville)

400 North is approximately 2.5 miles south of 2700 North I-15. The area around the interchange is largely vacant, with 182 developable acres. This interchange has very little retail development, with only a few gas stations and fast food restaurants, and the Mulligans Creekside Golf Course.

The buying power within one and three miles of 400 North is lower than that around 2700 North. However, 400 North's buying power within five miles is significantly greater, as 400 North is closer to Ogden and can pull from more populated areas, including Ogden, as well as growth that is expected to occur in western Weber County.

Table 50: 400 North I-15 Supportable Retail Square Feet

	Population Estimate				Annual Population Change	Supportable Retail Sq Ft per Year
	2015	2020	2030	2040	2015-2040	2015-2040
400 North I-15						
1 mile	2,237	2,663	3,378	4,220	79	3,629
3 miles	23,930	28,224	35,323	44,427	820	37,496
5 miles	110,096	123,458	146,449	174,700	2,584	118,176
2700 North US 89						
1 mile	3,036	3,535	4,284	5,341	92	4,216
3 miles	36,518	40,270	47,478	56,034	781	35,700
5 miles	74,468	80,956	93,952	109,155	1,387	63,452

Despite having lower non-highway traffic counts, 400 North's proximity to I-15 makes it a very competitive site, as approximately 65,000 AADTs occur along this stretch of I-15. Furthermore, 400 North has the potential to capture sales for new developments projected to occur in western Weber County.

Table 51: 400 North I-15 Site Characteristics

Site	Supportable Sq Ft (3 miles)	Traffic Counts (Non-Highway)	Developable Acres
400 N I-15	37,496	2,025 – 10,050	182.06
2700 N US 89	35,700	14,710 – 23,915	116.89

12th Street I-15 (Marriott-Slaterville)

12th Street in Marriott-Slaterville is nearly 4.5 miles from 2700 North. There is no commercial development adjacent to I-15 at this interchange, but like the other competitive sites, commercial development within the area is primarily gasoline stations and fast food restaurants. 12th Street has at least 87 acres of developable land; however, there are an additional 9.8 acres of vacant land that are owned by the State Road Commission of Utah and are marked as exempt. 12th Street has the highest I-15 AADTs of the competitive sites, likely because it is closer to Ogden.

Similar to 400 North, the population projections within one mile of 12th Street are lower than those at 2700 North US 89, but the projections within three and five miles are greater at 12th Street, again indicative of the ability 12th Street would have to pull from Ogden and developing areas in western Weber County. This results in the highest supportable square feet among the competitive sites.



Table 52: 12th Street I-15 Supportable Retail Square Feet

	Population Estimate				Annual Population Change	Supportable Retail Sq Ft per Year
	2015	2020	2030	2040	2015-2040	2015-2040
12th Street I-15						
1 mile	1,125	1,528	2,087	2,934	1,125	1,528
3 miles	37,573	43,978	54,056	66,221	37,573	43,978
5 miles	155,191	169,118	195,448	226,392	155,191	169,118
2700 North US 89						
1 mile	3,036	3,535	4,284	5,341	92	4,216
3 miles	36,518	40,270	47,478	56,034	781	35,700
5 miles	74,468	80,956	93,952	109,155	1,387	63,452

Table 53: 12th Street I-15 Site Characteristics

Site	Supportable Sq Ft (3 miles)	Traffic Count (Non-Highway)	Developable Acres
12th Street I-15	43,978	16,415 – 28,100	87.18
2700 N US 89	35,700	14,710 – 23,915	116.89

Developer/Broker Perceptions of Competitive Sites

The highlighted, competitive sites are largely all superior to most sites in Pleasant View for near-term retail development. As noted earlier, retailers typically look to the following characteristics in determining potential expansion sites:

- Visibility and exposure characteristics
- Population circles and projected growth
- Median incomes
- Desirability of surrounding developments
- Daytime population counts and existing employment centers
- Proximity of competitive uses
- Access characteristics to major transportation connections

The competitive sites in neighboring communities are all generally more favorable than Pleasant View for most of the above characteristics. While the City does have desirable median incomes, population counts are hindered by the amount of vacant land within and north of Pleasant View. Additionally, daytime population counts suffer in Pleasant View due to the amount of manufacturing and warehousing space. As indicated in this report, space needs per employee are significantly lower in Pleasant View than in most communities along the Wasatch Front (resulting in fewer employees per square foot of building area).

In order to be more competitive with the noted sites, incentives will likely be required. This could be in the form of financial compensation, or expedited approval and permitting processes that allow stores to open quicker in Pleasant View than in surrounding cities. A following section regarding financial feasibility highlights the difference in values associated with the neighboring communities.



Developer Financial Feasibility

Developers will most often pursue construction in markets that provide the greatest potential of value increase, thus maximizing their returns. Information from construction cost estimators, developers, brokers, and construction firms was utilized to value existing and proposed developments. If total construction costs, including land value, do not exceed the potential overall value, then development will not occur. If the difference between costs and value is sufficient to allow a developer to achieve a required profit level, then development will proceed. Sites that can offer higher profit amounts, as a percentage of total costs, will most likely attract more potential activity. The following are noted about financial feasibility in the area:

- Current costs of construction for retail properties range from \$115 to \$160 per square foot, dependent upon buildout and use. This range includes land costs and all direct and indirect construction costs;
- Values for newer commercial properties are near \$140 to upwards of \$200 per square foot. Construction of new retail properties is considered to be financially feasible at present, and necessary entrepreneurial profits are reflected considering the variance in construction costs and anticipated values;
- Construction costs have been relatively stable in the past few months. Material costs are somewhat consistent, but labor expenses have been notably volatile. Labor costs have kept some commercial development projects from occurring; and
- Competitive properties and sites in North Ogden and Marriott-Slaterville are showing more desirable value scenarios (lower capitalization rates = less risk and higher values) than properties and projected construction in Pleasant View. Consequently, development will likely occur in alternative sites prior to Pleasant View, unless incentives are considered or land prices decline. Several sites in Farr West are also noted to be more desirable, with potentially lower capitalization rates.

Table 54: Developer Financial Feasibility by Site

Area	Capitalization Rates - Retail	Recent Trend	Impact on Value vs. Pleasant View	Conclusion
Pleasant View	7.0-8.0%	Stable	NA	Higher values and greater demand exist in neighboring markets.
North Ogden	6.0-7.5%	Stable	Lower Rates = Higher Values	Vacant sites will first be pursued in other markets
Marriott - Slaterville	6.5-7.25%	Declining	Lower Rates = Higher Values	



Strategies and Recommendations

Broker Perceptions – Pleasant View

Information throughout this report has highlighted broker and developer perceptions regarding commercial development (and some residential) in Pleasant View. The following are additional considerations made by active market participants:

- Some market participants feel that attention should be placed on 2700 North, particularly near 600 West and to the east;
- Brokers see commercial opportunities primarily on 2700 North and portions of Highway 89;
- Highway 89 has appeal for additional distribution/warehouse facilities. Brokers don't see immediate ability for significant, standard office in the area, but solid demand for distribution;
- Better access should be made from Pleasant View Drive to 2700 North, so that residents purchase in the city, and not within the shopping district on the border of North Ogden;
- Business parks are attracted to the area, but are primarily users with warehousing, distribution, and manufacturing needs. Appeal is noted due to the freeway access, and relative connection between Ogden and Brigham City;
- Large, standard office users consider possibilities closer to central Ogden and in areas with a greater concentration of development;
- Business park development is anticipated to move northward from Ogden as vacant land supply dwindles, and as companies are continuing to pursue communities that offer a higher quality of living for employees; and
- Most communities along the Wasatch Front show space needs per employee at an average of 250 square feet. Pleasant View is closer to 450 to 500 square feet per employee, per developers and brokers, due to the large amount of distribution/warehousing (large space needs but reduced employee numbers).

Table 55: Space Needs per Employee

Area	Space Needs per Employee	Impact – Pleasant View
Wasatch Front	200-350 Sq.Ft. Per Employee	Fewer employees per business, resulting in lower daytime populations. Retailers attracted to other sites with more concentrated employment figures
Pleasant View	450-500 Sq.Ft. Per Employee	Stable

Potential Retail Tenants

The sales leakage analysis indicated significant leakage in the General Merchandise, Motor Vehicle, Food and Beverage, and Food Services and Drinking categories. As analyzed previously in this report, Pleasant View is positioned to fill market needs within three miles, on a neighborhood retail scale, or possibly up to five miles on a regional scale in the combined 2700 North CDA, with the estimated population and population growth indicated an immediate need for a grocery store to serve Pleasant View and northwestern Weber County. The Retail Tenant Database, which is including in Appendix B, is a list of retailers that are looking to expand in Utah, and includes specific site requirements and contact information.



Strategies, Priorities, and Action Items for Increasing the Retail Sales Tax Base

In order to increase the retail sales tax base of Pleasant View, the primary focus of the City should be to attract a grocery store to the area, as there is currently sufficient buying power to support an additional grocery store. Attracting larger tenants, including grocery or general merchandise types, will also attract smaller tenants in other sales categories for which there is also sales leakage, including restaurants, pharmacies, and auto-parts stores.

Automobile dealerships should also be considered, with space in the Parkland Boulevard node, as well as the 2700 North and US 89 submarket, considered fairly desirable for this use type.

Developers of automobile dealerships will look for very good visibility and exposure characteristics, with the most desirable sites having visibility from I-15.

Finally, consideration should be given for employers that have more employees per square foot than what is primarily existing in Pleasant View. The lack of daytime populations plays a role in keeping retailers and other businesses from coming to the area.



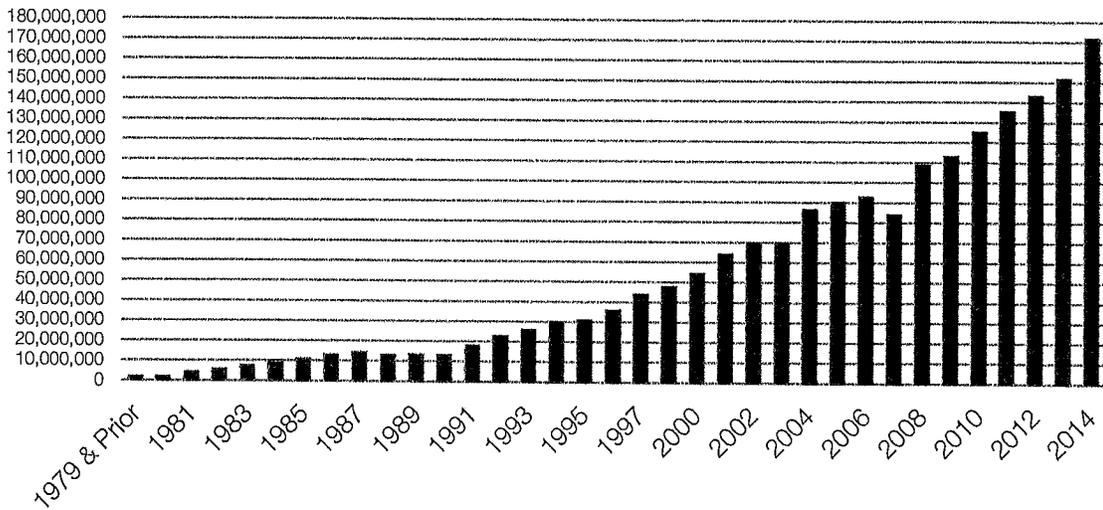
Appendix A: Funding Options

There are a wide variety of tools available to help the City in achieving its goals. Several of these tools have been discussed in more detail below.

Redevelopment Areas – Tax Increment Project Areas –

By far and away the most widely-used tool for economic development is the creation of some form of tax increment district. In the past these districts were known as URAs, EDAs or CDAs. However, during the 2016 session of the Utah Legislature, the Legislature combined all tax increment districts into one category known as Community Reinvestment Areas (CRAs). The use of tax increment has increased dramatically throughout the State of Utah over the past 30 to 35 years. In 1980, only about \$2.5 million of tax increment was generated statewide; by 2014, this figure had increased to over \$170 million. There are many more communities participating today than there were 30 years ago, and those communities who are not actively involved are at somewhat of a disadvantage compared to those who participate.

Figure 22: State of Utah Tax Increment Generated 1979-2013. *Source: Utah State Office of Education*



If the State of Utah provides economic development incentives, known as EDTIF, it requires that local communities participate with some kind of contribution. Local tax increment is the most commonly-used form of local contribution.

Cities may award incentives to companies locating in a Project Area. Incentives are generally based on a percentage of the property tax increment generated by a specific development or within the project area. Tax increment dollars are often returned to the developer in the form of infrastructure development, land cost write-down, or other appropriate means. Tax increment financing is dependent on *increment* – additional property value over the baseline property value at the time that the project area plan and budget are approved. Tax increment from a project area is available for a specific number of years only or to a specified increment amount as agreed upon with the taxing entities. Therefore, timing becomes especially important in the creation of project areas, in order to maximize the amount of increment generated and returned to development within the project area boundaries.

Pleasant View currently has two project areas – the Pleasant View Business Park EDA, and the joint 2700 North CDA with Farr West. The 2700 North CDA encompasses approximately 87.86, most of which is vacant, spread between Farr West and Pleasant View. Increment from the area, as well as sales tax revenues within the area, are split 50/50 between the two cities.

The Pleasant View Business Park EDA was created in 2005 and increment was triggered in 2010. The Project Area consists of approximately 628 acres located in the southwest corner of the City. The Project Area is bounded on the south by 2700 North Street, and on the west by UDOT's I-15 highway right-of-way. The northern boundary is the boundary line between Weber and Box Elder Counties, and the eastern boundary is the eastern side of U.S. Highway 89. The purpose of the EDA was to create the legal, business and socio-economic framework conducive to large commercial and light industrial developments beneficial to the City of Pleasant View and its citizens.

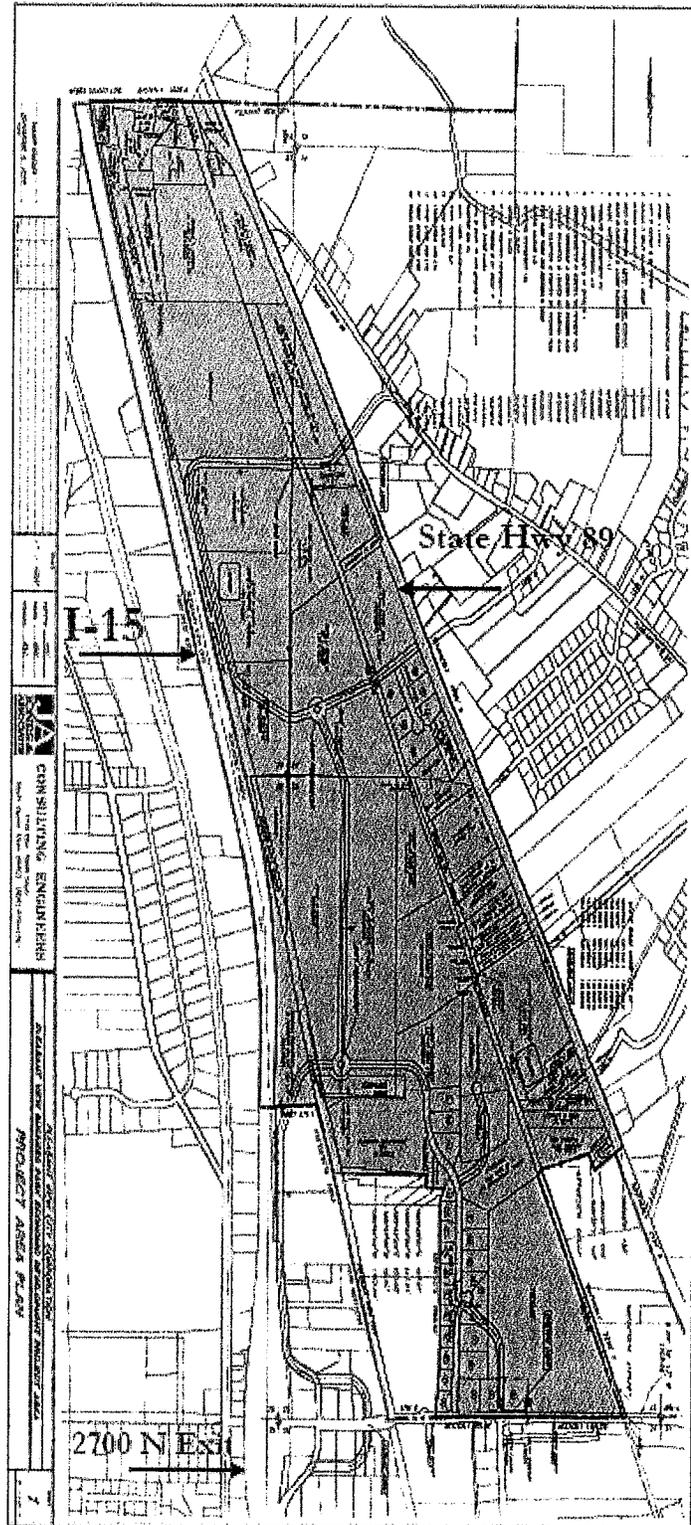
Development activity in the EDA during the past year included the site plan approval for Stone Meats Supply building expansion of approximately 10,090 square feet, located in Stone Field Commercial Subdivision, which was approved Summer 2015. A 14,400 square foot industrial warehouse building (known as Cnc Construction Building) located in Parkland Business Park obtained site plan approval and was subsequently completed this October 2015. To facilitate expanding business operations, a conditional use for a temporary paint building for OP Tanks (located directly north of Parkland Business Park) was approved November 2014. Other development activity includes on-going dialogue and discussions with CSM Bakery regarding potential subdivision of their forty-plus acre parcel for an industrial/commercial business park. The properties abutting 2700 North and Rulon White Boulevard alignment have also shown interest in the possibilities of development, depending on the larger parcel's activities.

Figure 23: Pleasant View Business Park EDA

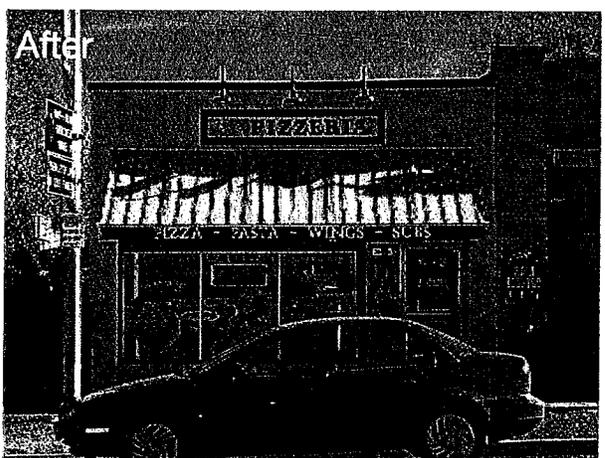
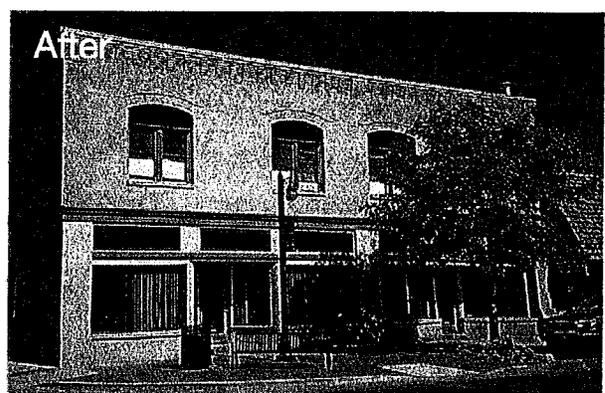
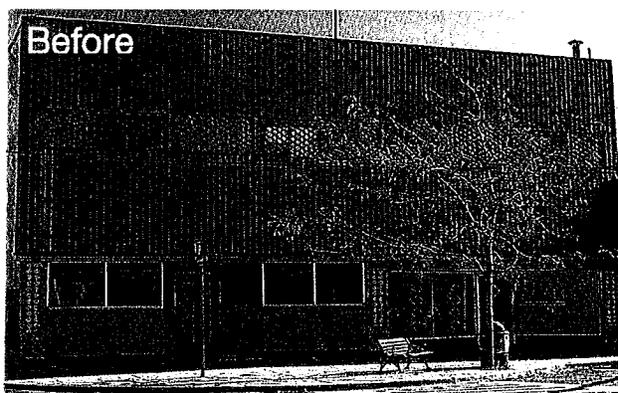
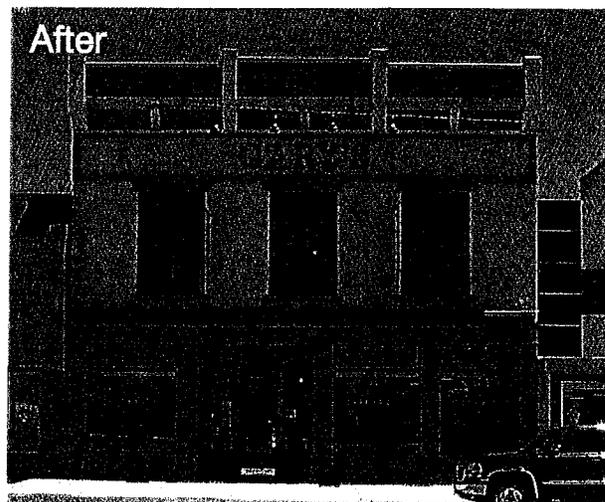
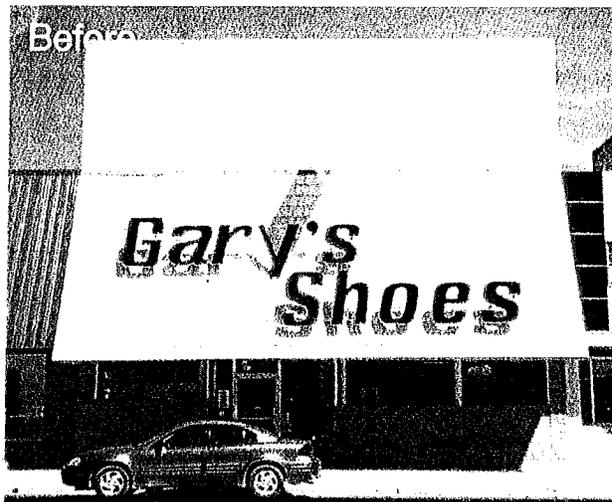
Revolving Loan Funds and Grants

A revolving loan fund (“RLF”) is a source of money from which loans are made for small business development projects. A loan is made to a business and, as repayments are made, funds become available for new loans to other businesses. The major purpose is to provide a source of financing, which may not otherwise be available within the community, for local, expanding, or start-up businesses. Often they are used to fill a “financing gap” in a business development project. A gap occurs when the business lacks the funds to meet the equity requirements of bank financing or needs a lower interest rate.

The source of capitalization (the funds used to create the RLF) may have regulations governing program design. For example, RLF’s which are capitalized with Community Development Block Grant (CDBG) funds must follow the rules and regulations established by the U.S. Department of Housing and Urban Development (HUD), and must show some benefit to low- and moderate-income households. It is our experience that revolving loan funds are more successful during periods when interest rates are relatively high, rather than in the recent marketplace where low-interest loans have been fairly easy to obtain from the private sector. Matching grants or revolving loan funds have been highly successful in a wide variety of communities. Businesses that choose to participate generally report increased sales from the improved appearance of their properties. Research shows that improvements that create more of a place increase property values and sales generation.



“Before” and “After” Façade Renovations



ZAP or RAP Taxes

Many communities have initiated Zoo, Arts, and Parks (ZAP) or Recreation, Arts, and Parks (RAP) taxes which have been very effective in raising funds to complete parks, recreation, trails and open space projects. Weber County has enacted this tax at a rate of 0.10 percent.

Business Improvement District

Local business owners could potentially benefit from forming a Business Improvement District to facilitate projects, including joint marketing opportunities, ad campaigns, festivals and events in the area, signage, assistance with business recruitment, planning for parking facilities, and storefront improvement programs.

Utah Historic Preservation Tax Credit

Historic homes can benefit from a 20 percent nonrefundable tax credit for the rehabilitation of historic buildings which are used as owner-occupied residences or residential rentals. Twenty percent of all qualified rehabilitation costs may be deducted from Utah income or corporate franchise taxes.

Retail Incentives

For businesses that are highly desirable to the City, sales tax incentives could be provided for a period of time. These would be considered on a case-by-case basis for a major tax-generating retailer to retain or improve the business.

HUD Build American Initiative

Monies from this program are meant to be used for pre-development projects in order to attract investment in resilient infrastructure projects.

Bonding

Prior to summarizing the financing mechanisms that may be used for each type of capital project, key federal tax laws that come into play when contemplating the issuance and timing of issuance of tax exempt bonds are listed below:

- With the exception of some facilities that can be funded through tax-increment bonds, all facilities funded must be owned by the tax-exempt issuer and generally cannot be utilized for the benefit of a single private entity unless allowed to do so free of charge;
- If the issuer chooses to utilize capitalized interest in the structuring of the debt, the capitalized interest can only be funded for a three-year period or less;
- With the exception of general obligation bonds, revenue bonds will sometimes require a debt service reserve fund, either funded from bond proceeds or with a surety policy;
- Generally, debt service can be structured to match estimated available revenues that will be used to pay the debt; and
- State law does not allow for the use of "double-barrel" bonds, those that pledge both an asset and a revenue stream.

Financing alternatives that are available to local governments in Utah are summarized as follows:

General Obligation Bonds. General Obligation bonds ("GO") are subject to simple majority voter approval by the constituents of the issuing entity. General obligation elections can be held once each year, in November, following certain notification procedures that must be adhered to in



accordance with State Statutes in order to call the election (pursuant to Utah State Code 11-14-2 through 12). Following a successful election, it is not necessary to issue bonds immediately, but all bonds authorized must be issued within ten years. Once given the approval to proceed with the issuance of the bonds, it would take approximately 90 days to complete the bond issuance.

General obligation bonds can be issued for any governmental purpose as detailed in Utah Code §11-14-1. The amount of general obligation debt is subject to the following statutory limitations:

- Counties are limited to two percent (2%) of the total taxable value of the County;
- School Districts are limited to four percent (4%) of the total taxable value in the District;
- Cities of the 1st and 2nd class are limited to a total of eight percent (8%) of the total taxable value, four (4%) for general purposes and four (4%) for water, sewer and lights; and
- Cities of other classes or towns are limited to a total of twelve percent (12%) of total taxable value, four percent (4%) for general purposes and eight percent (8%) for water, sewer and lights.

Notwithstanding the limits noted above, most local governments in Utah have significantly less debt than the statutory limitations. Practical limitations imposed on the market will be based on ratios such as general obligation debt per capita and general obligation debt compared to total taxable value. Medians vary somewhat depending on the size of the issuer. A summary of medians can be provided upon request.

Pursuant to state law, general obligation bonds must mature in not more than forty years from their date of issuance. Typically, however, most GO bonds mature in 15- 20 years.

Advantages of G.O. Bonds:

- Lowest cost form of borrowing
- ‘New’ source of revenues identified
- No encumbrance of utility system revenues
- No requirement to raise utility rates to meet debt service coverage requirements
- Lowest bond issuance costs
- No Debt Service Reserve Fund requirement

Disadvantages of G.O. Bonds:

- Timing issues; limited date to hold required G.O. election
- Risk of a “no” vote while still incurring costs of holding a bond election
- Possibility of election failure due to lack of perceived benefit to majority of voters
- Must levy property tax on all property even if some properties receive limited or no benefit from the proposed improvements
- Can only bond for physical facilities, not ongoing or additional operation and maintenance expense

Utility System Revenue Bonds. To some extent, a city operates in a manner similar to a private business in that it provides utility services for which city residents and businesses pay fees. The fees charged for service should be sufficient to allow a city to pay ongoing operation and maintenance costs, fund periodic replacement of capital facilities, issue debt when prudent and construct new facilities as demand for its services increase.

State law allows a city to issue debt secured by a pledge of the net revenues¹⁰ generated by the operation of the system. Bonds structured in this manner are typically referred to as System Revenue Bonds or Revenue Bonds and are commonly used by utility service providers to finance capital costs.

Under Utah law, Revenue Bonds may not be secured by a pledge of the physical assets of a city. Bondholders can look only to system revenues as the source of bond repayment. A city is obligated to (i) maintain the system in good operating condition such that the revenue stream is maintained and (ii) charge user rates sufficient to operate the system, service the debt and maintain net revenue coverage levels as required under the terms of such debt.

Revenue bonds do not require a bond election and may therefore be issued much more quickly than G.O. bonds. If revenue sufficiency exists, Revenue Bonds can typically be issued in as little as 90 days. Generally, entities that issue Revenue Bonds are required under the terms of the bond documents to maintain a rate structure that will insure net revenues are sufficient to provide debt service coverage of 125 percent. In other words, there should be net revenues of \$1.25 for each \$1.00 of Revenue Bond debt service.

Because Revenue Bonds are not secured by a city's ability to levy property taxes, but solely from revenues generated by the utility system, bond purchasers are likely to require a slightly higher interest rate to compensate them for the perceived increase in the risk related to the underlying security. Historically, the interest rate differential between a G.O. bond and a Revenue bond is between 10 and 25 basis points.¹¹ Large cities that serve a wide customer base, including a diverse mix of residential and commercial users, and are not overly reliant on a small percentage of its users to generate the majority of its revenues, will be able to issue bonds at interest rates much closer to G.O. rates.

While G.O. bonds require that a city impose a property tax on all property within a city, System Revenue bonds are repaid from the service charges paid by all system users regardless of whether or not the individual system user benefits from a particular system addition or upgrade. Typically, all system revenues are pledged for the bond repayment and not just those within various service areas within a city even if the rate structure is different in different areas. Additionally, no revenues would be collected from properties until they are developed and using the utility services, which is unpredictable. Also, a city would be pledging all of its system revenues and would be required to covenant to raise its rates to meet the debt covenants. If revenues were insufficient to make the debt service payments, system rates would likely need to be increased.

Revenue bonds can be issued for any capital facility associated with the operation of the utility enterprise of the issuer. The amount of revenue bonds that a local government can issue is not subject to any specific statutory limitations. That stated, there are many practical limitations imposed by the tax-exempt bond market that may limit the capacity of an issuer to issue utility system revenue bonds. In addition, there are legal restrictions, including an Additional Bonds Test coverage ratio established in the bond documents that limits issuance. Credit considerations include, but are not limited to, the following;

¹⁰ Net Revenues: Total system revenues less operation and maintenance expenses.

¹¹ Basis Point: 1/100th of a percent. (i.e. 25 basis points equals ¼ percent)



- Availability of source (water, gas, electricity) to run the enterprise and meet projected demand
- Comparability of utility system user rates to the surrounding area
- Number of system users
- Revenue and expense history
- Reasonable debt service coverage ratios (1.25x coverage is typical but lower coverage factors have been negotiated down to as low as 1.10x)
- Utility system not being overly dependent on impact fees
- Cash balances

In order to strengthen its credit or provide enough net revenues to support the issuance of bonds, an issuer, prior to the issuance of utility system revenue bonds, may need to go through a rate study and adjust its rate structure. New utility rates are implemented by resolution under the requirements of Utah Code Section 10-3-7. The Resolution may become effective any time within three months of passage of the Resolution, as determined by the governing body (10-3-719). The form of the Resolution will follow that of an Ordinance, as described in 10-3-704.

Since net revenues can, to a large degree, be controlled by the issuer, revenue bonds are considered low risk investments and generally viewed as strong credits in the bond market. Pursuant to state law, utility system revenue bonds, like G.O. bonds, must mature in not more than forty years from their date of issuance. Typically, however, most system revenue bonds mature in twenty to twenty-five years and are always constrained by the useful life of the facilities being financed that will be used to produce the system revenues.

In addition to issuing bonds through the public markets, the State of Utah has four state revolving loan funds that obtain funding through both state and federal sources that may be available. These entities are the Board of Water Quality, the Drinking Water Board, the Board of Water Resources, and the Community Impact Fund Board. Depending on the type of project, perceived need and benefits, and the current availability of funds at each of the boards, they may provide significant no or low interest loan funding or possibly some grant funding. The level of interest charged is generally a function of the utility rates being charged compared to the median gross household income in the area.

Advantages of Utility System Revenue Bonds:

- Low cost form of borrowing only slightly higher than G.O. Bonds
- No requirement to hold a bond election
- Can be completed relatively quickly

Disadvantages of System Revenue Bonds:

- Non system-wide improvements could end up being paid for by all users even though no benefit is realized by those outside the specific development area
- May require a user rate increase to all City residents to meet debt service coverage tests
- Revenues may be slow to materialize since they are somewhat dependent on new construction
- Typically require a Debt Service Reserve Fund

Excise Tax Revenue Bonds. Revenue bonds payable from excise tax revenues are governed pursuant to Utah State Code Section 11-14-307. Without the need for a vote, Cities and Counties may issue bonds payable solely from excise taxes levied by the City, County or those levied by the

State of Utah and rebated to the City or County such as gasoline taxes or sales taxes. State law limits the amount of bonds that can be issued through this mechanism by limiting annual bond debt service to a maximum of 80 percent of the preceding fiscal year's receipts.

Class B&C Road Bonds. Gasoline taxes are collected and distributed pursuant to cities and counties in a formula that is based upon population and number of City or County road miles within the local government's boundaries. These funds can be utilized by cities and counties to construct, repair and maintain City and County roads and can be utilized as a sole pledge for repayment of debt issued for those purposes.

State law limits the amount of bonds that can be issued through this mechanism by limiting annual bond debt service to a maximum of 80 percent of the preceding fiscal year's receipt of Class B & C road funds. These bonds may not exceed ten years. This state law matches well with the general requirements of the market relative to revenue bonds as it automatically serves to create a 1.25X debt service coverage ratio.

Practical consideration for the issuance of this type of debt for most cities and counties lies with the fact that most local governments spend these funds and more on the maintenance of roads. Therefore, while it is used as the means for securing the debt, other general funds may actually be utilized by the issuer to make the annual payments or to pay for maintenance while the excise tax bonds are being retired with Class B&C road fund revenues.

While toll roads are common in the east, they have only been used rarely in Utah for two specialized road projects.

Depending on the ownership of the road(s) being financed, the City or possibly the County could issue the excise tax revenue bonds. The issuer would need to adopt a Notice of Intent to Issue Bonds, hold a public hearing, and allow for a thirty-day contestability period prior to closing on the bonds. Once the Notice of Intent has been adopted it would take approximately 90 days to complete an issuance of these bonds.

While neither the City nor the State can control the amount of gas tax generated, there exists in State law a non-impairment clause (11-14-307 (a)) that restricts the State's ability to change the distribution formula in such a way that would harm bondholders while local governments have debt outstanding.

Sales Tax Revenue Bonds. Sales taxes are also collected and distributed by the State of Utah. With a change in the State's constitution in November of 2000, and with a clarification from the Attorney General's office regarding a technical matter, the first non-voted sales tax revenue bond was issued in July 2001. Sales tax revenues can also be utilized as a sole pledge for repayment of debt without a vote of the constituents and funds can be utilized for the acquisition and construction of any capital facility owned by the issuing local government. They are frequently used for parks and recreation facilities or other city buildings such as City Hall or Public Safety buildings. Just as with Class B&C road bonds, state law limits the amount of bonds that can be issued through this mechanism by limiting annual bond debt service to a maximum of 80 percent of the preceding fiscal year's receipt of sales tax revenues. However, sales taxes are not limited to a pledge for a ten-year period but can legally be issued for up to forty years. While this state law provides an 1.25X debt service coverage ratio, due to the elasticity of sales tax revenues and local governments typical heavy reliance on these revenues for general government operations, the



market will usually demand a significantly higher debt service coverage ratio of at least two or three times revenues to debt. Most sales tax revenue bonds are structured to mature in twenty-five years or less.

Depending on the ownership of the capital facilities to be financed, the City or the County could issue sales tax revenue bonds. The issuer would need to adopt a Notice of Intent to Issue Bonds, hold a public hearing, and allow for a thirty-day contestability period prior to closing on the bonds. Once the Notice of Intent has been adopted it would take approximately 90 days to complete an issuance of these bonds.

Municipal Building Authority Lease Revenue Bonds (“MBA”). Pursuant to the Utah Municipal Building Authority Act (17D-2-1) cities, counties and school districts¹² are allowed to create a non-profit organization solely for the purpose of accomplishing the public purpose of acquiring, constructing, improving and financing the cost of a project on behalf of the public body that created it.

The security for a MBA bond is a first trust deed on the real property, any buildings or improvements and a security interest in any furniture, fixtures and equipment financed pursuant to a particular MBA transaction and an annual lease payment from the City to the MBA. Bonds structured in this fashion are not considered long-term debt as the lease payments are subject to an annual appropriation by the City.

Due to the security structure, the best types of capital facilities to finance under this mechanism are those that are deemed as “essential purpose” by the bond market. Municipal buildings such as city halls, public safety buildings and public works buildings are typically considered essential public purpose. That stated, many other capital improvements and facilities have been funded using MBA bonds including parks and recreation facilities. To strengthen the credits of facilities that are not deemed as essential purpose, it is common to cross collateralize facilities. However, under Utah law once a facility has been completely paid for and is owned outright by the local government it cannot be utilized to collateralize debt on another facility.

The legal limitation for maturity on bonds issued pursuant to the Building Authority Act is forty years. From a market perspective however, the final term on this type of debt will be governed by the maximum useful life of the facility(ies). Most MBA bond transactions are structured to mature in 25 or less.

Due to the real property nature of the transaction it may take some additional time to process and close an MBA bond due to the need to run a title report and clear any liens or encumbrances that may appear on the title so that clear title policies can be provided to the owner and lenders.

Impact Fee Revenue Bonds. Utah State law allows the City to charge new development for the cost of providing service to newly-developed areas through the imposition of Impact Fees once a complete impact fee analysis has been completed and adopted. Impact fees are calculated to cover the cost of bringing new development up to the same or proposed service standard (if less than the existing standard), often referred to as the “level of service.”

Although impact fees can technically be pledged as a repayment source on bonds, due to the uncertainty related to timing of collection of impact fees, they are not considered a secure enough

¹² Although available for use by school districts, the mechanism is rarely utilized by them.

source of revenue on their own to secure financing at a reasonable cost. Typically impact fee revenues are utilized as one portion of the funding available to make debt payments when system revenue bonds are issued, with the bulk of the revenues coming from user fees. A city, if it wished to finance a capital project using impact fees, would still need to issue either G.O. Bonds or Revenue Bonds as previously discussed to secure the bonds and then use any impact fees received to offset the debt service payments due from the actual pledged sources. In this case, the city takes the risk that the impact fees will materialize and be available for debt repayment rather than investors.

Advantages of Impact Fee Revenue Bonds:

- Those benefiting from the improvements, pay for the improvements
- No requirement to hold a bond election

Disadvantages of Impact Fee Revenue Bonds:

- Unpredictable nature of source of revenues would significantly drive up the cost of financing and in today's market may be difficult
- In order for this type of financing to be marketable, the City would most likely have to pledge other revenue sources (such as user fees) as a backstop
- Would require a Debt Service Reserve Fund

Special Assessment Area Bonds. Special Assessment Areas (“SAAs”), formerly known as Special Improvement Districts or “SID”s, are a financing mechanism that allows governmental entities to designate a specific area which will be benefited by public improvement(s) and levy a special assessment, on parity with a tax lien, to pay for those improvements. The special assessment is then pledged to retire bonds, known as Special Assessment Bonds, issued to finance construction of the project.

The underlying rationale of an SAA is that only those property owners who benefit from the public improvements will be assessed for the improvement costs as opposed to previously discussed financing structures in which all City residents pay either through property taxes or increased service fees.

While not subject to a bond election as is required for the issuance of General Obligation bonds, SAAs may not be created if 40 percent or more of those liable for the assessment payment¹³ protest its creation. Despite this legal threshold, most local government governing bodies tend to find it difficult to create an SAA if 10-20 percent of property owners oppose the SAA.

Once created, an SAA's ability to levy an assessment has similar collection priority / legal standing as a property tax assessment. However, since it is not a property tax, any financing secured by that levy would likely be done at higher interest rates than either of the other options discussed in this analysis. Interest rates will depend on a number of factors including the ratio of the market value to the assessment bond amount, the diversity of property ownership and the perceived willingness and ability of property owners to make the assessment payments as they come due. Even with the best of special assessment credit structure, the bonds are likely to be non-rated and therefore would be issued at rates quite a bit higher than similar General Obligation Bonds that would likely be rated. Compared to an 'A' rated GO bond, a special assessment bond will likely

¹³ Based on the method of assessment selected, i.e. acreage, front footage, per-lot, etc.



carry an interest rate about 300 basis points (three percent) higher. All improvements financed via an SAA must be owned by the City and the repayment period cannot exceed twenty (20) years.

If an SAA is used, the City will have to select a method of assessment (i.e. per lot, per unit (ERU), per acre, by front-footage, etc.) which is reasonable, fair and equitable to all property owners within the SAA. Typically for utility improvements, we would expect the City to utilize an assessment based on acreage, buildable acreage, or equivalent residential units ("ERUs") rather than basing assessments on such factors such as front-footage which have no correlation to the utilization of utility services. State law does not allow property owned by local government entities such as cities or school districts to be assessed.

One possible advantage of SAA's is their ability to finance the project during its construction phase through the use of Interim Warrants or Bond Anticipation Notes which work in a fashion similar to a construction loan on a new house. In our current market it is difficult to find buyers willing to take the construction risk without actual assessments levied, however, a lender is secured through either a negotiated or a competitive process and, as construction proceeds, advances are taken by the City against a pre-authorized loan amount. The use of Interim Warrants has two compelling advantages over bonding for all of the construction costs before actually beginning construction. First, interest accrues only on the amount actually drawn upon for actual construction whereas a bond begins to accrue interest on the entire par amount of the bonds as soon as the bonds are issued. Second, it allows the City to complete all construction, gather accurate cost data and calculate the assessment on each property once all actual costs are known rather than estimating the costs in advance. This second advantage is most pronounced in a time of escalating construction costs because once the assessment is levied on each property, it cannot be increased even if the actual construction costs exceed the original estimate on which the assessment was based. In such a circumstance, the City would have to pay any cost over-runs.

Advantages of Special Assessment Bonds:

- Tax-exempt interest cost although not as low as a GO or revenue bond but interest cost is passed along to the property owners who are assessed
- No requirement to hold a bond election but the City must hold a meeting for property owners to be assessed before the SAA can be created
- Only benefited property owners pay for the improvements
- Improvements are owned by the City
- Assessment lien is on parity with tax levy
- Expedited foreclosure procedures in the event of non-payment of assessment
- Limited risk to the City as there is no general tax or revenue pledge
- City controls the construction and can insure work is done to City standards
- Flexibility since property owners may pre-pay their assessment prior to bond issuance or annually thereafter as the bond documents dictate
- Diversity of property ownership reduces default risk
- Ability to issue interim warrants during construction phase
- Assessments can begin as soon as construction is completed

Disadvantages of Special Assessment Bonds:

- Fifty percent of the assessed liability, be it one property owner or many could defeat the effort to create the SAA if they do not want to pay the assessment

- Some increased administrative burden for the City although State law permits an additional amount to be included in each assessment to either pay the City's increased administrative costs or permit the City to hire an outside SAA administrator
- The City cannot assess certain government-owned property within the SAA (none or little anticipated)

Tax Increment Revenue Bonds. Under Utah law, redevelopment agencies may create Community Reinvestment Areas (CRA's) which are governed by Title 17C of the Utah State Code and can be created by a city or county for the general purpose of providing for redevelopment and economic development through various tools associated with the buying and selling of property and utilizing tax increment as a means to promote development.

The availability of property tax increment for reinvestment areas is impacted by a number of matters including the date of adoption of the project area plan budget, the first taking of increment and the rate at which development occurs and property tax values increase.

Unfortunately, but understandably, the bond market will severely discount the projected tax increment cash flows due to the fact that they are solely reliant on tax-increment as the source for repayment of the debt and at the outset of a new project, little if any tax increment is being generated. Without multiple years of historical tax increment revenue receipts, the bonds may not be marketable at reasonable rates and at best projected increment will be discounted by at least half, if buyers are willing to buy at all.

One method that has been used to overcome the market challenges posed by direct tax-increment financing is to use a SAA in conjunction with the use of tax increment. This provides a means to leverage the potential tax increment at an earlier stage in the development process by collateralizing land as opposed to immaterial future incremental dollars.

Under this structure, a community reinvestment area is created and the developer / landowner enters into an Agreement to Develop Land ("ADL") with the local government wherein the developer negotiates receipt of a portion of the tax increment to be generated. Then, SAA bonds are issued and assessments are placed on the benefited property of the developer / landowner who provides security to the bonds noting that the property then serves as the ultimate security for the debt (not projected increment receipts). If the developers proceed with development and building in a timely fashion, they can utilize the increment received to make the assessment payments, although they are not pledging this stream of revenues.

Industrial Revenue Bonds. Industrial revenue bonds can be issued by a city. There is a \$10 million cap per issue for small manufacturing facilities and a \$150 million total annual state allocation cap. Industrial revenue bonds have strict regulations regarding business types that are eligible; a 501(c)(3) can generally use them for a wider variety of projects.

Bond or Tax Anticipation Notes (BAN's or TAN's). State statute (11-14-311) allows for the issuance of Notes in anticipation of a bond issue or future tax receipts if the legislative body of a City, County or School District deems it advisable and beneficial. These are sold in advance of bonds being sold and may only have to do with time.



TAN's are typically utilized by school districts that receive nearly all of their revenues in one lump sum in November when property tax revenues are received. When expenses occur monthly, or more frequently, the timing of revenues and expenses may not always be synchronized.

Special Service Districts (SSD's). Special Service Districts are not a type of debt security, but rather the creation of a legal entity that can provide some governmental services and issue debt. Special Service Districts have been widely used throughout the State for water, sewer and fire protection services.

Special Service Districts can be created by a county, city or town for the purpose of providing water service, sewer service, storm retention, electrical or natural gas services, fire protection, recreation, mosquito abatement and public transit.

Creation and appointment of board members is dependent on the type of district, who forms the district and when it is formed.

Local Districts. Local districts were authorized by the Utah Legislature to provide services for: 1) the operation of an airport; 2) the operation of a cemetery; 3) fire protection, paramedic, and emergency services; 4) garbage collection and disposal; 5) health care, including health department or hospital service; 6) the operation of a library; 7) abatement or control of mosquitoes and other insects; 8) the operation of parks or recreation facilities or services; 9) the operation of a sewage system; 10) street lighting; 11) the construction and maintenance of curb, gutter, and sidewalk; 12) transportation, including public transit, streets and roads; 13) operation of a system for the collection, storage, retention, control, conservation, treatment, supplying, distribution, or reclamation of water, including storm, flood, sewage, irrigation, and culinary water, whether the system is operated on a wholesale or retail level or both; 14) extended police protection; and 15) underground installation of an electric utility line.

A local district may not be created to provide, and may not after its creation provide, more than four of the services listed above.



Appendix B: Retail Tenant Database

Retail Tenant Database - Sorted by Retail Type and 12-Month Expansion Plans

Company Name	Website	Expansion Plans	Company Type	Company Address	Company Phone	Company Fax	Company Email	Company Website	Company Size	Company Revenue	Company Assets	Company Employees	Company Opened	Company Years	Company History	Company Comments	
Chick-fil-A	chick-fil-a.com	Yes	Fast Food	10000 Peachtree Dunwoody Rd, Atlanta, GA 30338	770-426-7200	770-426-7200	chick-fil-a.com	chick-fil-a.com	10000	1000000000	1000000000	10000	1965	50	1000	1500	Chick-fil-A is a fast-food restaurant chain that has expanded rapidly across the United States. The company is known for its customer service and philanthropic efforts.
McDonald's	mcdonalds.com	Yes	Fast Food	10000 McDonald's Blvd, Chicago, IL 60618	773-440-7200	773-440-7200	mcdonalds.com	mcdonalds.com	10000	1000000000	1000000000	10000	1955	50	1000	1500	McDonald's is a fast-food restaurant chain that has expanded globally. The company is known for its golden arches logo and its focus on speed and service.
Wendy's	wendys.com	Yes	Fast Food	10000 Wendy's Blvd, Columbus, OH 43240	614-440-7200	614-440-7200	wendys.com	wendys.com	10000	1000000000	1000000000	10000	1969	50	1000	1500	Wendy's is a fast-food restaurant chain that has expanded across the United States. The company is known for its young girl mascot and its focus on quality ingredients.
Subway	subway.com	Yes	Fast Food	10000 Subway Blvd, Norwalk, CT 06854	203-440-7200	203-440-7200	subway.com	subway.com	10000	1000000000	1000000000	10000	1965	50	1000	1500	Subway is a fast-food restaurant chain that has expanded globally. The company is known for its focus on fresh bread and customizable sandwiches.
Starbucks	starbucks.com	Yes	Coffee Shop	10000 Starbucks Blvd, Seattle, WA 98101	206-440-7200	206-440-7200	starbucks.com	starbucks.com	10000	1000000000	1000000000	10000	1971	50	1000	1500	Starbucks is a coffee shop chain that has expanded globally. The company is known for its focus on quality coffee and its commitment to social responsibility.
Target	target.com	Yes	Retail	10000 Target Blvd, Minneapolis, MN 55402	612-440-7200	612-440-7200	target.com	target.com	10000	1000000000	1000000000	10000	1962	50	1000	1500	Target is a retail store chain that has expanded across the United States. The company is known for its focus on value and its commitment to social responsibility.
Walmart	walmart.com	Yes	Retail	10000 Walmart Blvd, Bentonville, AR 72716	479-440-7200	479-440-7200	walmart.com	walmart.com	10000	1000000000	1000000000	10000	1962	50	1000	1500	Walmart is a retail store chain that has expanded globally. The company is known for its focus on low prices and its commitment to social responsibility.
Home Depot	homedepot.com	Yes	Home Improvement	10000 Home Depot Blvd, Atlanta, GA 30338	770-440-7200	770-440-7200	homedepot.com	homedepot.com	10000	1000000000	1000000000	10000	1962	50	1000	1500	Home Depot is a home improvement store chain that has expanded across the United States. The company is known for its focus on quality products and its commitment to customer service.
Best Buy	bestbuy.com	Yes	Electronics	10000 Best Buy Blvd, Minneapolis, MN 55402	612-440-7200	612-440-7200	bestbuy.com	bestbuy.com	10000	1000000000	1000000000	10000	1981	50	1000	1500	Best Buy is an electronics store chain that has expanded across the United States. The company is known for its focus on customer service and its commitment to social responsibility.
Costco	costco.com	Yes	Retail	10000 Costco Blvd, Issaquah, WA 98027	206-440-7200	206-440-7200	costco.com	costco.com	10000	1000000000	1000000000	10000	1983	50	1000	1500	Costco is a retail store chain that has expanded across the United States. The company is known for its focus on low prices and its commitment to social responsibility.
Amazon	amazon.com	Yes	Retail	10000 Amazon Blvd, Seattle, WA 98101	206-440-7200	206-440-7200	amazon.com	amazon.com	10000	1000000000	1000000000	10000	1994	50	1000	1500	Amazon is a retail store chain that has expanded globally. The company is known for its focus on customer service and its commitment to social responsibility.

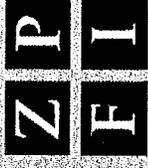
Retail Tenant Database - Sorted by Retail Type and 12-Month Expansion Plans

Retailer Name	Website	Company	Contact Name	Contact Title	Contact Phone	Contact Email	Company Address	Company City	Company State	Company Zip	Company Website	Number of Stores	Number of New Stores	Number of Stores in Progress	Number of Stores to be Opened in 12 Months	Number of Stores to be Opened in 24 Months	Number of Stores to be Opened in 36 Months	Number of Stores to be Opened in 48 Months	Number of Stores to be Opened in 60 Months	Number of Stores to be Opened in 72 Months	Number of Stores to be Opened in 84 Months	Number of Stores to be Opened in 96 Months	Number of Stores to be Opened in 108 Months	Number of Stores to be Opened in 120 Months	Number of Stores to be Opened in 132 Months	Number of Stores to be Opened in 144 Months	Number of Stores to be Opened in 156 Months	Number of Stores to be Opened in 168 Months	Number of Stores to be Opened in 180 Months	Number of Stores to be Opened in 192 Months	Number of Stores to be Opened in 204 Months	Number of Stores to be Opened in 216 Months	Number of Stores to be Opened in 228 Months	Number of Stores to be Opened in 240 Months	Number of Stores to be Opened in 252 Months	Number of Stores to be Opened in 264 Months	Number of Stores to be Opened in 276 Months	Number of Stores to be Opened in 288 Months	Number of Stores to be Opened in 300 Months	Number of Stores to be Opened in 312 Months	Number of Stores to be Opened in 324 Months	Number of Stores to be Opened in 336 Months	Number of Stores to be Opened in 348 Months	Number of Stores to be Opened in 360 Months	Number of Stores to be Opened in 372 Months	Number of Stores to be Opened in 384 Months	Number of Stores to be Opened in 396 Months	Number of Stores to be Opened in 408 Months	Number of Stores to be Opened in 420 Months	Number of Stores to be Opened in 432 Months	Number of Stores to be Opened in 444 Months	Number of Stores to be Opened in 456 Months	Number of Stores to be Opened in 468 Months	Number of Stores to be Opened in 480 Months	Number of Stores to be Opened in 492 Months	Number of Stores to be Opened in 504 Months	Number of Stores to be Opened in 516 Months	Number of Stores to be Opened in 528 Months	Number of Stores to be Opened in 540 Months	Number of Stores to be Opened in 552 Months	Number of Stores to be Opened in 564 Months	Number of Stores to be Opened in 576 Months	Number of Stores to be Opened in 588 Months	Number of Stores to be Opened in 600 Months	Number of Stores to be Opened in 612 Months	Number of Stores to be Opened in 624 Months	Number of Stores to be Opened in 636 Months	Number of Stores to be Opened in 648 Months	Number of Stores to be Opened in 660 Months	Number of Stores to be Opened in 672 Months	Number of Stores to be Opened in 684 Months	Number of Stores to be Opened in 696 Months	Number of Stores to be Opened in 708 Months	Number of Stores to be Opened in 720 Months	Number of Stores to be Opened in 732 Months	Number of Stores to be Opened in 744 Months	Number of Stores to be Opened in 756 Months	Number of Stores to be Opened in 768 Months	Number of Stores to be Opened in 780 Months	Number of Stores to be Opened in 792 Months	Number of Stores to be Opened in 804 Months	Number of Stores to be Opened in 816 Months	Number of Stores to be Opened in 828 Months	Number of Stores to be Opened in 840 Months	Number of Stores to be Opened in 852 Months	Number of Stores to be Opened in 864 Months	Number of Stores to be Opened in 876 Months	Number of Stores to be Opened in 888 Months	Number of Stores to be Opened in 900 Months	Number of Stores to be Opened in 912 Months	Number of Stores to be Opened in 924 Months	Number of Stores to be Opened in 936 Months	Number of Stores to be Opened in 948 Months	Number of Stores to be Opened in 960 Months	Number of Stores to be Opened in 972 Months	Number of Stores to be Opened in 984 Months	Number of Stores to be Opened in 996 Months	Number of Stores to be Opened in 1008 Months	Number of Stores to be Opened in 1020 Months	Number of Stores to be Opened in 1032 Months	Number of Stores to be Opened in 1044 Months	Number of Stores to be Opened in 1056 Months	Number of Stores to be Opened in 1068 Months	Number of Stores to be Opened in 1080 Months	Number of Stores to be Opened in 1092 Months	Number of Stores to be Opened in 1104 Months	Number of Stores to be Opened in 1116 Months	Number of Stores to be Opened in 1128 Months	Number of Stores to be Opened in 1140 Months	Number of Stores to be Opened in 1152 Months	Number of Stores to be Opened in 1164 Months	Number of Stores to be Opened in 1176 Months	Number of Stores to be Opened in 1188 Months	Number of Stores to be Opened in 1200 Months																																																																																																				
Adidas	adidas.com	Adidas Inc.	Mike Bell	Chief Operating Officer	972-344-8027	972-444-1030	1301 131 Highway 100, Suite 100, Newark, NJ 07102	Newark	NJ	07102	www.adidas.com	30	15	30	60	120	180	240	300	360	420	480	540	600	660	720	780	840	900	960	1020	1080	1140	1200	1260	1320	1380	1440	1500	1560	1620	1680	1740	1800	1860	1920	1980	2040	2100	2160	2220	2280	2340	2400	2460	2520	2580	2640	2700	2760	2820	2880	2940	3000	3060	3120	3180	3240	3300	3360	3420	3480	3540	3600	3660	3720	3780	3840	3900	3960	4020	4080	4140	4200	4260	4320	4380	4440	4500	4560	4620	4680	4740	4800	4860	4920	4980	5040	5100	5160	5220	5280	5340	5400	5460	5520	5580	5640	5700	5760	5820	5880	5940	6000	6060	6120	6180	6240	6300	6360	6420	6480	6540	6600	6660	6720	6780	6840	6900	6960	7020	7080	7140	7200	7260	7320	7380	7440	7500	7560	7620	7680	7740	7800	7860	7920	7980	8040	8100	8160	8220	8280	8340	8400	8460	8520	8580	8640	8700	8760	8820	8880	8940	9000	9060	9120	9180	9240	9300	9360	9420	9480	9540	9600	9660	9720	9780	9840	9900	9960	10020	10080	10140	10200	10260	10320	10380	10440	10500	10560	10620	10680	10740	10800	10860	10920	10980	11040	11100	11160	11220	11280	11340	11400	11460	11520	11580	11640	11700	11760	11820	11880	11940	12000

Retail Tenant Database - Sorted by Retail Type and 12-Month Expansion Plans

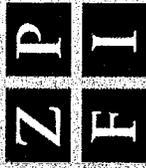
Company Name	Website	Address	Phone	Expansion Plans	Year	Size	Employees	Revenue	Assets	Notes
Wal-Mart	Wal-Mart.com	10000 North Central Expressway, Dallas, TX 75243	972-440-0000	Yes	2012	1,100,000 sq ft	2,000	\$1.2B	\$100M	Major expansion program in progress
Target	Target.com	1000 North Main Street, Minneapolis, MN 55401	612-339-2000	Yes	2012	1,000,000 sq ft	1,500	\$1.0B	\$80M	Continuing expansion across the Midwest
Home Depot	HomeDepot.com	2455 Peachtree Industrial Blvd, Atlanta, GA 30329	404-875-2000	Yes	2012	1,000,000 sq ft	1,200	\$1.0B	\$70M	Steady growth in the construction market
Best Buy	BestBuy.com	445 North Dearborn Street, Minneapolis, MN 55412	612-339-2000	Yes	2012	1,000,000 sq ft	1,100	\$1.0B	\$60M	Aggressive expansion in electronics
Walmart Supercenter	Walmart.com	10000 North Central Expressway, Dallas, TX 75243	972-440-0000	Yes	2012	1,000,000 sq ft	1,000	\$1.0B	\$50M	Focus on Supercenter format
Costco	Costco.com	10000 North Central Expressway, Dallas, TX 75243	972-440-0000	Yes	2012	1,000,000 sq ft	900	\$1.0B	\$40M	Expansion in the West and Midwest
Home Depot Pro	HomeDepot.com	2455 Peachtree Industrial Blvd, Atlanta, GA 30329	404-875-2000	Yes	2012	1,000,000 sq ft	800	\$1.0B	\$30M	Targeting professional contractors
Walmart Neighborhood Market	Walmart.com	10000 North Central Expressway, Dallas, TX 75243	972-440-0000	Yes	2012	1,000,000 sq ft	700	\$1.0B	\$20M	Expansion in smaller markets
Target Plus	Target.com	1000 North Main Street, Minneapolis, MN 55401	612-339-2000	Yes	2012	1,000,000 sq ft	600	\$1.0B	\$15M	Expansion in the South and West
Home Depot Garden of Eatin'	HomeDepot.com	2455 Peachtree Industrial Blvd, Atlanta, GA 30329	404-875-2000	Yes	2012	1,000,000 sq ft	500	\$1.0B	\$10M	Expansion in the food and garden center market
Walmart Supercenter	Walmart.com	10000 North Central Expressway, Dallas, TX 75243	972-440-0000	Yes	2012	1,000,000 sq ft	400	\$1.0B	\$5M	Expansion in the South and West
Home Depot	HomeDepot.com	2455 Peachtree Industrial Blvd, Atlanta, GA 30329	404-875-2000	Yes	2012	1,000,000 sq ft	300	\$1.0B	\$5M	Expansion in the South and West
Walmart Supercenter	Walmart.com	10000 North Central Expressway, Dallas, TX 75243	972-440-0000	Yes	2012	1,000,000 sq ft	200	\$1.0B	\$5M	Expansion in the South and West
Home Depot	HomeDepot.com	2455 Peachtree Industrial Blvd, Atlanta, GA 30329	404-875-2000	Yes	2012	1,000,000 sq ft	100	\$1.0B	\$5M	Expansion in the South and West

Pleasant View
Economic Plan



Pleasant View
Economic Plan – Summary Findings

Pleasant View
Economic Plan

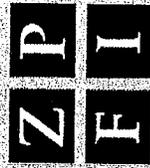


Realities & Opportunities

Realities

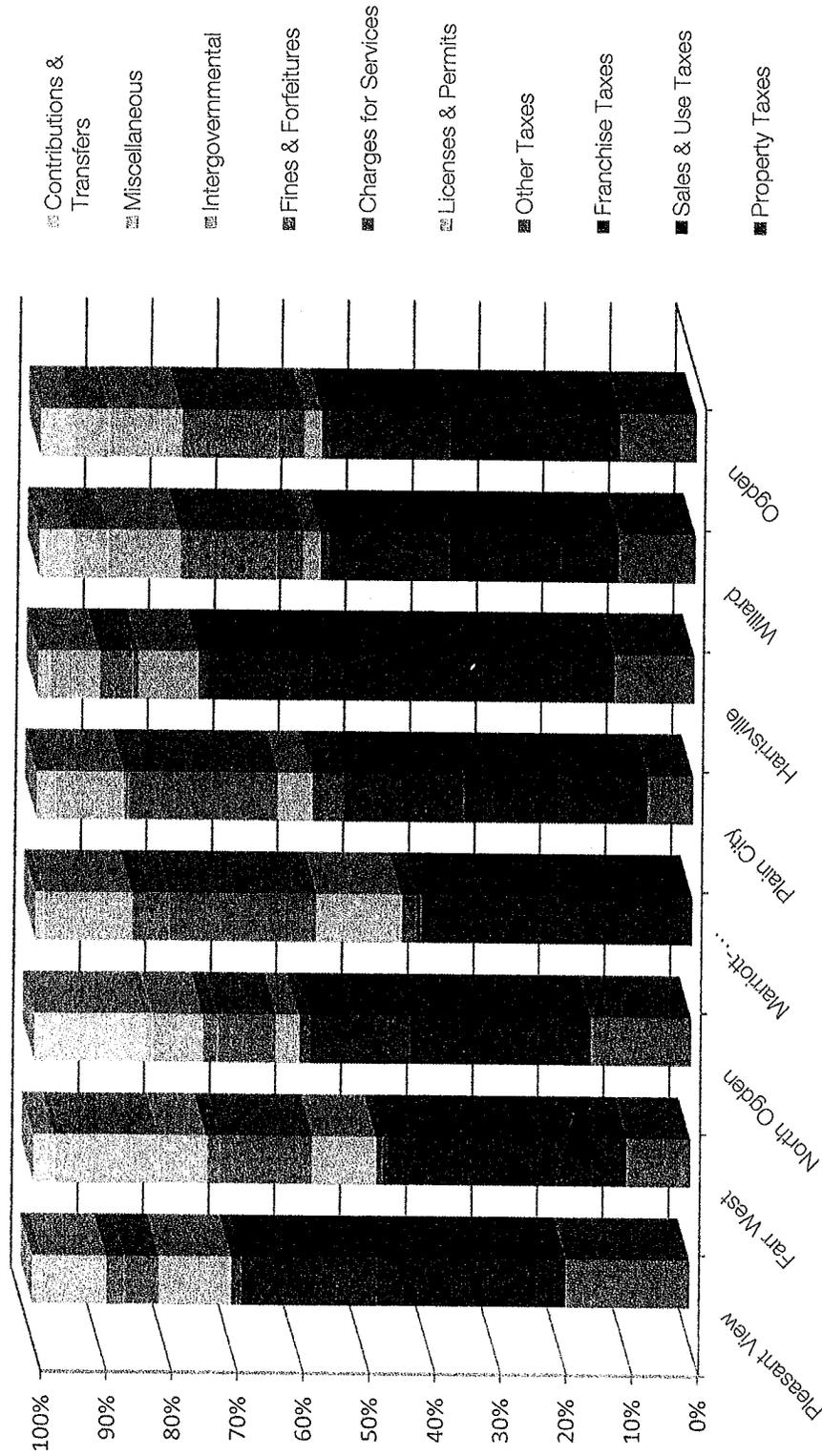
- There are healthy demographics for population growth, median incomes, housing prices, and housing trends in Pleasant View
- The City has a significant amount of vacant land in areas considered to be well positioned for future commercial and residential development
- Sites in some neighboring communities are attracting more attention due to superior demographics and better investment returns
- Retailers look for the following:
 - Traffic counts
 - Median incomes and population (typically in 0.5, 1, 3, and 5-mile radii)
 - Proximity of competition and supporting retail
 - Visibility and access characteristics

Pleasant View Economic Plan



General Fund Revenues

Source: Financial Reports of Local Governments, Office of the Utah State Auditor



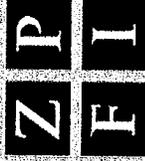


Realities - Continued

- Sales Leakage – 6.9% Capture Rate – Significant losses by lack of retail offerings within Pleasant View

Retail Category	2015 Leakage	2015 Capture Rate
General Merchandise Stores	-\$26,166,049	0.1%
Motor Vehicle and Parts Dealers	-\$18,501,324	20.6%
Food and Beverage Stores	-\$17,070,119	0.3%
Food Services and Drinking Places	-\$16,657,802	2.2%
Building Material and Garden Equipment and Supplies Dealers	-\$9,907,879	5.0%
Clothing and Clothing Accessories Stores	-\$7,073,797	0.5%
Miscellaneous Store Retailers	-\$7,023,312	0.2%
Accommodation	-\$5,973,561	0.0%
Repair and Maintenance	-\$2,767,800	40.2%
Sporting Goods, Hobby, Book, and Music Stores	-\$4,225,689	0.0%
Gasoline Stations	-\$3,327,072	21.8%
Furniture and Home Furnishings Stores	-\$3,598,414	0.0%
Electronics and Appliance Stores	-\$3,559,872	0.0%
Nonstore Retailers	-\$2,411,946	0.9%
Health and Personal Care Stores	-\$2,008,015	2.2%
Amusement and Recreation	-\$827,856	58.9%
Personal and Laundry Services	-\$1,362,572	2.8%
Performing Arts, Spectator Sports, and Related Industries	-\$466,744	0.0%
Museums, Historical Sites, and Similar Institutions	-\$154,494	0.0%
TOTAL	-\$133,084,318	6.9%

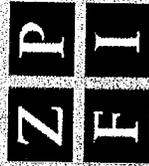
Pleasant View Economic Plan



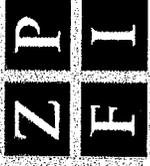
Realities – Continued

- Most communities along the Wasatch Front show space needs per employee at an average of 250 square feet. Pleasant View is closer to 450 to 500 square feet per employee, per developers and brokers, due to the large amount of distribution/warehousing (large space needs but reduced employee numbers)

Area	Space Needs per Employee	Impact – Pleasant View
Wasatch Front	200-350 Sq.Ft. Per Employee	Fewer employees per business, resulting in lower daytime populations. Retailers attracted to other sites with more concentrated employment figures
Pleasant View	450-500 Sq.Ft. Per Employee	Stable



Opportunities



Supportable Retail Square Feet

Some neighboring communities have desirable vacant land parcels that are attracting more attention than sites in Pleasant View. Nonetheless, brokers and developers see the potential for retail absorption of upwards of 50,000 to 75,000 square feet in the next two to three years

Supportable Square Feet per Year – 100% Capture Rate

	2015-2020	2020-2030	2030-2040	2015-2040
2700 North US 89	4,562	3,426	4,834	4,216
1 Mile	34,313	32,963	39,130	35,700
3 Miles	59,347	59,432	69,525	63,452

Supportable Square Feet per Year – 5-mile radius: 42% Capture Rate

	2015-2020	2020-2030	2030-2040	2015-2040
2700 North US 89	1,922	1,443	2,037	1,776
1 Mile	14,454	13,886	16,483	15,039
3 Miles	25,000	25,036	29,287	26,729

Supportable Square Feet per Year – 3-mile radius: 73% Capture Rate

	2015-2020	2020-2030	2030-2040	2015-2040
2700 North US 89	3,324	2,496	3,522	3,072
1 Mile	25,000	24,017	28,510	26,011
3 Miles	43,240	43,301	50,655	46,231

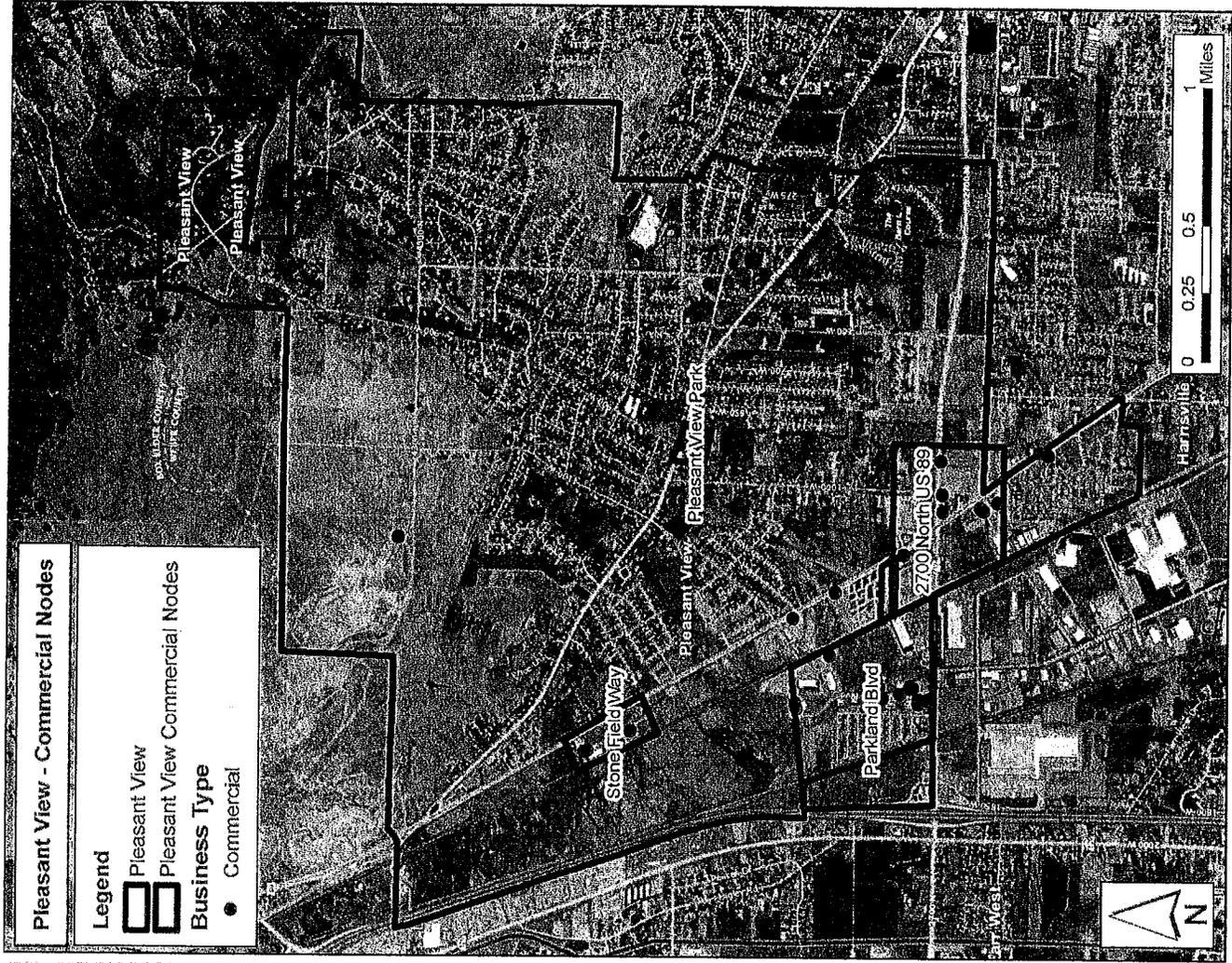
Pleasant View Economic Plan

Commercial Nodes

4 commercial nodes were identified based on business clusters

- 2700 N US 89
- Parkland Blvd
- Stone Field Way
- Pleasant View Park

Row Labels	Percent of City Sales
Stone Field Way	33%
2700 North US 89	30%
Parkland Blvd	16%
Other	9%
Home Occupation	8%
Pleasant View Park	4%
Grand Total	100%

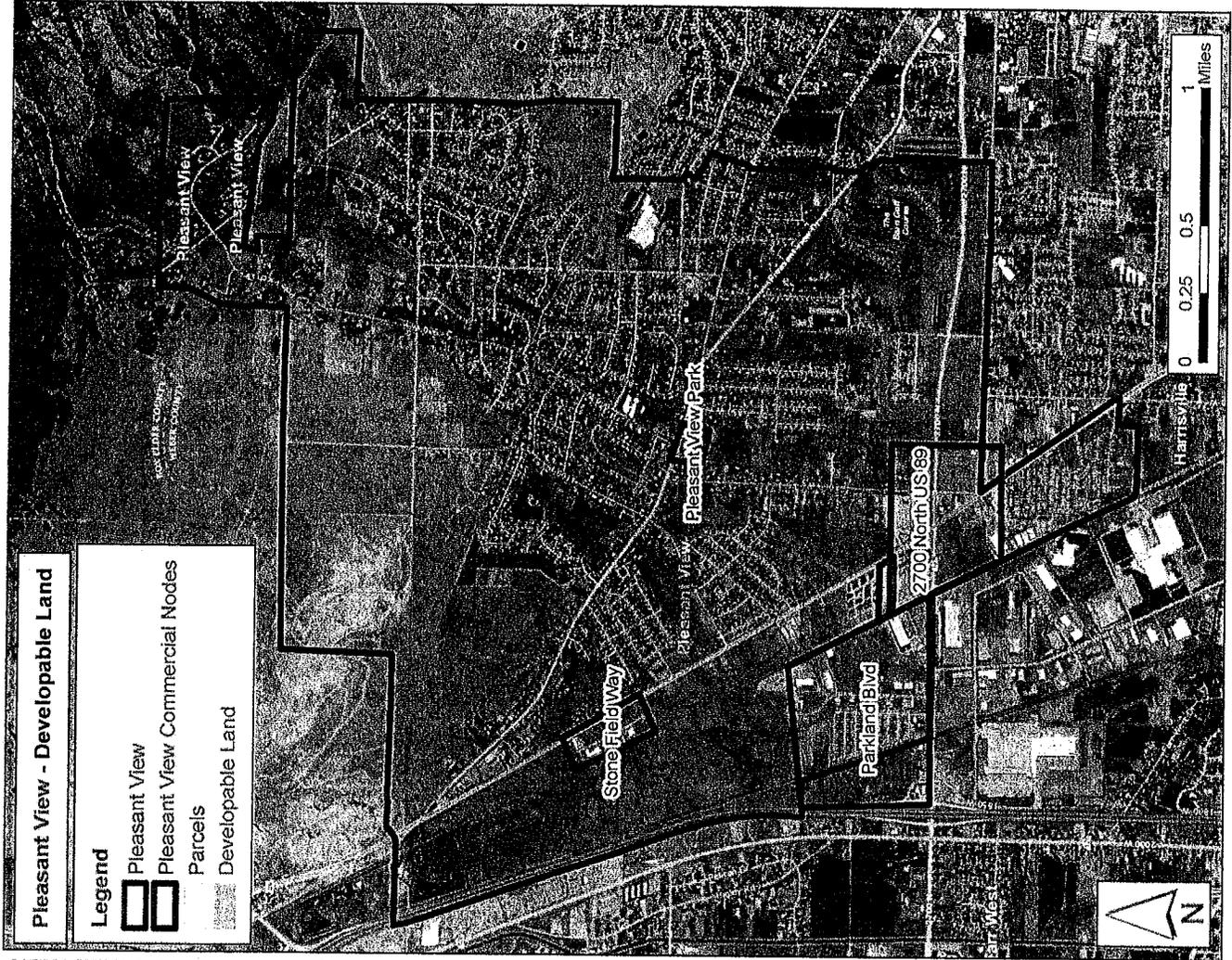


Pleasant View Economic Plan

Developable Land

- Key cluster areas have significant surrounding vacant land, indicating the potential for new development

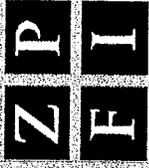
Node	Developable Acres
2700 N US 89	116.89
Parkland Blvd	85.98
Pleasant View Park	23.33
Stone Field Way	194.98



Financial Feasibility

- Current costs of construction for retail properties range from \$115 to \$160 per square foot, dependent upon buildout and use. This range includes land costs and all direct and indirect construction costs
- Values for newer commercial properties are near \$140 to upwards of \$200 per square foot. Construction of new retail properties is considered to be financially feasible at present, and necessary entrepreneurial profits are reflected considering the variance in construction costs and anticipated values

Pleasant View Economic Plan

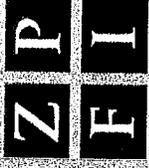


- Some neighboring communities have desirable vacant land parcels that are attracting more attention than sites in Pleasant View.
- Competitive properties and sites in neighboring communities are showing more desirable value scenarios (lower capitalization rates = less risk and higher values) than properties and projected construction in Pleasant View. Consequently, development will likely occur in alternative sites prior to Pleasant View, unless incentives are considered or land prices decline

Area	Capitalization Rates - Retail	Recent Trend	Impact on Value vs. Pleasant View	Conclusion
Pleasant View	7.0-8.0%	Stable	NA	Higher values and greater demand exist in neighboring markets.
North Ogden	6.0-7.5%	Stable	Lower Rates = Higher Values	Vacant sites will first be pursued in other markets
Marriott - Slaterville	6.5-7.25%	Declining	Lower Rates = Higher Values	

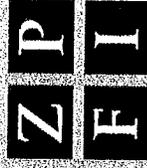
Residential Opportunities

- Higher-density residential may work in select areas, although some developers caution against going above two to three stories due to 1) costs, and 2) concern that demand is soft in an area that offers significant vacant land and a region that offers numerous housing options
- Developers were cautious about high-density condominiums, and more optimistic about apartments (albeit with caution), as well as moderate density “for-sale” townhomes and attached, single-family units



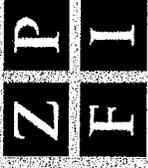
Opportunities - What Steps to Pursue?

- Grocery use on 2700 North is critical to keeping residents in Pleasant View and not shopping in North Ogden
- Better access from Pleasant View Drive to 2700 North to break up the easy access to North Ogden retail
- UTA will expand number of trains when ridership increases. Focus on improving land uses around the FrontRunner Station, as well as at that key intersection
- Tenants looking in the local market include those who see the possibility of destination locations; not sites that are traffic or population driven, but that have near access to the freeway and more affordable land



Opportunities - What Steps to Pursue (continued)?

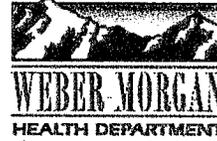
- Realize that returns and values are more appealing in some surrounding cities, and that developers will need to offset this via more affordable land prices, utility costs, taxes, etc.
- Consider incentives that either 1) provide financial compensation, or 2) expedite the approval and permitting process so that stores can open quicker in Pleasant View than in surrounding cities
- How much compensation is necessary? Values and profit levels will need to match neighboring communities (i.e., if a developer has higher values in North Ogden, but similar construction costs, as compared to Pleasant View, he/she will realize a greater amount of profit). The gap in value is attributed to 1) lower capitalization rates, and 2) differing achievable rental rates



Opportunities – What Steps to Pursue (continued)?

- While distribution and warehousing/manufacturing facilities are attracted to the area, consideration needs to be given for finding uses and employers that have a more standard concentration of employees per square foot of building area

Weber-Morgan TravelWise Challenge



The Weber-Morgan Health Department is sponsoring a contest for residents of Weber and Morgan counties and local businesses who encourage their employees to compete in the "Clear the Air Challenge" in July.

Go to <https://travelwisetracker.com/s/weber-county-community-te> and join the "Weber-Morgan TravelWise Challenge" network. If you already have a team, or want to start a new team, please contact Lori Buttars at lbuttars@co.weber.ut.us or (801) 399-7114 with the name of your team so you can be counted among the "Weber-Morgan TravelWise" network of teams.

There will be a trophy for the business in Weber or Morgan counties whose team removes the most CO₂ emissions from our air during their daily commutes. Additionally, individuals who log on to the website and record their trips daily will be eligible for daily drawings for a \$15 gift card from Slackwater Pub and Pizzeria and other prizes such as a bike from Skyline Cycle, shoes from Salomon Footwear, a FitBit Charge from Striders, a \$50 gift card from Peak Performance and other items to help motivate residents to help improve our air.

It's easier than you might think. Leave your vehicle behind and walk, carpool, take public transit or bike or save a trip by running all your errands in with your regular travel. And don't forget to log daily between July 1 and July 31!

CLEAR THE AIR

C H A L L E N G E

Drive Down Your Miles

www.cleartheairchallenge.org

Join Our Team!

"Weber-Morgan TravelWise"