Mapleton City

City Council Staff Report

September 4, 2019

Applicant: Mapleton City

Location: N/A

Prepared by: Sean Conroy, Community Development Director

Public Hearing: N

Zone: NA

Attachments:

1. Project Proposal.

REQUEST

Consideration a Resolution authorizing the mayor to enter into a consultant services agreement with Landmark Design for the preparation of an update to the Land Use Element of the General Plan and the creation of a Parks and Recreation Master Plan for an amount not to exceed $79,120.

BACKGROUND AND PROJECT DESCRIPTION

Utah Code section 10-9a-403 requires each municipality to have a land use element of the general plan. Some of the purposes of a land use element include identifying long term goals and policies related to growth and development and to identify areas in the City geographically that are appropriate for various types of land uses and densities. The land use element is meant to provide guidance to elected and appointed officials on development related decisions and to provide predictability to land owners and citizens. The Mapleton City land use element was last updated in 2009.

The City does not currently have a parks and recreation master plan. Some of the purposes of a master plan include analyzing existing facilities, identifying existing and future needs and establishing desired levels of service. Having a master plan will help the City make better decisions and ensure that our parks and recreation needs are being met.

The City recently issued a Request for Proposal (RFP) to professional consulting firms with a request to update the land use element of the general plan and to create a parks an recreation master plan. The City emphasized in the RFP the desire to have a robust public outreach program to ensure that the final plans reflect the goals and desires of the community.

The City received three proposals. Staff is recommending that the City select Landmark Design for the project. Staff determined that Landmark had the most extensive experience and the best consultant team for the project. They also offered the most robust public outreach options.

The base proposal without optional services is $59,990. Landmark proposes an option to include a statistically valid survey for $14,890 and $4,240 for a Social Pinpoint service for a total budget of $79,120. Social Pinpoint is an online interactive engagement tool that allows the public the ability pinpoint comments geographically. Staff is supportive of both of these optional services.

The City Council approved a line item of $80,000 as part of the 2019-2020 Capital Improvement/Project Fund. The proposed bid falls within this budget.

RECOMMENDATION

Adopt the attached Resolution.

RESOLUTION NO. 2019-

A RESOLUTION AUTHORIZING THE MAYOR TO ENTER INTO A CONSULTANT SERVICES AGREEMENT WITH LANDMARK DESIGN FOR THE PREPARATION OF AN UPDATE TO THE LAND USE ELEMENT OF THE GENERAL PLAN AND THE CREATION OF A PARKS AND RECREATION MASTER PLAN FOR AN AMOUNT NOT TO EXCEED $79,120.

WHEREAS, the Land Use Element of the General Plan was last updated in 2009 and the City does not currently have a Parks and Recreation Element of the General Plan; and

WHEREAS, the City sent out a Request for Proposals for consultant services to prepare an updated Land Use Element and a Parks and Recreation Master Plan; and

WHEREAS, the City received three proposals; and

WHEREAS, the City has selected Landmark Design as the most qualified to complete the project based on their proposal that has been submitted to the City; and

WHEREAS, the City budgeted $80,000 in the 2019-2020 Capital Improvement/Project Fund (line item #45-44-15) for this project.

NOW THEREFORE, BE IT RESOLVED by the City Council of Mapleton, Utah, to authorize the mayor to enter into an agreement for consultant services related to the update of the Land Use Element of the General Plan and the creation of a Parks and Recreation Master Plan with Landmark Design for an amount not to exceed $79,120 based on the proposal reviewed by the Council on September 4, 2019.

PASSED AND ORDERED PUBLISHED BY THE CITY COUNCIL OF MAPLETON, UTAH,

This 4th Day of September, 2019.

_____
Dallas Hakes
Mayor

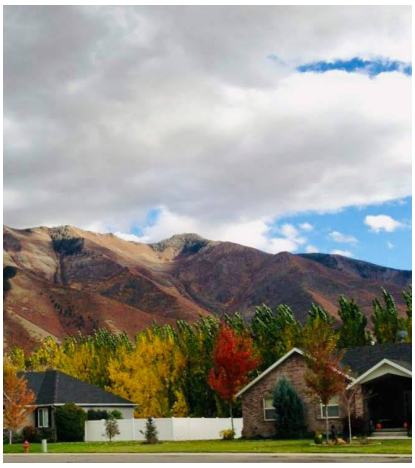
ATTEST:

_____
Camille Brown
City Recorder
Publication Date:
Effective Date:

MAPLETON CITY

Proposal to Update the General Plan Land Use Element and Parks and Recreation Master Plan





LANDMARK DESIGN

The Landmark Design Team

19 July 2019

MAPLETON CITY

Proposal to Update the General Plan Land Use Element and Parks and Recreation Master Plan

Sean Conroy
Community Development Director
125 West Community Center Way
Mapleton, Utah 84664
sconroy@mapleton.org
801.489.5657

LANDMARK DESIGN

Dear Sean,

Thank you for the opportunity to submit our revised proposal for this exciting project. We enjoyed meeting with you and your colleagues recently, which was very helpful for us to better understand your needs and the anticipated outcomes for this project, which are focused on ensuring that future implementation matches the City's visions and goals.

As described in the following pages, we propose a scope that embraces current planning directions and efforts, focusing on public outreach and engagement to ensure the community vision is understood and reflected in the updated plan. Due to the focused nature of the project, Landmark Design will prepare the bulk of the plan using the skills and guidance of our experienced principal and senior staff. We also include Salt Lake City-based Y2 Analytics on our team, a public polling firm which can provide a statistically-valid survey as an OPTIONAL SERVICE if needed.

We are excited to assist Mapleton in this endeavor and would consider it an honor to be selected. We truly enjoy the public participation process and look forward to clarifying the pulse of your citizens and stakeholders as this planning process gets underway.

Thank you again for the opportunity – we look forward to working with you. Please feel free to call me at our office at 801.474.3300 or on my cell 801.718.4353 if you have any questions or require additional clarification. If I am away from the office please reach out to Lisa Benson at the office number.

Respectfully yours,

Mark Vlasic, AICP, PLA, ASLA, LEED Green Associate
Principal-in-Charge and Project Manager

Strengths of Our Team

- Success on similar projects – nearly 75 similar planning efforts in the past 30 years
- Direct participation and leadership by Principal staff
- Familiarity with Mapleton and the its unique setting in the region
- Experience merging land use, park, recreation, open space and trail needs as part of a unified and comprehensive process
- Experience completing comparable projects on-time and on-budget
- Award-winning projects that demonstrate creative solutions and easy-to-understand formats
- Experience in the design and implementation of engaging public participation processes tailored to meet the specific needs of each community

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Samples: Statistically-Valid Survey Results for Recent Projects (Included as separate PDFs)
- Woods Cross City
- Herriman City

Samples: Parks, Recreation, Trails and Open Space Plans (Included as separate PDFs)
- West Jordan Parks, Recreation, Trails and Open Space Master Plan (Draft)
- South Jordan Parks, Recreation Trails,

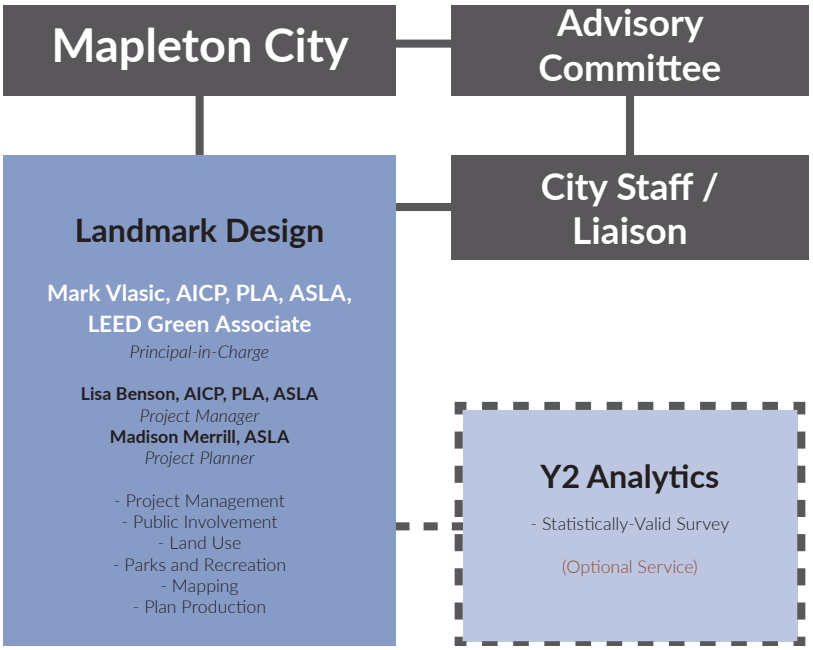


1 Project Team

The Landmark Design Team merges the services of Landmark Design (Land Use Element, Urban Design, Environmental Analysis, Parks/Recreation/Open Space/ Trail Element planning, Public Involvement, Policy Planning, Project Management and Plan Production) with the services of Y2 Analytics (Statistically-Valid Survey offered as an OPTIONAL SERVICE for your consideration and approval).

The Organizational Chart illustrates how our team will work together, and how we envision working with Mapleton City. Descriptions of each firm and key staff follow, with detailed resumes provided in the appendix.

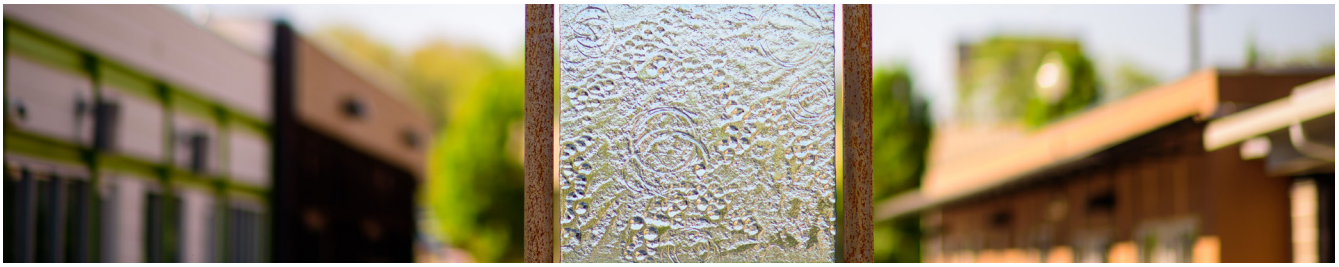
Organizational Chart

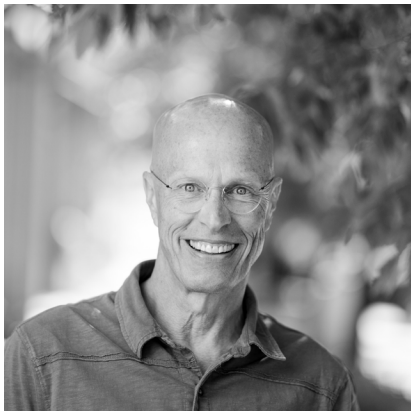


Landmark Design

Landmark Design is a Planning and Design firm located in Salt Lake City. Our firm was founded in 1987 and has been providing excellence in service to communities throughout the Intermountain West ever since. Landmark Design currently employs two certified planners (AICP), five licensed landscape architects/planners (PLA), two landscape designers/planners, one LEED Green Associate, a SITES accredited professional and support personnel.

We bring a broad range of professional skills to the project, including land use planning, community planning, project management, urban design, park/recreation/open space/trail planning, landscape architecture and public participation. A cornerstone of our projects is the initiation and maintenance of strong communication channels with our clients, team members, interest groups and others that results in projects that are supported, accepted and implemented. We invite you to visit our website at www.ldi-ut.com for additional information and samples of our work.





Mark Vlasic, AICP, PLA, ASLA
LEED Green Associate

Principal-in-Charge

Mark is the Principal Planner and Owner of Landmark Design. He brings over 40-years of experience in community planning, land use planning, park/recreation/open space/trail planning and landscape architecture to the project. Mark joined Landmark Design over 22 years ago after returning from Botswana where he was a senior planner for the Department of Town and Regional Planning in Gaborone, Botswana and District Physical Planning Advisor for Swedeplan (International Division of the Swedish National Board of Housing, Building and Physical Planning) in Kanye, Botswana. His role there encompassed a full range of physical planning duties, including the preparation of general plans, land use, development and site plans, urban design studies, village upgrading plans, development control, public consultation and participation, and counterpart training. Prior to that time Mark was a landscape architect in Stockholm, Sweden, and a planner for Salt Lake City. Mark is a certified planner (AICP) and a professional landscape architect (PLA) in Utah and several other western states.

Mark will serve as Principal-in-Charge, responsible for ensuring the inputs of staff and subconsultants are aligned with the project needs. Furthermore, he will be responsible for organizing all contact with City Staff, committee members, stakeholders and the public. Mark will work closely with Project Manager Lisa Benson and other members of the Landmark Design Team and will be responsible for quality assurance.

Mark has managed a wide-range of comparable projects, including two general plan updates for Herriman, three updates for Woods Cross and three updates to the South Ogden General Plan. He led general plan development efforts in Holladay and Murray and is finalizing similar efforts in Salem. He has also led numerous environmental assessments and more than a dozen parks, recreation, open space and trail master planning efforts. He recently completed planning for a new town south of Moab in San Juan County and two similar towns in Tooele County. Mark is the part-time staff planner for South Ogden, a role he has held for nearly a decade.

Bryn McCarty, AICP, Herriman City Planner

"*Landmark Design has done several plans for Herriman City over the last 10 years, and they continue to impress us with their work. They completed an update to our General Plan in 2013, and recently completed our Parks, Recreation, Trails and Open Space Master Plan. They are always professional and very organized. They are able to work with tight deadlines, and they always deliver. I have watched them in numerous public meetings over the years and they are excellent at dealing with residents, Commissions, and Councils. We are a community dealing with rapid growth and all of the issues that come with that. I have total confidence that Landmark will write the most amazing plans, and keep the best interests of the community at heart. I would highly recommend them to anyone and will to continue to use them on projects in the future.*



Lisa Benson, AICP, PLA, ASLA
SITES AP, LEED Green Associate

Project Manager

Lisa has been with Landmark Design for over eighteen years, during which time she has provided valuable leadership, support and technical assistance on many community planning, urban design, land use, transportation and landscape architecture projects. Key examples include the Holladay General Plan Update; North Salt Lake Town Center Master Plan; Cache Valley South Corridor Development Plan; Rawlins Comprehensive Plan Update in Wyoming; Mountain Recreation Facilities Master Plan; Park City Trails Master Plan Update and Walkable/Bikeable Neighborhood Study; National Park Service Mesa Verde Visitor and Research Facility in Colorado, Grand Teton Moose Headquarters and Housing in Wyoming and Hopewell Culture Historic Park in Ohio; Salt Lake County Jordan River Parkway Master Plan; USU College of Agriculture Teaching and Research Facility; Salt Lake City Imperial Park and many others.

Lisa completed two Sustainable Sites Initiative™ (SITES™) certified projects as part of the their Pilot Program – Mesa Verde National Park Visitor and Curatorial Facility and Carlsbad Caverns Bat Cave Draw. SITES is a program which has created voluntary national guidelines and performance benchmarks for sustainable land design, construction and maintenance practices, similar to LEED (which primarily addresses buildings). Both projects received Bronze-Level SITES™ certification.

Lisa is currently leading recreation and open space planning and design efforts for the Wildflower community, a new residential community in the City of Saratoga Springs. She is also serving as project manager for the Oquirrh Recreation and Parks District Master Plan, and is completing Parks, Recreation, Trails and Open Space Master Plans for the communities of Herriman, West Jordan and Saratoga Springs.



Madison Merrill, ASLA

Project Planner

Madison joined Landmark Design in September of 2018. She is currently working on three parks, recreation, trails and open space master plans along with a streetscape design in Moab, Utah. She just finished design and construction documentation for a residential project in Eden, Utah.

Prior to joining Landmark Design, Madison worked as an intern at another firm. There she produced schematic plans, 3D models, and construction documents for over 15 landscape projects. As a student at Utah State University, she was actively involved in research and campus involvement and spent a semester studying Europe's landscapes at the University of Ljubljana in Slovenia.

Y2 Analytics

Y2 Analytics is a Utah-based market research and data analysis group with extensive experience measuring and analyzing public opinion in Utah and across the country. The firm includes seasoned researchers, capable analysts, veteran consultants, and database specialists. While its formal history as a company is brief, the firm's researchers have been designing and executing public opinion research in Utah for over 30 years. Since incorporating in Utah in 2013, the firm has had the privilege of working on nearly every major public policy initiative in the state and with a majority of the largest municipalities. The staff of Y2 Analytics is passionate about rigorous quality and advanced statistical analysis, taking pride in translating often overwhelming amounts of data into clear, actionable information. Their intent is to offer clients statistically valid public opinion information when they need it, how they need it and at a price that lets them get it regularly.

Y2 Analytics prides themselves on their commitment to proper statistical techniques while pioneering new approaches to keep electoral survey research both accurate and cost efficient. The professionals at Y2 have conducted hundreds of accurate surveys and have worked closely with Landmark Design staff in the preparation of efficient and cost-effective surveys on several comparable projects.



Kelly Patterson, PhD

Partner, Principal Surveyor

Kelly is a partner at Y2, a survey specialist and a political scientist. He has directed the Utah Colleges Exit Poll, a poll that has surveyed voters in the State of Utah for over 30 years. Kelly's expertise in questionnaire development includes experience with numerous randomized survey experiments and A/B testing. His publications appear in a variety of academic journals including Public Opinion Quarterly, Political Behavior, the Journal of Politics, and the Journal of Political Marketing. Kelly received his Ph.D. from Columbia University where he researched political parties, public opinion and voting behavior. He is also the former Director of the Center for the Study of Elections and Democracy at Brigham Young University and is currently a senior research fellow.



Kyrene Gibb

Partner, Vice President of Research

Kyrene Gibb is a partner at Y2 Analytics and serves as the Vice President of Research. She is a skilled researcher with a background in both qualitative and quantitative methods. She specializes in questionnaire design, survey management, data analysis, and focus group administration for various clients in diverse arenas, including corporate branding, municipal policy, and political campaigns. Prior to joining Y2, Kyrene worked with GS Strategy Group, a national polling and strategic consulting firm where she collaborated on dozens of projects for candidates, interest groups, trade associations, and major corporations.

2 Qualifications, Comparable Experience & References

Landmark Design has assembled a highly-qualified and experienced team of experts to complete the project. Both firms and their staff have worked together on multiple comparable projects, and will bring their knowledge and professionalism to the benefit of the project. As Principal-in-Charge, Mark Vlasic will ensure that communication between the planning team, Mapleton and the public is seamlessly coordinated and managed, and that tasks are delivered on-schedule and according to your expectations.

The following list highlights recent comparable projects completed by Landmark Design in recent years. We also include four recent projects where we have collaborated with Y2 Analytics to develop a statistically-valid planning survey similar to what is proposed for this project.

Several of our key projects (indicated in **blue** below) are either highlighted in the in the following pages or are included as PDF copies separately.

Land Use Plans

- **Roy General Plan Update, Roy, Utah (on-going)**
- **Salem General Plan Update, Salem, Utah (on-going)**
- **Woods Cross Land Use Plan Updates (2002, 2008, 2018), Woods Cross, Utah**
- **Tooele County Land Use Plan Update, Tooele County, Utah**
- **City of Holladay Land Use Plan Update, Holladay, Utah**
- Herriman Land Use Plan Amendment, Herriman, Utah
- Rawlins Comprehensive Master Plan Update, Rawlins, Wyoming
- Vernal City Land Use Plan, Vernal, Utah
- Twin Falls Land Use Plan, Twin Falls, Idaho
- Highland City Land Use Plan Update, Highland, Utah
- Woods Cross Land Use Plan Update: Northwest Quadrant Study
- South Ogden Land Use Plan Updates, South Ogden, Utah
- Herriman Land Use Plan-North Area Update, Herriman, Utah
- Bluffdale City Land Use Plan, Bluffdale City, Utah
- Murray City Land Use Plan Updated, Murray City, Utah
- West Central Weber County Land Use Plan, Weber County, Utah

Greenfield Development and New Community Plans

- **Rio Tinto New Town Land Use Plan and Ordinances, Tooele Valley**
- **Moyle Camp New Town Land Use Plan, Tooele Valley**
- **San Juan County – Spanish Valley Land Use Area Plan and Ordinances**

Ken Fisher, CPRP, Park City Municipal Recreation Services Manager

"*Park City Recreation has worked recently with Landmark Design on two recreation planning projects. The first was our Mountain Recreation Strategic Action Plan and the second was the Mountain Recreation Facilities Master Plan. These were both multi-jurisdictional projects. Landmark Design was able to effective manage several public input sessions, analyze the data and find consensus with the various stakeholders. The result of their work is that Park City now has a better understanding of where recreation facilities could be developed & what they will cost to build, own & operate.*

Small Area Plans and Focus Studies

- Town of Alta Commercial Core Master Plan, Alta, Utah
- **North Salt Lake Town Center Master Plan, North Salt Lake, Utah**
- Taylorsville 4700 South Small Area Master Plan, Taylorsville, Utah
- Cache Valley South Corridor Development Plan, Cache County, Utah
- Grant Avenue Small Area Master Plan, Rock Springs, Wyoming
- Lehi Downtown Revitalization Plan, Lehi, Utah
- Slate Canyon Small Area Master Plan, Provo, Utah
- Park City Trails Master Plan Update & Walkable/Bikeable Neighborhood Study, Park City, Utah
- Rock Springs Small Area Master Plan, Rock Springs, Wyoming
- Saratoga Springs Marina Park Master Plan, Saratoga Springs, Utah
- Westminster Neighborhood Small Area Master Plan, Salt Lake City, Utah

Parks, Recreation, Trails and Open Space Master Plans

- Saratoga Springs Parks, Recreation, Trails and Open Space Master Plan (on-going)
- **Herriman City Parks, Recreation, Trails and Open Space Master Plan (on-going)**
- West Jordan Parks, Recreation, Trails & Open Space Master Plan (on-going)
- Salt Lake City Parks & Public Land Needs Analysis
- **West Bountiful Recreation, Arts and Parks Master Plan**
- Ogden Parks, Recreation, Trails and Open Space Master Plan
- **Orem Parks, Recreation, Trails and Open Space Master Plan**
- South Jordan Parks, Recreation, Trails, Cultural and Open Space Master Plan
- Mountain Recreation Facilities Master Plan - Park City, Snyderville Basin Recreation District and the Park City School District
- Layton City Parks, Recreation, Trails, Open Space and Cultural Facilities Master Plan
- Salt Lake County Parks Master Plan - Writing and Plan Finalization
- Holladay Parks, Recreation, and Trails Element of the General Plan
- Salt Lake County East/West Recreational Trail Corridor Master Plan
- Lehi City Parks, Recreation and Trails Master Plan
- Herriman Parks, Recreation, Open Space and Trails Master Plan
- Mountain Recreation Strategic Action Plan
- Rawlins Wyoming Parks, Recreation and Trials Element of the Comprehensive Master Plan

Statistically-Valid Surveys (with Y2 Analytics)

- Oquirrh Recreation and Parks District Master Plan, Kearns, Utah (on-going)
- **Woods Cross General Plan Update, Woods Cross, Utah**
- **Herriman Parks, Recreation, Open Space and Trails Master Plan, Herriman, Utah**
- Salt Lake City Parks Needs Analysis, Salt Lake City, Utah
- South Jordan Parks, Recreation, Open Space and Trails Master Plan, South Jordan, Utah
- **Orem Parks, Recreation, Open Space and Trails Master Plan, Orem, Utah**



San Juan County – Spanish Valley Land Use Area Plan and Ordinances

Working closely with San Juan County staff and representatives of the Utah State Institutional Trust Lands Association (SITLA), Landmark Design developed a land use master plan for approximately 4,775 acres of land in the San Juan County portion of the Spanish Valley. Located immediately south of Moab, the Spanish Valley area has received increasing development pressure as Moab and the surrounding National Parks become international tourist destinations. In order to address the challenges and opportunities facing the region, a comprehensive planning process was used to establish a long-term planning vision for the area.

Overall Visual Preference Results


Top 1 (#18)


Top 2 (#6)


Top 3 (#49)


Bottom 1 (#59)

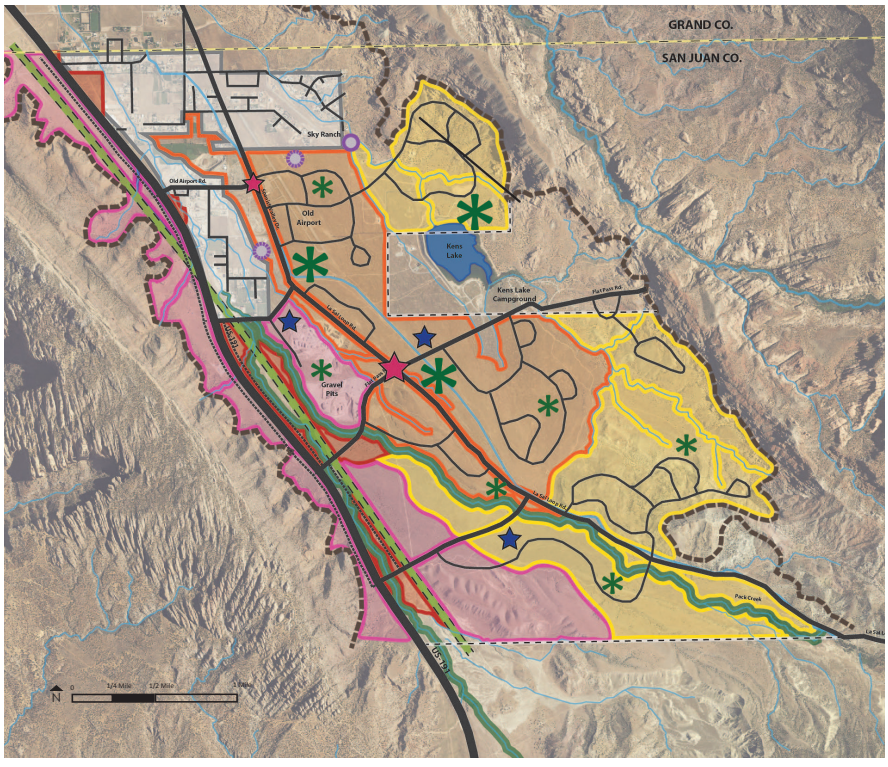

Bottom 2 (#72)



Bottom 3 (#43)

The planning process identified specific guiding principles and planning goals to guide future growth, while addressing other aspects related to land use, transportation, quality of life, public services and infrastructure. Preliminary alternative concept plans were developed through a comprehensive public engagement progress and a series of work sessions with representatives from SITLA (the private land owner), other property owners and residents, and San Juan County planning staff. In response to feedback from community members and County officials, alternatives were refined and preferred elements combined to form the Spanish Valley Area Plan, adopted in April of 2018. The resulting planning concept focuses development on the flattest, least sensitive sites in the Study Area and calls for a wide range of residential development types in addition to civic, educational, institutional and park/ open space uses. Two neighborhood centers are proposed to meet the commercial, institutional, civic, and cultural/recreational needs of the community.

San Juan County Spanish Valley Area Plan



LAND USE

Description

The San Juan County Spanish Valley Area Plan provides a rational land use and growth strategy that builds upon the key principles identified through the public input process and the direction of county officials.

Accordingly, there are five types of potential Growth and Development Areas, each with unique opportunities and considerations, as follow:

Private Land Areas
This area consists of both developed and undeveloped land that is owned by numerous private parties. Since the area has been inconsistently planned, the focus is on meeting the following needs:

- Establishing a rational and coordinated system of road and storm water conveyance systems
- Providing transitions between existing and future incompatible uses
- Facilitating limited subdivision and densification where opportunities exist
- Ensuring that future development follows a new system of guidelines that promote safe, coordinated growth and development

Central Development Areas
Located in the center of the valley, these are the flattest and easiest-to-develop areas. They are suitable for a wide range of development, including residential, civic, institutional and parks/open space uses. They also support limited development of local commerce and community services. The large tracts of contiguous land are primarily under single ownership, which promotes the application of coordinated development strategies.

Perimeter Development Areas
Located on the east and south edges of the valley, these areas are relatively distant from existing growth areas. The application of coordinated strategies and models for lower-density development should be applied.

Highway Commercial Areas
Regional commercial uses and needs are supported along the highway near major intersections. Direct access from the highway should be limited to promote movement.

Flex Development Areas
These areas provide unique opportunities to create an economic base for the valley, due in large part to their location near they highway, yet buffered from nearby neighborhoods. A flexible development approach should be considered to allow market developments and opportunities to be addressed.

Legend

- BLM/SITLA Property Boundary
- Steep Cliffs Delineating Valley
- Lakes/Reservoirs
- Major Drainage
- Minor Drainage
- US-191
- Primary Road
- Secondary Road
- Frontage Road
- Power Corridors
- New Culinary Water Well
- Future Culinary Water Well (known)
- Regional Park
- Community Park
- Schools
- Neighborhood Center
- Private Land Area - focus on infill limited subdivision of acre + lots, and logical road/circulation linkages (700 acres)
- Central Neighborhood Development Areas (1450 acres)
- Perimeter Neighborhood Development Areas (1750 acres)
- Flex Development Areas - market-driven business/commercial/ residential development (1075 acres)
- Highway Commercial Areas (200 acres)

SAN JUAN COUNTY

LANDMARK DESIGN

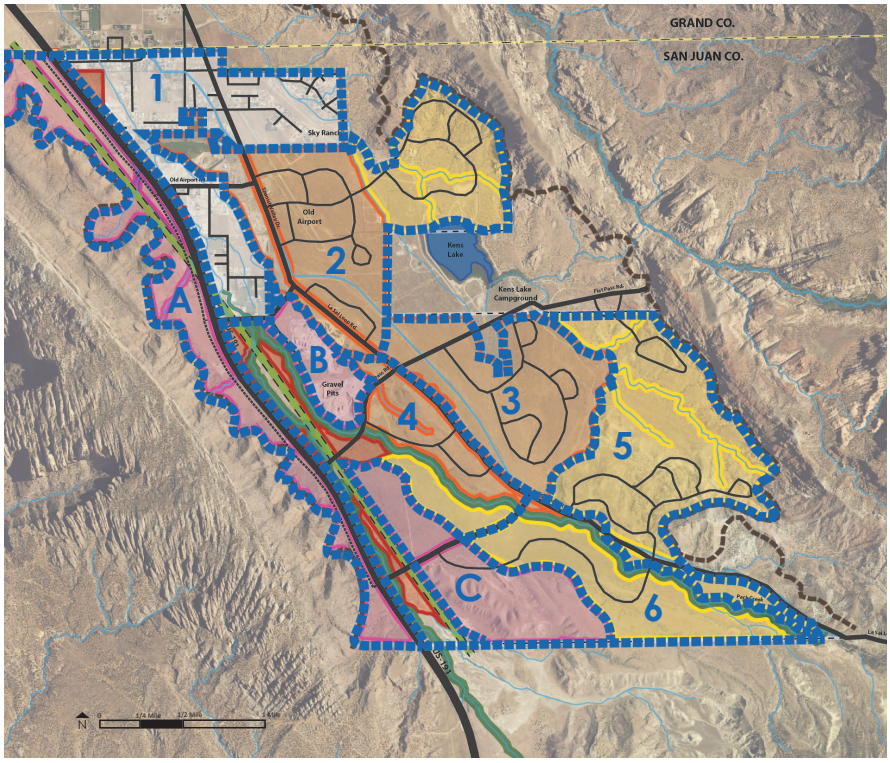
The Plan sites carefully-located sites for highway commercial, residential and flex development, with residential uses being the primary focus of the plan. In order to help meet the demand for affordable options, clustered development is encouraged as part of creating a more sustainable community in part through the preservation of up to 50% of the remarkable red rock landscape.

PHASE	ACRES	DEVELOPED ACRES	UNDEVELOPED ACRES	DEVELOPMENT ASSUMPTIONS	IMPLEMENTATION TIMING	RESIDENTIAL EQUIVALENTS	PROJECTED POPULATION (2.5 AVG HOUSEHOLD SIZE)	WATER SUPPLY
1	700	420	280	Approximately 60% of area is currently developed, of which it is assumed50% will be subdivided and developed or an additional residential unit will be developed on larger sites. Assumes 30% of land area dedicated to roads, infrastructure, utilities, and civic/commercial uses. Net average density = 2 units/acre.	SHORT-TERM 0 TO 10 YEARS	280*0.7*2 + 200*.5 = 392+100 = **490**	492 * 2.5 = **1,230**	EXISTING 5,000 ACRE FEET*
2	950	0	950	Assumes 30% of undeveloped sites dedicated to roads, infrastructure, utilities and civic uses. Net density = 3 units/acre.	SHORT-TERM 0 TO 10 YEARS	950*.7*3 = **1,995**	1995 * 2.5 = **4,990**	EXISTING 5,000 ACRE FEET* AND ADDITIONAL RESOURCES YET TO BE CONFIRMED
3	525	0	525	Assumes 30% of undeveloped sites dedicated to roads, infrastructure, utilities and civic uses. Net density = 4 units/acre.	SHORT-TERM 0 TO 10 YEARS	525*.7*4 = **1,020**	1,020 * 2.5 = **2,550**	ADDITIONAL RESOURCES YET TO BE CONFIRMED
4	675	0	675	Assumes 20% of undeveloped sites dedicated to roads, infrastructure, utilities and civic uses. Net density = 3 units/acre.	MEDIUM-TERM 10 TO 20 YEARS	675*.7*3 = **1,420**	1,420 * 2.5 = **3,550**	ADDITIONAL RESOURCES YET TO BE CONFIRMED
5	775	0	775	Assumes 20% of undeveloped sites dedicated to roads, infrastructure, utilities and civic uses. Net density = 1 unit per 5 acres.	LONG-TERM 20+ YEARS	775*.7/5 = **110**	464 * 2.5 = **275**	ADDITIONAL RESOURCES YET TO BE CONFIRMED
6	400	0	400	Assumes 20% of undeveloped sites dedicated to roads, infrastructure, utilities and civic uses. Net density = 1 unit per 5 acres.	LONG-TERM 20+ YEARS	400*.7/5 = **60**	60* 2.5 = **150**	ADDITIONAL RESOURCES YET TO BE CONFIRMED
A	600	0	600	Assumes 50% of undeveloped sites dedicated to roads, infrastructure, sensitive lands, utilities, etc. Assumes 10% of total dedicated to residential uses at 10 units per acre	LONG-TERM 20+ YEARS	30*.5*10 = **150**	150* 2.5 = **375**	EXISTING 5,000 ACRE FEET AND ADDITIONAL RESOURCES YET TO BE CONFIRMED
B	150	0	150	Assumes 50% of undeveloped sites dedicated to roads, infrastructure, open space, utilities, etc. Assumes 10% of total dedicated to residential uses at 10 units per acre	SHORT-TO-LONG-TERM 0 TO 20+ YEARS	15*.5*10 = **75**	75* 2.5 = **225**	ADDITIONAL RESOURCES YET TO BE CONFIRMED
C	400	0	400	Assumes 30% of undeveloped sites dedicated to roads, infrastructure, utilities, etc. Assumes 25% of total dedicated to residential uses at 3 units per acre	LONG-TERM 20+ YEARS	100*.7*3 = **210**	150* 2.5 = **525**	ADDITIONAL RESOURCES YET TO BE CONFIRMED
	4,775	**420**	**4,355**	**N/A**	**N/A**	**5,530**	**13,870**	**N/A**

The plan also establishes an interconnected system of trails, including off-street facilities located in the open space corridors, and on-street bike lanes located along the edges of the road system providing active transportation connections between the neighborhoods, local destinations and regional sites. A full-range of parks are also provided to meet the long-term needs of the community.

Once the Area Plan was adopted in 2018, Landmark Design was retained to develop zoning ordinances for the area, which are currently being considered for adoption.

San Juan County Spanish Valley Area Plan



PHASING

Description

Phasing Concept
Development phasing should be coordinated with the provision and extension of water and sewer service, which is currently planned to take place in a north to south direction from the county border. Existing and undeveloped land in the northern extents of the study area should be prioritized, and extend southward in a methodical and contiguous fashion. Some latitude should be provided for the service of Flex Phases to facilitate the development of commercial, business, institutional and similar services, assuming water and sewer facilities are available.

Phase 1 – 700 acres
Existing and undeveloped private land area.

Phase 2 – 950 acres
Primarily residential neighborhood. Bulk of land in single ownership (SITLA) supports coordinated design and development, with higher density in the Central Neighborhood Development zone. Supports application of coordinated design and development principles. Includes a small neighborhood center, two regional parks and a community park as primary amenities/destinations.

Phase 3 – 525 acres
Central Neighborhood Development under single ownership (SITLA) supports implementation of coordinated design and development principles. Includes part of a small Neighborhood Center, a regional park, a community park and schools as primary amenities/destinations.

Phase 4 – 675 acres
Primarily residential neighborhood, with some highway commercial along highway. Single ownership (SITLA) supports coordinated design and development, with higher density in the Central Neighborhood Development zone. Includes part of a neighborhood center, a community park and Pack Creek as primary amenities/draws. Vehicular access to highway commercial be provided primarily by service roads running parallel to the highway and from adjacent east/west running primary road system.

Phase 5 – 775 acres
Primarily residential neighborhood. Single ownership (SITLA) supports coordinated design and development as part of lower-density Perimeter Neighborhood Development principles. Includes a community park as the primary amenity/draw.

Phase 6 – 400 acres
Primarily residential neighborhood. Single ownership (SITLA) supports coordinated design and development, with higher density in the Central Neighborhood Development zone. Includes schools, a community park and Pack Creek as the primary amenities/draws.

Flex Phase A – 600 acres
Business, commercial and residential development to be considered, depending on market interest and demand. Vehicular access to be provided by service roads running parallel to the highway. Detailed master plan to be submitted and approved before development and extension of water/sewer services.

Flex Phase B – 150 acres
Business, commercial, residential and recreation development to be considered for existing gravel pit site, depending on market interest and demand. Detailed master plan to be submitted and approved before development and extension of water/sewer services.

Flex Phase C – 400 acres
Business, commercial and residential development to be considered, depending on market interest and demand. Vehicular access to be provided by service roads running parallel to the highway and along east/west Primary Road. Detailed master plan to be submitted and approved before development and extension of water/sewer services.

Legend

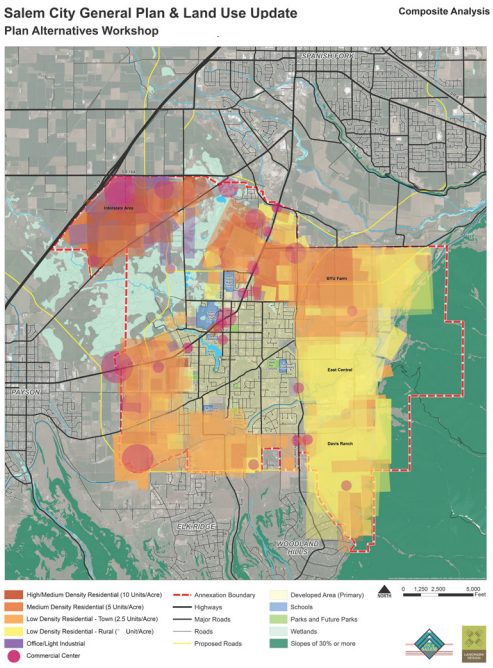
- Private Land Area - focus on infill limited subdivision of acre + lots, and logical road/ circulation linkages (750 acres)
- Central Neighborhood Development Areas (1400 acres)
- Perimeter Neighborhood Development Areas (1750 acres)
- Flex Development Areas - market-driven business/commercial/ residential development (1075 acres)
- Highway Commercial Areas (200 acres)
- BLM/SITLA Property Boundary
- Steep Cliffs Delineating Valley
- Lakes/Reservoirs
- Major Drainage
- Minor Drainage
- US-191
- Primary Road
- Secondary Road
- Frontage Road
- Power Corridors

SAN JUAN COUNTY

LANDMARK DESIGN

Salem General Plan and Land Use Update

Salem faces a unique set of opportunities and challenges related to population growth and development pressures. Landmark Design was hired by a group of consulting engineers to update the general plan and develop a long-term vision for the future of the City. The resulting General Plan and Land Use Update addresses land use, urban design guidelines and parks, open space, recreation and trail needs.



As part of a wide-ranging public involvement process, Landmark Design met on several occasions with City staff and the Plan Advisory Committee to identify areas of concern and steer the general direction of planning efforts. A Public Scoping Meeting was then held to better understand the community and determine the public's vision for Salem as it grows into a mature city.

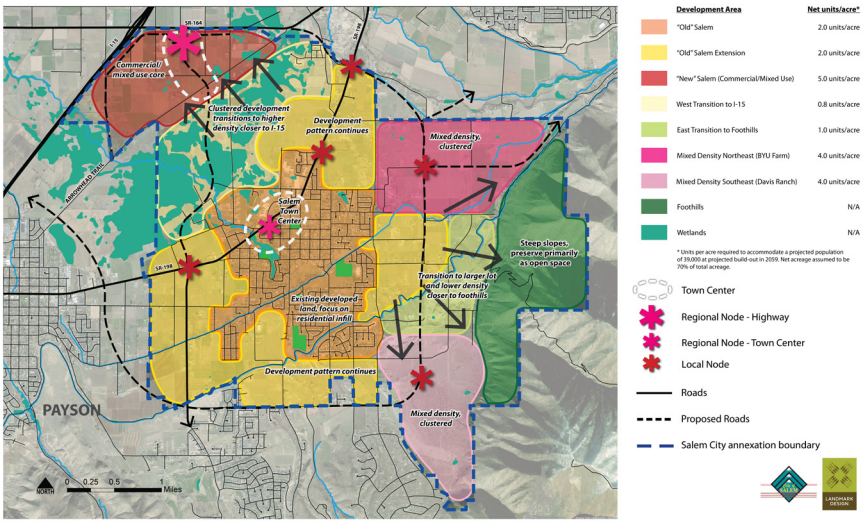
Along with continued public outreach, a comprehensive analysis was conducted to better understand the opportunities and constraints presented by existing physical, environmental, transportation and infrastructure conditions. From this analysis, a Future Land Use Concept was developed to set a preferred planning direction.

Through a series of meetings with City staff and the Advisory Committee and a well-attended Public Workshop, the concept was refined to create a Future Land Use Plan that balances the demand for new development with the preservation of Salem's existing rural character. The concept creates two distinct districts – the existing town along the eastern benches and new area of higher density development around the freeway interchange. The result is a dual-town model that offers a wide range of residential and commercial types to meet the needs of a growing population while helping to maintain the characteristics of the city that make it unique and desirable.

In addition to the Land Use component of the General Plan Update, a comprehensive assessment of the future parks open space, recreation and trail system was undertaken to ensure long-term needs and desires are met as the community grows and matures. The update documents existing conditions and analyzes existing and future needs and distribution, laying out a vision for a well-coordinated and robust park, open space, recreation and trail system.

The Salem General Plan and Land Use Update is currently in the initial stages of the adoption process, which is anticipated in September 2019.

PREFERRED LAND USE CONCEPT



Roy General Plan Update

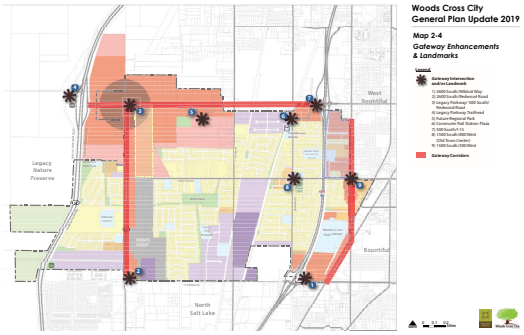
After nearly two decades since the City of Roy's last general plan, an update was needed to bring the plan into cohesion with the recent Focus Roy visioning document. Landmark Design was hired to provide oversight to the creation of a form-based code for the redevelopment of Roy's downtown and Frontrunner station areas, and to provide a general plan update that reflects this new vision and addresses the needs of the rest of the City as it approaches build-out. The plan focuses on the revitalization and improvement of Roy's neighborhoods through four key areas:

- Addressing issues surrounding the implementation of Focus Roy goals within Downtown and the FrontRunner Station area
- Evaluating the City's transportation network for safety and efficiency for all user groups and transportation modes
- Creating opportunities for encouraging mixed-use development, affordable housing options, and office/commercial development
- Reviewing economic development goals to encourage business investment and redevelopment

The principles were established by an Advisory Committee of citizens and stakeholders, and verified through a public input process. In addition to the Land Use component, the plan includes elements for Transportation, Parks and Recreation, Moderate Income Housing, and Economic Development. A planning toolbox was also created to provide recommended physical and program enhancements that may be applied in each neighborhood of the city. The plan is expected to be adopted in 2019.



Woods Cross Land Use Plan Update

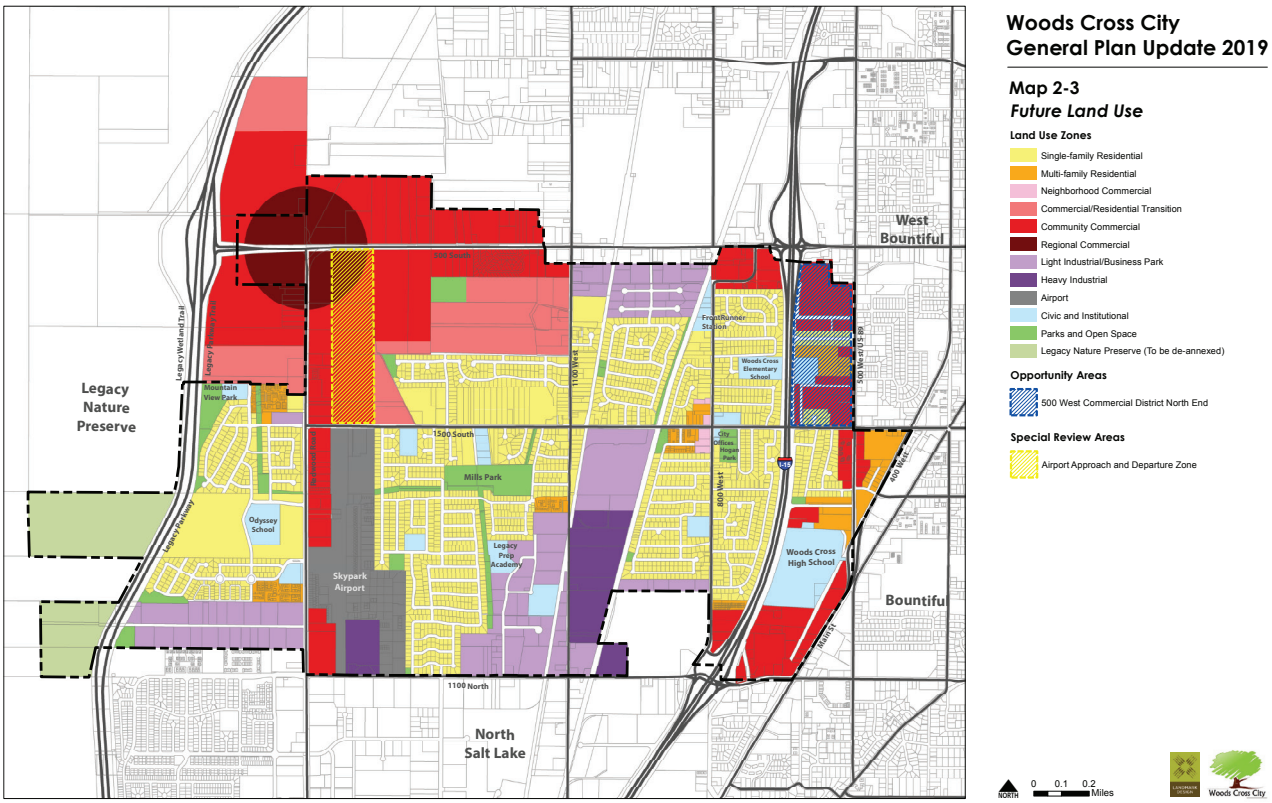


Since its last general plan update in 2003 (also completed by Landmark Design), Woods Cross added a new gateway on its western edge (Legacy Highway) and a transit stop for the well-used FrontRunner commuter rail system. In order to stay abreast of anticipated change and development pressure, Landmark Design was hired to update the City's General Plan to reflect the current vision of City residents as it moves forward. A thorough public involvement process was utilized, incorporating multiple opportunities and methods to provide input. These included a statistically-valid survey (administered by Y2 Analytics); focus group meetings with developers, business owners, former mayors and city council members and residents; a public workshop; and regular meetings with a Plan Management Committee.

In addition to re-establishing the overarching vision for the City, the General Plan Update specifically focused on four key areas:

- Addressing multi-family housing/urban infill/redevelopment concerns
- Evaluating the current visions and goals for the City's last major area for growth—the Northwest Quadrant (Redwood Road/500 South/Legacy Intersection)
- Creating visions and goals for an underutilized commercial area on its western edge—the 500 West corridor
- Reviewing and revising the existing Affordable Housing Element of the General Plan

The 2019 General Plan Update was adopted in 2019, incorporating several small updates and small area plans that were undertaken since the 2003 Update. These were reformatted into a single document to make it easier for members of the public, City council members, planning commissioners and staff to use.



Tooele County General Plan Update

Tooele County hired Landmark Design to update its General Plan, which is the first update of the plan since 2008. The plan focuses on the Tooele Valley, where the majority of growth had occurred during the previous 10 years, and which continues to be the center of growth pressure. In addition to addressing land use and housing, the plan was developed in tandem with the Tooele County Transportation Plan.

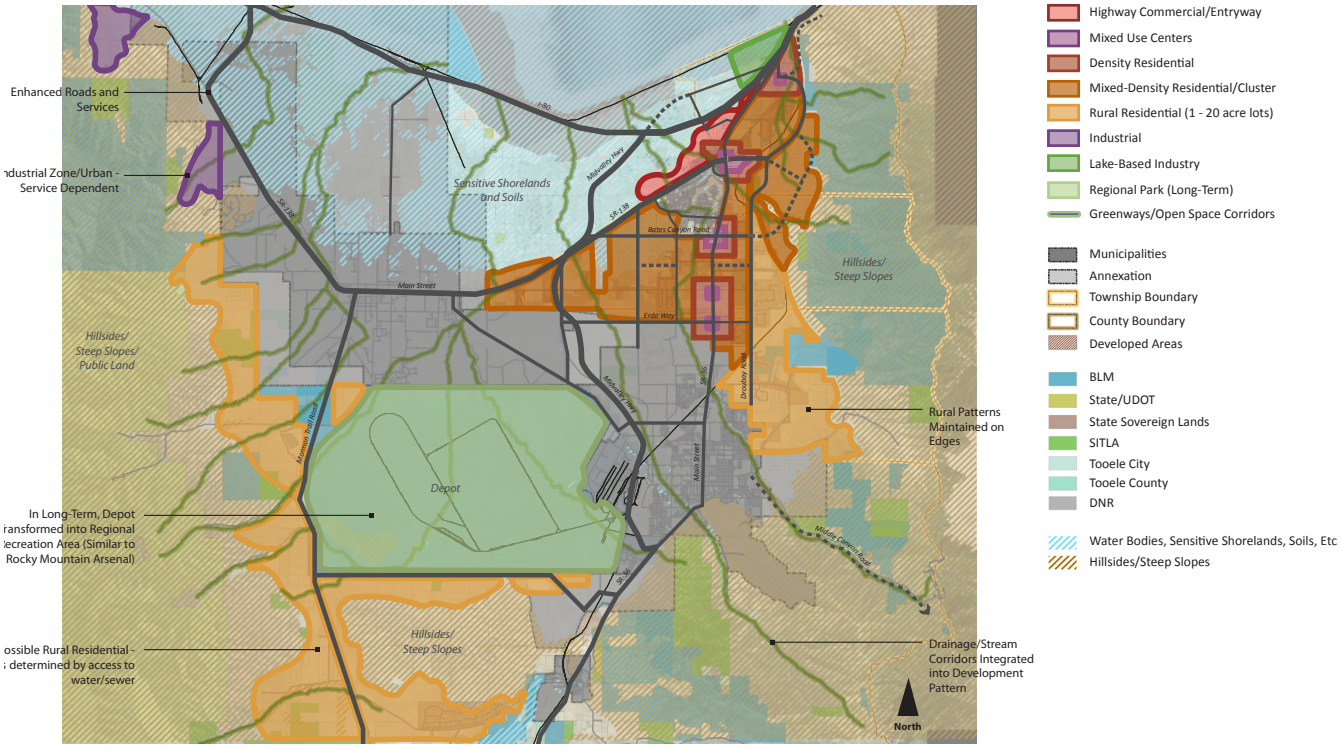


The updated plan focuses on four principles for future development, as follows:

1. Create density and intensity near cities, services and gathering places, including schools and centers.
2. Use flexible and creative planning to achieve better neighborhood growth and development.
3. Develop Tooele County into a self-sufficient region that includes adequate employment and service opportunities.
4. Preserve public lands, historic sites, cultural landscapes and scenic resources as part of a comprehensive planning approach.



The principles were established by an Advisory Committee of citizens and stakeholders, and verified through a public workshop/charette process. These were then developed into a series of Land Use Options, which were eventually honed into a Preferred Land Use Plan for the area. In addition to focusing on Land Use, a Moderate Income Housing Element and Demographic Profile were included. The plan was adopted in early 2017.

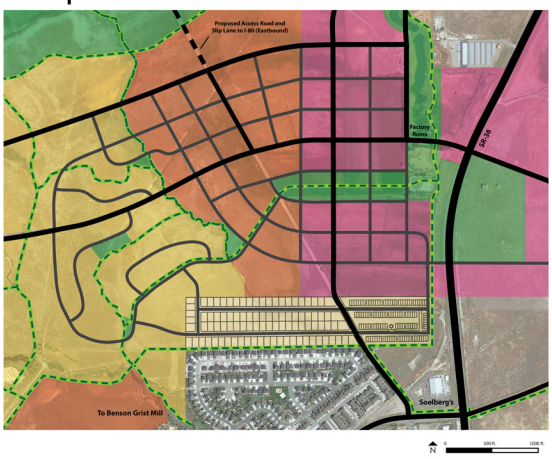


Future Land Use Plan for Tooele Valley

Rio Tinto New Town Land Use Plan and Ordinances, Tooele Valley

Landmark Design worked closely with Rio Tinto Kennecott representatives and Tooele County staff and decision-makers to develop a land use master plan for approximately 1,500 acres of land in the northeastern edge of Tooele Valley. Located immediately south of Interstate-80, just north of Stansbury Park and to the west and south of Lake Point, the properties are separated by SR-36, a state highway that connects the interstate to Tooele, Stockton and areas further to the south.

Conceptual Town Center Plan

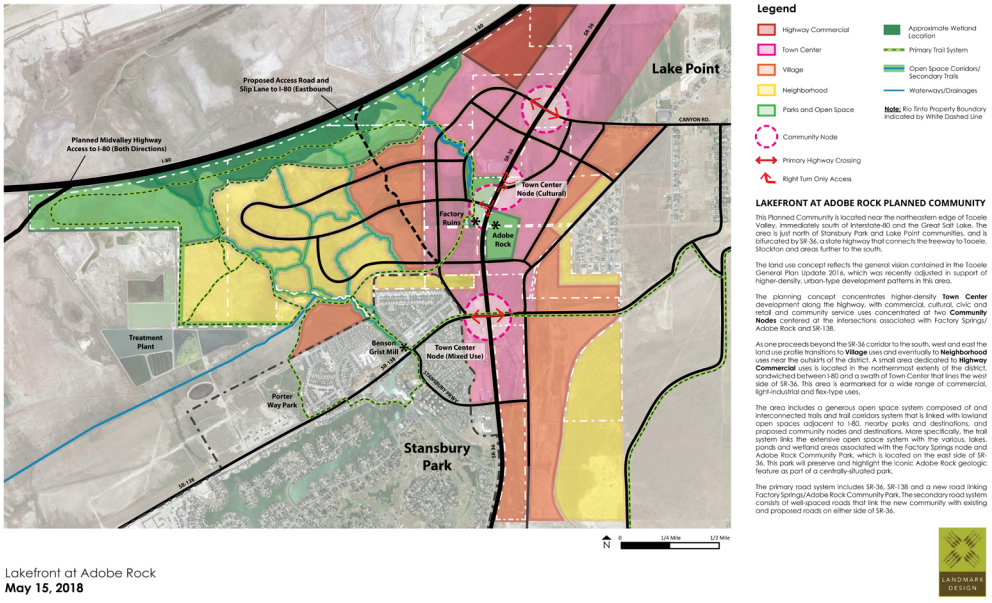


The land use planning process was undertaken with the goal of meeting the general vision for the area contained in the Tooele County General Plan Update (2016), which was prepared by Landmark Design and had recently been adjusted to support of higher density uses in this area. Preliminary concept plans were developed through a series of conversations with Rio Tinto representatives and Tooele County planning staff, which were eventually modified to merge the needs of the landowners with those of nearby residents and community stakeholders.

The resulting Adobe Rock Ranch Area Plan concentrates higher-density development along the highway, with commercial, cultural, civic and retail and community service uses centered around two community nodes. Development along the highway is the most intense, transitioning to less dense, village-type uses and eventually clustered open space neighborhoods near the outskirts of the project area.

The plan also includes a generous open space system composed of an interconnected trail system that is linked with a wetland open space system adjacent to I-80. A community park located on the east side of SR-36 surrounds Adobe Rock, a highly-visible, historic geologic feature that is a beloved landmark to local residents. Following significant public scrutiny and input, the Area Plan and associated Zoning Ordinances that Landmark Design helped modify were adopted in 2018.

Community Structure and Context Plan



2

Legend

- Highway Commercial
- Town Center
- Village
- Neighborhood
- Parks and Open Space
- Community Node
- Primary Highway Crossing
- Right Turn Only Access
- Approximate Wetland Location
- Primary Trail System
- Open Space Corridors/ Secondary Trails
- Waterways/Drainages

Note: Rio Tinto Property Boundary indicated by White Dashed Line

LAKEFRONT AT ADOBE ROCK PLANNED COMMUNITY

This Planned Community is located near the northeastern edge of Tooele Valley, immediately south of Interstate-80 and the Great Salt Lake. The area is just north of Stansbury Park and Lake Point communities, and is bifurcated by SR-36, a state highway that connects the freeway to Tooele, Stockton and areas further to the south.

The land use concept reflects the general vision contained in the Tooele General Plan Update 2016, which was recently adjusted in support of higher-density, urban-type development patterns in this area.

The planning concept concentrates higher-density **Town Center** development along the highway, with commercial, cultural, civic and retail and community service uses concentrated at two **Community Nodes** centered at the intersections associated with Factory Springs/ Adobe Rock and SR-138.

As one proceeds beyond the SR-36 corridor to the south, west and east the land use profile transitions to **Village** uses and eventually to **Neighborhood** uses near the outskirts of the district. A small area dedicated to **Highway Commercial** uses is located in the northernmost extents of the district, sandwiched between I-80 and a swath of Town Center that lines the west side of SR-36. This area is earmarked for a wide range of commercial, light-industrial and flex-type uses.

The area includes a generous open space system composed of and interconnected trails and trail corridors system that is linked with lowland open spaces adjacent to I-80, nearby parks and destinations, and proposed community nodes and destinations. More specifically, the trail system links the extensive open space system with the various, lakes, ponds and wetland areas associated with the Factory Springs node and Adobe Rock Community Park, which is located on the east side of SR-36. This park will preserve and highlight the iconic Adobe Rock geologic feature as part of a centrally-situated park.

The primary road system includes SR-36, SR-138 and a new road linking Factory Springs/Adobe Rock Community Park. The secondary road system consists of well-spaced roads that link the new community with existing and proposed roads on either side of SR-36.

LANDMARK DESIGN

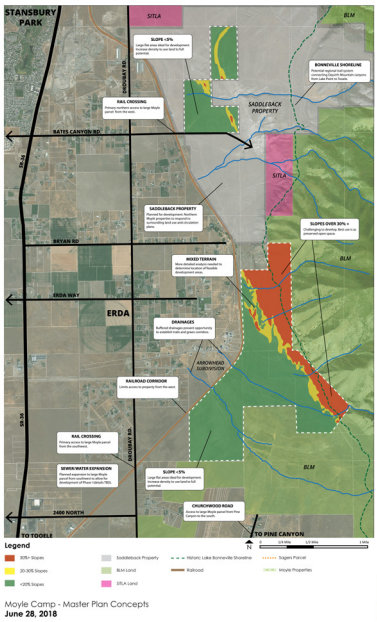
Lakefront at Adobe Rock
May 15, 2018

Moyle Camp New Town Plan, Tooele Valley

Working closely with landowners and Tooele County planning staff, Landmark Design developed a land use master plan for approximately 900 acres of private land east of Erda, Utah. Located on a sloping bench in the outer edges of the Tooele Valley with outstanding views, the site has been used for grazing since the early settlement of the area. With the planned construction of the new Oquirrh Mountain Expressway, the landowners wanted to explore the feasibility of developing the site as a legacy project for the surrounding community.

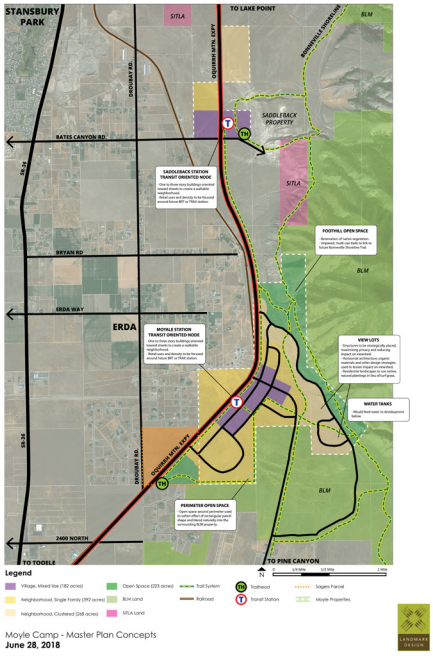
Several preliminary alternative plans were explored through a series of conversations with the landowners and County staff. These ranged from clustered neighborhoods composed entirely of single-family homes to alternatives containing more dense, mixed-use development encompassing retail, office and multifamily housing types. As the process progressed, favored components from each alternative were combined into a preferred vision for the future of the area.

Site Inventory and Analysis 1

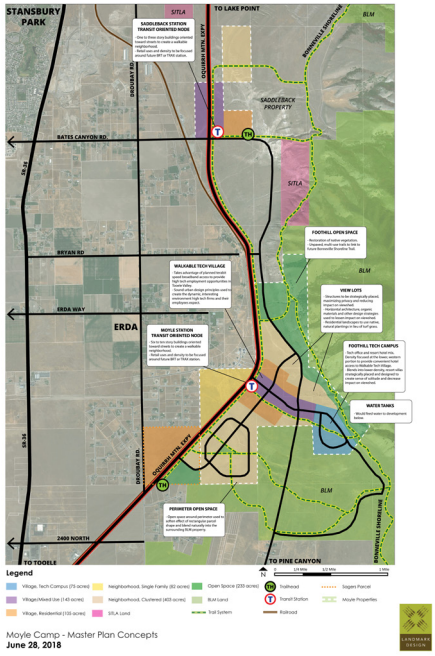


The resulting land use plan balances environmental conditions, future market needs and alignment with the vision of the Tooele County General Plan Update (2016), which was also prepared by Landmark Design. Leveraging a potential future transit corridor into Salt Lake County, the plan calls for two transit-oriented nodes providing access to a range of commercial, retail, office and civic uses, intermixed with a variety of residential uses and housing types. Further from these nodes, development feathers out into clustered residential uses centered around a system of trails, parks and preserved open space.

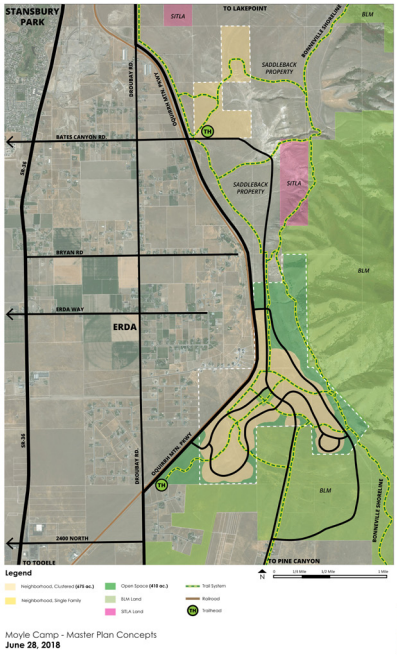
Concept A - Transit Villages (Community Plan) 3



Concept B - Silicon Slopes v2.0 (Community Plan) 5

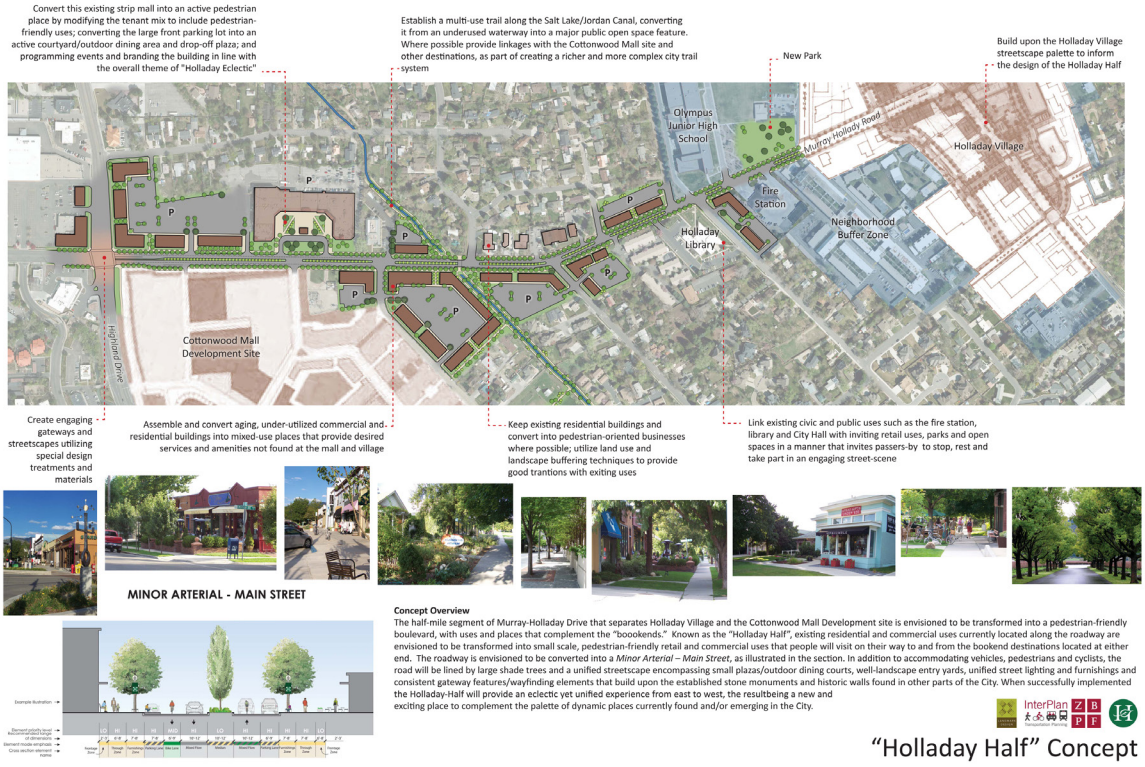


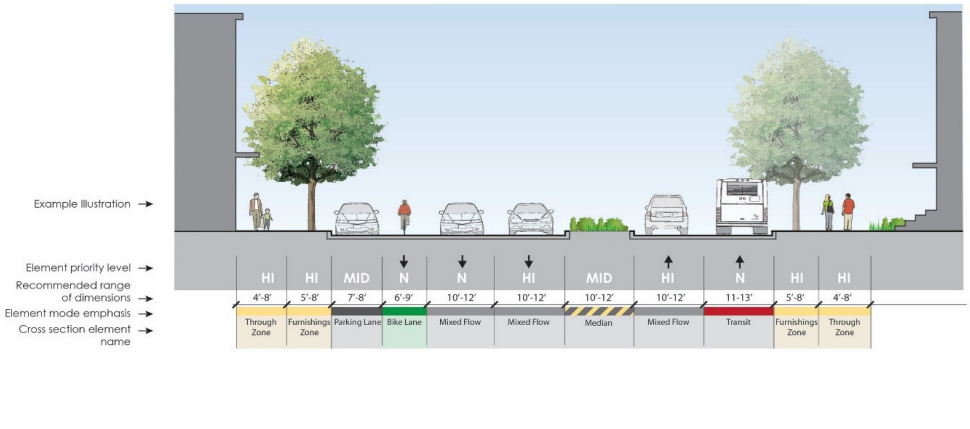
Concept C - Clustered Residential (Community Plan)

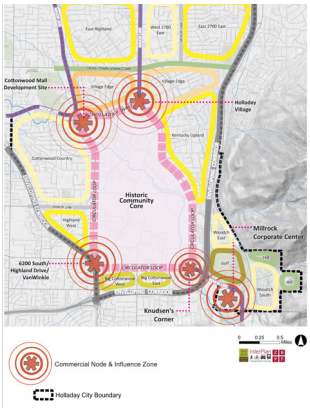


Holladay General Plan Update

The City of Holladay is generally considered one of the most desirable and attractive locations in the Salt Lake Valley. It is typified by shady streets, old agricultural estates, beautiful parks and open spaces, cutting-edge office developments, and a variety of commercial operations and up-and-coming destinations at the reinvigorated Holladay Village. Landmark Design, in collaboration with a team of transportation and economic planners, led a process to update the City's general plan. The process was comprehensive and detailed, identifying needs and planning initiatives related to land use, urban design, neighborhoods, streets, and commercial/civic development that builds upon the established core of the community. The plan also addresses the need to link key destinations along a system of transportation corridors, enhancing mobility, walkability, and quality of life. A multi-tier public involvement process was central to the planning process, encompassing three public meetings/workshops, frequent meetings with a plan management committee, and regular briefings of city leaders. The plan was completed in late 2015, and was encapsulated by Holladay planning staff into a concise summary plan. Both were adopted in early 2016.





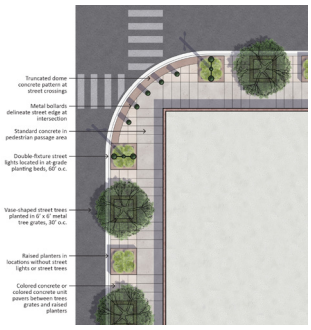


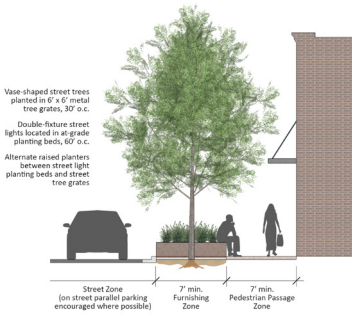
North Salt Lake Town Center Master Plan

The envisioned North Salt Lake Town Center stitches together three adjacent neighborhoods which together form a single unified place with a healthy economic profile, a range of integrated commercial and residential uses, and a variety of ways to get around the area that are both multi-modal and most importantly - pedestrian and bicycle friendly.

The plan builds upon the existing sense of place and the unique features that both define and surround the area resulting in a town center that is unique, genuine, and which remains true to the roots of the community. The plan distinguishes the Town Center from nearby centers and destinations through great design, multi-modal streets, bicycle and pedestrian enhancements, the establishment of compatible land uses that allow housing and commercial uses to operate together, and physical improvements that transform the area into a walkable, mixed-use gathering place with unique streets accommodating multiple modes of travel. The plan establishes a clear conceptual basis for guiding future development, in addition to rich design guidelines and implementation tools.







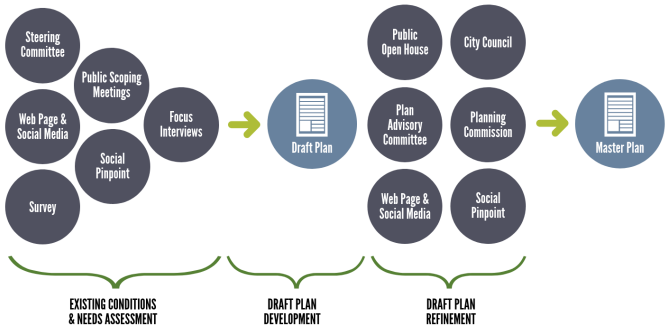


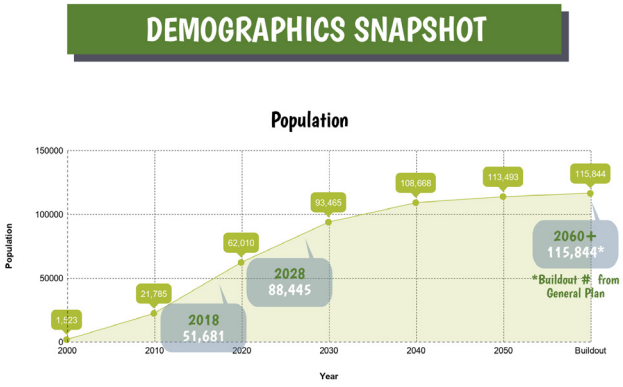
Herriman Parks, Recreation, Open Space and Trails Master Plan

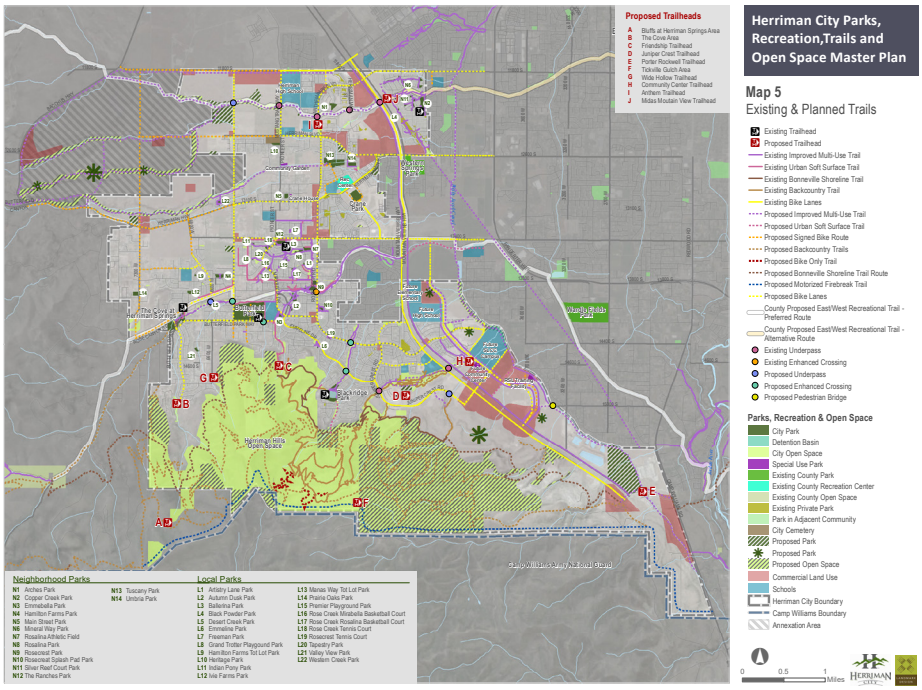
Landmark Design is in the process of completing an up-to-date and comprehensive Parks, Recreation, Trails and Open Space Master Plan for Herriman City, one of the fastest growing communities in the region. The plan will help to ensure the acquisition, development and maintenance of facilities and programs in Herriman keeps pace with demands and needs.

The project has involved a broad community outreach and engagement process, including public scoping meetings, visual preference surveys, focus group interviews, a project web page that included the Social Pinpoint public engagement tool, and a statistically-valid survey that was conducted by Y2 Analytics.

The plan begins with a background of current and projected demographics, an encapsulation of the extensive public input and a summary of existing related planning documents and their relationship to this planning process. Extensive documentation and analyses of parks, including Level-of-Service (LOS) and spatial distribution/service areas are paired with an examination of the City's open space and trails systems. The plan also looks at recreation, community arts and events, and concludes with priorities and costs, goals and policies, and an action plan that places plan recommendations on an implementation time-line. Adoption of the plan is anticipated in the fall of 2019.















West Bountiful Parks, Open Space, Recreation, Arts and Trails Master Plan

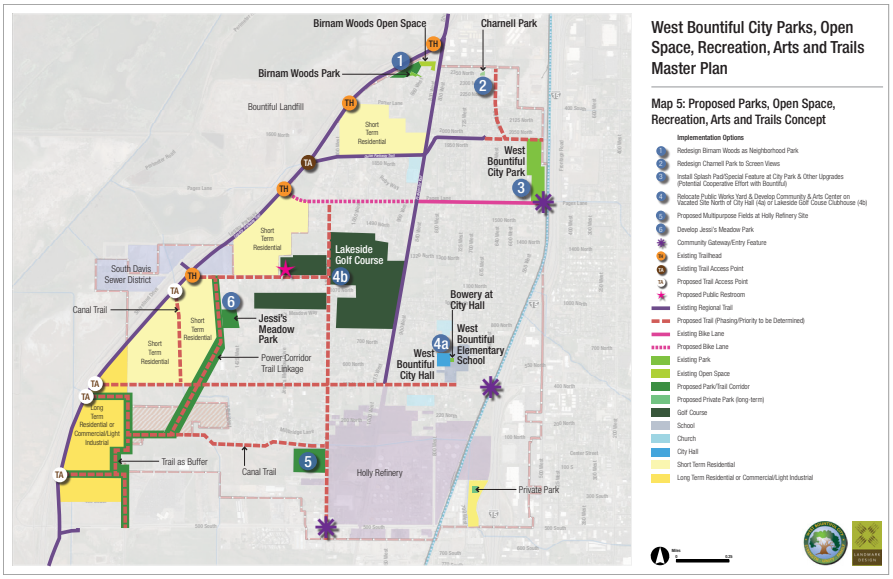
The West Bountiful Parks, Open Space, Recreation, Arts and Trails Master Plan (2018), completed by Landmark Design, is comprehensive, addressing existing conditions and future needs, service gaps, priorities and level of service of parks, open spaces, recreation, arts and trails. The plan is an update of the parks and open space element of the West Bountiful City General Plan 2007 and was prepared with an understanding of the West Bountiful Parks, Recreation, Open Space and Trails Impact Fee Facilities and Impact Fee Analysis (2013). The master plan builds upon many of the findings contained in the 2007 plan, adding new visions and addressing future needs in a more detailed manner.

Since West Bountiful is a small community (+/- 6,500 existing population), the planning process was modified to meet the specific needs of a community that relies on cooperation with surrounding communities and participation in a regional recreation service district to provide a full-range of amenities and programs. The small geographic size also allowed Landmark Design to delve deeper in its analyses, and to address site-specific needs and design requirements not typically addressed in a master plan of this nature.

The West Bountiful Parks, Open Space, Recreation, Arts and Trails Master Plan (2018) analyzes existing conditions, assesses needs and desires, and includes goals, policies, and implementation measures in addition to a comprehensive list of prioritized enhancements and implementation options. The plan concludes with specific cost and funding requirements, provides conceptual diagrams of specific improvement projects, and suggests policy changes to meet future needs through 2027 and at buildout (2060).

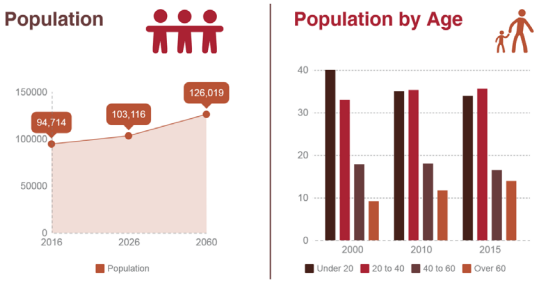
The plan was adopted as a guiding policy document by the West Bountiful City Council in February 2018.

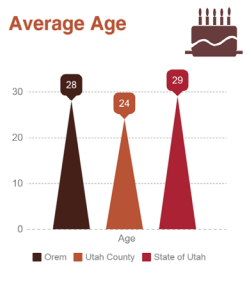


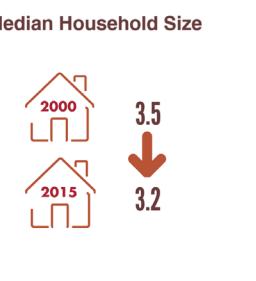


Orem Parks, Recreation, Trails and Open Space Master Plan

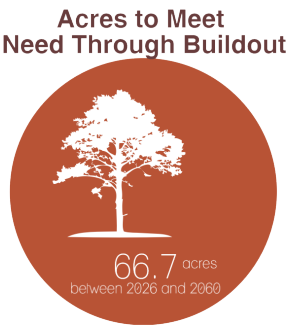
Landmark Design was hired by Orem City in late 2016 as part of a team of planners and engineers tasked with assessing and verifying future impact fees and other aspects of public infrastructure in the city. The Orem Parks, Recreation, Trails and Open Space Master Plan (2016- 2026) was created to ensure that the City keeps pace with demand for parks, recreation and trail facilities in a comprehensive and equitable manner. The plan captures the vision and needs of the existing community while providing policy guidance for allocating resources during the ten-year planning period and beyond. The plan was developed utilizing a robust public involvement process, which included scoping meetings, stakeholder interviews, community workshops, a project website and social media outreach, and a statistically-valid survey that was conducted by Y2 Analytics.







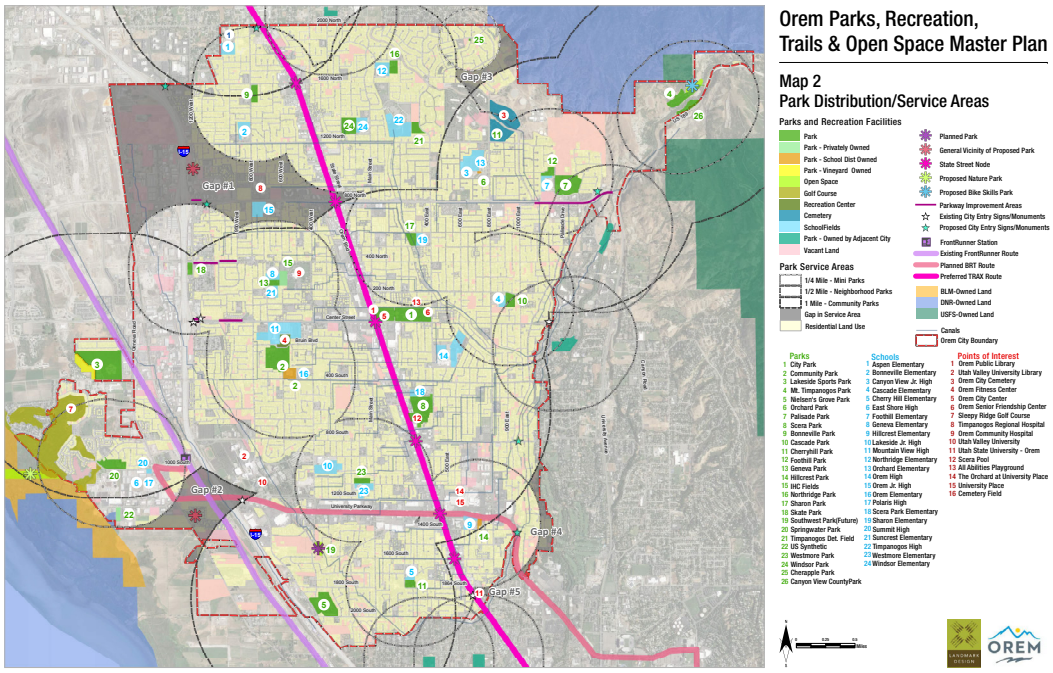




The plan is organized into six chapters, beginning with a narrative that identifies the purpose of the plan and provides background and context. Other chapters focus specifically on parks, recreation facilities and programs and trails, each including exhaustive documentation of existing conditions and the identification of existing and projected needs based on determination of existing and desired demographics, growth projections, Level of Service (LOS), spatial distribution and priorities.

The Plan concludes with acquisition, development and upgrading cost estimates and an Action Plan that establishes priorities and direction for future parks, recreation facilities, trails and open space. The planning team worked closely with a group of key staff members throughout the process, and was also guided by input from the plan Advisory Committee.

The master plan was adopted by the Orem City Council in 2017.



Public Participation

Landmark Design is committed to community based planning processes. Mark Vlasic has received specialized training in a range of public involvement tools and techniques, which is supported by years of experience modifying tools to fit special situations. We believe that public participation is essential to obtaining information and generating ideas, and have incorporated a number of opportunities for public involvement into our projects including:



Scoping Meetings are used to gather information and to identify issues, concerns, ideas, opportunities, and constraints that should be addressed through a project. Comments are summarized and included as part of the on-going communications between the public, our client, and ourselves. Public comments are often recorded on "flip charts" and/or comment forms provided, but it is not unusual to include a "visual preference survey" or some similar interactive survey methods that gathers specific and targeted information.

Workshops and Charettes are hands-on opportunities that bring people together, stimulate discussion, and build bridges between conflicting groups. Events such as these are especially important during master planning when the broad aspects of programming and design intent are discussed and as alternatives are developed and evaluated.

Steering Committees and Advisory Groups are involved in and contribute regularly to the process on nearly all of our planning and design projects. These stakeholder representative groups are critical in identifying issues and reaching acceptable solutions that can be implemented with community support.

Citizen Preference Surveys are used to collect data and inform project reports. Landmark Design has developed numerous citizen preference surveys requesting information about communities and their elements, such as urban spaces; streetscapes; and park, recreation, trails, and open spaces.

Public Review Meetings and Open Houses are an effective way to reconnect and receive information. At these meetings, it is typical to provide participants with a comment form which they may use to respond to specific questions and/or freely record their impressions. All comments are documented, summarized, and made available to interested participants and the general public at large.

Public Approval Processes, for the general public or a government entity, are generally the final aspect of the planning or design process. We are comfortable making presentations and working with Planning Commissions and City Councils at briefings, work sessions, or hearings, as projects move through the public adoption processes.

3 Approach & Methodology



As a result of unprecedented growth and change, it is uncertain whether the Land Use Element of the Mapleton General Plan represents the current vision of community growth and development. While the General Plan has been carefully followed as growth has unfolded in recent years, several challenges to specific proposals have arisen, calling into question the current land use vision expressed in the general plan. Concurrent with such challenges, there is a need to re-visit planning related to the provision of park, recreation, open space and trail systems.

In order to provide clear policy direction to guide future growth and change, an updated land use vision must be established that is comprehensive and long-reaching. It is equally critical that the revised General Plan is formulated in a manner that allows it to be translated into achievable policies, objectives and actions.

The Updated General Plan will establish a vision for the City that balances current and future needs and desires, ensuring that the City develops in a manner that meets existing needs while maximizing unique opportunities and likely changes. It will focus on updating the Land Use Element, incorporating ideas related to urban design, environmental conditions, and park/recreation/open space and trail needs, and will be aligned with established policies related to road and transportation systems.

Our approach begins by listening to the public to determine their goals and aspirations while leveraging the City's enviable setting and resources for the benefit of future generations. We will address the requirements of getting the City from where it is today to where it wants to be in the future.

We understand that all elements of the General Plan are important, but land use is key for directing growth and development. We also realize that some areas of the City may require greater attention and more detailed assessment than others, which will be achieved through focused attention where needed.

We understand that Mapleton is interested in applying its resources wisely, and we will work closely with City staff throughout the process to ensure our efforts are efficient and streamlined. We enjoy such collaborations and look forward to working together to create a wide-reaching, inclusive, and informative

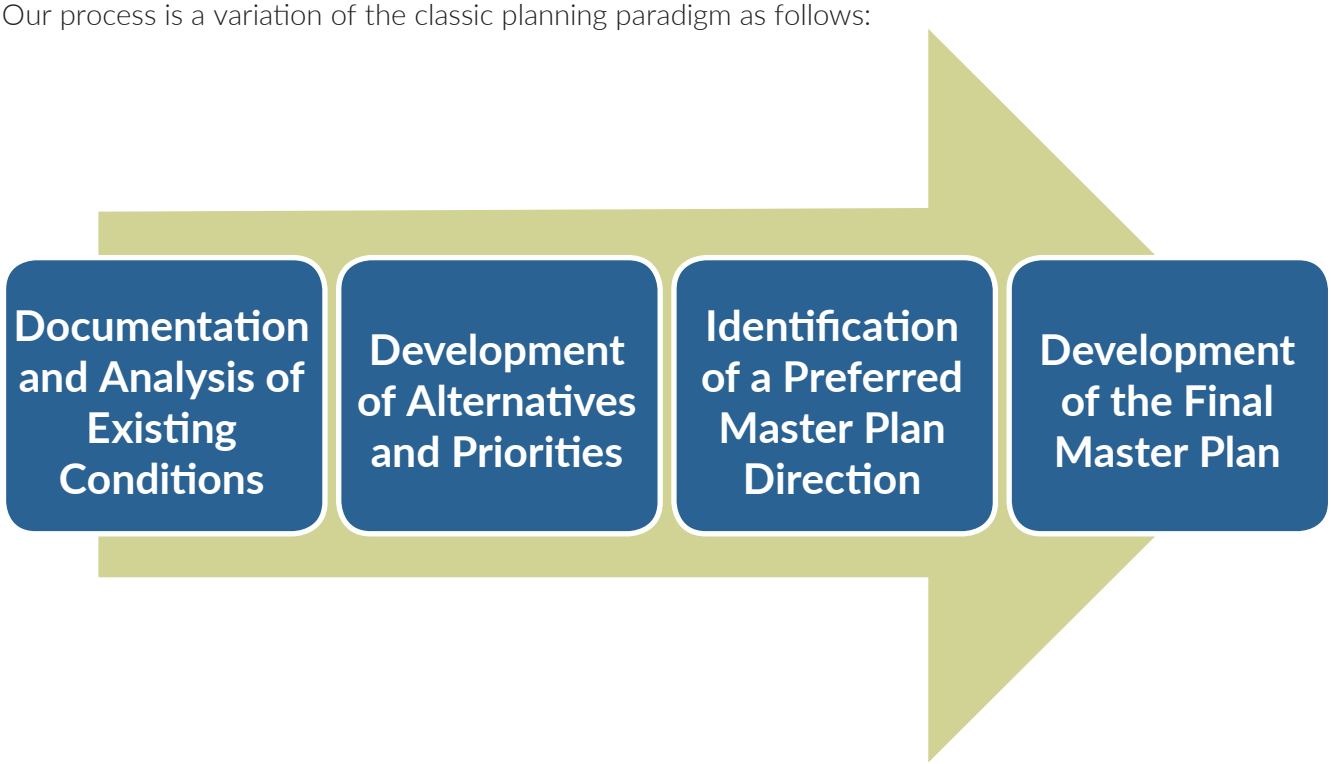
Justin Smart, Resident

"As a lifelong Tooele County resident, I was happy to have the opportunity to shape the future of the County through a structured planning process. Landmark Design did a good job of designing and guiding a process that was responsive to and reflective of the public's interests. They brought a new perspective to the process that yielded a plan to guide the inevitable development that is coming our way. The Vision allows for growth while maintaining vital aspects of the County that make it a place I and others like to live.

community participation program. We will lead all meetings and outreach efforts, and we look forward to joining forces as we identify issues and determine the direction of the updated plan.

The end result will be an updated General Plan that is presented in an easy-to-understand format, including a highly graphic and representative land use map and a set of revised land use policies, including clear direction on how to deal with sensitive land areas. The plan will also incorporate parks, recreation, open space and trails requirements, and an action plan to help lead future growth and development. It will reflect the roots and history of Mapleton while highlighting the potentials of the place it can become.

Our process is a variation of the classic planning paradigm as follows:



A detailed outline of our process and the specific deliverables you can expect upon completion of the General Plan follows.

Task 1: Community Engagement & Outreach

We have found that a thoughtful and organized approach to public involvement yields the best results for updating a General Plan. We therefore propose the following six-pronged approach to meet the needs of the project, two of which are OPTIONAL SERVICES.

A **Plan Advisory Committee** to guide development of the General Plan Update
B **Project Web Page** with social media and online opportunities for the public to participate, track plan progress and ideas, and to provide input and ideas
C **Public Meetings** at key stages during the planning process to gather public input
D **Leadership Briefings** with members of the Planning Commission and City Council to update them on our progress as the process unfolds
E **Statistically-Valid Survey** (OPTIONAL SERVICE) to gauge public opinion on needs and the vision for the future in a representative and defensible manner
F **Social Pinpoint** (OPTIONAL SERVICE) to provide opportunities for online communication of needs and desires at the convenience of residents in an engaging, intuitive format

We will meet regularly with City Staff to review planning progress and help refine the Public Participation Plan. The meetings will be face-to-face when required and by phone and email at other times. Our focus will be on establishing a clear "Future Vision" during the earliest stages of the process, evaluating established needs and current direction. In order to ensure communication is comprehensive and consistent, we request the assignment of a City Staff member as our project liaison.

A Plan Advisory Committee

We recommend the establishment of a Plan Advisory Committee that will work actively with City Staff and our team to provide overall guidance during the planning process. The envisioned committee should be prepared to meet three to four times during key stages of the planning process (Scoping/Plan Alternatives/Draft Plan/Adoption), and should include representatives of key City departments and staff, the Planning Commission and City Council, key landowners and business operators, the school district, UDOT and other agencies, in addition to citizens who can represent neighborhood, business and other interests and specialty needs. The Plan Advisory Committee will help identify and clarify preliminary planning issues (to be verified through public input) as well as provide advice on alternative planning concepts and draft/final plan recommendations. Landmark Design will work closely with the City in the assembly and scheduling of this group.

B Project Web Page & Social Media

Project web pages are a cornerstone of our planning projects. They not only facilitate quick exchange of information and ideas between planners and members of the public, but also help increase public knowledge and interest in our projects while helping us to hear from people who may otherwise choose not to participate. As a result of these tangible benefits, project web pages have become an essential feature of our community planning projects, and we propose one for this effort. We invite you to visit the ongoing project web pages and websites created and hosted by Landmark Design at www.ldi-ut.com as an example of what you can expect.

As a growing community, we assume that a large percentage of residents use online and social media to communicate with the City. We intend to leverage this for the benefit of the project, establishing and maintaining a dedicated web page for this project, which will be linked with the Mapleton website, Facebook page and other social media outlets to further enhance input and education opportunities.

C Public Meetings

The third element of our public involvement approach involves getting direct feedback from Mapleton residents, as described below. This will further ensure that the wide range of community voices are represented and acknowledged.

Public Scoping Meeting

In order to ensure the various voices of the public are heard, we propose holding a public scoping meeting in the early stages of the project to help identify needs, desires and issues. We propose meeting in a well-known and central location, such as City Hall or at a public school. The purpose of this meeting is to receive direct input from the public to help establish ideas, issues and a vision for the future.



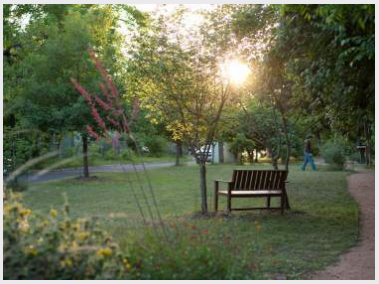
We will include a range of opportunities for providing input, including comment forms and

Visual Preference Survey: Results

The top three images overall portray outdoor spaces and activities, including parks, open spaces and trails. It should be noted that there are no buildings in any of these images, which supports public sentiment for preserving open spaces, agricultural land and open views in the community.



Top 1: 2.37



Top 2: 2.29



Top 3: 2.27

In contrast, the bottom three images portray busy roads packed with cars, which was of little surprise since the public has indicated that increasing traffic is a great concern as the City and surrounding region grows and develops.



Bottom 1: -2.40



Bottom 2: -2.25



Bottom 3: -1.68

The results of the Visual Preference Survey align closely with the comments received during the scoping meeting, demonstrating support for single-family uses and the maintenance of a traditional small-town feel. There is also acknowledgment that new types and scales of development are likely in the near future. Because of this, there is concern that increased traffic congestion and the loss of open space and views of the diverse landscape will jeopardize the sense of place and quality of life currently found in the area.

Sample Visual Preference Survey Results

maps, for example. We will break into small groups if crowds are large to ensure the full-range of ideas and input is documented. We will work with our City Staff liaison to create flyers and advertise the events, send invitations online and electronically, and leverage other avenues for publicizing the meetings and encouraging attendance. During these events there are no right or wrong answers or good or bad comments. All thoughts and ideas received will be recorded, analyzed and addressed in the Draft Plan.





The results will be presented to the Plan Advisory Committee and posted to the web page for additional review and input by the public.

Public Charette/Workshop

In order to provide hands-on opportunities for the public to review and provide input on key general plan concepts, we propose holding a public workshop/charette that will provide opportunities for residents, property owners, business interests, developers and other stakeholders to review existing conditions and opportunities and constraints for future growth, and weigh-in on alternative concepts for the future.

The workshop will be highly interactive to help evaluate ideas. Effective communication tools including diagrams, land use sketches and "board games", visual preference surveys, image boards, mapping tables and similar inputs will be used to help participants communicate their ideas. The results will be documented and analyzed to help determine a preferred direction. The results will also be posted to the web page for additional review and input by the public and presented to the Plan Advisory Committee for direction.

Draft Plan Public Open House

Once a preferred planning direction has been identified, a Draft General Plan will be developed by the Landmark Design Team and an open house meeting held to allow members of the public to review the plan and provide additional public input prior to finalization and adoption. The Draft Plan will also be presented to the Plan Advisory Committee and posted to the web page for additional review and input by the public.

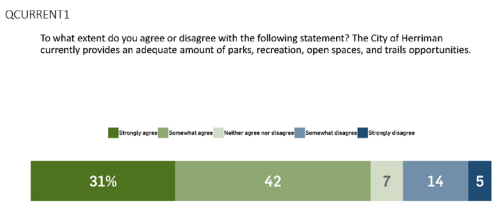
D City Leadership Briefings

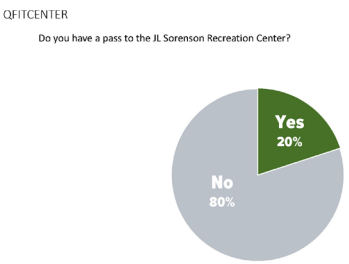
Landmark Design will brief members of the Planning Commission, City Council and the Mayor, providing a summary of planning issues and ideas. We assume that we will be meeting with both groups jointly on two occasions.

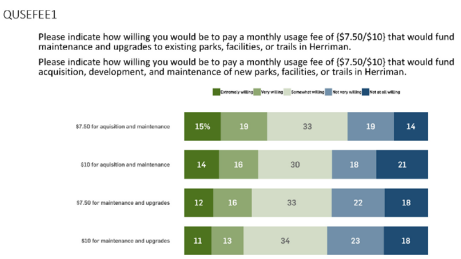
E Statistically-Valid Survey (OPTIONAL SERVICE)

As an OPTIONAL SERVICE, the Landmark Design Team can conduct a statistically-valid survey with an accuracy of 95-percent or greater. If a statistically-valid survey is desired, the Landmark Design Team will work with the City to draft a survey that accomplishes the City's research objectives. The questionnaire will be revised until the City is comfortable with the questions. Once the survey is finalized, it will be fine-tuned so that respondents can take part on a computer or mobile device.

Y2 Analytics will conduct a scientific survey, collecting responses until roughly 300-500 are received. The survey respondents will be recruited via email and mailed invitations. If a particular geographic or demographic segment is missing, postcards will be sent to those parts of the City to remind residents to participate. Y2 Analytics will code and administer the survey, and then provide analysis and visualization of the results.







The following are provided to help you understand the differences of a statistically-valid survey as you make a decision whether to include it or not.

Pros

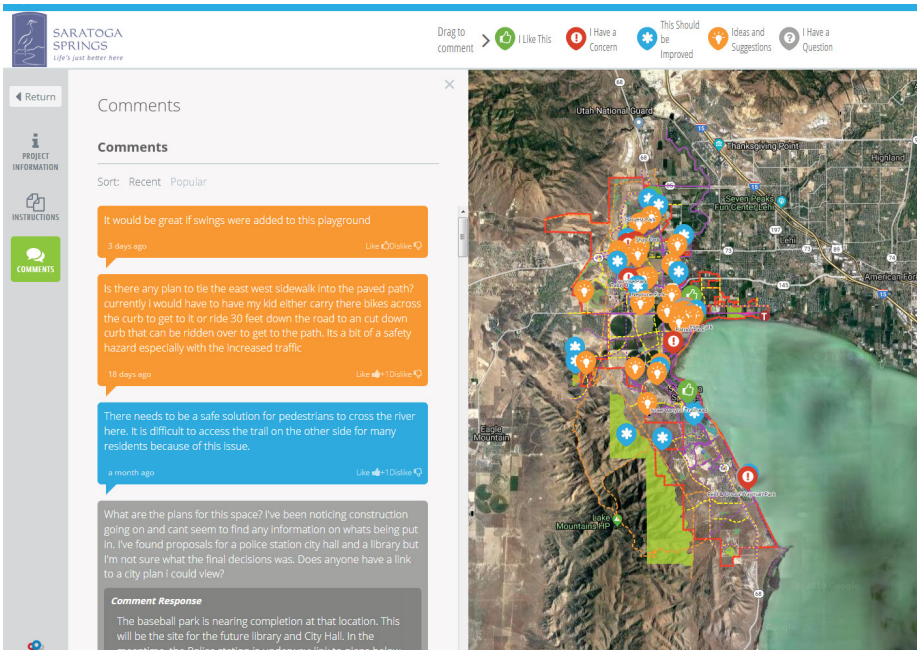
- Highly reliable
- Defensible
- Lets residents know they have been heard
- Large benefit in relation to cost incurred
- Increases public buy-in
- Rational basis for decision making
- Tempers vocal groups or individuals
- Representative of entire City

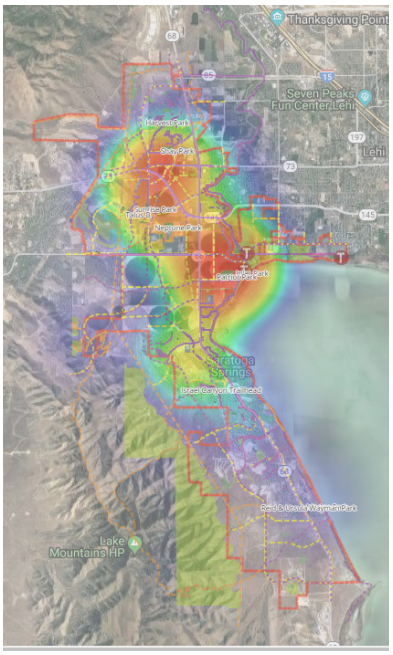
Cons

- Significantly higher cost than other public engagement methods
- Additional time
- People may ask for things the City does not intend or cannot provide

Social Pinpoint (OPTIONAL SERVICE)

As an OPTIONAL SERVICE, the Landmark Design Team can utilize Social Pinpoint™ to help gather an additional layer of public input. *Social Pinpoint (SPP)™* is an online community engagement tool that helps places, like Mapleton, connect with their communities and stakeholders. The tool would be hosted on the project web page, providing numerous opportunities to comment, question and propose ideas for specific issues and areas in the City using online maps. The software allowed participants to "drag and drop" various types of "comment pins" to different locations. The software also provided opportunities for participants to upload photos and images to help describe ideas and point out specific locations. Built-in reporting tools show the concentration of comment locations throughout a project area, and categorize comments by comment type.





Sample Results and Easy-to-Understand Graphics from Saratoga Springs Social Pinpoint Tool

Task 1 Deliverables

- *Establish project web page and OPTIONAL survey*
- *Initiate social media connections/input platforms, including OPTIONAL Social Pinpoint*
- *Establish Plan Advisory Committee, conduct public meeting, workshop, and open house as described.*
- *Topline and detailed survey results (OPTIONAL SERVICES)*
- *Presentation of survey results to Plan Advisory Committee (OPTIONAL SERVICES)*
- *Presentation of Social Pinpoint input to Plan Advisory Committee (OPTIONAL SERVICES)*

Task 2: Review Existing General Plan & Related Documentation/ Kick-Off Meeting

This task is designed to get the Landmark Design Team "up to speed" with current and past planning processes, documents and conditions. In order to ensure that a clear avenue of communication is established between the Planning Team and Mapleton staff, and to maximize the efficient use of time and the sharing of ideas and knowledge, a Kick-Off Meeting will be scheduled with Landmark Design Team members, Plan Advisory Committee members, City Staff and other interested parties during the earliest stages of the planning process. A site visit and tour should conclude the meeting, conducted and organized by City Staff if possible. It is assumed that copies of all existing and recent plans and current data relevant to the planning process will be provided to team members at this stage. A Public Scoping Meeting will also be held during the same period.

Task 2 Deliverables

- *Kick-Off Meeting with Staff to establish project parameters*
- *Review data and mapping*
- *Prepare base map*
- *Confirm project schedule*
- *Review existing plans and documents*
- *Plan Advisory Committee Meeting #1*
- *Public Meeting #1: Scoping Meeting*
- *Staff progress meetings*

Task 3: Research & Analysis

This task will allow the Landmark Design Team to analyze issues and frame discussions that address key planning issues. We will blend the information obtained during the first Plan Advisory Committee meeting with our analysis of existing plans and documents to create an Existing Conditions Analysis Report. This will enable planning team members, City Staff, the Plan Advisory Committee and other interested parties to understand what exists and what is needed in the future.

Task 3 Deliverables

- *Prepare and disseminate Existing Conditions Analysis Summary Report*

Task 4: Develop Land Use Element Alternatives

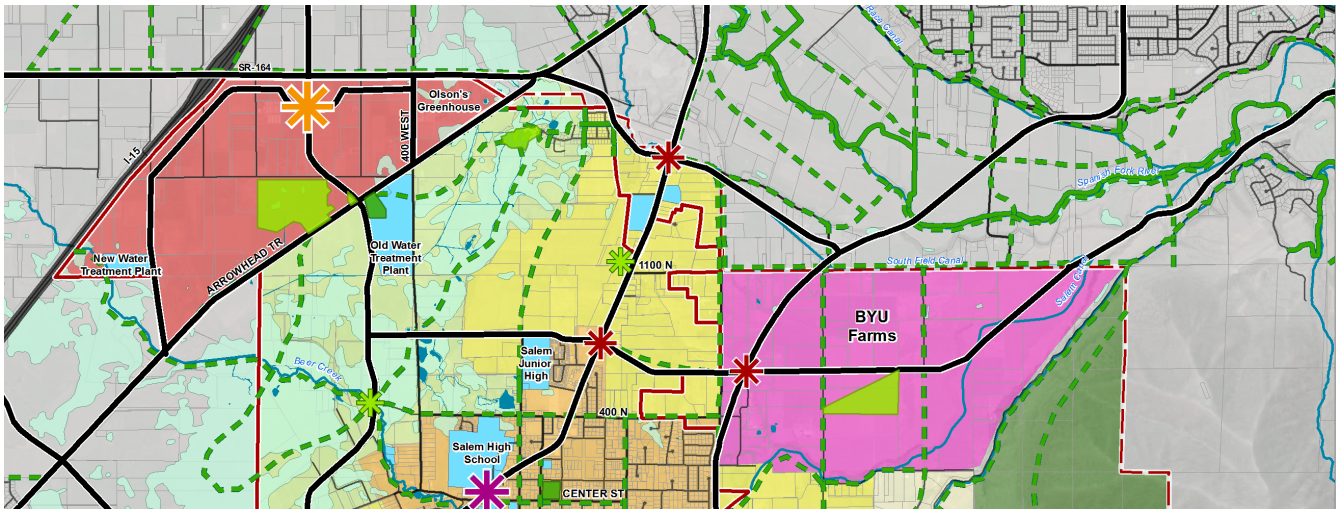
Once the existing conditions have been documented and analyzed, the planning team will develop Alternative Planning Concepts for review and input by the Plan Advisory Committee and members of the public. Since the existing General Plan is out of date and no longer reflects the community vision and direction of growth, we assume that there may be a number of alternatives and concepts to be explored.

Task 4 Deliverables

- *Prepare Plan Alternatives*
- *Plan Advisory Committee Meeting #2: Alternatives Plan Concepts*
- *Review*
- *Staff Progress Meetings*
- *Public Meeting #2: Workshop/Charette to Develop Alternatives and Ideas*

Task 5: Draft Land Use Element

Once the Alternatives Charette/Workshops are complete and the results have been analyzed, the Landmark Design team will prepare the Draft General Plan as described below. Great effort will be made to ensure the plan is easy-to-understand and engaging. The plan will be in a format that is both informative and representative of a growing, forward-thinking community.



A Background & Introduction Element

This element will set the stage for the updated General Plan, starting with a summary of the general directions and ideas supported by the public, history and background of the community and planning process, and a snapshot of existing and future demographic conditions will be established early on.

B Land Use Element

As the core focus of the update process, the development of a clear General Plan and related maps is essential to ensure that the codes and ordinances represent the General Plan direction and related visions. The staff of Landmark Design are widely recognized for their ability to formulate responsive Land Use Plans that reflect community needs while addressing technical requirements.

The updated General Plan will be expressive yet precise. The current Land Use Plan Map will be carefully reviewed and updated to reflect the information received during the public meetings. Field and online verification methods will be used to confirm existing land use. Other key major outcomes include:

- Updating the existing land use mapping, focusing on areas of known change.
- Determining any changes to the land use map to accomplish new goals.
- Incorporating detailed documentation and analysis of sensitive lands/undevelopable land areas and "hot spots" that require special assessment and investigation.
- Correlation with future population estimates and demographic projections to develop realistic land use projections.
- Establishment of goals and policies to help create realistic land use directions with incompatible uses.
- Development of land use strategies to help maintain the Mapleton "sense of place."

C Environmental Element

Mapleton encompasses a range of natural and man-made resources that contribute to its special character. These include its setting and topography, local waterways drainages, and wildlife habitat areas that extend into the City. The geology and soils are important natural conditions that require careful planning in order to avoid serious problems. As the City becomes more built out, many of the remaining undeveloped sites are likely to have environmental, geological, or soil issues that need to be addressed.

This element will address needs and methods for preserving natural spaces, conserving water and improving air quality. It will address the important role that natural resources provide, and the actions required to ensure the City grows and develops in a fashion that avoids conflict and the degradation of resources.

We will work closely with City staff and the Plan Advisory Committee to identify environmental issues and needs and develop appropriate approaches and methods for addressing them. The plan will recommend key actions to ensure the City operates in a sustainable fashion as it continues to grow and change.

D) Implementation Element

The Landmark Design Team understands that time, energy and resources are wasted if the plan is difficult to implement. We will therefore develop a set of clear and concise goals, objectives, policies and implementation strategies once the land use direction has been determined, including identification of potential modifications to the existing zoning ordinance and other relevant portions of the City code. Recommendations for detailed studies may be identified, depending on our findings and the directions of

growth. We will also create an Action Plan, which will prioritize specific actions as part of short, medium and long-term perspectives.

Once each of the elements described above has been prepared and coordinated, the information will be presented to the Plan Advisory Committee and City Staff for their input and direction and presented at a joint briefing with the Planning Commission and City Council. The Draft Plan will incorporate changes addressing the comments provided and will be unveiled at a Public Open House meeting where comment will be solicited, documented and summarized for consideration by community decision makers. With approval of City Staff, the Draft Plan will be uploaded to the project web page at this stage for further public input and scrutiny.

Task 5 Deliverables

- *Establishment of a Land Use Plan Vision Statement*
- *Documentation of current land use direction and what has been implemented*
- *Estimate of Future Population Growth within the City*
- *Draft Land Use Element, Mapping and Design*
- *Staff Progress Meetings*
- *Plan Advisory Committee Meeting #3: Review Preliminary Draft Amended Land Use Plan*
- *Public Open House to review Preliminary Draft Amended Land Use Plan*
- *One (1) PDF copy of the Preliminary Draft Amended Land Use Plan for further distribution to City Staff, leadership and administration, Plan Advisory Committee members, and members of the public*
- *Upload PDF version of Draft Plan to the project web page and Mapleton City website*

Task 6: Develop Draft Parks, Recreation, Open Space & Trails Element

We understand the desire to provide parks, recreation, open space and trails for meeting the City's needs, and the complex relationships required to ensure they can be implemented in a cost-efficient and realistic manner. The Parks, Recreation, Open Space and Trails Element will be a new vision that builds on existing plans and directions while addressing future needs and requirements.



We will begin by reviewing existing plans, reports and documents to ensure that the element reflects local needs and trends and will also update mapping of all existing, proposed, and undeveloped recreation and park facilities, with the guidance of City Staff. Standardized definitions will be developed for all categories of parks, recreation facilities, open space and trails.

Current and future levels of service will be addressed. We will evaluate existing standards and guidelines and determine their appropriateness with respect to new information generated through the existing conditions analysis and public participation. It will be important to correlate the standards with community desires and values.

The standards and guidelines will determine acreage requirements for each class and type of park and recreation facility, which will be projected into the future for long and short-term planning horizons. We will determine the existing Level of Service (LOS) and conduct a Distribution Gap Analysis to determine where park and recreation needs are being met. These findings will be projected forward, and with the input of the Plan Advisory Committee, we will determine service levels and distribution patterns to meet future needs.

Future needs will be projected for the short-term planning horizon and the long-term at buildout. Shortcomings and/or over-provision of parks and facilities will be analyzed for each of these horizons, and the results will be reviewed with the Plan Advisory Committee to determine future direction.

The establishment of clear service levels is important for many reasons, not least of which is the establishment of impact fees. In the current litigious environment, impact fees must clearly show that the level of service charged to new development is similar to the level of service currently in place for existing development. It is therefore important to distinguish between current and desired service levels (as impact fees cannot be used to raise service levels) and project and system improvements.

As part of our mapping and documentation process we will analyze the existing undeveloped and native open space systems in the community, including creek corridors. We will utilize readily-available mapping data to evaluate key environmental conditions such as natural lands, sensitive soil areas, geologic conditions, wetlands, storm water drainage corridors, water and drainage features and topography. The result will be a broad analysis of all existing and potential sites, encompassing a classification system for determining the suitability for recreation use and/or preservation. This will also enable us to develop an approach for minimizing maintenance, the use of water and other resources as part of incorporating City-wide sustainability goals.

We will also analyze existing trail systems and standards. This will include tabulating and preparing analysis maps, creating charts and matrices as required, and identifying proposed trails systems that complement those already established. Various types of trails will be considered and classified, as well as support facilities adjacent to or incorporated into the trail system. Safety and access to designated open space, other recreation facilities, and other desired destinations will be paramount.

Task 6 Deliverables

- *Existing and Proposed Parks, Recreation, Open Space and Trails Maps*
- *Distribution Maps for Existing and Proposed Parks*
- *Draft Parks, Recreation, Open Space and Trails Element with summary of existing conditions, LOS and distribution analyses, summary of requirements to meet existing and future needs, and standards for future facilities.*



Task 7: Draft Final General Plan Update

Once the Open House meeting has been held and adequate time provided to receive additional online comments, the input will be summarized and submitted to City Staff and members of the Plan Advisory Committee. Final comments will then be incorporated into the final plan, and an Executive Summary prepared and incorporated. The Draft Plan will be revised accordingly and resubmitted as the Draft Final Mapleton General Plan Update.

Task 7 Deliverables

- *Draft Final General Plan Update in PDF format*

Task 8: Approval Process/Final General Plan Update

The Draft Final Mapleton General Plan Update will be presented to the Planning Commission and City Council as part of the approval process. A senior member of Landmark Design will make a single presentation to each group as part of the adoption process. Once approved, modifications will be made and the final deliverables provided.

Task 8 Deliverables

- *Plan Advisory Committee Meeting 4 (if required);*
- *Attend one (1) Planning Commission and one (1) City Council/mayoral meeting to make presentations and facilitate the plan adoption process;*
- *One (1) jump drive containing the Adopted Mapleton General Plan Update in PDF and MS Word/InDesign formats;*
- *Thirty copies of the adopted plan;*
- *The originals of all text, tables, charts, maps, illustrations, and other graphics (in their native format) included in the adopted plan;*
- *The complete adopted plan text, compatible with the latest version of (1) Microsoft Word, and (2) Adobe Acrobat;*
- *All geographic and mapping data in a digital format compatible and coordinated with the City's Geographic Information System (GIS). Geographic data base shall be provided in an ESRI format. Product acceptance will occur once full compatibility with City's GIS Department is confirmed; and*
- *Illustrative drawings and a PowerPoint slide presentation for presenting at Planning Commission and City Council approval meetings.*

4 Project Timeline



As illustrated in the chart below, Landmark Design proposes an eight-month period to complete this project, which includes two months to adopt the plan. This should provide adequate time to complete the tasks required while maintaining project impetus. Assuming we receive notice-to-proceed on August 1, 2019, we will be finished with the Draft Final Plan by February 1, 2020, with adoption to follow immediately afterwards. Please note that we are flexible and are more than happy to discuss scope and schedule adjustments to better meet your needs.

Proposed Schedule

TASKS		2019					2020		
		AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR
Planning Process		1	2	3	4	5	6	7	8
	Coordination with City Staff								
1	**Community Engagement & Outreach**								
	A Plan Advisory Committee	★			★		★		
	B Project Web Page & Social Media								
	C Public Meetings	✸		✸				✸	
	D Leadership Briefings				♦			♦	
	E Statistically-Valid Survey (OPTIONAL)								
	F Social Pinpoint (OPTIONAL)								
2	**Review Existing Plans & Documentation**	●							
3	**Research & Analysis**								
4	**Develop Land Use Element Alternatives**								
5	**Draft Land Use Element**								
6	**Develop Parks & Rec Element**								
7	**Draft Final General Plan Elements**								
8	**Approval & Adoption/Final Elements**								

- ● *Kick-Off Meeting*
- ★ *Advisory Committee Meeting*
- ✸ *Public Scoping Meeting/Workshop/Draft Plan Open House*
- ♦ *City Leadership Briefing*

5 Cost Proposal



As illustrated below, Landmark Design proposes a fee of **$59,990** for the basic services to prepare the updated General Plan described in the preceding scope of work. This includes all reimbursable expenses for mileage, travel, workshop preparation and similar requirements.

The total cost with the Optional Survey is **$74,880**, the total cost with Optional Social Pinpoint is **$64,230**, and the total cost with both Optional Services is **$79,120**.

Fee Proposal

BASIC SCOPE	ESTIMATED HOURS					ESTIMATED FEE					FEE BY TASK
FIRM	LANDMARK DESIGN			Y2 ANALYTICS		LANDMARK DESIGN			Y2 ANALYTICS		
STAFF	Mark	Lisa	Madison	Kelly	Kyrene	Mark	Lisa	Madison	Kelly	Kyrene	
HOURLY RATE						$150	$125	$70	$170	$140	
TASKS											
1. Community Engagement & Outreach											
A Plan Advisory Committee	12	12	16	0	0	$1,800	$1,500	$1,120		$0	**$4,420**
B Project Web Page & Social Media	0	2	2	0	0	$0	$250	$140	$0	$0	**$390**
C Public Meetings	12	16	16	0	0	$1,800	$2,000	$1,120	$0	$0	**$4,920**
D Leadership Briefings	6	12	12	0	0	$900	$1,500	$840	$0	$0	**$3,240**
E Statistically-Valid Survey (OPTIONAL - SEE BELOW)	0	0	0	0	0	$0	$0	$0	$0	$0	**$0**
F Social Pinpoint (OPTIONAL - SEE BELOW)	0	0	0	0	0	$0	$0	$0	$0	$0	**$0**
2. Review Existing Plans & Documentation	8	24	8	0	0	$1,200	$3,000	$560	$0	$0	**$4,760**
3. Research & Analysis	8	32	32	0	0	$1,200	$4,000	$2,240	$0	$0	**$7,440**
4. Develop Land Use Element Alternatives	16	32	30	0	0	$2,400	$4,000	$2,100	$0	$0	**$8,500**
5. Draft Land Use Element	12	40	32	0	0	$1,800	$5,000	$2,240	$0	$0	**$9,040**
6. Develop Parks & Recreatjon Element	4	40	32	0	0	$600	$5,000	$2,240	$0	$0	**$7,840**
7. Draft Final General Plan	4	32	16	0	0	$600	$4,000	$1,120	$0	$0	**$5,720**
8. Approval & Adoption/Final Updated General Plan	4	16	16	0	0	$600	$2,000	$1,120	$0	$0	**$3,720**
TOTAL	86	258	212	334	334	$12,900	$32,250	$14,840	$0	$0	
GRAND TOTAL - BASIC SCOPE OF SERVICES											$59,990

OPTIONAL SERVICES											
STAFF	Mark	Lisa	Madison	Kelly	Kyrene	Mark	Lisa	Madison	Kelly	Kyrene	
HOURLY RATE						$150	$125	$70	$170	$140	
E Statistically-Valid Survey (OPTIONAL)	1	8	6	24	66	$150	$1,000	$420	$4,080	$9,240	**$14,890**
F Social Pinpoint (OPTIONAL)	0	16	32	0	0	$0	$2,000	$2,240	$0	$0	$4,240
TOTAL	146	232	334	334	334	$150	$3,000	$2,660	$4,080	$9,240	

GRAND TOTAL - OPTION A (*Including Survey*) **$74,880**

GRAND TOTAL - OPTION B (*Including Social Pinpoint*) **$64,230**

GRAND TOTAL - OPTION C (*Including Survey and Social Pinpoint*) **$79,120**

6 Appendix: Resumes of Key Personnel

LANDMARK DESIGN

Mark Vlasic, ASLA, PLA, AICP, LEED Green Associate
President and Owner, Landmark Design

Mark is the Principal Planner and Owner of Landmark Design. He brings over 40-years of experience in community planning, land use planning, park/recreation/open space/trail planning and landscape architecture to the project. Mark joined Landmark Design over 22 years ago after returning from Botswana where he was a senior planner for the Department of Town and Regional Planning in Gaborone, Botswana and District Physical Planning Advisor for Swedeplan (International Division of the Swedish National Board of Housing, Building and Physical Planning) in Kanye, Botswana. His role there encompassed a full range of physical planning duties, including the preparation of general plans, land use, development and site plans, urban design studies, village upgrading plans, development control, public consultation and participation, and counterpart training. Prior to that time Mark was a landscape architect in Stockholm, Sweden, and a planner for Salt Lake City. Mark is a certified planner (AICP) and a professional landscape architect (PLA) in Utah and several other western states.

Mark will serve as Principal-in-Charge, responsible for ensuring the inputs of staff and subconsultants are aligned with the project needs. Furthermore, he will be responsible for organizing all contact with City Staff, committee members, stakeholders and the public. Mark will work closely with Project Manager Lisa Benson and other members of the Landmark Design Team and will be responsible for quality assurance.

Mark has managed a wide-range of comparable projects, including two general plan updates for Herriman, three updates for Woods Cross and three updates to the South Ogden General Plan. He led general plan development efforts in Holladay and Murray and is finalizing similar efforts in Salem. He has also led numerous environmental assessments and more than a dozen parks, recreation, open space and trail master planning efforts. He recently completed planning for a new town south of Moab in San Juan County and two similar communities in Tooele County. Mark is the part-time staff planner for South Ogden, a role he has held for nearly a decade.

Education
- Master of Landscape Architecture, University of Washington, Seattle, Washington
- Master Certificate in Urban Design, University of Washington, Seattle, Washington
- Certificate in Landscape Architecture Studies, DIS Program, University of Copenhagen, Denmark
- Bachelor of Science in Urban Planning, University of Utah, Salt Lake City, Utah

Memberships/Affiliations
- American Society of Landscape Architects (ASLA)
- American Planning Association (APA)
- American Institute of Certified Planners (AICP)
- Professional Landscape Architect (PLA) in Utah, California, Arizona, New Mexico
- Council of Landscape Architect Registration Boards (CLARB) Certified

Lisa Benson, ASLA, PLA, AICP, LEED Green Associate, SITES AP

Senior Planner, Landmark Design

Lisa has been with Landmark Design for over eighteen years, during which time she has provided valuable leadership, support and technical assistance on many community planning, urban design, land use, transportation and landscape architecture projects. Key examples include the Holladay General Plan Update; North Salt Lake Town Center Master Plan; Cache Valley South Corridor Development Plan; Rawlins Comprehensive Plan Update in Wyoming; Mountain Recreation Facilities Master Plan; Park City Trails Master Plan Update and Walkable/Bikeable Neighborhood Study; National Park Service Mesa Verde Visitor and Research Facility in Colorado, Grand Teton Moose Headquarters and Housing in Wyoming and Hopewell Culture Historic Park in Ohio; Salt Lake County Jordan River Parkway Master Plan; USU College of Agriculture Teaching and Research Facility; Salt Lake City Imperial Park and many others.

Lisa completed two Sustainable Sites Initiative™ (SITES™) certified projects as part of the their Pilot Program – Mesa Verde National Park Visitor and Curatorial Facility and Carlsbad Caverns Bat Cave Draw. SITES is a program which has created voluntary national guidelines and performance benchmarks for sustainable land design, construction and maintenance practices, similar to LEED (which primarily addresses buildings). Both projects received Bronze-Level SITES™ certification.

Lisa is currently leading recreation and open space planning and design efforts for the Wildflower community, a new residential community in the City of Saratoga Springs. She is also serving as project manager for the Oquirrh Recreation and Parks District Master Plan, and is finalizing management and planning for Parks, Recreation, Trails and Open Space Master Plans in the communities of Herriman, West Jordan and Saratoga Springs.

Education

- Bachelor of Landscape Architecture and Environmental Planning, Utah State University

Memberships/Affiliations

- Member, Utah Chapter, American Society of Landscape Architects (ASLA)
- Professionally Licensed Landscape Architect, Utah and Colorado (PLA)
- American Planning Association (APA)
- American Institute of Certified Planners (AICP)
- Sustainable Sites Initiative Accredited Professional (SITES AP)

Madison Merrill

Associate, Landscape Designer

Madison joined Landmark Design in September of 2018. She is currently working on three parks, recreation, trails and open space master plans along with a streetscape design in Moab, Utah. She just finished design and construction documentation for a residential project in Eden, Utah, which will soon be under construction.

Prior to joining Landmark Design, Madison worked at as a trainee landscape designer for another firm where she produced schematic plans, 3D models, and construction documents for more than 15 landscape projects. As a student at Utah State University, she was actively involved in research and campus involvement and spent a semester studying Europe's landscapes at the University of Ljubljana in Slovenia.

Madison is proficient in AutoCAD, LandF/X, Sketchup, ArcGIS and the Adobe Creative Suite.

Education

- Bachelor of Landscape Architecture and Environmental Planning, Utah State University, 2018

Memberships/Affiliations

- Associate Member, Utah Chapter of the American Society of Landscape Architects

Y2 ANALYTICS

Kelly Patterson, PhD

Principal Surveyor, Y2 Analytics

Kelly is a partner at Y2, a survey specialist and a political scientist. He has directed the Utah Colleges Exit Poll, a poll that has surveyed voters in the state of Utah for over 30 years. Kelly's expertise in questionnaire development includes experience with numerous randomized survey experiments and A/B testing. His publications appear in a variety of academic journals including Public Opinion Quarterly, Political Behavior, the Journal of Politics, and the Journal of Political Marketing. Kelly received his Ph.D. from Columbia University where he researched political parties, public opinion and voting behavior. He is also the former Director of the Center for the Study of Elections and Democracy at Brigham Young University and is currently a senior research fellow.

Education

- PhD Political Science, Columbia University
- MA Political Science, Brigham Young University
- BA Political Science, Brigham Young University

Kyrene Gibb

Partner, Vice President of Research, Y2 Analytics

Kyrene Gibb is a partner at Y2 Analytics and serves as the Vice President of Research. She is a skilled researcher with a background in both qualitative and quantitative methods. She specializes in questionnaire design, survey management, data analysis, and focus group administration for various clients in diverse arenas, including corporate branding, municipal policy, and political campaigns. Prior to joining Y2, Kyrene worked with GS Strategy Group, a national polling and strategic consulting firm where she collaborated on dozens of projects for candidates, interest groups, trade associations, and major corporations.

Education

- Bachelor of Arts Political Science, Brigham Young University
- Emphasis in American Politics
- Business Management Minor