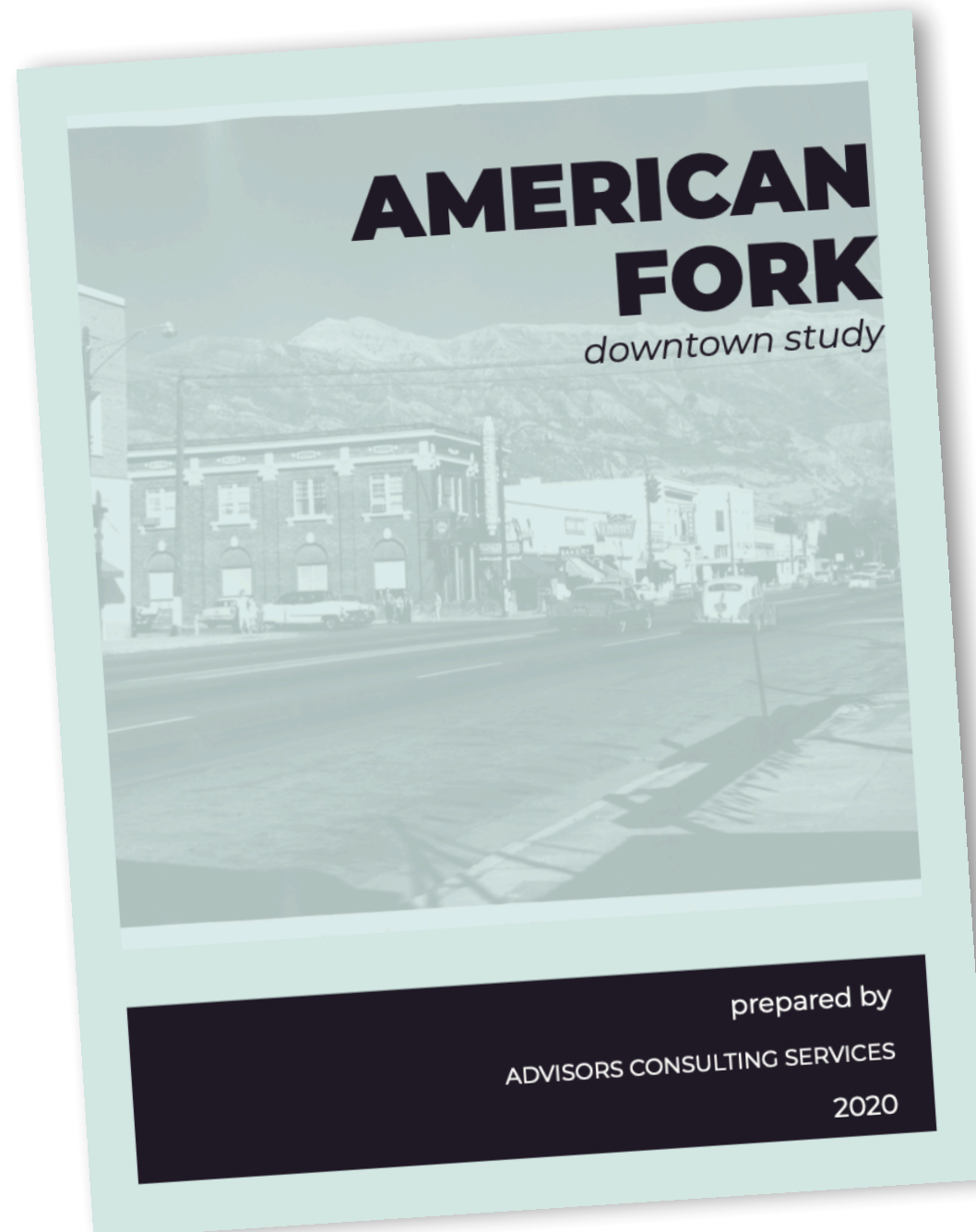


AMERICAN FORK

STRATEGIC DOWNTOWN PLAN



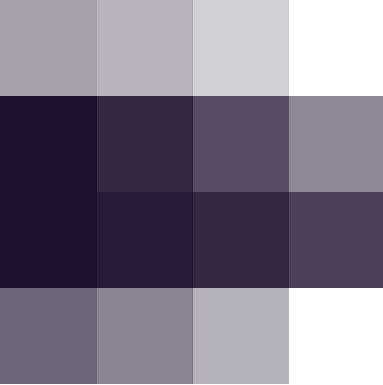
STRATEGIC PHILOSOPHY

ALIGNMENT



SUCCESS

COMMITMENT



REPORT PROCESS - KEY STEPS

- | | |
|----------|--|
| 1 | Gathered key information from past and current resources |
| 2 | Organized economic development committee |
| 3 | Held several meetings - S.W.O.T. Analysis |
| 4 | Draft report completed |
| 5 | Strategic Plan |

S.W.O.T. ANALYSIS

STRENGTHS

- Central location
- Good traffic flow
- City offices and library
- Robinson Park
- Pride in the area and City
- Renovation of historic buildings
- Area recognized as 'downtown'
- Supportable administration and council
- Wide, accommodating sidewalks

S.W.O.T. ANALYSIS

WEAKNESSES

- Infrastructure, particularly water
- Parking access and availability
- Age of buildings and area
- Traffic noise
- Lack of a recognizable 'draw' to the area
- High speed limit on Main Street
- Lack of an aesthetic theme/landscaping
- Road width
- Availability of public transportation

S.W.O.T. ANALYSIS

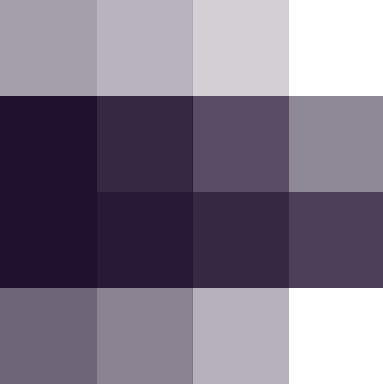
OPPORTUNITIES

- No height restrictions
- Revenue does not drive decision to improve area
- Good location for higher-density housing
- Amenities for activities in later hours
- Currently working on adding a B.R.T. to the area
- Potential for walkability
- Motivated City Council
- Good relationships with land owners

S.W.O.T. ANALYSIS

THREATS

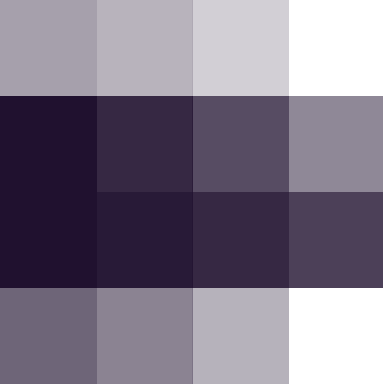
- Widening of Main Street
- Threats to current parking infrastructure
- Competition with Meadows and T.O.D. area
- Gaining commitment of absentee landlords and land owners
- Main Street is a State road



ASPIRATIONS

DOWNTOWN SHOULD BE...

- | | |
|----------|--|
| 1 | A clearly defined destination that serves everyone |
| 2 | Safe, walkable, and accessible |
| 3 | A place that attracts locals and instills pride in the City |
| 4 | Sustainable |
| 5 | Aesthetically beautiful, with high-quality developments and infrastructure |



VISIONING PRINCIPLES

1

Create an icon for American Fork's identity as a City, and as a regional standout

2

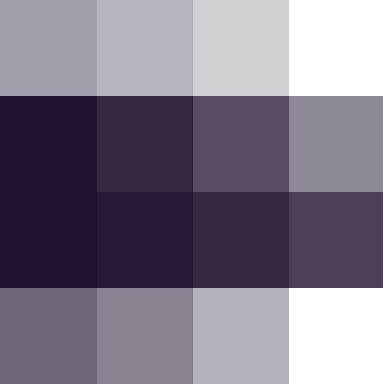
Develop a hotspot for urban living

3

Include - and highlight - beautiful civic and public spaces

4

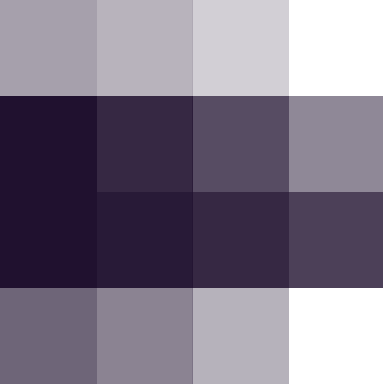
Sustained economic growth



INITIAL PRIORITIES

AFTER ORGANIZATION IS ESTABLISHED...

- | | |
|----------|---|
| 1 | Hire an effective, trusted project manager |
| 2 | Develop and prepare distributable marketing information |
| 3 | Closely monitor and manage work plan |
| 4 | Coordinate and design form base code material |



STRATEGIC PLAN

1:

ORGANIZATION

2:

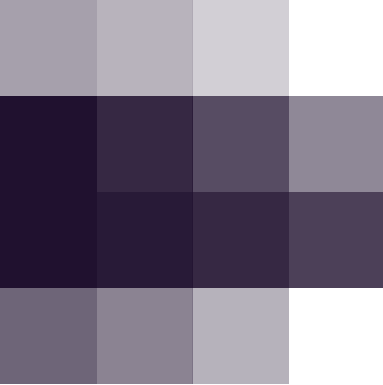
DESIGN

3:

PROMOTION

4:

**ECONOMIC
RESTRUCTURING**



POTENTIAL CHALLENGES

1 Pedestrian accessibility

2 Distant proximity from I-15

3 Overall width of Main Street

4 High-density housing investment

5 Lack of public transportation

6 Competing development

APPLICABLE TOOLS

1

Redevelopment areas (R.D.A) -
Tax Increment Financing (T.I.F.)

2

Opportunity zones

3

Revolving loan funds and
grants

4

Business improvement district

5

Special assessment bonds

6

Tax increment bonds

7

Sales tax bonds

8

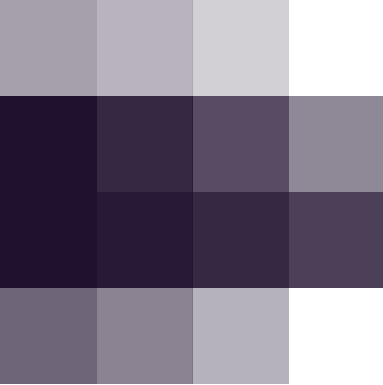
Mountainland Association of
Governments (M.A.G.)

9

Public infrastructure district
(P.I.D.)

CONCEPT MAP



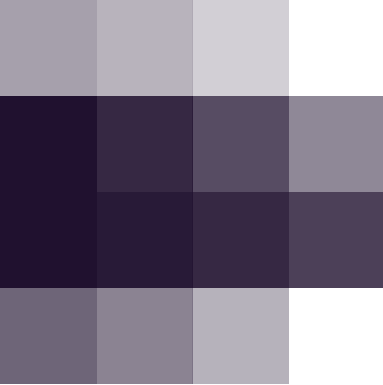


NEXT STEPS

- 1** Create a clearly defined organizational structure
- 2** Develop materials and other resources to market the Plan
- 3** Formulate a list of desired tenants for the Downtown corridor
- 4** Create strong, meaningful relationships with Downtown land owners
- 5** Develop meaningful public and private partnerships

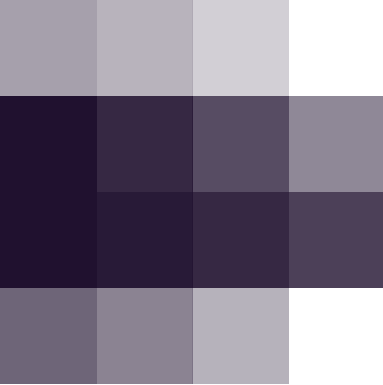
ALIGNMENT

- ✓ Contract research firm
- ✓ Define downtown area and potential wishlist
- ✓ Create steering committee; involve Mayor and City Council
- Agreement on key findings and opportunities
- Agreement on next steps
- Sequence of opportunities
- Comprehensive understanding of available tools and possible obstacles
- Organize relationships and resources



COMMITMENT

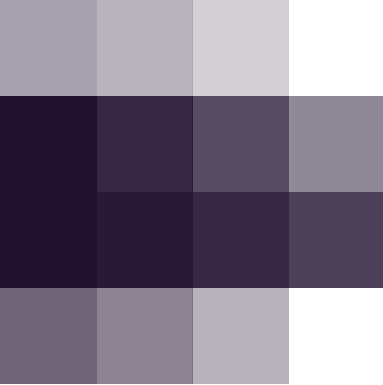
- Hire a qualified, full-time project manager
- Create an advisory committee
- Establish tool box and clear understanding of tools
- Bring in industry experts to refine the process, and to provide additional feedback on what the City will need regarding each product type
- Develop and organize marketing materials that clearly communicate the Downtown vision, process, and key players



SUCCESS

COMMITTING TO THESE STEPS WILL PROVIDE THE GREATEST OPPORTUNITY FOR SUCCESS, WHICH MAY BE DEFINED AS:

- Trust and confidence within the investment and development community
- Qualified meetings with:
 - potential investors
 - developers
 - qualified industry targets
 - individuals and groups capable of driving the Plan forward
- Qualified investment
- Completed projects



TRANSITION

UPON FINAL PLAN APPROVAL

**ACS will aid American Fork
in the crucial transition to the
execution phase**

NEXT STEPS?

