



Community Development

PLANNING, ENGINEERING, BUILDING INSPECTIONS,
CUSTOMER SERVICE, CODE COMPLIANCE,
AND CDBG ADMINISTRATION

CLEARFIELD CITY PLANNING COMMISSION MEETING AGENDA

Notice is hereby given that the Clearfield City Planning Commission will hold a regularly scheduled meeting at **6:30 P.M., Wednesday, January 20th, 2021**, at the Clearfield City Municipal Building, located at 55 S. State Street, Clearfield, UT 84015 to work on the General Plan Update. Due to COVID-19 restrictions, the public may virtually attend the meeting via the zoom link provided below.

Pursuant to the State of Utah Public Health Order 2020-17, dated October 14, 2020, and in conjunction with the State of Utah's ongoing declaration of a statewide public health emergency, Mayor Shepherd made a written and verbal declaration on January 5, 2021, that results in the following: (1) Clearfield City Council meetings, as well as other boards and commissions of the City will be held electronically through Zoom and/or Facebook Live without an anchor location where the public may participate; (2) the public may monitor the meetings through Zoom and/or Facebook Live; and (3) those in the public meetings wishing to provide comment during public meetings may do so by attending the Zoom meeting noticed on each agenda through the chat feature or by submitting comments on the Clearfield City webpage in advance at <http://www.clearfieldcity.org/notice>.

Join Zoom Meeting

<https://us02web.zoom.us/j/85988066642?pwd=ZFZ4cjhTbU9KclZlOHJNVk5wL3N4Zz09>

Meeting ID: 859 8806 6642

Passcode: 906243

GENERAL PLAN UPDATE – WORK SESSION

Presentation and Discussion Led by VODA Landscape + Planning

Topic: Economic Development

1. Project Schedule
2. Economic Development Goals
3. Existing Economic Conditions Snapshot
4. Changing Retail Trends
5. Economic Development Opportunities
6. Key Decisions

Dated this 15th day of January 2021.

/s/Brad McIlrath, Senior Planner

The City of Clearfield, in accordance with the 'Americans with Disabilities Act', provides accommodations and auxiliary communicative aids and services for all those citizens needing assistance. Persons requesting accommodations for City sponsored public meetings, service programs, or events, should call the Customer Service Center at 801-525-2701, giving the City a 48-hour notice.

The Work Session meeting is a public meeting; however, public comments are only received in the formal Planning Commission meeting. The Planning Commission Public Meeting is a public forum where the Planning Commission receives comment from applicants, the public, applicable agencies and County staff regarding land use applications and other items on the Commission's agenda. In addition, it is where the Planning Commission takes action on these items. Action may be taken which may include: approval, approval with conditions, denial, continuance or recommendation to other bodies as applicable.

FROM: Mark Morris & Annaliese Eichelberger
RE: Clearfield General Plan Update
DATE: Wednesday, January 20th, 2020
MEETING: **Planning Commission Memo**



1. **Schedule**
2. **Economic Development Goals**
3. **Existing Economic Conditions Snapshot**
 - a. Median Age
 - b. Median Household Income
 - c. Median Property Value
 - d. Affordability Index
 - e. Percent of Income Spent on Housing
 - f. Percent of Income Spent on Transportation
 - g. Jobs Within One Square Mile
 - h. Percentage of Home Ownership
 - i. Taxable Sales Per capita
 - j. Retail Sales Geographic Distribution
 - i. 1996
 - ii. 2016
 - iii. 2020
4. **Changing Retail Trends**
5. **Economic Development Opportunities**
6. **Key Decisions**
 - a. Discuss & approve economic development approach

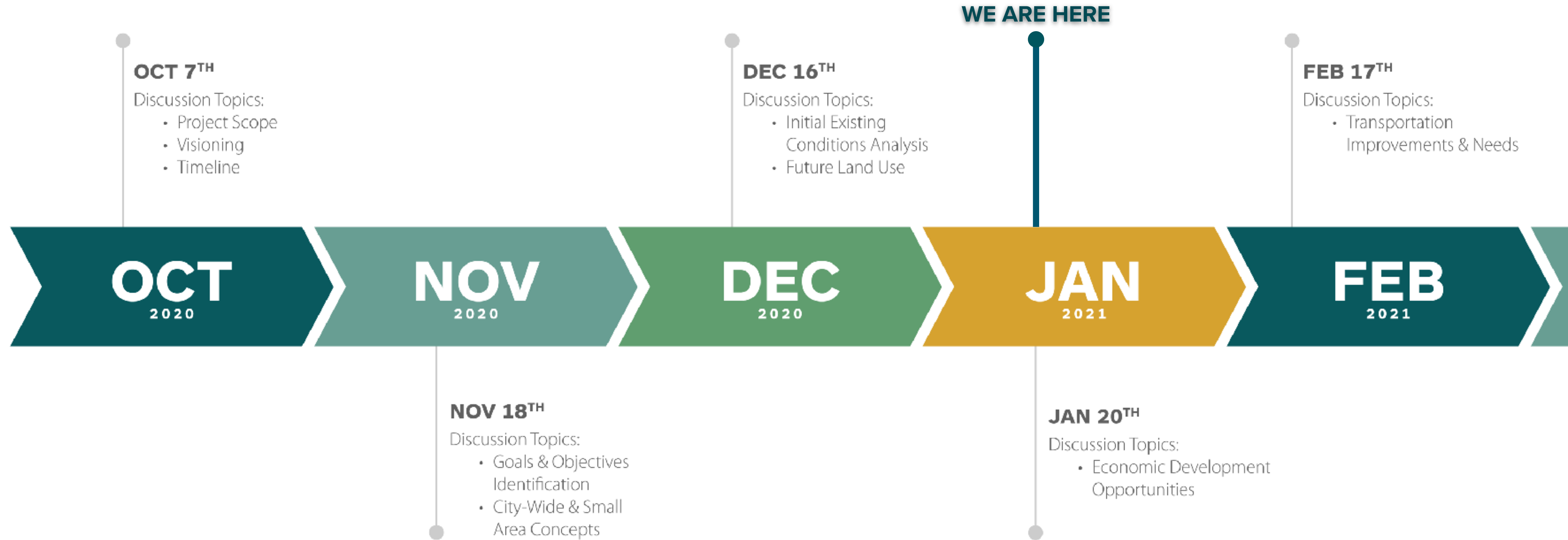


UPDATE 2021

CLEARFIELD GENERAL PLAN

PROGRESS WORK SESSION: ECONOMIC DEVELOPMENT

SCHEDULE



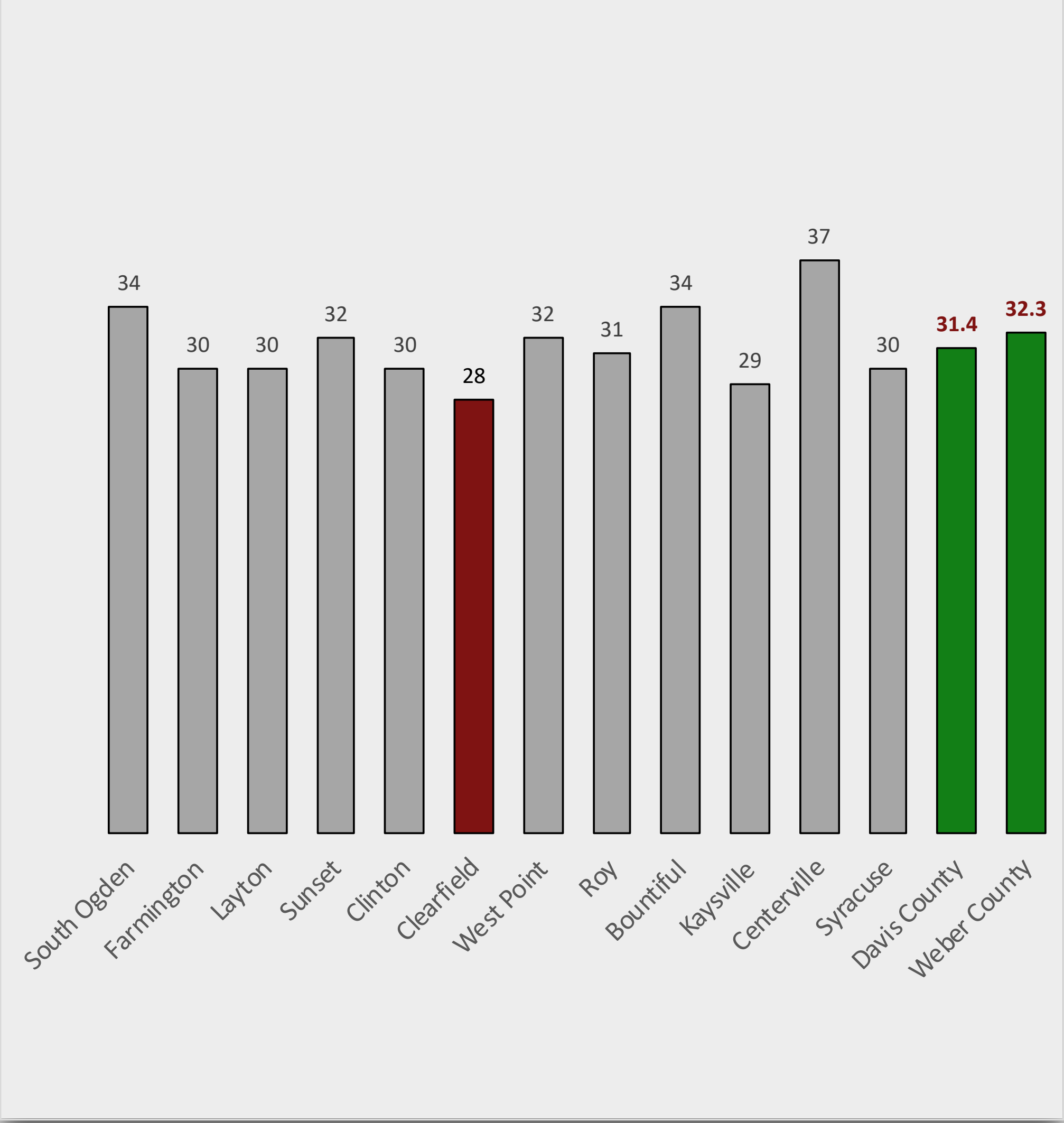
Economic Development Goals

- *ENCOURAGE SUSTAINABLE ECONOMIC GROWTH AND JOB CREATION THROUGH FOCUS ON ECONOMIC DEVELOPMENT ACTIVITIES*
- *MAINTAIN CLEARFIELD CITY AS DAVIS COUNTY’S “JOBS CENTER” AND CONTINUE TO INCREASE THE AVAILABILITY OF FAMILY-SUSTAINING JOBS*
- *IMPROVE AND EXPAND THE CITY’S SHOPPING, DINING AND ENTERTAINMENT OPTIONS FOR RESIDENTS AND VISITORS BY CREATING UNIQUE, DESTINATION-ORIENTED DEVELOPMENT CENTERS*

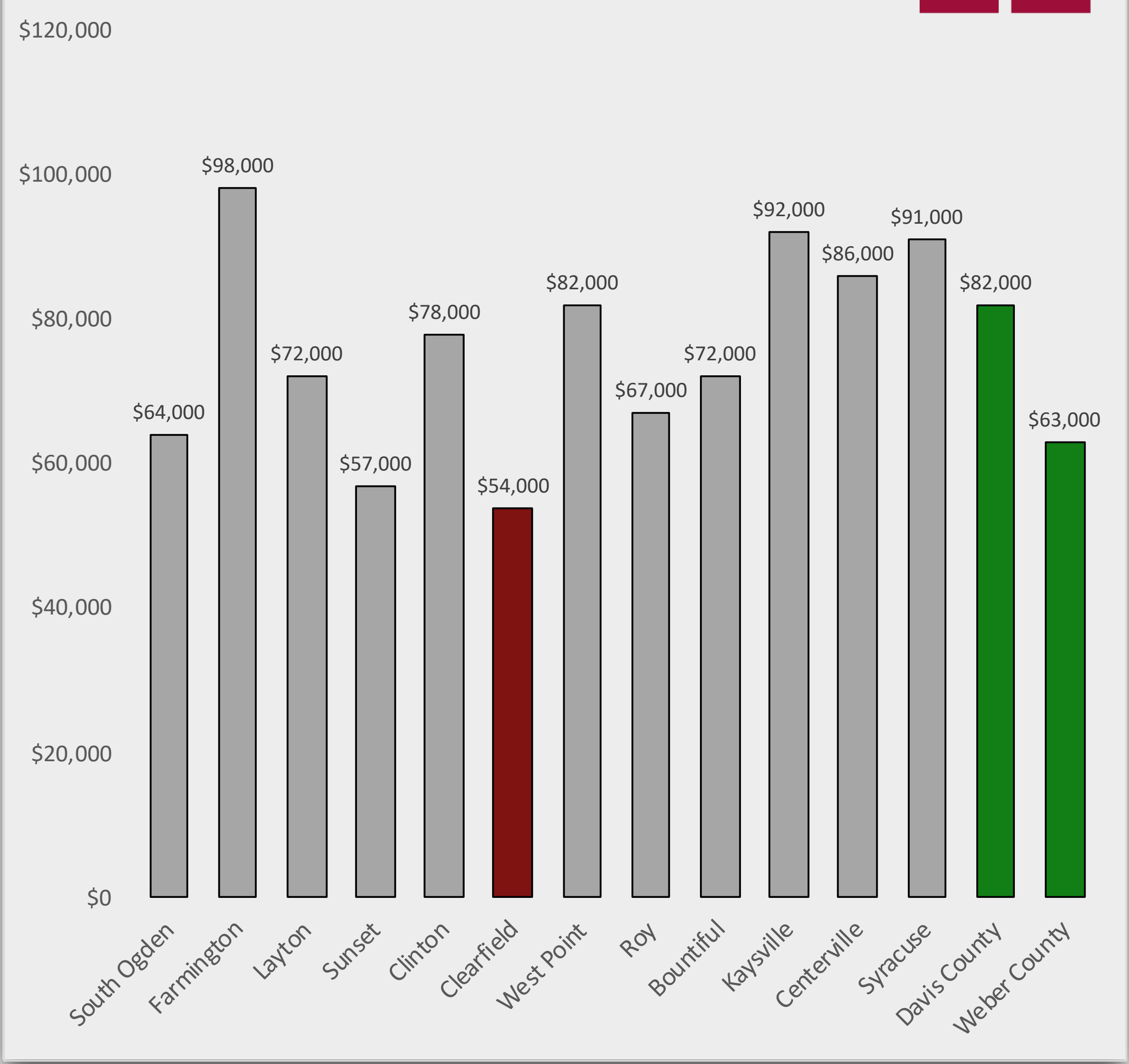
ECONOMIC DEVELOPMENT



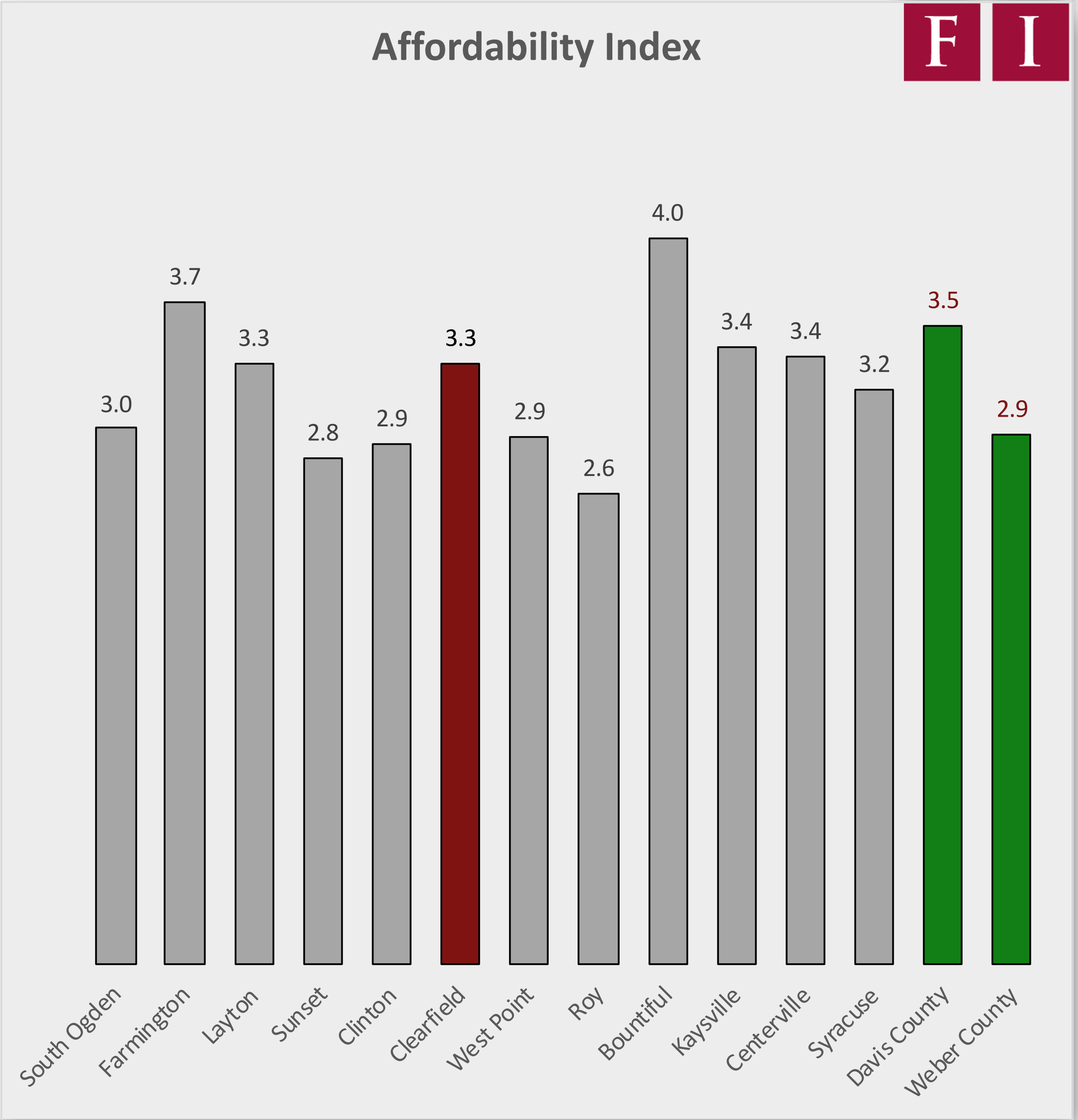
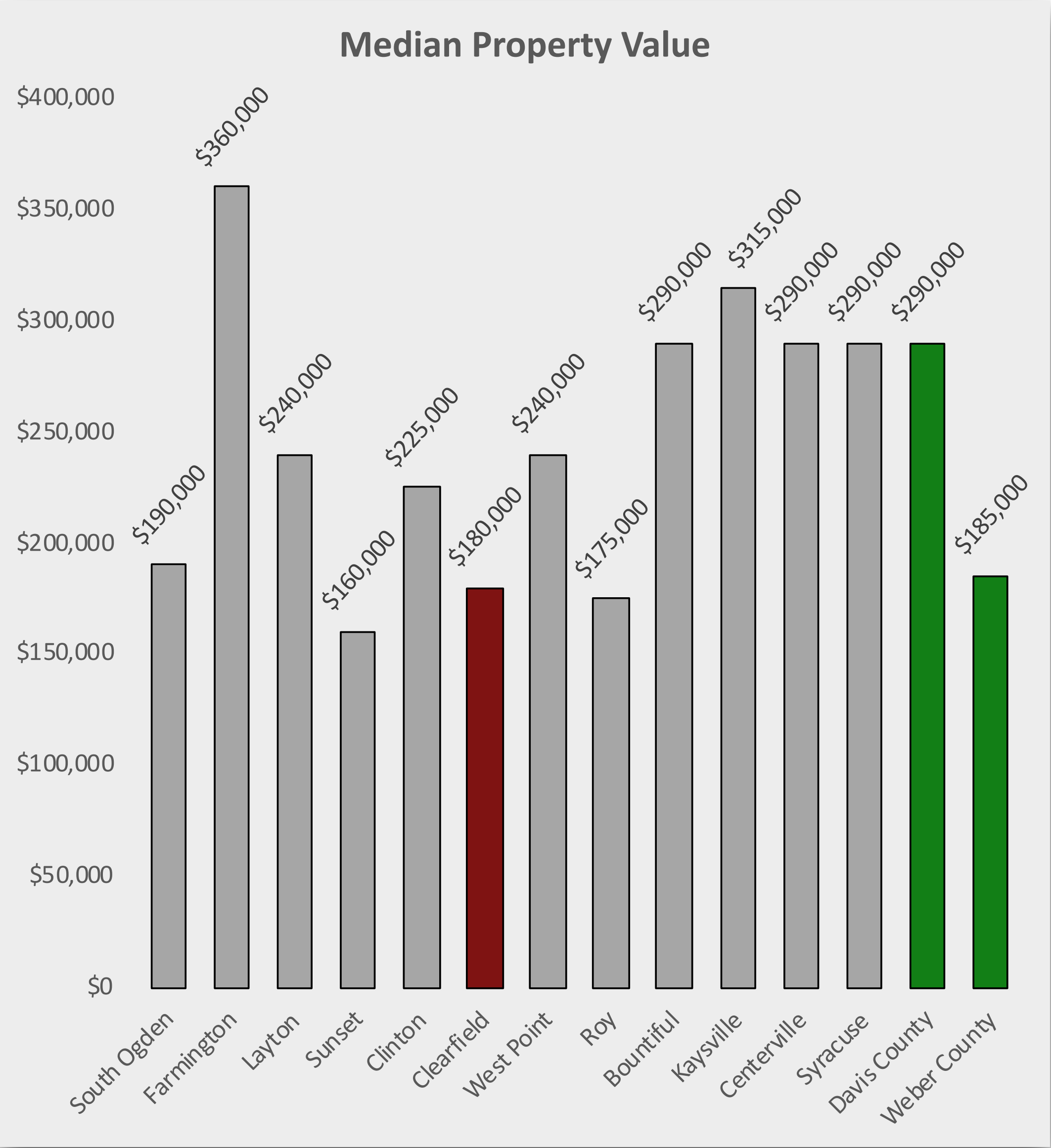
Median Age



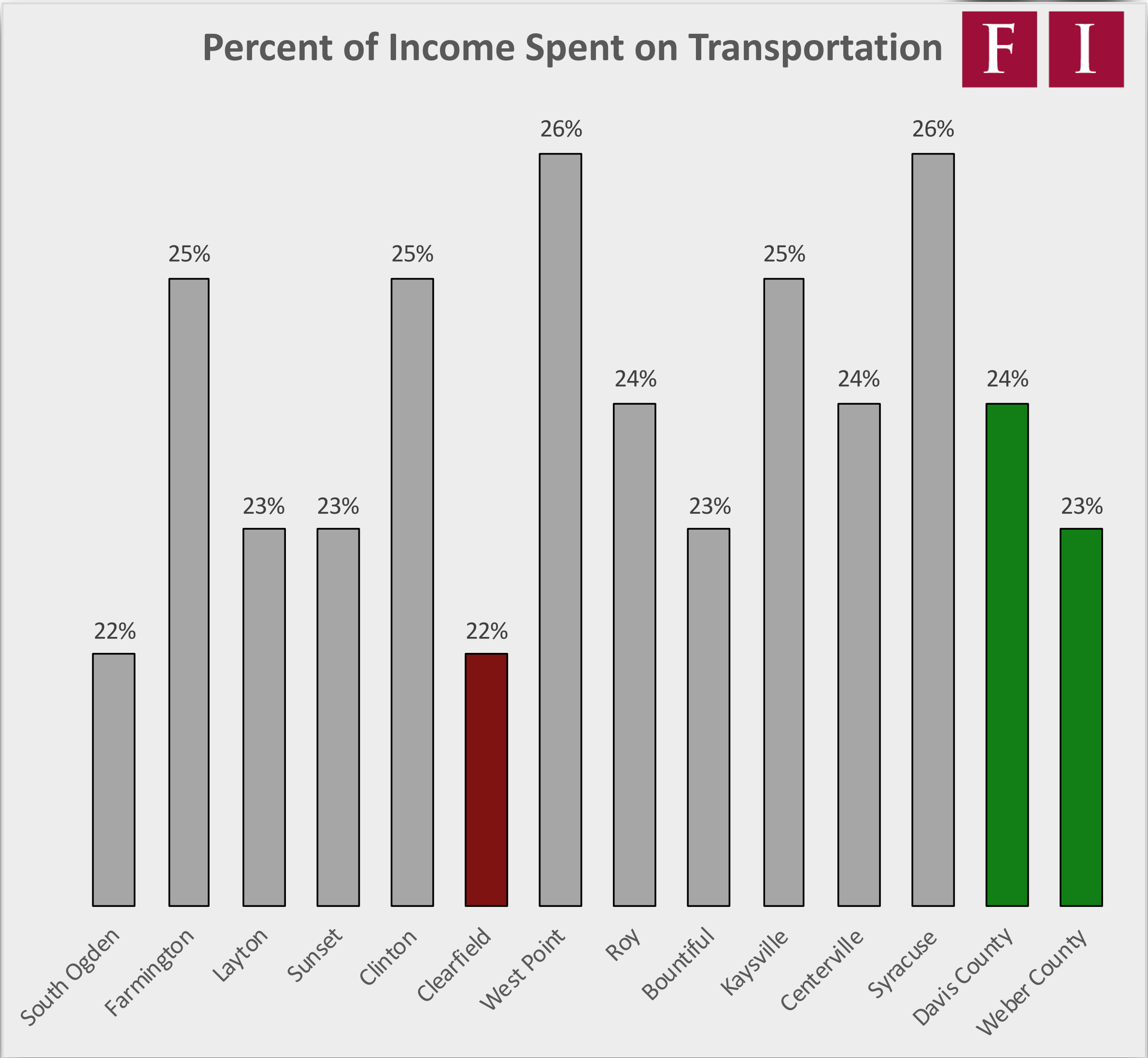
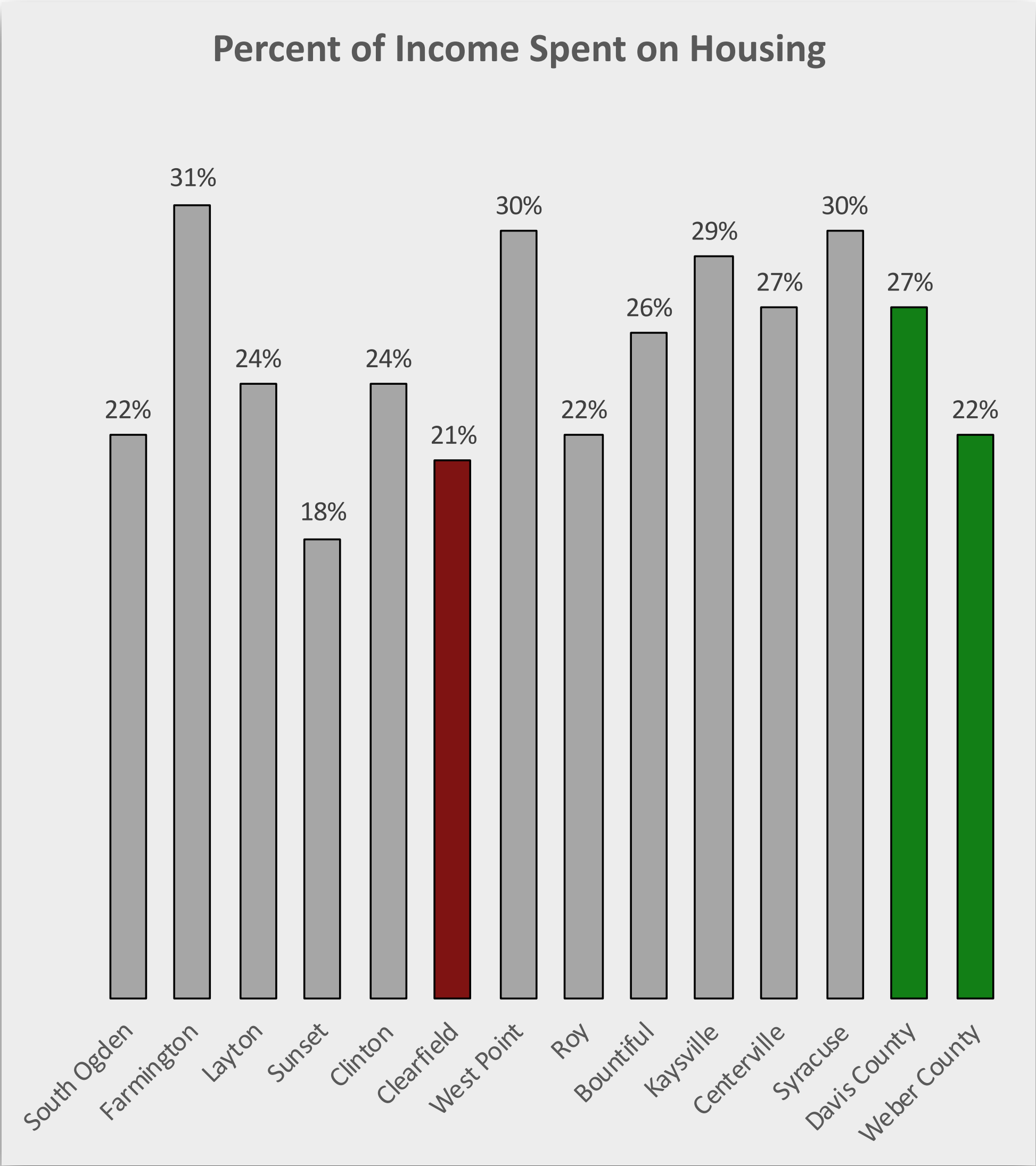
Median Household Income



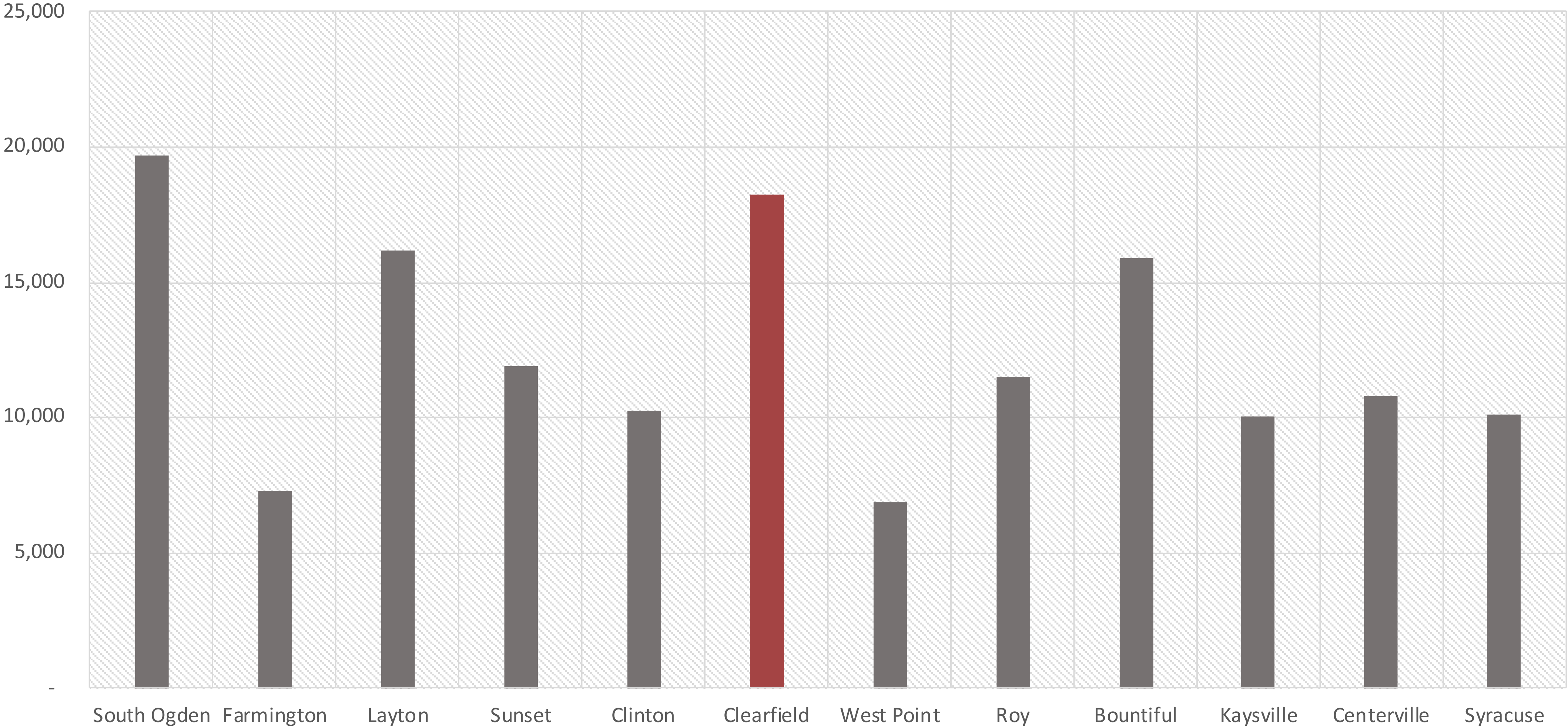
ECONOMIC DEVELOPMENT



ECONOMIC DEVELOPMENT



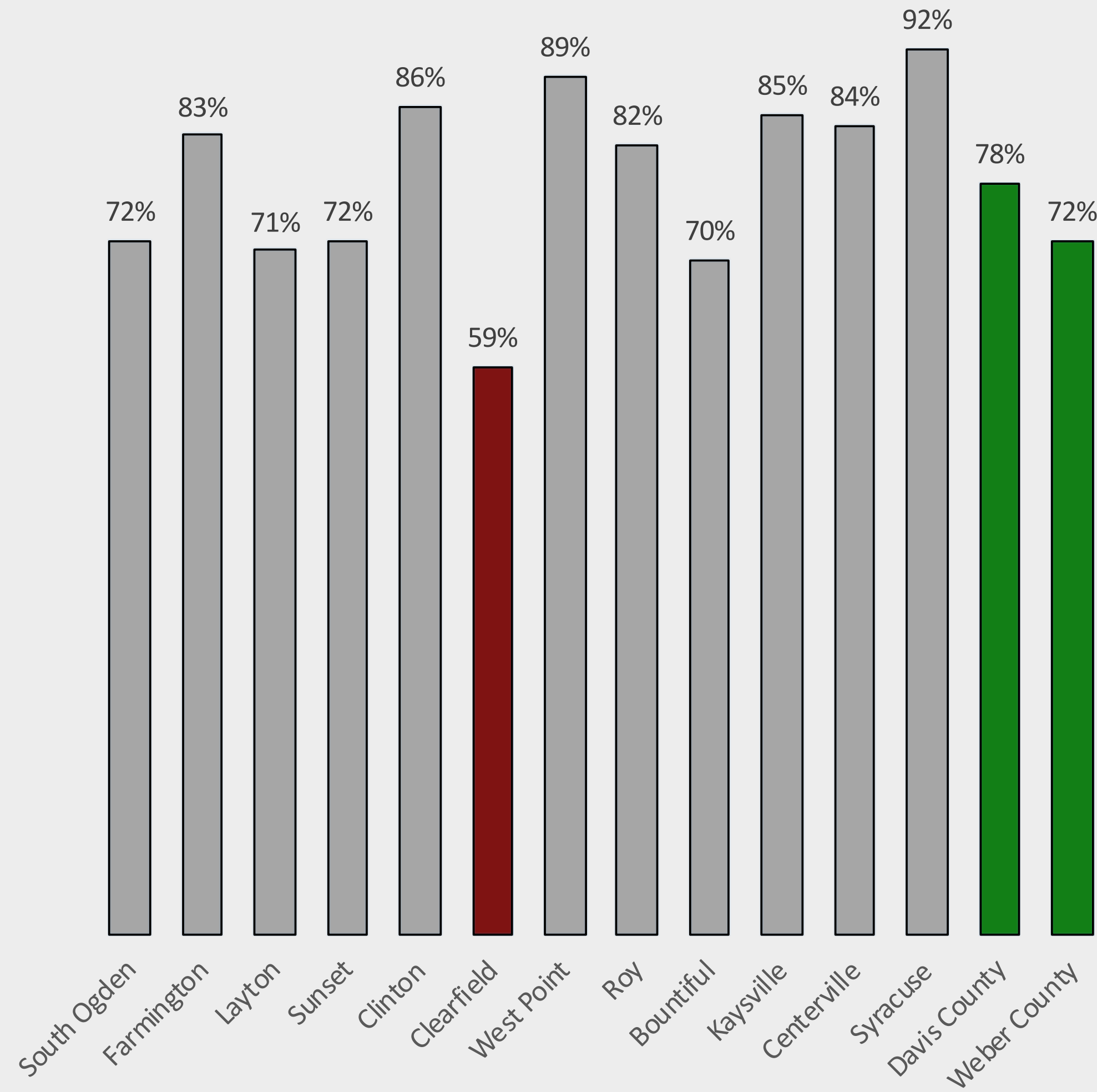
Jobs Within One-Square Mile



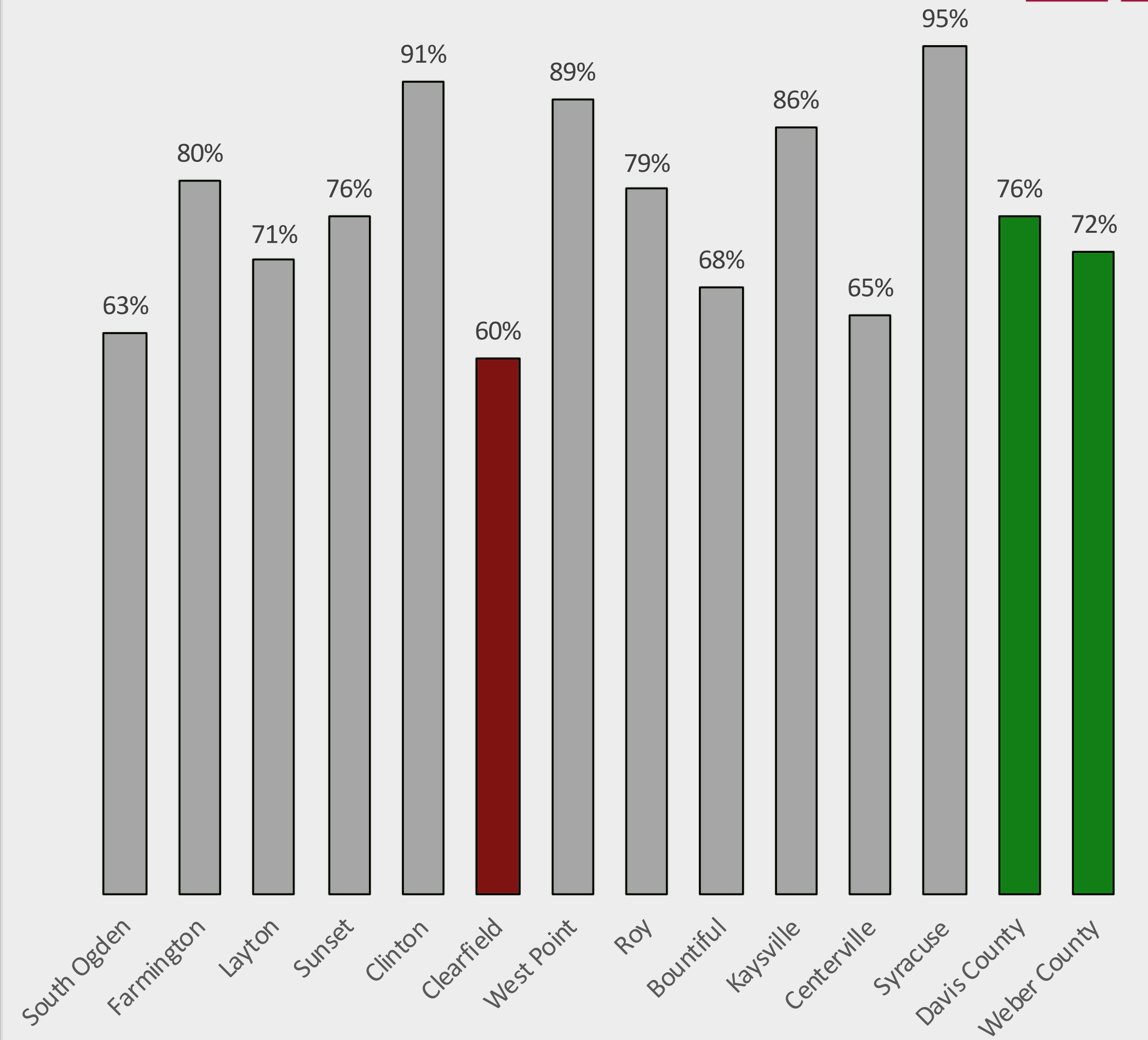
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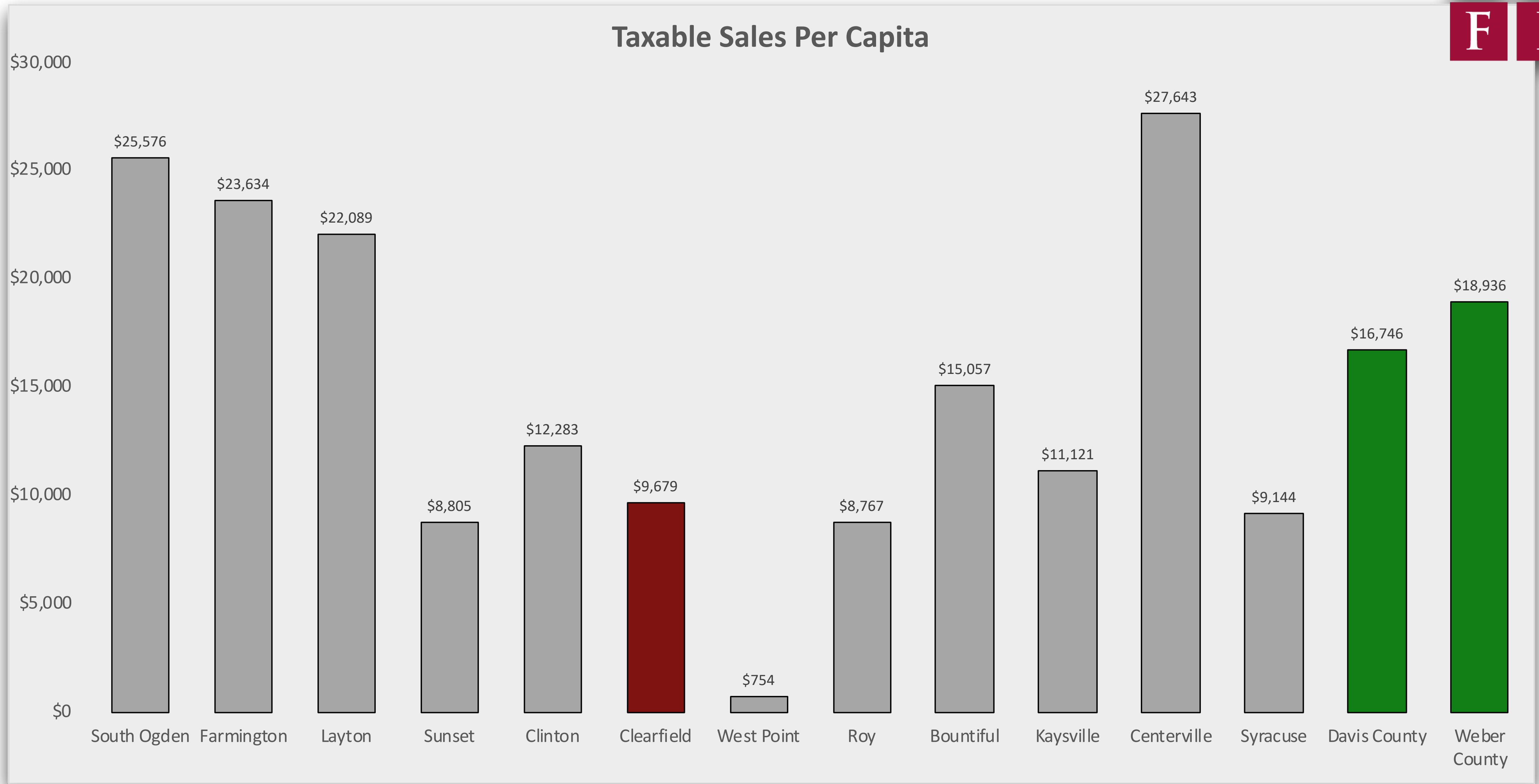


PERCENTAGE OF HOME OWNERSHIP

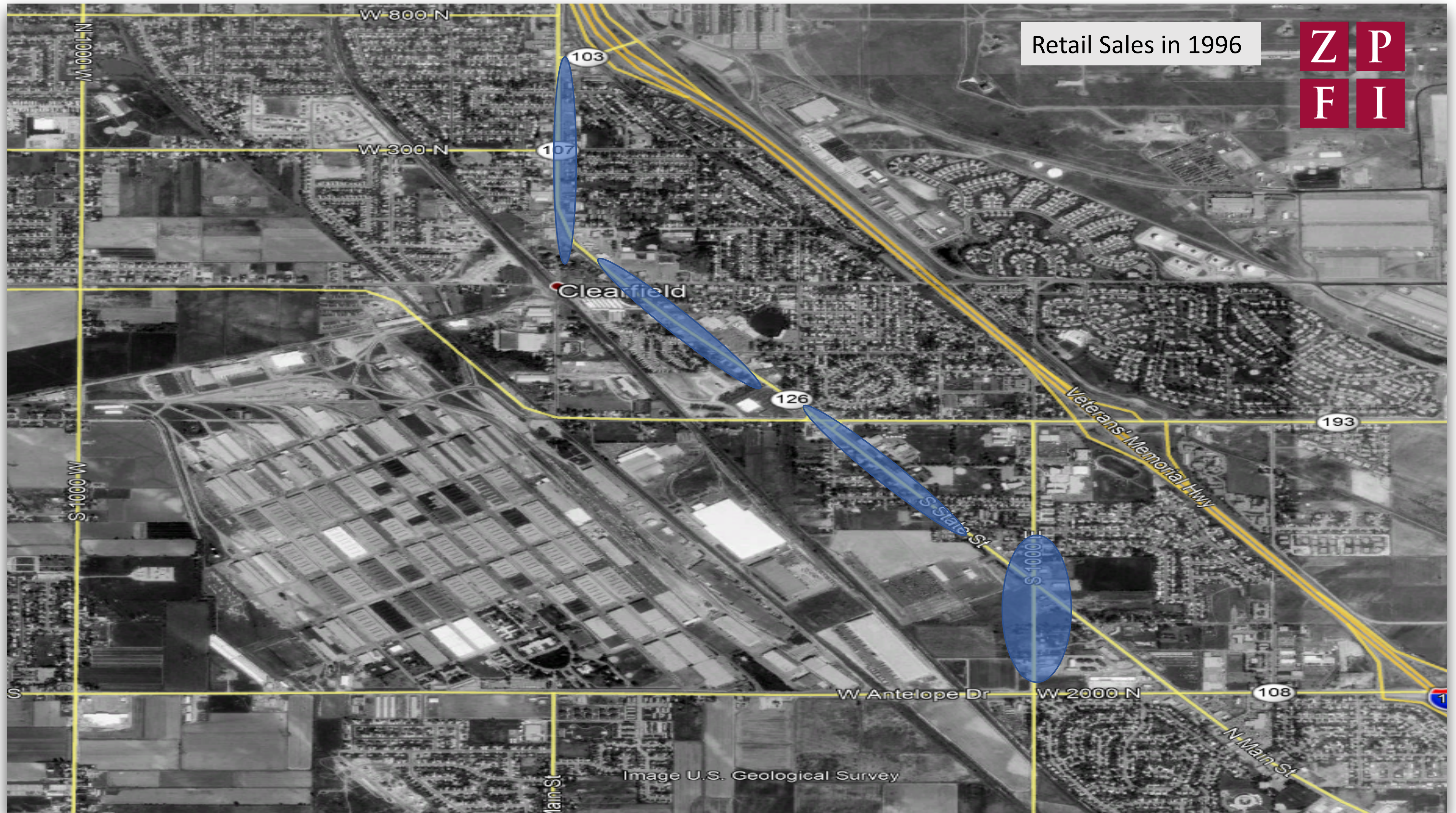


PERCENTAGE OF SINGLE-FAMILY HOMES





ECONOMIC DEVELOPMENT



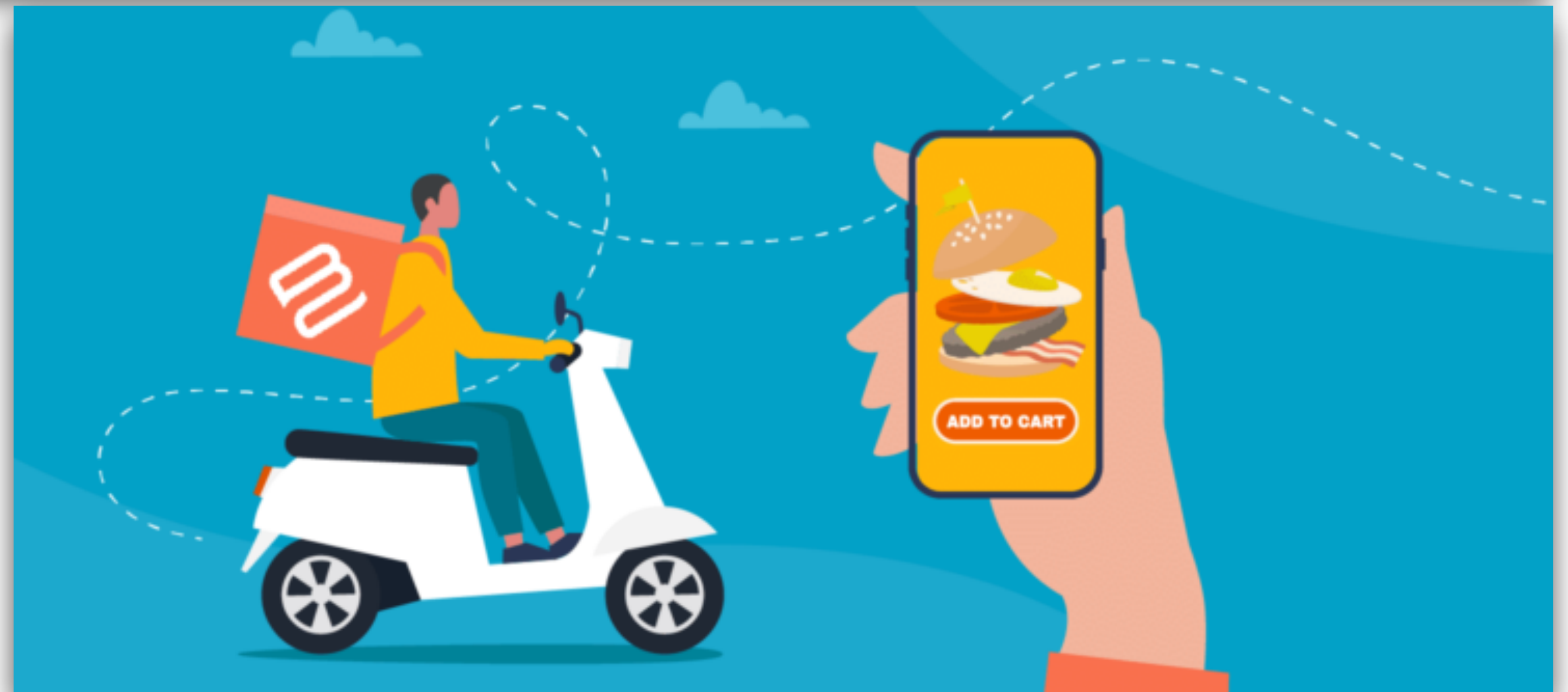
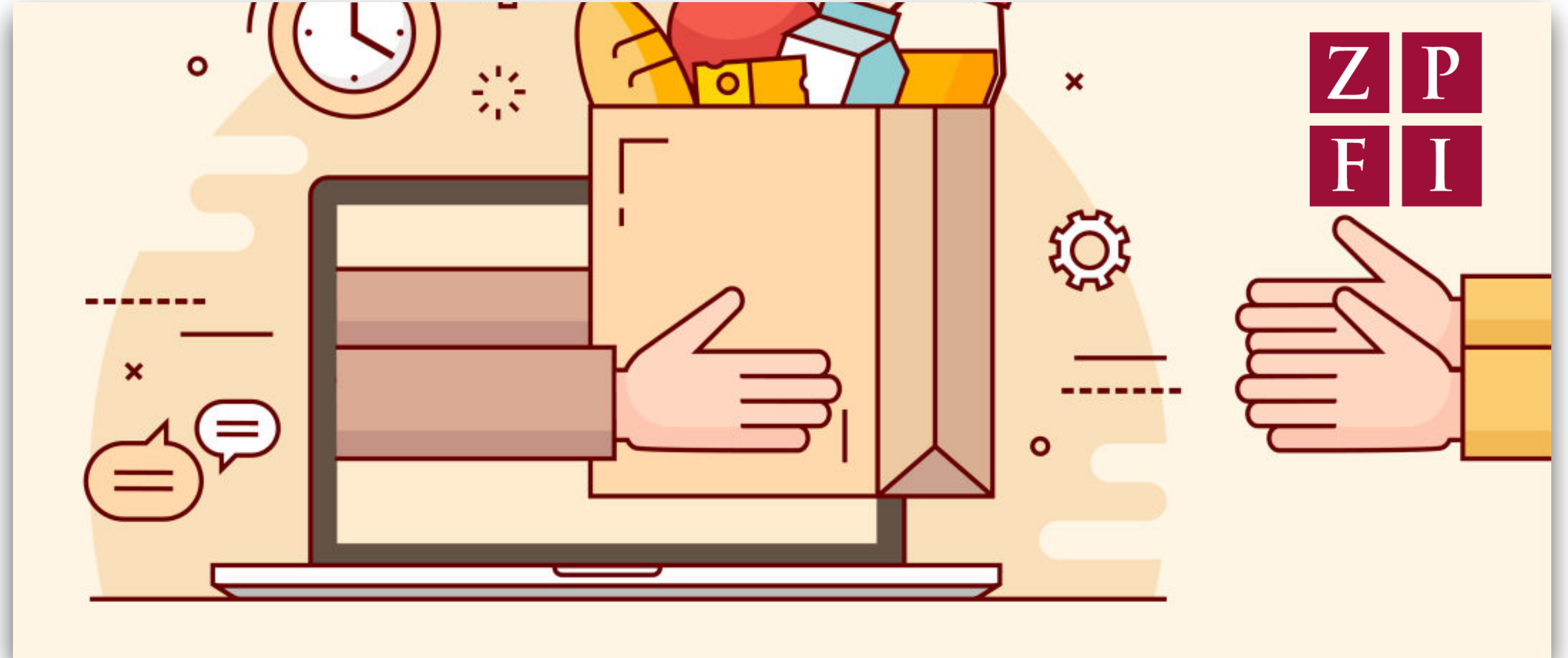
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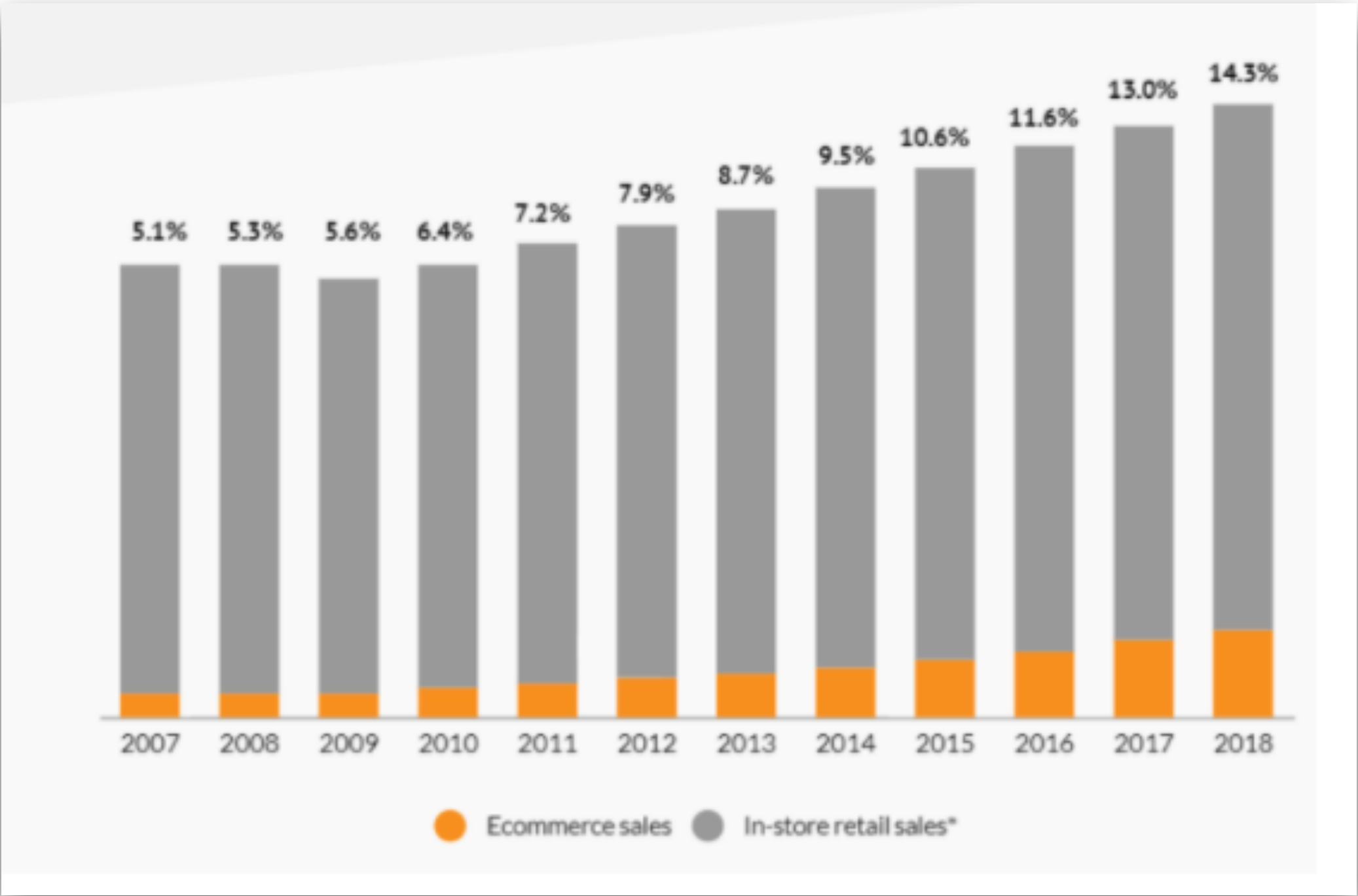
Changing Retail Trends



ECONOMIC DEVELOPMENT



ECONOMIC DEVELOPMENT



Retail Space Needs Per Capita	
Year	Space Needs Per Capita – Square Feet
2000	25
2017	20
2020	15



Clearfield Population = 32,000
2000 Space Needs = 800,000 sq.ft.
2017 Space Needs = 640,000 sq.ft.
2020 Space Needs = 480,000 sq.ft.





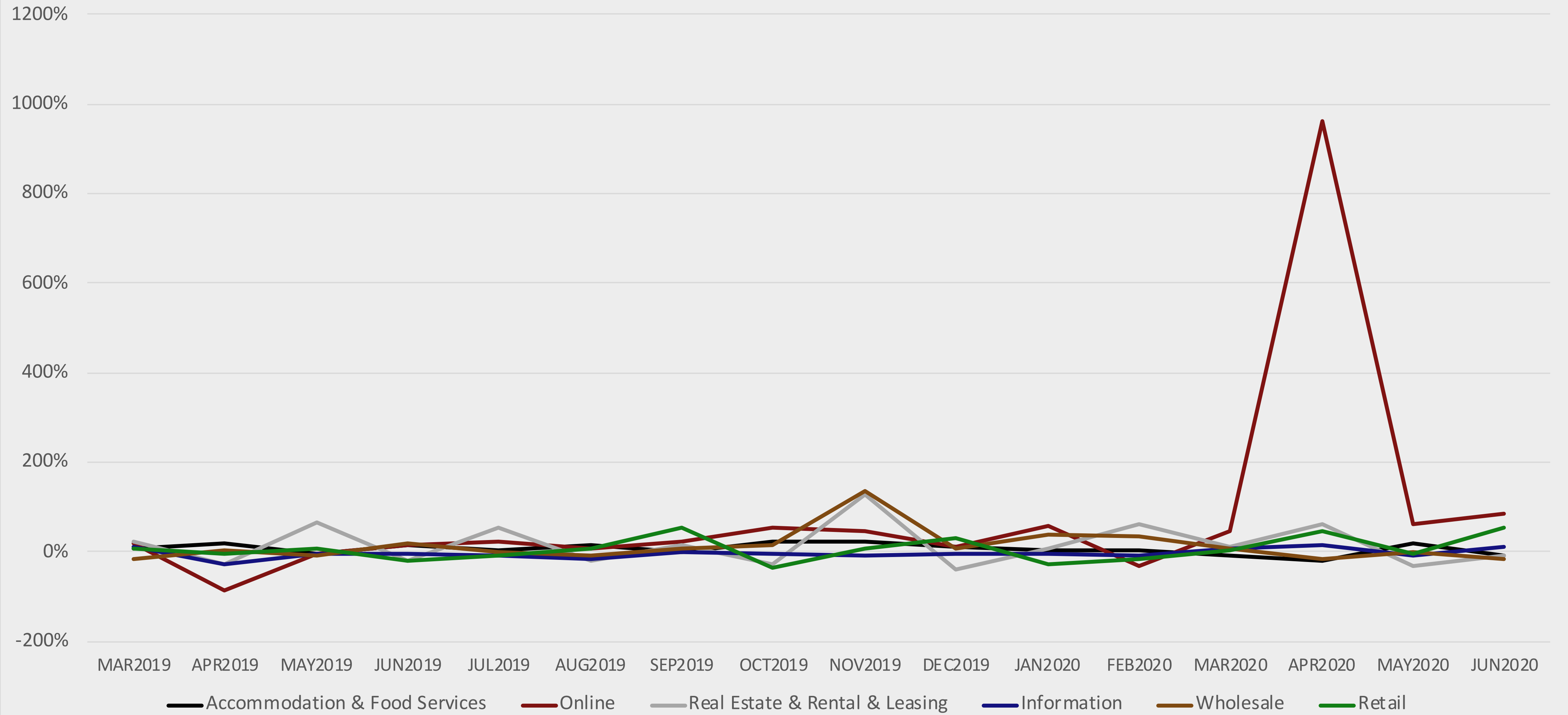
Monthly Online Sales Tax Generation to Clearfield

	Jan-18	Feb-18	Mar-18	Apr-18	May-18	Jun-18	Jul-18	Aug-18	Sep-18	Oct-18	Nov-18	Dec-18
Delivery	17,545	67,456	68,729	62,258	71,666	69,632	63,189	56,901	67,430	56,230	73,391	104,115
	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19
Delivery	58,060	101,382	82,065	9,192	69,519	80,464	77,781	61,264	83,439	85,818	108,808	115,948
	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20
Delivery	92,710	70,830	121,956	97,471	113,826	147,857						

Clearfield Online Sales Compared to Physical Retail Sales

Jan-18	Feb-18	Mar-18	Apr-18	May-18	Jun-18	Jul-18	Aug-18	Sep-18	Oct-18	Nov-18	Dec-18
-70%	2%	-19%	-8%	-3%	-25%	-13%	-10%	11%	-6%	28%	49%
Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19
-12%	55%	-9%		-12%	9%	16%	-11%	-11%	114%	75%	28%
Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20
94%	27%	28%	2%	50%	29%						

Clearfield Industries YoY Taxable Sales Growth March 2019 - June 2020



ECONOMIC DEVELOPMENT



Use Type	Building Size	Land Size	Total Value	Assessed Value	Clearfield Tax Rate	Clearfield Property Taxes	Clearfield Property Taxes/Per Acre	Sales Taxes	Population Distribution	Municipal Energy Fees	Total Taxes and Fees	Total Per Acre
Office	75,000	4.92	\$20,331,429	\$18,298,286	0.001437	\$26,295	\$5,345	\$0	\$0	\$18,000	\$44,295	\$9,004
Retail	10,000	0.92	\$2,189,714	\$1,970,743	0.001437	\$2,832	\$3,084	\$17,500	\$0	\$2,400	\$22,732	\$24,755
Single-Family	3,000	0.20	\$450,000	\$247,500	0.001437	\$356	\$1,778	\$56	\$306	\$150	\$868	\$4,340
Multi-Family	207,000	3.54	\$29,902,777	\$16,446,527	0.001437	\$23,634	\$6,668	\$7,500	\$40,800	\$24,000	\$95,934	\$27,067

Property Type	Required Rate of Return	Currently Available Returns in Clearfield
Low-Rise Office	18-22%	11-20%
Flex Office	15-20%	18-25%
Retail	20-25%	10-19%
Townhomes	15-20%	20-25%
Multi-Family	15-20%	20-30%

Understanding the “gap” to get the construction you want



14% IRR vs. 22% IRR



What are differences in fiscal impacts?

ECONOMIC DEVELOPMENT





- Costs to get additional height, covered parking, architectural features?
- Difference in property values? Retail sales per unit? Median incomes? Impact on retail feasibility?



Recognizing Where/Which Economic Development Tools Should Be Used

Key Tools:

- Public Infrastructure District (PID)
 - City has “power” to direct development and determine details of funding
 - City has no financial obligation in a PID
 - Requires 100% property owner approval – Need to consider key areas where this tool may be appropriate for Clearfield
 - Create PID policy for Clearfield
- Community Reinvestment Area (CRA)
 - Fully understanding “need” and “but for” analysis
 - Bridging gap with market realities and city vision
 - Understanding full impacts of development to city (fiscal), developer (returns), and residents (quality of life)