



7505 South Holden Street
Midvale, UT 84047
(801) 567-7200
www.midvalecity.org

REDEVELOPMENT AGENCY OF MIDVALE CITY MEETING AGENDA April 20, 2021

PUBLIC NOTICE IS HEREBY GIVEN that the **Redevelopment Agency of Midvale City** will hold an electronic and in-person meeting on the **20th day of April 2021** as follows:

Electronic & In-Person City Council Meeting

This meeting will be held electronically and in-person. Those choosing to attend the meeting in person will be required to wear a face mask (covering their mouth and nose) and practice social distancing. The City seeks to provide safe options for the public to participate in-person and electronically that comply with state and local regulations, as well as common sense.

The meeting will be broadcast on the following: www.MidvaleCity.org/YouTube

If you would like to provide public comments electronically, please email your comments to Lmagness@midvale.com prior to the completion of the public comments portion of the meeting. You may also submit comments if the Mayor and City Council open a specific agenda item to public comment. These comments will be read aloud in the meeting and will be part of the public record. When commenting, please:

- Limit your comments to 400 words (the equivalent of 3 minutes)
- Include your first and last name • Include your city of residence (optional)
- Include the name of the Agenda item

7:00 PM OR IMMEDIATELY FOLLOWING THE CITY COUNCIL MEETING

I. GENERAL BUSINESS

A. WELCOME AND ROLL CALL

II. PUBLIC COMMENTS

Any person wishing to comment on any item not otherwise scheduled for public hearing on the Agenda may comment in person or submit their comment via email to Lmagness@midvale.com prior to the completion of this portion of the meeting. Items brought forward to the attention of the Board will be turned over to staff to provide a response outside of the Meeting.

III. CONSENT AGENDA

- A. Consider Approval of the April 6, 2021 Minutes [*Rori Andreason, HR Director/City Recorder*]
- B. Set Date and Time [May 4, 2021 at 7:00 p.m.] for a Public Hearing to Consider the Adoption of the Redevelopment Agency of Midvale City Tentative Budget beginning July 1, 2021 and ending June 30, 2022 [*Kyle Maurer, Administrative Services Director*]

IV. DISCUSSION ITEM

- A. Main Street CDA Update and Revitalization Program Overview [**Cody Hill, RDA Manager**]

V. ADJOURN

In accordance with the Americans with Disabilities Act, Midvale City will make reasonable accommodations for participation in the meeting. Request assistance by contacting the City Recorder at 801-567-7207, providing at least three working day notice of the meeting. TTY 711

A copy of the foregoing agenda was provided to the news media by email and/or fax. The agenda was also posted at the following locations on the date and time as posted above: City Hall Lobby, on the City's website at www.midvalecity.org and the State Public Notice Website at <http://pmn.utah.gov>. Board Members may participate in the meeting via electronic communications. Board Members' participation via electronic communication will be broadcast and amplified so other Board Members and all other persons present in the Council Chambers will be able to hear or see the communication.

PLEASE SILENCE CELL PHONES DURING THE MEETING

DATE POSTED: April 15, 2021

**RORI L. ANDREASON, MMC
H.R. DIRECTOR/CITY RECORDER**



REDEVELOPMENT AGENCY MEETING

Minutes

Tuesday April 6, 2021

Council Chambers
7505 South Holden Street
Midvale, Utah 84047

CHAIR:

Robert M. Hale

BOARD MEMBERS:

Board Member Quinn Sperry
Board Member Dustin Gettel
Board Member Bryant Brown
Board Member Heidi Robinson
Board Member Paul Glover

STAFF:

Matt Dahl, Assistant City Manager; Rori Andreason, HR Director/City Recorder; Lisa Garner, City Attorney; Kyle Maurer, Administrative Services Director; Glen Kennedy, Public Works Director; Laura Magness, Communications Director; Chief Randy Thomas, UPD; and Matt Pierce, IT Manager.

Chair Hale called the meeting to order at 11:37 p.m.

I. GENERAL BUSINESS

A. Roll Call - Board Members Dustin Gettel, Quinn Sperry, Bryant Brown, Heidi Robinson, and Paul Glover were present at roll call.

Electronic & In-Person City Council Meeting

This meeting will be held electronically and in-person. Those choosing to attend the meeting in person will be required to wear a face mask (covering their mouth and nose) and practice social distancing. The City seeks to provide safe options for the public to participate in-person and electronically that comply with state and local regulations, as well as common sense.

The meeting will be broadcast on the following:

You Tube: www.MidvaleCity.org/YouTube

If you would like to provide public comments electronically, please email your comments to Lmagness@midvale.com prior to the completion of the public comments portion of the meeting. You may also submit comments if the Mayor and City Council open a specific agenda item to public comment. These comments will be read aloud in the meeting and will be part of the public record. When commenting, please:

- Limit your comments to 400 words (the equivalent of 3 minutes)
- Include your first and last name
- Include your city of residence (optional)

- Include the name of the Agenda item

Public Comments are read into the record by City staff during the “Public Comments” and “Public Hearings” portions of the meeting. City staff will only read into the record the equivalent of three minutes. So, please be concise with your statements. Thank you for your input!

II. PUBLIC COMMENTS

There was no one who desired to speak.

III. CONSENT AGENDA

A. CONSIDER APPROVAL OF THE MARCH 16, 2021 MINUTES

MOTION: Board Member Paul Glover **MOVED** to approve the consent agenda. The motion was **SECONDED** by Board Member Quinn Sperry. Chair Hale called for discussion on the motion. There being none he called for a roll call vote. The voting was as follows:

Board Member Bryant Brown	Aye
Board Member Dustin Gettel	Aye
Board Member Paul Glover	Aye
Board Member Quinn Sperry	Aye
Board Member Heidi Robinson	Aye

The motion passed unanimously.

IV. ACTION ITEM

A. CONSIDER RESOLUTION NO. 2021-06RDA A RESOLUTION AUTHORIZING THE EXECUTION OF THE ARTS DEMOGRAPHIC AND MARKET STUDY FOR MIDVALE MAIN STREET AGREEMENT

Nate Rockwood said on November 17th, 2015, Midvale City (“the City”) adopted the Main Street CDA designating the Main Street neighborhood as an area to be redeveloped and revitalized. In conjunction with the CDA and to further support the goal of redeveloping Main Street, the City adopted the Main Street Small Area Plan (“the SAP”) and the Form Based Code (“the FBC”) on December 4th, 2018 and March 3rd, 2020 respectively.

Through analyzing case studies and other nearby areas with similar development impediments, Staff believes adding more arts and culture-based developments and programs will aide in the redevelopment through placemaking. This will not just make the area more economically successful but will restore Main Street to its former status as a center of activity for residents and for individuals throughout the county.

As part of the preparation work for future arts and culture based developments and programing for the Main Street CRA, the Agency issued an RFP in February intended to find a consultant to conduct a full market and demographic study.

The study will focus on three main subjects:

- The number and survivability of businesses in the Salt Lake Valley that revolve around the Arts, Culture, and/or unique dining experiences. The goal of this topic is to understand the market that exists in the Salt Lake Valley for such businesses.
- Demographic statistics of existing successful arts and culture centers in the Rocky Mountain Region. For this project, the RDA is looking for demographics such as household income, age, gender, familial status, race, and education level.
- Analysis and comparison of the demographic statistics of the Midvale Main Street Project Area and the demographic statistics of successful arts and culture centers. The final product of the study will contain the data gathered by the consultants as well as suggestions for activating an arts and culture area and recommendations for types of businesses and mix of uses to focus on for the Main Street CRA.

The data, activation strategies and recommended business mix from the study will be used in crafting tax increment incentive agreements which will recruit and retain businesses and development that will create the active and vibrant Main Street redevelopment the redevelopment agency is seeking.

On March 15, the RFP closed after receiving five proposals. The Selection Committee, made of RDA and City Staff, met on March 22, to review the proposals. The proposals were evaluated on the completeness of their proposal, their proposed project outline, their previous qualifications, and their proposed costs. After careful consideration, Staff recommends contracting with Webb Management Services for the Arts Demographic and Market Study for Midvale Main Street.

FISCAL IMPACT:

The RFP budget limit was set at \$30,000. Webb Management Services' proposal sets the project budget at \$28,050.

Board Member Paul Glover asked how long the project will take.

Nate Rockwood said they are proposing nine weeks if they get the information back from Midvale right away.

MOTION: Board Member Dustin Gettel MOVED to approve Resolution No. 2021-06RDA entering into an agreement with Webb Management Services for the Arts Demographic and Market Study for Midvale Main Street. The motion was SECONDED by Board Member Heidi Robinson. Chair Hale called for discussion on the motion. There being none he called for a roll call vote. The voting was as follows:

Board Member Bryant Brown	Aye
Board Member Dustin Gettel	Aye
Board Member Paul Glover	Aye
Board Member Quinn Sperry	Aye
Board Member Heidi Robinson	Aye

The motion passed unanimously.

V. ADJOURN

MOTION: Board Member Paul Glover MOVED to adjourn the meeting. Board Member Quinn Sperry SECONDED the motion. Chair Hale called for discussion on the motion. There being none, he called for a vote. The motion passed unanimously.

The meeting adjourned at 11:43 p.m.

Rori L. Andreason, MMC
City Recorder

Approved this 20th day of April 2021



MIDVALE REDEVELOPMENT AGENCY SUMMARY REPORT

MEETING DATE: APRIL 20TH, 2021

SUBJECT: Present and discuss the Main Street Community Development Area's overall vision and goals and how specific economic development tools, initiatives, and programs work together to achieve the goals and create the vision established for the Main Street CDA.

SUBMITTED BY: Cody Hill, RDA Manager

SUMMARY: Agency staff have been developing various programs believed to support the Main Street CDA in achieving its goals and creating the vision established for the area. Agency Staff would like to illustrate how these tools work with and enhance initiatives that have already been undertaken, like the Form Based Code. Staff will provide an update on the Form Based Code. Rather than presenting each program to the RDA board individually for adoption, Agency staff felt that it would be beneficial for the RDA Board to receive an overview of all the economic development tools that staff wish to implement for the betterment of the Main Street CDA. These economic development tools include:

1. Tax Increment Reimbursement Agreements (TIRAs)
2. Infrastructure Upsizing & Improvements
3. Arts Center
4. Revolving Loan Program
5. Upper Floor Housing Program
6. Parking supported by the Agency
7. Parking Supported by a Special Assessment Area

Agency staff would also like to present the above information to the RDA Board in order to receive feedback on the programs and initiatives. Agency staff will incorporate the feedback by making the requested revisions. When Agency staff return to present the economic development tools to the RDA Board for adoption, the programs and initiatives will be in a more final form with the RDA Board's input considered and incorporated. Detailed program proposals and additional information is attached for all of Main Street CDA's guiding and governing documents, all initiatives developed by staff, and all programs that staff is in the process of developing.

FISCAL IMPACT:

One of the purposes of a project area is to use public dollars to stimulate and leverage private investment. The entirety of the Main Street CDA's revised primary budget should be captured by these economic development tools. Thus, the cost to the Agency will be \$14,785,468 from the Main Street CDA. Only the administrative costs are not included. The Agency will also loan money to the Main Street CDA from the Bingham Junction RDA to fund the Revolving Loan Program. The initial

loan amount will be \$1,500,000. Main Street CDA will repay Bingham Junction RDA as the revolving loan program borrowers repay their loans. Additional Housing dollars generated from the Bingham Junction and Jordan Bluffs project areas will be utilized within the Main Street CDA.

STAFF RECOMMENDATION: N/A

RECOMMENDED MOTION: N/A

ATTACHMENT: OVERVIEW OF MAIN STREET CDA GUIDING DOCUMENTS, INITIATIVES, AND PROGRAMS

ATTACHMENT: OVERVIEW OF MAIN STREET CDA GUIDING DOCUMENTS, INITIATIVES, AND PROGRAMS

Main Street Project Area Plan & Budget

The Main Street Project area plan was adopted in November of 2015 and the Main Street Project area budget was revised and adopted in September of 2020. These documents serve to provide the overall aim of the project area, which is to improve and leverage Midvale's historic Main Street as an asset with the goal of redeveloping the area to create a sense of place for Midvale City (the "City"). The documents also provide the local taxing entities and stakeholders with answers to vital questions they have prior to entering interlocal agreements, which is critical for securing the funds necessary for the success of the project area. Finally, they provide the City, funders, and stakeholders with proposed development efforts that serve to guide investment and action steps in the years that follow.

The documents contribute to the overall vision of the Main Street area by putting in motion the very basis of the project that the community can see in motion today. Furthermore, the documents put forth the following objectives which serve to guide the funding of infrastructure improvements, professional services, developer reimbursements, parking structures, and public art as well as the programs needed to make this area a success.

- Redevelop the area to increase the assessed value of the area.
- Provide more space for businesses.
- Benefit the taxing entities financially.
- Create more jobs, increase the stock of affordable and market rate housing.
- Support and enhance the area.
- Establish a sense of place that is unique to Midvale city which will develop into a local and regional draw.

Small Area Plan

The Small Area Plan (SAP) was adopted in December of 2018 and is meant to provide a high-level outline of what is recommended to redevelop the Main Street Area. Overall, this plan includes eight recommendations for the area, four overarching goals, six economic objectives, and a nine point implementation plan. Many of the tenants put forth in this plan have helped to guide the City in developing programs that will help achieve the goals put forth in the CDA.

This document contributes to the overall vision of Main Street by providing a road map for action. More specifically this document calls for investments in long term development through strategic city funding, including investments to:

- Adopt Form Based Code
- Support development and expand housing types and promote walkability.
- Solidify multimodal transportation and improve connectivity to surrounding area.
- Actively preserve historic buildings.
- Improve infrastructure.
- Develop an area parking strategy.
- Foster infill development.
- Create consistent urban design.
- Establish a local business incubator and lay groundwork for long term investment by businesses.

Form Based Code

Form Based Code (FBC) was adopted by the City in March of 2020 and was a direct result of the goals and strategies put forth by the SAP. The main objective of FBC is to provide the backbone and structure to implement the vision of urban design outlined in both the CDA and the SAP. This is possible because FBC provides the flexibility needed to incorporate diverse uses and includes form and style requirements to achieve a more complete neighborhood identity. Furthermore, FBC is a type of regulation that fosters predictable built results along with the establishment of a high-quality public realm by using physical form as the organizing principle for the code. As a result, FBC offers a powerful alternative to conventional zoning regulation and is not a mere guideline, adopted by the City.

This document contributes to the overall vision of Main Street by fulfilling the SAP goal of adopting a Form Based Code that will generate a consistent urban design, that preserves and expands upon the historic feel of the Main Street Area. In utilizing the FBC, the City has a tool to manage growth and shape development in a strategic way that will allow for the development of the urban form, stimulating a mix of uses and public space desired for the Main Street Area. This is achieved through zoning that effectively emphasizes the relationship between buildings and public sidewalks and streets, along with the form and mass of buildings in relation to one another. The emphasis on relationships will help the City navigate the process of enhancing and enabling the flow of high pedestrian traffic which will result in the desired increase in economic activities within the area. This in combination with providing the urban aesthetic wanted, will play a vital role in the economic vitality of the area as it will allow for the types of activities that fuel the local economy and will enable a sense of place that is unique and exciting for Midvale residents. It is important to remember that form-based code by itself will not create redevelopment or vibrant active streets. The code is designed to regulate redevelopment in a way that maintains and creates a built environment which has a historic urban feel that will contribute to a memorable experience and the look and feel which is inviting to residents and guests of Main Street. The form based code should work hand in hand with the developer and business incentive tools discussed below to create the dynamic active Main Street the City has been trying to achieve.

Consolidated Public Parking Strategy

Midvale City Main Street CDA anticipates implementing a consolidated public parking strategy that will facilitate the growth expected of the area and the need for additional parking. With increased density and infill development comes increased parking demands, however due to the current size of lots and lack of street parking, many potential developers are at a loss when it comes to producing a viable solution to meet the parking needs of their development. The intent of this strategy is to create public/private partnerships to implement a phased approach to the development of common parking areas that will grow in correspondence with the current level of development. These parking lots will be positioned in key locations on the east and west of Main Street and will serve businesses and Main Street area developments with access from Holden and Center Street. When needed, public parking can be used to divert vehicular traffic away from Main street and onto side roads, leaving Main Street free for the easy flow of pedestrian traffic or to be closed for special events. The Midvale City RDA has identified a few key locations and has taken steps to acquire the land with the intention of constructing future parking lots or structures as needed.

This strategy will contribute to the overall vision of Main Street by fulfilling the objectives outlined in the Midvale Main Street CDA, SAP, and FBC. This strategy incentivizes infill development called for in the SAP, by assisting developers overcome a major impediment for redevelopment in this area. In addition, this strategy will function to maintain the unique look and feel of the area set forth in the CDA, SAP, and FBC, in aiding high density development by way of solving parking needs while also supporting a walkable downtown solution.

Main Street Upper Floor Housing Program

The Main Street Upper-Floor Affordable Housing Initiative is intended to promote and incentivize the development of moderate-income housing along Midvale's historic Main Street, and in the neighborhoods within the Main Street Project Area. The goal of the initiative is to encourage further residential growth in the Main Street area, especially in current commercial or retail properties along the Main Street that have vacant upper-floor space. The initiative also seeks to provide an incentive to develop upper floors for residential purposes on current single-story properties, as well as providing an incentive to develop currently vacant lots with a goal of increasing the number of residential units and density along the Main Street.

This program contributes to the overall vision of Main Street by fulfilling the objectives outlined in the Midvale City Housing Plan, and Midvale Main Street SAP. Both plans seek to address the need for increased housing in strategic and underserved parts of the community. The Main Street area is a significantly important part of Midvale. It is the historical core, and ultimately, it is the heart of Midvale. In bringing life back to the Main Street area, through an influx of new residents and design elements that encourage mixed use lifestyle, Midvale's Main street will have the elements the City is seeking to make the street a vibrant city center. Furthermore, this initiative will play a critical role in helping developers and property owners overcome the financial hurdle of developing 2 and 3-story buildings that will provide the area with the desired urban feel and will enable the variety of mixed use development, which is called for in the CDA, SAP, and FBC. Funding for the Main Street Upper-Floor Affordable Housing Initiative will come from affordable housing tax increment collected in the Main Street CDA as well as from both the Jordan Bluffs and Bingham Junction project areas. Program assistance amounts for developers will be based on a sliding scale which takes into consideration housing type, AMI levels, and deed restriction length and terms.

Revolving Loan Program

The role of the Main Street Area Revolving Loan Program is to attract, support, and promote the growth and improvement of businesses within the Main Street Area. The programs' goal is to stimulate business development and expansion to enhance the area's economic vitality by making low interest loans available to businesses already operating within Midvale's Main Street Area or that are interested in relocating or wanting to start a new business within the Main Street area.

This program contributes to the overall vision of Main Street as it fulfills the following goals of the SAP by:

- Encouraging business development and relocation to Main Street.
- Expanding employment options.
- Laying groundwork for long term investment
- Helps fulfill the call for a concentration of development.

In addition, the program will strategically target identified businesses that facilitate activity and lend to creative and innovative clusters of activities. The loans will provide incentives to those businesses that will contribute to the overall energy of the area by providing more favorable terms if the project meets one or more of the following criteria:

- Provides a positive economic impact on Midvale City.
- Provides a public amenity available to all residents of Midvale City.
- Is committed to adaptive reuse of Midvale Main Street's facilities.
- Is committed to the historical preservation of Midvale's Main Street.
- Is an educational or arts based business.
- Demonstrates efforts towards sustainability.
- Provides permanent job creation for Midvale residents.

Art House

The Art House is a city owned center that will rent studio space to artists who will utilize the location to create, display, and sell their art. It will exist to provide a benefit to the community as it will enable the community to interact, participate, and view art. In addition, the space will also provide an ideal location for local artists and organizations to host events and workshops that will encourage education and community collaboration. This engagement with the creative process will promote a connection to the arts in the City that will serve to be an attraction point to the area and to the art itself bringing with it increased activity along Main Street.

This document contributes to the overall vision of Main Street in meeting numerous goals set forth by the SAP and the CDA. More specifically, the Art House will help fulfill the CDA goal of increasing pedestrian and consumer traffic to the area by serving as a point of interest that draws in residents of Midvale and surrounding communities. The Art House also meets the SAP goal of placing a business incubator on Main Street, where creatives can have communal workspaces that will enable innovation and the sharing of ideas. Furthermore, this project will aid in the overall goal of place making by adding more arts and art spaces to the street, and in effect curating high quality spaces where people want to be and where they can effectively live, work, plan and learn.

Arts- Based Demographic Study

The Arts Based Demographic Study will serve to assess the market for arts, culture, and unique dining experiences in the Salt Lake Valley. The study will examine in depth Midvale City's location and its potential for hosting such businesses. Furthermore, the study will provide demographic statistics of existing successful arts and culture focused areas in the Rocky Mountain region along with an analysis of the Midvale Main Street Project area. As a result, this study will highlight any unique challenges or obstacles to the development of a successful arts, culture, and dining focused hub in the Main Street Project Area.

This document contributes to the overall vision of Main Street by providing essential knowledge of the feasibility of establishing an arts and cultural focus for the street. In combination, the study will also provide critical information and recommended activation strategies that will guide the tactical steps the City makes in recruiting and attracting certain types of businesses and activities to the area to ensure that Midvale Main Street is a unique and successful arts, culture, and dining focused hub within the Salt Lake Valley.