

**MAPLETON CITY GENERAL PLAN, ZONING AND DESIGN STANDARDS FOR
COMMERCIAL DEVELOPMENT
Request for Proposals and Statement of Qualifications**

Mapleton City is seeking a qualified planning consultant to provide services and assist in developing commercial zoning and design standards for the City's Highway 89 corridor.

SCOPE OF WORK

The Consultant will prepare an analysis of the existing commercial land use designations in the general plan and the commercial zoning ordinance standards for the Highway 89 corridor and will make recommendations on the following topics:

- Based on the estimated supportable commercial acreage identified in the City's economic development strategic plan, and on the goal to avoid strip type development, determine how the City should best allocate its commercial land use designations in the General Plan.
- Through either zoning standards and/or design guidelines, provide design standards that promote a high quality aesthetic appearance that help commercial development to harmonize with the City's rural character and the vision established by the City Council. These standards should take primarily a macro approach to design rather than a micro approach focusing on minute architectural details. The standards should be easy to interpret and should be simple to apply without creating significant review requirements.

The consultant should anticipate one to two visioning workshops with the City Council to establish a vision for the Highway 89 corridor. A proposed budget should be included in the proposal that breaks the anticipated costs into the two tasks listed above.

BACKGROUND

Community: Mapleton is a relatively small community in Utah County, ranking 16th out of 25 communities in the County based on population size. The community enjoys larger lots and a rural feel. According to the Census Bureau, the population of Mapleton in 2013 was 8,784. The Utah Governor's Office of Management and Budget estimates Mapleton's population to be 10,762 by 2020 and 19,500 by 2050 with an average growth rate of approximately 2.5% per year. However, the Mapleton City Community Development Department expects higher growth rates than projected by the Governor's Office, and a build-out population of approximately 29,000.

Most households commute to work outside of the City, thus facilitating shopping near the workplace and outside of City boundaries. Bounded by Maple Mountain, Highway (Hwy.) 89, Springville and Spanish Fork, the City has unique challenges relating to accessibility from major transportation nodes.

Currently, there are few retail choices and little commercial development within the City. This presents a unique opportunity to establish a commercial vision that can be implemented as development begins to occur. Highway 89 handles the most traffic within and through the City and is where the City would like to have most of its commercial development occur. It is the objective of the City to preserve its rural character while promoting a stronger economic base.

Economic Outlook: In 2015 the City adopted an economic development strategic plan (link: <http://mapleton.org/wp-content/uploads/2014/03/Economic-Development-Strategic-Development-Plan.pdf>). One of the primary purposes of the plan was to determine how much commercial/industrial development the City could reasonably support at various population levels. Table 4.6 below summarizes some of the findings of the analysis.

TABLE 4.6: SUPPORTABLE COMMERCIAL ACRES SCENARIO ANALYSIS BASED ON POPULATION

SCENARIO ANALYSIS	10,000	15,000	20,000	25,000	30,000
Population	10,000	15,000	20,000	25,000	30,000
Retail Acres Supportable (Based on HH Spending)	24.5	36.4	48.8	61.2	72.6
Retail Acres Supportable (Based on State per Capita Spending)	26.8	39.6	52.9	66.3	78.5
Total Commercial Acres Supportable (Based on Land Use)	101.2	149.5	199.9	250.3	296.5

Existing General Plan/Zoning Ordinance: The City’s current general plan identifies three primary intersections as “Shopping Center commercial” with almost the entire length of Highway 89 designated as “General Commercial”.

(link: <http://mapleton.org/wp-content/uploads/2014/03/General-Plan-5-6-2009-11x17.pdf>)

The City currently has approximately 179 acres zoned for commercial and 57 acres for light industrial, for a total of 236 acres.

(Link: <http://mapleton.org/wp-content/uploads/2015/04/Zoning-24x36-3-21-12.pdf>.)

The General plan designates approximately 405 acres for commercial and light industrial, approximately 108 acres more than could be supported per the economic development strategic plan’s analysis.

The following goal and policies from the General Plan are instructive as to what the City is hoping to accomplish:

Goal: Establish and Maintain a high aesthetic commercial design standard within Mapleton.

Policy A: Commercial development shall contain visual unity by low profile, well-landscaped perimeters (not scattered green strips throughout parking areas), uniform design standards, signage, and lighting restrictions.

Policy B: Commercial development shall have a low impact on the community by having noise controls, limited traffic access points, cooperative off-street traffic flow between businesses.

Policy C: Mapleton shall require the design of new commercial developments as integrated centers, or compatible infill, rather than as small individual strip development projects.

Policy D: Mapleton shall focus its highway commercial development in the following priority: 1. The intersection of 800 North and Highway 89; 2. The intersection of Maple Street and the Highway 89; 3. The intersection of 1600 South and the Highway 89; 4. 2400 South and Highway 89; and 400 North between Main Street and 1600 West.

Policy E: Strip commercial development will be discouraged in favor of a pattern of alternating land uses along major arterial streets (Highway 89 and 400 North) with “nodes”

of commercial development separated by other uses such as residential, institutional or office, in accordance with the transportation element.

Policy F: Site and building design standards and building and style codes will be included in the Zoning Ordinance to ensure that commercial centers include appropriate setbacks, parking and loading facilities, and screening and landscaping to minimize impacts on the surrounding neighborhoods and to encourage maximum compatibility and fit with adjoining land use and development.

Policy G: Mapleton will develop the tools necessary to allow compatible commercial uses within residential neighborhoods.

SUBMITTAL REQUIREMENTS

Interested project teams should submit in electronic format a brief Summary of Qualifications including experience with similar projects, and your response to the Request for Proposal including a proposed budget, by no later than 5:00 p.m. on June 20, 2016 to:

Sean Conroy
Community Development Director
sconroy@mapleton.org

The City Council has not adopted a specific budget for this project, but it is anticipated that the budget will be between \$8,000 - \$15,000.

Consultants who find that the information contained herein is insufficient to make a complete proposal should immediately bring their issues to the City's attention by contacting Sean Conroy, Community Development Director at 801-806-9101 or sconroy@mapleton.org.

Mapleton City will review the proposals based on the specifications and requirements, both specific and general, included in the request for proposals and will select the consultant it deems best qualified for this unique opportunity. Timeliness and relevant experience will be major considerations for awarding the project. The consultant will need to enter into a contract for this project based upon the RFP. Mapleton City reserves the right to negotiate with selected consultant for future work on this project and reserves the right to alter any of the information contained in this Request, including scope of work.

Mapleton City reserves the right to reject any and all proposals and waive any irregularity, information or technicality in the proposals in the City's best interest, and is not obligated to award a contract based upon the lowest priced submission. If terms cannot be mutually agreed upon, the City reserves the right to enter into negotiations with one of the other qualified planning firms or individuals.