

1
2 **City of Washington Terrace**
3

4 Minutes of a Special City Council Retreat
5 held on November 23, 2013
6 Utah Local Government Trust
7 55 W Hwy 89, North Salt Lake
8 County of Davis, State of Utah
9

10 **MAYOR, COUNCIL, AND STAFF MEMBERS PRESENT**

11 Mayor Mark C. Allen
12 Council Member Mary Johnston
13 Council Member Blair Brown
14 Council Member Robert Jensen
15 Council Member Scott Monsen
16 Council Member Val Shupe- arrived at 10:55 a.m.
17 City Manager Tom Hanson
18 City Recorder Amy Rodriguez
19 Public Works Director Steve Harris
20 Human Resources Director Laura Gamon
21 Building Official Jeff Monroe
22 Finance Director Shari' Garrett
23 Recreation Director Aaron Solomon
24

25 **Others Present**

26 Annette Hanson, Susie Becker, Cecily Buell
27

28 **1. BREAKFAST** **8:00 A.M.**

29
30 **2. ROLL CALL**

31
32 **3. PLEDGE OF ALLEGIANCE**

33
34 **4. INTRODUCTION AND OUTLINE**

35 Hanson discussed the activities for the retreat. He stated that this is the beginning of several
36 work sessions that will take place to work on budget goals for the upcoming year.

37 **5. TEAM BUILDING**

38 The team building exercise was cancelled for the session.
39

40 **6. PRESENTATION: ZIONS BANK**

41 Hanson stated that Economic Development is a core function of policy procedures. Hanson
42 stated that job creation is a fundamental aspect of economic development. He stated that
43 transportation will have to tie into the economic base. He discussed real estate as a factor in
44 development.

45 Council Member Jensen stated that community involvement brings people together.

46 Mayor Allen stated that the city’s daytime population is growing because there are many jobs
47 available in the city. He stated that the area has become a “medical mecca”. He noted that
48 unfortunately there is not a lot of sales tax associated with the types of jobs that are available.
49 Hanson stated that the study may help define the focus of the city.

50 Hanson discussed the evolution of data.

51 Hanson introduced Susie Becker and Cecily Buell from Zions Bank Public Finance to
52 present the Retail Market Analysis Study. She stated that they also worked with two
53 brokerage firms.

54 Becker spoke about existing conditions. She stated that Adams Ave. has the highest daily
55 traffic count. She stated that if the toll booth were to go away, the traffic count is estimated to
56 rise to around 23,000. She stated that most of the vacant land in the city is located on the
57 south end, however much of it cannot be built on because of the grade.

58 She stated that the vacant land that is available around the Maverik Store is prime property
59 for development. She stated that the estimated purchases of residents of Washington Terrace
60 inside Washington Terrace are only at 8 percent. She did note that the strongest area is
61 gasoline purchases, explaining that people are coming into the area to buy gas.

62 Buell explained site analysis and buying power for key sites. Their reports pinpointed prime
63 areas for redevelopment. Becker explained the issues concerning the prime site for
64 redevelopment and stated that the city would have to make a strong commitment to that area.
65 Hanson stated that the city has done well with the taxing value of the property in the RDA.
66 Becker agreed and stated that the area has potential for retail but the key point is the value
67 per acre, which is doing well.

68 Buell explained competitive sites and buying power, stating that the south end of South
69 Ogden has a large potential buying power. Becker stated that the issue is not buying power,
70 noting population and traffic counts are good. She stated that site visibility and access are the
71 stronger concerns. She stated that the brokerage firms suggested a store like Family Dollar or
72 another discount store as a competitive store. Council Member Brown asked what business
73 generates the most sales tax. Becker stated that grocery stores or discount stores generate the
74 highest sales tax. Becker stated that she feels that there is potential in specialty foods to tie
75 into the health concept of the medical area. She suggested something like a whole foods or
76 Harvest Bread. She stated that the comment from the brokers concerning grocery stores is
77 that the area is saturated.

78 Becker noted that the city would have to court potential businesses.

79 Becker stated that restaurants like to cluster or be located near an area that brings people into
80 the area. She stated that Washington Terrace’s cluster is health and wellness.

81 Becker noted that the Southeast RDA #2 has outperformed with a 60 percent increase in
82 market value.

83 Becker stated that the city will need to think about giving tax increment. She stated that the
84 city has a good claim to go after redevelopment money. Hanson stated that with tax
85 increment monies, the city could help businesses come in and deal with infrastructure and
86 landscaping issues to help them be a successful business.

87 The report outlined the following:

88 **Strengths**

- 89 - Hospital has a regional draw
- 90 - Roadway is in good condition
- 91 - Visual appeal of buildings along Adams

- 92 - Good professional office base
- 93 - Supply of vacant land

94

95 **Weakness**

- 96 - Toll booth is viewed as an impediment by brokers
- 97 - Traffic at south end is only 2500 through toll booth

98

99

Recommendations:

- 100 - Pursue additional employment centers, including medical offices
- 101 - Pursue medical-related retail sales
- 102 - Potential for addition lunchtime places
- 103 - If possible, get rid of toll booth
- 104 - Pursue fitness, health and wellness related stores
- 105 - Grocery store or entertainment businesses
- 106 - Use remaining increment to increase visual appeal of area
- 107 - Improve safety through pedestrian connections

108

109 Council Member Jensen stated that the city needs to talk with the landowner and discuss the
110 the toll road.

111

112 **7. BREAK**

113

114 **8. ECONOMIC DEVELOPMENT TRAINING AND FUTURE CASTING**

115 Hanson led a discussion on the city's talking points. He stated that he has spoken with other
116 cities and agencies concerning Adams Ave. Council Member Jensen stated that location is a
117 strength of the city. Council Member Brown stated that the city needs better communication
118 with the city's landowners. He also expressed that he feels that the toll booth closing is not a
119 strong possibility. He stated that there is wisdom in the city to make plans with the toll booth
120 in place. Mayor Allen and Council Member Johnston agreed that the city needs to speak with
121 Bruce Stephens in an official sense to see what his plans are and what the city needs to do to
122 form a partnership in this project. Council Member Shupe stated that the city needs to get
123 Stephens involved in city zoning discussions. Hanson spoke about corridor development
124 plans and website planning as first impressions of the city. Council Member Monsen stated
125 that the website name needs to be easier to find. Hanson spoke about retention and expansion
126 for city businesses. Mayor Allen commented that the Playhouse and the Hospital are the top
127 two attractions that people associate with the city.

128 **9. COUNCIL COMMUNICATION WITH STAFF: GOAL SETTING**

129 Due to lack of time, item 9 will be revisited in forthcoming work sessions.

130 **10. ADJOURNMENT**

131 Meeting was adjourned at 12:00 p.m.

132

133

134

Date Approved

City Recorder