

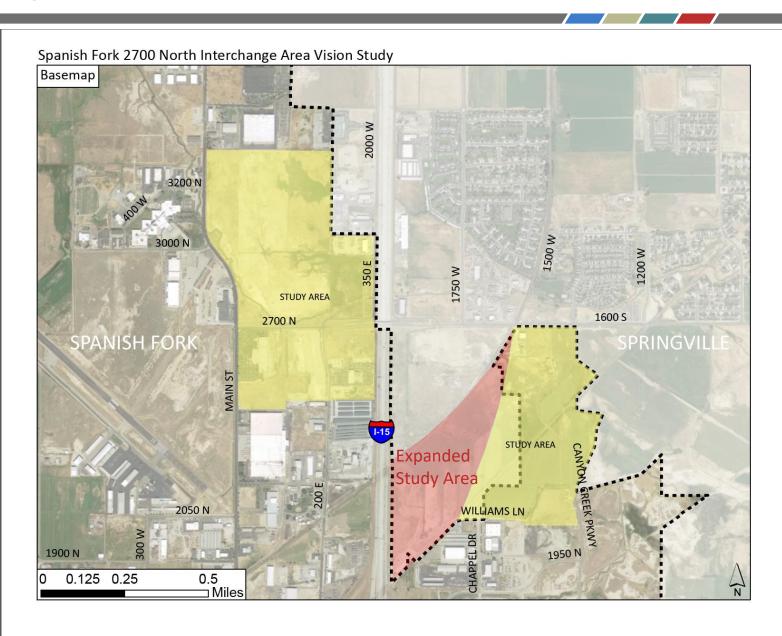
# 2700 NORTH INTERCHANGE AREA VISION STUDY

**CITY COUNCIL** 

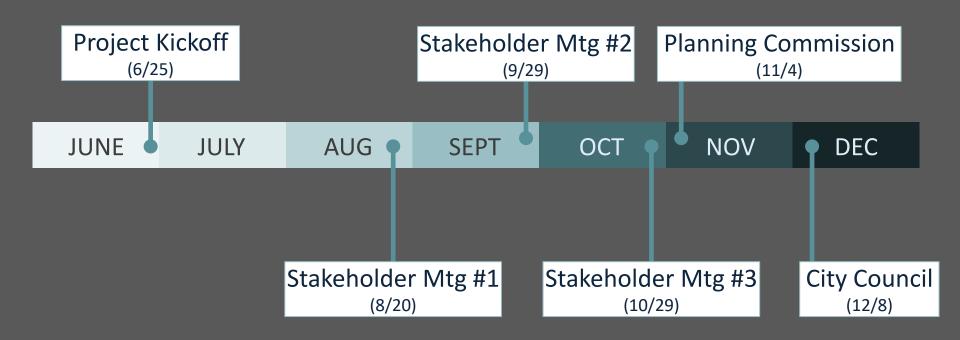
**DECEMBER 8, 2020** 



# **STUDY AREA**



### **PROJECT TIMELINE**



2020

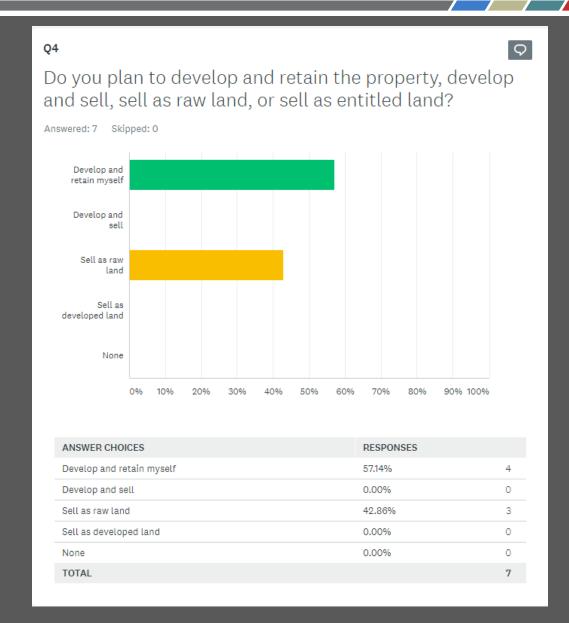
# STAKEHOLDER FEEDBACK

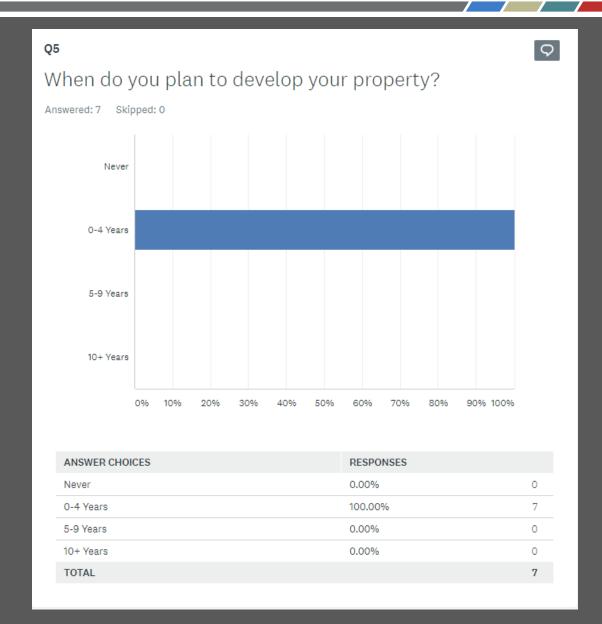
### **SURVEY RESPONDENTS**

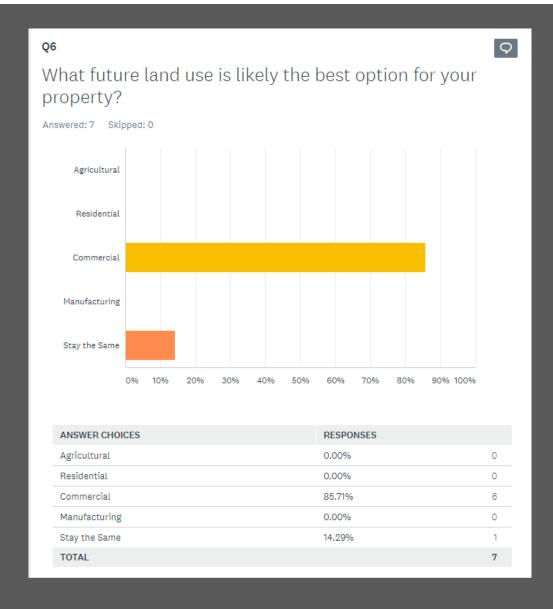
- 7 Responses from 6 individuals/organizations
  - Swenson Properties LLC (2)
  - Young Living Essential Oils LLC
  - LSM SF LLC
  - CDL Real Estate
  - Spanish Springs LLC
  - 1 unidentified representative







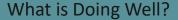




- Ideas for development in area
  - Diverse commercial with transitional zoning or complementary businesses
  - "Clean" commercial
  - Light industrial, service station, restaurant
  - Coordinated development guided by a master plan
  - Warehousing with strategic commercial

- Other survey comments
  - Young Living Essential Oils has already developed and plans to expand as needed
  - Swenson family is excited to participate in the future planning of the area
  - One unidentified representative prefers to see zoning for office and retail not light industrial

# LAND USE SCENARIOS



- Flex Office
  - Owner/occupied and for-lease
  - Speculative construction at 50% pre-lease
  - Capitalization rates 5.5-7.0%
- Warehouse
  - Demand in key distribution areas
  - Demand from retailers
  - Capitalization rates 6.0-7.5
- Apartments, Townhomes, Single-Family Homes
  - Very limited supply at present
  - Strong in-migration and inactive "move" market leading to constrained supply
  - Capitalization Rates 5.0-6.5%





#### What is Doing Poorly?



- Retail
  - Retail sales are up, significantly in some areas, but some brick and mortar are losing sales to online (now being traced to the residence)
  - Restaurants/eateries have largely either excelled (record sales for some), or have notably suffered
  - Capitalization rates 6.5-8.5%
- Hotel
  - Rebounding well in the third and fourth quarter, particularly for newer product with rates in the \$90-\$150 a night range
  - Large resort hotels, spas, conference centers, are working through financing and cash flow issues. Consolidation is anticipated

#### Still Unknown?

- Office
  - Anticipated significant amount of sublease space for Class B/B+ offerings
  - Pre-lease commitments are more important
  - Tenants requesting flexibility with lease terms
- Affordable Housing
  - Strong demand, but no real clear vision with rising construction costs and lack of incentives available



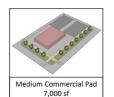
# LAND USE SCENARIO 1: PRE-COVID



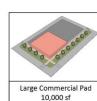
Land Use Scenario 1: Pre-COVID



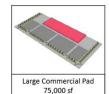
Il Commercial Pad 2,500 sf TOTAL: 5,000 SF



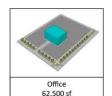
TOTAL: **28,000 SF** 



TOTAL: **20,000 SF** 



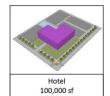
TOTAL: **75,000 SF** 



TOTAL: **475,000 SF** 



TOTAL: **100,000 SF** 



TOTAL: **160,000 SF** 

GRAND TOTAL SF: 1,238,000



TOTAL: **375,000 SF** 

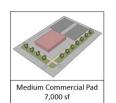
# LAND USE SCENARIO 2: POST-COVID



Land Use Scenario 2: COVID



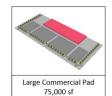
TOTAL: 15,000 SF



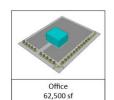
TOTAL: 21,000 SF



TOTAL: 10,000 SF



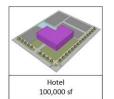
TOTAL: 75,000 SF



TOTAL: 375,000 SF



TOTAL: 100,000 SF



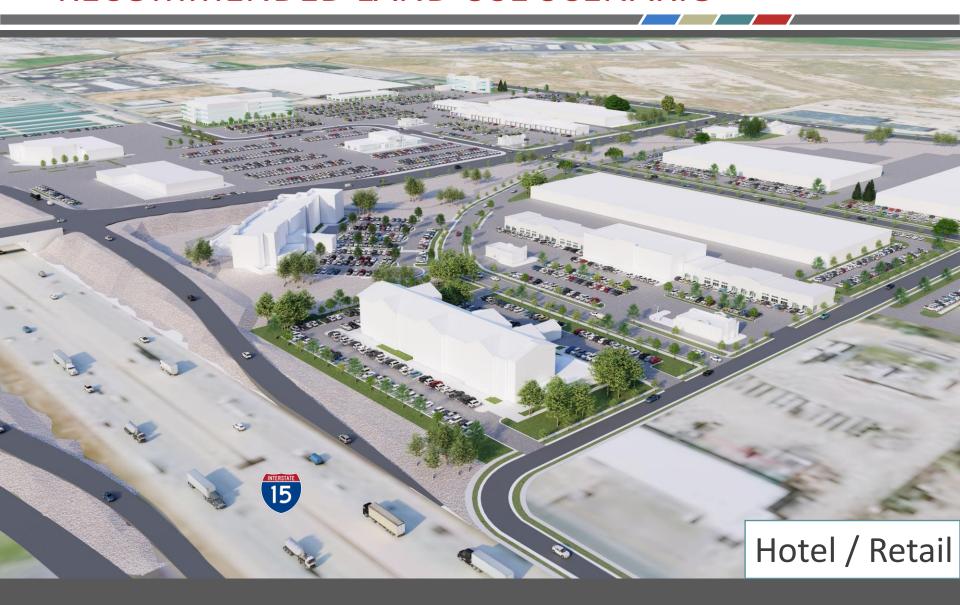
TOTAL: 100,000 SF





TOTAL: 375,000 SF



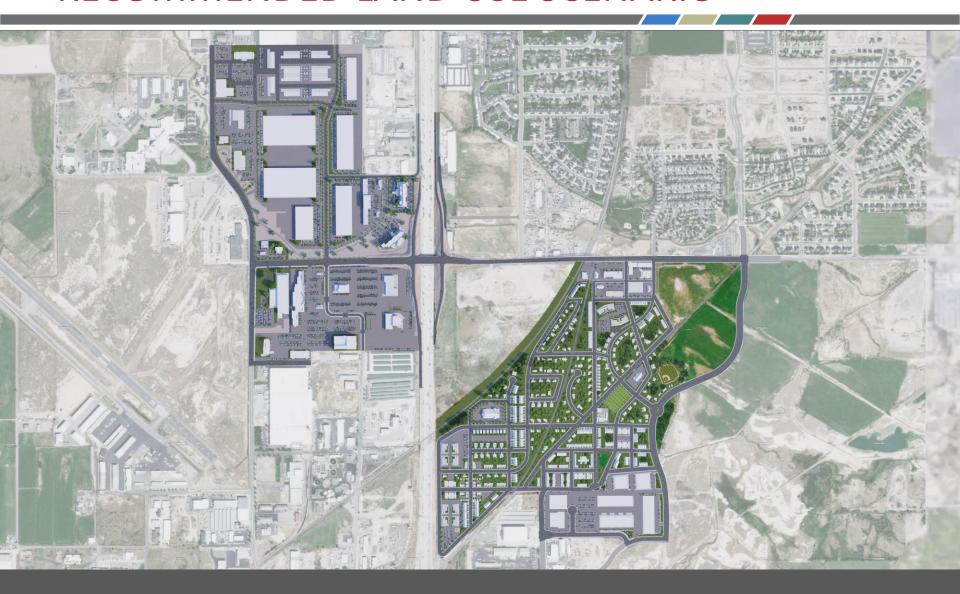










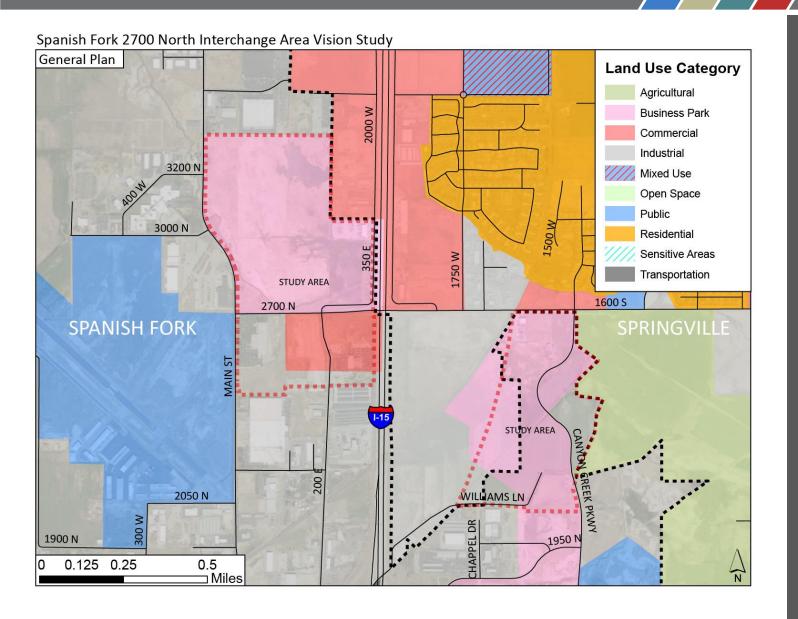


# RECOMMENDATIONS/CONCLUSION

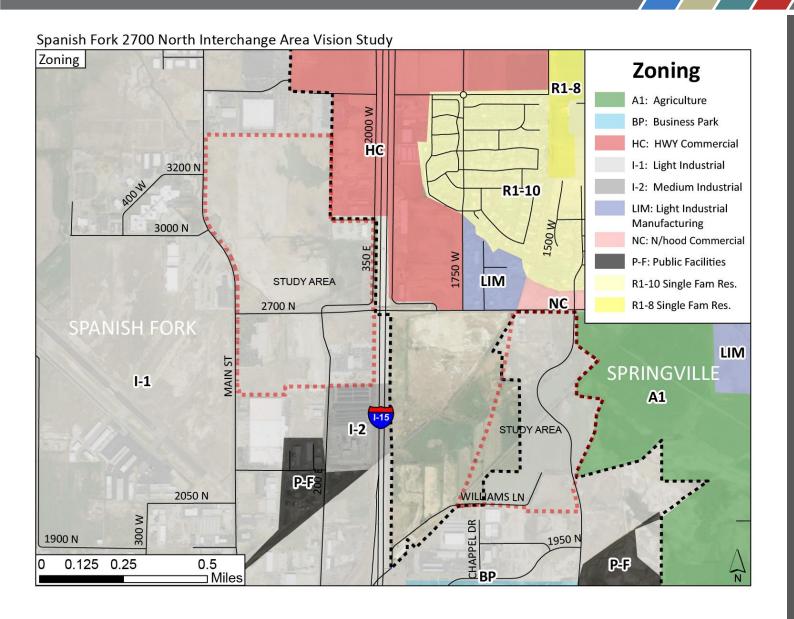
- Update General Plan and Zoning Designations to allow for uses beyond industrial
- Work towards future annexation and plan for future railway crossings
- Continue to share Land Use Vision with Stakeholders and Public and update as needed
- Market the Land Use Vision for potential development

(Additional Information Slides)

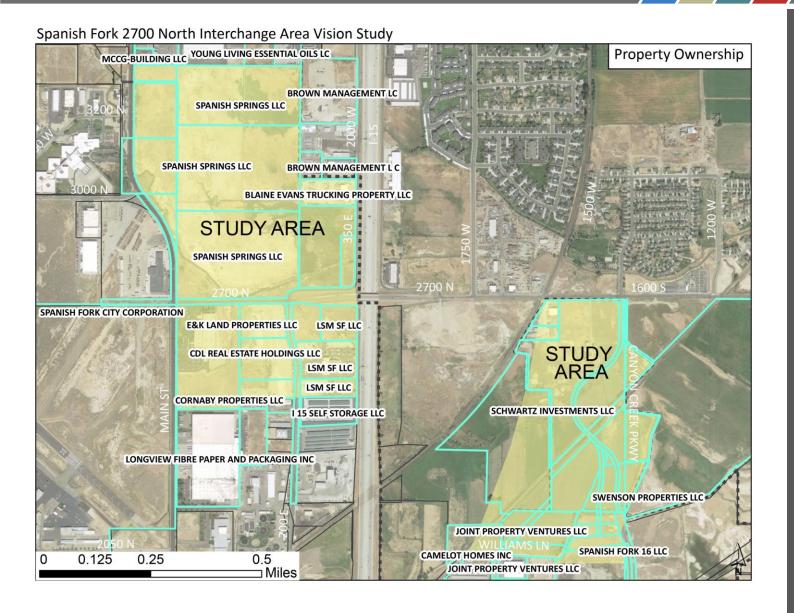
### **EXISTING CONDITIONS: GENERAL PLAN**



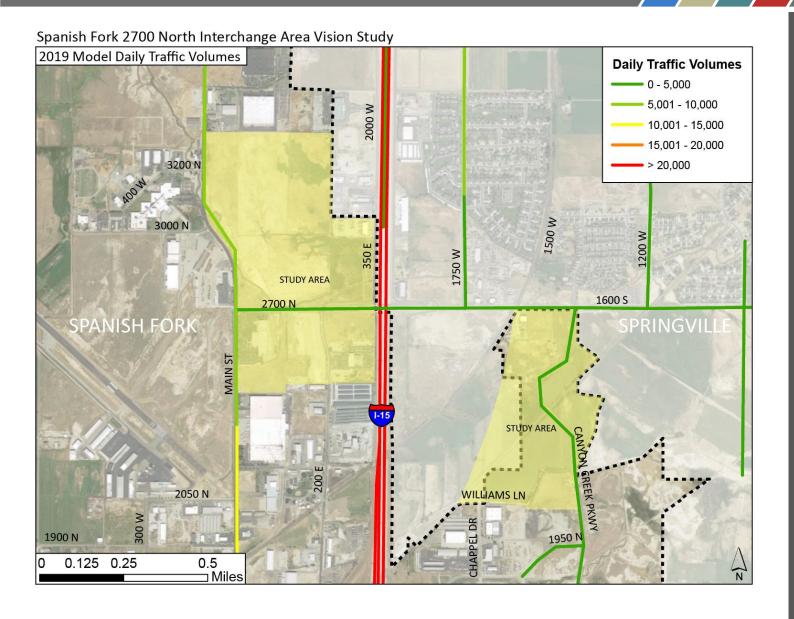
# **EXISTING CONDITIONS: ZONING**



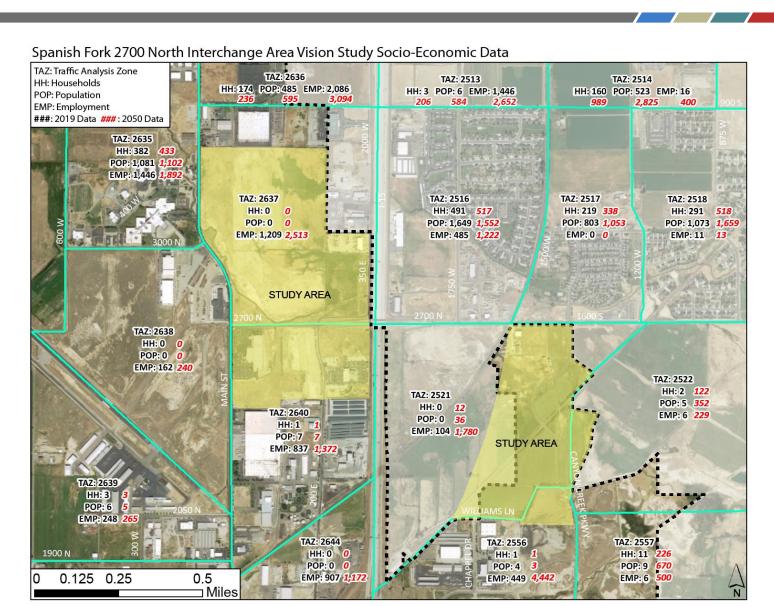
# PROPERTY OWNERSHIP



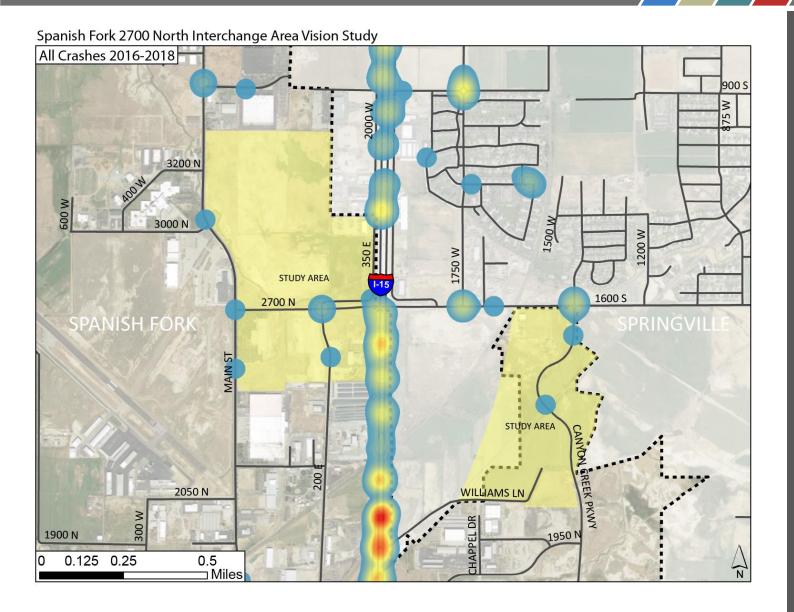
# **EXISTING CONDITIONS: TRAFFIC VOLUMES**



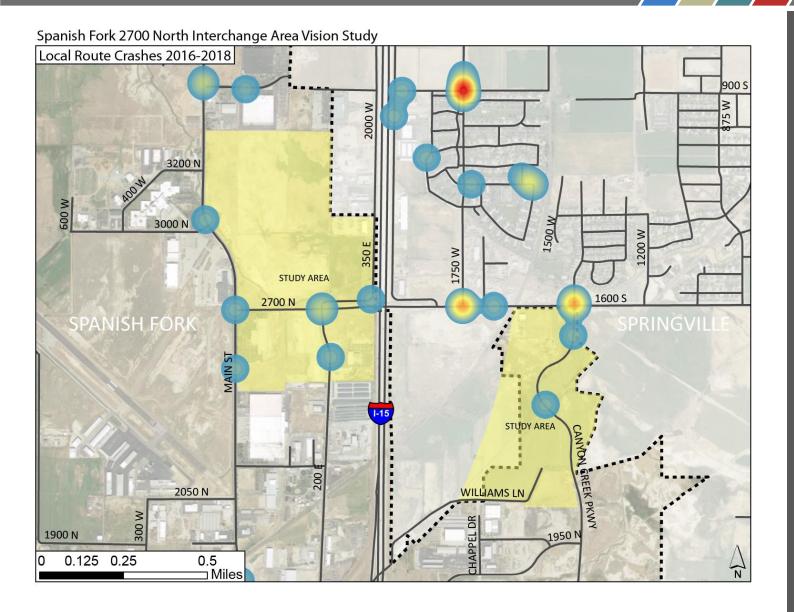
### SOCIO-ECONOMIC DATA



# **SAFETY DATA**

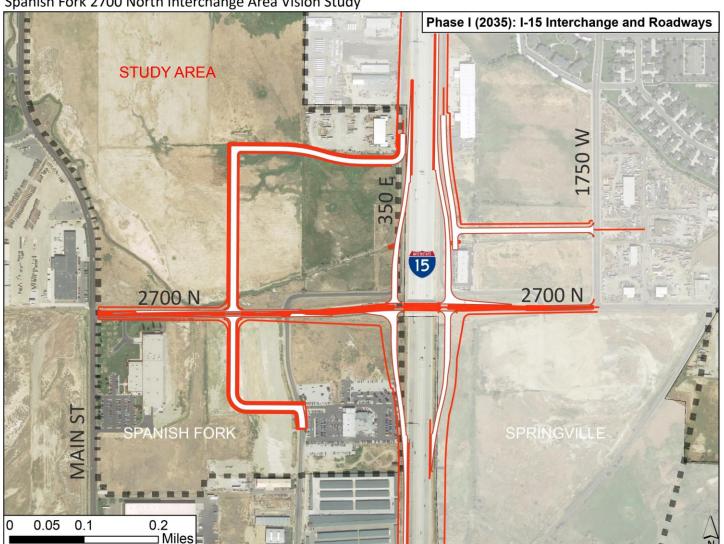


# **SAFETY DATA**



# I-15 INTERCHANGE PREFERRED ALTERNATIVE

Spanish Fork 2700 North Interchange Area Vision Study



Storymap Link

Video Link

# SPANISH FORK-DATA HIGHLIGHTS





Median Age – 25.4 Median Age – State – 30.7 Median Age – USA – 38.2



Yr. Trans. Costs - \$16,576 Yr. Trans. Costs - County - \$15,741



Median Income – \$72,000 Median Income – County – \$75,350



Sales Per Capita – \$19,721 Sales Per Capita – County - \$17,558

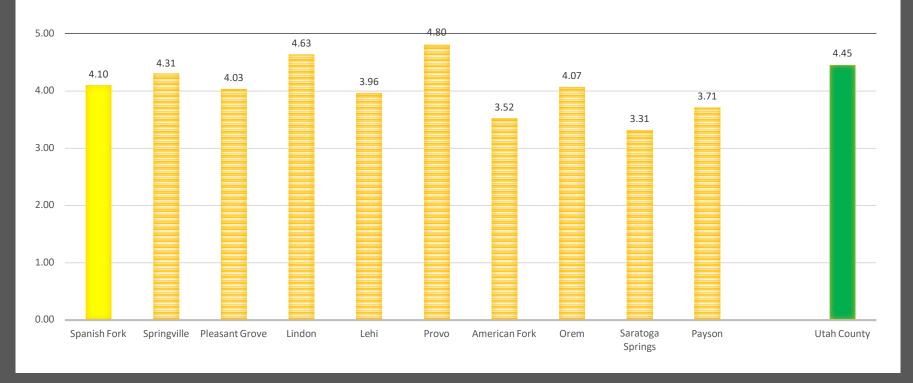


Employees/Population Ratio – 0.27 Employees/Population Ratio – 0.36

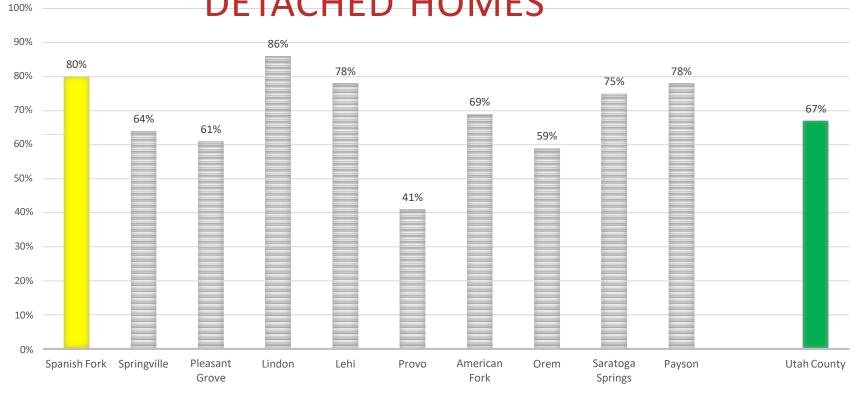


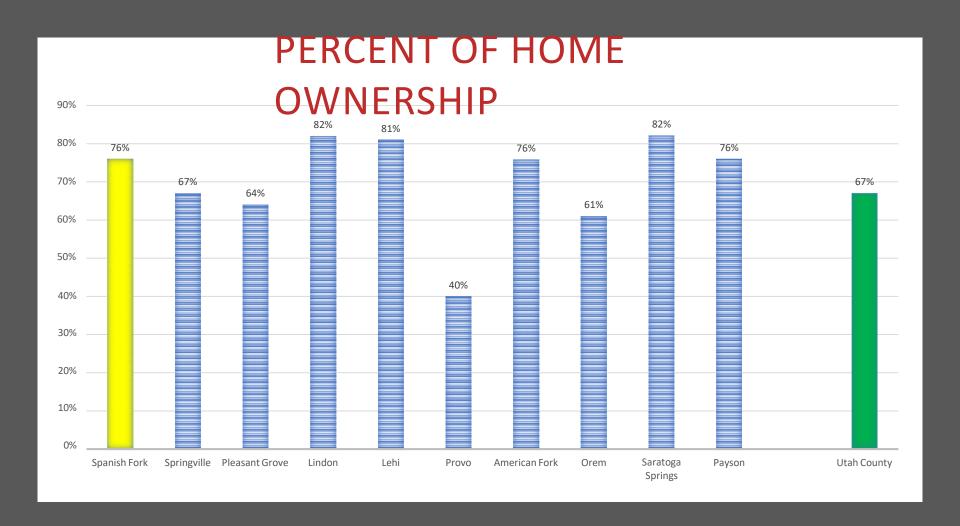
Affordability Index – 4.1 Affordability Index – County – 4.45





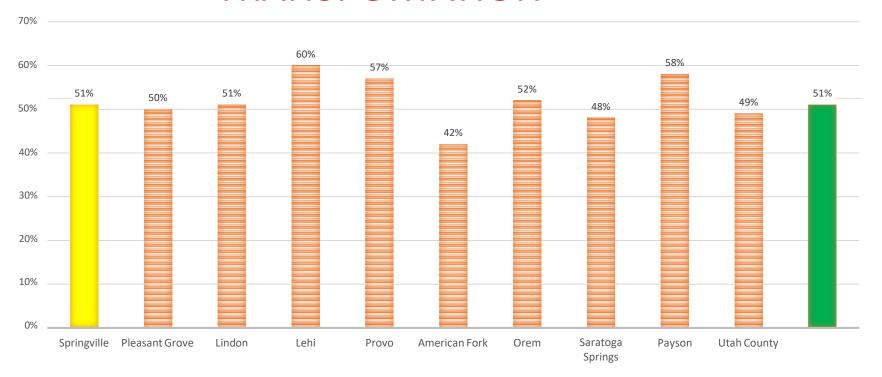




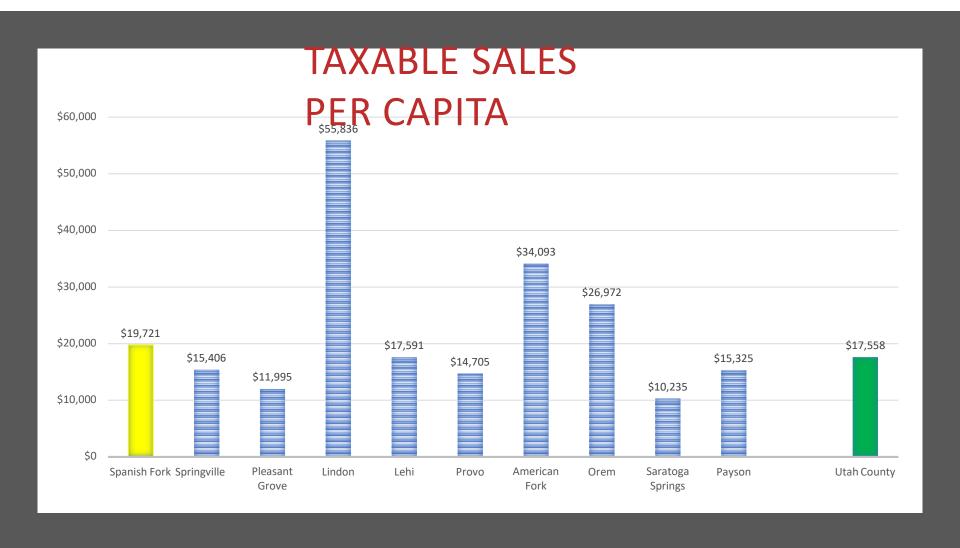


## PERCENTAGE OF INCOME SPENT

# ON HOUSING AND TRANSPORTATION







# SPANISH FORK – RETAIL SALES COMPARISONS

City	Motor Vehicle Parts and Dealers/P er Capita	General Merchandise Stores/Per Capita	Food Services and Drinking Places/Per Capita	Food and Beverage Stores/Per Capita	Building Material and Garden Equipment/Per Capita
Payson Springville	\$1,318 <sup>\$787</sup>	\$4,525 \$2,524	\$1,349 \$1,348	\$1,508 \$1,784	\$290 \$285
Provo	\$1,404	\$1,238	\$1,452	\$909	\$1,099
Orem	\$3,455	\$3,890	\$2,161	\$2,005	\$1,687
Lindon	\$14,491	\$6,962	\$1,222	\$29	\$12,142
Spanish Fork	\$2,281	\$5,024	\$1,516	\$1,033	\$1,420
Utah County	\$2,142	\$2,469	\$1,348	\$1,149	\$1,023

# SPANISH FORK – POPULATION AND KEY

Current Population	Retail Square Feet (25 sq.ft./capita)	Retail Square Feet (20 sq.ft./capita)	Retail Square Feet (15 sq.ft./capita)
44,600	1,115,000	892,000	669,000
2050 Population	Retail Square Feet (25 sq.ft./capita)	Retail Square Feet (20 sq.ft./capita)	Retail Square Feet (15 sq.ft./capita)
72,300	1,807,500	1,446,000	1,084,500

Key Statistics						
Hotel Occupancy	10-20% (typically 70-80%)					
Regional Retail Vacancy	15-20% - Now (20-30% anticipated 2021)					
Required Retail Rates of Return	18-25%					
Current Retail Rates of Return	7-15%					
Required Office Rates of Return	15-20%					
Current Office Rates of Return	12-16%					

Existing Property Tax Impact – 2700 North, Spanish Fork							
Parcel	Land Size	Taxable Value	Spani sh Fork Prope rty Tax Rate	Spanish Fork Property Taxes	Spanish Fork Property Taxes/Per Acre		
26-047-0051	12.2	\$2,083,700	0.000991	\$2,065	\$169		
26-047-0050	17.8	\$2,881,700	0.000991	\$2,856	\$160		
26-044-0045	6.46	\$3,511,900	0.000991	\$3,480	\$539		
26-044-0002	1.65	\$1,362,000	0.000991	\$1,350	\$818		
26-044-0042	12.46	\$2,205,600	0.000991	\$2,186	\$175		
26-044-0005	4.84	\$1,828,200	0.000991	\$1,812	\$374		
26-044-0026	34.44	\$3,282,400	0.000991	\$3,253	\$94		
26-044-0027	34.44	\$3,282,300	0.000991	\$3,253	\$94		
26-049-0033	4.17	\$363,400	0.000991	\$360	\$86		
26-049-0025	3.42	\$636,700	0.000991	\$631	\$184		
26-049-0032	7.1	\$4,253,400	0.000991	\$4,215	\$594		
26-050-0042	17.9	\$0	0.000991	\$0	\$0		
26-050-0041	23.8	\$0	0.000991	\$0	\$0		
26-049-0051	10.2	\$1,114,800	0.000991	\$1,105	\$108		
	TO 190.88	\$26,806,100		\$26,565	\$139		

# SPANISH FORK FISCAL IMPACTS – 2700 NORTH

Use Type	Buildi ng Size	Land Size	Total Value	Ass	sess ed /alu	Person al Proper ty	Spanish Fork Tax Rate	Spani		Spanish Fork Property Taxes/Per Acre
Office	200,00	13.12	\$51,611,429	\$46,4	50,286	\$0	0.000991	\$46,	032	\$3,509
Retail	25,000	2.30	\$5,128,276	\$4,61	5,448	\$0	0.000991	\$4,5	574	\$1,992
Hotel	50,000	1.04	\$15,000,000	\$13,5	00,000	\$250,000	0.000991	\$13,	626	\$13,045
Multi-Family	207,000	3.27	\$31,123,015	\$17,1	17,658	\$0	0.000991	\$16,	064	¢F 106
			Use Type				Population Municipal S Distribution Energy Fees		Total Taxes and Fees	Total Per Acre
			Office Retail Hotel Multi-Fam	ily	\$0 \$43,75 \$6,25 \$9,00	50	\$0 \$0 \$0	\$48,000 \$6,000 \$34,995 \$24,000	\$94,032 \$54,324 \$54,871 \$99,214	\$7,168 \$23,663 \$52,532 \$30,331



# What is happening with retail?

• Per capita spending in Utah



- Online spending as percent of total retail sales
- Store closures and bankruptcies

# Impacts of Retail Changes

Sales Tax Capture Rates - Retail Area	2013	2018	2020
American Fork	176%	197%	?
Lehi	66%	97%	?
Lindon	176%	316%	?
Pleasant Grove	99%	45%	?
Provo	93%	60%	?
Spanish Fork	59%	109%	?
Orem	161%	142%	?

#### Retail Conditions in Utah - 2020:

Doing Well – Grocery stores (although evolving), some specific eateries, "experience" stores that can still offer an experience

Faring poorly – Clothing stores, toy stores, jewelry stores, restaurants without delivery and pickup options, department stores, anything struggling with competing with online shopping or unable to adapt to changing conditions

#### What are retailers doing to adjust (beyond restrictions for COVID)?

Concept stores – opportunities for customers to have experiences that are not replicated online

Distribution stores – stores which allow for drop-off deliveries from online services – results in quicker shipping times and reduced costs

Eateries are adapting to Uber Eats, Door Dash and other delivery services – ultimately leading to reduced table space and a greater need for pick-up capacities.

#### Retailers want the following:

- Strong traffic counts multiple points of access
- Growing populations counts in 0.5, 1.0, 3.0-mile radii
- Daytime populations typically requires an office presence
- Destination locations customer draws (parks, stadiums, entertainment options, etc.)
- Access, access, and access. And flexibility
- Retailers are looking more closely at which demographics are more likely to online shop, and are looking for areas which support traditional retail activity

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#### Retail Site Criteria

(sampling of potential retailers and their site requirements)

**Michael's** – population minimum of 200,000 in a 10-mile area, required to have near access to a major traffic arterial, desire for areas of high income and high percentage of female population Average 15,000 to 30,000 square feet, minimum parking of 5.0 spaces per thousand

**Bed Bath & Beyond** – population minimum of 150,000 in 6-mile area, minimum of 15,000 households in area with over \$55,000 incomes, high home ownership ratios, areas of solid planned population growth Average 20,000 to 40,000 square feet, parking at a minimum of 5.0 spaces per thousand. Reject locations that are near theaters, gyms, and restaurants

TI Maxx – population minimum of 100,000 in a 3-mile area, with close proximity to high-traffic tenants, grocery stores, clothing stores, bath and home stores; require mid-to-upper incomes, higher percentage of female population

Average size of 30,000 square feet, parking at a minimum of 5.0 spaces per thousand

#### Retail Site Criteria

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(sampling of potential retailers and their site requirements)

**Wal-Mart** – minimum population of 100,000 in three miles, major arterials in immediate area (40,000 ADT), avoid high or extra low-income areas

Average 140,000 to 200,000 square feet (Super Centers), parking at 4.5 to 6.0 per thousand

**Sprouts** – minimum population of 100,000 within a 10-minute drive time, median incomes that are above average in the draw area, and easy access from a main thoroughfare

Average store size of 30,000 square feet, desirable to have minimum of 150-feet of storefront, parking at a minimum of 4.5 per thousand

**Staples** – minimum population of 150,000 within a five-mile radius, plus a minimum of 5,000 small businesses. Focus on high-income areas and small business activity

Average store size of 25,000 square feet, parking required at 5.0 per thousand

**Olive Garden** – 125,000 population in 15-minute drive time. Average 8,000 square feet, 1.0-2.5 acres, parking at more than 10.0 per thousand

**Family Dollar** – median incomes *below* \$60,000 in 1-mile radius, desire grocery-anchored centers, average 8,500 square feet, parking in excess of 3.5 per thousand

**Costco** – suburb locations with minimum of 75,000 population within five miles. Will look at growing demographics within a 20-mile radius, near access to a major arterial required. Average store sizes of 145,000 square feet, parking typically required at 6.0 per thousand

Whole Foods – minimum population of 200,000 within a 20-minute drive time, higher percentage of college-educated residents than most areas, median incomes above average, visibility characteristics are emphasized. Average store sizes of 25,000 to 50,000 square feet, parking at 5.5 to 6.0 per thousand



Jamba Juice – population more than 45,000 within 2.0 miles – daytime employment greater than 15,000 within 2.0 miles – average age less than 38 within 2.0 miles. Average 1,200 square feet, parking in excess of 5.5 per thousand, end cap, pad, or corner

**Cabela's** – population minimum of 250,000 in 30-mile radius, minimum 75,000 daily traffic. Minimum of 5.0 acres, parking of 6.0 spaces per thousand

#### **Impact of Various Retailers**

Tenant	Avg. Sales Per Sq.Ft.	Average Store Size (square feet)	Fiscal Impact to City*
Olive Garden	\$540	8,000	\$21,600
Denny's	\$330	4,200	\$6,930
Shopko	\$80	96,000	\$38,400
Costco	\$1,050	145,000	\$761,250
Burger King	\$140	3,200	\$2,240
Wendy's	\$280	3,200	\$4,480
Walgreen's	\$760	14,100	\$53,580
Black Bear Diner	\$480	5,300	\$12,720
Outback Steakhouse	\$540	6,200	\$16,740
Chili's	\$420	5,200	\$10,920
Papa John's	\$200	1,300	\$1,300

<sup>\*</sup> Sales tax revenue only (does not include other taxes)

Tenant	Sales Tax Generated Per Square Foot
Costco	\$5.25
Walgreen's	\$3.80
Outback	\$2.70
Olive Garden	\$2.70
Black Bear	\$2.40
Chili's	\$2.10
Denny's	\$1.65
Wendy's	\$1.40
Papa John's	\$1.00
Burger King	\$0.70
Shopko	\$0.40

Spanish Fork									
						Increase in	Average Annual		Annual Average
						Population	Population	Total Increase in	Household
Population	2020	2030	2040	2050	2060	(2020-2060)	Growth	Households	Growth
	44,623	54,143	64,607	72,300	78,300	33,677	842	8862	222



RETAIL	
Retail needs per capita - 15 square feet	14,280
Capture of 25%	3,570
"Bonus" of freeway capture, leakage of other cities	3.0
25% capture with freeway "bonus"	10,710











EMPLOYMENT	
Jobs/Population Ratio	0.27
Annual Pop Growth	952
Annual Job Growth	257
Space Needs at 400 Sq.Ft./Job	102,816
Space Needs at 300 Sq.Ft./Job	77,112
Space Needs at 25% Capture - 400sq.ft.	25,704
Space Needs at 50% Capture - 400sq.ft.	51,408
Space Needs at 25% Capture - 300sq.ft.	19,278
Space Needs at 50% Capture - 300 sq.ft.	38,556



Use Type	Year of Initial Absorption	Total Absorption Years (out of a ten- year period)	Average Absorption Per Year	Total Gross Square Feet	Required Land (acres)	Parking Ratio	Total Parking Spaces	Likely Parking Area Total (acres)	Building Heights	Floor Plate Size
Office	2022	10	47,231	472,311	21.7	5.5	2,598	19.7	4-6 stories	10,000-15,000
Retail - In-Line and Pad	2023	5	10,710	53,550	6.1	5.0	268	2.0	1 Story	2,000-10,000
Retail - Large Anchor	2024	1	75,000	75,000	8.6	5.0	375	2.8	1 Story	75,000
Hotel	2023	2	80,000	160,000	9.2	2	320	2.4	3-4 stories	20,000-30,000
Multi-Family	2022	10	37,579	375,789	29					
Flex Office	2022	5	20,000	100,000	7.7	2.5	250	1.9	1-2 Stories	10,000-20,000
1										Į.

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Use Type	Year of Initial Absorption	Total Absorption Years (out of a ten-year period)	Average Absorption	Total Gross Square Feet	Required Land (acres)	Parking Ratio	Total Parking Spaces	Likely Parking Area Total (acres)	Building Heights	Floor Plate Size
Office Retail - In-Line and	2023	7	53,135	371,945	17.1	5.5	2046	15.5	4-6 stories	10,000-15,000
Pad	2024	4	10,710	42,840	4.9	5.0	214	1.6	1 Story	2,000-10,000
Retail - Large Anchor	2025	1	75,000	75,000	8.6	5.0	375	2.8	1 Story	75,000
Hotel	2025	1	80,000	80,000	4.6	2	160	1.2	3-4 stories	20,000-30,000
Multi-Family	2022	10	37,579	375,789	29					
Flex Office	2022	5	20,000	100,000	7.7	2.5	250	1.9	1-2 Stories	10,000-20,000

### Existing Property Tax Impact – 2700 North, Spanish Fork

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				Spanis		Cuaniah Faul
			Taxable	Fork		Spanish Fork
				Proper	-	•
Parcel		Land Size	Value	Tax Rat	te Property Taxe	s Taxes/Per Acre
26-047-0051		12.2	\$2,083,700	0.00099	91 \$2,065	\$169
26-047-0050		17.8	\$2,881,700	0.00099	91 \$2,856	\$160
26-044-0045		6.46	\$3,511,900	0.00099	91 \$3,480	\$539
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26-049-0025		3.42	\$636,700	0.00099	91 \$631	\$184
26-049-0032		7.1	\$4,253,400	0.00099	91 \$4,215	\$594
26-050-0042		17.9	\$0	0.00099	91 \$0	\$0
26-050-0041		23.8	\$0	0.00099	91 \$0	\$0
26-049-0051		10.2	\$1,114,800	0.00099	91 \$1,105	\$108
	TOTAL	190.88	\$26,806,100		\$26,565	\$139

### Spanish Fork Fiscal Impacts – 2700 North

Use Type	Building Size	Land Size	Total Value	Assessed Value	Personal Property	Spanish Fork Tax Rate	Spanish Fork Property Taxes	Spanish Fork Property Taxes/Per Acre
Office	200,000	13.12	\$51,611,429	\$46,450,286	\$0	0.000991	\$46,032	\$3,509
Retail	25,000	2.30	\$5,128,276	\$4,615,448	\$0	0.000991	\$4,574	\$1,992
Hotel Multi-Family	50,000 207,000	1.04 3.27	\$15,000,000 \$31,123,015	\$13,500,000 \$17,117,658	\$250,000 \$0	0.000991 0.000991	\$13,626 \$16,964	\$13,045 \$5,186

		Population		Total Taxes	Total Per
Use Type	Sales Taxes	Distribution	Energy Fees*	and Fees	Acre
Office	\$0	\$0	\$48,000	\$94,032	\$7,168
Retail	\$43,750	\$0	\$6,000	\$54,324	\$23,663
Hotel	\$6,250	\$0	\$34,995	\$54,871	\$52,532
Multi-Family	\$9,000	\$49,250	\$24,000	\$99,214	\$30,331
			*TRT Included		

#### Bridging the Gap

- CRA/RDA Possibilities
- Public Infrastructure Districts (PIDs)
- Special Service Districts
- TDRs



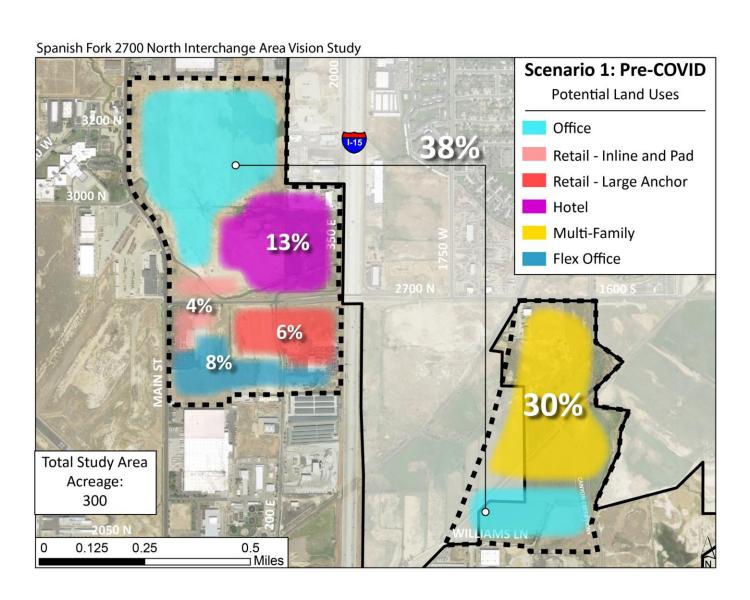
# LAND USE SCENARIOS

# LAND USE SCENARIO 1: PRE-COVID

Use Type	Year of Initial Absorption	Total Absorption Years (out of a ten-year period)	Average Absorption Per Year	Total Gross Square Feet
Office	2022	10	47,200	472,000
Retail - In-Line and Pad	2023	5	10,700	53,600
Retail - Large Anchor	2024	1	75,000	75,000
Hotel	2023	2	80,000	160,000
Multi-Family	2022	10	37,600	375,800
Flex Office	2022	5	20,000	100,000

Total: 1,237,700

## LAND USE SCENARIO 1: PRE-COVID



# LAND USE SCENARIO 1: PRE-COVID



#### Land Use Scenario 1: Pre-COVID



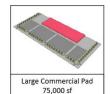
TOTAL: 5,000 SF



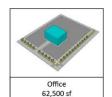
TOTAL: **28,000 SF** 



TOTAL: **20,000 SF** 



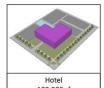
TOTAL: **75,000 SF** 



TOTAL: **475,000 SF** 



TOTAL: **100,000 SF** 



100,000 sf



GRAND TOTAL SF: 1,238,000



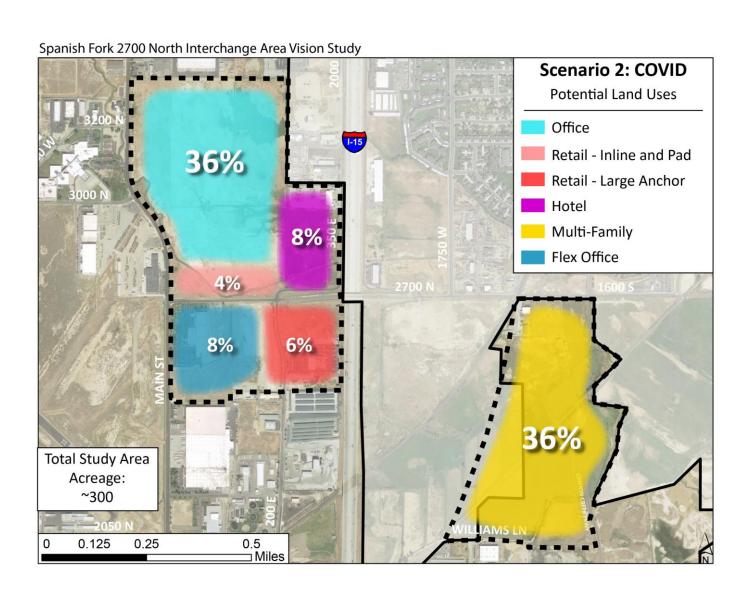
TOTAL: 375,000 SF

# LAND USE SCENARIO 2: POST-COVID

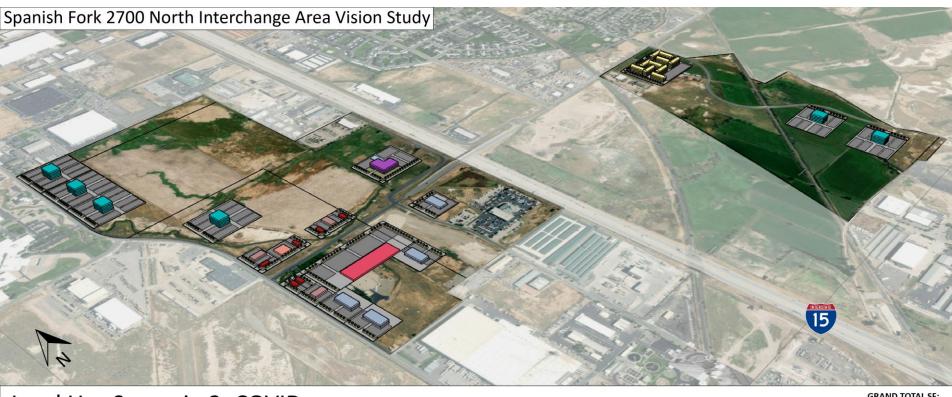
Use Type	Year of Initial Absorption	Total Absorption Years (out of a ten-year period)	Average Absorption Per Year	Total Gross Square Feet
Office	2023	7	53,100	372,000
Retail - In-Line and Pad	2024	4	10,700	42,800
Retail - Large Anchor	2025	1	75,000	75,000
Hotel	2025	1	80,000	80,000
Multi-Family	2022	10	37,600	375,800
Flex Office	2022	5	20,000	100,000

Total: 1,045,600

## LAND USE SCENARIO 2: POST-COVID



# LAND USE SCENARIO 2: POST-COVID



#### Land Use Scenario 2: COVID



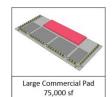
TOTAL: 15,000 SF



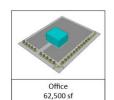
TOTAL: 21,000 SF



TOTAL: 10,000 SF



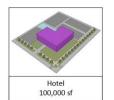
TOTAL: 75,000 SF



TOTAL: 375,000 SF



TOTAL: 100,000 SF



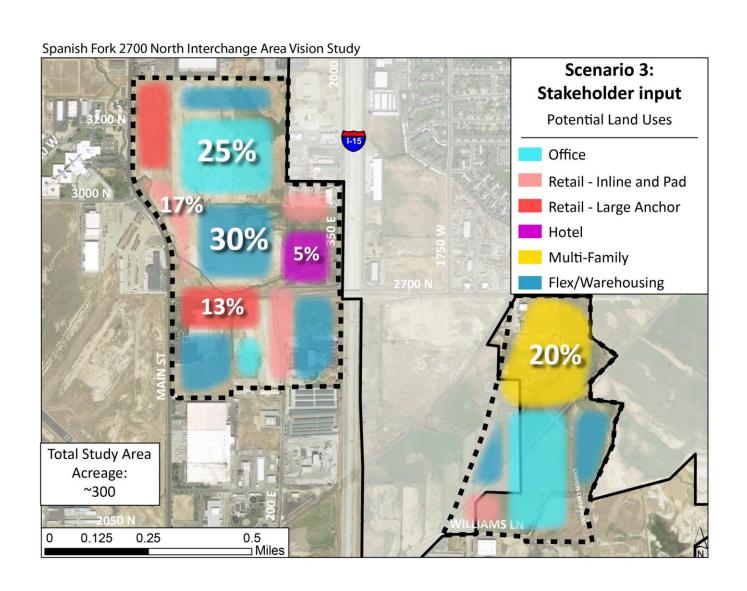
TOTAL: 100,000 SF





TOTAL: 375,000 SF

# LAND USE SCENARIO 3: STAKEHOLDER FEEDBACK



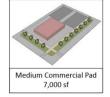
## LAND USE SCENARIO 3: STAKEHOLDER FEEDBACK



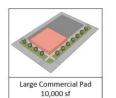
#### Land Use Scenario 3: Stakeholder Input



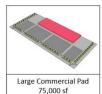
TOTAL: 77,500 SF



TOTAL: 28,000 SF



TOTAL: 90,000 SF



TOTAL: 150,000 SF

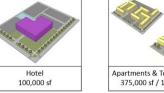


TOTAL: 1,000,000 SF



TOTAL: 742,500 SF

4,091,500



TOTAL: 400,000 SF



TOTAL: 1,603,500 SF

#### OTHER FEEDBACK FROM STAKEHOLDERS

# Conversation w/Nate Bullen with Colmena Group Preliminary plans for their property:

- INDUSTRIAL WAREHOUSING (IN THE WORKS)
- POSSIBLE COMMERCIAL @ CORNER OF 2700 S & MAIN STREET
- CONNECTIONS TO FRONTAGE ROAD

\*If you would like a one-on-one discussion about your development plans, please reach out!\*

## OTHER FEEDBACK FROM STAKEHOLDERS

