



GRAND COUNTY COUNCIL SPECIAL MEETING

Grand County Council Chambers
125 East Center Street, Moab, Utah

AGENDA

Monday, March 11, 2019

1:00 p.m.

- Call to Order**
- Presentations** (none)
- Discussion Items** (none)
- Public Hearing** (none)
- Future Considerations**
- Action Items – Discussion and Consideration of:**
 - A. Approving moving forward to develop an Interlocal Agreement with Moab City to collaborate on the production of a valley-wide Future Land Use Plan and map by August 2019, with special consideration given to the moratorium on accommodations-based developments, and to contribute unbudgeted funds in the amount of \$15,000 towards consultation services provided by Landmark Design of Salt Lake City, already contracted by Moab City (Zacharia Levine, Community & Economic Development Director and Council Vice Chair Morse)
- Closed Session(s) if necessary**
- Adjourn**

NOTICE OF SPECIAL ACCOMMODATION DURING PUBLIC MEETINGS. In compliance with the Americans with Disabilities Act, individuals with special needs requests wishing to attend County Council meetings are encouraged to contact the County two (2) business days in advance of these events. Specific accommodations necessary to allow participation of disabled persons will be provided to the maximum extent possible. T.D.D. (Telecommunication Device for the Deaf) calls can be answered at: (435) 259-1346. Individuals with speech and/or hearing impairments may also call the Relay Utah by dialing 711. Spanish Relay Utah: 1 (888) 346-3162

It is hereby the policy of Grand County that elected and appointed representatives, staff and members of Grand County Council may participate in meetings through electronic means. Any form of telecommunication may be used, as long as it allows for real time interaction in the way of discussions, questions and answers, and voting.

At the Grand County Council meetings/hearings any citizen, property owner, or public official may be heard on any agenda subject. The number of persons heard and the time allowed for each individual may be limited at the sole discretion of the Chair. On matters set for public hearings there is a three-minute time limit per person to allow maximum public participation. Upon being recognized by the Chair, please advance to the microphone, state your full name and address, whom you represent, and the subject matter. No person shall interrupt legislative proceedings.

Requests for inclusion on an agenda and supporting documentation must be received by 5:00 PM on the Wednesday prior to a regular Council Meeting and forty-eight (48) hours prior to any Special Council Meeting. Information relative to these meetings/hearings may be obtained at the Grand County Council's Office, 125 East Center Street, Moab, Utah; (435) 259-1346.

A Council agenda packet is available at the local Library, 257 East Center St., Moab, Utah, (435) 259-1111 at least 24 hours in advance of the meeting.

David Everitt
City Manager
Moab City Center
217 East Center Street
Moab, UT 84532
deveritt@moabcity.org

March 5, 2018



ADDITIONAL SERVICES PROPOSAL TO ADDRESS NIGHTLY RENTAL AND OVERNIGHT ACCOMMODATIONS IN MOAB AND GRAND COUNTY

Dear David,

Thank you for the opportunity to submit the following scope and fee proposal for providing additional services. As discussed with the City Council last week, both Moab and Grand County have recently passed moratoriums prohibiting the approval of overnight accommodations, including hotels, motels, campgrounds, B&Bs and any other commercial uses associated with overnight accommodations.

In order to ensure that overnight accommodation is addressed comprehensively, we have been requested to incorporate the needs of both Moab and Grand County, as it is desirable that the two entities work together to create a common approach and solution. Furthermore, since Landmark Design is currently under contract to prepare an updated Land Use Plan and Map for Moab, it would be beneficial to fold the overnight rentals scope into that project.

Due to the focused nature and short deadline of resolving the overnight accommodations issue, Landmark Design will lead the effort with assistance from **Lewis, Young, Robertson & Burningham (LYRB)**, which will provide specialty specialty market and economic assessments.

I will serve as Principal-in-Charge and Project Manager and will be your Primary Contact. Please feel free to call me at our office at 801-474-3300 or on my cell 801-718-4353 if you have any questions or require additional clarification. If I am not available, you are welcome to speak to Jennifer Hale at the office number.

Respectfully yours,

A handwritten signature in black ink, appearing to read "Mark Vlasic".

Mark Vlasic, APA, AICP, PLA, ASLA, LEED Green Associate
Principal-in-Charge and Project Manager

1. PROJECT UNDERSTANDING

Moab and Grand County recently adopted 180-day moratoriums that temporarily prohibit the approval of overnight accommodations including hotels, motels, campgrounds, B&Bs and any other commercial uses associated with overnight accommodation. Accordingly, this allows both time to engage in focused study, develop policy recommendations and adopt ordinance changes that meet existing and future needs of each.

Landmark Design is currently under contract with the City of Moab to prepare an updated Land Use Plan and Map. Since that process is in the early stage of development, we are able to modify our approach and scope to incorporate a detailed assessment of Overnight Accommodations into that effort. We understand that all required work related to the assessment of Overnight Accommodations must be complete within the 180-day term of the moratorium, requiring that our current Land Use Plan and Map process and schedule for the Land Use Plan and Map is adjusted.

Since it is desirable to address the needs of this project as a unified effort by both Moab and Grand County, we propose a process that brings both entities to the table, thereby providing a unified and comprehensive understanding of the topic. We have recently spoken to Zachariah Levine at Grand County and understand that they are somewhat ahead of Moab in addressing the associated issues and potential solutions.

We therefore propose a process that brings Moab up to speed as quickly as possible, and that the scheduling requirements are adjusted to meet the needs of Grand County, which adopted their moratorium one-week earlier than Moab. We anticipate working closely with Moab and Grand County Staff residents and project stakeholders in the development of clear planning ideas, policies and ordinance changes.

As the terminal deliverables of this project, Landmark Design develop Draft Policies and craft preliminary ordinances, which will be provided to each entity with sufficient lead time to facilitate adoption by their legislative bodies and codification by legal staff and others.

2. APPROACH & PROPOSED WORK PLAN

Since we will be addressing the needs of both Moab and Grand County, we have made every attempt to quantify tasks and fees according to each entity. Please note that we are open to discussion and to make modifications that meet the needs of Moab and Grand County alike.

TASK 1: REVIEW EXISTING PLANS/POLICIES AND ORDINANCES KICKOFF ADVISORY COMMITTEE MEETING TO ALIGN MOAB AND GRAND COUNTY EFFORTS

This task is designed to get the Landmark Design Team “up to speed” with current and past plan, policies and documents related to Overnight Accommodations in Moab and Grand County. This will also be a critical first step for Moab and Grand County representatives to meet

and discuss common issues, ideas and approaches related to Overnight Accommodations, land use, mixed-use development. Furthermore, this meeting will help bring Moab up to speed with Grand County so ensuing efforts as part of ensuring that approaches and solutions for each community are aligned and unified.

In order to ensure that a clear avenue of communication is established between the Planning Team and Moab City and to maximize the sharing of ideas and knowledge, we request that a single Project Liaison be assigned to the project who will be our point of contact and who will facilitate communication, organize meetings and venues, and serve as our sounding board.

A Kickoff meeting will be scheduled with Landmark Design Team members, a joint city/county Planning Advisory Committee, City and County staff, and other interested parties during the earliest stages of the planning process. Based on initial ideas, we anticipate that approximately ten representatives from Moab and a Grand County each (20 total) will represent the planning commissions, city council/county commission, city and county staff and citizens of both communities. Since we will be addressing Overnight Accommodations as part of our current Land Use Plan/Map project with Moab, we will break the meeting into two sections, beginning with discussions on Overnight Accommodations and segueing into discussions more specifically aligned with more general Land Use needs in Moab City.

Deliverables:

- *Review existing plans, policies and ordinances related to Overnight Accommodations in Moab and Grand County*
- *Plan Advisory Committee Meeting #1*

TASK 2: RESEARCH AND ANALYSIS/MAPPING

Since the scope of work has been expanded to address Grand County, Landmark Design will need to expand our mapping analysis to the greater Moab Valley region. Working closely with Grand County staff, we will document existing land use conditions, utilizing existing mapping data as the basis of our work. This will require limited field/remote assessment efforts, and when complete will result in a map that clearly indicates existing uses for the valley

- *Review data and mapping*
- *Prepare base map and existing land use map for Grand County*

TASK 3: ALTERNATIVES DEVELOPMENT

Once existing conditions have been mapped and analyzed, Landmark Design will develop Alternative concepts, ideas, solutions and policies for addressing Overnight Accommodations. We will work closely with our Project Liaison, Advisory Committee and others in this effort, in addition to our subconsultants from Lewis Young Robertson & Burningham, which will complete a growth management and overnight stay analysis for the City of Moab.

As detailed in the following tasks, LYRB will work with the City to gather data to analyze the plans for residential and commercial growth within the City, as well as review how the City's

tourism and overnight stay industry impacts commercial and residential planning considerations. The following section provides a detailed scope of work.

Growth Management & Overnight Stay Analysis

Task 1.0: Project Orientation and Kickoff

An initial kickoff meeting with City staff is crucial to help provide a vision for the entire project. The following tasks will be completed at the initial kickoff meeting:

- Orient staff to the project, identify data needs, and clarify scope.
- Receive feedback from the City regarding any concerns and issues so that these can be adequately addressed in the analysis.
- Establish consensus regarding timeframe and scheduling of project.

Data Gathering and Exploration

The data gathering and exploration process will include the sub-tasks listed below upon collecting the following data: City and County parcel database with assessor detail and property type data, business license data and licensing requirements, historic building permit data and currently proposed commercial and residential development, historic sales tax data and transient room tax data, overnight stay and visitation statistics available through the City and Grand County, and general plan documents associated with the City's infrastructure.

Task 2.0: Land Use Analysis

LYRB will utilize city and county parcel database to review and analyze the City's current land use based on property type and zoning. This data will be used to identify concentrations of commercial and retail development. Further, the parcel database will be used to identify the primary residential verses secondary residential units.

Task 2.1: Business License Review

LYRB will conduct a review of the City's current business license database. This review will include a survey of the City's requirements to obtain a business license for general accommodation (hotel, motel, campground), as well as short-term rentals. The business licenses related to accommodations will be geocoded to determine the geographic presence of commercial and residential accommodations within the City.

Task 2.2: Sales and Transient Room Tax Review

LYRB will complete a review of historic sales tax data related to accommodations. Further, the transient room tax (resort community tax, county-wide transient room tax, state transient room tax, municipal transient room tax, and additional transient room tax) will be analyzed to determine the fiscal impact of overnight stays on the City.

Task 2.3: Building Permit Analysis

LYRB will review the historic building permits by type. This analysis will include interviews with the City’s planner to determine currently approved and contemplated growth in the planning process, including commercial and residential development.

Task 2.4: Overnight Stay Review

Overnight stay and visitation data available through the City and Grand County will be analyzed to understand the demand on the community for short-term lodging.

Task 2.5: Infrastructure Review

LYRB will review master plan documents for the City’s major infrastructure systems including water, sewer and transportation. City staff will also be interviewed to determine the City’s current plans for growth management. LYBR will provide recommendations for future planning in consideration of the data gathered in Task 2.0 through Task 2.4.

Task 2.6: Supportable Commercial Zoning and Businesses Analysis

LYRB will determine what the types of businesses the Moab Valley is able to attract and retain, as part of creating mixed use developments. LYRB will build upon the 2017 Supportable Commercial Zoning Analysis completed for the Spanish Valley. LYRB will support the quantitative analysis with case studies of supportable industries from similarly regions or industries throughout the US.

Task 2.7: Coordination Meetings

LYRB’s scope includes two coordination meetings to review preliminary data, discuss findings and evaluate next steps. It is anticipated that a project of this nature will require direct coordination with staff and the consulting team to ensure the final deliverable meets the needs of the client.

Aligning Growth Management & Overnight Stay Analysis with Land Use Needs and Considerations

As these efforts are developed, LYRB will work closely with Landmark Design to develop land use solutions that address Overnight Accommodations in Moab and Grand County. Since these efforts are directly aligned with land use in both the city and county, and since the community vision and direction of growth for each may not be fully aligned with each other, it is assumed that two or more alternatives and concepts will be explored on the way to selecting a preferred approach and solution. These will then be presented to the committee and other stakeholders for advice, input and direction.

Deliverables:

- *Growth Management and Overnight Stay Analysis*
- *Overnight Accommodation/Land Use Analysis Concepts and Recommendations*

TASK 4: DRAFT POLICIES AND ORDINANCES

A) REVISED OVERNIGHT ACCOMMODATION POLICIES

Once a preferred approach for dealing with Overnight Accommodations has been developed, Landmark Design will develop draft policies for review by the Advisory Committee. While we anticipate the policies developed for Moab and Grand County may deviate slightly upon adoption, we will prepare a singular policy document for consideration by each.

B) REVISED OVERNIGHT ACCOMMODATION ORDINANCES

Concurrent with the development of policies, Landmark Design will work closely with our Project Liaison to develop appropriate ordinances for controlling Overnight Accommodations. We anticipate that this may include a variation of Form-based Codes concepts but may include other tools yet to be determined. Since time is limited and the crafting of ordinances is time-consuming, we anticipate a concerted effort to ensure project deadlines are met.

Deliverables:

- *Updating the existing land use mapping, focusing on areas of known change.*
- *Determining any changes to the land use map to accomplish new goals.*
- *Incorporating detailed documentation and analysis of sensitive lands/ undevelopable land areas.*
- *Correlating the Land Use Plan and Map with future population estimates.*
- *Establishing goals and policies.*
- *Incorporating land use strategies to help maintain the Moab City “sense of place”.*

TASK 5: PUBLIC INVOLVEMENT & OUTREACH

As described below, we will leverage and enhance the public involvement and outreach plan established for the Land Use Plan/Map project for the benefit of this project, ensuring that the needs of both projects are met as a unified effort. More specifically, we will meet communicate regularly with our Staff Liaison City to review progress and help refine the involvement process as part of meeting the needs of the moratorium studies.

1) PLAN ADVISORY COMMITTEE

We recommend the establishment of a Joint City/County Plan Advisory Committee that will provide overall guidance during the planning process. The committee should be prepared to meet three times during key stages of the planning process (Scoping/ Plan Alternatives/Draft Policies/Ordinances) and should include representatives of key city/county departments and staff, the Planning Commission of Moab and Grand County, Moab City Council, Grand County Commission, in addition to public representatives of both communities.

We anticipate one additional meeting than currently contracted.

2) PROJECT WEB PAGE/SOCIAL MEDIA PARTICIPATION INFORMATION EXCHANGE

Project web pages are a cornerstone of our planning projects. They not only facilitate quick exchange of information and ideas between planners and members of the public, but also help increase public knowledge and interest in in the process while helping us to hear from people

who may otherwise choose not to participate. As a result of these tangible benefits, project web pages have become an essential feature of our public projects.

Landmark Design will establish a stand-alone project web page for this effort, with a unique URL.

3) PUBLIC MEETINGS AND WORKSHOP

This involves getting direct feedback from Moab City residents and stakeholders, as detailed below. This will further ensure that the wide range of community voices are represented and acknowledged in the plan.

A. PUBLIC SCOPING MEETING

In order to ensure the various voices of the public are heard, we propose holding two joint city/county scoping meetings during the early stages of the process of preparing the plan. We suggest holding the meetings at a well-known venues, one in Moab and the other at a Grand County location. We will provide opportunities for providing input (comment forms and maps, for example) and will break into small groups if crowds are large. We will work with you to create flyers and advertise the events, pushing invitations on-line and via email and Facebook, and leveraging other avenues for publicizing the meetings and encouraging attendance.

During these events there are no right or wrong answers or good/bad comments. All thoughts and ideas received will be recorded, analyzed and addressed in the adopted draft plan. The results will be presented to the Advisory Committee and posted to the web page for additional review and input by the public.

We anticipate one additional meeting than currently contracted.

B. PUBLIC MEETING TO PRESENT AND RECEIVE COMMENT ON DRAFT OVERNIGHT ACCOMMODATION PLANS, POLICIES AND ORDINANCES

Once a preferred approach, policies and preliminary ordinances have been developed, a public open house meeting will be held to receive public comments and input prior to finalization and adoption. Since this is a joint effort, we suggest holding the meetings at a single venue in either Moab or elsewhere in the study area.

We anticipate one additional meeting than currently contracted.

5. CITY LEADERSHIP BRIEFINGS

Landmark Design will brief members of the Planning Commission, City Council, County Commission as part of our normal site visits, providing a summary of progress. We assume we will meet with these groups jointly if possible.

We anticipate two additional meetings beyond those currently contracted. These can be provided at no additional cost assuming they can be coordinated with our scheduled visits.

TASK 6: APPROVAL PROCESS/FINAL LAND USE ELEMENT

We assume that adoption presentations will be handled by the staff of each city. If desired, Landmark Design will be happy to make presentations as needed to the Moab and Grand County Planning Commission, City Council and County Commission on a time and material basis.

Final Deliverables:

- One additional Advisory Committee Meeting
- One additional Public Scoping Meeting
- One additional Public Meeting to Present and Review Plan, Policy and Code Concepts related to Overnight Accommodations for adoption by others
- One digital copy of a unified City/County Overnight Accommodation Plan and Policies
- One digital copy of a unified City/County Overnight Accommodation Ordinances for codification by others.

PROJECT TIMELINE

As illustrated in the schedule on the following page, the Landmark Design Team assumes that the proposed policies and ordinances must be adopted by Sunday, August 4, 2019 (180 days after the adoption of the Grand County moratorium legislation on February 4, 2019). The schedule reflects preliminary dates and milestones provided by Zachariah Levine, with additional milestones included to bring the City of Moab up to speed. Since adoption and codification will take several weeks, we assume that production of all plans, mapping, policies ordinances and ordinances will be completed by the landmark design Team by Friday, June 28, 2019, leaving five full weeks for legal review, adoption and codification efforts by both entities.

We will work closely with our Project Liaison to confirm specific dates and a detailed scheduled once our approach is adopted.

Proposed Schedule	MONTHS					
	1	2	3	4	5	6
	March	April	May	June	July	August
TASK 1: REVIEW EXISTING PLANS/POLICIES AND ORDINANCES						
<i>Review existing plans, policies and ordinances</i>						
2: RESEARCH AND ANALYSIS/MAPPING						
<i>Review data and mapping</i>						
<i>Prepare base map and existing land use map for Grand County</i>						
TASK 3: ALTERNATIVES DEVELOPMENT						
<i>Growth Management and Overnight Stay Analysis</i>						
<i>Overnight Accommodation/Land Use Analysis Concepts and Recommendations</i>						
TASK 4: DRAFT POLICIES AND ORDINANCES						
<i>Revised Overnight Accommodation Policies</i>						
<i>Revised Overnight Accommodation Ordinances</i>						
TASK 5: PUBLIC INVOLVEMENT & OUTREACH						
<i>Plan Advisory Committee Meeting (2 scheduled, one new)</i>	1	2		3		
<i>Webpage setup and monitoring</i>						
<i>One (1) Additional Public Scoping Meeting</i>	1					
<i>One (1) Draft Plan/Policy/Ordinance Public Review Meeting</i>				1		

CODIFICATION
AND ADOPTION

COST PROPOSAL

As illustrated in the chart below, the Landmark Design Team proposes a fee of \$37,490 to complete the tasks described in the preceding scope of work. This includes all fees and reimbursable expenses for mileage, travel, workshop preparation and similar requirements, which are estimated and will be billed at cost. In addition, we have made an attempt to itemize the portion of additional services that apply to Moab and Grand County respectively, assuming the proposal is accepted as a complete and unified service as outlined. To summarize, we assume all costs are shared equally, with the exception of additional mapping required for Grand County. If a unified approach is not ultimately accepted, Landmark Design will be happy to provide a separate fee proposal to provide similar services for either jurisdiction separately.

Proposed Cost

TASKS	HOURS				FEES				Moab	GC
	LDI		LYRB	TOT	Landmark Design		LYRB	TOTAL		
	MV	Staff			MV	Staff				
TASK 1: REVIEW EXISTING PLANS/POLICIES AND ORDINANCES										
<i>Review existing plans, policies and ordinances</i>	4	4	0	8	\$600.00	\$400.00	\$0.00	\$1,000.00	\$500.00	\$500.00
2: RESEARCH AND ANALYSIS/MAPPING										
<i>Review data and mapping</i>	2	4	0	6	\$300.00	\$400.00	\$0.00	\$700.00	\$0.00	\$700.00
<i>Prepare base map and existing land use map for Grand County</i>	0	24	0	24	\$0.00	\$2,400.00	\$0.00	\$2,400.00	\$0.00	\$2,400.00
TASK 3: ALTERNATIVES DEVELOPMENT										
<i>Growth Management and Overnight Stay Analysis</i>	2	0	90	92	\$300.00	\$0.00	\$16,200.00	\$16,500.00	\$8,250.00	\$8,250.00
<i>Overnight Accommodation/Land Use Analysis Concepts and Recommendations</i>	2	4	16	22	\$300.00	\$400.00	\$2,880.00	\$3,580.00	\$1,790.00	\$1,790.00
TASK 4: DRAFT POLICIES AND ORDINANCES										
<i>Revised Overnight Accommodation Policies</i>	12	4	1	17	\$1,800.00	\$400.00	\$180.00	\$2,380.00	\$1,190.00	\$1,190.00
<i>Revised Overnight Accommodation Ordinances</i>	16	4	1	21	\$2,400.00	\$400.00	\$180.00	\$2,980.00	\$1,490.00	\$1,490.00
TASK 5: PUBLIC INVOLVEMENT & OUTREACH										
<i>Plan Advisory Committee Meeting (2 scheduled, one new)</i>	4	4	0	8	\$600.00	\$400.00	\$0.00	\$1,000.00	\$500.00	\$500.00
<i>Webpage setup and monitoring</i>	0	2	0	2	\$0.00	\$200.00	\$0.00	\$200.00	\$100.00	\$100.00
<i>One (1) Additional Public Scoping Meeting</i>	8	8	0	16	\$1,200.00	\$800.00	\$0.00	\$2,000.00	\$1,000.00	\$1,000.00
<i>One (1) Draft Plan/Policy/Ordinance Public Review Meeting</i>	8	8	0	16	\$1,200.00	\$800.00	\$0.00	\$2,000.00	\$1,000.00	\$1,000.00
	58	66	108	232	\$8,700	\$6,600	\$19,440	\$34,740		
REIMBURSABLES (Car rental, fuel, accommodation, meals, etc.)								\$2,000.00		
REIMBURSABLES (workshop materials, printing, plotting, etc.)								\$750.00		
TOTAL								\$37,490	\$15,820.00	\$18,420.00