



Addendum to the
Proposal for the:

ALPINE TOWN MASTER PLAN

Prepared by:

avenue | CONSULTANTS



COVER LETTER

Dear Alpine Mayor & Town Council,

Please accept this **addendum** to our original proposal. We understand that Alpine may have additional funds available to enhance the Town Master Plan. We have included a menu of optional tasks that can be added to our previously submitted proposal. If selected, we will work with Town staff and officials to create a customized scope and budget.

Avenue Consultants has assembled an experienced team of certified planners and licensed engineers to deliver Alpine a Town Master Plan that follows a transparent process, meets Wyoming State statute requirements, provides an orderly plan for growth, and focuses on special issues relevant to Alpine residents and businesses. Our team has the following strengths:

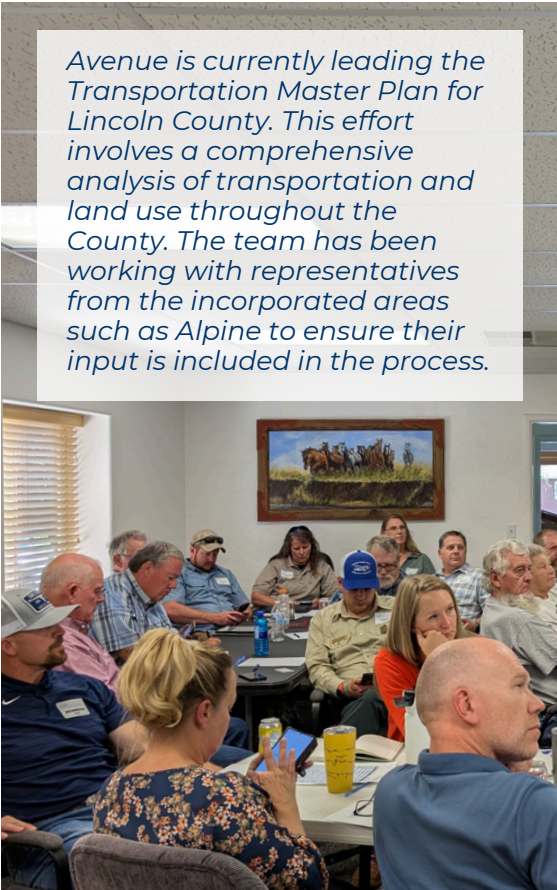
- **The Right Experience:** Kirby, our project manager, has been through the Master Planning process several times as a City Planner, Planning Director, and private consultant.
- **A Skilled Team:** Avenue has a current staff of nearly 200 employees, including certified planners and civil engineers who specialize in planning for and helping develop municipal infrastructure.
- **Local Knowledge:** Our team has worked on multiple projects in the area, and is currently working for Lincoln County to complete a master plan.

Thank you for the opportunity to submit this proposal for the Alpine Town Master Plan. Our team is genuinely excited to help Alpine produce a once in a generation plan that brings the community together. Please contact me with any questions.



J. Kirby Snideman

J. Kirby Snideman, AICP
ksnideman@avenueconsultants.com
(801) 745-7476



ADDENDUM OUTLINE

- **Cover Letter**..... Page 1
 - The Strengths of Our Team
- **Methodology & Resources**..... Pages 2-3
 - Included Tasks
 - Optional Tasks
- **Proposed Budget**..... Page 4
 - Project Budget for Included Tasks
 - Project Budget for Optional Tasks
- **Capability & Experience**..... Pages 4-10
 - Additional Information on Project Examples

METHODOLOGY & RESOURCES

PROJECT APPROACH: TASKS & DELIVERABLES

Our Team will deliver the Town Master Plan in a **twelve-month timeline**, completing five tasks in three main areas.

Included Tasks:

Task 1: Project Management

- This task includes all project management activities including regular and continual project updates, in-person kickoff meeting facilitation with Town officials and staff, and refinement of the project goals, tasks, and deliverables to ensure alignment.
- Deliverables:
 - In-Person Kickoff Meeting; Monthly Virtual Project Team Meetings

Task 2: Public & Stakeholder Engagement

- Our team will facilitate two in-person public meetings, a project website, four subject specific surveys, and stakeholder meetings with business owners, developers, Town partners such as WYDOT, utility companies, and other groups.
- Deliverables:
 - Project Website & Updates; Up to Four Public Surveys; Up to Four Virtual Stakeholder Meetings; Two In-Person Public Meetings

Task 3: Existing Conditions Analysis

- Our team will provide a comprehensive inventory and analysis of the Town's existing conditions (and projected conditions).
- Deliverables:
 - GIS / Data Collection & Management; Demographic Analysis; Infrastructure Inventory; Land Use & Zoning Analysis

Task 4: Draft Plan Creation

- Our team will create a ten chapter Master Plan. Key deliverables will be a vision goals statement and a list of projects that are prioritized, phased, and have cost estimates.
- Deliverables:
 - Vision and Goals; Project List & Recommendations; Implementation Strategies; Draft Plan Text with Two Rounds of Edits

Task 5: Plan Finalization

- Our team will finalize the draft plan and format it to include maps, graphics, and be visually impressive. Our team will present the plan at the adoption meetings for the Planning and Zoning Commission and Town Council.
- Deliverables:
 - Final Plan (PDF & Website Versions); Commission & Council Adoption Meetings (Virtual)

Optional Tasks:

Enhanced Public Engagement

- Our team will residents on preferred public outreach methods. We will facilitate engaging and interactive focus group meetings with stakeholders and Town partners. Additional activities will include bicycle and pedestrian tours with a focus on design, recreation access, and active transportation infrastructure.
- Deliverables:
 - Public engagement plan with resident input
 - In-Person Focus Groups with Stakeholders
 - On-site bicycle and pedestrian tours

Dedicated Chapter for Recreation Access

- We will utilize visitor data and resident input to identify infrastructure and amenities that enhance access to major public and private destinations.
- Deliverables:
 - Improved integration with Bridger-Teton National Forest, Snake River Canyon, and Palisades Reservoir
 - Parking facilities and design
 - Off-road vehicle access from Town & Hwy 89
 - Over-snow vehicle access from town & Hwy 89

Dedicated Chapter for Active Transportation

- We will develop a comprehensive bicycle and pedestrian "Active Transportation Plan" (ATP).
- Deliverables:
 - On-street and off-street network map
 - ATP project list, phased and cost estimated
 - Bike & ped amenities and access recommendations

Dedicated Chapter for Design Standards

- We will dedicate a chapter to design standards for new development, providing code updates for simple improvements and a full list of recommendations for a complete development code overhaul.
- Deliverables:
 - Residential design standards recommendations
 - Commercial design standards recommendations
 - Lot screening requirements
 - Enhanced landscape design requirements
 - Code updates for immediate adoption and implementation plan for comprehensive update

Enhanced Community Infrastructure Chapter

- Our team will facilitate additional meetings with all public partners to allow Town officials, staff, and residents to provide input on State, County, school district, and utility plans.
- Deliverables:
 - Annexation plan
 - Detailed south Town development plan
 - Input on WYDOT, County, Lincoln County School District #2, and utility provider plans

METHODOLOGY & RESOURCES

PROJECT APPROACH: TASKS & DELIVERABLES

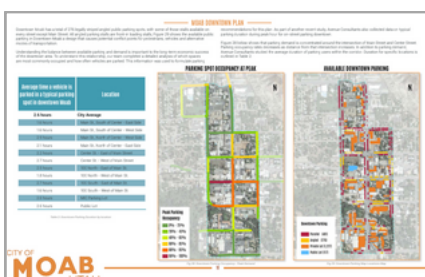
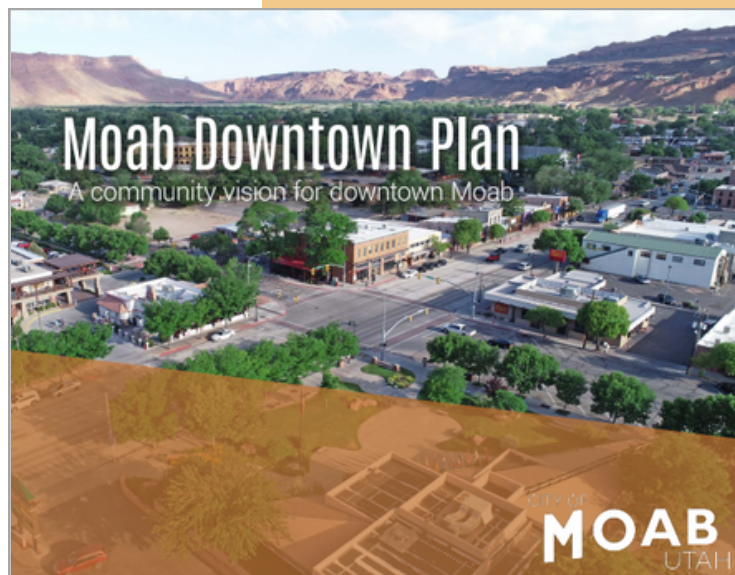
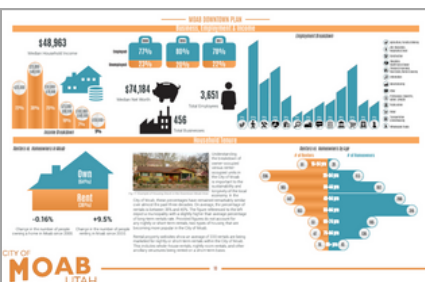
Our Team will deliver the Town Master Plan in a **twelve-month timeline**, completing five tasks in three main areas.

Standard Plan Outline:

- Chapter 1: Executive Summary
- Chapter 2. Natural Resources & Environmental Setting
- Chapter 3. Community Demographic & Economic Trends
- Chapter 4. Community Land Uses
- Chapter 5. Prospects for Future Economic Development
- Chapter 6. Community Infrastructure
- Chapter 7. Land Use Management
- Chapter 8. Conclusions & Recommendations
- Chapter 9. Community Development Objectives & Strategies;
- Chapter 10. Implementation Plan

Optional Plan Outline:

- Chapter 1: Executive Summary & **Public Engagement Plan**
- Chapter 2. Natural Resources & Environmental Setting
- Chapter 3. Community Demographic & Economic Trends
- Chapter 4. Community Land Uses
- Chapter 5. Prospects for Future Economic Development
- Chapter 6. Community & **Public Partners** Infrastructure
- Chapter 7. Land Use Management
- **Chapter 8: Design Standards for Residential and Commercial Zones**
- **Chapter 9: Active Transportation Plan**
- **Chapter 10: Recreation Access for Residents & Visitors**
- Chapter 11. Conclusions & Recommendations
- Chapter 12. Community Development Objectives & Strategies;
- Chapter 13. Implementation Plan



Avenue's plans utilize maps, photos, infographics, and renderings to create a visually impressive document that engages the reader

PROPOSED BUDGET

The proposed budget below includes all hours and expenses for Avenue to complete the plan within the proposed schedule. The hours displayed below include a mix of hours and hourly rates from the team members listed on the team information page. Our budget for expenses include the cost associated with travel to Alpine and meeting supplies.

Included Tasks:	Hours	Cost
1. Project Management & Project Team Coordination	94	\$16,460
Dedicated Chapter for Public Engagment	146	\$21,080
3. Existing Conditions Analysis	195	\$29,475
4. Draft Plan Creation	140	\$21,200
5. Plan Finalization	66	\$8,640
<i>* The amount allocated for expenses which is not utilized may be billed as additional hours to the project.</i>	Sub-total	\$96,855
	*Expenses	\$2,950
	Total	\$99,805

Optional Tasks:

Enhanced Public Engagement	155	\$19,375
Dedicated Chapter for Recreation Access	135	\$16,875
Dedicated Chapter for Active Transportation	125	\$15,625
Dedicated Chapter for Design Standards	95	\$11,875
Enhanced Community Infrastructure Chapter	145	\$10,625
	Total	\$74,375

CAPABILITY & EXPERIENCE

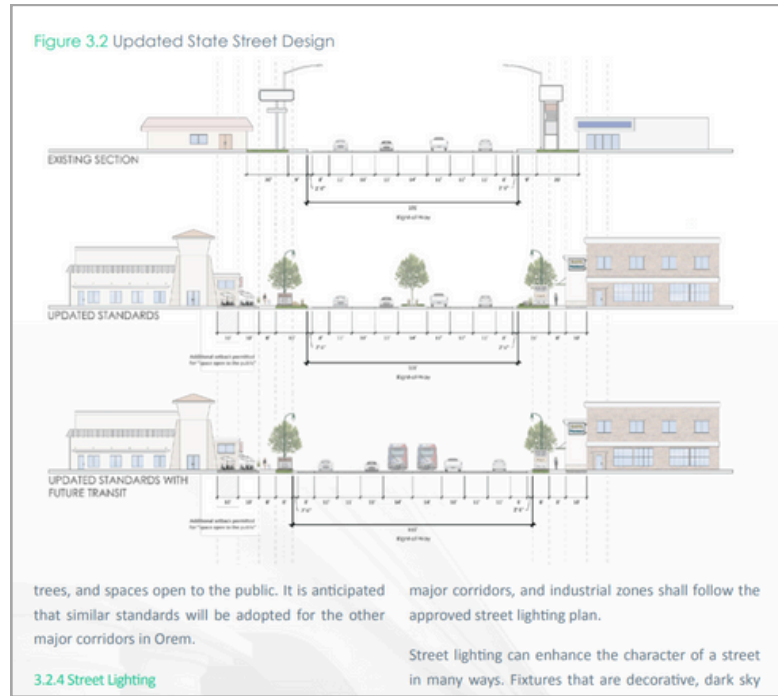
OREM GENERAL PLAN UPDATE

Reference: Ryan Clark, Development Services Director, rclark@orem.org, 801-229-7058

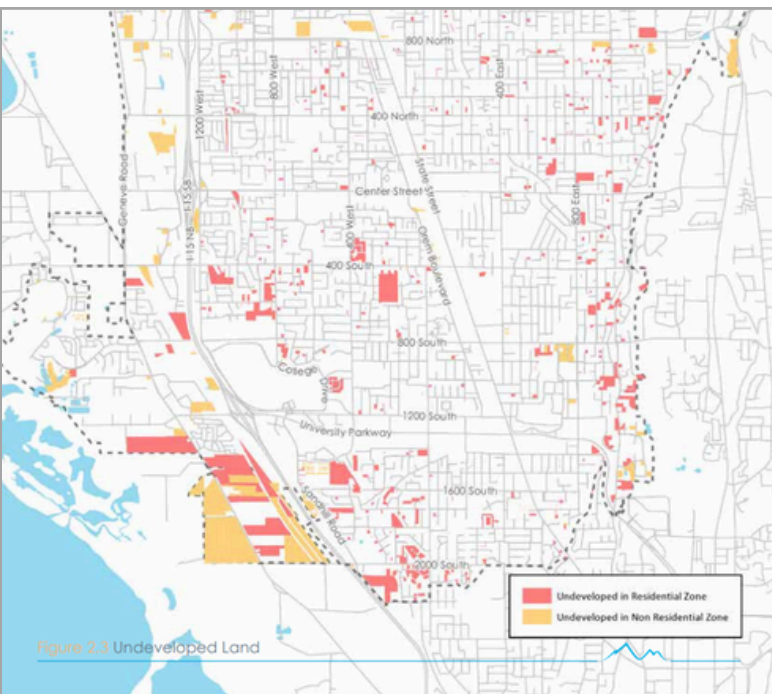
Kirby led a team of City staff to update the Orem General Plan. All elements of the plan were updated including land use, economics, transportation, parks and recreations, and public services. A large part of process was a significant update to the City's affordable housing plan. This plan remains the currently adopted general plan of the City.



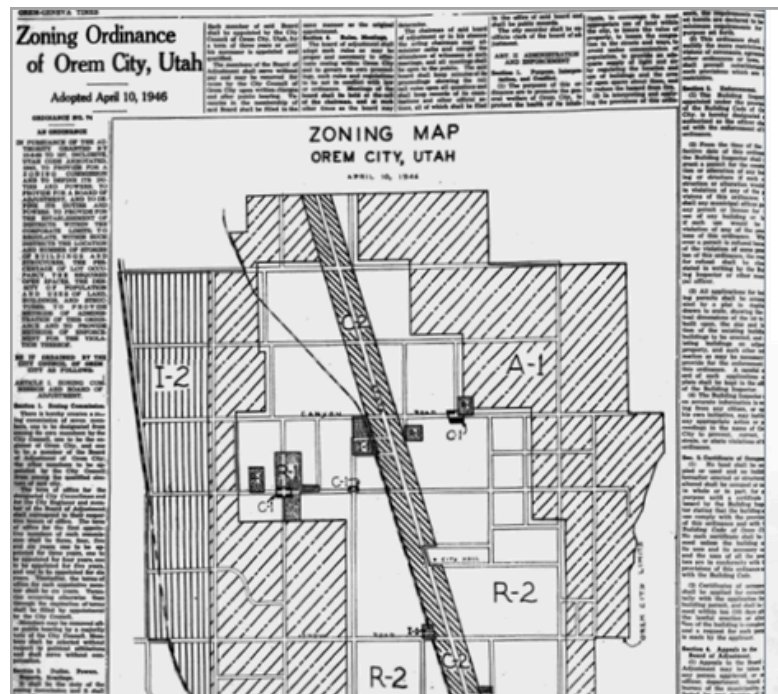
Annexation areas impact assessment



Urban design guidelines and architectural standards



Undeveloped and underdeveloped land analysis



Historic zoning evaluation and recommended updates

CAPABILITY & EXPERIENCE

LAREDO COMPREHENSIVE PLAN CITY CODE UPDATE

Reference: Juan Mendive, LWCAMPO Director, jmendive@ci.laredo.tx.us, 956-794-1613

Kirby led a team of City staff and consultants to update 400 pages of the City's code after adopting a new Comprehensive Plan. This involved dozens of internal and public meetings bringing multiple City departments together along with private developers to find feasible solutions and supportable compromises where necessary.



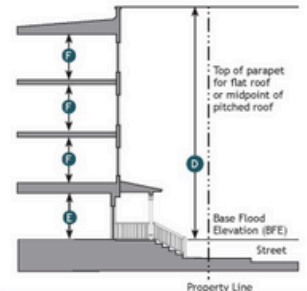
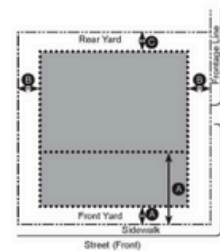
Creation of "Traditional Neighborhood Zone"

24.2.9 Residential High (RH)

Purpose: Residential High (RH-2) district provides for higher density residential uses and public and semi-public uses normally considered an integral part of a residential neighborhood. This district implements the Comprehensive Plan's High Density Residential future land use category.

(a) Permitted Uses. Refer to Use Table (Section 24.2.16).

(b) Dimensional Standards



Key	
-----	Frontage/Property Line
-----	Potential Building Area
-----	Setback Line
a. Building Placement	
Setbacks	
Front Setback	5' min. or 20' max. ④
Side Yard (interior/corner)	5' or 0' on one side and 10' total ③
Rear Setback	6' min. ②
Garage	20' min. front facing ⑥ rear facing ⑥
*For lots of record, rear setbacks are as established above for residential	

Key	
-----	Frontage Line
-----	Setback Line
-----	Building
c. Building Form	
Height	
Main Building	4 Stories ⑤
d. Allowed Frontage Types	

Inclusions of form-based codes and improved design standards

(h) Uses. See section 24.2.16 (Use Table) and Article 10 for definitions of uses. The references to uses for mixed use combinations or active uses in Table 3.6-2 include the following:

Table 3.6-1 Use Categories

Uses (from section 24.2.16 (Use Table))	Mixed Use Combinations in Table 3.6-2 ■ = combination includes uses from that category in section 24.2.16 (Use Table)				Active Uses
	Residential + Commercial	Residential + Office	Office + Commercial \ Retail	Residential + Commercial, Office or Retail	
Residences = Dwelling, Multi-Family, Live/Work Dwelling, Townhouse	■	■		■	
Commercial = Financial Institution, Bar, Food Market, Food Preparation, Food Service, Restaurant, Sidewalk Café, Snack or Beverage Bar, Business Support Services, General Personal Services, Maintenance and Repair Services	■			■	
Commercial = Bar, Food Market, Food Service, Restaurant, Sidewalk Café, Snack or Beverage Bar, General Personal Services			■	■	■
Office = Office, Business & Professional		■	■	■	
Retail = Convenience Store, General Retail	■		■	■	■

Code updates to allow mixed use development as-of-right

Use Category	Zoning District												
	AG	RL-1	RL-2	RM	RH-1	RH-2	MX-1	MX-2	MX-3	C	I-1	I-2	RD
P = permitted by right C = conditional use A = accessory use													
Residential													
Residences													
Accessory Dwelling Unit	P	P	P	P	P	P							
Dwelling, Single-Family Detached	P	P	P	P	P	P							
Dwelling, Two-Family (Duplex)			P	P	P	P							
Dwelling, Multi-Family				P	P	P	P	P	P				
Live/Work Dwelling	P				P	P	P	P	P	-	-	-	-
Manufactured Home	P			P									
Manufactured Housing Park				P									
Townhouse				P	P	P							
Zero Lot Line House				P	P	P							
Group Living:													
Rooming/Boarding House	-	-	-	P	P	P	-	-	-	-	-	-	-
Community Housing				P	P	P	P						
Life Care or Continuing Care Services					P	P	P						
Retirement Home					P	P	P						
Residential Care Facilities					P	P	P						
Lodging / Short-Term Rental													
Bed and Breakfast	P	P	P	P	P	P	P	P	P	P			
Hotel / Motel							P	P	P	P			P
Recreational Vehicle Park	C											C	
Short-Term Rental	P	P	P	P	P	P	P	P	P	P			
Commercial / Mixed Use													
Animal Services:													
Animal Hospital (Indoor)								P	P	P	P		
Animal Hospital (Outdoor)	C												
General Animal Services	C							P	P	P			
Day Care:													

Improved conditional use process to encourage local business

CAPABILITY & EXPERIENCE

LINCOLN COUNTY ECONOMIC DEVELOPMENT PLAN

Reference: Robert King, ED Director, robert.king@lincolncountywy.gov 307-885-4700

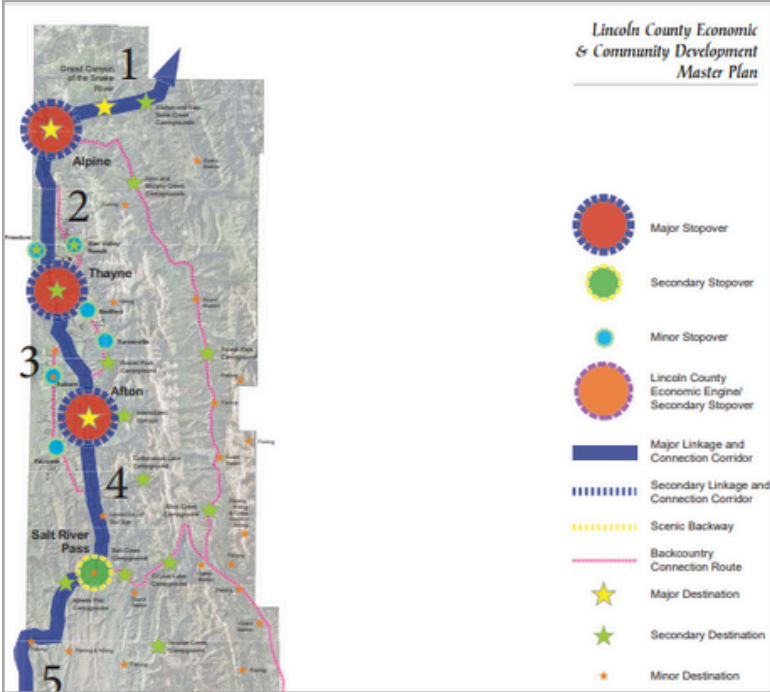
Kirby was part of a team of consultants who developed Lincoln County's currently adopted Economic Development Plan. This plan provided an extensive analysis of the County's economic related data as well as "Community-Based Enhancements" (local strategies) that can be implemented by Alpine and other towns to increase economic opportunities.



Table 8: Household Types

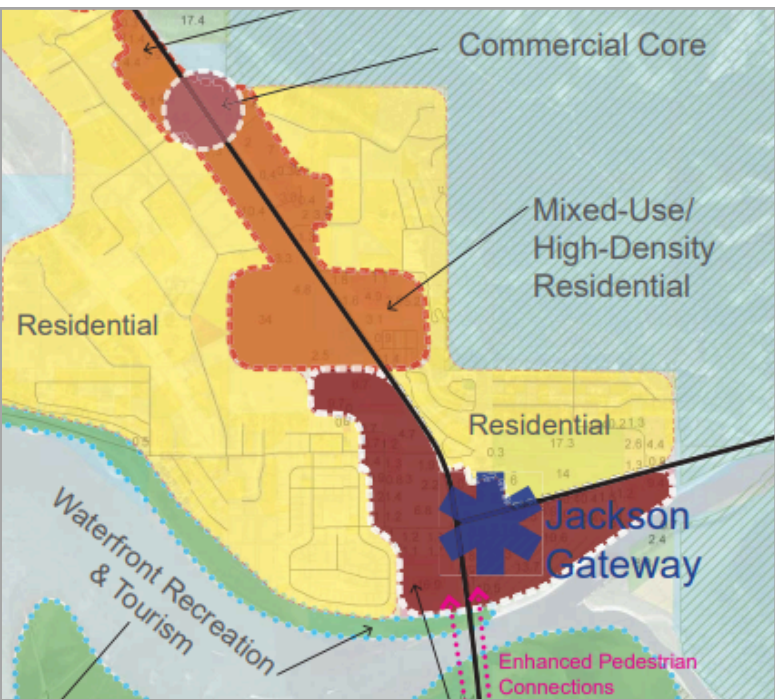
	Lincoln County		Wyoming Percent of Households
	Number of Households	Percent of Households	
Married couple family	4,334	63.2%	51.4%
Male householder, no wife present	259	3.8%	3.9%
Female householder, no husband present	364	5.3%	8.7%
Non-family households	1,904	27.8%	35.9%
Total	6,861	100%	100%

Source: ACS 2006-2010

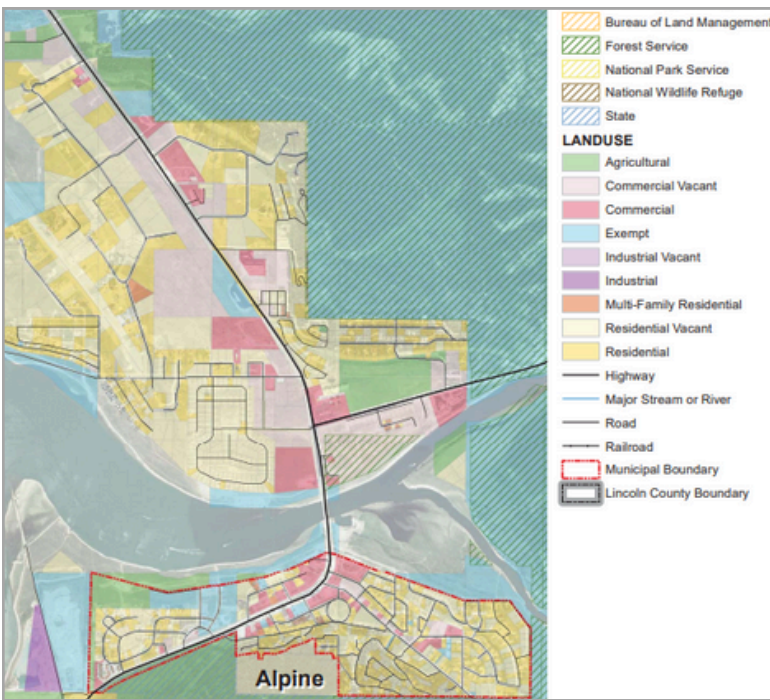


Psychographic and demographic analysis

Identification of amenities and tourist strategy



Community based economic enhancement concepts



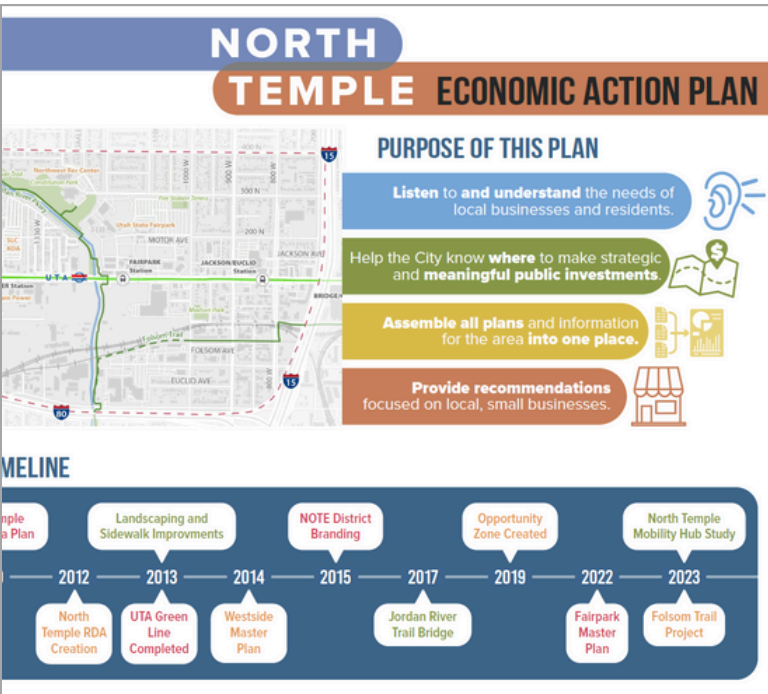
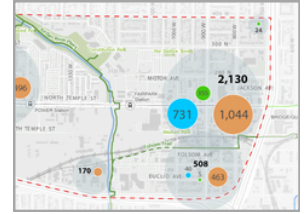
Land ownership assessment

CAPABILITY & EXPERIENCE

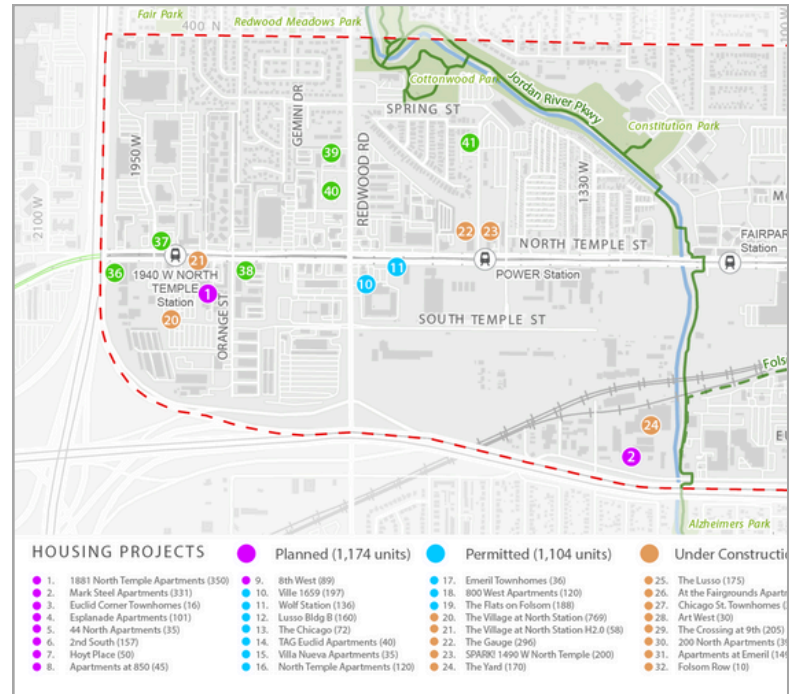
SLC NORTH TEMPLE ECONOMIC ACTION PLAN

Reference: Jake Maxwell, Deputy Director, jacob.maxwell@slcgov.com 801-535-7208

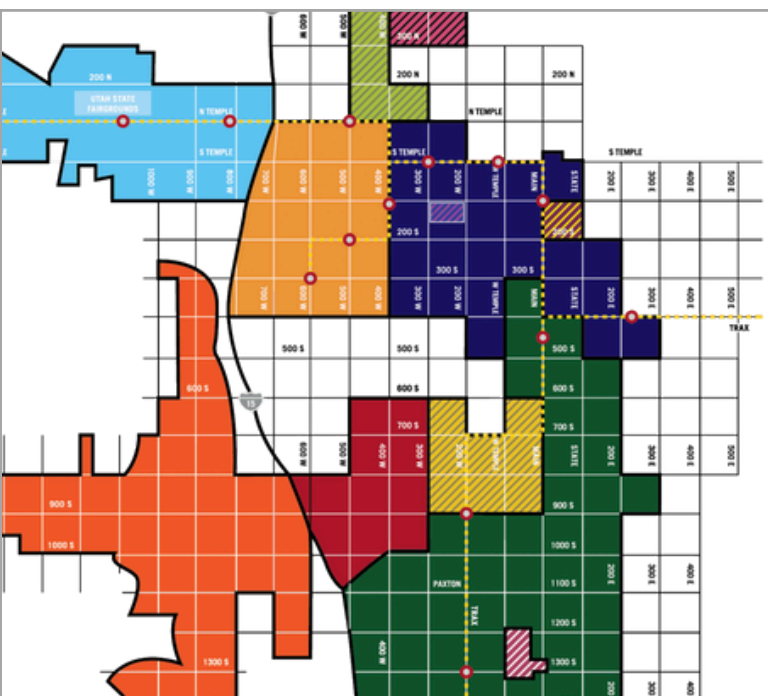
Kirby, Greg, Toby and the team are completing an economic focused plan for North Temple in SLC. This process involved a large group of stakeholders including City staff and local businesses. A key recommendation of the plan has been developing strategies to support new local businesses, including a sub-leasing program to create new retail spaces.



Facilitation of multi-agency stakeholder meetings



Housing analysis and policy recommendations



Assessment of Redevelopment Areas



Site specific evaluations of public & private development

CAPABILITY & EXPERIENCE

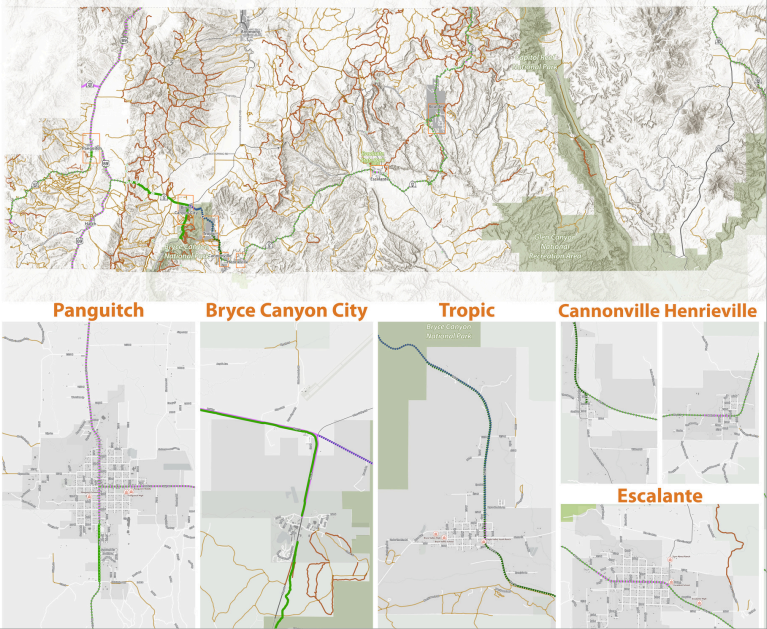
GARFIELD COUNTY TRANSPORTATION MASTER PLAN

Reference: David Dodds, Public Works Director, dave.dodds@garfield.utah.gov 435-238-0935

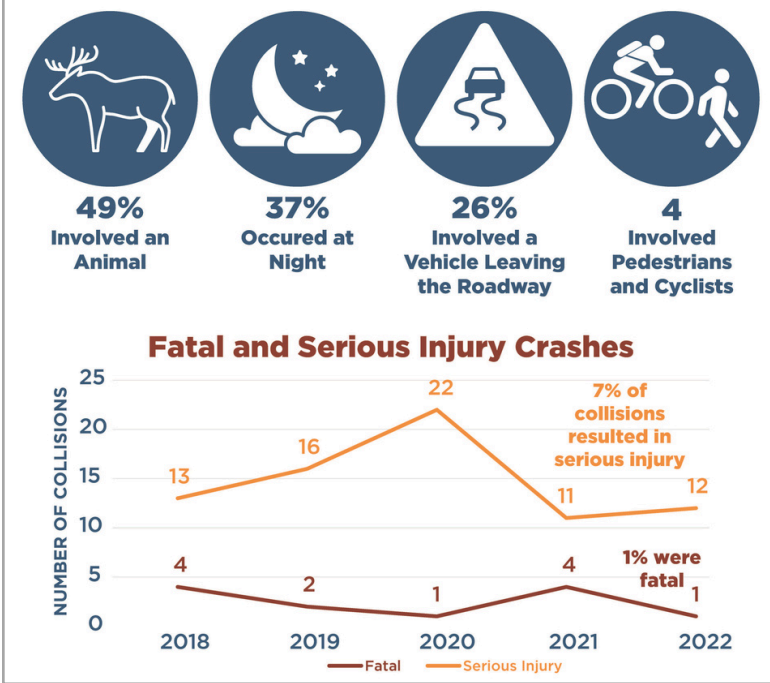
Kirby, Rob, Toby and the team have recently completed a transportation master plan for a rural county in Utah with increasing tourism. Due to limited funds, a key to the plan's success has been a small and efficient consultant team focused on results. The team developed an infrastructure inventory for the County to prioritize future funding for key projects.



Existing and Planned Active Transportation Facilities



Bicycle and pedestrian plan connecting every jurisdiction



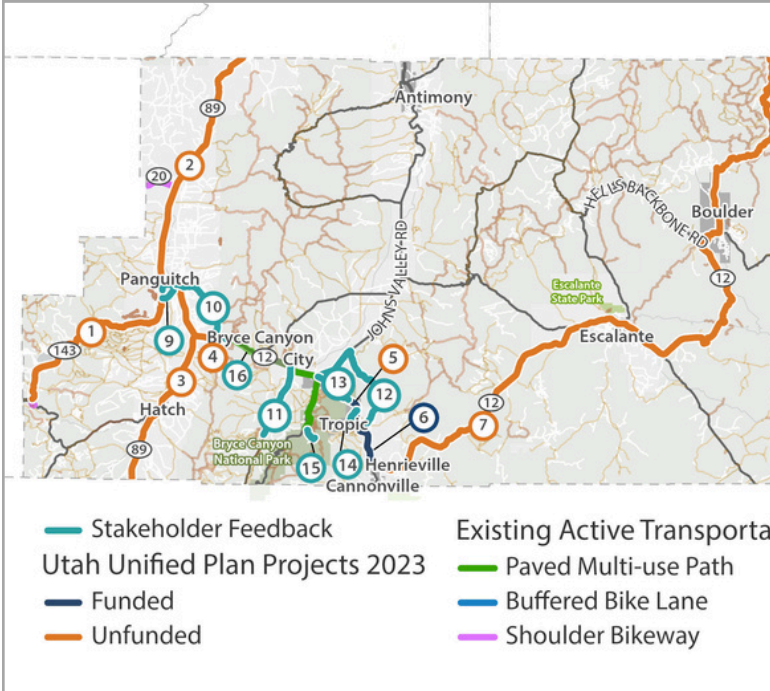
Analysis of safety issues with improvement recommendations

ID	Type	Route	Description	Length (Miles)
1	Safety	US-89	US-89 extend guardrail/widen shoulder	0.3
2	Safety	SR-12	SR-12 rumble strips/widen shoulder	0.3
3	Safety	SR-12	SR-12 widen shoulder/center rumble strips	0.3
4	Safety	SR-12	SR-12 rumble strips/widen shoulder	0.3
5	Wildlife Fencing	US-89	US-89 wildlife fencing & 1-4 crossings	4.3
6	Intersection Improvement	US-89	US-89/SR-12 intersection improvements	0.3

ID	Type	BHI	Description	Fracture/Scour Critical
7	Bridge	15.0	Henrieville Wash Culvert, south of Henrieville	Scour
8	Bridge	25.6	Sevier River Bridge on 1650 North Street	-
9	Bridge	35.5	Escalante River	-
10	Bridge	42.9	Mammoth Creek 9.5 mi. SO Panguitch lake	Scour
11	Bridge	44.6	Sevier River Bridge, on the No. edge of Panguitch	Scour
12	Bridge	45.6	Alvey Wash 10 Mi. E. of Escalante FA1862	-
13	Bridge	51.3	East Fork Sevier River 1/2 Mi. West of Antimony	Fracture
14	Bridge	59.1	3 Mi. North of Panguitch over Sandwash	-
15	Bridge	63.2	Alvey Wash 2 Mi. SE of Escalante	Fracture
16	Bridge	67.2	Paunsaugant Cliff Dr Bridge over the Sevier River	Scour
17	Bridge	67.4	Paria River Bridge, 1 Mi. SE of Tropic	Fracture
18	Bridge	77.2	Garfield County Arena Bridge over Panguitch Creek	Scour
19	Bridge	82.6	Antimony Canal SW of Antimony	Scour
20	Bridge	89.1	Horse Canyon Wash	Scour

ID	Type
21	Upgrade Rd Surface
22	Upgrade Rd Surface
23	Upgrade Rd Surface
24	Passing Lanes
25	Passing Lanes
26	Passing Lanes
27	Passing Lanes
28	Passing Lanes
29	Passing Lanes
30	Passing Lanes
31	Passing Lanes
32	Passing Lanes
33	Passing Lanes
34	Passing Lanes
35	Passing Lanes
36	Passing Lanes
37	Passing Lanes
38	Widening
39	Road Diet

Detailed project list, phased and cost estimated



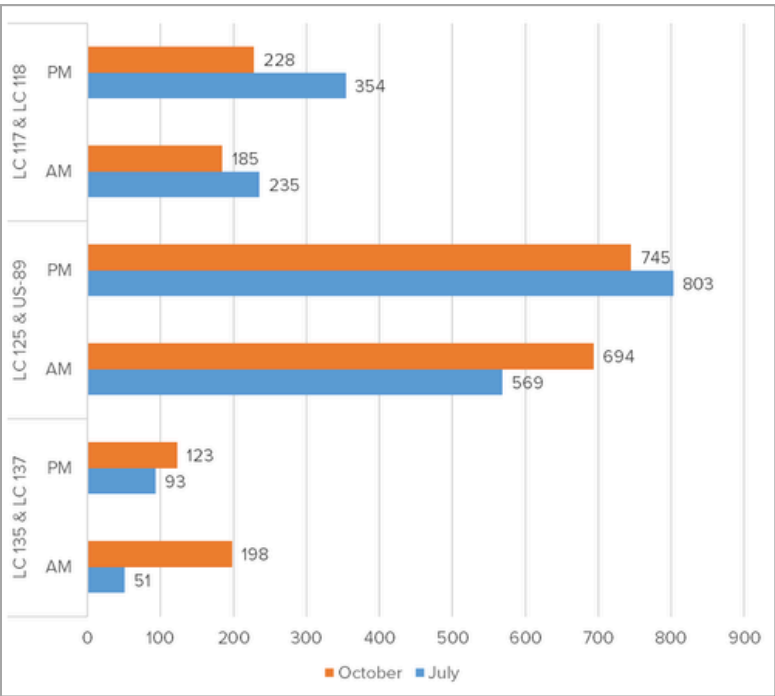
Evaluation of trail projects and access to national parks

CAPABILITY & EXPERIENCE

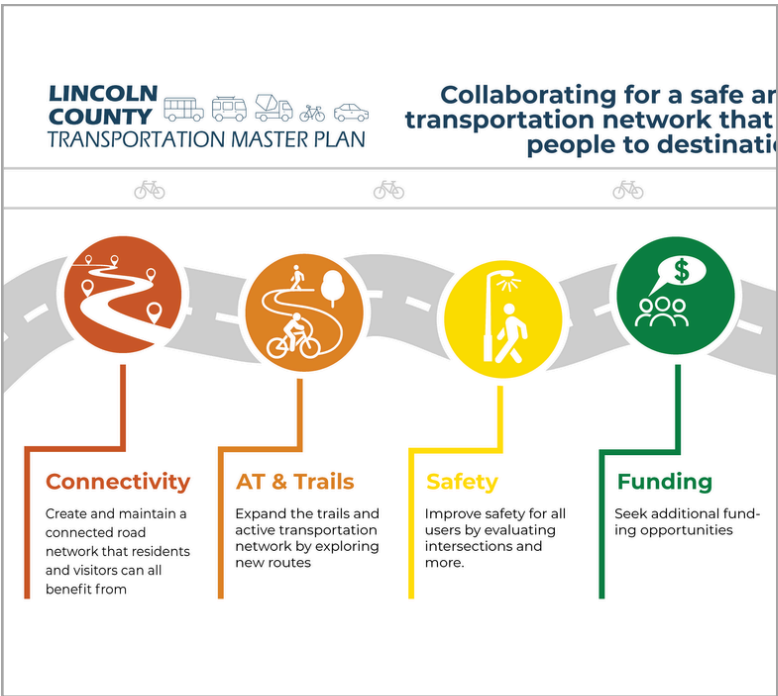
LINCOLN COUNTY TRANSPORTATION MASTER PLAN

Reference: Amy Butler, County Engineer, amy.butler@lincolncountywy.gov, 307-877-2104

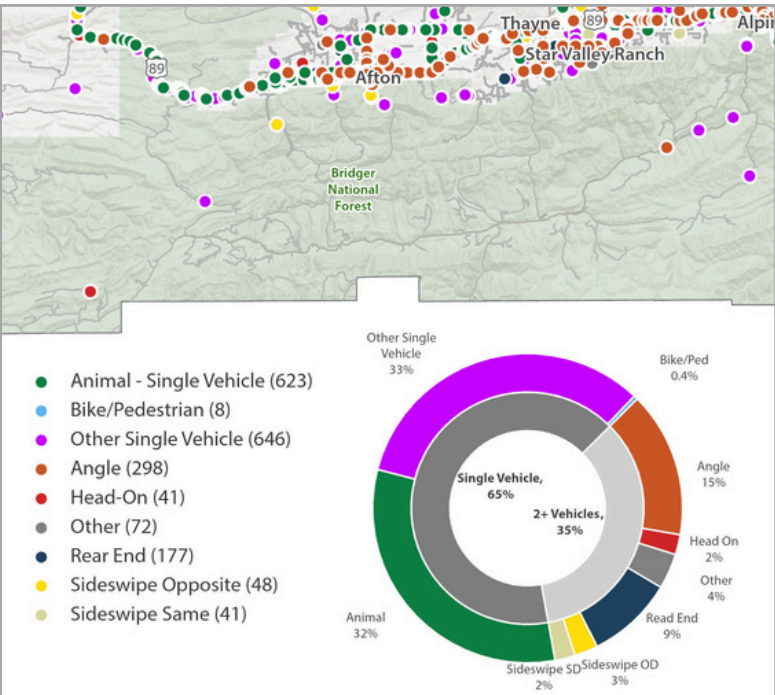
Thomas, Kirby, Rob, and the team are currently working on a transportation master plan for Lincoln County. This effort involves a comprehensive analysis of transportation and land use throughout the County, including the incorporated areas like Alpine. The team has been working with representatives from Alpine to ensure their input is included in the process.



Evaluation of seasonality and impact of tourism



Vision and goals process to unify stakeholders



Analysis of transportation related safety concerns



Direct stakeholder input and interactive meetings