

Downtown Ogden Master Plan

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2020

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Make
Ogden

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Project Approvals

Planning Commission - Recommended for approval on August 05, 2020

City Council - Unanimously Approved and Adopted on September 29, 2020

The Ogden Downtown Master Plan went through a formal review process by the Ogden Planning Commission, which recommended approval. Ogden City Council reviewed and unanimously approved the master plan.



A Collective Effort

This project was made possible by the great contributions from City leaders, staff and stakeholders, as well as thought leaders, advisors and developers from throughout the Intermountain West. The development of a shared vision and series of goals has been paramount to the success of the collaborative project process. The diverse perspectives, voices and viewpoints of all involved only made the project more dynamic and rich. The entire team thanks the faculty and students of the Fall 2018 Utah State University Urban Design Studio, led by [Professor Caroline Lavoie](#), who provided visionary ideas and a foundation of research from which to begin the Ogden Downtown Master Plan.





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Establishing a Vision for Ogden's Future

Ogden holds within its downtown core an assemblage of historic, cultural, recreational, and natural assets that are unmatched along the Wasatch Front. This master plan envisions capitalizing on those assets through transformative infill of vacant and underutilized parcels to build a thriving Downtown that improves the lives of residents and bolsters the City's financial health and prosperity.

Executive Summary

Downtown Ogden MASTER PLAN

25/
year vision

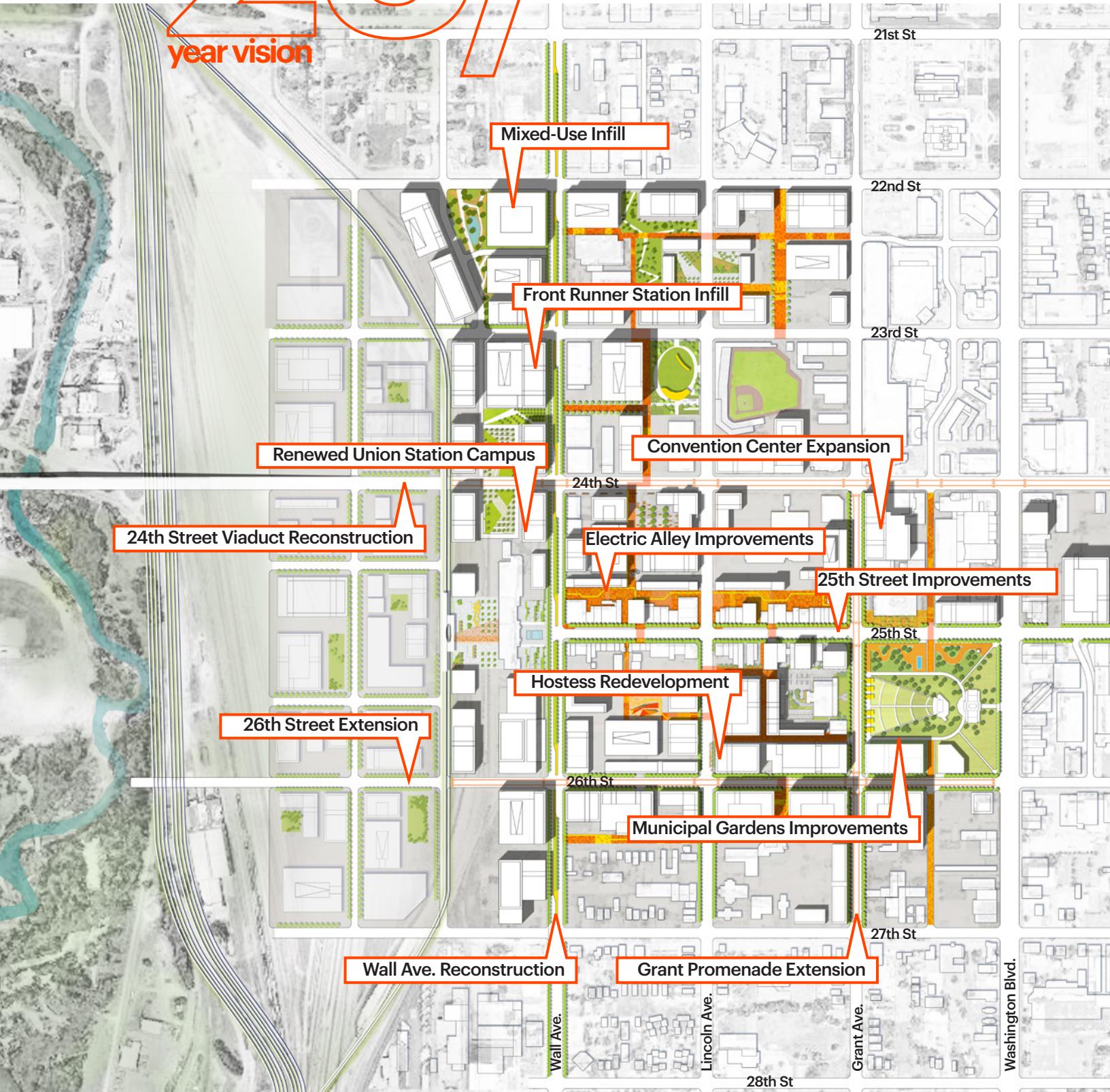


Figure 1: Master Plan



Vision

This document establishes a 25 year vision for the growth of downtown Ogden through a series of catalytic projects in key locations in and around the Central Business District (CBD). This will occur in “episodes” or phases in which city investment in the public realm, coupled with developer incentives, will attract private investment to increase land values, density and walkability. Infill and development within the core of the city will be supported through social equity parameters, with a focus on reducing social vulnerability and keeping downtown affordable and accessible to current and future residents.

The master plan provides recommendations to close fiscal and physical gaps within downtown by implementing Smart Growth strategies to encourage a vital public realm, walkable neighborhoods, essential services and amenities, as well as diversity in employment and housing options for a growing population. Chief among the recommendations of the plan is developing parcels that do not contribute meaningful tax revenue to the General Fund.

Catalyzing Development

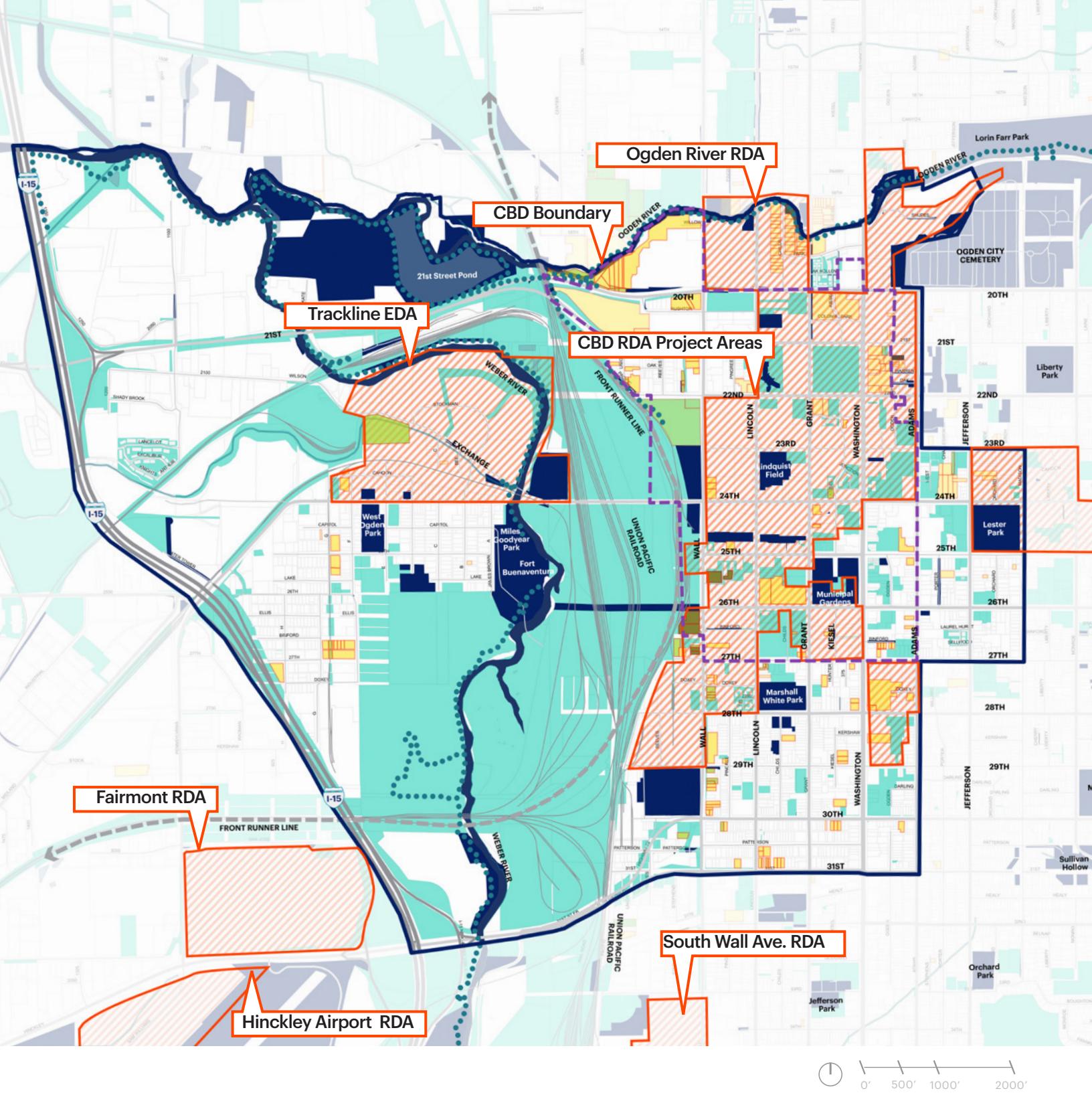
As property tax revenues increase with high-quality development, important civic services and components of livability such as mass transit, parks, attainable housing and essential services will benefit - “A rising tide lifts all boats”.

Purpose of the Plan

A downtown plan has not been created for Ogden in over a decade, therefore it was identified as an imperative next step in planning for the future success of the city. Moreover, recent growth has been sporadic and not subject to a set of cohesive design parameters to ensure that development is high-quality, sustainable and the highest and best use for a center city. Therefore, Design Standards are included as part of the 2020 Downtown Ogden Master Plan to provide guidance on implementing a well-designed public and private realm.

Adams Ave.

Jefferson Ave.



Development Opportunities

Legend

Legend

- Project Study Area
- CBD
- Rivers
- FrontRunner

- ● ● ● Trails
- Vacant
- RDA Project Areas
- Tax-exempt Land City-owned
- Tax Exempt (All other)

Figure 2: Development Opportunities

Master Plan Overview & Approach

Context

Set at the base of the Wasatch Front, the recreational draws of local ski resorts, Pineview Reservoir, and hiking, biking, and climbing along Bonneville Shoreline Trail System are easily accessible to anyone in Ogden City. The ecological corridors of the Ogden and Weber Rivers connect open spaces and recreation activities to the City's core. Centered around Union Station, 25th Street and Washington Boulevard, Ogden's downtown is rich with historic architecture, stories or a burgeoning past, and a resurgent maker culture.

However, the lateral expansion of development in the last forty years has precipitated significant vacancy and low real estate values at the core of Ogden. Recognizing and preserving Ogden's rich catalogue of historic buildings and assets, combined with tax incentives afforded by [Opportunity Zone](#) status and an active [Redevelopment Agency](#), makes downtown Ogden an ideal destination for investment.

Make Ogden

"Make Ogden" is the most important initiative borne out of the Downtown Master Plan as it underpins the success of future studies and implementation efforts. The existential quality of the Make Ogden program grows from citizen concerns that Ogden's future is tied to its past and shaped by the hands of those that live there. This movement grows from forty years of planning the downtown core, establishing standards for redevelopment areas and saving the key historic structures that make Ogden such a distinguished prospect for urban redevelopment. The Make Ogden campaign will unite future efforts that are aligned around positioning downtown as an attractive location for businesses to thrive and a desirable place to live, work and play.

Approach

The master plan is structured episodically, focusing on catalyzing development in phases with priorities, benefits, implementation tools and strategies that occur over a specific timeframe. Each episode is measured by two indices, Market Potential and Social Equity and Vulnerability Index (SEVI), which are used nation-wide by [Smart Growth America](#) to evaluate and measure the growth potential of Opportunity Zones. These metrics allow the City to track success and are the mechanisms that illustrate that an episode's potential has been reached, unlocking the subsequent episode.

Tenets

The Tenets chapter provides an overview of Ogden's assets, gaps and opportunities analyzed through a series of five lenses: Real Estate + Land Use, Historic + Cultural Assets, Transportation + Mobility, Parks + Open Space, and Social Equity + Amenities. These tenets work in unison to increase market potential and stabilize social equity and vulnerability.



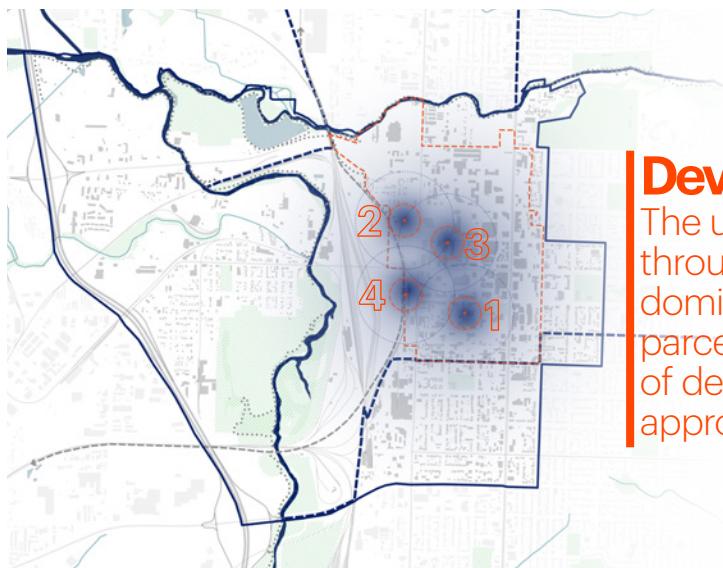
Key Outcomes

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Master Plan Outcomes

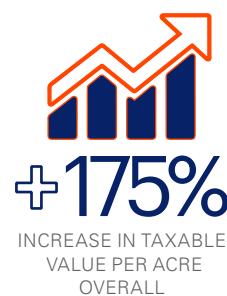
The master plan is based on a thorough inventory and analysis establishing the groundwork for goals and strategies that lead to actions and recommendations. The master plan provides a framework for significantly increasing walkability, job density, housing density and taxable value per acre. A dedication by city leaders to improve these factors will create a desirable center city for businesses to thrive, resulting in an exponentially greater number of well-paying jobs.

High-quality, well-planned development on currently under-performing parcels is projected to increase the value of land by over 175% per acre in the CBD. This can be achieved through rigorous planning of parcel consolidation on vacant, city-owned and tax-exempt parcels that currently exhibit low residual land value. These areas show promise in becoming the spark that ignites a multi-decade urban redevelopment of downtown.



Development Zones

The use of catalytic projects in key areas throughout downtown that will spark a domino effect of development on adjacent parcels while raising the bar on the quality of development is fundamental to the approach of the master plan.



Unlocking Ogden's Potential

Downtown plays a central role in the economic and civic prosperity of Ogden. It bears great responsibility in charting the path for the future - a path characterized by economic success, resilient growth, high-quality development, and a walkable urban fabric. The recommendations of this plan provide a roadmap to implementation, including projects, policies and programs that highlight mechanisms to realize each episode.

Introduction

1

Downtown Ogden Master Plan

A 25 YEAR VISION FOR SMART GROWTH

Introduction

The need for a Master Plan to guide the next 25 years of development in and around downtown Ogden could not be more imminent, as the City currently owns significant amounts of vacant land in its core area. These open sites, along with other sites of low residual value, hold the key to Ogden's ability to support a prosperous and sustaining future. If these key sites are allowed to develop at low quality and density, the City relinquishes the opportunity for higher values, and therefore greater tax revenues, for the entire life of these low-performing projects. With the lifespan of buildings and "stable residual value" being 40-plus years, this would represent considerable lost opportunity.

Purpose of the Plan

The goal of the Downtown Ogden Master Plan and the accompanying 'Make Ogden' campaign is to establish a roadmap for future private development and public infrastructure implementation in the downtown core that will foster new development activity and amenities

A Renewed Civic Pride

At the turn of the 20th century, investors in downtown Ogden were driven by the idea that the quality of their buildings should have a positive and lasting influence on the city. The Master Plan will use this legacy, together with strategies for increasing tax revenue and overcoming gaps in parks, infrastructure, mobility and essential services, to provide a renewed expression of civic pride.

for a growing population. The Master Plan provides recommendations to close fiscal and physical gaps within the City by implementing Smart Growth strategies. Closing these gaps will sustain and supply a growing population with a vital public realm, walkable neighborhoods, and diversity in employment and housing options. The following chapters outline a common vision derived from the year-long planning process, goals that must be reached to achieve a livable community, and metrics to track success.

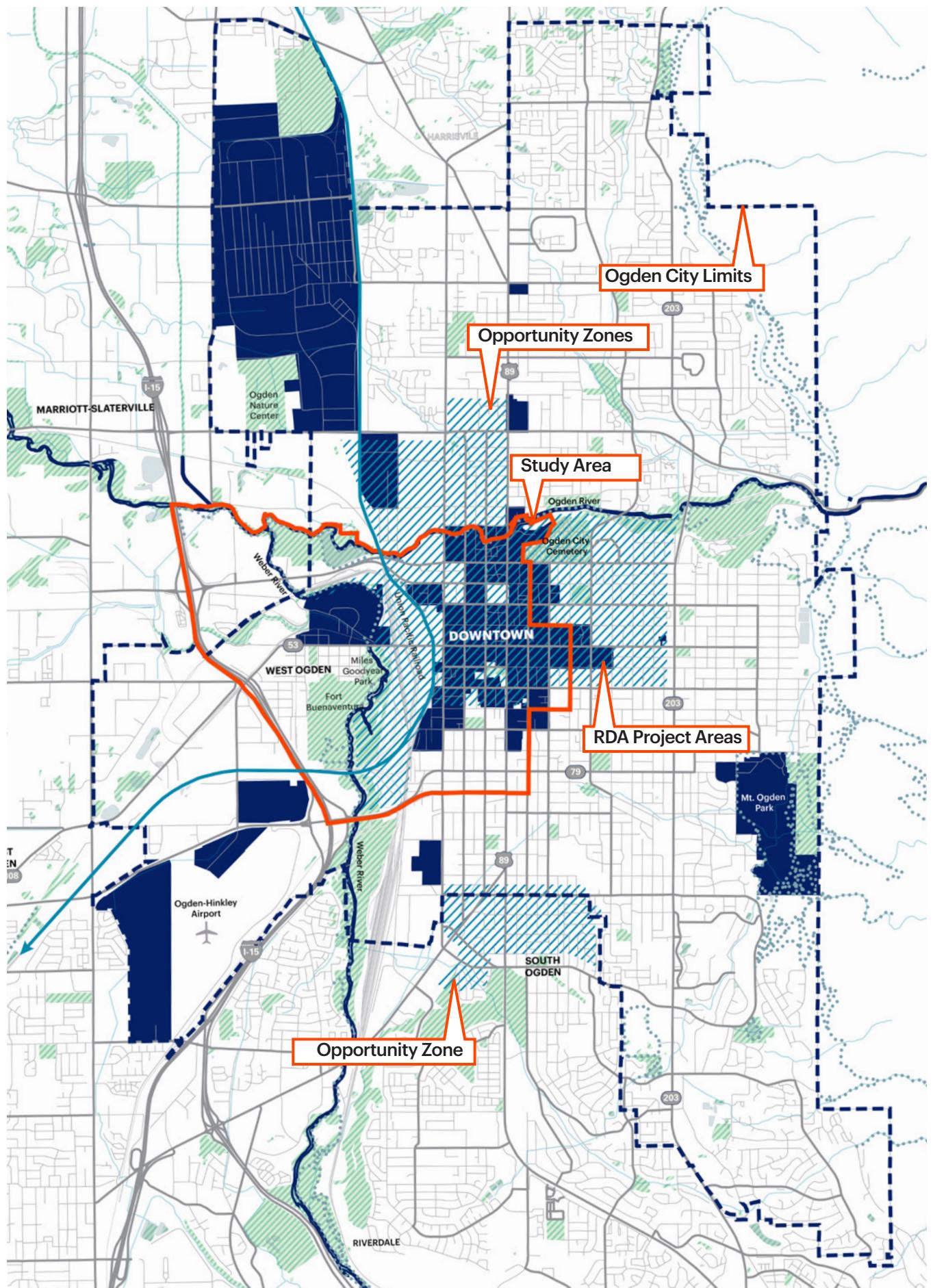


Figure 3: Downtown Ogden Master Plan Study Area

Challenge

Ogden, like many cities nationally and globally, must responsibly grow within its boundaries to remain solvent. Cities along the Wasatch Front compete with Ogden for employment and residential growth. These communities are taking stock of what they have to offer potential residents, businesses and developers in order to grow their tax base. With limited geographic ability to expand its boundaries, Ogden must look to its historic core to create a renewed vision for what its downtown can be, and how it can create a sustainable future for the city.

Opportunity

Few cities the size of Ogden enjoy the wealth of historic treasures and natural resources within a one-mile radius of their downtown core. Ogden is uniquely positioned to capture business development and grow its population and tax base by enlisting vacant land and/or sites with marginal buildings around key assets that are walkable to one another; namely Union Station, Lindquist Field and the Municipal Garden. Key to this opportunity is 25th Street, a center spine that connects these important sites and can be a catalyst for intentional growth.

Accelerate Higher Density, Higher-Quality Development

One way to realize additional tax revenue from the core area is to more efficiently utilize the vacant and underperforming sites, creating more density and yielding additional tax revenues. The programming of ground floor activities and enhanced architectural treatment of the first and second floors of new buildings can create a compelling public realm. Strategically accomplishing the added density and building quality in concentrated key areas can create the catalytic effect of noticeable transformation. Although many improvements to downtown over the past two decades have brought business and activity, they have occurred piecemeal. It is time to concentrate efforts to realize noticeable gain and improvement.

Ogden Redevelopment Agency

The stimulus to make projects serve this larger walkable and urban vision is capital. Historically, redevelopment agencies (RDAs) have been set up to help fund and administer desired outcomes in historic downtowns dismantled by suburbanization and loss of tax revenue. The *Ogden Redevelopment Agency* has a successful tradition of utilizing this approach with projects such as the Junction owing part of their success to RDA funding. This plan identifies additional areas in downtown that would benefit from an infusion of RDA funding to spur development. Several of the episodes outlined in the plan rely in part on the tax increment funding available in these districts as part of a successful tradition in Utah.

Opportunity Zones

Opportunity Zones were established nationally in 2018 to promote redevelopment in underperforming areas, and the state of Utah designated the downtown Ogden study area as one such zone. Better performance could mean meeting the needs for affordable housing or stimulating business in mixed-use areas that are currently vacant or marginal. Lateral expansion of development in the last forty years has precipitated significant vacancy and lower real estate values at the core of Ogden. Recognizing and preserving Ogden's rich catalogue of historic buildings and assets, combined with tax incentives afforded by Opportunity Zone status, makes downtown Ogden an ideal destination for investment.

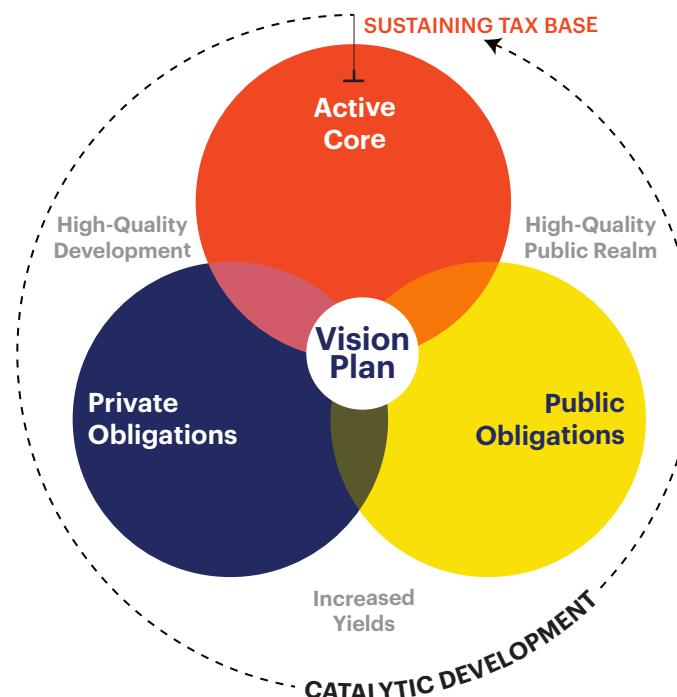


Figure 4: Vision Plan Relational Obligations

Relationship to Previous Projects

BUILDING ON STRENGTHS

Introduction

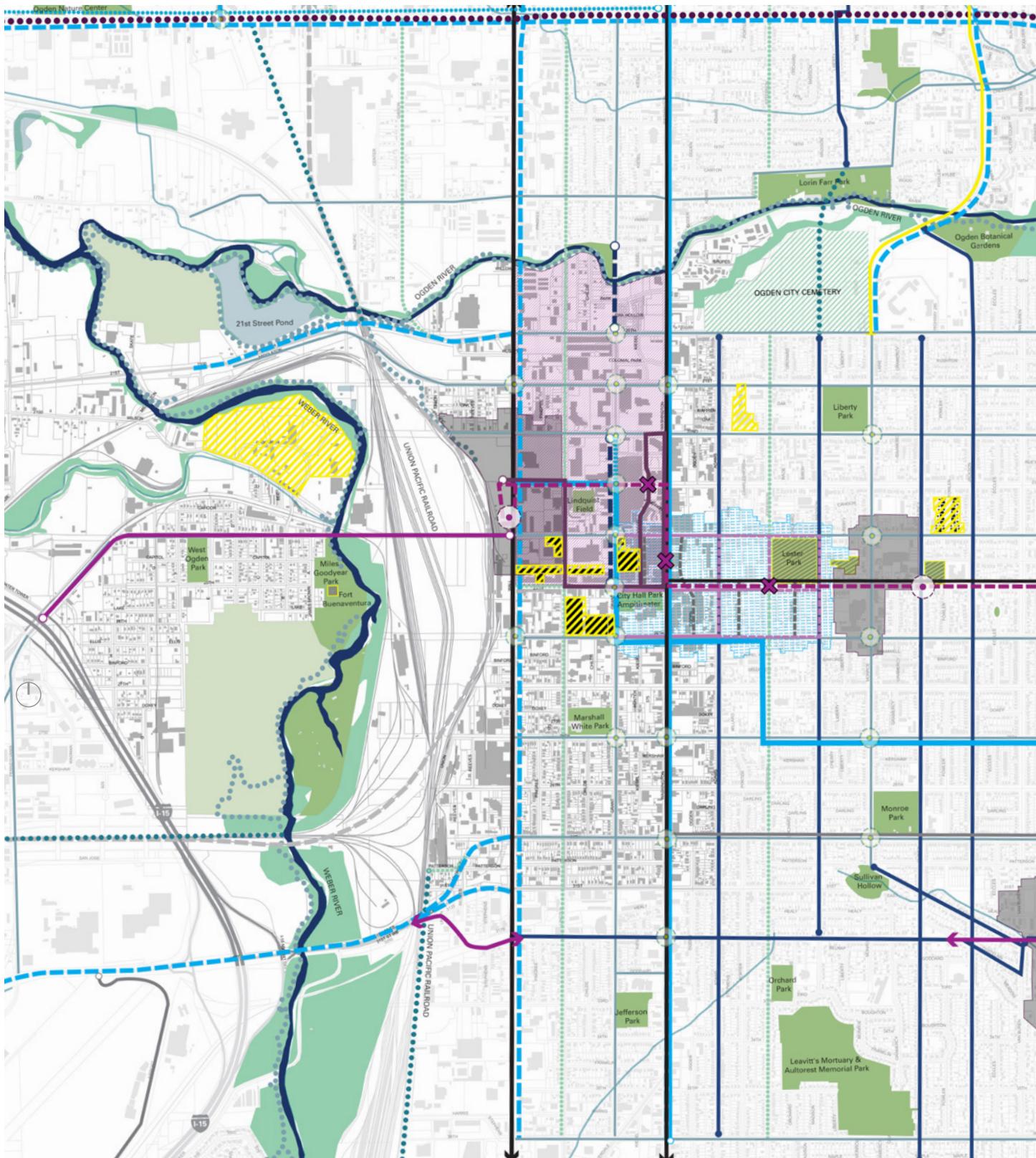


Figure 5: Previous Plans and On-going Projects



Summary of Previous and Ongoing Projects

Ongoing and previous studies illustrate an ambition to provide a city that is interconnected by multi-modal transit options including bus rapid transit (BRT), bike lanes, sidewalk improvements and a pilot project for a dedicated autonomous vehicle lane, all supported by transit-oriented and pedestrian-focused development. These projects will require public investments in the civic realm and infrastructure to encourage development in downtown Ogden. However, these studies would benefit from more detailed description of the economic benefits to justify such investments, and necessary plans or policy changes that would be required funding to achieve the City's goals. The summary of plans outlined on the following pages, in concert with this Downtown Master Plan, would result in an interconnected and vibrant Ogden.

Relationship to Previous and Ongoing Projects

Over the past several years, the City has conducted planning studies in and around the Central Business District and downtown. The recommendations and near-term implementation efforts of these studies only help to support this Master Plan. The adjacent map highlights these efforts and summarizes their spatial extent. By applying key principals, goals and tenets throughout downtown, efforts can be more synergistic and exponentially more effective than isolated or mutually exclusive plans. These principles include increased mobility options, reprogramming of open space and the redevelopment of underutilized or previously industrial sites.

Synergy

“Make Ogden” is the most important initiative underpinning this Master Plan. The existential quality of the Make Ogden program grows from citizen belief that Ogden’s future is tied to its past and shaped by the hands of those that live there. This plan grows from forty years of planning for the downtown core and establishes standards for redevelopment areas and preservation and enhancement of key historic structures that make Ogden such an attractive location for urban redevelopment.

Legend

Development:

- Future/On-going/Recently Completed Development
- CIP:**
 - Grant Avenue Promenade
 - Monroe Boulevard Mill and Overlay
 - Serge Simmons Pavilion
- Transportation Master Plan:**
 - BRT**
 - BRT Stations:**
 - Priority Station
 - Secondary Station
 - Trolley
 - Roadway Reconstruction/Widening
 - Autonomous Vehicle Lane (Pilot Project)
 - Multilane Path
 - Core Transit Routes (Higher Frequency)

- Bicycle Corridor Improvements
- Street Improvements
- ↔ Traffic Calming and Bike Facilities
- ||||| Bike/Pedestrian/Transit Priority Zone
- Bicycle Master Plan:**
- Weber State Wiggle
- Bike Detection Loop
- Bike Promenade
- Bike Boulevard
- Buffer/Protected Bike Lane
- Bike Lane
- Shared Lane
- Trail
- OnBoard:**
- Transit Oriented Development Zone
- Nine Rails Creative District:
 -  Creative District Boundary
 -  Park Improvements

Transportation Master Plan

The general focus of this plan is on targeted roadway reconstruction, developing a pedestrian/bike/transit core downtown, implementing a BRT line from the Commuter Rail Station to Weber State University, developing a pilot project for autonomous vehicle use, and improving pedestrian and bike connectivity.

Ogden Onboard Transit Oriented Development (TOD)

The Ogden Onboard TOD plan envisions a high-performance and well-connected transit system that increases quality of life for residents and provides strong connectivity between downtown, Weber State University and the McKay-Dee Hospital campus. The TOD is focused on creating inclusive neighborhoods that bring about diverse ridership within complete neighborhoods that provide access to housing, jobs and amenities. A series of priority BRT stations are identified from the Transportation Master Plan that will be the nexus of the TOD developments and help to catalyze change in each neighborhood.

Bicycle Master Plan

A highly ambitious plan to connect nearly the entire core of Ogden with bicycle infrastructure, and provide related amenities and increased safety measures at crossings. Estimated cost for implementation is \$7,914,000.

- » Develop a connected bicycle network throughout Ogden and with adjoining communities
- » Enhance bicycle safety
- » Encourage bicycling for all ages
- » Improve the bicycling culture in Ogden by actively encouraging businesses and government organizations to support cycling
- » Develop an evaluation process of Ogden's bicycle programs, projects, and procedures

Master Plan for Arts and Culture

The Master Plan for Arts and Culture was developed by the City of Ogden to provide a framework for arts and culture advancement, which was recommended in the 2002 Comprehensive Plan. The master plan has been adopted as a working guide for the next 10-15 years, and will support education and economic development for residents who will enjoy a thriving arts community.

IMPLEMENTATION TOOLS

- » Ogden City Arts Office and City Planning Office (Internal)
- » Ogden City Arts Advisory Committee (External)
- » Tool 1: Ogden City's Public Art Program
- » Tool 2: Ogden City's Arts Grant Program

Nine Rails Creative District Master Plan

The Nine Rails Master Plan envisions how to develop a Creative District that will be the epicenter of art and culture near downtown Ogden. The District is bounded on the north and south by 24th and 26th Streets, and on the west and east by Grant and Madison Avenues. It overlaps existing districts, including the Central Business District and East Central Community planning areas, along with three historic districts: The Crossroads of the West, Historic 25th Street and Jefferson Avenue.

DEVELOPMENT OF AN ARTS DISTRICT

- » Embed the arts as a key component in economic development and city planning strategies
- » Advance the arts as an integral element that celebrates Ogden's diversity and strengthens its unique identity
- » Create an environment where artists can thrive
- » Weave the arts into the daily Ogden experience
- » Implementation of NACTO Streetscape typologies

INTEGRATION OF PARKS AND OPEN SPACE

- » Redesign of Lester Park at the Weber County Library to integrate a playground, plaza, pavilion and art
- » Daylighting of Spring Creek at the 400 block of 24th Street.

24th and Grant

This project is a mixed-use infill development north of the Ogden Amphitheater, between 24th Street and Grant Avenue. The site uses will include hospitality, convention space, office, commercial/retail and a parking garage.

Oak Den Bungalows

Developed by the Ogden City Community Development Division, the Oak Den Bungalows development is a revitalization effort that the City previously sought to qualify as an Urban Renewal Area. The neighborhood became a Community Reinvestment Area (CRA) after push back from the community. The project is fully built-out and is located between 23rd Street and 24th Street at Fowler Avenue.

Stone Hill Community

Bounded by Adams and Jefferson Avenues, between 21st and 22nd Streets, adjacent to the Integrity Christian Fellowship, Stone Hill Community is a single-family housing development of the former Dee School site. The neighborhood is modeled on the garden court typology, with homes surrounding the periphery and a shared open space that connects outward to the broader community.

Capital Improvement Projects

Currently, Capital Improvement Projects are predominantly focused on mill and overlays and upgrading utilities, including storm and sanitary sewers, with a few notable exceptions including:

Grant Street Promenade

24th Street north to 22nd Street The project will be Ogden's first "Complete Street" with significant public realm amenities, bike lanes, and parking adjustments

Serge Simmons Pavilion

The Serge Simmons Pavilion will provide a shelter and gathering area for the baseball fields at Miles Goodyear Park.

A Framework for Success

How can Ogden evolve its downtown core to take advantage of its historic and natural assets to become a nexus for business and employment attraction, residential growth, and recreational and cultural activity that increases the value of the land, contributing to the long-term health of the Ogden community?

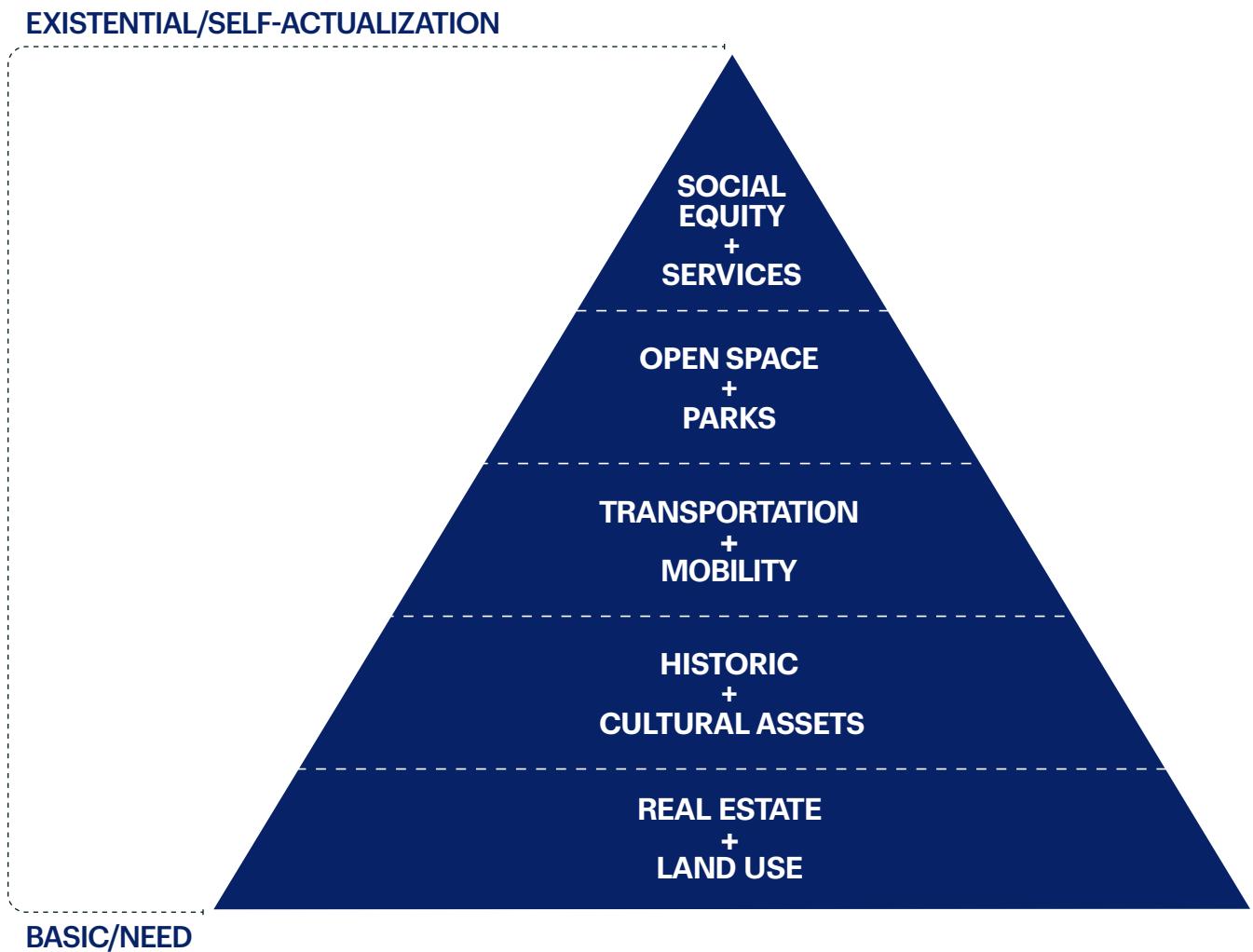


Approach

Project Approach

CATALYZING DEVELOPMENT

Approach



Hierarchy of Needs

“What we need is a system of thought...that can bind humans together...a system that would supply our idealistic young people with something to believe in.”

— Abraham Maslow

Dilemma

As Utah's Wasatch Front experiences unprecedented growth, the City of Ogden is struggling to maintain and grow its tax base – which threatens the long-term fiscal health of the community. The city's transition from an industrial, rail-driven economy and downturns in the local economy have left many vacant or underutilized properties in the city's core, leading to a potential shortfall in the City's ability to provide basic community services. How can Ogden strategically evolve its downtown core to take advantage of its stunning location at the foot of the Wasatch Front, at the confluence of the Ogden and Weber Rivers, and along regional transportation corridors? How can it become a nexus for business and employment attraction, residential growth, and recreational and cultural activity that increases the value of the land, contributes to retiring future public debt, and improves the lives of the entire community?

Thesis

Downtown Ogden is uniquely positioned with a once-in-100-year opportunity to attract residential, employment and business growth while improving the quality of life and image of the entire city. To capitalize on Ogden's wealth of natural resources, existing historic character and diverse population, five tenets of design that are inherently tied to, and influenced by one another, are deployed: Real Estate + Land Use, Historic + Cultural Assets, Transportation + Mobility, Parks + Open Space and Social Equity + Essential Services. These tenets will be addressed through an orchestrated effort to promote the infill of the downtown core, attract employment, improve access to social services and amenities, coordinate public transit and open space systems, and provide variety and equity in housing opportunity. Downtown Ogden will experience a 21st century renaissance that recalls the time when the city's motto was, "You can't get anywhere without coming to Ogden".

Episodes

The project will be approached episodically, focusing on catalyzing development in phases with priorities, benefits, implementation tools and strategies that will occur within a specific timeframe. Each episode is supported by the same project tenets that act as a criteria filter to ensure a comprehensive approach to urban design and development. These tenets work in unison to increase market potential and stabilize social equity and vulnerability. As one episode's target metrics are actualized, it unlocks the subsequent episode.

Episodes

EPISODE:

Noun: A discrete and coherent narrative within a larger story and experience. // An event or a group of events occurring as part of a larger sequence; an incident or period considered in isolation.

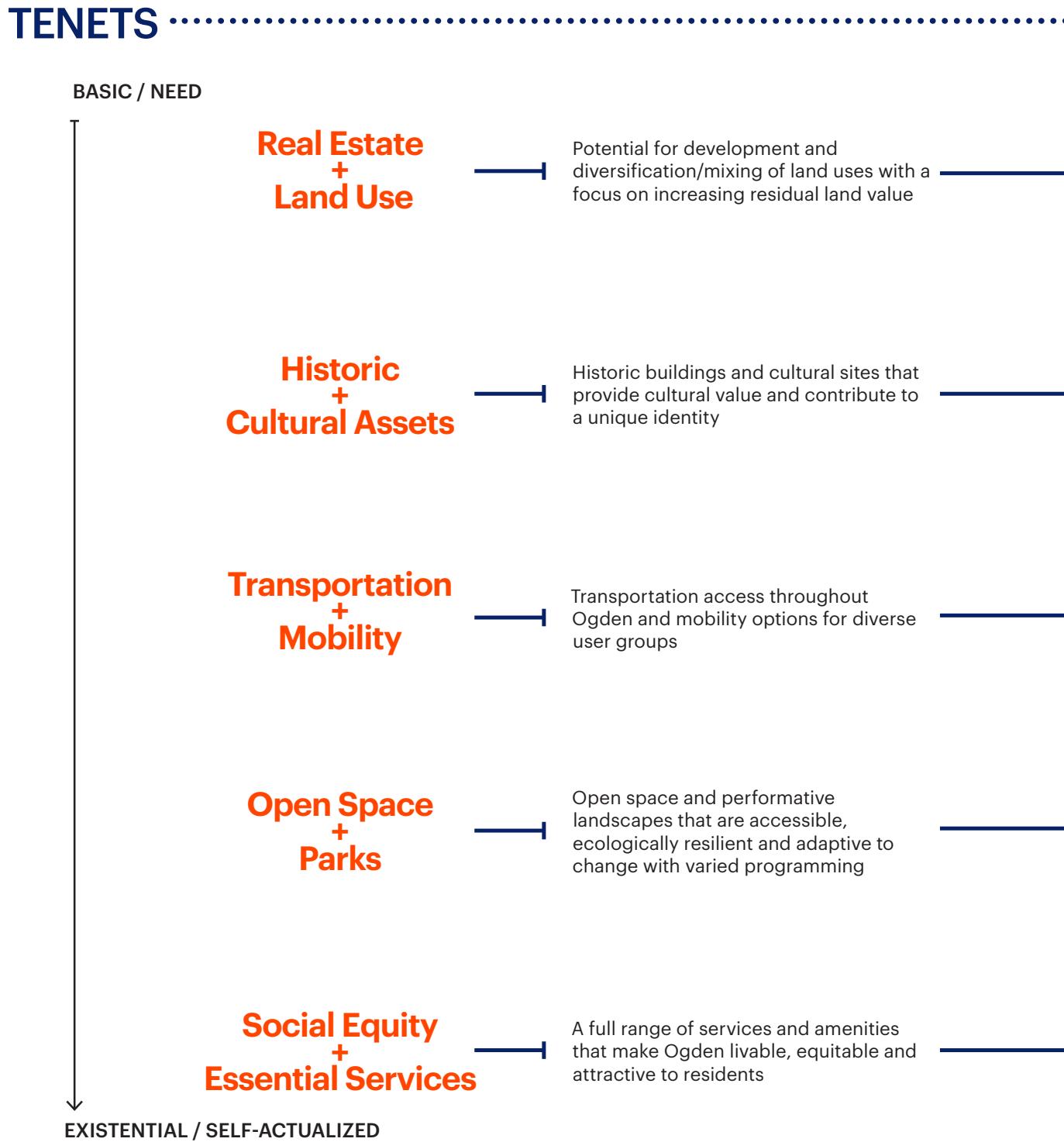
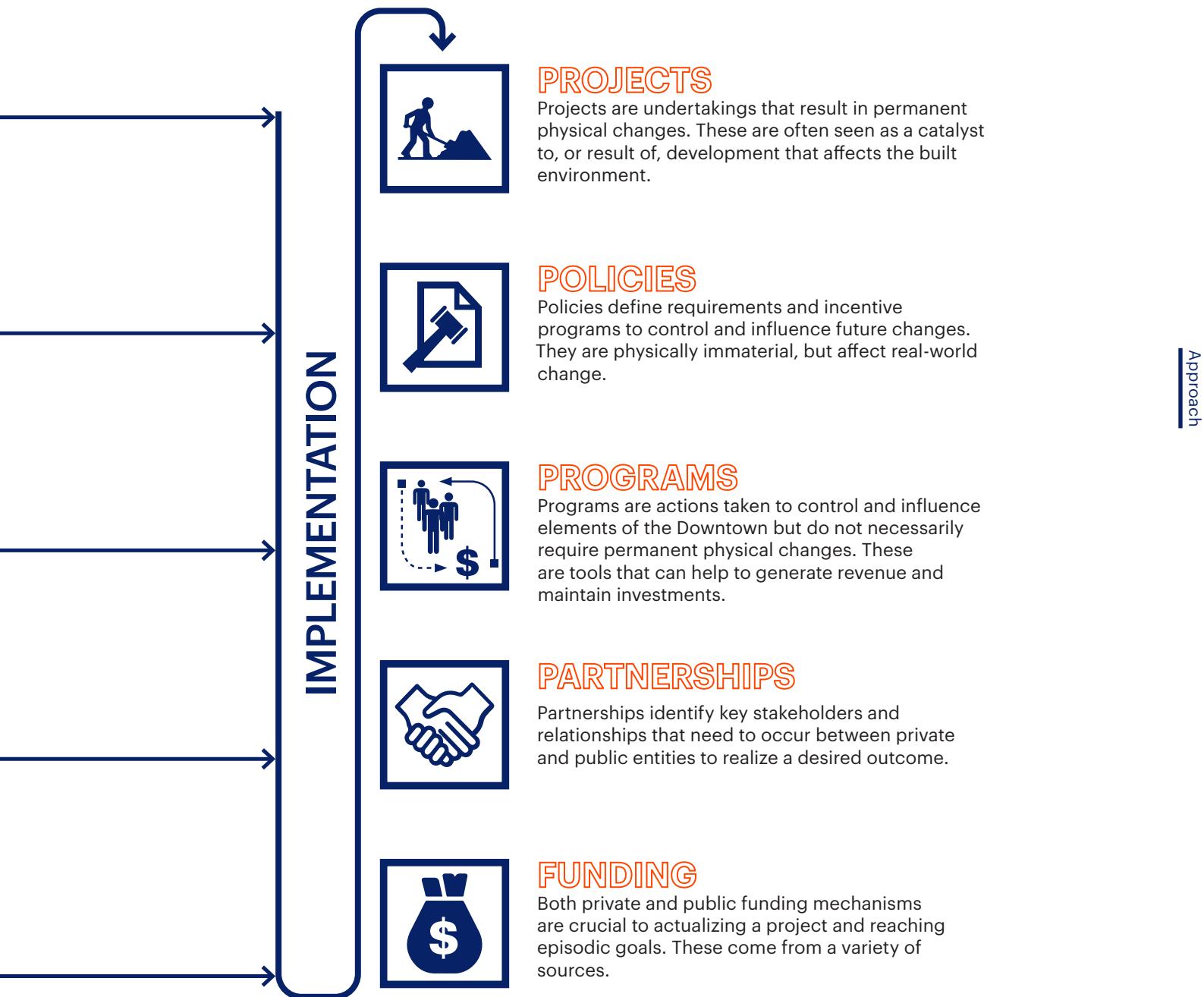


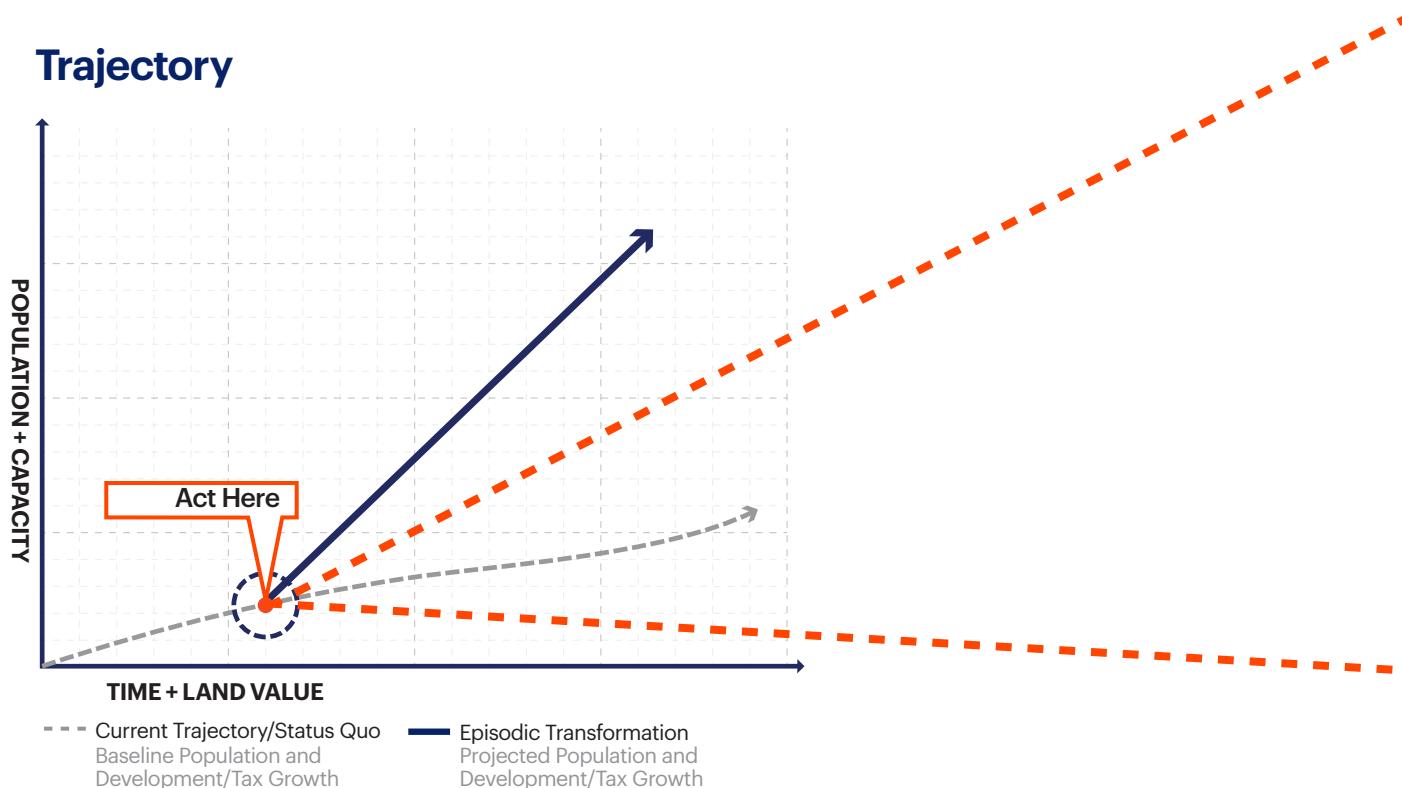
Figure 7: Episodic Approach

EPISODE



Master Plan Framework

Ogden's current trajectory is characterized by growth and new development at the periphery of the city with piecemeal infill in the downtown core. A comprehensive plan and series of catalyst projects will shift the current paradigm outlined in the dilemma, and set in motion a new future through a series of episodic transformations.



Episode Overview

Episode 1

SUPPORT DOWNTOWN

TIMEFRAME: 2020-2025

TARGET INVESTMENT GOALS:

- » Developer led with large amounts of private investment
- » City supported with investment focused on the public realm
- » Target new development while reducing City subsidies

Episode 2

CATALYZE DOWNTOWN

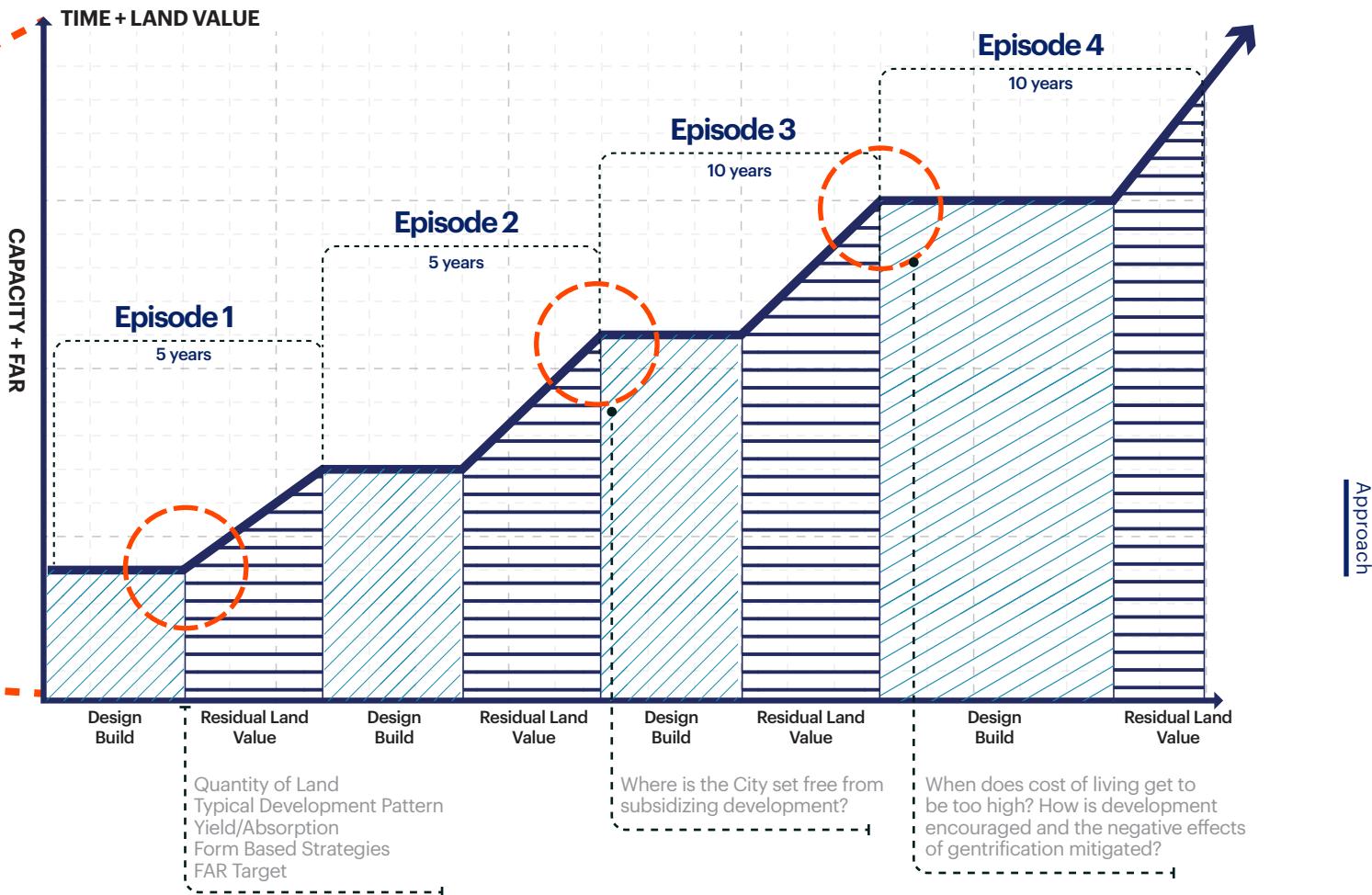
TIMEFRAME: 2025-2030

TARGET INVESTMENT GOALS:

- » City led with a focus on heavily investing in transit, open space and public realm improvements to attract development
- » Developer supported with a focus on adaptive reuse, infill and historic preservation

Figure 8: Framework Approach

Changing Course



Episode 3

CONNECT DOWNTOWN

TIMEFRAME: 2030-2040

TARGET INVESTMENT GOALS:

- » Developer led with a focus on expanding downtown outward from the 25th Street core to accommodate higher development densities and larger populations
- » City supported with investment focused on development subsidies and improvements to City owned land

Episode 4

EXPAND DOWNTOWN

TIMEFRAME: 2040-2050

TARGET INVESTMENT GOALS:

- » City led with a focus on infill near and connections to assets (BDO, OBE, Weber State University)
- » Developer supported with high quality development and targeted investment in key areas

Growth Framework

MEASURING POTENTIAL

Overview

Growth for the sake of growth can lead to damaging results for cities that don't have a clear plan for how that growth should occur. The recommended framework for downtown Ogden is based on a model used nation-wide by *Smart Growth America* to evaluate and measure the growth potential of Opportunity Zones. This model assesses the relative investment potential of designated Opportunity Zones based on a combination of metrics and indices that quantify market potential (Smart Growth Potential) and community equity (Social Equity and Vulnerability Index).

Market Potential

The potential for market growth is often measured in the context of financial return of investments – both by private investors and by the cities that see additional revenues from these investments. In that sense, the *Smart Growth Potential (SGP)* assesses the attractiveness of a market or Opportunity Zone to investors in terms of economic activity, which is measured by walkability, job density and housing density. High scores in each of these factors indicates clusters of economic activity that are dense, characterized by mixed-uses, and highly walkable – a combination that people are demanding across the country, and where the majority of investor dollars are going. The benefits of cities that score high on market potential include:

- » A **38% savings** on infrastructure
- » A **10% savings** on public services
- » Revenue generation up to **10 times higher** as compared with sprawling suburban development

SMART GROWTH COMPONENTS

1 Walkability

Smart Growth communities are very walkable, and this is a high and absolute threshold.

2 Job Density

Smart Growth communities are centers of economic activity.

3 Housing Density

The highest-performing Smart Growth communities are typically active day and night, which means a concentrated residential population.

National Walkability Index	Jobs / Acre	Housing Units / Acre	Score
0	0.0	0.0	0
14	12.6	3.8	1
16	21.7	6.4	2
17	36.1	9.8	3
18	65.4	17.7	4
19	183.7	44.3	5

Table 1: Market Potential Scoring

Community Equity

While market potential is an important measure to use as a planning tool, unchecked reliance on development and density may result in new problems for the city, such as gentrification and displacement as current residents are priced out of downtown. To balance the need for economic growth with the desire to maintain a diverse community in downtown Ogden, the Social Equity and Social Vulnerability Index (SEVI) is also an essential tool needed to measure sustainable growth.

The SEVI is used to measure the socioeconomic conditions of downtown. As demand increases and supply remains relatively static, lower-income and marginalized groups are vulnerable to displacement by higher-income households. The four-part SEVI index ranks places by characteristics associated with equity and vulnerability, including access to transit, housing and transportation costs, the ratio of renters, and a social vulnerability index. The benefits of high-scoring SEVI communities include:

- » Reduced apprehension from the investment community
- » Reduced gentrification and displacement rates
- » Access to new streams of capital for lower-income groups

SOCIAL EQUITY AND SOCIAL VULNERABILITY COMPONENTS (SEVI)

1 Transit Accessibility:

The percentage of the region's population that can reach a place by mass transit (bus or rail).

2 Housing and Transportation Affordability:

The percentage of income a household earning 80% of the region's area median income must spend on the combination of housing and transportation.

3 Diversity of Housing Tenure:

The ratio of renters to owners in that place.

4 Social Vulnerability Index:

A metric produced by the Centers for Disease Control measuring social vulnerability by fifteen components.

Transit Accessible Population	Housing & Transportation Costs	Renter Ratio	Social Vulnerability Index	Score
0%	>50	0%	0	0
1%	45	10%	1	1
6%	40	20%	2	2
11%	35	30%	3	3
18%	30	40%	4	4
27%	<25	>50%	5	5

Table 2: Social Equity and Social Vulnerability Scoring

Baseline Metrics

FOUNDATION FOR MEASURING GROWTH

The goal for downtown Ogden is to pursue high scores for the SGP and SEVI indices – unlocking economic potential while balancing community equity in pursuit of a prosperous and healthy downtown. Currently, Ogden is characterized as having low market potential (SGP) and high community equity (SEVI).

Market Potential Baseline

As previously noted, the Market Potential framework measures how downtown Ogden compares to successful communities around the country by defining characteristics that are attractive to investors and developers. The same filter can be used by City leaders to develop a growth framework that identifies which components of the market potential score are most impacting Ogden's ability to attract investment. The SGP analysis indicates that downtown Ogden scores a 1 out of 15 possible points for Market Potential. This means economic and real estate indicators do not currently support unsubsidized economic growth and social vibrancy. Using the score as a baseline allows us to set targets for improving these deterrents to investment and create strategies by which public investment can build momentum and Market Potential to attract organic investment.

Community Equity Baseline

The Community Equity framework measures the level of social equity in downtown which, when paired with Market Potential, indicates the ability to support neighborhood inclusivity, accessibility and affordability. With a Community Equity score of 17 out of 20, downtown Ogden currently exhibits high social equity that should be maintained as efforts are made to improve Market Potential metrics. While the score indicates that the study area does not restrict living, working and playing to specific households or income levels, the lack of more upscale housing choices and economic opportunities are actually a barrier to quality development and investment. Correcting the market downtown to offer expanded housing and employment choices would improve Ogden's long-term fiscal health and quality of life by providing the revenue to fund more public services and infrastructure improvements as the city grows. In tandem, Ogden should actively pursue a public policy framework that protects vulnerable populations as the downtown is revitalized.

Market Potential

Smart Growth Potential



13 OR 0/5

WALKABILITY INDEX



15 OR 1/5

JOB DENSITY INDEX



1.7 OR 0/5

HOUSING DENSITY INDEX



1/15

BASELINE MARKET SCORE

Metric	Methodology	Formula	Value	Market Score
Walkability	NWI	N/A	13	0
Job Density	Jobs/Acre	14,139 jobs / 957 acres	15	1
Housing Density	Housing Units/Acre	1,579 units / 957 acre	1.7	0
Market Score				1/15

Table 3: Market Potential Baseline

Approach

Community Equity Metrics

Social Equity/Social Vulnerability Index

Metric	Source	Value	Market Score
Transit Accessible Population	Environmental Protection Agency (EPA)	41%	5
Housing + Transportation Costs	Center for Neighborhood Technology	34%	3
Renter Ratio	US Census	95%	5
Social Vulnerability Index	Center for Disease Control (CDC)	.85	4
Market Score			
17/20			

Table 4: Community Equity Baseline

Target Metrics

POTENTIAL GROWTH

Growth Targets and Projections

Downtown is characterized by low Market Potential and high Community Equity. While the City should implement public policies and development criteria that ensure the maintenance of high social equity, the growth framework and targets described below focus on improving downtown's Market Potential. Public and private investment strategies to improve components in an episodic manner will build Ogden's investment potential from a triple-bottom-line perspective that can deliver positive economic, environmental and social returns.

Low and stagnant land values in and around downtown are not creating enough General Fund tax revenue to support the cost of City services. City revenues are largely provided by tax revenue, including franchise tax, sales tax, property tax and others, with some additional support from miscellaneous revenues. Projections based on historical growth rates of revenue sources are shown in the below figure and indicate that General Fund expenditures are growing at a faster rate (3% annually) than revenues (1% annually). This growing gap, if not addressed in a meaningful way, will have negative long-term impacts on the City's ability to provide even the most basic services to the community.

Due to Utah tax regulations and the City's desire not to increase tax rates, the most feasible solution is to increase underlying land values, reduce the number of vacant/underutilized/tax-exempt parcels, and bring new taxable entities online. This can only be achieved by attracting quality private investment through economic development. The methodology and studies used in this framework indicate the factors that are most significantly impacting Downtown Ogden's Market Potential are job and housing density, which are acting as deterrents to economic prosperity and social vibrancy. Through catalytic, episodic efforts to improve Market Potential metrics, Ogden can create the critical mass of economic activity to fund the City's support of its residents. The growth framework on the following page represents a potential roadmap for Ogden to achieve economic prosperity by incrementally improving its market potential while maintaining a high community equity score. The framework should be monitored by the City throughout the process to adjust to its specific circumstances.

Ogden General Fund Projections

Business as Usual vs Make Ogden Plan

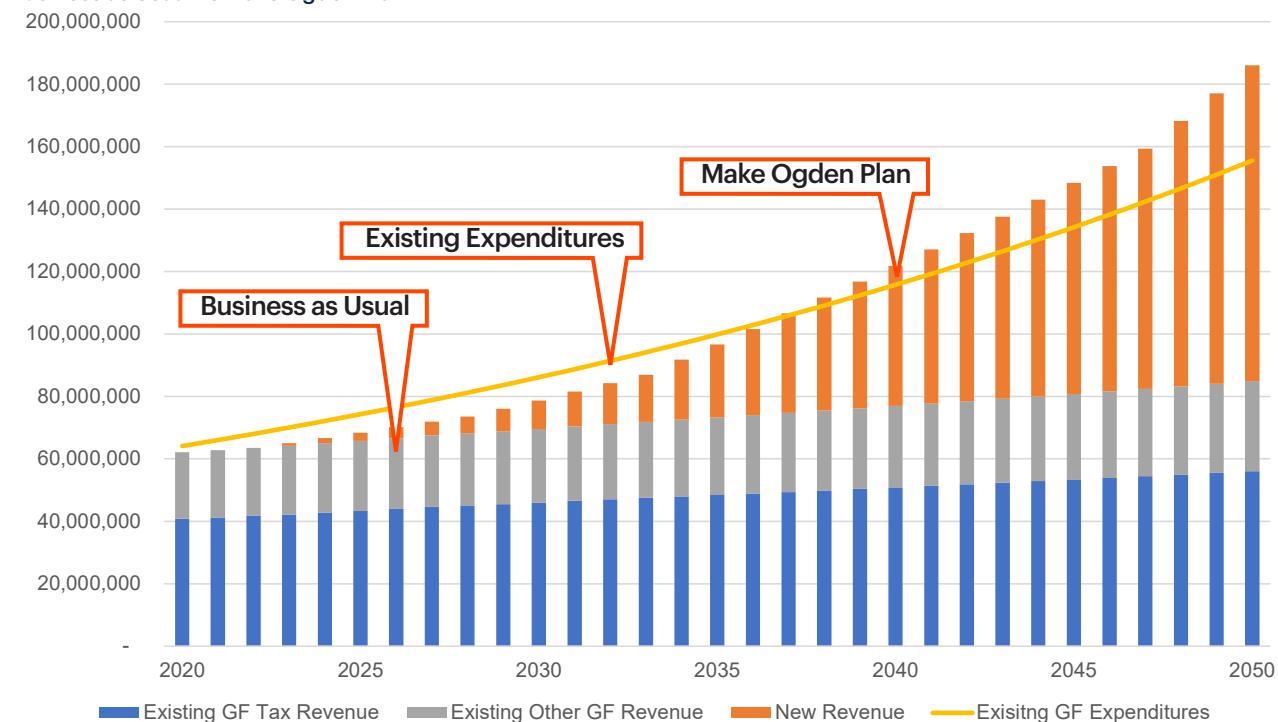


Figure 10: Ogden General Fund Projections

Episode Targets

Community Equity

Market Potential

Episode 1

Metric	Value	Market Score	Metric	Value	Market Score
Walkability	14	1	Transit Accessible Population	50%	5
Job Density	16.5	1	Housing + Transportation Costs	34%	3
Housing Density	2.6	0	Renter Ratio	80%	5
Market Score		2/15	Market Score		17/20

Episode 2

Metric	Value	Market Score	Metric	Value	Market Score
Walkability	16	2	Transit Accessible Population	50%	5
Job Density	18.3	1	Housing + Transportation Costs	36%	3
Housing Density	3.8	1	Renter Ratio	75%	5
Market Score		4/15	Market Score		17/20

Episode 3

Metric	Value	Market Score	Metric	Value	Market Score
Walkability	17	3	Transit Accessible Population	50%	5
Job Density	21.7	2	Housing + Transportation Costs	37%	3
Housing Density	6.4	2	Renter Ratio	65%	5
Market Score		7/15	Market Score		17/20

Episode 4

Metric	Value	Market Score	Metric	Value	Market Score
Walkability	18	4	Transit Accessible Population	50%	5
Job Density	28.9	3	Housing + Transportation Costs	39%	3
Housing Density	9.8	3	Renter Ratio	55%	5
Market Score		10/15	Market Score		17/20

Table 5: Episode Metrics Summary

Mapping Ogden's Potential

In order to plan for the future, it is important to first understand a community's existing conditions, assets and opportunities that may be present, but not immediately visible. By collecting, consolidating and assessing data from a number of sources and conducting field research to fill in gaps in knowledge, these seemingly invisible components show themselves. From a baseline analysis, tenets can be developed. These tenets establish a baseline that informs goals and an opportunity framework, what could be colloquially described as the state-of-the-state.



Tenets

Real Estate and Land Use

THE ENGINE OF DEVELOPMENT

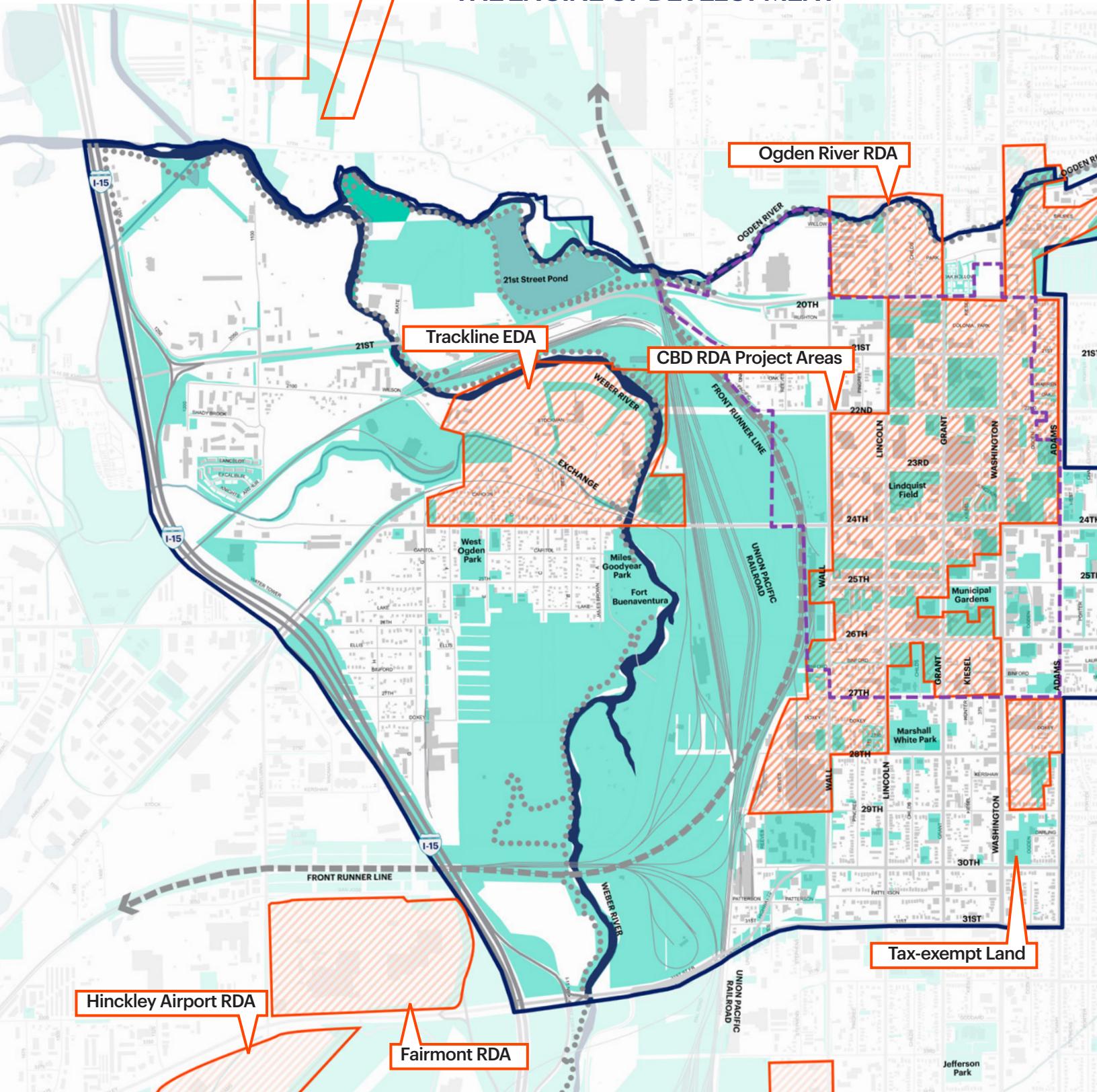
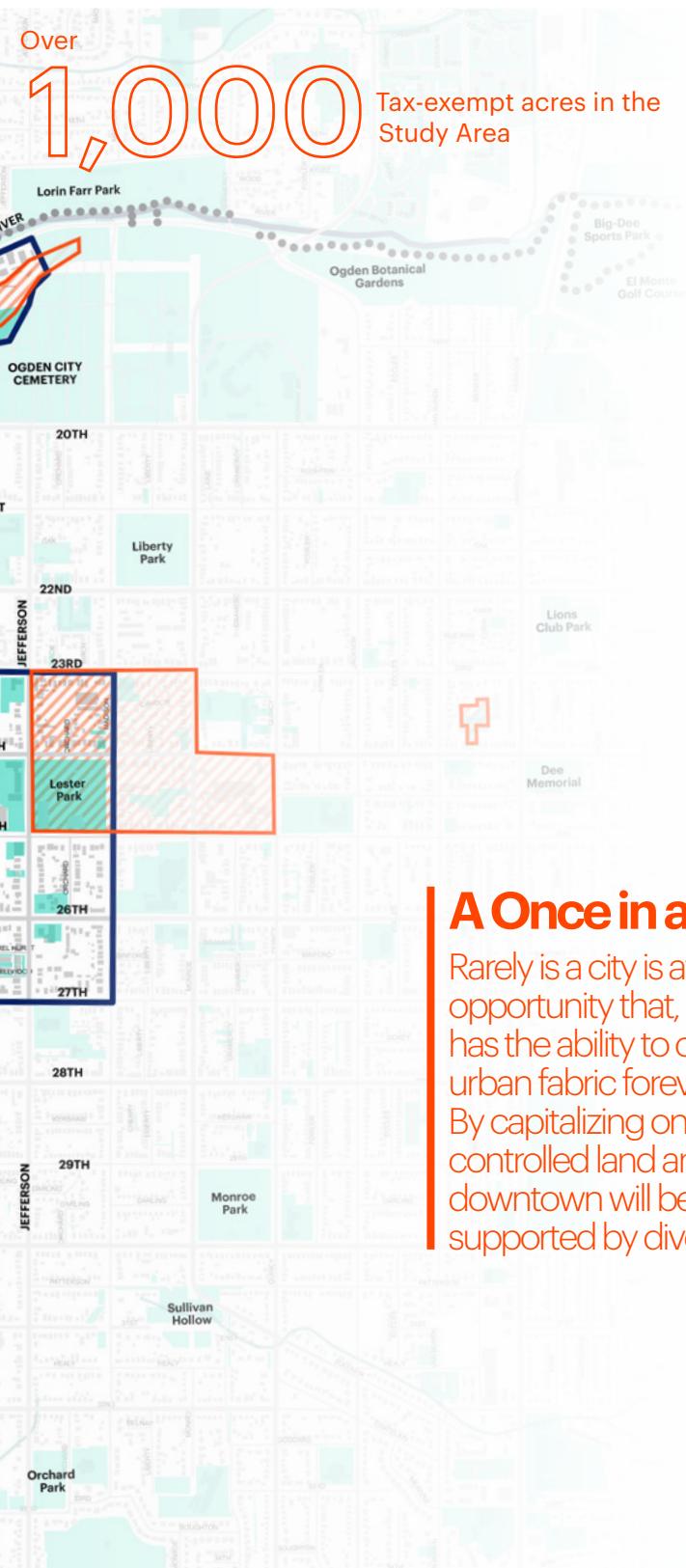


Figure 11: RDA Project Areas and Tax-exempt Land



RDA Project Areas

Tax-exempt Land



Challenge

How can Ogden City reach the goal of retiring a projected multi-billion dollar tax deficit within the next 20 years? How can new development contribute to this goal without over-extending existing infrastructure or over-taxing current incentive programs?

Opportunity

Identify key redevelopment zones and strategically utilize all unconsolidated, vacant and underutilized land in a targeted and episodic manner. Focus on jobs and residential growth in the CBD as a means to increase the City's tax base through a larger high-paid workforce and a greater amount of land contributing revenue through property taxes.

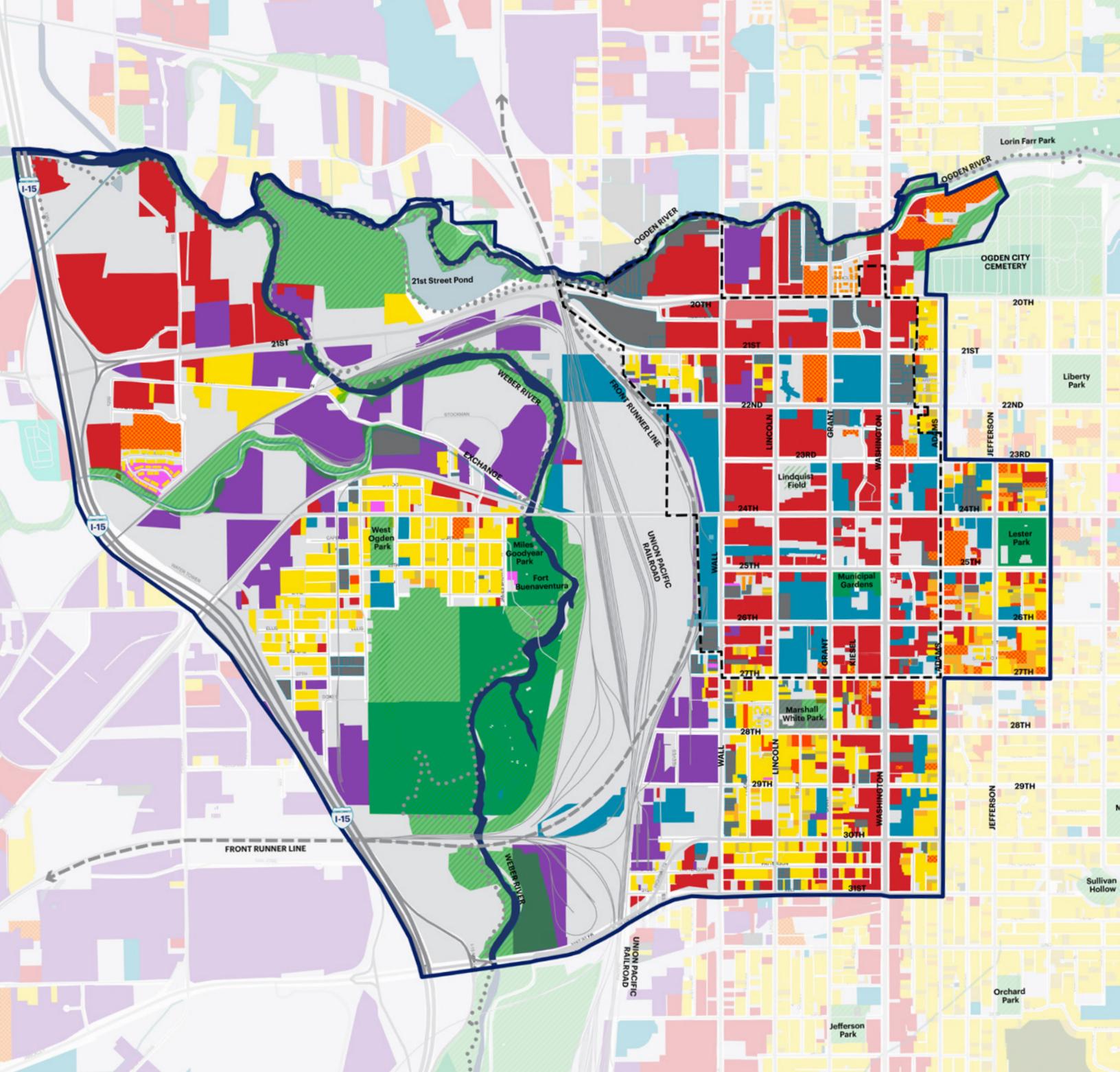
Leveraging City-Owned Land

Parcels that are currently vacant, underutilized and/or tax-exempt, particularly those that are owned by the City, should be targeted for redevelopment in Episodes 1 and 2. Additionally, it will be important to focus on areas of opportunity that are not subject to long-term RDA tax requirements, as these areas will

A Once in a 100-year Opportunity

Rarely is a city at the precipice of truly catalytic change; an opportunity that, if emboldened through planning and action, has the ability to change the trajectory of development and the urban fabric forever. Currently, Ogden is at that turning point. By capitalizing on latent assets, such as a large amount of city controlled land and unrivaled access to open space, the future of downtown will be characterized by economic prosperity that is supported by diverse development and high residual land value.

contribute directly to the City's General Fund. The development of tax-exempt and vacant land will likely have the greatest impact on city revenue, and work towards retiring the projected 2040 deficit of \$10 billion. The growth trajectory must be balanced to ensure that as land values increase in the core, development is not pulled to the periphery of downtown.



Land Use

Legend

- Project Study Area
- CBD
- Lakes/Streams
- Rivers
- FrontRunner Line
- Trails

- Parks
- Open Space
- Farmland/Rangeland
- Single Family
- Multi-Family (Duplex)
- Multi-Family (3-4 units)

- Multi-Family (5-9 units)
- Condos
- Mobile Homes
- Commercial
- Residential on Commercial
- Civic/Government/Schools



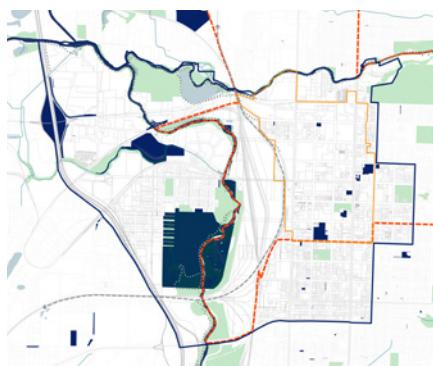
Figure 12: Land Use

Tax-Exempt Land

Land Ownership



City



County



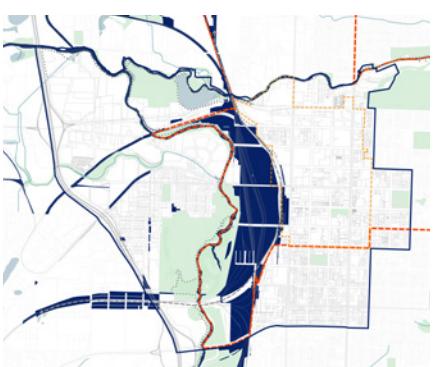
State



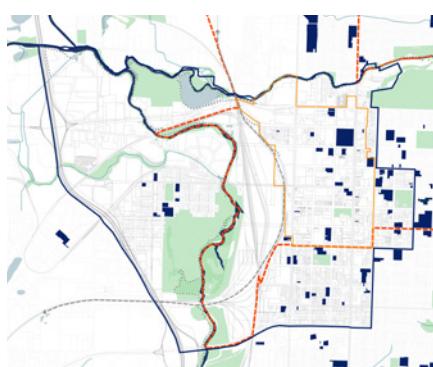
Federal



Utah Transit Authority



Union Pacific



Schools/Religious/Non-profit* Utilities

Existing Land Use

A strong mix of land uses does not currently exist in downtown. A clear demarcation between residential and commercial/retail/mixed-use land uses occurs at Adams Avenue, and less so, at Harrison Boulevard east to west. This separation of uses contributes to Ogden not being an 18-24 hour city, discourages transit use and walkability, and increases overall market leakage to other parts of the city that could otherwise be captured downtown. Encouraging mixed-use development within this use segment will be key to diversifying uses and ultimately, tax revenue.

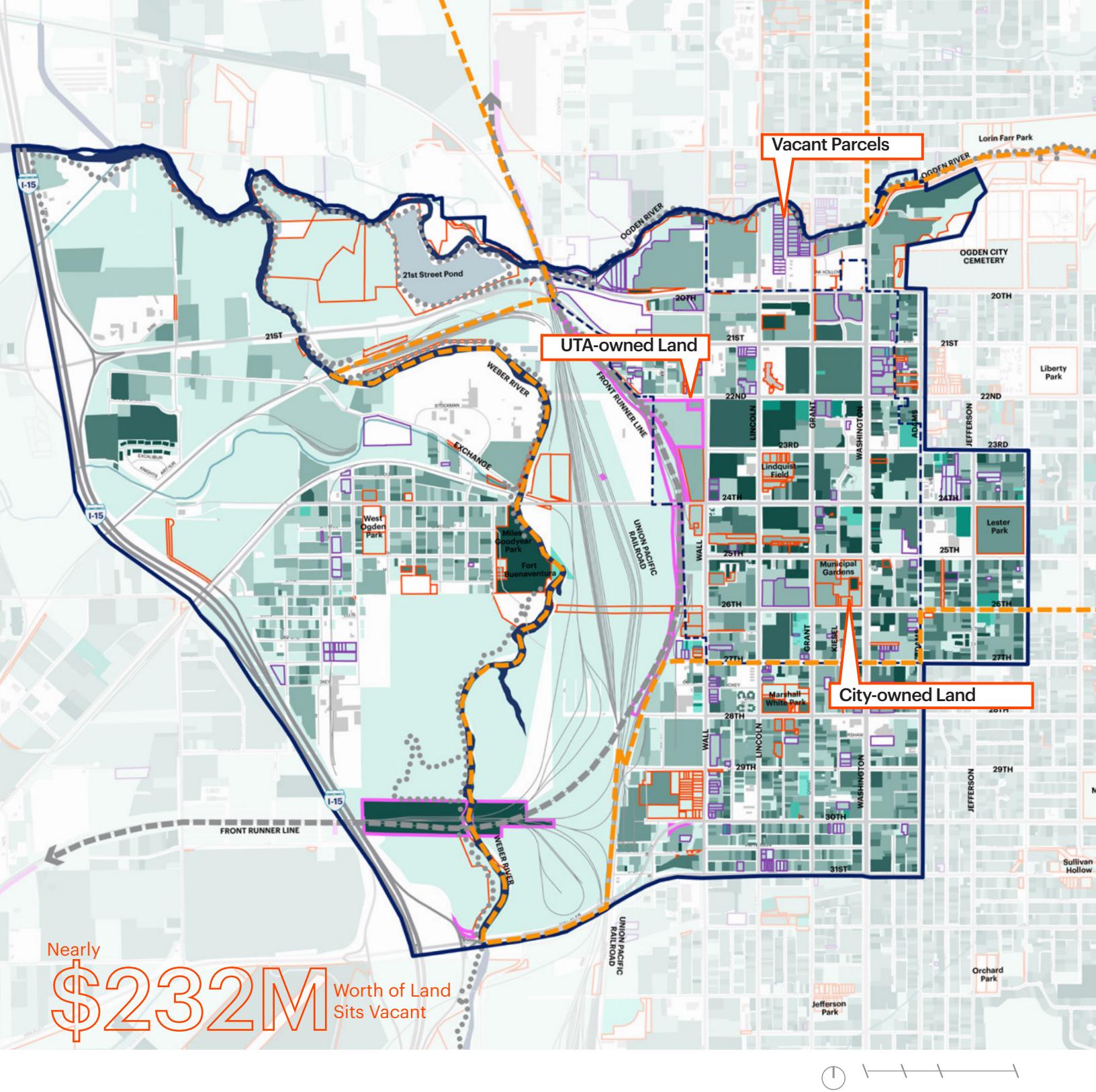
Tax-Exempt Parcels

Union Pacific Railroad controls an overwhelmingly large portion of all tax-exempt land within the Study Area. The rail yards are an inefficient use of land, with the majority being derelict open space, not rail lines, spurs or service areas. The amount of land within the rail yards, coupled with their low residual land value and current exempt status, provide an unparalleled opportunity for the westward expansion of downtown in portions of Union Pacific property.

Evaluation of all classes of tax-exempt land reveals that City controlled parcels show the greatest potential for near-term development due to their prime location within the center city. Many of these are large, continuous or adjacent parcels and may have access to RDA funds, all of which are attractive to developers.

Figure 13: Tax-exempt Properties

*Note: All schools that are exempt from property taxes are shown in the exhibit, regardless of district (city, county, et. al.) and education level (primary schools, universities, et al.). Additionally, all religious organizations that are exempt from property taxes are shown as one, regardless of denomination.



Key Development Opportunities

Legend

The legend consists of four entries: 'Project Study Area' with a solid blue rectangle, 'CBD' with a dashed orange rectangle, 'Rivers' with a wavy blue line, and 'Opportunity Zone' with a dashed orange line.

- FrontRunner
- Trails
- \$0-150,000
- \$150,001-350,000

 \$350,001-750,000	 \$3,000,001+
 \$750,000-1,000,000	 City-owned Land
 \$1,000,001-1,500,000	 UTA-owned Land
 \$1,500,001-3,000,000	 Vacant Parcels

Figure 14: Key Development Opportunities

Existing Market Potential Scores



Land Value

There is a general correlation between lower land values and City-owned or vacant property, providing substantial opportunity for development that will exponentially increase residual land values in the CBD and promote the westward expansion of downtown.

Smart Growth Potential

Currently, the cumulative Market Potential score of one out of twenty suggests a low Smart Growth potential when housing and job density alone are considered. However, given the numerous incentive programs in downtown Ogden, including Opportunity Zone Tax credits, RDA funding and relatively low land costs, there is an untapped market opportunity to develop within the downtown. Strong indications suggest that Ogden can utilize these assets to reduce a projected deficit to the General Fund.

Goals and Strategies

Vision / Topic

- » How can development help Ogden reach its goal of retiring a future multi-billion dollar tax deficit within the next 20 years.
- » Current land use standards lack incentives for redevelopment and quality of design that would otherwise create activated retail corridors and establish a hierarchy of development types through effective transitions.
- » Many parcels are vacant or underutilized in the CBD and the overall Study Area. Infill strategies will maximize property potential and limit inefficient and costly patterns of land use.
- » There is a general lack of mixing property classes and land uses in Ogden that limits the potential for more 24-hour activity, effectively curtailing economic development and creative solutions utilizing mixed uses.

Goals

Strategies

1. Greatly increase the desirability of development of vacant or under-utilized land in downtown within Episode 1.	» Work with developers who are willing to work closely with the City to build quality mixed-use product aligned with the goals of Make Ogden.
2. Increase employment in downtown by 25 percent in five years.	» Develop an entrepreneurial/incubator business attraction program.
3. Prepare Design Guidelines for the downtown core entitlement and design process (Special District) to set a reasonable expectation for the level of quality for developers and property owners.	» Provide low interest small business loans to entrepreneurs.
4. Prepare and adopt the Vision Plan.	» Develop design guidelines that would

Tenets

*Note: Tenet vision, goals and strategies were established as part of a multi-day Stakeholder Summit held in March 2019.

21

Historic and Cultural Assets

THE FABRIC OF THE CITY

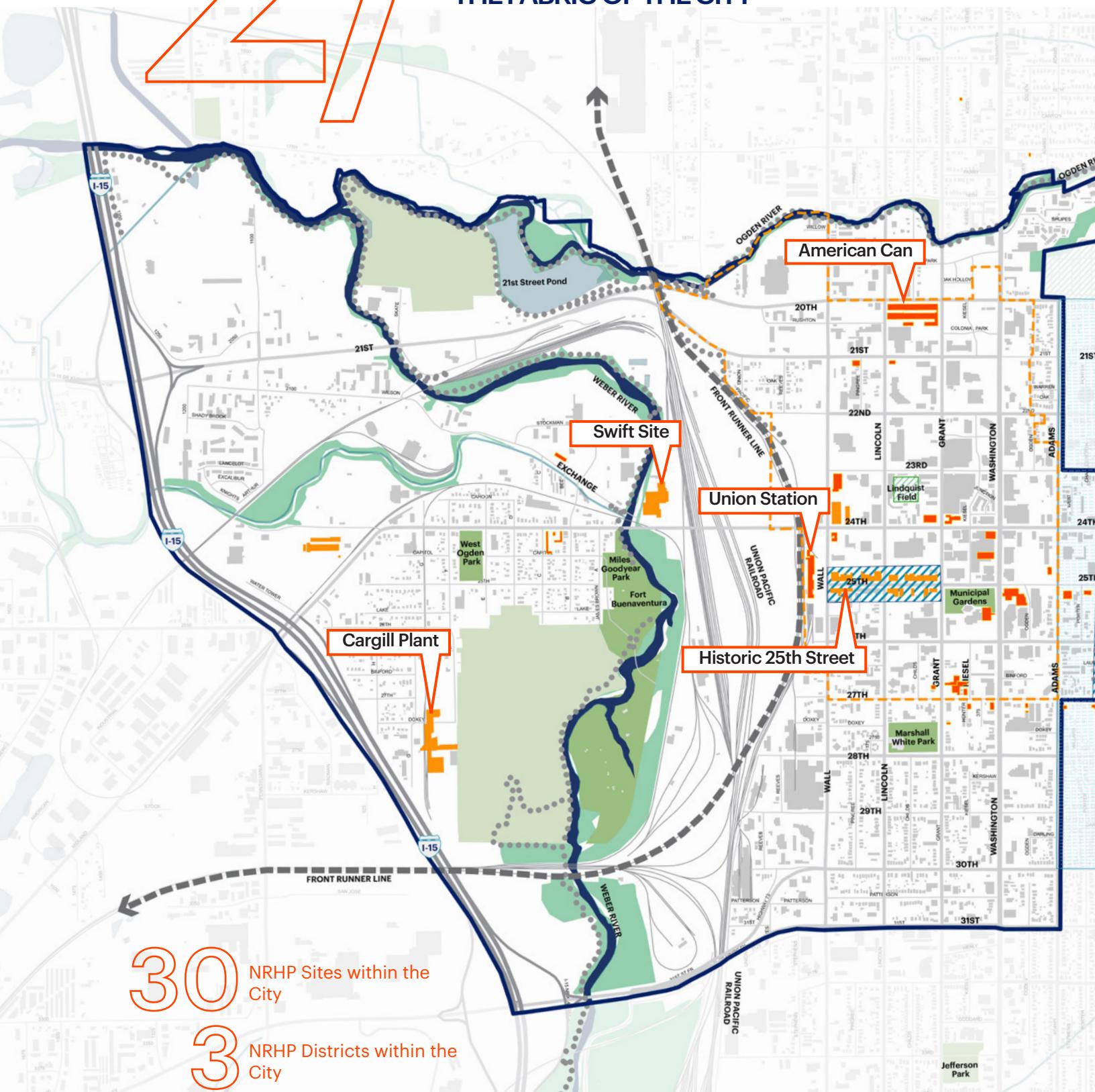


Figure 15: Historic Assets



1/4 mile



1/4-mile Transit Service Area Deficit



Challenge

Ogden has a rich history with over 30 buildings and 4 districts listed on the National Register of Historic Places (NRHP). Recent development has failed to reflect and capitalize on this narrative as a visual and cultural asset. How can the City build on its historic character to create an authentic environment that is attractive to business and residential growth?

Opportunity

Identify, preserve, and celebrate historic and cultural assets to capitalize on the significance these places represent in the downtown area. Create design standards tailored to enhancing and protecting historical assets that place greater significance on adaptive reuse and strategic infill in and around these key places.

Adapting Uses

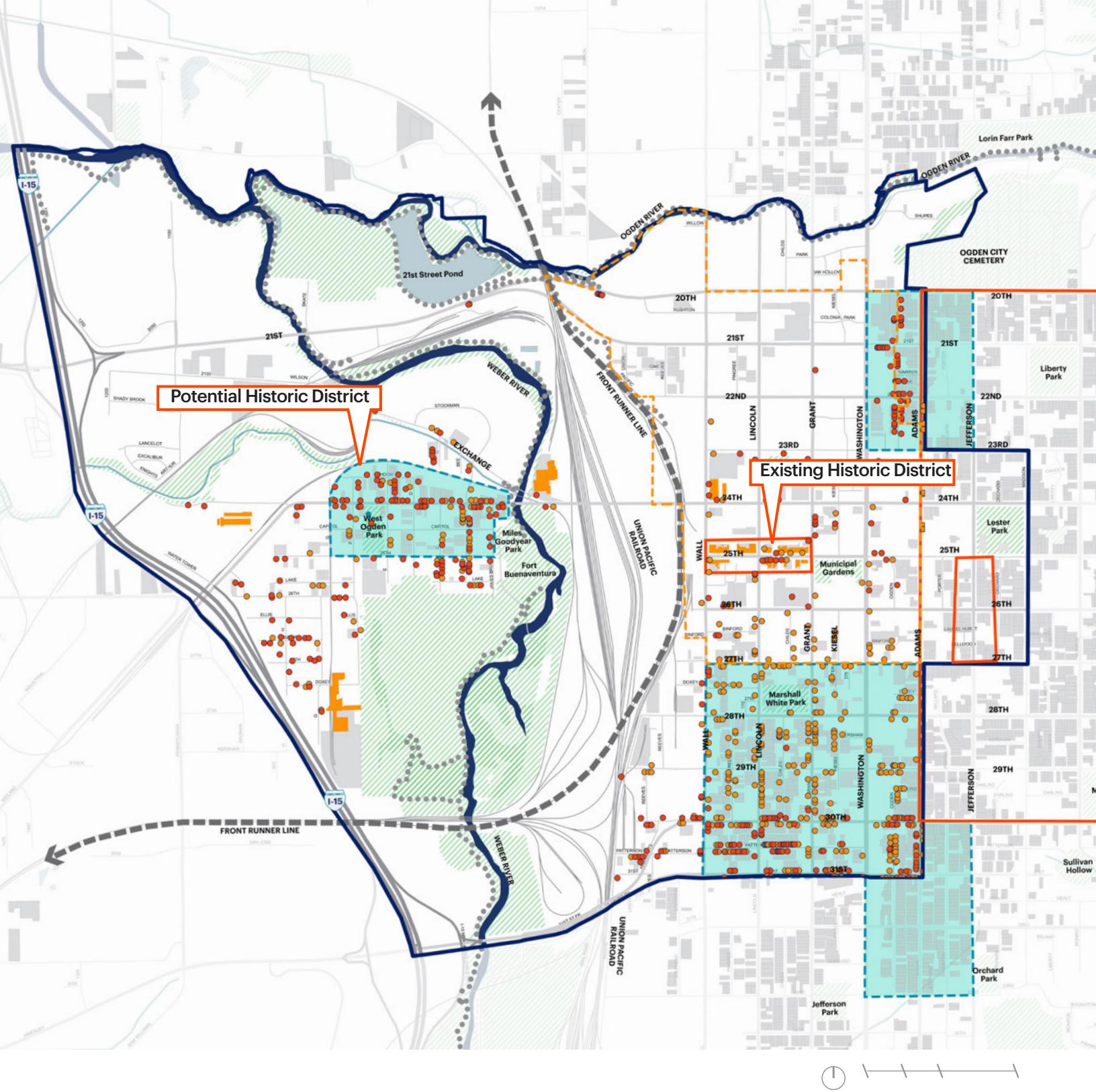
These districts have recently witnessed an injection of new residential, retail, nightlife and cultural events. From bars, pubs and restaurants to galleries, maker spaces and apartments, it is clear that the authenticity these places provide

An Unmatched Asset

Ogden City, in partnership with the State of Utah and Utah Division of State History, have already recognized groups of buildings and neighborhoods, listing them on the NRHP; however, many more remain unlisted and are therefore unprotected. Identifying historic assets within and outside the borders of these historic districts will help to evaluate the possibility of creating new, protected areas.

is in high demand by residents, visitors and developers. Additional preservation of identified historic assets that are not currently listed on the National Historic Registry will be key to enhancing an already robust network of buildings.

Paramount to Ogden's identity is maintaining the view corridor along 25th Street from the Weber River and Union Station to the base of the Wasatch Mountains. It is important to consider this relative to streetscape enhancements, building heights and building setbacks.



Historic Opportunities

Legend

- Project Study Area
- CBD
- Parks/Open Space
- Lakes/Streams

- Rivers
- Front Runner
- Trails
- Historic Districts

- Historic Buildings (Unlisted)
- Potentially Historic Parcels (pre-1930)
- Potential Historic Districts
- Contributing Properties
- Significant Structures

Figure 16: Historic Assets Opportunities

Sites of Historic Importance

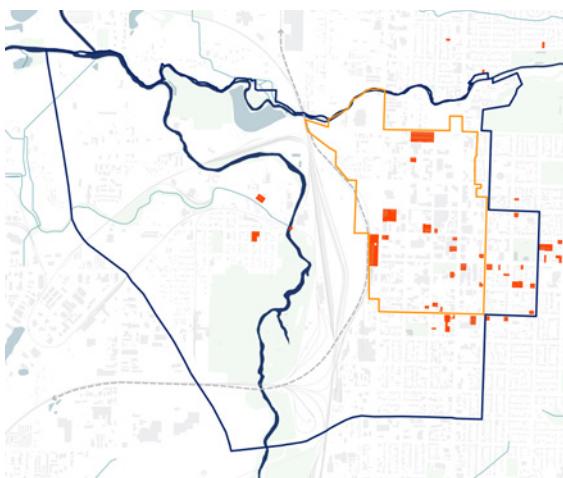


Figure 17: Historic Sites of Importance

District Opportunities

The amalgamation of eligible contributing or significant historic structures layered with the development decade of the underlying parcels suggests that the current Jefferson District around the Marshall White Community Center, the area of West Ogden along 24th Street near Miles Goodyear Park, and the confluence of the CBD and East Central District near the Ogden Cemetery, should be considered as potential historic districts. At the very least, a review of the existing structures should be conducted to determine historic relevance.

A number of potential parcels and buildings throughout downtown have been located per the NRHP guidelines on property types. Eligible historic sites are categorized in two ways, Contributing and Significant.

Contributing Properties

Contributing properties are those that support other more historically and culturally significant buildings. They may not be historic themselves, but they help strengthen the overall historic character of the site or district rather than defining it.

Significant Structures

Significant sites are those where the structure defines the space and can stand on its own as a historic structure without support from surrounding structures.

Goals and Strategies

Vision / Topic

- » Utilize restored assets to improve at least one other tenet category.
- » Collectively interpret all historic buildings and landscapes in the context of a written history of Ogden.
- » Assess current building codes in relation to historic assets and develop proper restrictions for historic reuse.
- » Create an economic market that values historic assets so redevelopment of historic sites becomes profitable without subsidy.

Goals

Strategies

<ol style="list-style-type: none"> 1. Identify historic buildings, landscapes and cultural assets. Map and catalog these assets. Identify those currently being preserved and those at risk of demolition. 2. Prioritize buildings and landscapes to be restored and/or improved. Identify critical timelines to maximize the benefits of these assets and to achieve their restoration potential. 3. Create integrated strategies that strengthen the utility of each identified asset. 4. Use Ogden's historic assets to tell a more interconnected story of the city. 5. Strengthen the authority of the Landmarks Commission to promote and evolve historic and cultural assets, weaving them into the everyday experience of Ogden living. 6. Build public awareness of the importance of historic and cultural resources... 	<ul style="list-style-type: none"> » Pursue historic building/landscape designation(s). » Establish an historic district in downtown. » Update historic buildings with improvements and uses that enhance actual and perceived value. » Develop zoning and permitting codes for the review of historic uses and impact to any historic sites. » Assess new projects to ensure they are reinforcing, highlighting and attracting people to the cultural and historic assets of Ogden. » Capitalize on cultural assets to drive development. » Pursue new funding streams for historic preservation, such as a revolving historic loan program.
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Tenets

*Note: Tenet vision, goals and strategies were established as part of a multi-day Stakeholder Summit held in March 2019.

3 /

Transportation and Mobility

MOBILITY SYSTEM GAPS + ACCESS

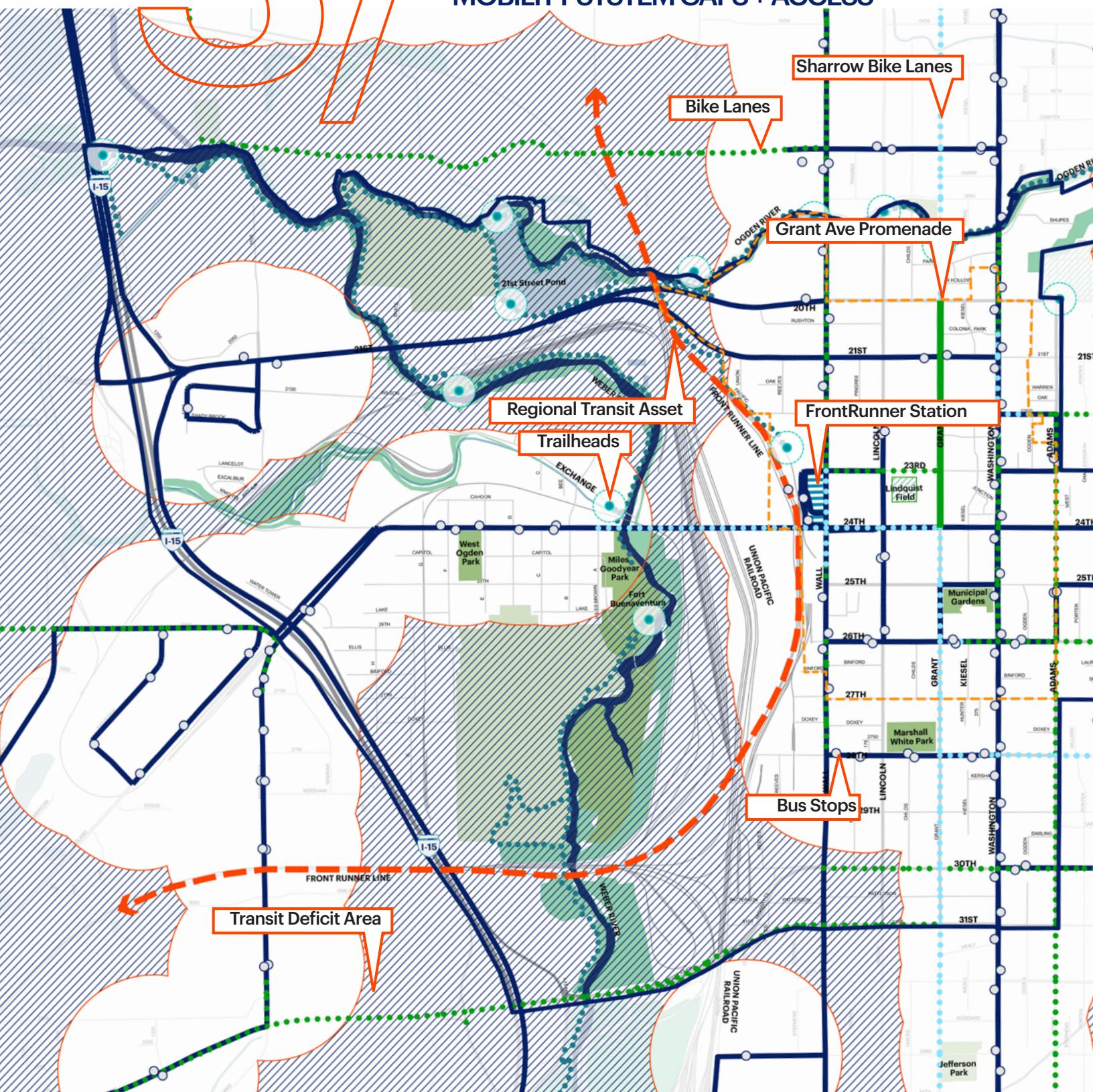


Figure 18: Mobility Inventory and Gap Analysis



1/4-mile Transit Service Area Deficit



Accessibility

As the residential and working population of downtown Ogden increases, it is important to accommodate increased vehicular traffic, encourage use of public transportation, and improve pedestrian circulation while connecting to amenities and important job centers throughout the city at-large.

Challenge

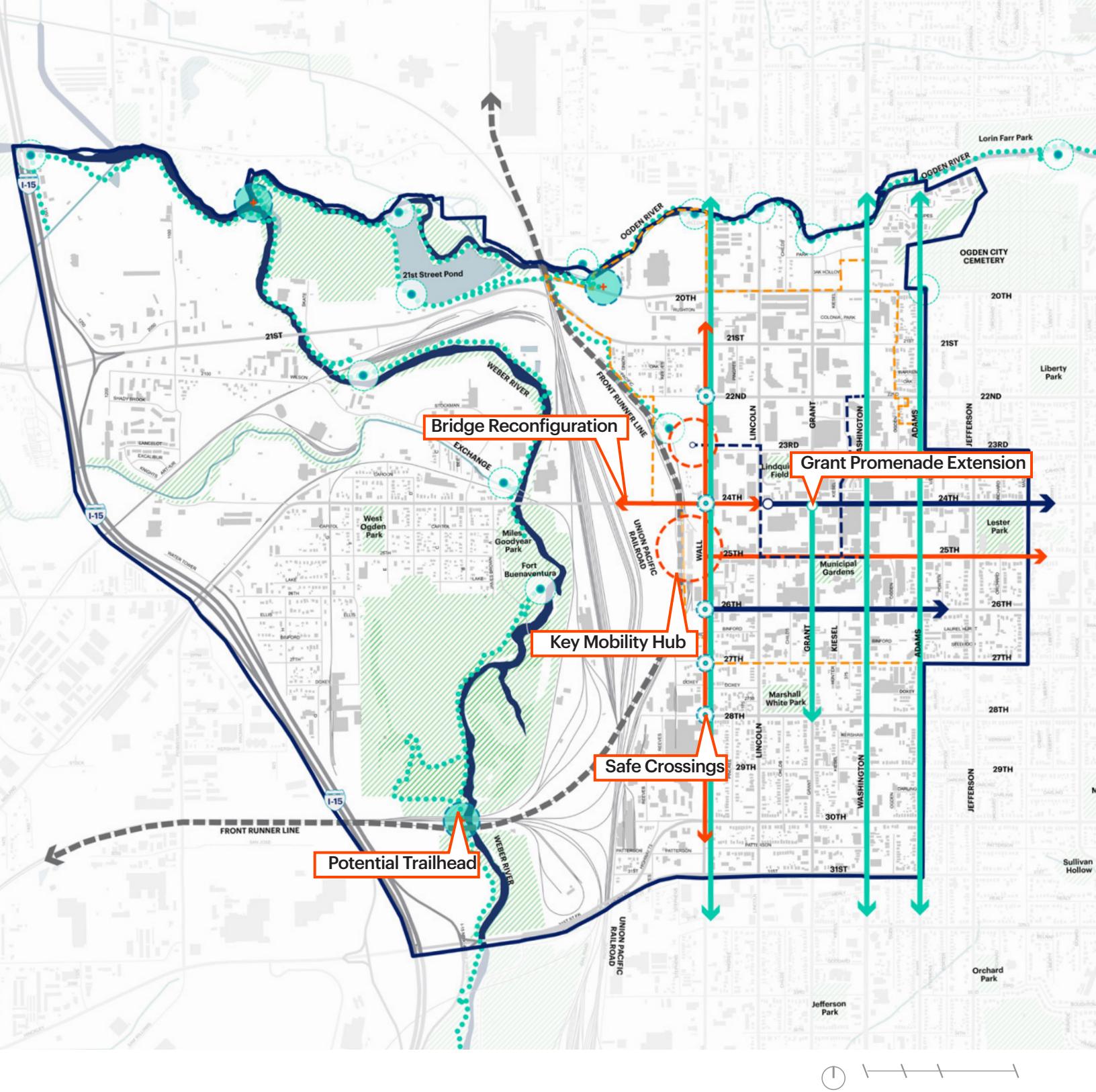
As the residential and working population of downtown Ogden increases, how can the City accommodate increased vehicular traffic, encourage use of public transportation and improve pedestrian circulation while connecting to amenities and important job centers throughout the city at-large?

Opportunity

Integrating complete streets, where all mobility options are balanced, level of service is met, and amenities such as protected bike lanes and bike facilities are present will increase the connectivity and walkability of the area. Public transit and pedestrian focused streetscapes alleviate pressure on existing systems and are more effective at moving people around the city and throughout downtown. The FrontRunner Station will be a central hub for the City's transit system, which will include bus rapid transit, local buses, automotive access, bike lanes and pedestrian spaces. Providing destination-based and last mile opportunities such as bike rentals and a potential trolley circulator will be crucial to decreasing car dependence downtown.

Mobility Access

Most of the downtown area is well serviced by multimodal transportation options that run frequently enough for users to access a vast number of retail locations, entertainment venues and current/future commercial job centers. There are significant transit service gaps in southern downtown and to/from the industrial job centers west of downtown. With a transit score between 56-65 depending on the location, the Study Area has good transit access.



Mobility Opportunities

Legend

- Project Study Area
- CBD
- Parks/Open Space
- Lakes/Streams

- Rivers
- FrontRunner Line
- Trails
- Key Streetscape Needs

- Potential Complete Street
- Potential Bikeway
- Safe Crossing Needs
- Trailhead Opportunity
- Mobility Node
- Future Trolley

Figure 19: Mobility Opportunities

Goals and Strategies

Vision / Topic

- » How do we improve safety for bicyclists, pedestrians and drivers at busy intersections with a history of frequent collisions?
- » How do we support future economic development in downtown Ogden with good street connectivity and access to the freeway?
- » How do we encourage people to walk, bike, and take transit more frequently?

Goals

Strategies

1. Improve and expand transit systems that are accessible, attractive and appropriately maintained.
 - » Reduce Single Occupancy Vehicle (SOV) trips
 - » Relocate the FrontRunner Station
 - » Validate transit passes at businesses located downtown.
 - » Implement protected bike lanes.
 - » Implement a Downtown Circulator.
 - » Develop public-private partnerships (P3) to invest in infrastructure.
 - » Partner with community health organizations to fund alternative transit projects .
 - » Provide a micro-mobility share system (bike/scooter) and incentivize a placement plan for dockless micro-mobility share systems.
 - » Modify the cross-section of 25th Street to provide a broader and more active pedestrian realm.
2. Create comfortable, safe and useful routes and infrastructure for bicycles.
3. Encourage walking through well-connected, safe, convenient and attractive sidewalks, paths and trails.
4. Improve mobility for all users by increasing efficiency of the street system.
5. Position downtown Ogden to make best use of innovations including ride-sharing services, bike shares, and autonomous vehicles.

Existing Mobility Scores

Ogden City



46 /100

WALK SCORE
CAR-DEPENDENT

Study Area



23-78 /100

AVG (50) WALK SCORE
SOMEWHAT WALKABLE



46 /100

BIKE SCORE
SOMEWHAT BIKEABLE



34-51 /100

AVG (60) BIKE SCORE
SOMEWHAT BIKEABLE



36 /100

TRANSIT SCORE
SOME TRANSIT



34-65 /100

AVG (52) TRANSIT SCORE
GOOD TRANSIT



62.5 /100

MILES OF HIKE AND
BIKE TRAILS ACROSS
26.6 SQUARE MILES



8.7 /100

MILES OF HIKE AND
BIKE TRAILS ACROSS
4 SQUARE MILES

Figure 20: Mobility Scores

Mobility Scores

The scorecard on mobility and connectivity in the Study Area and Ogden City show that it ranges from car-dependent, somewhat bikeable and providing some transit to being highly walkable, somewhat bikeable and providing good transit. Several lower scores and high disparities illustrate the need for a plan that focuses on implementable solutions to public realm improvements that provide comprehensive mobility throughout the Study Area and the entire city. Increasing density and mixing land uses in key areas has strong potential to catalyze better connectivity.

*Note: Mobility Scores were established using Walk Score metrics.

*Note: Tenet vision, goals and strategies were established as part of a multi-day Stakeholder Summit held in March 2019.

Parks and Open Space

PARK SYSTEM GAPS + ACCESS

4

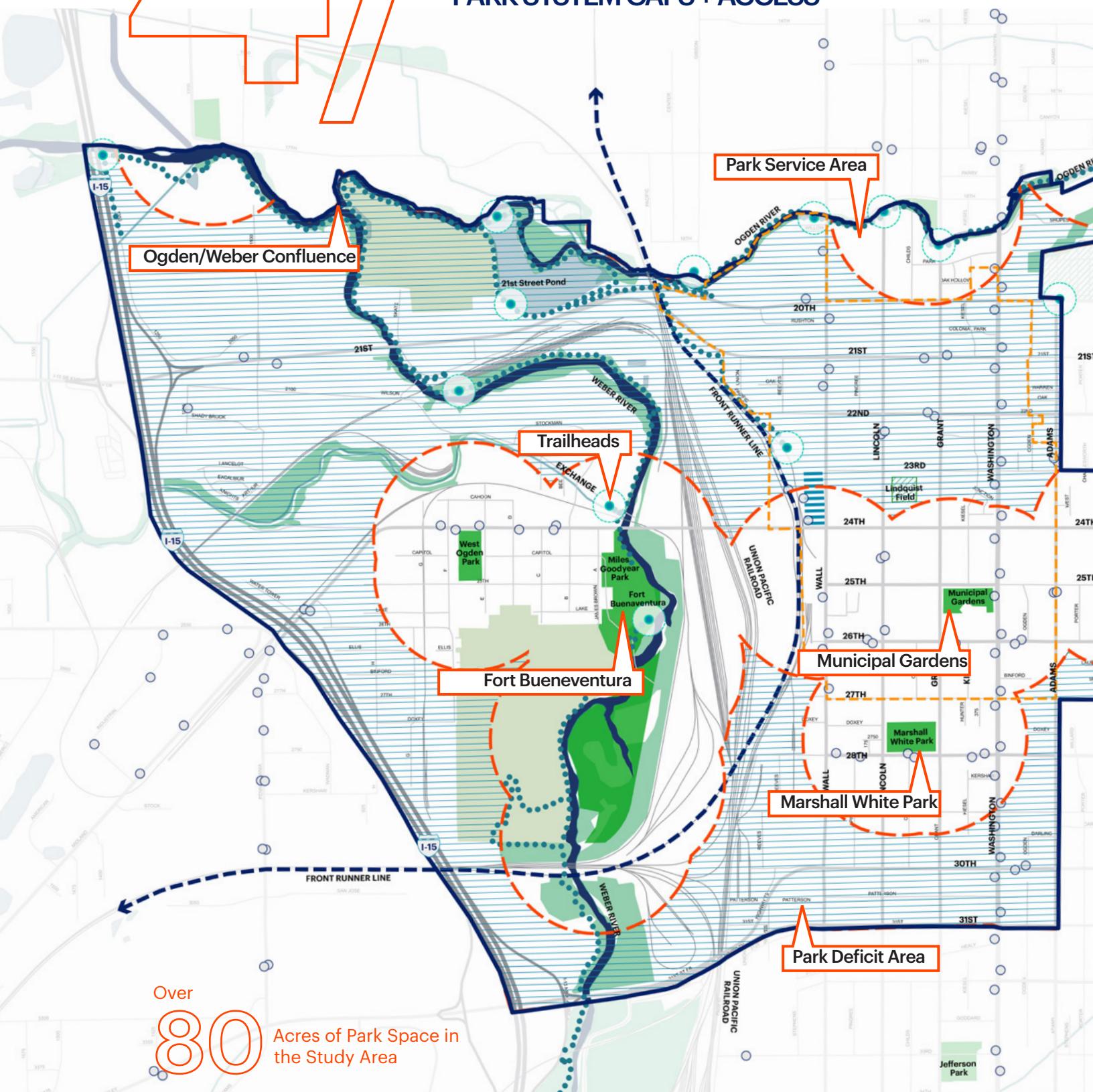


Figure 21: Park Service Inventory and Gap Analysis

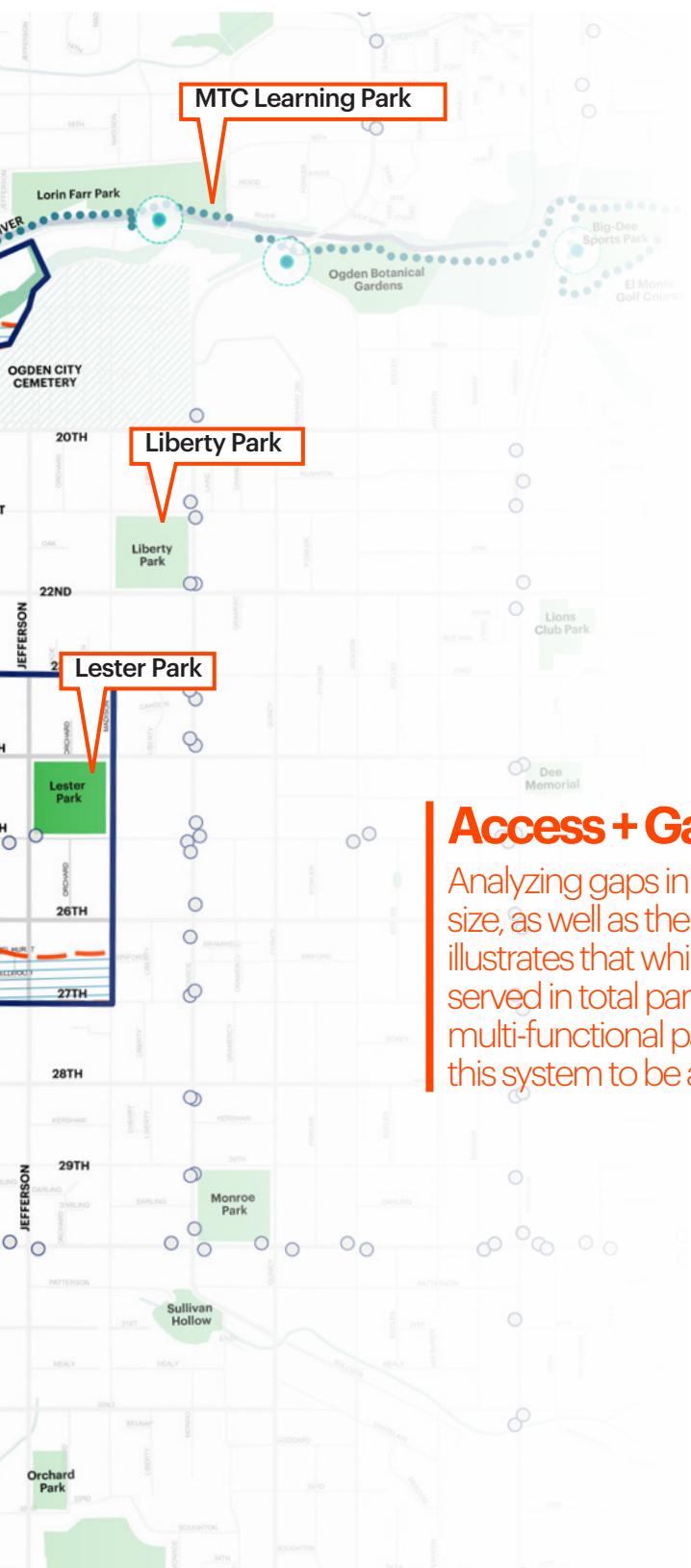


Over
80

Acres of Park Space in
the Study Area



1/4-mile Park Service Area Deficit



Challenge

How can the City leverage the parks and ecological assets that surround the downtown area to create a world-class open space and recreation system? How can this set a standard for the way Ogden approaches open space development and ecological restoration as a point of attraction for potential businesses and their employees?

Opportunity

Increasing the quality and programming of existing parks and open space will catalyze development and increase surrounding land values, while attracting new residents and businesses. Addressing park program deficits in already existing parks and creating a true park network coupled with new open space opportunities, will comprehensively connect riparian systems, wetlands and reimagined landfills to create a regional recreation draw.

Access + Gaps

Analyzing gaps in parks and open space location and size, as well as the density of park programming offered, illustrates that while the downtown area is reasonably served in total park area relative to service area, it lacks multi-functional parks and plazas. How can we re-network this system to be as multi-functional as possible?

Open Space Access

Overall, 61% of the Study Area is not accessible to parks or open spaces within a five minute walking radius. Notably, the portion of the city north of 24th Street and south of 30th Street lacks access to programmed parks or open space with amenities or facilities such as sports fields, splash pads or playgrounds. As the City increases in density and develops more residential housing downtown, the will be a greater need for more park space and access to existing park space via enhanced multimodal connections.

Park Space Service Areas

It is essential to ensure that every resident has increased access to parks and open spaces given the service area deficits within the Study Area and CBD. A “service area” is defined as a walking distance of 1/4-mile for urban parks, or a five minute walk. In some instances, a 1/2-mile radius may be an appropriate measure if parks have a range beyond one or more neighborhoods or subdistricts. Establishing a five minute service area will reach more citizens, particularly if means of accessing parks and open spaces (level of service) via bus routes and bikes are limited.

Park Programming Assets

Eight parks currently exist in the Study Area. There are two “regional” parks (Fort Buenaventura Park and Miles Goodyear Park) that, acreage-wise, surpass most of the smaller neighborhood parks and perhaps extend their reach beyond the Study Area. Four neighborhood parks are located within the Study Area itself, and two parks are positioned just outside the area with their 1/4-mile service area, reducing the gap in access to parks in and around downtown. Making stronger connections to the Ogden River through a chain of smaller open spaces and street corridors will provide increased programming opportunities and allow current and future residents better access to a regional network of trails and open space.

Increasing the quality and diversity of programming of parks will catalyze development.

Existing Park Programming

City Of Ogden

PARK PROGRAM	NRPA RECOMMENDED	OGDEN/OGDEN CBD	DEFICIT
 OVERALL # OF PARKS Community, regional and pocket parks	1 acre/1,000 people	0.9 acre/1,000 people*	-
 COMMUNITY CENTERS Multiuse venues	9/100,000 people (or city)	7/100,000 people (or city)	-
 RECREATION CENTERS	3/100,000 people	5/100,000 people (or city)	+
 MULTIUSE FIELDS Sports fields, ball fields, track	2.5/1,000 people	0.65/1,000 people*	-
 PLAYGROUNDS	2/1,000 people	1.3/1000 people*	-
 DOG PARKS	5/100,000 people	2/100,000 people	-
 SKATE PARKS	1/100,000 people (or city)	4.5/100,000 people (or city)	+
 WATER FEATURES Pools, fountains, detention ponds, splash pads	3/100,000 people	5.6/100,000 people (or city)	+
 SENIOR ACTIVITIES	6/100,000 people	2/100,000 people	-
 PERFORMANCE ARENAS amphitheaters, bandstands	1/100,000 people	1/100,000 people	o
 COMMUNITY GARDENS	3/100,000 people	1/100,000 people	-
 TRAILS	3/100,000 people	6/100,000 people	+

*Note: All NRPA recommended figures are representative of a city with a similar population and context to that of Ogden. The 'X/1000' figure in the Ogden's metrics column is conflated to represent only the CBD.

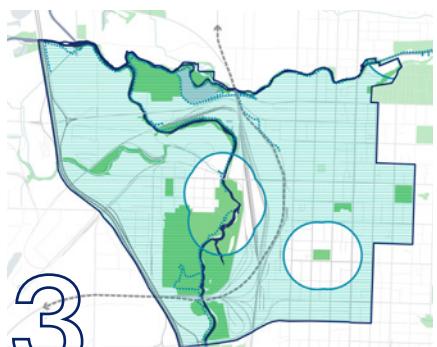
Park Programming Deficits

The number of park programs is a key metric in diversifying the park user experience. This is particularly important to ensure programs are accessible to multiple age and income groups. While a few of the parks in the Ogden Study Area carry four or more programs, it is essential that national benchmarks are met to increase Ogden's ability to attract residents and businesses. According to the National Parks and Recreation Association (NPRS), all parks should consist of at least one program per age group, which means that current parks that offer one type of programming should be thoughtfully reprogrammed and future parks must consider integrating multiuse fields, dog parks and playgrounds.

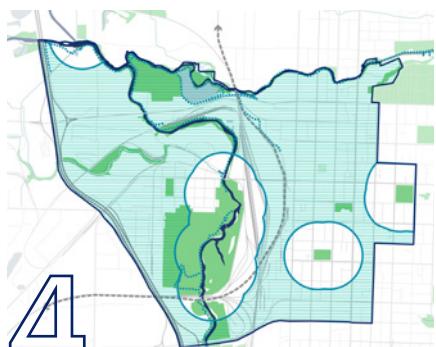
Table 6: Park Programming

Existing Park Programming

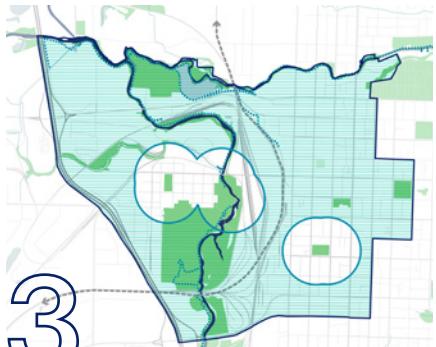
Downtown Ogden Study Area



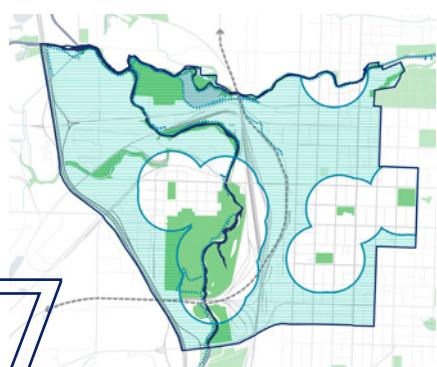
3
Active Recreation



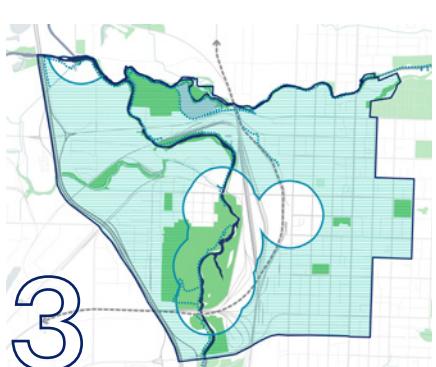
4
Jogging + Walking Trails



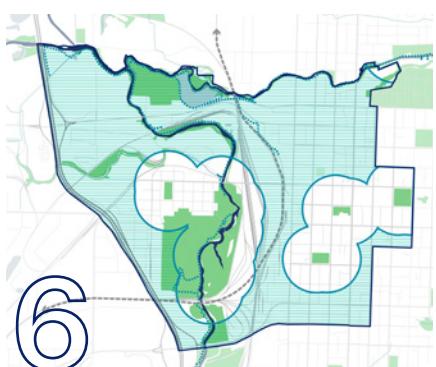
3
Multiuse Fields



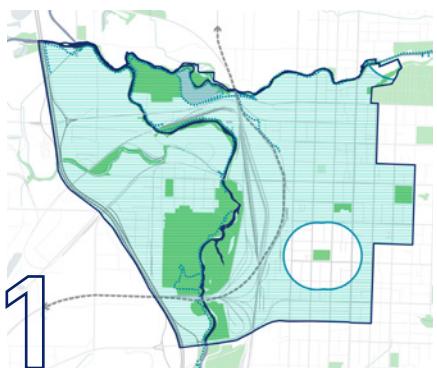
7
Playgrounds



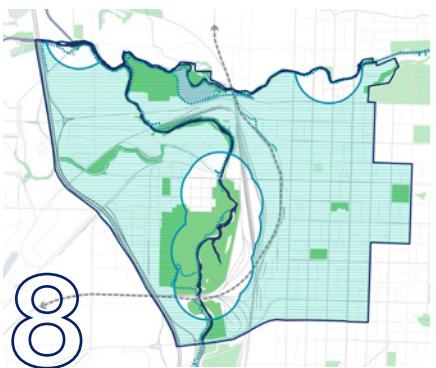
3
Water Features + Splashpads



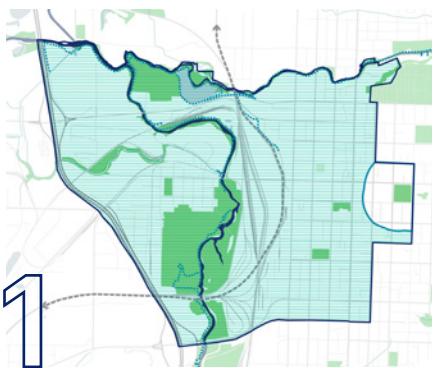
6
Lawns + Open Space



1
Fitness Zones



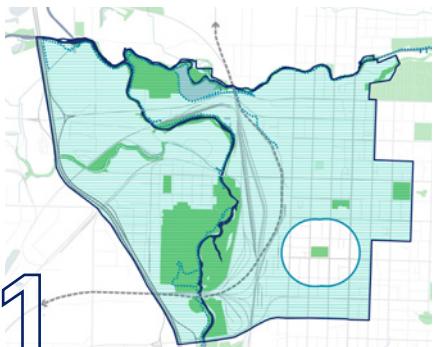
8
Shelters + Pavilions



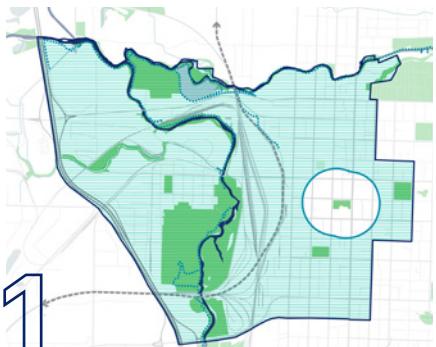
1
Community Gardens



2
Arts + Culture



1
Senior Citizen Activities

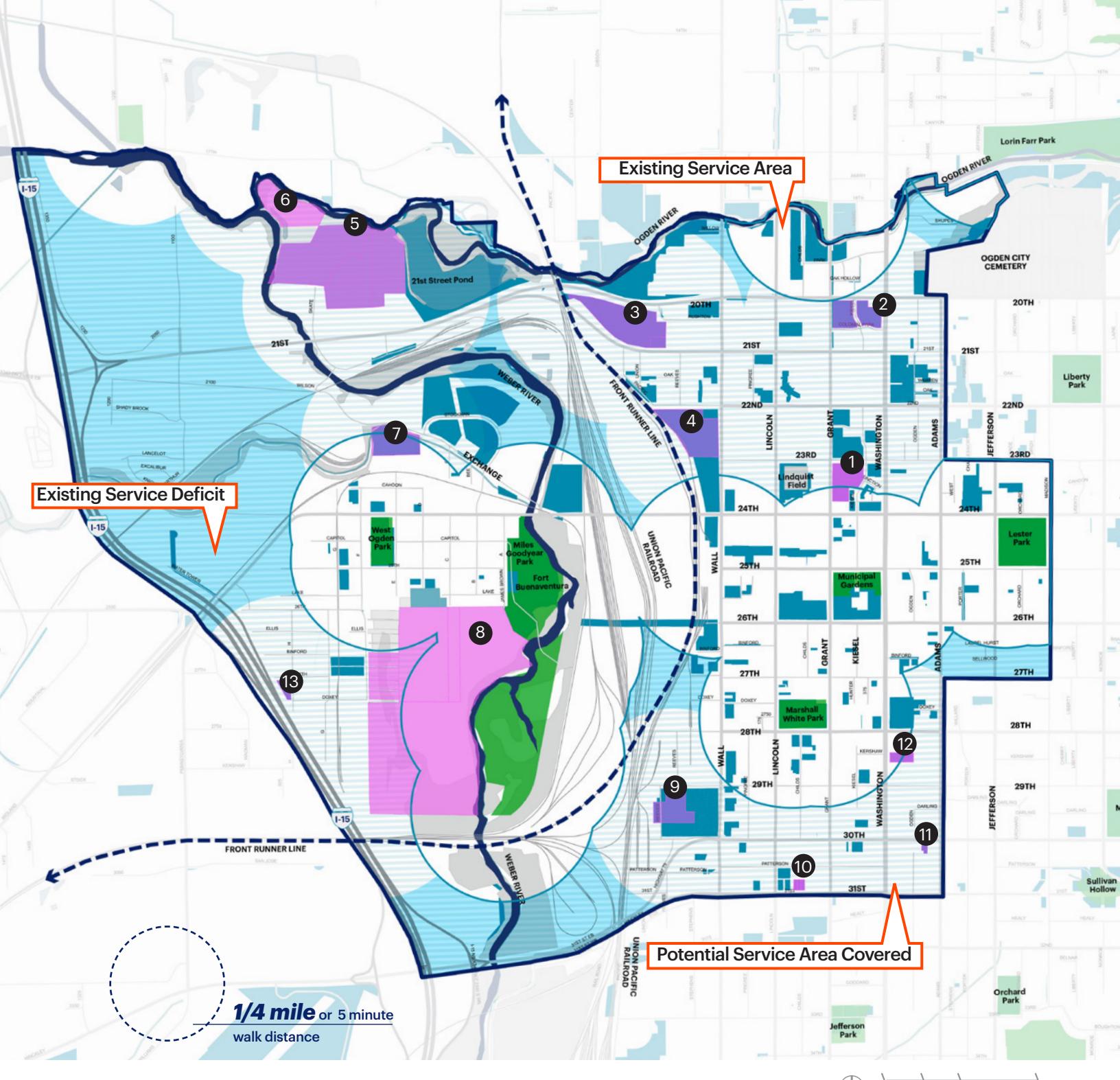


1
Unique Programs*

Tenets

Figure 22: Park Programming

*Note: Unique programs refer to special conditions such as amphitheaters, dog parks, equestrian activities, etc.



Parks and Open Space Opportunities

Legend

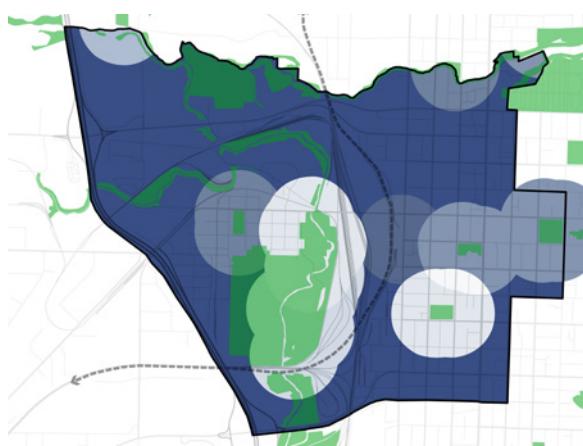
- Project Study Area
- Parks/Open Space
- Waterways
- FrontRunner Line
- Opportunity Parcels
- Existing Service Deficit
- Proposed Park Service Areas
- City Owned Land

Proposed Programs for Opportunity Parks

	1-13
	2-4,7,9,12-13
	1,3-9
	1-13
	1-2,5-9,11
	5,7,9,12

Figure 23: Open Space and Parks Opportunities

Density of Park Service



Legend

No Park Program	4 Park Programs
1 Park Program	5 Park Programs
2 Park Programs	6 Park Programs
3 Park Programs	7+ Park Programs

Park Service Opportunities

Park service could be expanded within the CBD, and more so throughout the Study Area by assessing areas that are currently vacant, underutilized and/or City-owned to potentially repurpose for park space. By focusing effort in service deficit areas that are likely to see an increase in development - areas near existing transit facilities, large parcels of City-owned/vacant land, or sites within RDA zones, the City can close service area gaps while also catalyzing development in desired portions of downtown. Analysis shows that key opportunity parcels that are vacant and government controlled land will highly reduce the exiting park service deficit.

Park Programming and Facilities/ Network Opportunities

Currently, parks in/near downtown only offer a few programs or are almost entirely dedicated to one program offering, such as the amphitheater at Municipal Gardens or the playground at Lester Park. Increasing program offerings and making existing parks truly multi-functional will help to reduce the current program deficit.

Providing additional facilities in existing parks such as shelters, restrooms, playgrounds, multi-use fields and enhanced multi-modal access points is the most economically viable way to reach NRPA's baseline standards of servicing the population of a city. This could be easily achieved in Lester Park and the greenspace around the Marshall White Center, but will take a much more significant effort at the Municipal Gardens.

Figure 24: Park Programming Density

Goals and Strategies

Vision / Topic

- » How can future land uses adjacent to the Ogden and Weber Rivers contribute to regional recreation access?
- » How can we overcome the rail yards being an impediment to access to the Weber River and Miles Goodyear/Fort Buenaventura Parks.
- » With few exceptions, parks in the Downtown Study Area do not serve as destination parks with programming and infrastructure that appeals to all generations and abilities.
- » Programmatic diversity and quality are major factors when considering the successful utilization of the City's parks and open space network.

Goals

1. Reorganize and expand the open space system to create a connected network.
2. Create new parks in underserved areas of downtown.
3. Work with jurisdictional partners to develop destination facilities at the confluence of the Ogden and Weber Rivers.
4. Create dedicated recreation trails between the Ogden and Weber Rivers and downtown.
5. Evaluate park programming and diversify experiences for multiple age groups and demographics.

Strategies

- » Locate vacant or underutilized parcels that are tax-exempt to repurpose for park space.
- » Utilize NRPA standards to develop a park programming strategy.
- » Work with UDOT and Public Works to ensure appropriate actions are taken to improve east-west connections (bike, transit and pedestrian) to unlock access to Weber River parks, downtown and west Ogden.
- » Review school grounds and train stations as secondary uses for public space.

Tenets

*Note: Tenet vision, goals and strategies were established as part of a multi-day Stakeholder Summit held in March 2019.

A large, hollow orange outline of the digit '5' is centered on a sheet of light blue lined paper. The paper features horizontal ruling lines and a vertical margin line on the right side. The '5' is drawn with a thick orange line, and its rightmost vertical stroke extends beyond the margin line, pointing towards the bottom right corner of the page.

Social Equity and Essential Services

COMMUNITY GAPS + ACCESS

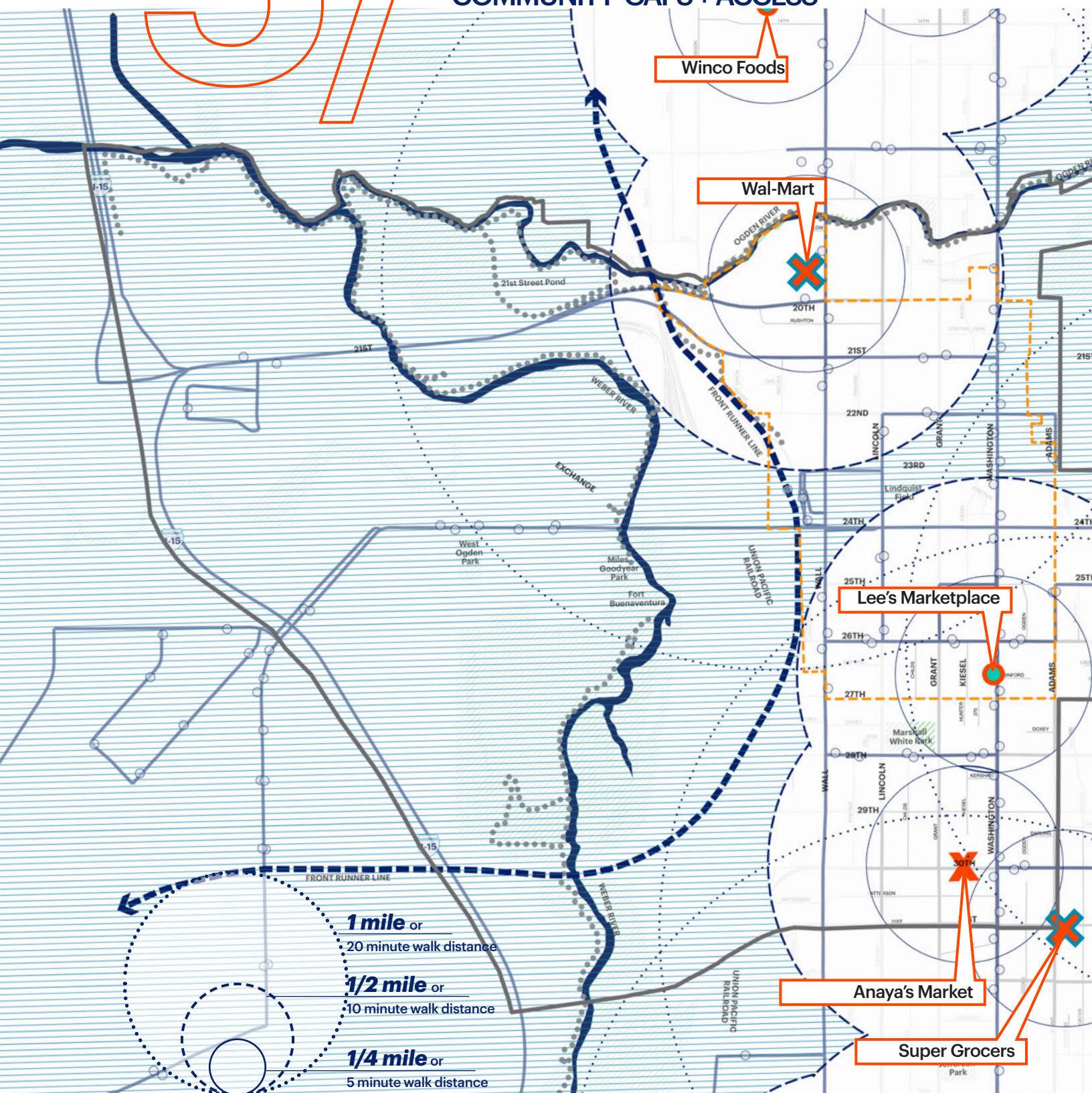
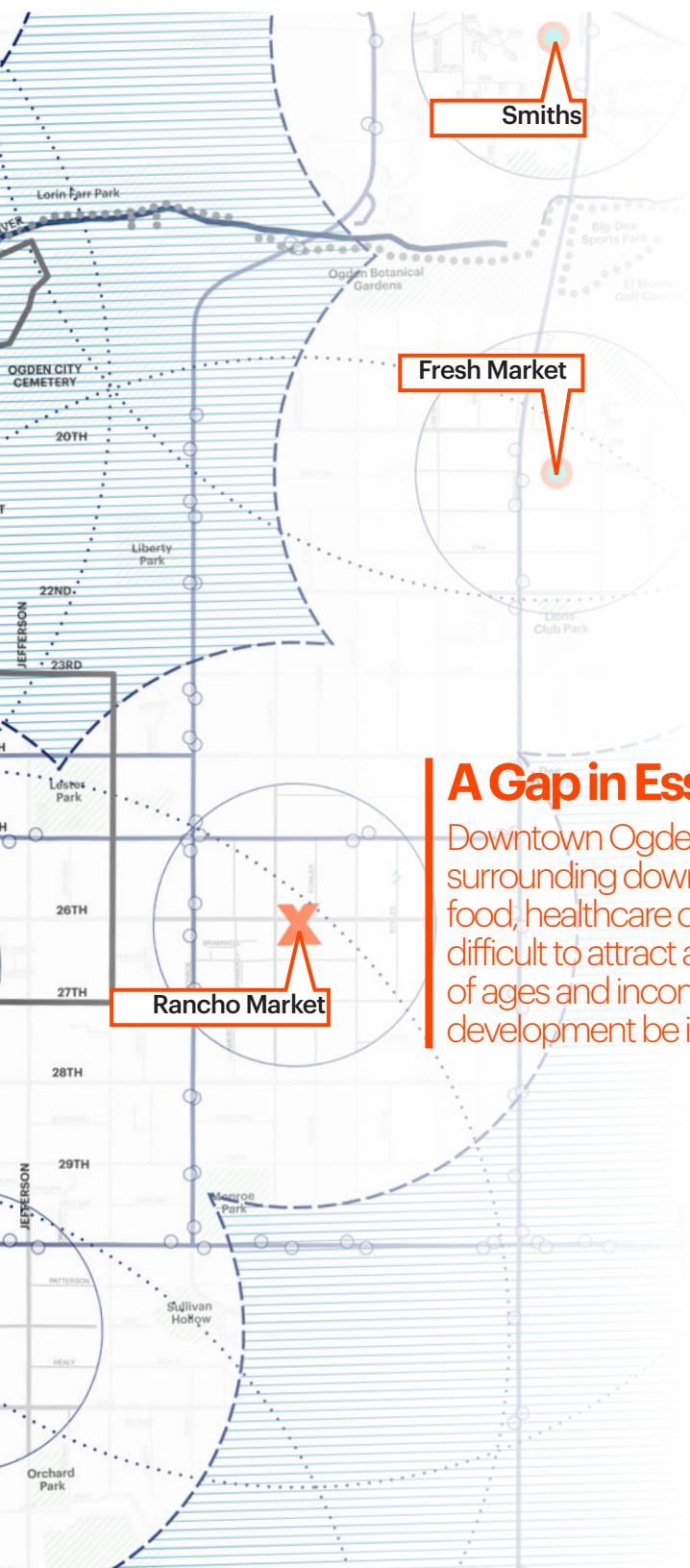


Figure 25: Food Access Inventory and Gap Analysis



1/2-mile Walkable Food Service Area Deficit



Challenge

The provision of social and essential services and amenities has been identified as instrumental to business retention, growth and livability within the community. Which services and amenities should be introduced downtown in order to create an environment that will attract and retain business and residential growth?

Opportunity

By increasing access to services and amenities, such as schools, day care, grocery stores, open space, attainable housing and community centers, downtown will increase its competitiveness to attract permanent residents and a larger spectrum of commercial tenants. This requires the establishment of policies or programs that will orchestrate and provide the framework for the introduction of social services and amenities, allowing organic growth to occur within an established framework.

Tenets

A Gap in Essential Services

Downtown Ogden, and to a great extent the neighborhoods surrounding downtown, provide very little access to quality food, healthcare or educational opportunities, making it difficult to attract and retain residents across the spectrum of ages and income levels. How can the right kind of development be incentivized to close this gap?

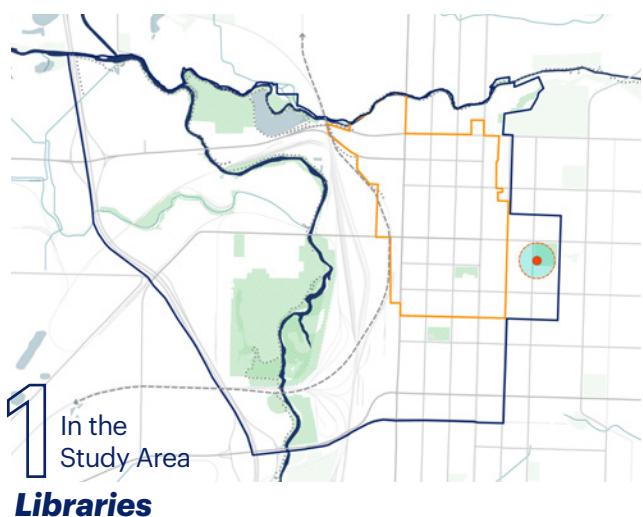
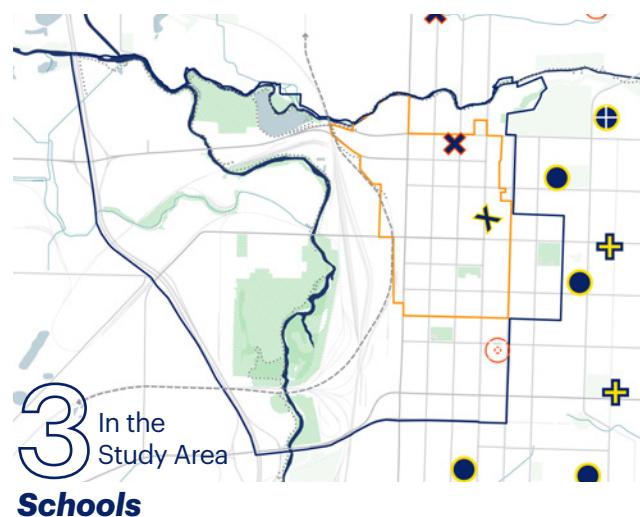
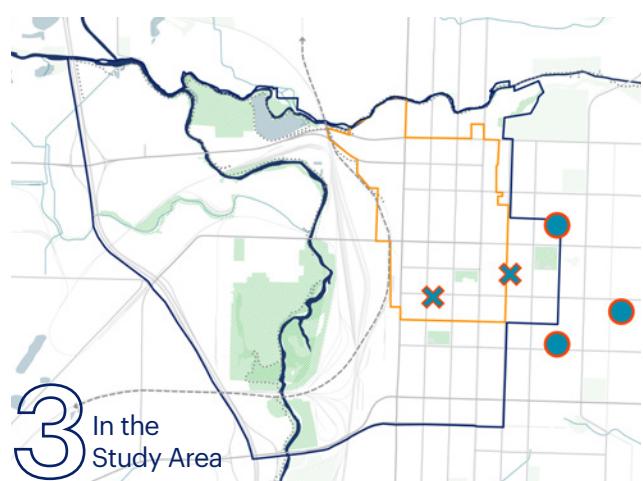
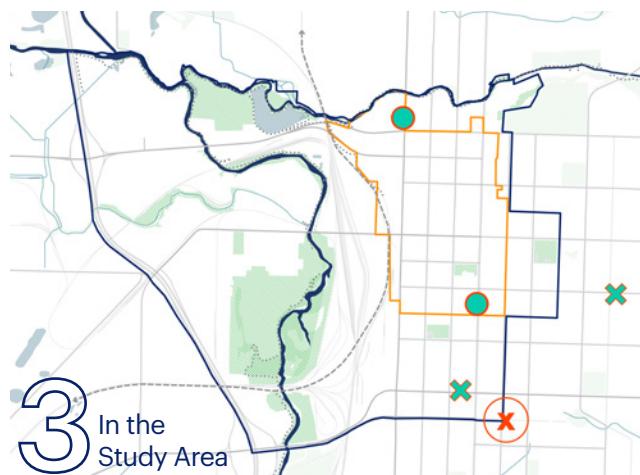
Essential Service Needs

Identifying businesses willing to locate in the downtown area that are capable of offering a diversity of affordable, high-quality food will be an important catalyst for residential growth, as access to quality grocers is a typical indicator of residential health and a strong incentive for relocation.

Access to healthcare and schools will be critical to support a growing population. Downtown Ogden and the adjacent neighborhoods in the Study Area provide very little access to pre-k, elementary, middle and high school facilities.

Existing Service and Amenities

Downtown Ogden Study Area



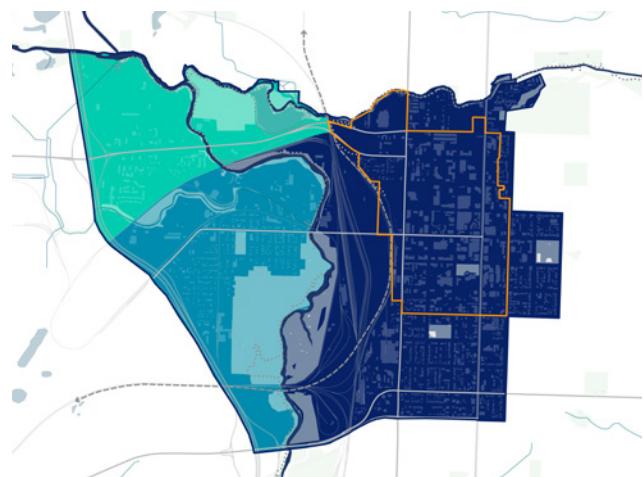
Food Access

Year-round access to food vendors and full service grocers is limited in downtown and the CBD, with extremely limited access at the core of the CDB and in West Ogden. Recent residential growth in the downtown area has occurred primarily at the northern border of the Study Area where food access is available through the 20th street Wal-Mart. A lack of diverse food choices and walkable options will likely be a deterrent to residential absorption downtown.

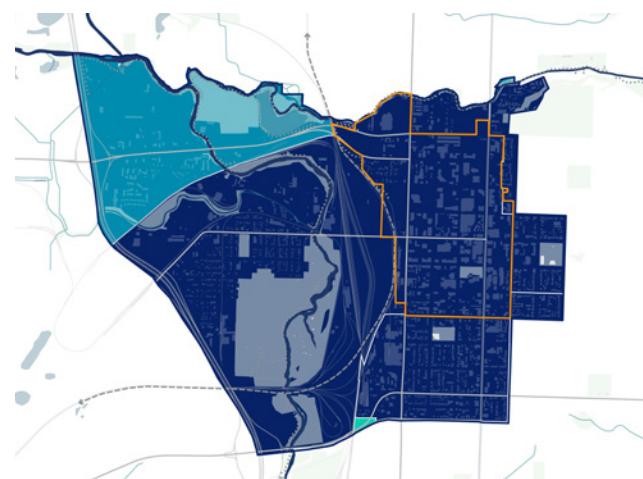
Figure 26: Essential Services and Civic Amenities

Existing Opportunity Indices

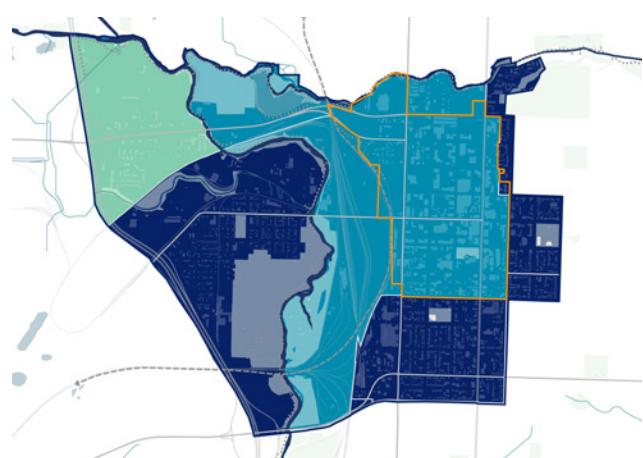
Downtown Ogden Study Area



Education



Health and Environment



Social and Economic

Legend

Project Study Area	Very Low Access
CBD	Low Access
Census Blocks	Moderate Access
Parks/Open Space	High Access
	Very High Access

Figure 27: Opportunity Indices

Education Access

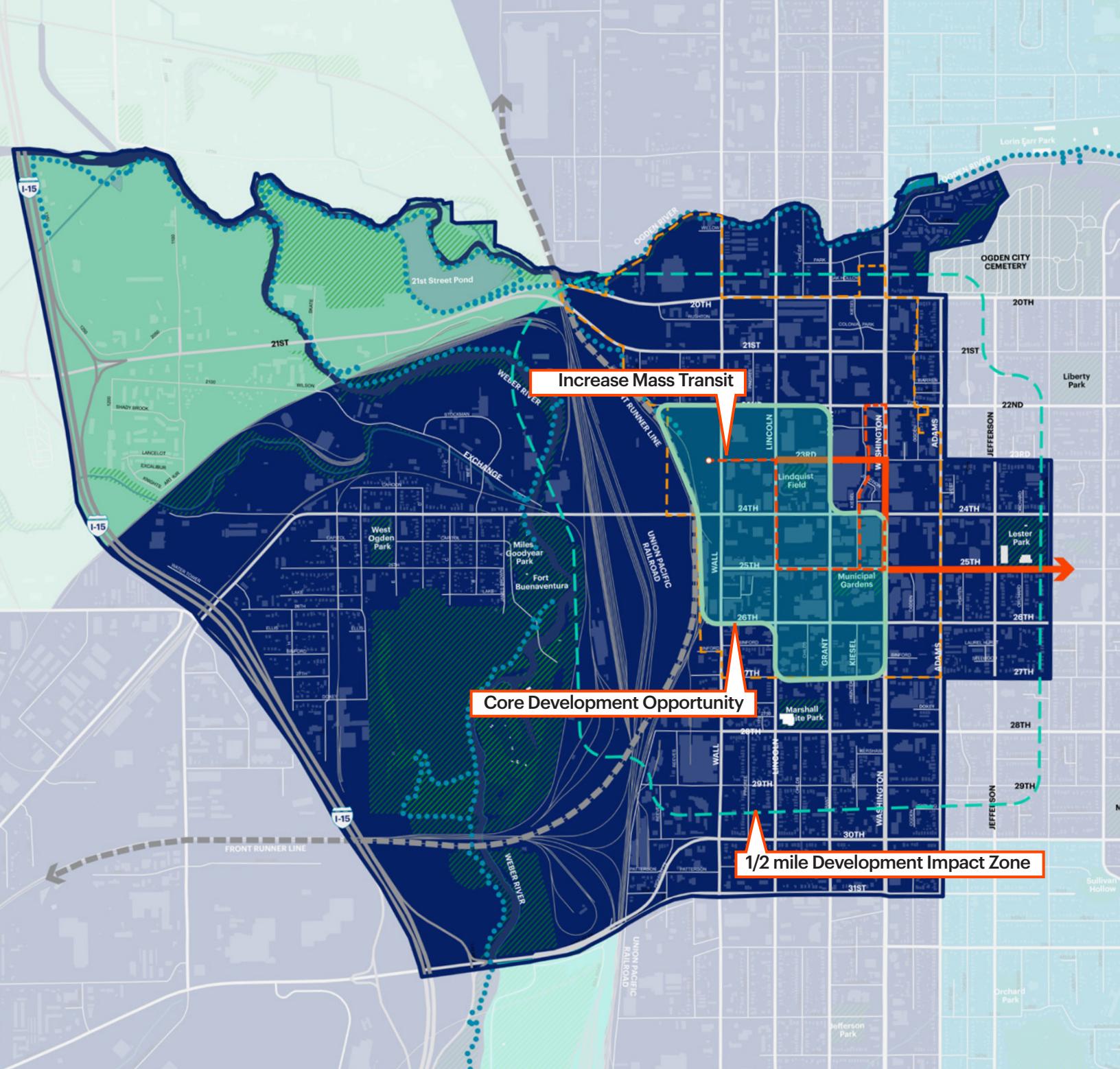
Opportunities to expand education access in downtown should be pursued. The DaVinci Academy, a charter school offering K-12 education services, might be a good model for increasing education access within the Study Area. Particular attention should be given to offering increased access to Pre-K, as this may be a service that is attractive to a younger professional class considering downtown Ogden for relocation. A study of successful analog cities has shown that partnering with universities and local business and industries has been a successful strategy used to rejuvenate their downtowns and stimulate business growth in the form of new startups. Partnering with Weber State University to expand classroom offerings and collaborating with corporate and industrial sponsors at Weber State Downtown would likely improve the downtown business climate while benefiting the University.

Healthcare Access

Walkable access to healthcare services and pharmacies serving prescription medicines is limited or absent downtown. While there are a number of elder care and end-of-life facilities located to the east of the Study Area, there are currently none located downtown. There are two facilities in the Study Area providing walkable access to mental health facilities. Increasing access to elder care facilities, pharmacies, and urgent care facilities would likely make the area much more attractive to those considering Ogden's downtown for relocation. Finding partners to provide these critical community services will be an important catalyst for residential growth and development.

Social and Economic Access

The greatest asset that exists in the CBD is social and economic access, due in large part to the number of jobs and civic institutions currently located in downtown Ogden. However, when considered on the nation-wide spectrum, the census blocks and tracts that constitute the CBD still have relatively low social and economic access. Increasing jobs, critical services and grocers, community centers, libraries and government support centers will increase opportunity and livability in the downtown core.



Social Equity Opportunities

Legend

- Project Study Area
- CBD
- Parks/Open Space
- Lakes/Streams

- Rivers
- FrontRunner Line
- Trails
- Key Transit

2018 Social Vulnerability Index

0.75001 - 0.1	Most Vulnerable
0.5001 - 0.75	
0.2501 - 0.5	
0.0 - 0.25	Least Vulnerable

Figure 28: Social Equity Opportunities

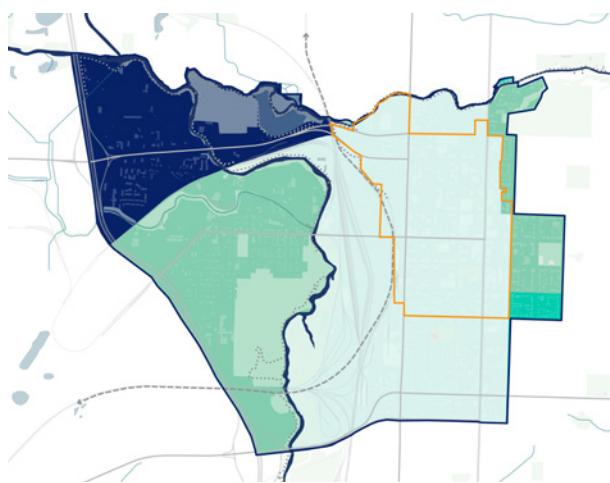
Social Equity/Social Vulnerability Index (SEVI)

Metric	Value	Market Score
Transit Accessible	41%	0
Population Housing + Transportation Costs	34%	3
Renter Ratio	95%	5
Social Vulnerability Index	.8479	4.24

Market Score

12.24/20

Table 7: Social Equity/Social Vulnerability Index (SEVI)



Location Affordability Index



Figure 29: Location Affordability Index

Location Affordability Index

The Location Affordability Index shows housing and transportation costs as a percent of income for median-income family households. This, combined with access to transit, helps to illustrate the overall social equity baseline for the Study Area and downtown. Ensuring that costs are kept in attainable ranges, while transit access is increased, will help to ensure a high SEVI Market Score over the long-term. This will need to be balanced with the necessary increase in land values and tax revenue to provide the many equity based services outlined in this tenet. The Social Equity/Vulnerability Index suggests that strides could be made to increase access to basic services, employment and education.

Goals and Strategies

Vision / Topic

- » Downtown Ogden lacks a diversity of city/business/social services, destination uses and residential options
- » Increase the availability of recreational facilities while enhancing social interaction, economic diversity and cultural integration
- » Address food deserts present in downtown
- » Increase the perception of safety
- » Increase housing security and provide diverse housing options that are affordable to all

Goals

1. Provide housing options that are attractive and attainable to a diverse socio-economic population.
2. Provide quality housing stock without displacing residents.
3. Increase the number of families living downtown.
4. Increase the quality and performance of public schools in and around downtown.
5. Mitigate the impression of homelessness as a deterrent to downtown as a destination.
6. Establish inclusionary civic places to mingle and achieve a diverse community profile.
7. Create opportunities for the community to come together for their own betterment - committees, co-ops, community gardens.
8. Anticipate future food systems.
9. Eliminate food deserts by providing access to full service grocers and year-round fresh produce.

Strategies

- » Develop a co-op model for fractional/graduated home ownership.
- » Target redevelopment of properties and policy change to attract and support diverse income ranges relative to homeownership.
- » Increase property values to provide higher tax revenues to fund more/higher quality schools.
- » Implement facilities/programs that support the needs of a broad spectrum of the population (pools, art, music, recreational centers, etc.).
- » Prepare a social services strategic plan to ensure that basic needs are met such as food, healthcare, trash removal, public bathroom facilities and power access.
- » Engage community leaders to increase philanthropy and target donations in the downtown area.
- » Increase lighting and day to night foot traffic to keep "eyes on the street".

*Note: Tenet vision, goals and strategies were established as part of a multi-day Stakeholder Summit held in March 2019.

An Episodic Vision

The acceleration and concentration of high-quality development in and around 25th Street builds on the highest concentration of historic assets in the city and the lore of 25th Street, with the intent of supporting Make Ogden - the city's new brand. Utilizing existing assets, vacant properties, City-owned sites and public improvements to draw attention to the campaign will be critical to its success.



Episodes

Episode 1

Catalyze

DEVELOPER LED / CITY SUPPORTED

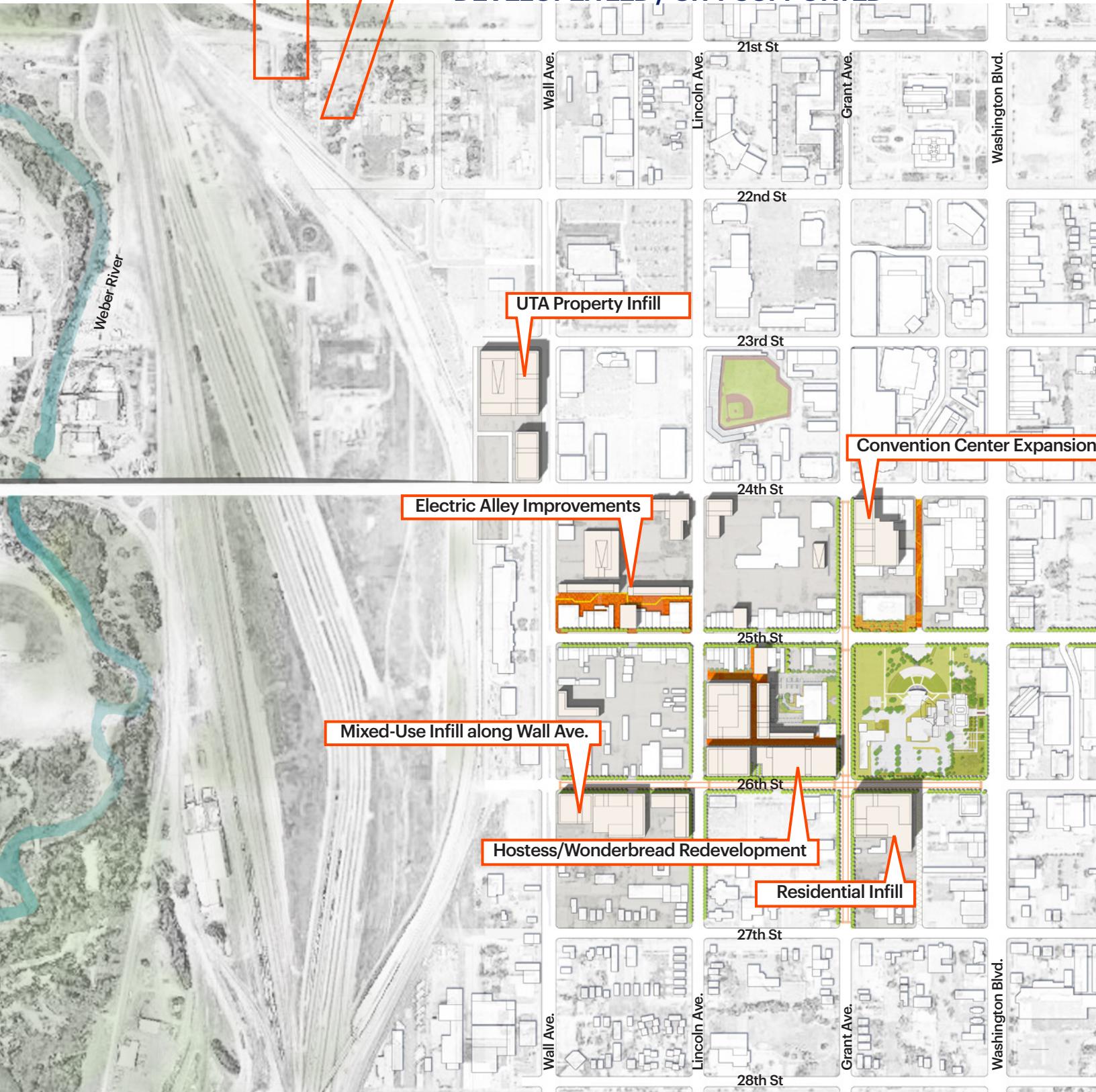


Figure 30: Episode 1 Master Plan





Vision

The framework for Episode 1 is intended to reinforce Ogden's beloved civic attributes – including Union Station, Historic 25th Street and the Municipal Gardens – through the redevelopment of vacant or underutilized properties in the core of downtown, as well as the improvement of public spaces that connect them.

Private Investment

Episode 1 begins with the leveraging of assembled RDA land assets around 25th Street to bring high quality and impactful new developer-led projects to the area. Focusing on the core to provide new housing options, retail and hospitality projects can create a surge of energy around already-popular assets, signaling to the community the aspiration of the Make Ogden initiative.

Public Investment

As new private development is occurring, the improvement of the public realm that connects the projects to downtown's other assets is also included in Episode 1. Updates to the streetscape of Historic 25th Street, improvements and

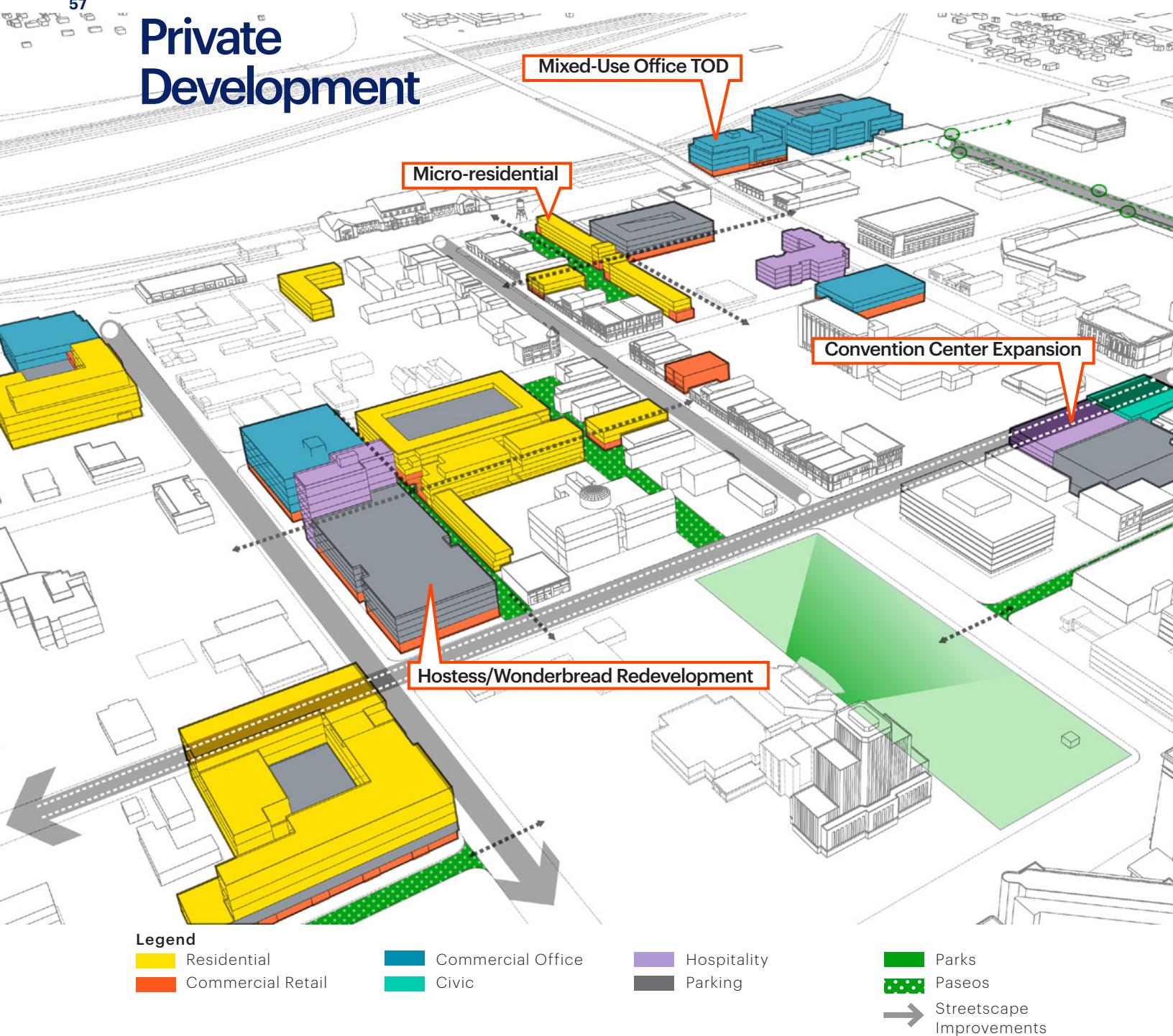
Igniting Development

By reinforcing downtown Ogden's beloved civic assets – including Union Station, Historic 25th Street and the Municipal Gardens – we will combine new development and public realm projects that enhance the urban character and spur a new era of investment in our downtown core.

additions of mid-block connections to new projects, and a new vision for 26th Street will not only enhance the pedestrian experience, but will also signal to the development community that the City is a willing partner in the reemergence of downtown Ogden.

The focus on private development will ensure additional tax revenue, while not requiring high levels of City investment, and will result in increased diversity of living options and jobs within the CBD.

Private Development

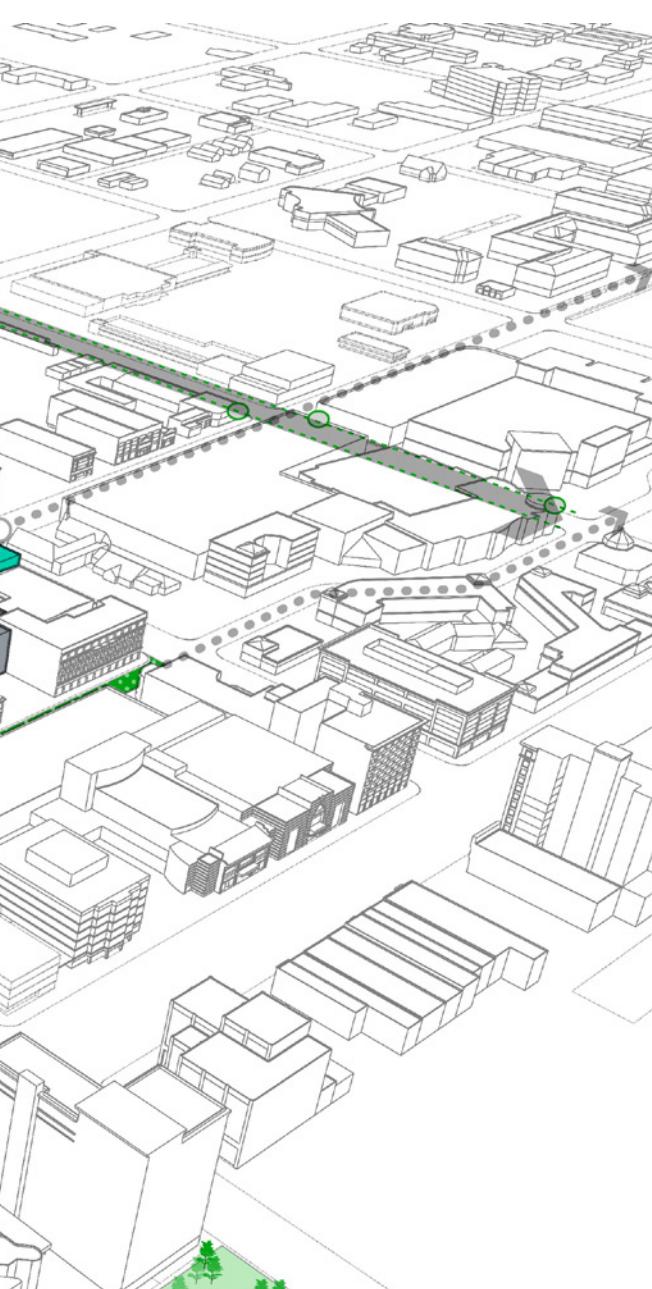


Development Framework

Overview

There is a strong emphasis in Episode 1 on increasing the supply and variety of housing types in downtown Ogden — in particular within easy walking distance to Historic 25th Street — to appeal to a diversity of residents. The first phase of the development of UTA-owned property north of 24th Street and west of Wall Avenue is intended to bring new employment opportunities to downtown. New residents and workers will benefit from retail and services located within identified redevelopment areas.

Figure 31: Private Development



900 New Housing Units
1,680 New Jobs over 5 years

Metric Scores

Episode 1 anticipates the addition of over 1,600 jobs and 900 residential units, an incremental first step to improving the downtown Market Potential score. The introduction of the BRT line and new affordable and attainable housing units will ensure that Social Equity Metrics remain strong.

Market Potential Metrics

Smart Growth Potential Scores



Community Equity Metrics

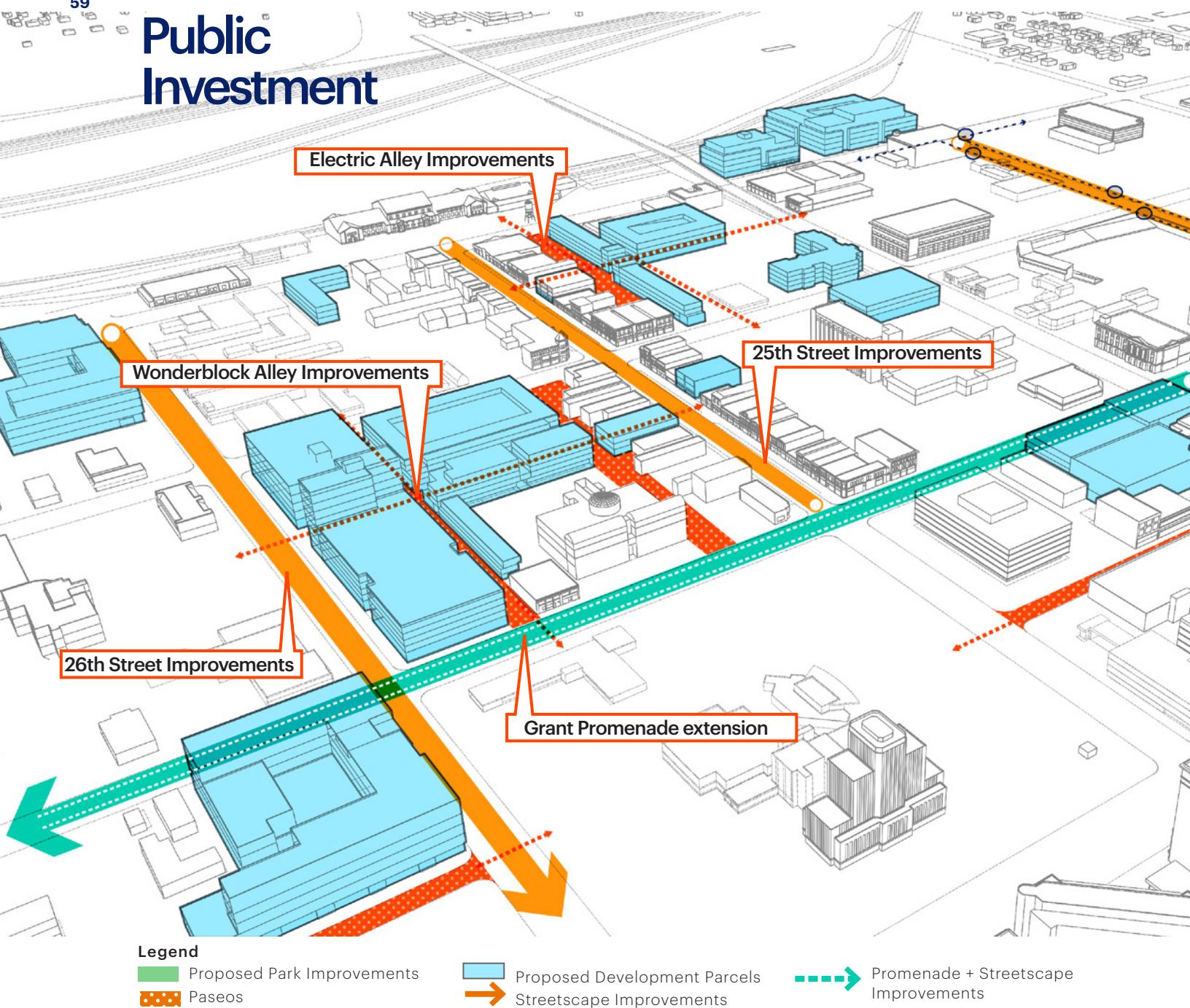
Social Equity/Social Vulnerability Index

Metric	Value	Market Score
Transit Accessible Population	50%	5
Housing + Transportation Costs	34%	3
Renter Ratio	80%	5
Social Vulnerability Index	.88	4
Market Score		17/20

Table 8: Smart Growth Potential Scores

Table 9: SEVI Scores

Public Investment



Tenet Dashboard

Real Estate and Land Use

20 Acres of Additional Land Now Generating Revenue

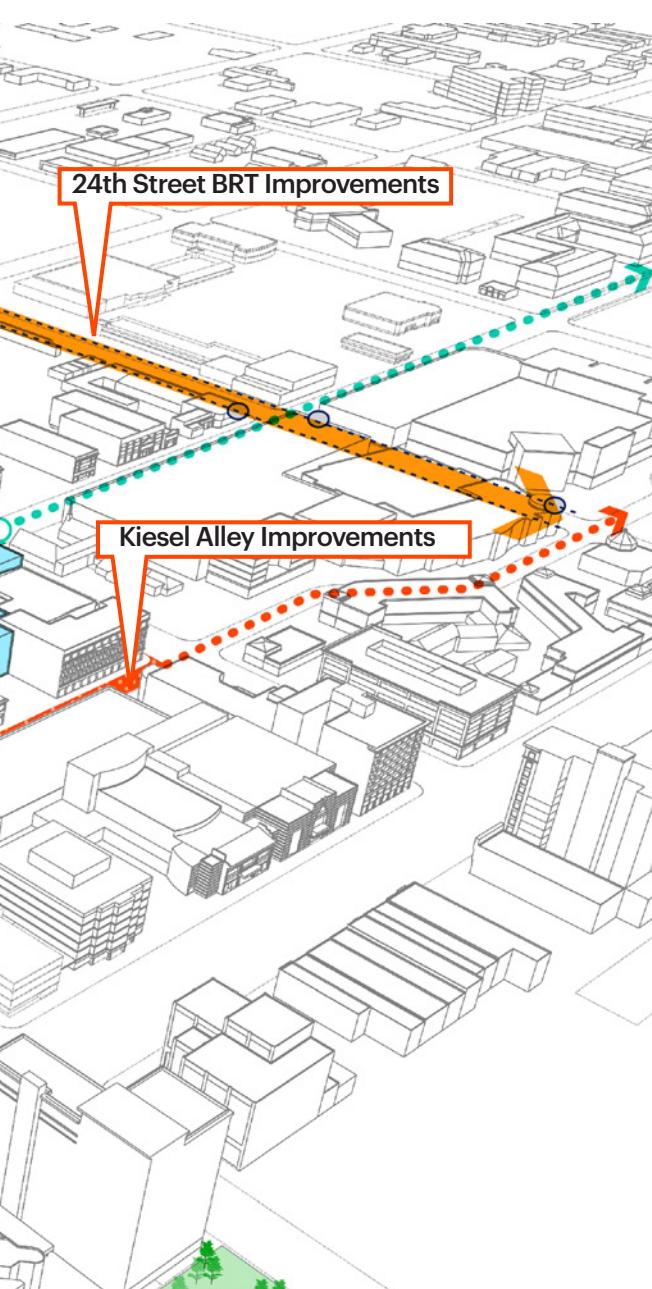
Historic and Cultural Assets

1 Major Infill Project

Transportation and Mobility

5,300 Linear feet of Streetscape Improvements

Figure 32: Public Investment



Real Estate and Land Use

Episode 1 anticipates the redevelopment of over 20 acres of land in the downtown core, which is currently generating no tax revenue. This includes 900 residential units, and supporting retail, commercial and hospitality uses. New parking structures are also planned to serve downtown business and residents, as well as mass transit users.

Historic and Cultural Assets

In addition to the proposed improvements to the streetscape along Historic 25th Street, Weber County's planned expansion of the Eccles Conference Center is occurring in the near-term. This expansion includes additional conference space, hospitality, retail services and parking.

Transportation and Mobility

The planned reconstruction of 26th Street provides an opportunity to re-think the way the street accommodates efficient vehicular movement while providing a safe and comfortable environment for cyclists and pedestrians. The extension of the Grant Avenue Promenade makes a larger bicycle connection to the Marshall White district, while improvements to Kiesel Avenue and Electric Alley will put an emphasis on an enhanced pedestrian experience. The completion of the BRT line will increase access into downtown.

Open Space and Parks

Additional public outdoor space in Episode 1 comes in the form of protected pedestrian paseos, linking new development projects to Historic 25th Street.

Social Services and Equity

Of the 900 new residential units anticipated in Episode 1, the goal is for one-third of those – or 300 – to be attainable or affordable. New child care and health care facilities should be part of the development projects. Additionally, a Community Centers Strategic Plan to guide the programs, offerings and associated facility needs for the city's community centers – including downtown's Marshall White Center – will commence.

Open Space and Parks

3,500

Linear feet of
Paseos and
Woonerfs

Social Services and Equity

300

Attainable
Housing Units

Key Public Realm Enhancements

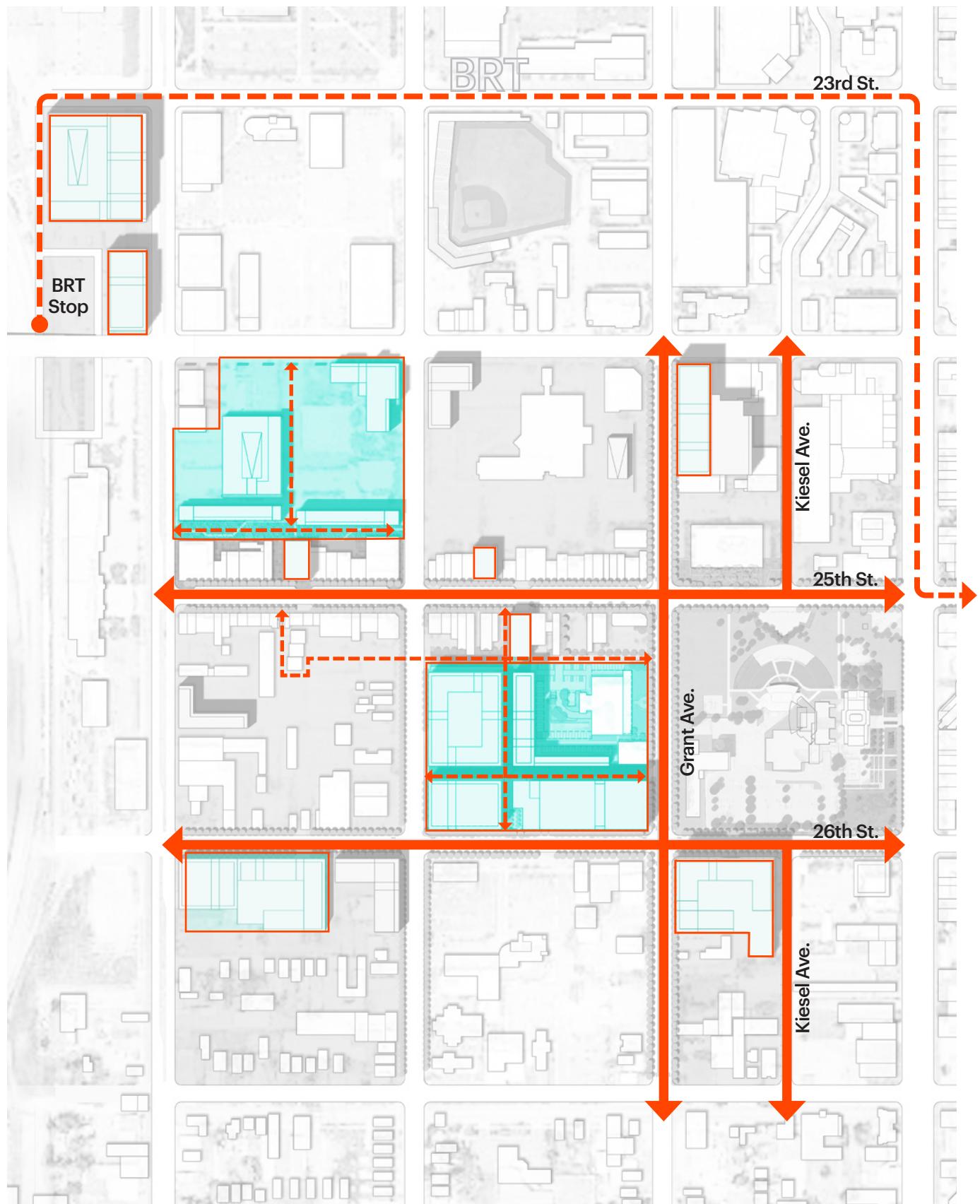


Figure 33: Project Locations

Implementation Strategies



Projects

- » Reconstruction of 26th Street, Washington Boulevard to Wall Avenue
- » Renovation of Historic 25th Street, Wall to Grant
- » Extension of the Grant Avenue Promenade to 27th Street
- » Renovation of Keisel Avenue from 24th to 25th and 26th to 27th Streets
- » Expansion of the Eccles Conference Center
- » Construction of the BRT line
- » Parking structures at FrontRunner station and north of Electric Alley
- » Private development on vacant and government owned parcels including:
 - » Utah Transit Authority/FrontRunner site
 - » Hostess/Wonderbread sites
 - » Infill along 25th Street



Programs

- » Make Ogden brand deployment and campaign
- » Employer recruitment
- » Small business recruitment and retention
- » Develop Community Centers Strategic Plan
- » Structured parking incentives



Policies

1. Adopt Downtown Design Standards
 - » Design Standards control development of properties to insure that development results in a high quality public realm and architectural character that is aligned with the vision of Downtown. Standards have high authority, as developers are required to meet the regulation unless otherwise waived through a variance.
2. Update Zoning Code for Downtown Ogden



Funding

- » Tax Increment Financing (RDA Funds)
- » City General Fund
- » Federal BLOCK Grants
(Community Centers Strategic Plan)



Partners

- » Private Developers
- » Utah Transit Authority (UTA)
- » Local Community Organizations

*Note: All projects listed are public, or City-funded projects. This list does not include the forecasted areas of private development as that will be subject market forces. This is not an exhaustive list, but is a means by which to help prioritize infrastructure implementation, public realm enhancements and future Capital Improvement Project (CIP) budgeting.

21

Episode 2

Support

CITY LED / DEVELOPER SUPPORTED



Figure 34: Episode 2 Master Plan





Vision

Episode 2 capitalizes on the momentum of Downtown infill and transportation/streetscape projects from the previous episode, with a particular emphasis on the build-out of the Union Station campus and its connection to the larger downtown area.

Public and Private Investment

Union Station is one of Ogden's most iconic cultural attractions, and Episode 2 strives to take advantage of its history and character to reinforce the importance of the railroad to the city's past and future. A new museum building and train hall are currently in the early stages of planning, allowing space within the historic station to be repurposed for revenue-generating uses. To the north of Union Station, a transit plaza is envisioned that will tie together Ogden's rail history with its multi-modal future. New cultural and mixed-use development at the transit plaza edges will create a vibrant, mixed-use destination that spreads the influence of Union Station from 24th Street south to 26th Street.

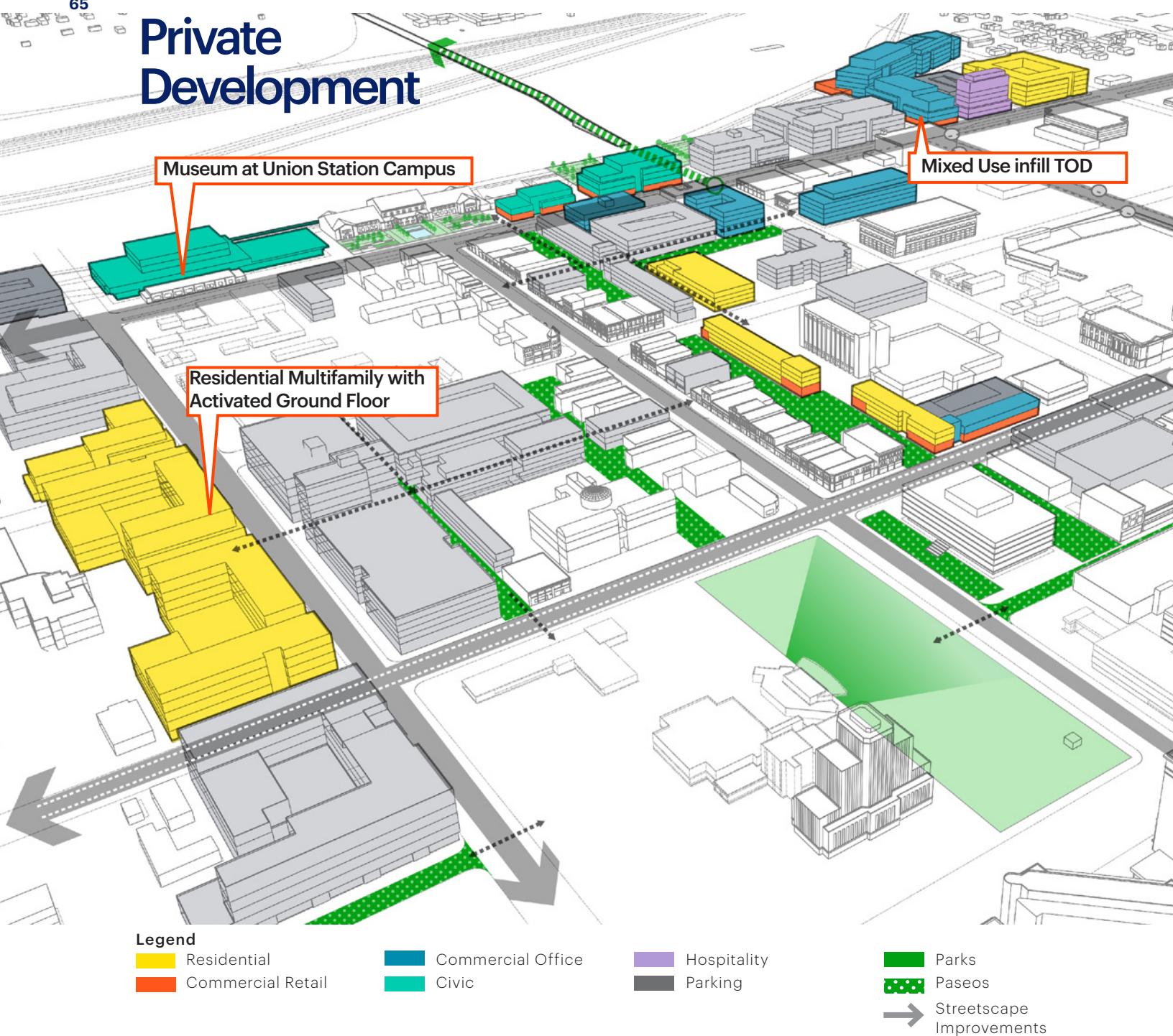
Episodes

Capitalizing on our History

The Union Station campus plan is an opportunity to drive tourism and entrepreneurship by celebrating the indelible spirit of the railroad pioneers and the impact they made on the city – historically and still to this day.

To provide a safe, inviting and clear connection between the Union Station campus, the UTA property and the rest of Downtown, improvements to Wall Avenue are recommended – including reduction of the street width, traffic calming and amenitized streetscapes. The reconstruction of the 24th Street viaduct is also planned in this episode, with the goal of touching down prior to Wall Avenue – creating a new Downtown gateway arrival at the intersection of 24th Street and Wall Avenue.

Private Development

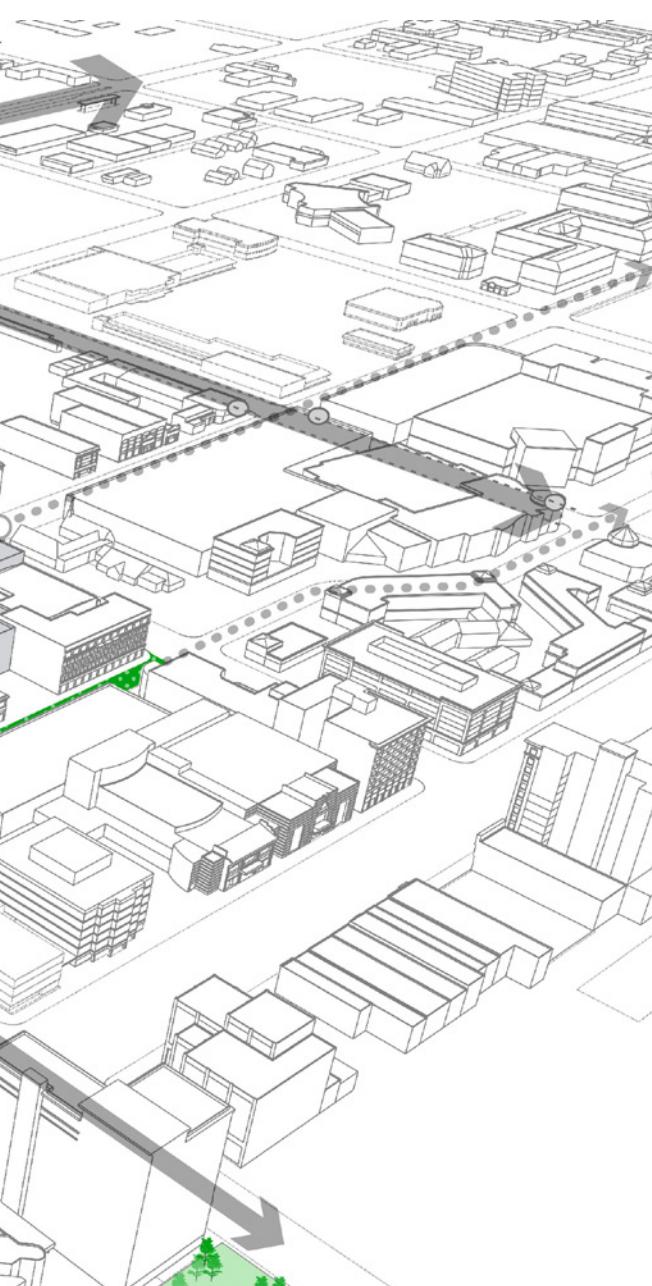


Development Framework

Overview

Episode 2 continues a pursuit of new employment and housing in the downtown core through the build-out of the UTA property, and infill mixed-use development along 26th Street and near the intersection of 24th Street and Wall Avenue. Additional redevelopment of Electric Light Alley will increase the vibrancy and vitality of what can become a unique-to-Ogden experience by establishing a pedestrian focused paseo that merges commerce, new housing typologies and art on a living street. A focus on affordable housing, pedestrian connections, and community investment will ensure that equity, access and services remain paramount to Ogden's growth.

Figure 35: Private Development



1,100 New Housing Units
1,700 New Jobs over 5 years

Metric Scores

Episode 2 targets for redevelopment anticipate the addition of over 1,700 jobs and 1,100 residential units, doubling the increase of the downtown Market Score anticipated in Episode 1. Large investments in transportation and civic space ensure that Community Equity Metrics remain strong.

Market Potential Metrics

Smart Growth Potential Scores



Metric	Value	Market Score
Walkability	16	2
Job Density	18.3	1
Housing Density	3.8	1
Market Score		4/15

Community Equity Metrics

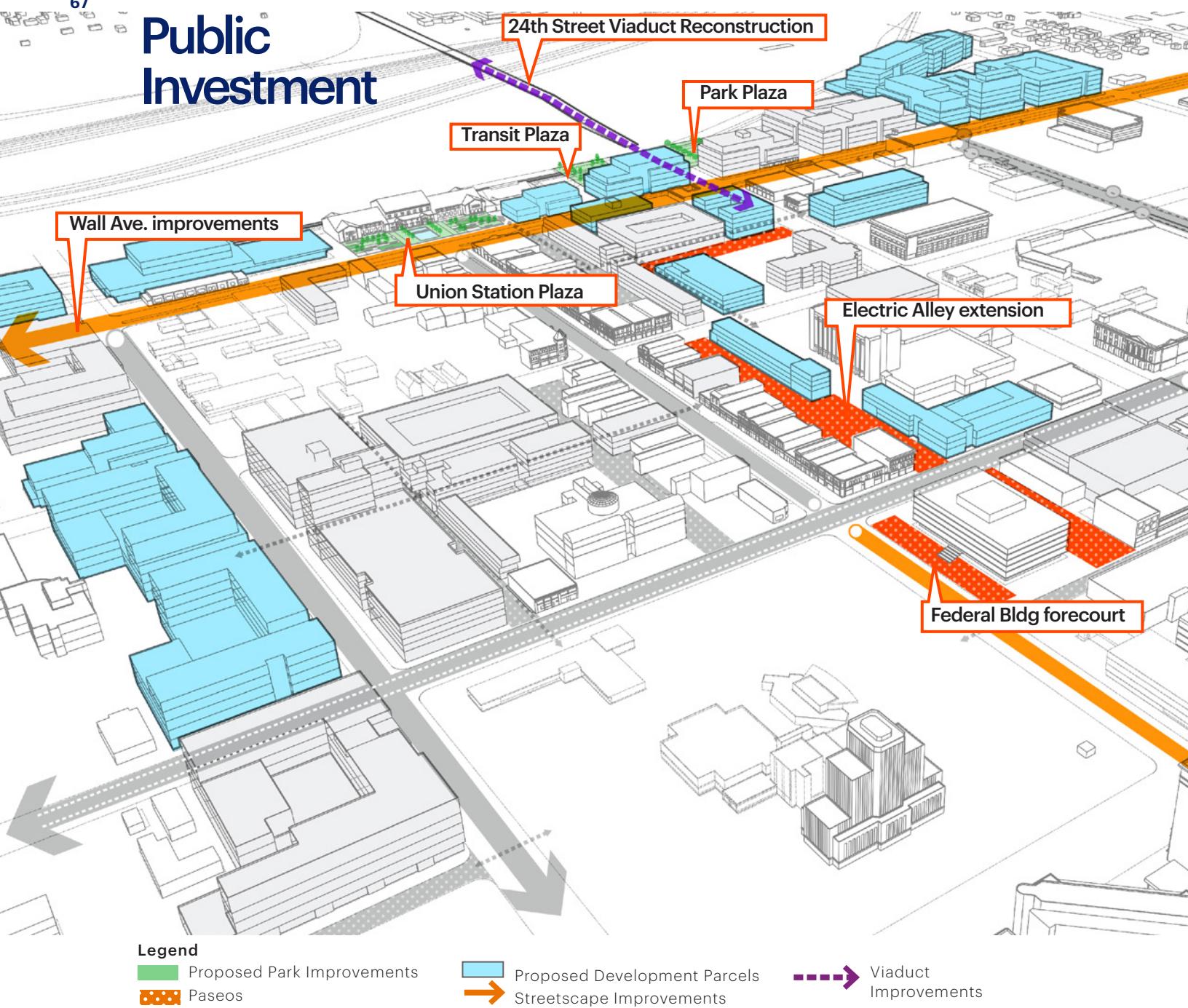
Social Equity/Social Vulnerability Index

Metric	Value	Market Score
Transit Accessible Population	50%	5
Housing + Transportation Costs	36%	3
Renter Ratio	75%	5
Social Vulnerability Index	.85	4
Market Score		17/20

Table 10: Market Development Scores

Table 11: SEVI Scores

Public Investment



Tenet Dashboard

Real Estate and Land Use

10 Acres of Additional Land Now Generating Revenue

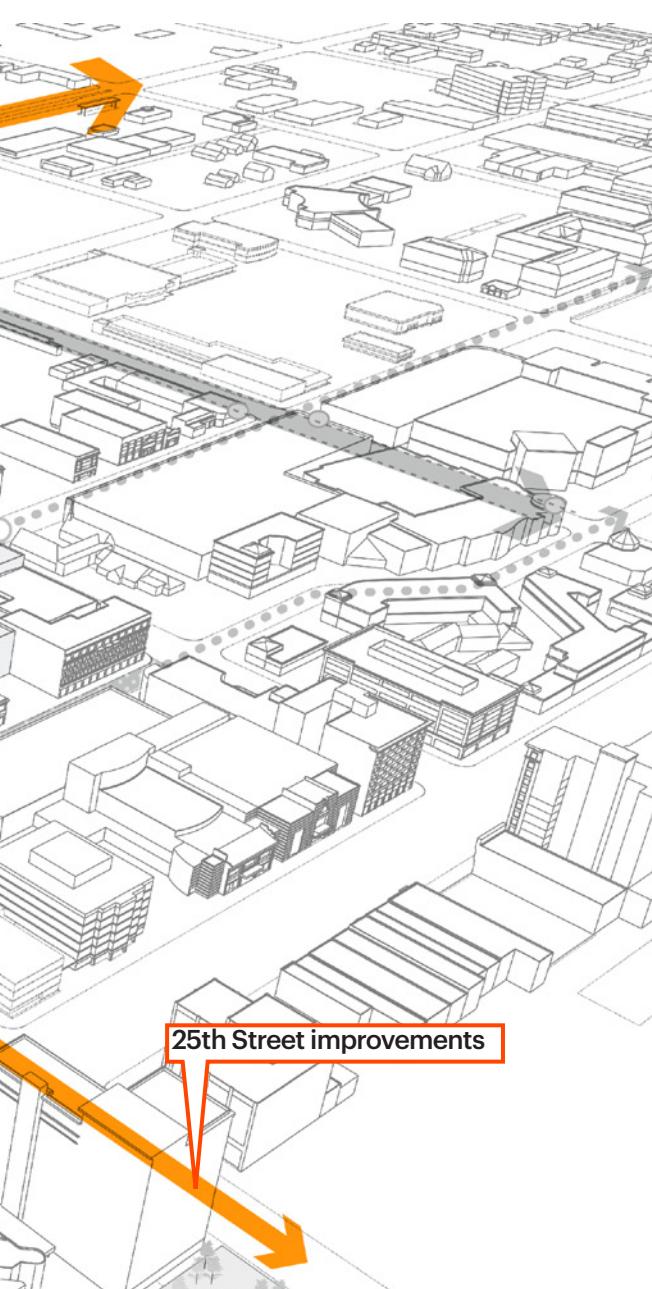
Historic and Cultural Assets

1 Major Adaptive Reuse Project (Union Station)

Transportation and Mobility

7,740 Linear feet of Streetscape Improvements

Figure 36: Public Investment



Real Estate and Land Use

Episode 2 includes the anticipated redevelopment of over 10 acres of land in the downtown core currently generating no tax revenue. This includes the build-out of the Union Station campus, over 1,700 new jobs, 1,100 residential units, and supporting retail, commercial and hospitality uses. A new parking structure is also planned as part of the Union Station campus, servicing both the campus and downtown visitors.

Historic and Cultural Assets

Emphasizing the redevelopment of the Union Station campus could significantly expand its local, national and international reach and influence. In addition to the new buildings within the campus, Episode 2 includes the redesign of the land in front of the station into an active urban plaza as a terminus to Historic 25th Street.

Transportation and Mobility

The reconstruction of Wall Avenue to calm traffic, provide a comfortable pedestrian environment, and better connect the Union Station campus to the larger downtown is critical to the success of the campus vision. Further, the reconstruction of the 24th Street viaduct to the west of Wall Avenue will create a new gateway to Downtown Ogden that embraces the Union Station campus and simplifies the visitor arrival experience.

Open Space and Parks

A 2.5-acre transit plaza – a flexible, multi-use combination park and plaza that can be used to host daily users and large events – is recommended on the north side of Union Station and spanning 24th Avenue. In addition to the transit plaza, a 1-acre park is recommended as part of the plan for the UTA property.

Social Services and Equity

Of the 1,100 new residential units anticipated in Episode 2, the goal is for one-third of those – or 370 – to be attainable or affordable. In addition, this episode includes the reassessment of, and updates to, programs and offerings of the Marshall White Center aligned with the recommendations of the Community Centers Strategic Plan developed in Episode 1.

Open Space and Parks

2.5 Acre Transit Plaza

1 Acre of New Park Space

Social Services and Equity

370 Attainable Housing Units

Key Public Realm Enhancements

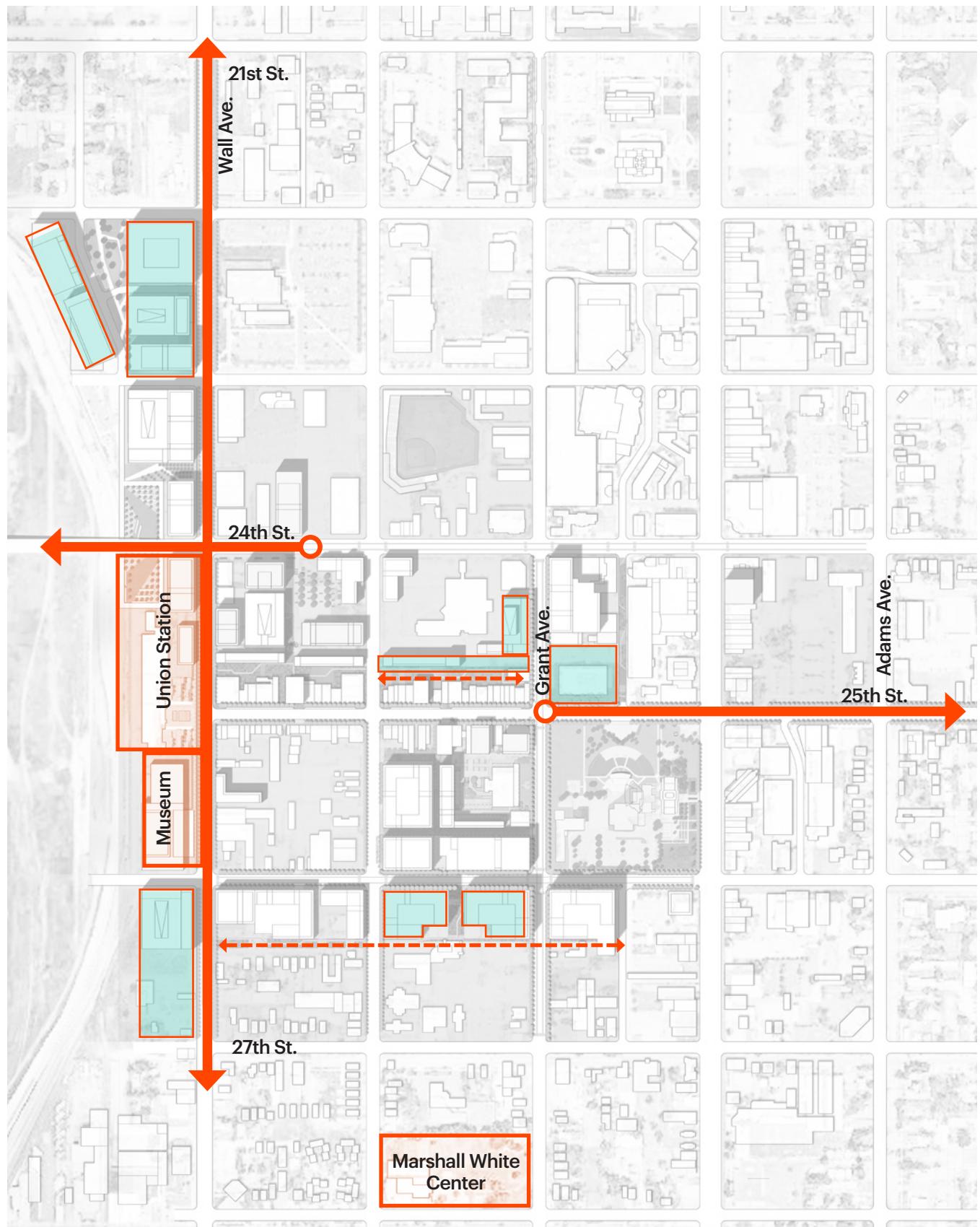


Figure 37: Project Locations

Implementation Strategies

70 /



Projects

- » Reconstruction of Wall Avenue, 21st to 27th Streets
- » Reconstruction of 24th Street Viaduct
- » Renovation of 25th Street, from Grant Ave. to Adams Ave.

- » New Union Station museum building and train hall
- » Renovation of Union Station and forecourt plaza
- » Transit plaza north of Union Station
- » Cultural buildings at the Union Station campus
- » Parking structure at the Union Station campus



Programs

- » Implement Marshall White Center recommendations from the Community Centers Strategic Plan
- » Develop a Social and Community Services strategic plan to maintain or increase SEVI score

Episodes



Policies

1. Small Business Incentive

- » To insure that increased development leads to opportunities for local entrepreneurs, an incentive policy should be adopted to provide access to funding and other resources that support small and local business creation in Downtown.



Funding

- » Tax Increment Financing (RDA Funds)
- » City General Fund
- » State and Federal Funding (Wall Ave. and 24th St.)



Partners

- » Private Developers
- » Utah Transit Authority (UTA)
- » Utah Department of Transportation (UDOT)

*Note: All projects listed are public, or City-funded projects. This list does not include the forecasted areas of private development as that will be subject market forces. This is not an exhaustive list, but is a means by which to help prioritize infrastructure implementation, public realm enhancements and future Capital Improvement Project (CIP) budgeting.

3/

Episode 3 Connect

DEVELOPER LED / CITY SUPPORTED

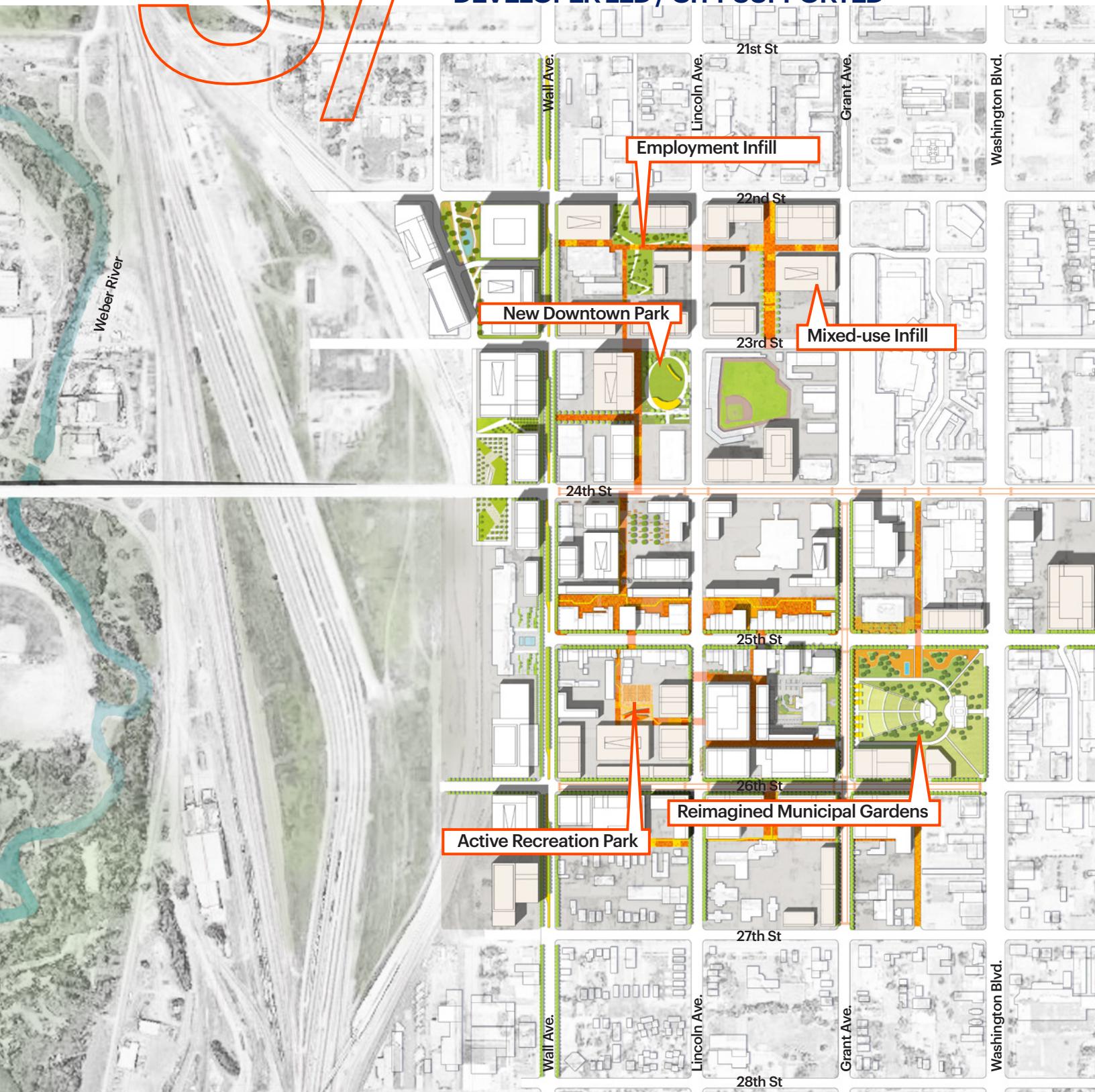
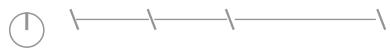
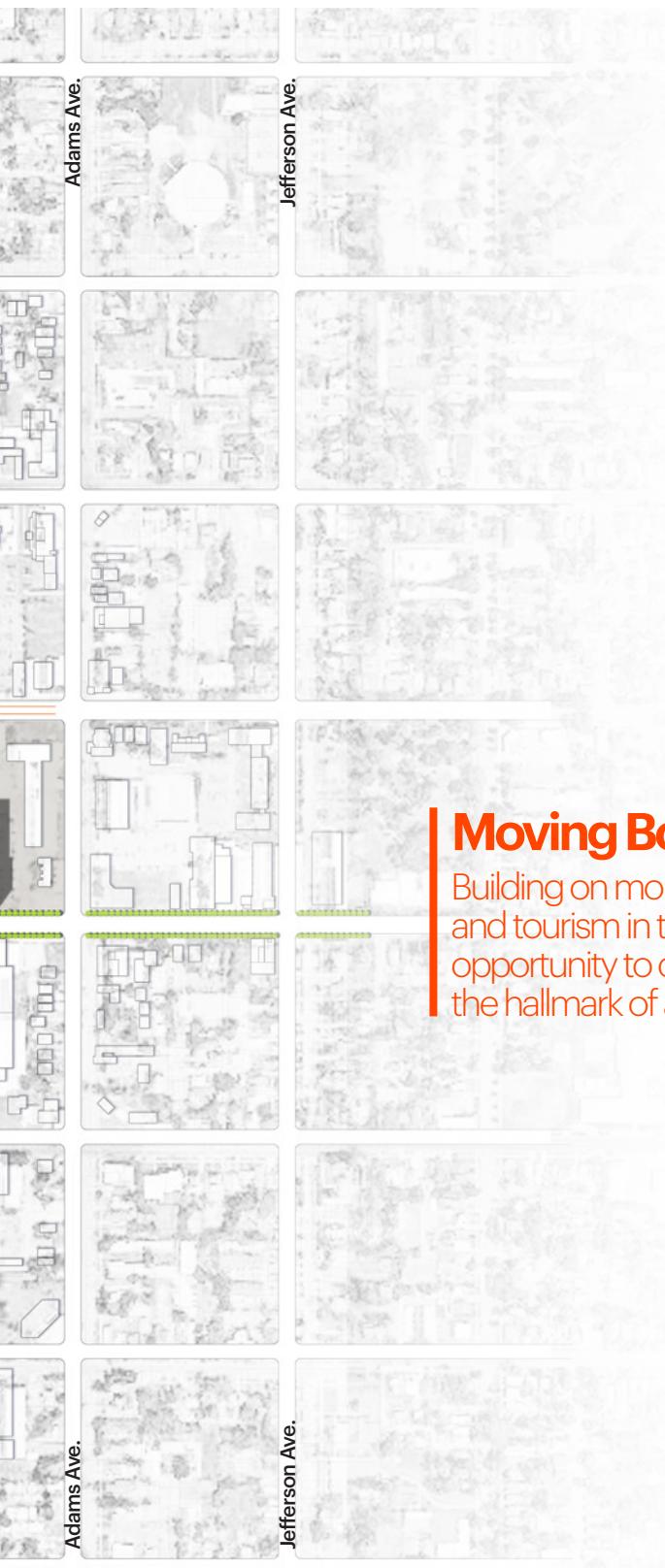


Figure 38: Episode 3 Master Plan





Vision

With the majority of vacant land downtown turned into revenue and tax generating development for the City, Episode 3 focuses largely on the assembly of under-performing and underutilized parcels to create new development opportunities to support Ogden's financial and social health.

Private Investment

This episode places an emphasis on a broad mix of uses within the core of the city between 22nd and 27th Streets. Additional employment and mixed-use development at the northeast is augmented by the potential for new cultural and/or performance facilities near the Junction, baseball stadium and Eccles Conference Center. Residential mixed-use projects are anticipated to complete the dynamic urban future of 26th Street, with additional redevelopment of city-owned land on the east side expected to bolster the Nine Rails Creative District. There is opportunity to engage with Weber State University, with the potential to locate a downtown facility near the 23rd Street

Episode 3

Moving Boldly Forward

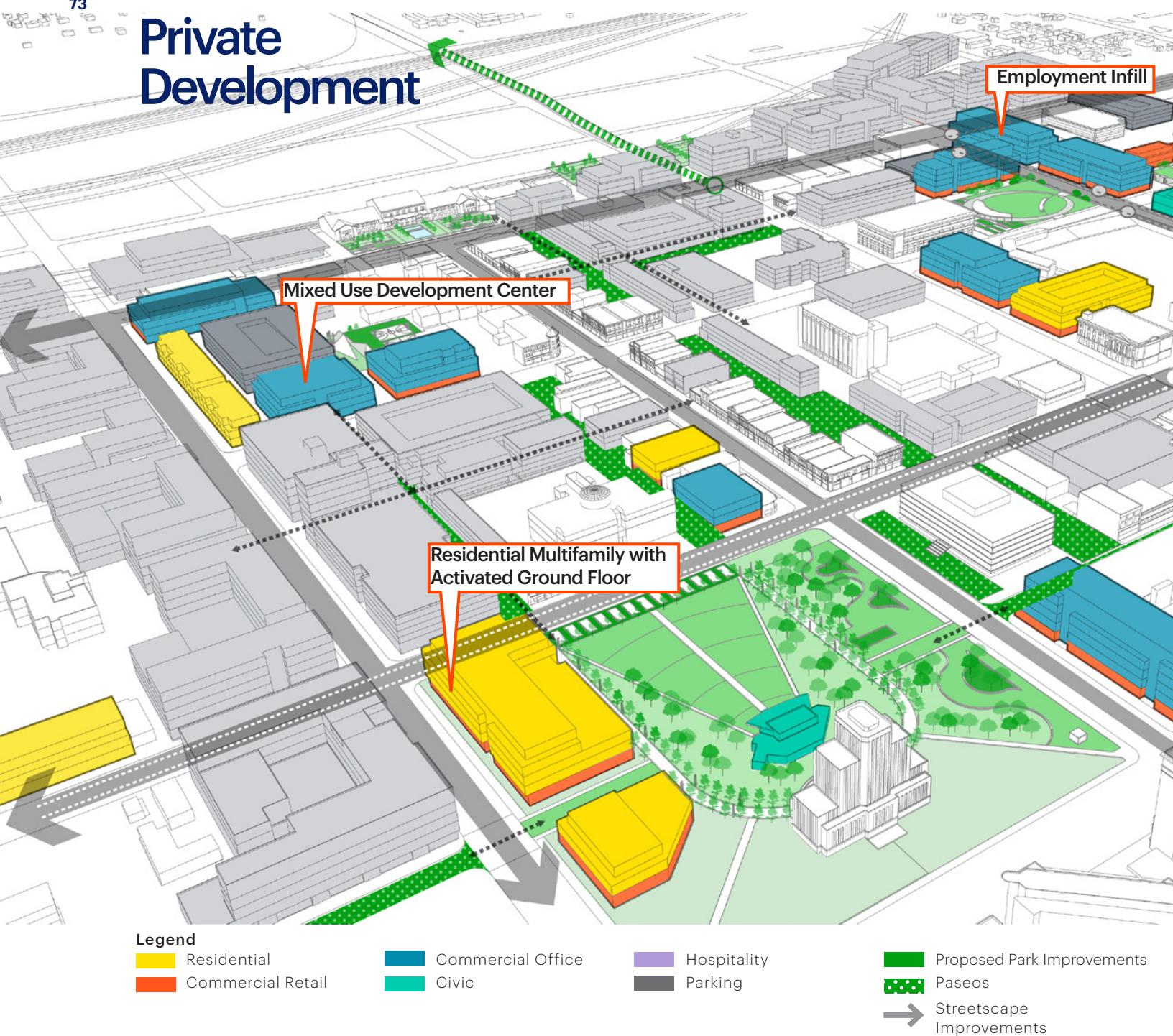
Building on momentum brought by new jobs, residents and tourism in the previous phases, Episode 3 offers the opportunity to curate a mix of uses Downtown that are the hallmark of a vibrant, walkable 24-hour city.

BRT corridor. This would create access to higher education where there currently is a deficit, while encouraging another demographic group to live in the core of the city.

Public Investment

In addition to redevelopment of underperforming land, Episode 3 envisions new and reimaged parks and open space Downtown. A number of new green spaces are recommended as part of development blocks in the north and south quadrants. The reimagining of the Municipal Gardens has the opportunity to transform what is already a gem of Ogden into a world-class arts, music and events park with no equal along the Wasatch Front.

Private Development

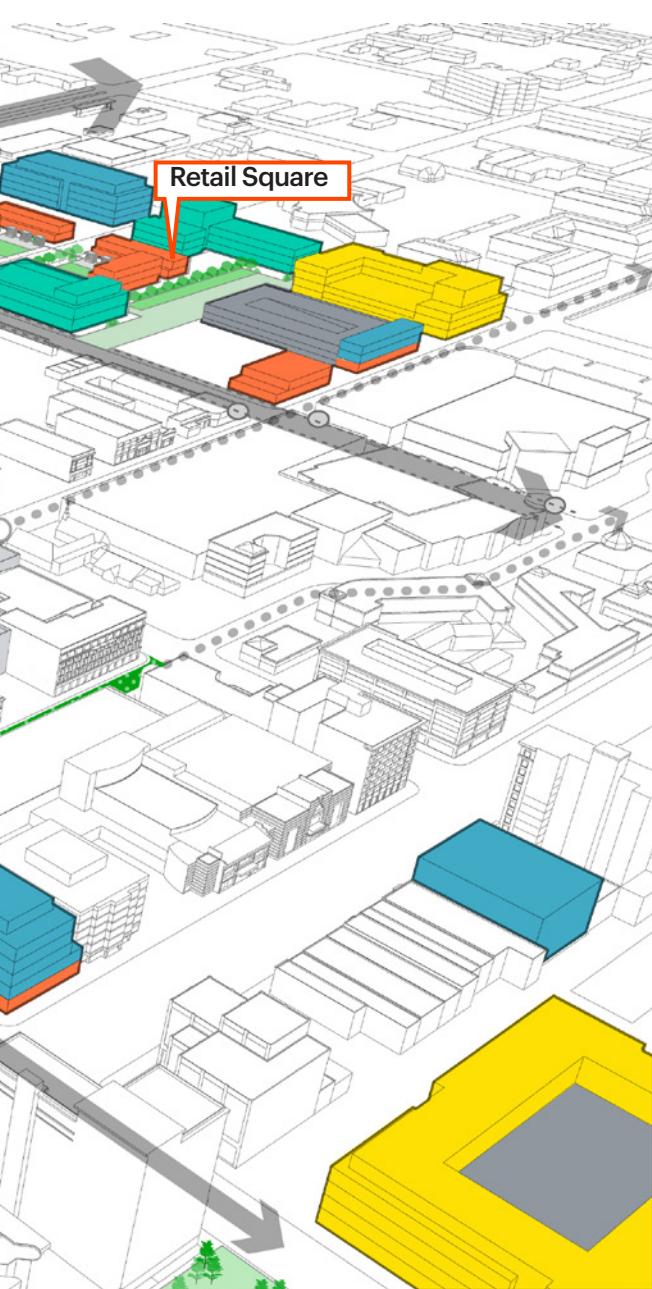


Development Framework

Overview

Episode 3 signals a downtown renaissance as Ogden becomes a destination for new businesses, residents and tourists attracted by the recreational opportunities, adventurous spirit, cultural diversity and enthusiastic maker-ethic of the Ogden community. A focus of this episode is turning underperforming and underutilized properties into a curated mix of new residential, employment, commercial, social service, cultural and educational uses that are the foundation of a beloved neighborhood. Episode 3 is less geographically concentrated and takes full advantage of the improvements to the public realm and infrastructure that will have occurred in previous episodes.

Figure 39: Private Development



2,500 New Housing Units
3,300 New Jobs over 5 years

Metric Scores

Episode 3 anticipates the addition of over 3,300 new jobs and 2,500 new residential units, increasing the Market Score to 7. To limit gentrification, it will be important to ensure the continued balance of the Community Equity Metrics factors through strategic planning for community and social services provisions.

Market Potential Metrics

Smart Growth Potential Scores



Metric	Value	Market Score
Walkability	17	3
Job Density	21.7	2
Housing Density	6.4	2
Market Score		7/15

Community Equity Metrics

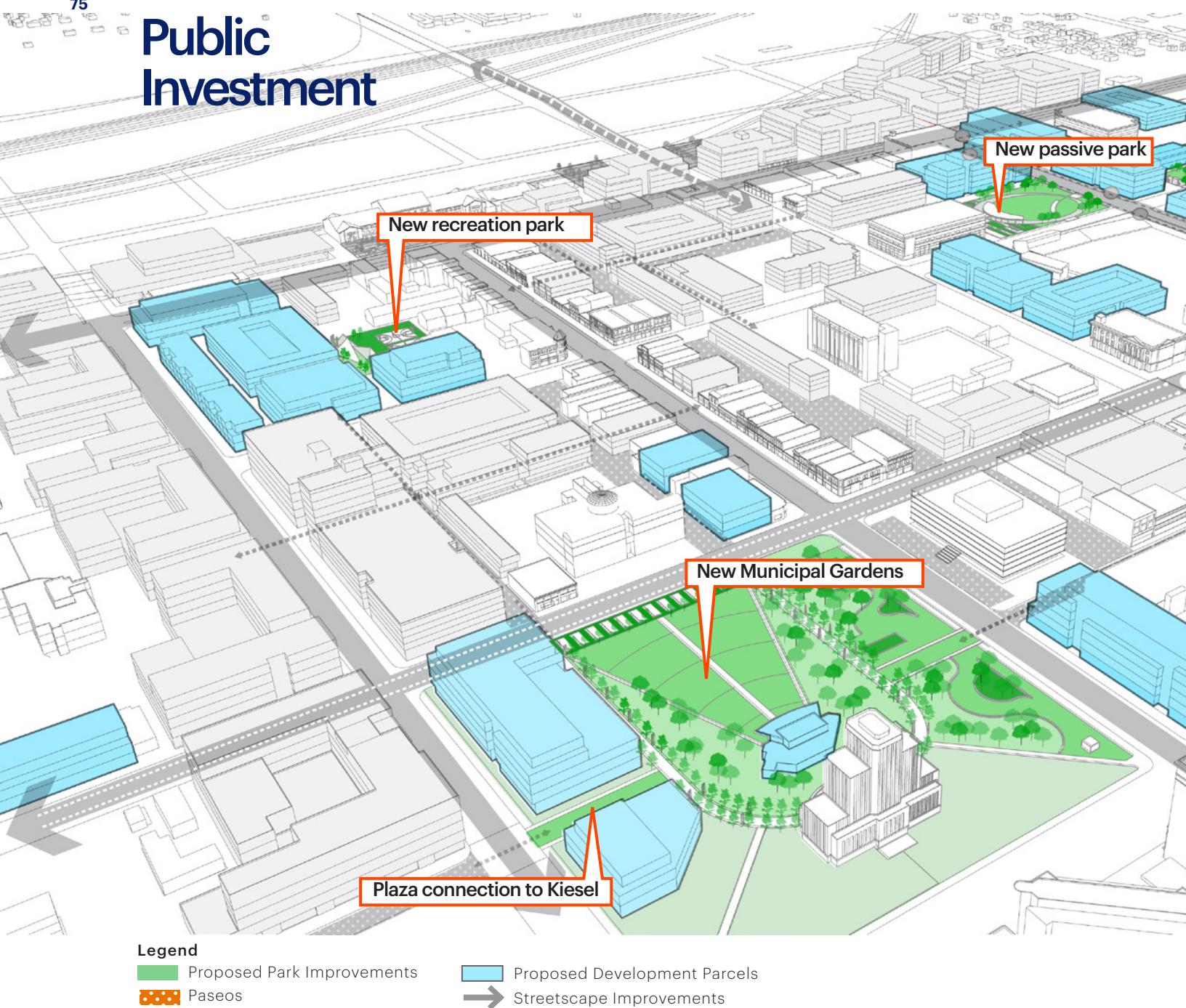
Social Equity/Social Vulnerability Index

Metric	Value	Market Score
Transit Accessible Population	50%	5
Housing + Transportation Costs	37%	3
Renter Ratio	65%	5
Social Vulnerability Index	.80	4
Market Score		17/20

Table 12: Market Development Scores

Table 13: SEVI Scores

Public Investment



Tenet Dashboard

Real Estate and Land Use

20 Acres of Additional Land Now Generating Revenue

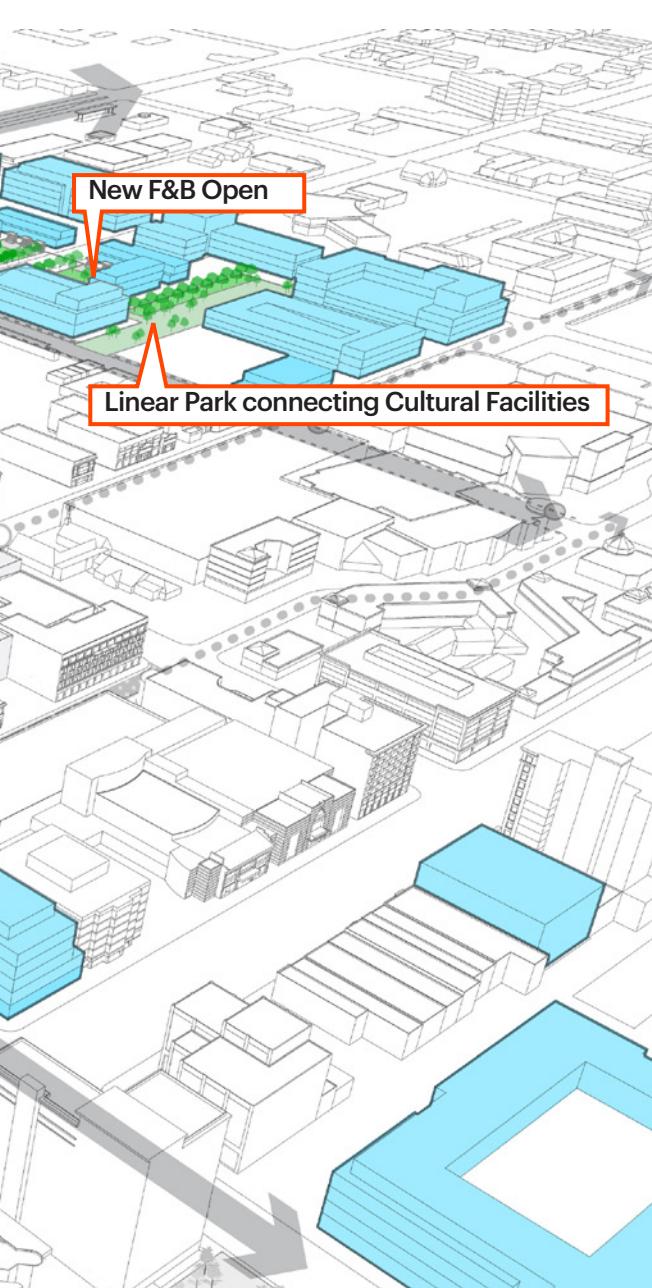
Historic and Cultural Assets

1 Major Adaptive Reuse Project (Municipal Gardens)

Transportation and Mobility

8,600 Linear feet of Pedestrian Paseos

Figure 40: Public Investment



Real Estate and Land Use

Episode 3 includes the anticipated redevelopment of over 20 acres of tax-exempt or underperforming land downtown, including new residential, employment, cultural, and educational uses as well as retail, service and commercial uses to support that growth.

Historic and Cultural Assets

The reimagining of the Municipal Gardens block offers an opportunity to build on the success of the amphitheater, while allowing the Municipal Building and backdrop of the Wasatch Front to be the must-see, must-experience moment. By re-orienting the amphitheater and making a usable community park asset, the Gardens will become the crossroads of community activity and circulation.

Transportation and Mobility

Walkability is emphasized through the purposeful planning of new open spaces linked to key pedestrian and street corridors at mid-block locations.

Open Space and Parks

The plan includes the addition of 4.5 acres of new parks within the downtown area in Episode 3. Each of these spaces should offer distinct programs and activities, and be connected through a series of mid-block pedestrian corridors, to create a network of accessible park spaces across downtown.

Episodes

Social Services and Equity

In anticipation of Episode 4, the plan recommends the development of a master plan for the railyards within Episode 3 to anticipate public infrastructure costs, desired land uses and densities, connections to existing streets and infrastructure, and the transition to critical edges including the Weber River and Union Station campus. In addition, a neighborhood plan for West Ogden should be developed that anticipates the redevelopment of the rail yards and the socio-economic strategies for avoiding gentrification and displacement and opportunities for local economic stimulus.

Open Space and Parks

4.5 Acres of New Parks

Social Services and Equity

700 Attainable Housing Units

Key Public Realm Enhancements

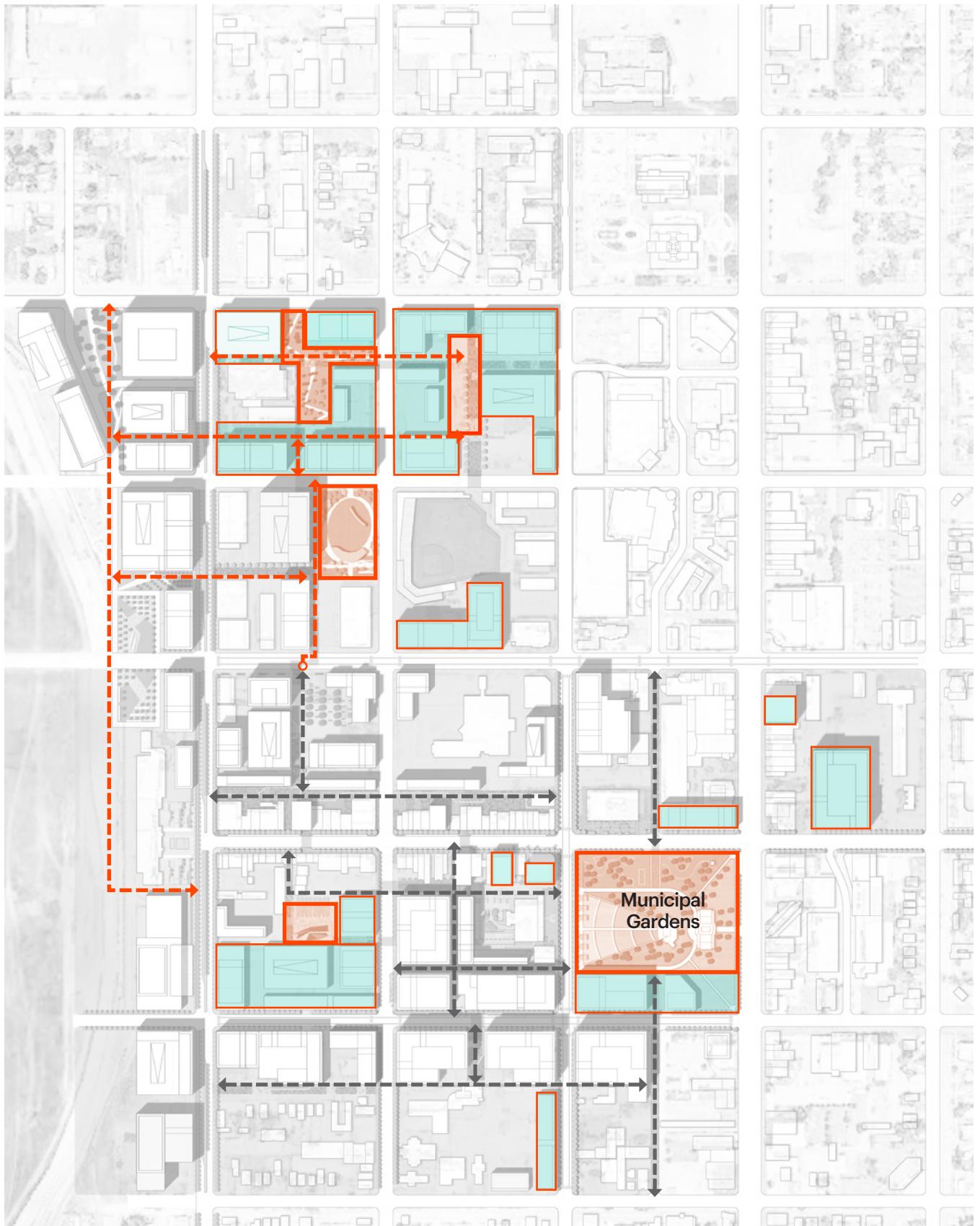


Figure 41: Project Locations

Implementation Strategies



Projects

- » Redesign and reconstruction of the Municipal Gardens
- » Integration of new downtown parks
- » Mid-block pedestrian corridors to connect Downtown parks and open space

Episodes



Programs

- » Development Master Plan and Entitlements for the Rail Yards



Policies

1. West Ogden Neighborhood Plan
 - » As development is projected to move into the Rail Yards, it will be important to develop a Neighborhood Plan for West Ogden that protects and enhances the residential character, identifies social and community service needs, and anticipates residential and commercial growth in the area all while protecting the rivers and open spaces that define the character of the neighborhood.



Funding

- » City General Fund



Partners

- » Private Developers
- » Utah Department of Transportation (UDOT)

*Note: All projects listed are public, or City-funded projects. This list does not include the forecasted areas of private development as that will be subject market forces. This is not an exhaustive list, but is a means by which to help prioritize infrastructure implementation, public realm enhancements and future Capital Improvement Project (CIP) budgeting.

Episode 4 Expand

CITY LED / DEVELOPER SUPPORTED

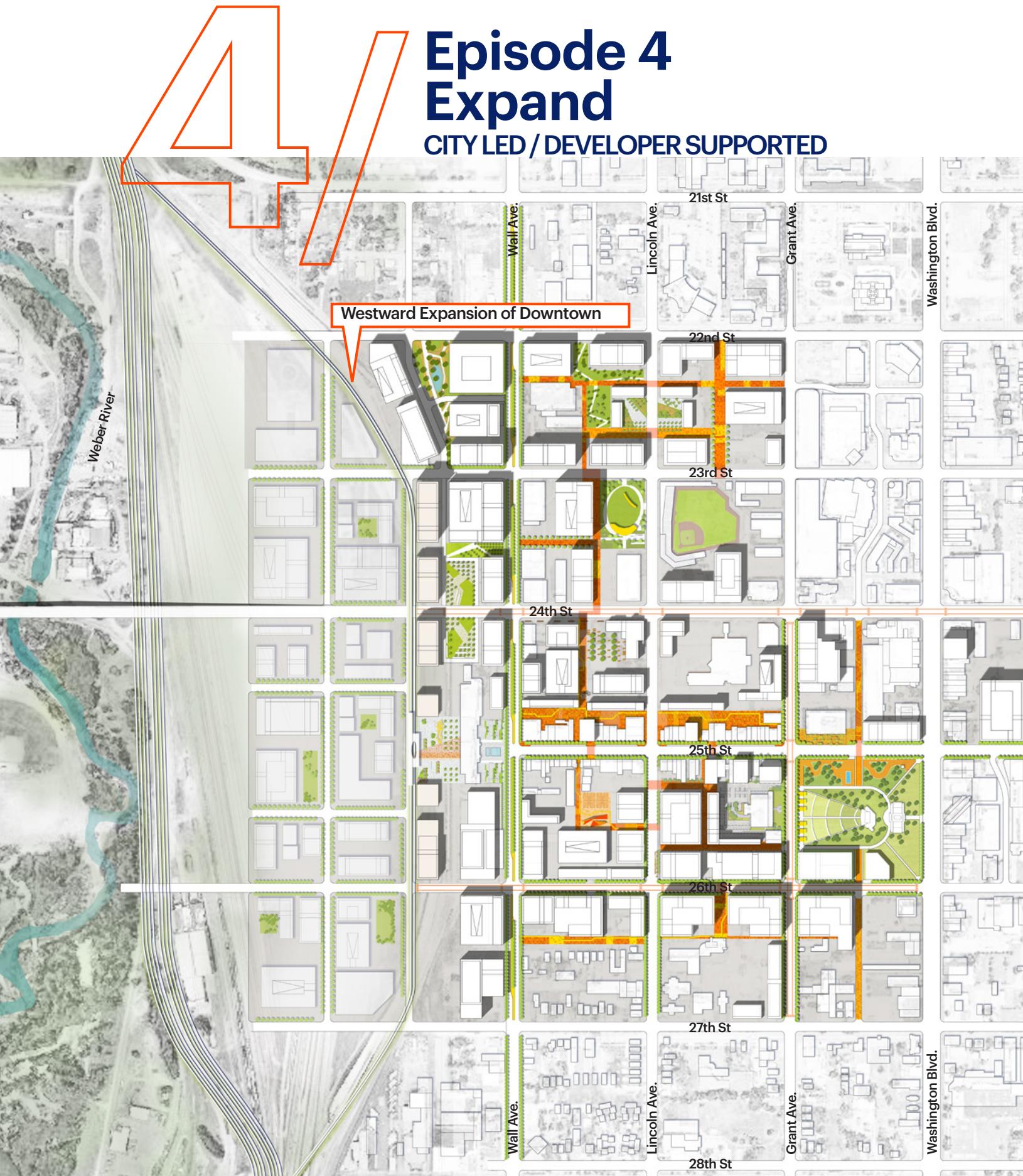
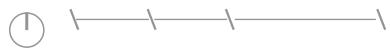
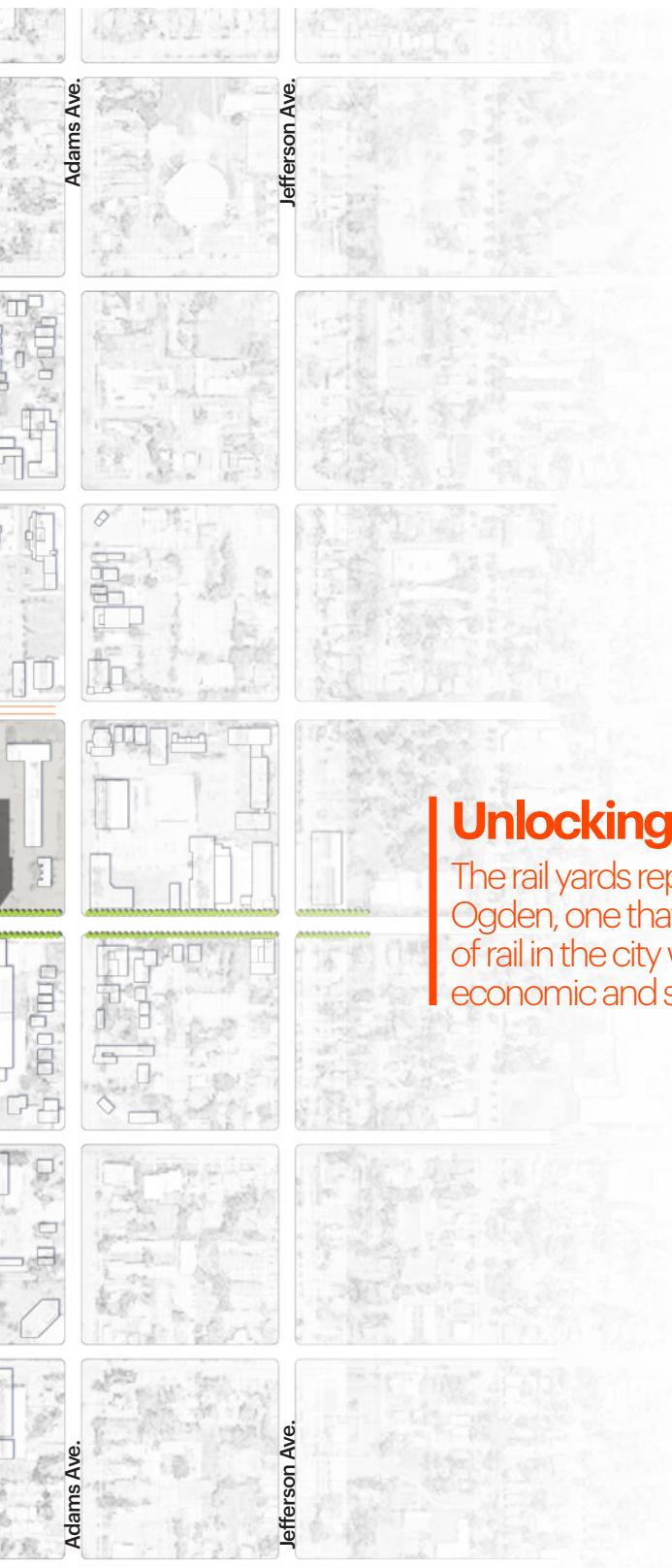


Figure 42: Episode 4 Master Plan





Vision

With the majority of the downtown core expected to see redevelopment and revitalization during the previous episodes, and with a need to continue to add new employment and residential growth to unlock the full potential of Downtown Ogden, Episode 4 moves the emphasis for redevelopment to focus on the rail yards.

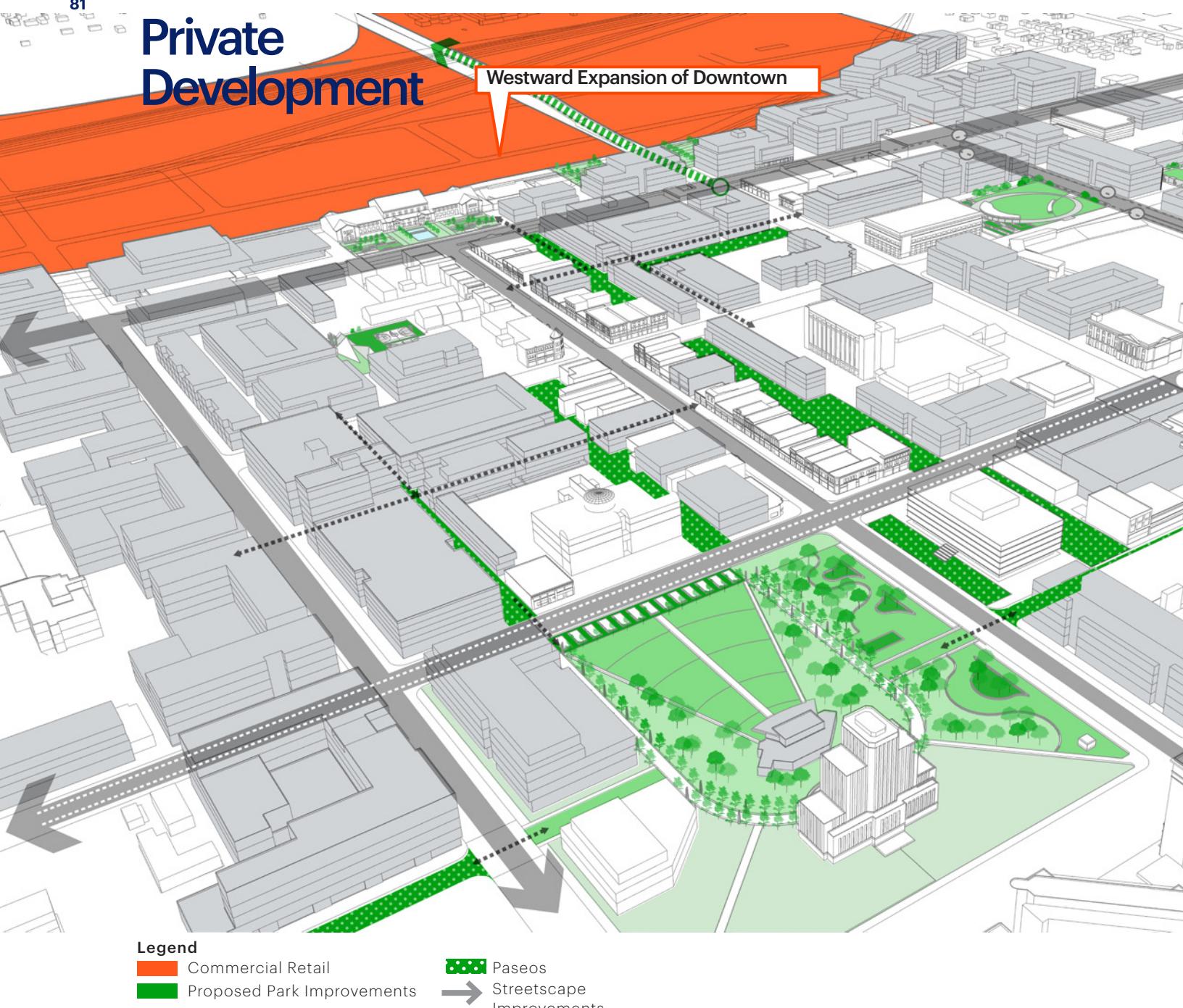
As seen in the fiscal projections, residential and employment growth in this episode are the tipping point for closing the gap between spending and tax revenues. In order to accommodate this growth, the rail yards offer the largest contiguous and tax-exempt property in downtown. They also are the missing link between the Central Business District, the Weber River and Fort Buenaventura Park, and West Ogden. The City should focus on negotiations with the current landowner to reduce the overall area dedicated to rail operations, as rail consolidation will allow a redevelopment of the area that is characterized by a mix of uses.

Unlocking Potential

The rail yards represent the new frontier for downtown Ogden, one that respects and celebrates the history of rail in the city while providing a new avenue to economic and social prosperity.

Taking advantage of the City's ownership of the lands aligned with 26th Street between Wall Avenue and the Weber River, the City can demonstrate its prioritization of the rail yards by extending a pedestrian connection to Fort Buenaventura Park – creating a direct connection to the natural and recreational activities that the river and open space afford. Extending the downtown street grid in to the rail yards can provide an impetus for new development – all of which will embed the Union Station campus within – rather than on the edge – of Downtown, surrounding the station with a vibrant city center and improving the vitality and completeness of Downtown experience.

Private Development

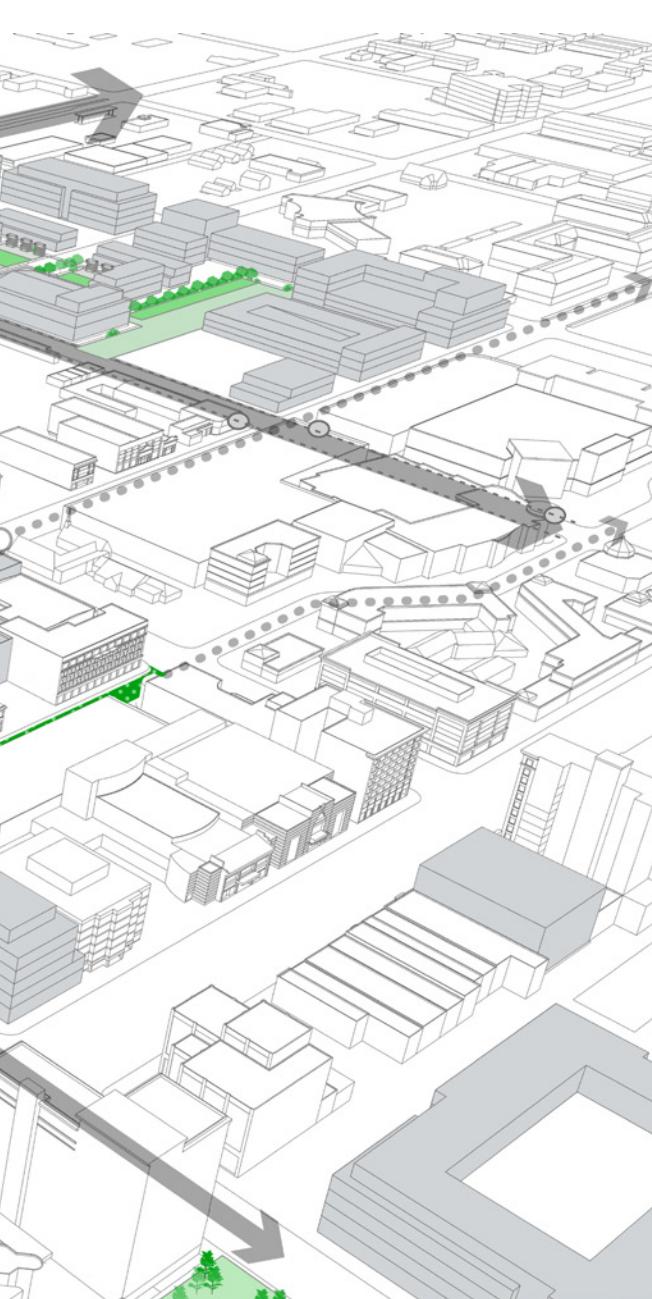


Development Framework

Overview

Episode 4 moves growth of the Downtown into the last frontier – the rail yards between the Union Station campus and the Weber River. This new mixed-use neighborhood and employment center connects Downtown to the natural assets in West Ogden while providing a revenue stream to the city that can close the gap between the cost of services and tax revenue. To limit gentrification, it will be important to ensure the continued balance of the Community Equity metric factors with 2020 Ogden trends and the expectations established in Community and Social Service strategic plan and West Ogden Neighborhood Plan created in previous episodes.

Figure 43: Private Development



3,200 Housing Units
6,800 New Jobs over 5 years

Metric Scores

Episode 4 targets over 6,800 new jobs and 3,200 new residential units, increasing the Market Potential score to 10 – an important goal of this plan. This is only achieved through the westward expansion of downtown into the rail yards and the actualization of essential services being provided in the core of the city.

Smart Growth Development Metrics

Market Development Scores



Metric	Value	Market Score
Walkability	18	4
Job Density	28.9	3
Housing Density	9.8	3
Market Score		10/15

Community Equity Metrics

Social Equity/Social Vulnerability Index

Metric	Value	Market Score
Transit Accessible Population	50%	5
Housing + Transportation Costs	39%	3
Renter Ratio	55%	5
Social Vulnerability Index	.85	4
Market Score		17/20

Table 14: Market Development Scores

Table 15: SEVI Scores

Public Investment

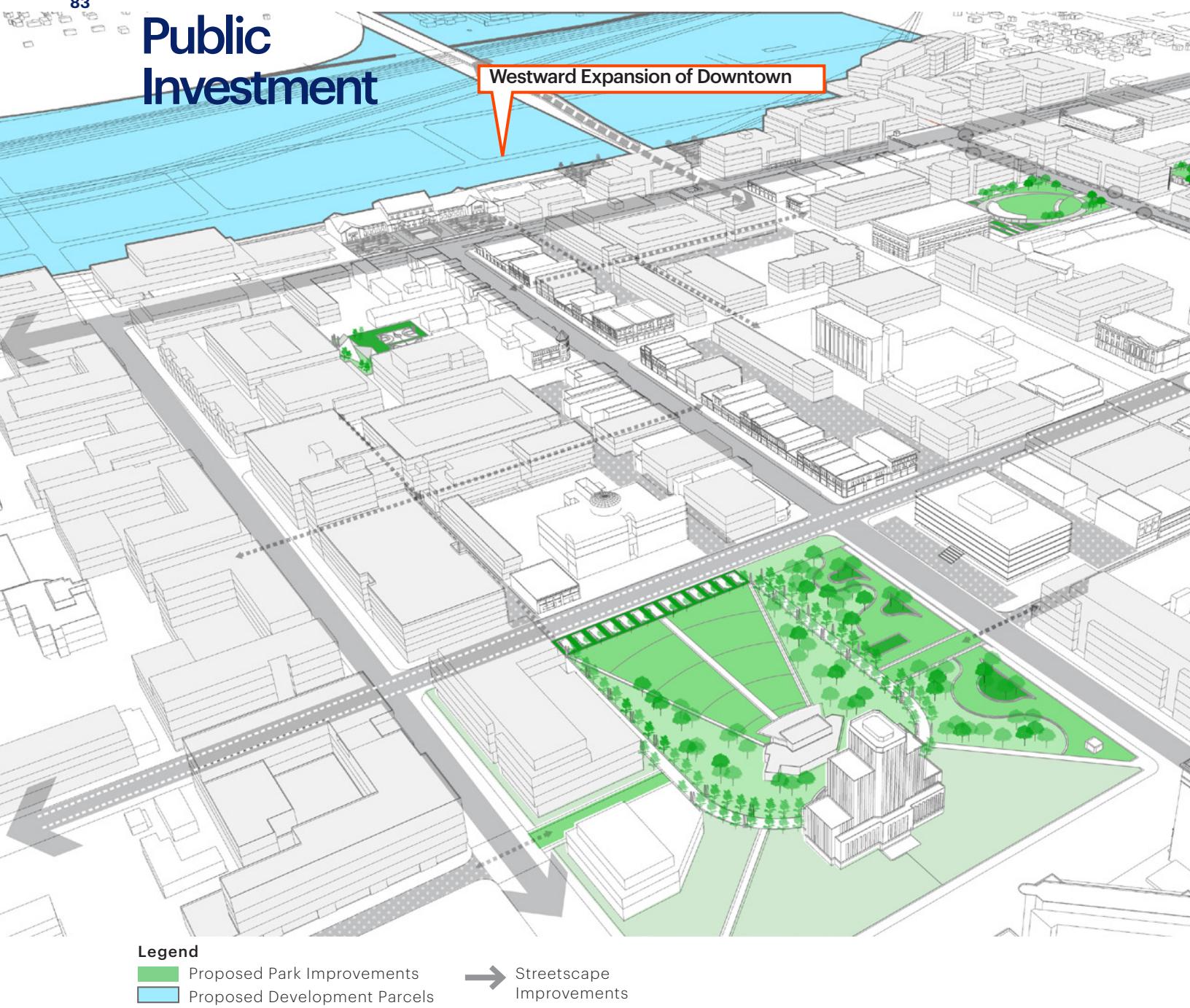


Figure 44: Public Investment



Real Estate and Land Use

Episode 4 includes the entitlement and potential redevelopment of over 100 acres of tax-exempt land. The vision for this new development is a vibrant mixed-use neighborhood reflecting the workhorse history of the railroad and the incredible connections to regional open space, waterways and native landscapes..

Historic and Cultural Assets

It is important that the redevelopment of the rail yards is respectful to and reflective of the importance that the railroads have had on the City's history and the future of rail transportation regionally. In addition, the plans should connect thoughtfully to Fort Buenaventura Park – opening up community access to this historic and cultural asset that the City has never fully been able to embrace.

Transportation and Mobility

The planning of new streets, plazas, parks, bikeways and trail corridors throughout Episode 4 should connect to the system bolstered through previous episodes to create a Downtown that emphasizes safe and comfortable pedestrian walkability and a mix of transit modes.

Open Space and Parks

In addition to the connection to Fort Buenaventura Park, the development of the rail yards should include new park spaces amounting to approximately 20 acres (or 6 acres per 1,000 residents).

Social Services and Equity

The implementation of the recommendations of the West Ogden Neighborhood Plan developed in Episode 3 will insure that the development of the Rail Yards does not leave social services or community equity gaps in the West Ogden community.

Overall Vision

Strength on Strength

A Collection of Existing Assets that will Catalyze Development

Episodes

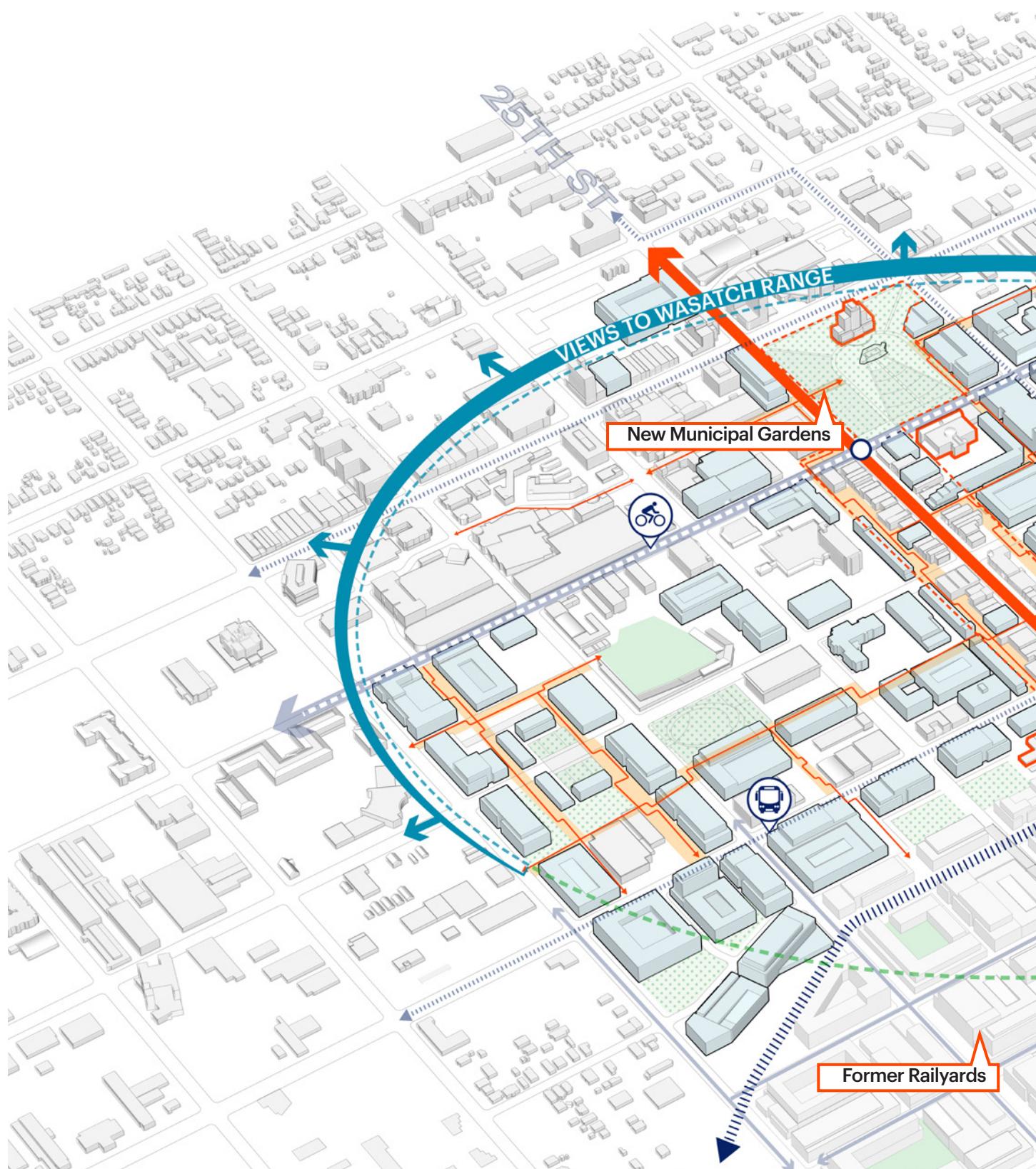


Figure 45: Master Plan Vision

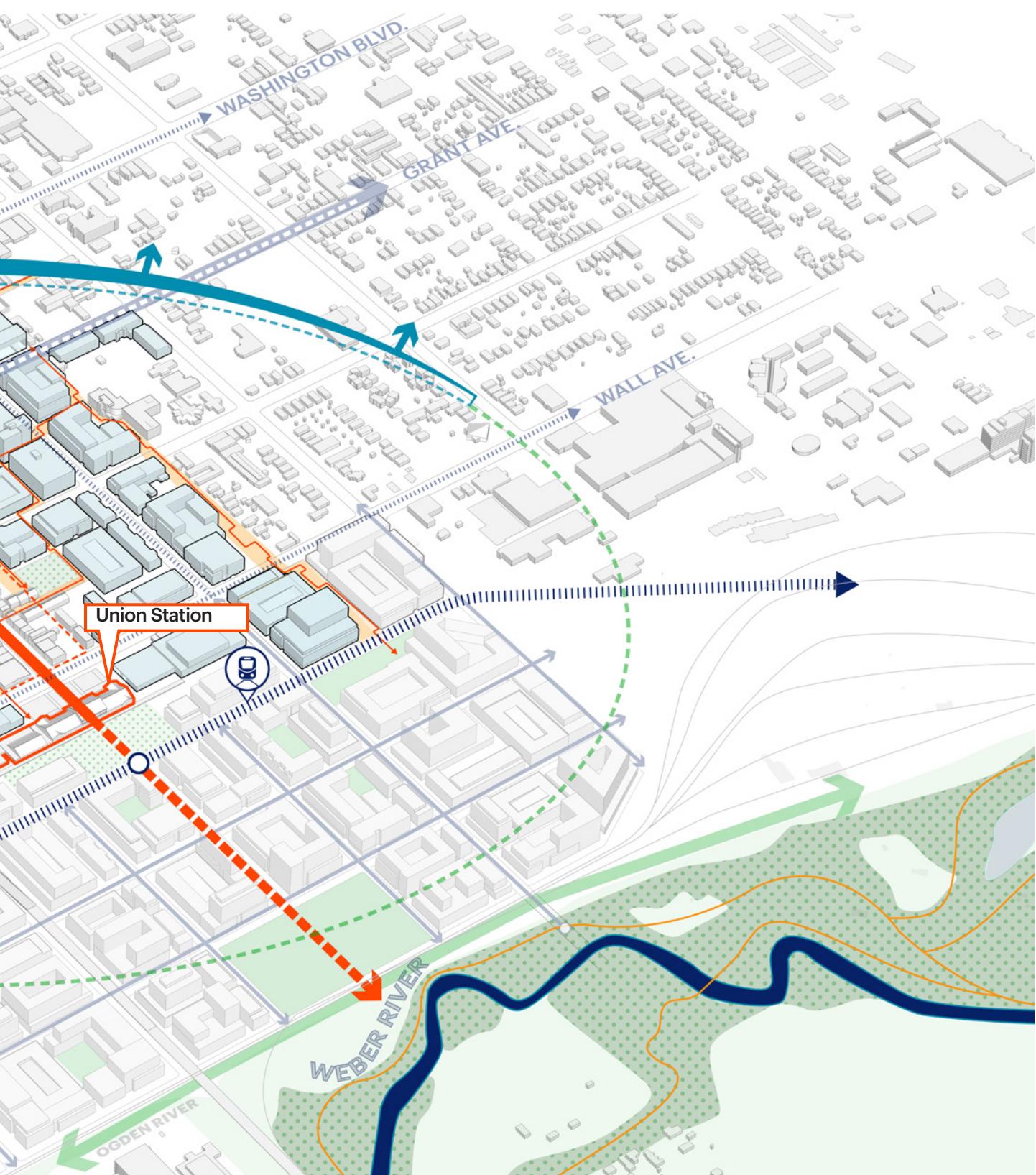




Figure 46: An Open Space Icon of the City

Looking West from the Municipal Gardens





Figure 47: Networked Pedestrian Paseos

Looking East from Union Station





Figure 48: A Reimagined Front Door to Ogden

Looking Northwest towards Union Station





Figure 49: The Spine of the City

Looking west down 25th Street

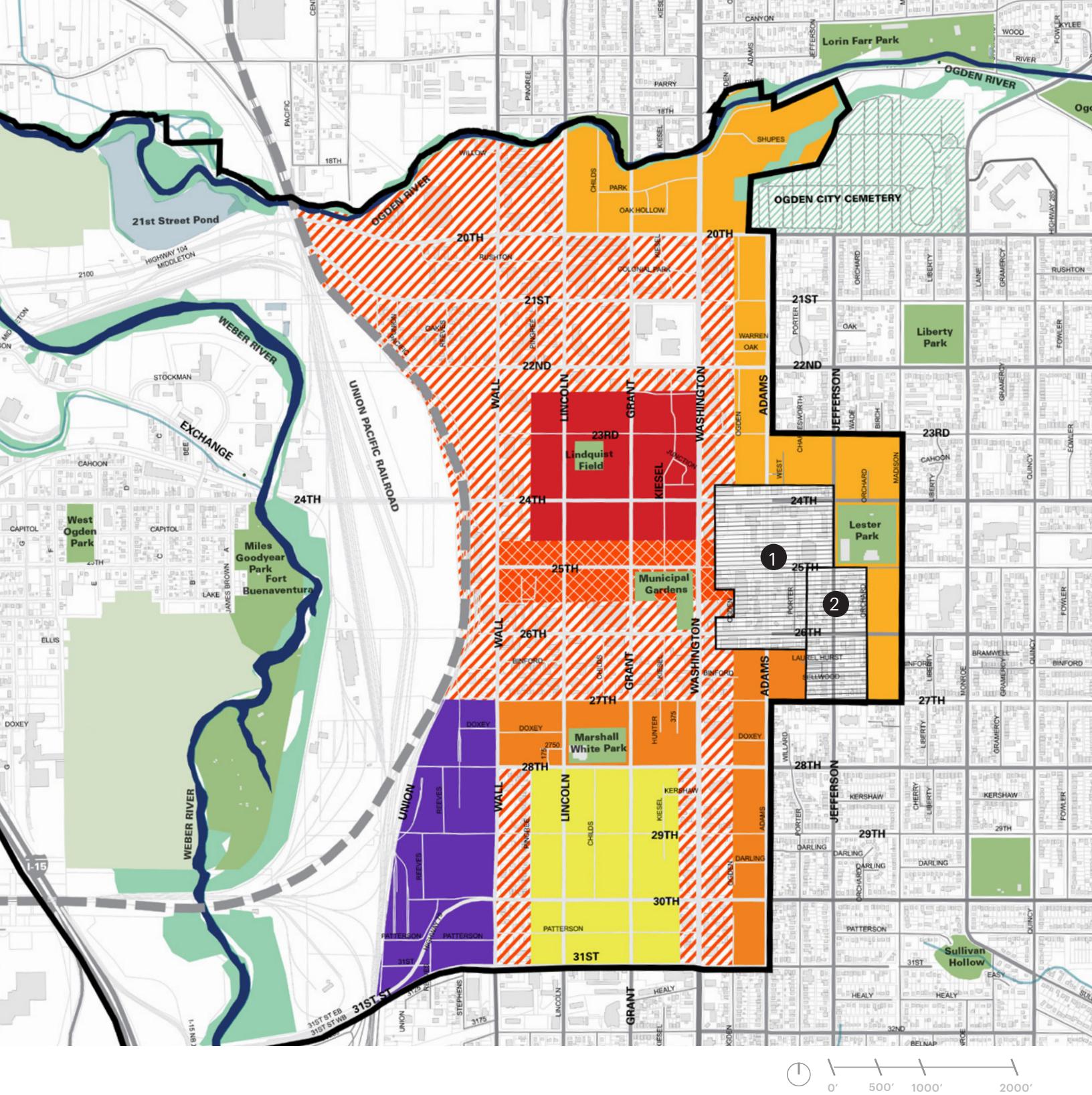


Defining Ogden's Character

By developing design standards, the City will be able to provide development with form based measures that are easily understood. The standards in this chapter are intended to provide clear instructions that encourages new buildings to sensitively respond to their context and existing patterns of development, while promoting consistency, structure and character unique to each land use and neighborhood.

Design Standards





Land Use Overlay District

Legend

- Project Study Area
- Entertainment Commercial (C-ENT)
- Commercial Mixed Use (C-MU)
- Downtown Commercial (C-DT)

- Mixed Industrial Commercial (C-MI)
- Vertical Multifamily Residential (R-MFV)
- Horizontal Multifamily Residential (R-MFH)
- Single Family Residential (R-SF)

- Parks and Open Spaces
- Riverway
- 1 Nine Rails Creative District
- 2 Jefferson Avenue Historic District

Figure 50: Proposed Downtown Land Uses

Land Use Characteristics

C-ENT (ENTERTAINMENT COMMERCIAL)

- » Destination development in Downtown.
- » Music venues, cultural centers, sports facilities and higher education facilities are encouraged.

C-MU (COMMERCIAL MIXED USE)

- » Diverse mix of commercial and residential uses.
- » Vertically-mixed-use buildings with office space, multi-family residential, retail and restaurant uses, and community and social services are encouraged.

C-DT (DOWNTOWN COMMERCIAL)

- » Protect the integrity and heritage of Historic 25th Street.
- » Ground-floor commercial uses with residential and/or office above is encouraged.

C-MI (MIXED INDUSTRIAL COMMERCIAL)

- » Organic mix of light industrial and other uses to take advantage of the railroads and provide a creative spaces.
- » A combination of non-nuisance manufacturing, office, retail/restaurant and residential uses is encouraged.

Standards

R-MFV (VERTICAL MULTIFAMILY RESIDENTIAL)

- » Build residential density as a transition to adjacent neighborhoods.
- » Multi-family apartment and condominium buildings, neighborhood-serving retail and services are encouraged.

R-MFH (HORIZONTAL MULTIFAMILY RESIDENTIAL)

- » Build residential density downtown while protecting the character of adjacent neighborhoods.
- » Multi-family townhomes or brownstones, neighborhood-serving retail and services are encouraged.

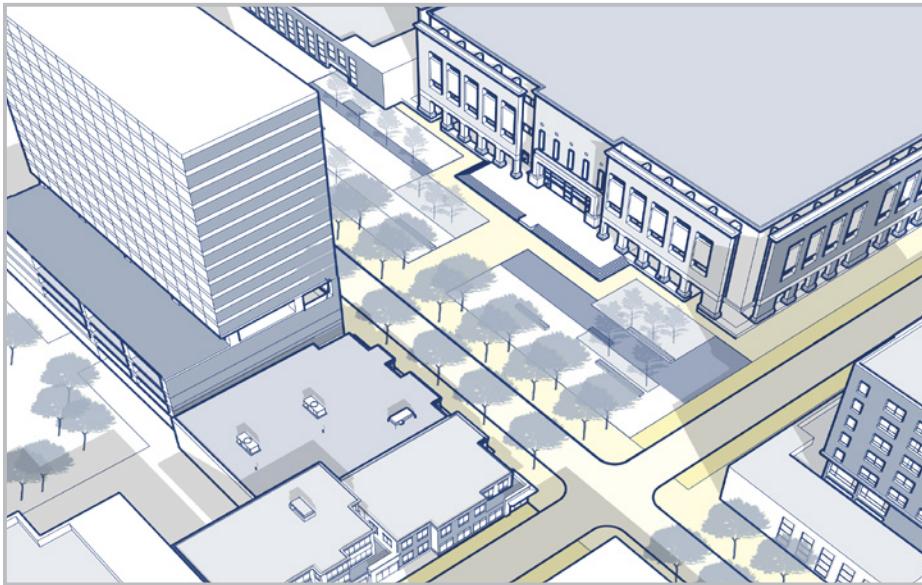
R-SF (SINGLE FAMILY RESIDENTIAL)

- » Transition downtown scale to adjacent neighborhoods and provide home ownership opportunities.
- » Single-family homes and duplexes at intersections are encouraged.

How to Use these Standards

The Design Standards are based on an overlay of seven new districts that serve to complement downtown zoning. These districts describe the character and use of different areas of downtown based on current use or function, desired type of new or redevelopment, and the way in which the scale of downtown transitions to adjacent neighborhoods. Characteristics of each land use can be found on page 37. Associated illustrations are provided below to describe the character, density, development type and prohibited uses for each land use.

The Standards are organized in a simple matrix format that allows landowners and developers to easily discern what requirements and characteristics are associated with the particular overlay district that their property occupies. Visual graphics are included to clarify the intent of certain Standards, and a glossary of terms can be found on the following page.



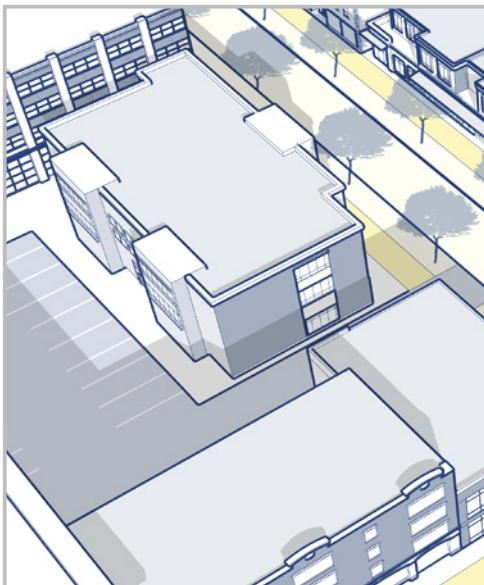
ENTERTAINMENT COMMERCIAL (C-ENT):
Prohibited uses: manufacturing, single detached and two-family residential, manufactured residential.



COMMERCIAL MIXED USE (C-MU):
Prohibited uses: manufacturing, single and two-family residential, manufactured residential.



DOWNTOWN COMMERCIAL (C-DT):
Prohibited uses: manufacturing, single and two-family residential, multiple-family residential (as a sole use), commercial recreation.



MIXED INDUSTRIAL COMMERCIAL (C-MI):
Prohibited uses: manufacturing, single and two-family residential, manufactured residential, multiple-family residential (as a sole use), commercial recreation.



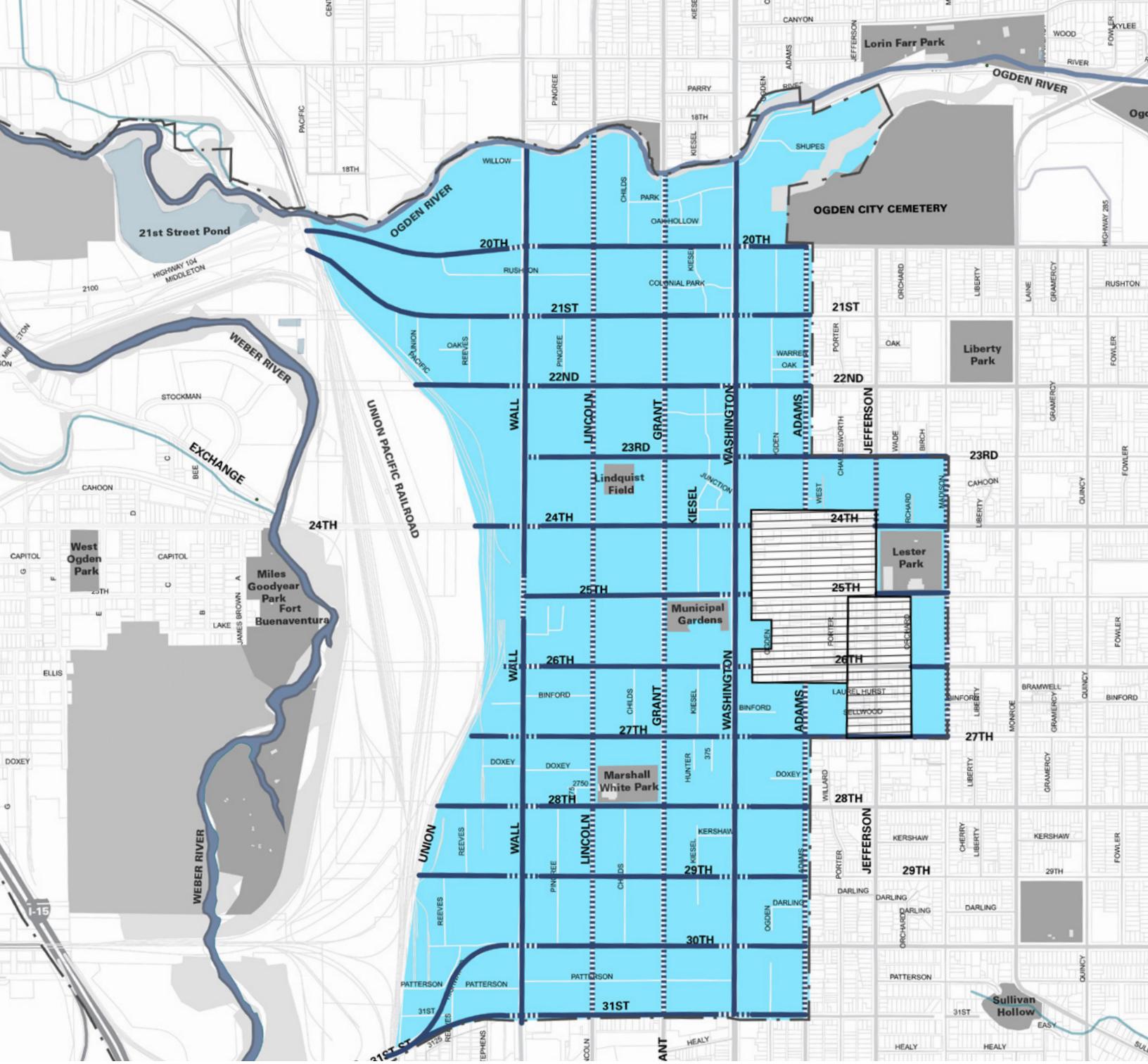
VERTICAL MULTIFAMILY RESIDENTIAL (R-MFV): Prohibited uses: manufacturing, single and two-family residential, manufactured residential, commercial recreation.



HORIZONTAL MULTIFAMILY RESIDENTIAL (R-MFH): Prohibited uses: manufacturing, single and two-family residential, commercial recreation, commercial (except as included in a live-work unit).



SINGLE FAMILY RESIDENTIAL (R-SF): Prohibited uses: manufacturing, commercial recreation, commercial (except as included in a live-work unit), vertical multiple-family residential.



*Note: Streets with consistent design such as 25th, Wall, Washington and 26th shall extend its character around corners.



Front Lot Lines + Side Lot Lines

Legend

- Project Study Area
- Front Lot Lines
- Side Lot Lines
- Parks and Open Space
- Proposed Downtown Land Use Area
- Nine Rails Creative District and Jefferson Ave Historic District
- Riverways

Figure 51: Downtown Streets that locate Front Lot Lines and Side Lot Lines

Terms and Definitions

Amenity Zone

A portion of the public right of way, adjacent to the sidewalk, but outside of the pedestrian walking area, which includes streetscape elements, street furniture, landscaping and/ or trees.

Façade

A building façade is a vertical bulk building plane. Variations to the building façade may include vertical and horizontal fenestration, exposed columns, building entries, unenclosed canopies, cornices, balconies, etc.

Fenestration

Fenestration is defined as the combination of windows, storefront and entry doors.

Floor Area Ration (FAR)

The ratio of total building area to total parcel area. A 30,000 sf building on a 30,000 sf lot yields an FAR of 1.0.

Front Lot Line

The front lot line is defined as the full lot frontage along a primary street.

High Albedo Materials

A high albedo means the surface reflects the majority of the radiation that hits it and absorbs the rest. Generally, dark surfaces have a low albedo and light surfaces have a high albedo.

Horizontal Setback

The horizontal setback is the offset of a building façade from a lot line.

Primary Facade

The primary facade of a building facing a public street.

Public Realm

The public realm is defined as the space between the private property line (or outer limits of public right-of-way (ROW)) and the back of the curb.

Rear Lot Line

The rear lot line is defined as the full lot frontage opposite the front lot line.

Safe School Sidewalks Program (SRTS)

Safe Routes to School is an approach that promotes and encourages walking and bicycling to school through infrastructure improvements, enforcement, tools, safety education and incentives.

Side Lot Line

The side lot line is defined as the two full lot frontages perpendicular to the front and rear lot lines.

Sidewalk Zone

A portion of the public right-of-way that is intended to be unencumbered by fixed objects to allow for clear pedestrian movement.

Storefront

A storefront is the façade and entryway at the ground or second floor of a commercial building, typically with one or more display windows.

Transition Zone

The transition zone addresses the area directly adjacent to the building. This zone provides a buffer and a refuge where window shoppers, restaurant patrons and lingering pedestrians can escape the flow of pedestrian traffic in the sidewalk zone.

Vertical Setback

A vertical setback is the offset of upper floors from the vertical plane of the building façade at the ground floor.

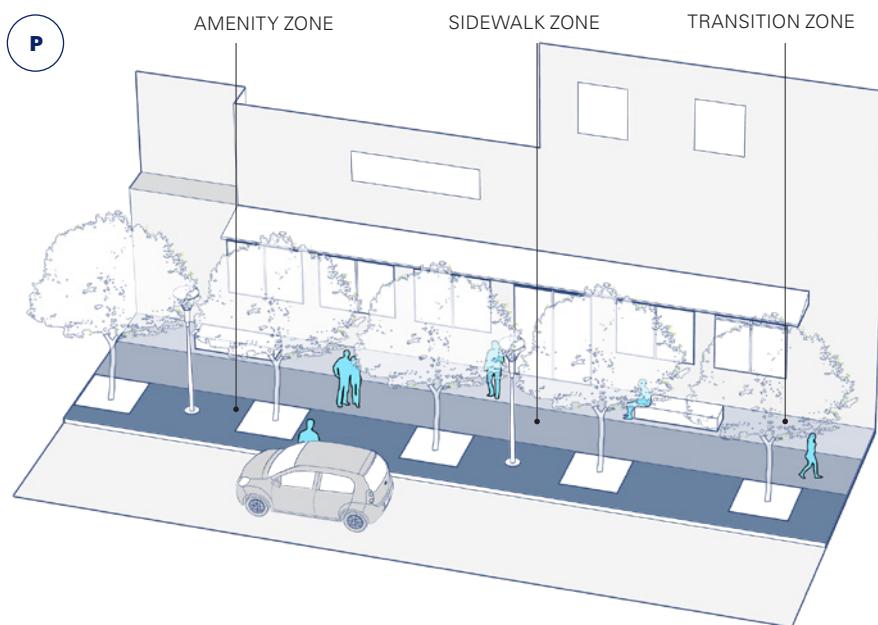
P*		Public Realm			
	*Page# graphic		C-ENT (Entertainment Commercial)	C-MU (Commercial Mixed-Use)	C-DT (Downtown Commercial)
P1	43	Transition Zone¹			
1		Width (min/max)	3'-0"	3'-0" / 10'-0"	6'-0" ²
2		Paving Materials ¹	stone, concrete, unit paving	stone, concrete, unit paving	concrete only
3*	44	Access	Clear, unobstructed access across transition zone to sidewalk must not be less than building entry opening or 6'-0" in width, whichever is greater (for all land use types)		
4*	44	Fences/ Railings	42" high max	42" high max	42" high max
P2	43	Sidewalk Zone¹			
1		Width (min)	6'-0"	6'-0"	5'-0" ²
2		Paving Materials	stone, concrete, unit paving	stone, concrete, unit paving	stone, concrete, unit paving
3		SRTS	Review provisions under the Utah Safe School Sidewalks Program (SRTS) for development within 0.25 miles of a school (for all land use types)		
P3*	43/45	Amenity Zone¹			
1		Width (min) ²	6'-0"	6'-0"	6'-0"
2		Paving Materials	Paving materials must be durable (stone, unit paving, concrete); the use of stone or unit pavers is encouraged in the amenity zone (for all land use types)		
3*	45	Access	Clear, unobstructed, paved access across amenity zone to sidewalk zone of minimum 6' must be provided at minimum 30' on-center (for all land use types)		
4*	45	Trees			
4A*	45	Tree Spacing	Trees required; < or = to 30' on-center (for all land use types)		
4B*	45	Soil Area ³	75 sf of surface area (for all land use types)		
4C		Irrigation	Dedicated irrigation is required for all trees within the amenity zone (for all land use types)		
5*	45	Landscaping			
5A		Turf grass	not allowed		

NOTES:

1. Where public realm or streetscape design standards exist (ie: Historic 25th Street), the design of the public realm must match the standards.
2. On mid-block streets (such as Kiesel Ave.) where right-of-way is insufficient, the transition zone may be eliminated; in this case, minimum sidewalk width increases to 6'-0".
3. Soil area requirements refer to the amount of surface area that trees have access to air and water; the required surface area may not include pavement over compacted subgrade. Appropriate techniques include open planter pits, raised planting beds, tree grates, paver grates and soil cells.

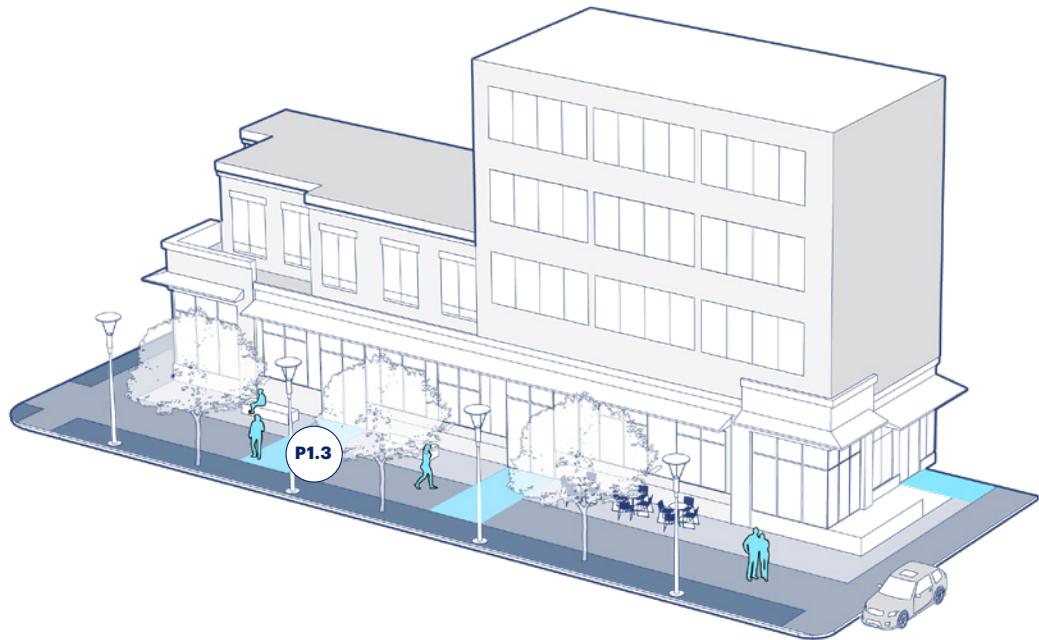
* Asterisk indicates the Public Realm (P) components that contain a representative graphic in this section.

C-MI (Mixed Industrial Commercial)	R-MFV (Vertical Multi-Family)	R-MFH (Horizontal Multi-Family)	R-SF (Single Family Residential)
n/a	3'-0"	3'-0"	n/a
n/a	concrete only	concrete only	concrete only
Clear, unobstructed access across transition zone to sidewalk must not be less than building entry opening or 6'-0" in width, whichever is greater (for all land use types)			
n/a	n/a	n/a	n/a
6'-0"	5'-0"²	5'-0"²	5'-0"²
concrete only	concrete only	concrete only	concrete only
Review provisions under the Utah Safe School Sidewalks Program (SRTS) for development within 0.25 miles of a school (for all land use types)			
5'-0"	5'-0"²	5'-0"²	5'-0"²
Paving materials must be durable (stone, unit paving, concrete); the use of stone or unit pavers is encouraged in the amenity zone (for all land use types)			
Clear, unobstructed, paved access across amenity zone to sidewalk zone of minimum 6' must be provided at minimum 30' on-center (for all land use types)			
Trees required; < or = to 30' on-center (for all land use types)			
75 sf of surface area (for all land use types)			
Dedicated irrigation is required for all trees within the amenity zone (for all land use types)			
allowed; dedicated irrigation must be provided			



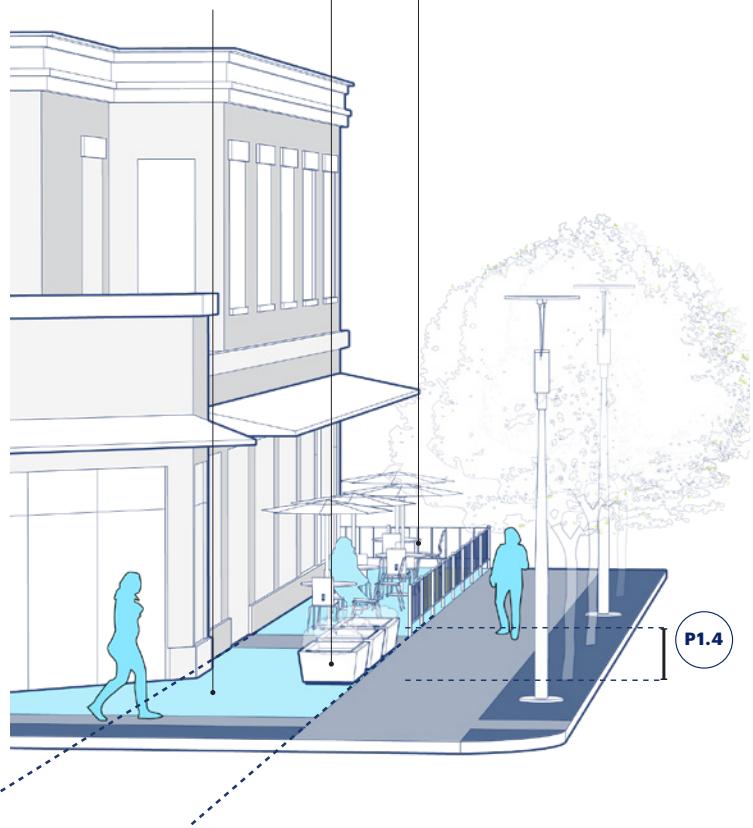
P1.3

Clear, unobstructed access is required perpendicular across the transition zone to all accessible building entries/exits and mid-block access points. Access must not be less than the entry opening or 6' in width, whichever is greater.

**P1.4**

C-ENT, C-MU, C-DT Movable fences or rails (maximum 40" high) may be used where food and beverage businesses incorporate patios for patron seating.

TRANSITION ZONE PLANTERS FENCING

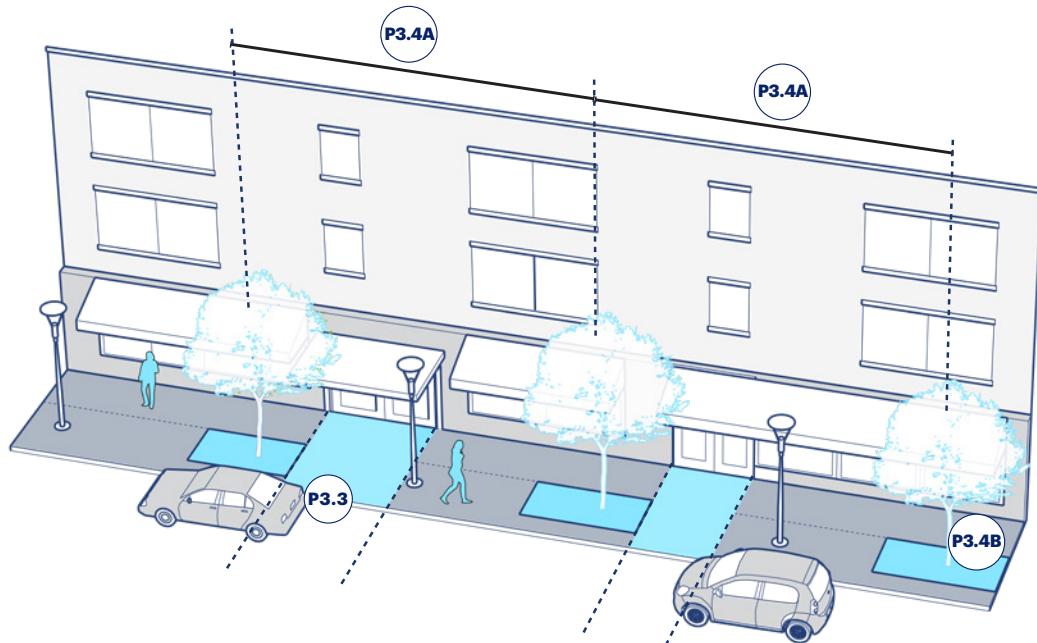


P3

Clear, unobstructed access is required perpendicular to building facades across the amenity zone to all accessible building entries/exits and mid-block access points. Access must not be less than the entry opening or 6' in width, whichever is greater.

Street trees are required in the amenity zone with spacing not greater than 30' on center except as influenced by other City of Ogden regulations.

Individual street trees shall have a minimum 75 sf of unpaved soil surface area.



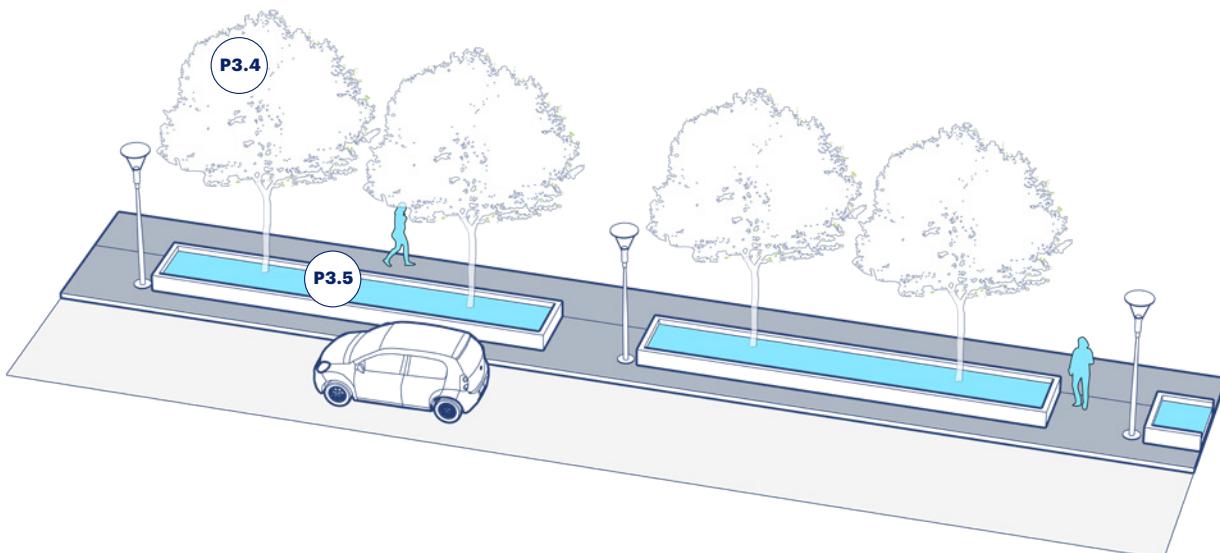
Standards

P3

Raised planters may be used in all zone districts to provide adequate soil area for trees.

Clear, unobstructed access of a minimum 6' must be provided at a minimum of 30' on-center between raised planters.

Where adjacent on-street parking is provided, raised planters must be located no closer than 30" from face of curb.



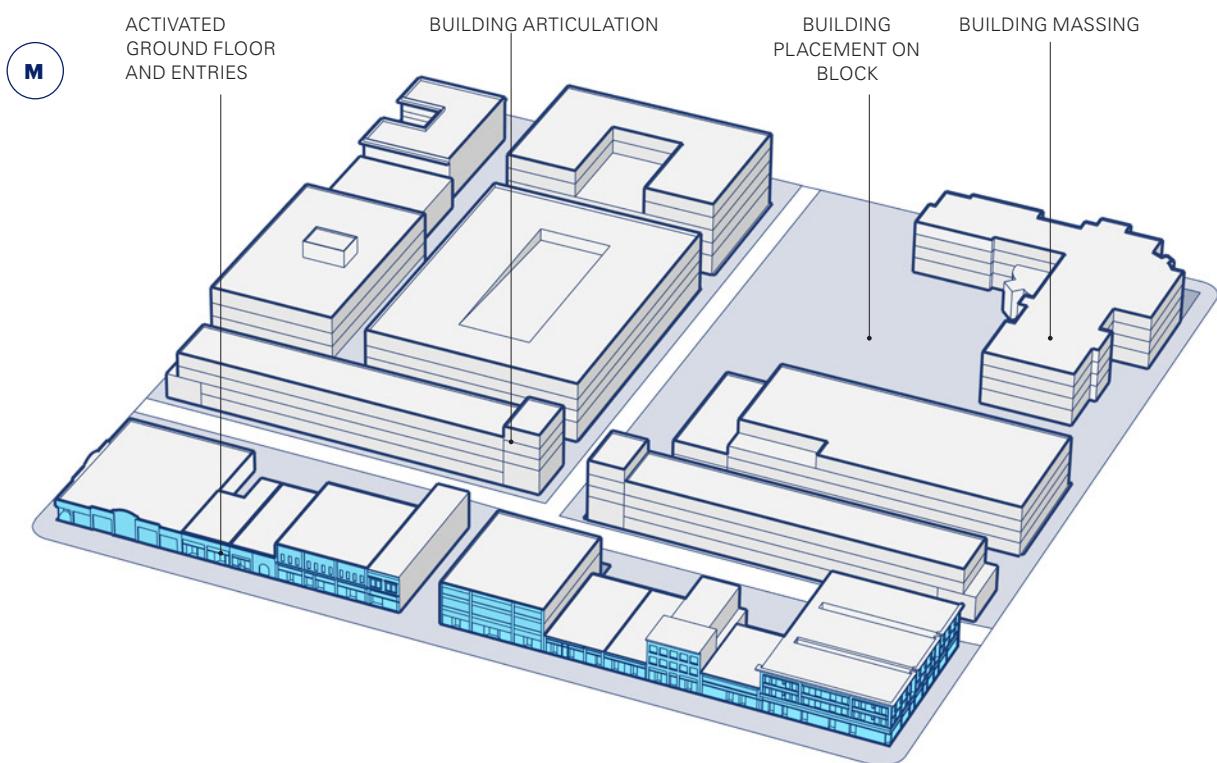
M*		Mass and Form			
	*Page# graphic		C-ENT (Entertainment Commercial)	C-MU (Commercial Mixed-Use)	C-DT (Downtown Commercial)
M1*	52,58	Building Placement			
1*	52-5	Facade Lot Line Coverage ⁴	n/a	Min. 75% at front lot line	100% at front lot line ⁵
2*	52-5	Facade Lot Line Coverage ⁴ (corner lots)	n/a	Min. 75% at side lot line	75% at side lot line ⁵
3*	55	Parking	Max. 35% at front lot line ⁷	Not allowed on ground floor at front lot line, surface nor structured	
4*		Site Access	Max. 2 vehicular access points on primary lot frontage (per block) ⁸		
M2*	52,56	Building Massing			
1*	56	Height	No height limit	No height limit	Min: 2 Stories Max: the lesser of 4 stories or 55'
2*	56	Vertical Setback	n/a	Min. 8' above 66' high	Min. 8' above 40' high
3*	52-5	Horizontal Setback	Front lot line: max. 15' Side lot line: max. 75'	Front lot line: max. 10' Side lot line: max. 10'	Front lot line: max. 10' Side lot line: max. 10'
4*	52,57	Street Frontage	Max. 300' for individual buildings at front lot line	Max. 300' for individual buildings at front lot line	Max. 150' for individual buildings at front lot line

NOTES:

- Facade lot line coverage refers to the percentage of the front lot line that building facades must address. Areas in which buildings do not address the front lot line may include pedestrian pass-throughs, courtyards, parking (only as allowed) and driveways (only as allowed); building service areas, trash enclosures and transformers/generators are prohibited in these areas.
- Public pedestrian access across a lot is allowed and encouraged in the Downtown Commercial district, up to 3 locations per block face; width not to exceed 16'.
- Any building frontage that is not at the front lot line must be usable space, including entry forecourts, steps, stoops, porches and/or courtyards.
- Surface parking located at the front lot line or side lot line (on corner lots) must be screened. Appropriate techniques include metal fencing, masonry walls, landscape hedges, etc. Screening height: 42" min./72" max.
- C-ENT, C-MU, C-DT, C-MI, R-MFV, R-MFH A maximum of two vehicular access points are allowed on the primary lot frontage per block except along 25th and Washington where no access points are allowed.

* Asterisk indicates the Mass and Form (M) components that contain a representative graphic in this section.

C-MI (Mixed Industrial Commercial)	R-MFV (Vertical Multi-Family)	R-MFH (Horizontal Multi-Family)	R-SF (Single Family Residential)
Min. 50% at front lot line	Min. 75% at front lot line ⁶	Min. 75% at front lot line ⁶	Min 65% at max. 20'-0" setback from lot line
Min. 50% at side lot line	50% at side lot line ⁶	50% at side lot line ⁶	n/a
Max. 35% at front lot line ⁷	Not allowed on ground floor at front lot line, surface nor structured	Not allowed on ground floor at front lot line, surface nor structured	Accessed from rear lot line unless alley access is unavailable
Max. 2 vehicular access points on primary lot frontage (per block) ⁸		Driveways are not allowed unless alley access is unavailable	
No height limit	No height limit	Max: the lesser of 3 stories or 45'	Max. 2.5 stories or 35'
n/a	Min. 8' above 66' high	n/a	n/a
Front lot line: max. 15' Side lot line: max. 75'	Front lot line: max. 10' Side lot line: max. 10'	Front lot line: max. 10' Side lot line: min. 5' - max. 10'	Front lot line: max. 20' Side lot line: min. 5'
Max. 300' for individual buildings at front lot line	Max. 300' for individual buildings at front lot line	Max. 300' for individual buildings at front lot line	Front porches: min. 50% of the front lot line facade



M*	Mass and Form				
	*Page# graphic		C-ENT (Entertainment Commercial)	C-MU (Commercial Mixed-Use)	C-DT (Downtown Commercial)
M3		Building Articulation			
1*	59	Fenestration: Ground Floor ⁹	Min 50% of primary façade	Min. 75% of primary façade	Min. 75% of primary façade
2*	59	Fenestration: 2nd Floor ¹⁰	n/a	Min. 60% of primary façade	Match cadence/height of fenestration with adjacent buildings
3*	59	Fenestration: Above 2nd Floor ⁹	n/a	Punched window openings required (max. 40% of primary facade)	Match cadence/height of fenestration with adjacent buildings
4*	58	Entries	Recessed: min. 4' depth, 8' width Canopies/awnings required at primary building entries	Recessed: min. 4' depth, 6' width Canopies/awnings required at primary building entries	Recessed: min. 4' depth, 5' width Canopies/awnings required
5		Balconies ¹⁰	n/a	If provided, must be recessed or incorporated into a vertical setback	If provided, must be recessed or incorporated into a vertical setback
6		Horizontal Articulation ¹¹	n/a	Required	Required
7		Vertical Articulation	n/a	Cornice/frieze banding required between 2nd/3rd floors on buildings with 4+ stories	Cornice/frieze banding required between 2nd/3rd floors on buildings with 4+ stories
8		Roof	n/a	Pitched roofs prohibited Cornice required	Pitched roofs prohibited Cornice required
M4*	57-59	Building Entries			
1*	57	Primary Façades	Ground floor entries at min. every 100'-0" ¹²	Ground floor entries at min. every 60'-0" ¹²	Ground floor entries at min. every 30' -0" ¹²
2*	57	Non-Primary Façades (corner lots)	n/a	1 entry min. at ground floor Entry recessed at corner or within 20'-0" from corner	1 entry min. at ground floor Entry recessed at corner or within 20'-0" from corner
3*	59	Corner Lots	n/a	n/a	Required entry at corners

NOTES:

9. Fenestration is defined as the combination of windows, columns, banding, storefront and entry doors.
10. Projecting, cantilevered, or juliet balconies are not allowed on front lot lines or side lot lines on corner lots.
11. Structural columns or variation in facade (depth/change in material) to be articulated at the primary facade the full height of the building to the cornice (or to the full height of the building to the first horizontal setback); min. 60' spacing.
12. Corner lots in commercial districts shall have primary entries within 20' of corners.

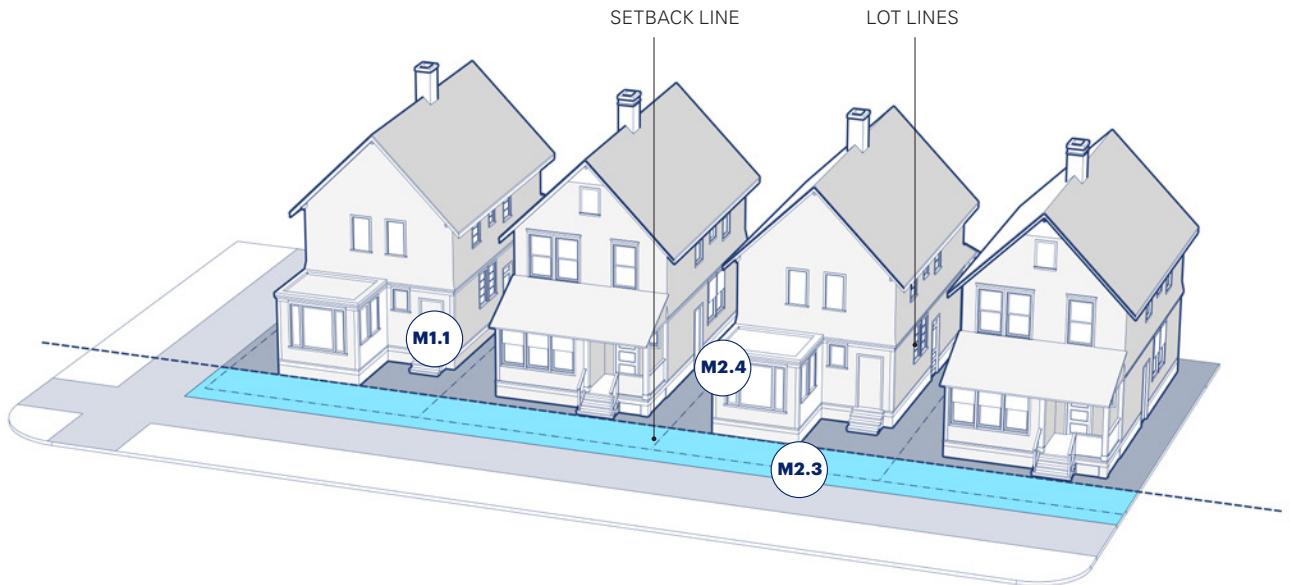
* Asterisk indicates the Mass and Form (M) components that contain a representative graphic in this section.

C-MI (Mixed Industrial Commercial)	R-MFV (Vertical Multi-Family)	R-MFH (Horizontal Multi-Family)	R-SF (Single Family Residential)
Min. 25% of primary facade	Min 50% of primary façade	Street facing windows; min. 25% of primary facade	Street facing windows; min. 25% of primary facade
Min 25% of primary facade	Min. 50% of primary façade	Punched window openings required.	Street facing windows required
Punched window openings required (max. 40% of primary facade)	Punched window openings required (max. 40% of primary facade)	Punched window openings required.	n/a
n/a	Recessed: min. 4' depth, 8' width Canopies/awnings required at primary building entries	Stoop, porch, or recessed entries required Entries must be elevated min. 24"/max. 36" above sidewalk	Porch or recessed entries required
n/a	Recessed on min. 40% of units on primary facade	If provided, must be recessed or incorporated into a vertical setback	n/a
Required	Required	Required	n/a
n/a	Cornice/frieze banding required between 2nd/3rd floors on buildings with 4+ stories	n/a	n/a
n/a	Pitched roofs prohibited	Pitched roofs prohibited	n/a
Ground floor entries at min. every 100'-0" ¹²	Lobby entry facing primary street	All units shall have an entry to street	Main entry to be on the street side of the home.
n/a	1 entry min. at ground floor Entry recessed at corner or within 20'-0" from corner	n/a	n/a
n/a	n/a	n/a	n/a

M*	Mass and Form				
	*Page# graphic		C-ENT (Entertainment Commercial)	C-MU (Commercial Mixed-Use)	C-DT (Downtown Commercial)
M5		Building Materials			
1		Ground and Second Floors	Masonry/stone, architectural concrete, wood, metal, glass are acceptable	Masonry/stone, wood, architectural concrete, metal, glass are acceptable	Masonry/stone, wood, metal and glass are acceptable
2		Prohibited Materials	Vinyl siding, EIFS/stucco, synthetic stone		
3		Roof	Use light colored (high albedo) materials. Stone balast roofs, rooftop patios, and green roofs are also acceptable.		
4		Glazing	All glazing at lobby areas and commercial spaces to be clear	Clear glazing on ground and second floor; Tinted on all other floors, but not mirrored	Clear glazing on ground and second floor; Tinted on all other floors, but not mirrored
5	60	Changes of Material - Horizontal	At inside corners with a minimum 4" return.		
6	60	Changes of Material - Vertical	Dimension relative to the material change		
M6		Activated Ground Floor			
1		Allowable Ground Floor Uses	Retail, restaurants/cafes, lobbies, venues	Retail, restaurants/cafes, professional and personal services, lobbies, max. 40% residential	Retail, restaurants/cafes, professional and personal services, lobbies, Residential (except at front lot line)
M7		Structured Parking			
1		Allowable versus non-allowable	Allowable use	Allowable use; non allowable use on ground floor at front lot line	Allowable use; non allowable use on ground floor at front lot line
2	61	Fenestration: Ground and 2nd Floor ⁹ (See M1.3)	Articulated facade on primary and non- primary facades	No ground level parking on primary facades; articulated facade on non-primary facades and 2nd floor primary facades	No ground level parking on primary facades; articulated facade on non-primary facades and 2nd floor primary facades
3	61	Fenestration: Above 2nd Floor ⁹ (See M1.3)	Open facade on primary and non- primary facades with screening	Open facade on primary and non- primary facades with screening	Open facade on primary and non- primary facades with screening
4		Glazing	No glazing required	No glazing required	No glazing required
5	61	Corners (See M3)	Fenestration required on building corners	Fenestration required on building corners	Fenestration required on building corners
6		Screening	Required	Required	Required

C-MI (Mixed Industrial Commercial)	R-MFV (Vertical Multi-Family)	R-MFH (Horizontal Multi-Family)	R-SF (Single Family Residential)
Masonry/stone, architectural concrete, architectural CMU, glass are acceptable	Masonry/stone, wood, architectural concrete, glass are acceptable	Masonry/stone, wood, architectural concrete, glass are acceptable	Wood, stone, masonry, glass are acceptable
Vinyl siding	Vinyl siding, stucco, synthetic stone	Vinyl siding, stucco, synthetic stone	Vinyl siding
Use light colored (high albedo) materials. Stone balast roofs, rooftop patios, and green roofs are also acceptable.		Refer to building code	Refer to building code
All glazing at lobby areas and commercial spaces to be clear	Clear glazing on ground and second floor; Tinted on all other floors, but not mirrored	All glazing to be clear	All glazing to be clear
At inside corners with a minimum 4" return	At inside corners with a minimum 4" return.	At inside corners with a minimum 2" return	At inside corners
Dimension relative to the material change			
Retail, restaurants/cafes, professional and personal services, lobbies, manufacturing	Residential, retail, restaurant/cafe, professional and personal services	Residential, live-work units (restaurants/cafes, retail, professional and personal services at corner lots only)	Residential, live-work units (restaurants/cafes, retail, professional and personal services at corner lots only)
Allowable use; non allowable use on ground floor at front lot line	Allowable use; non allowable use on ground floor at front lot line	n/a	n/a
No ground level parking on primary facades; open-facade on non-primary facades for ground and 2nd floor	No ground level parking on primary facades; open-facade on non-primary facades for ground and 2nd floor	n/a	n/a
Open facade on primary and non-primary facades	Open facade on primary and non-primary facades	n/a	n/a
No glazing required	No glazing required	n/a	n/a
Fenestration required on building corners	Fenestration required on building corners	n/a	n/a
Recommended	Recommended	n/a	n/a

- M1** R-SF A minimum of 65% of the primary building façade shall be located no more than 20' from the front lot line.
- M2** R-SF A minimum of 50% of front facades front porches should be located at the front building facade.



M1.1

C-DT A minimum of 100% of the primary building facade shall be located at the front lot line.

M1.1

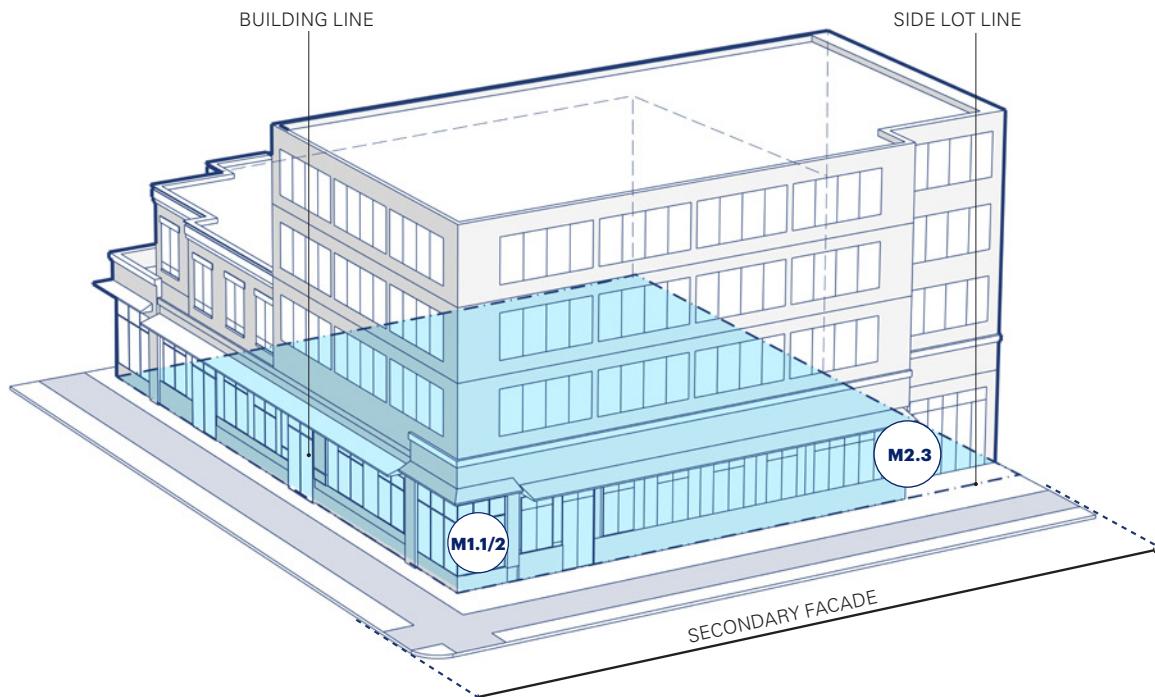
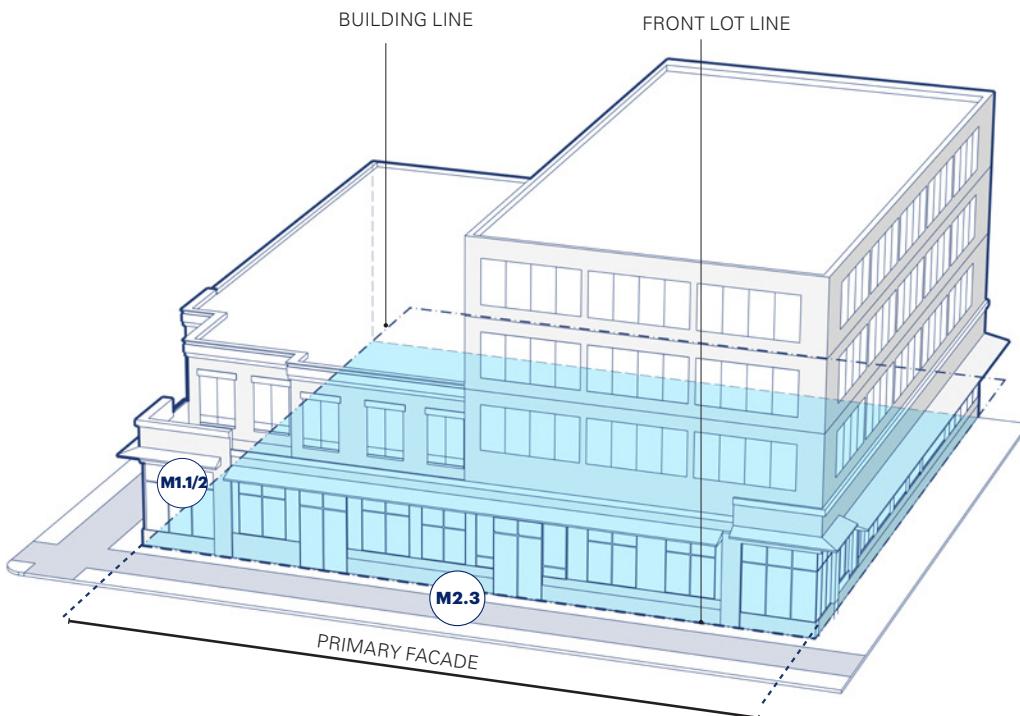
R-MFV, R-MFH A minimum of 75% of the primary building facade shall be located at the front lot line.

M1.2

C-DT On corner lots, a minimum of 75% of the non-primary building façade shall be located at the side lot line.

M1.2

R-MFV, R-MFH On corner lots, a minimum of 75% of the non-primary building façade shall be located at the side lot line.

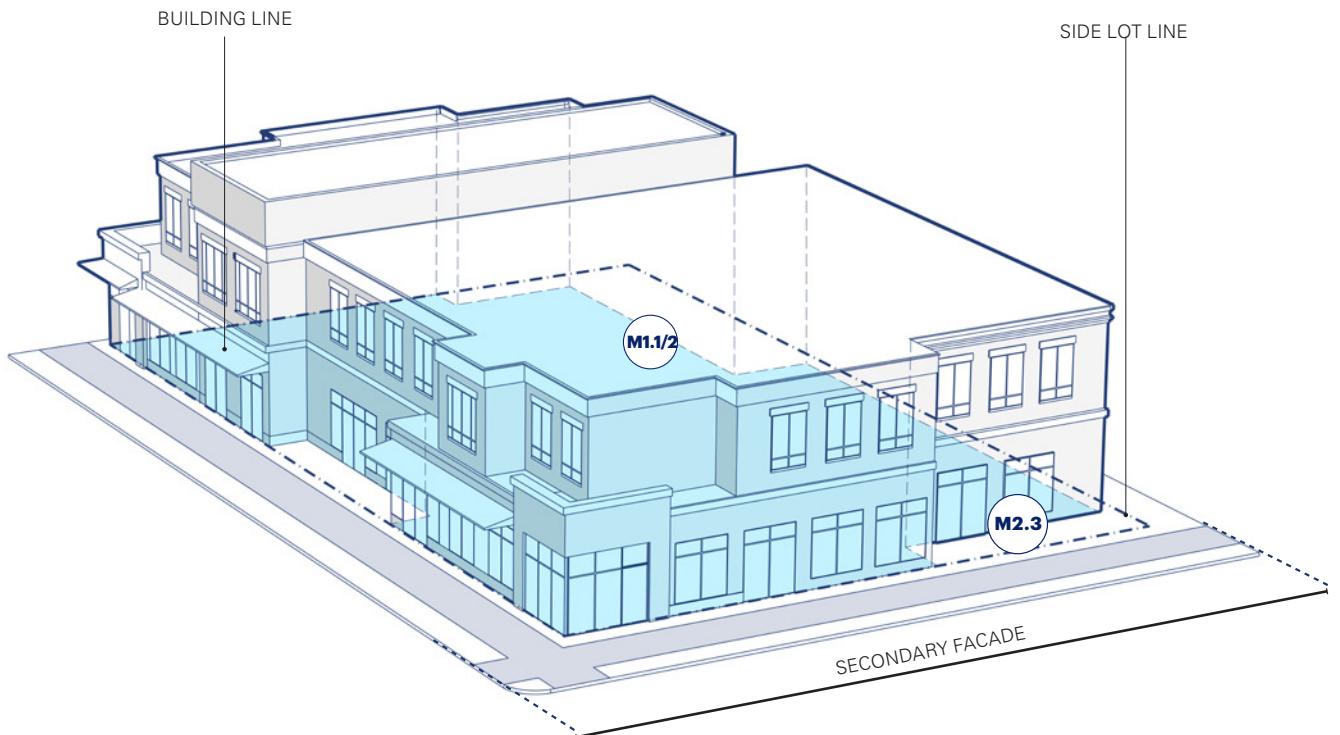
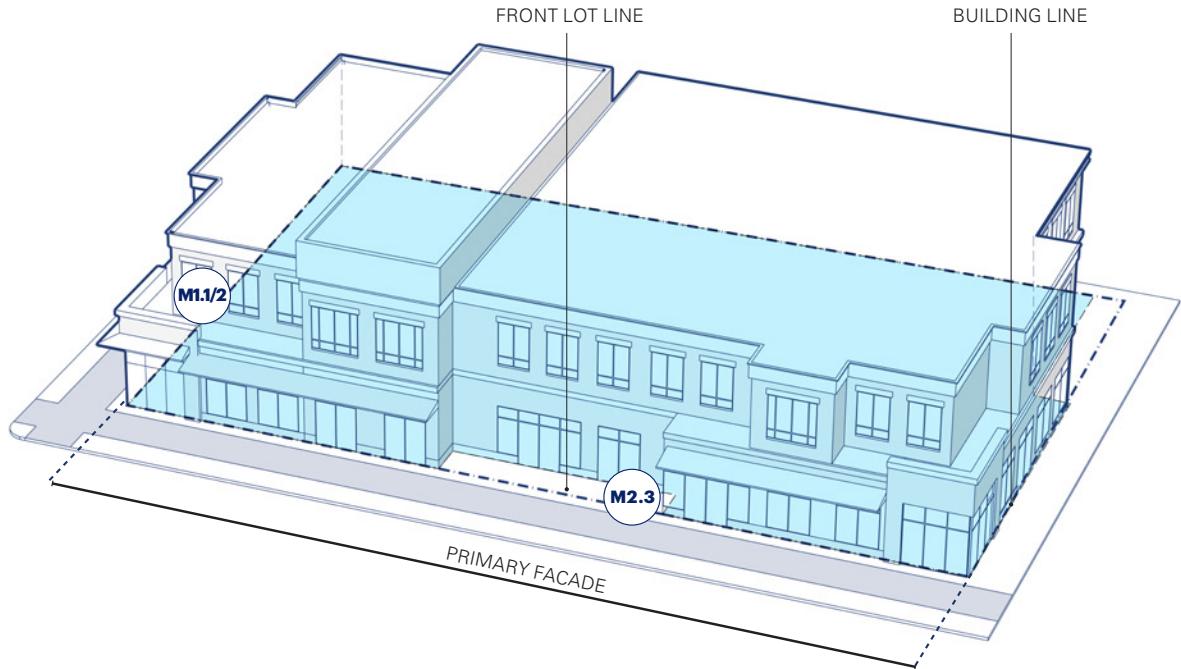


M1.1

M1.2

C-MU A minimum of 75% of the primary building facade shall be located at the front lot line.

C-MU On corner lots, a minimum of 75% of the non-primary building façade shall be located at the side lot line.





C-MI A minimum of 50% of the primary building facade shall be located at the front lot line.

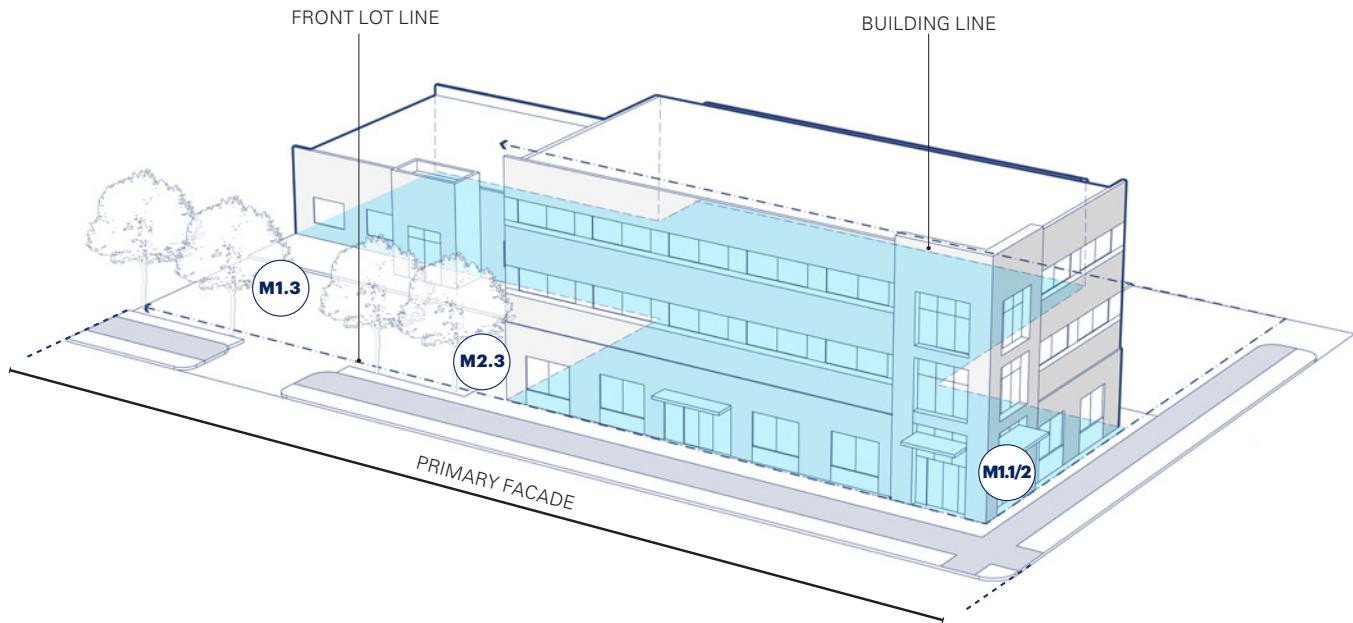


C-MI On corner lots, a minimum of 50% of the non-primary building façade shall be located at the side lot line.

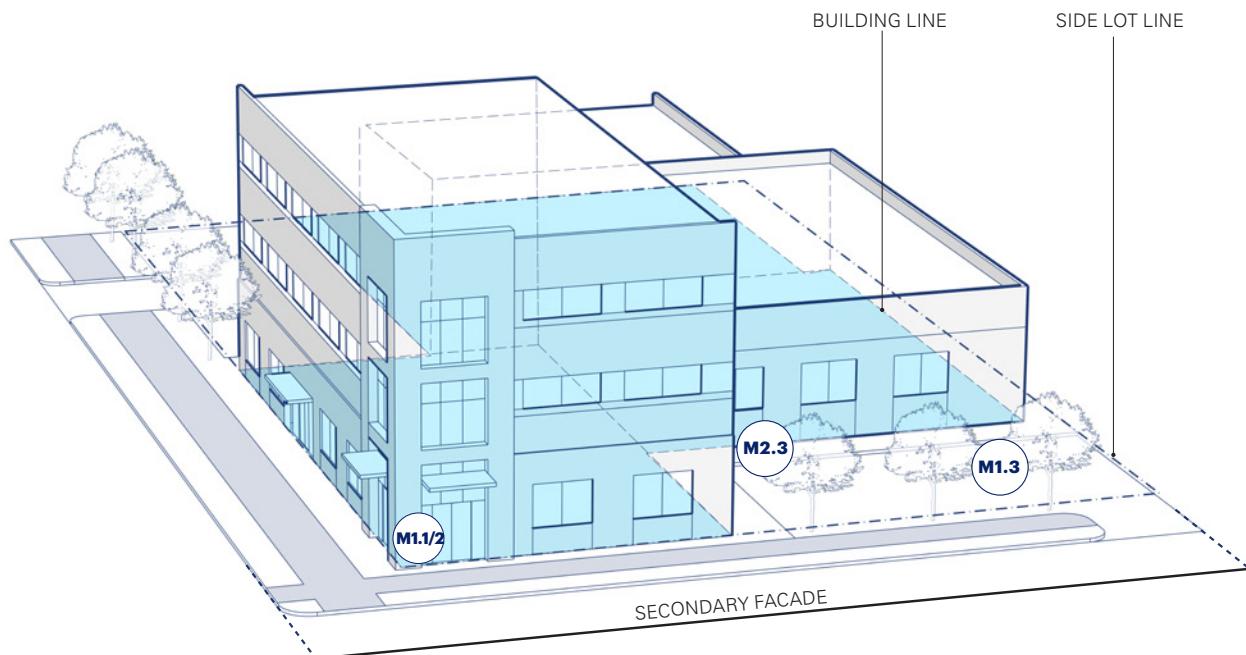


C-ENT, C-MI A maximum of 35% at front lot line should be reserved for surface parking that must also be screened.

Where building facades are set-back from front and/or street-facing side lot lines, hardscaped plazas and/or layered landscape buffers should serve as a transition to the public realm. Irrigated turf is not allowed within this transition area.

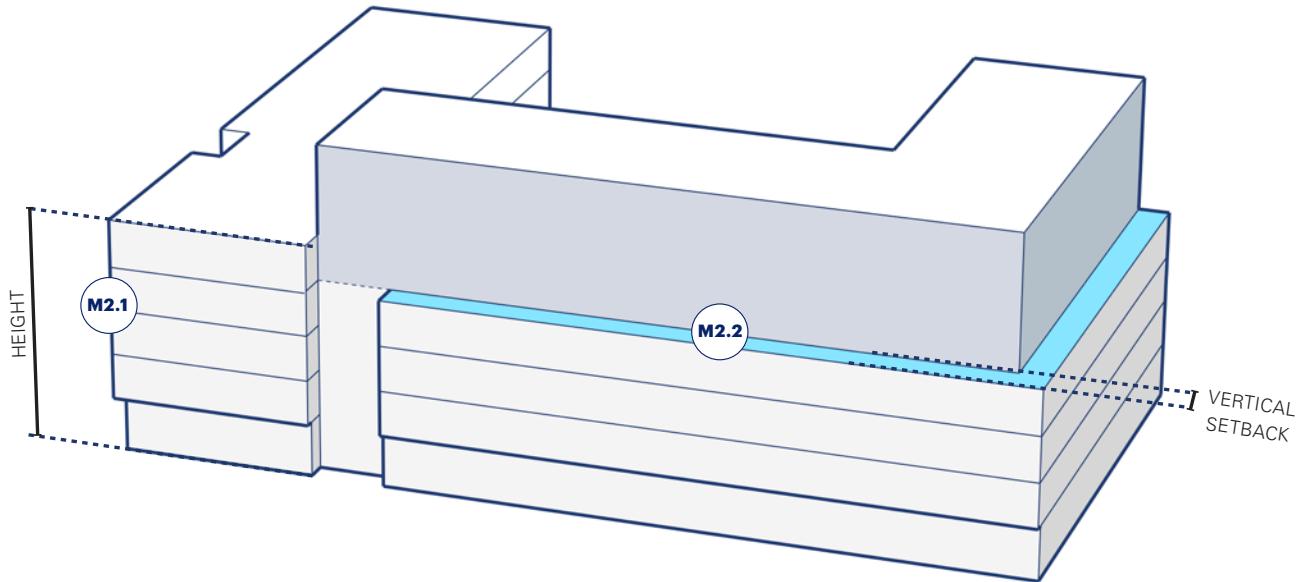


Standards





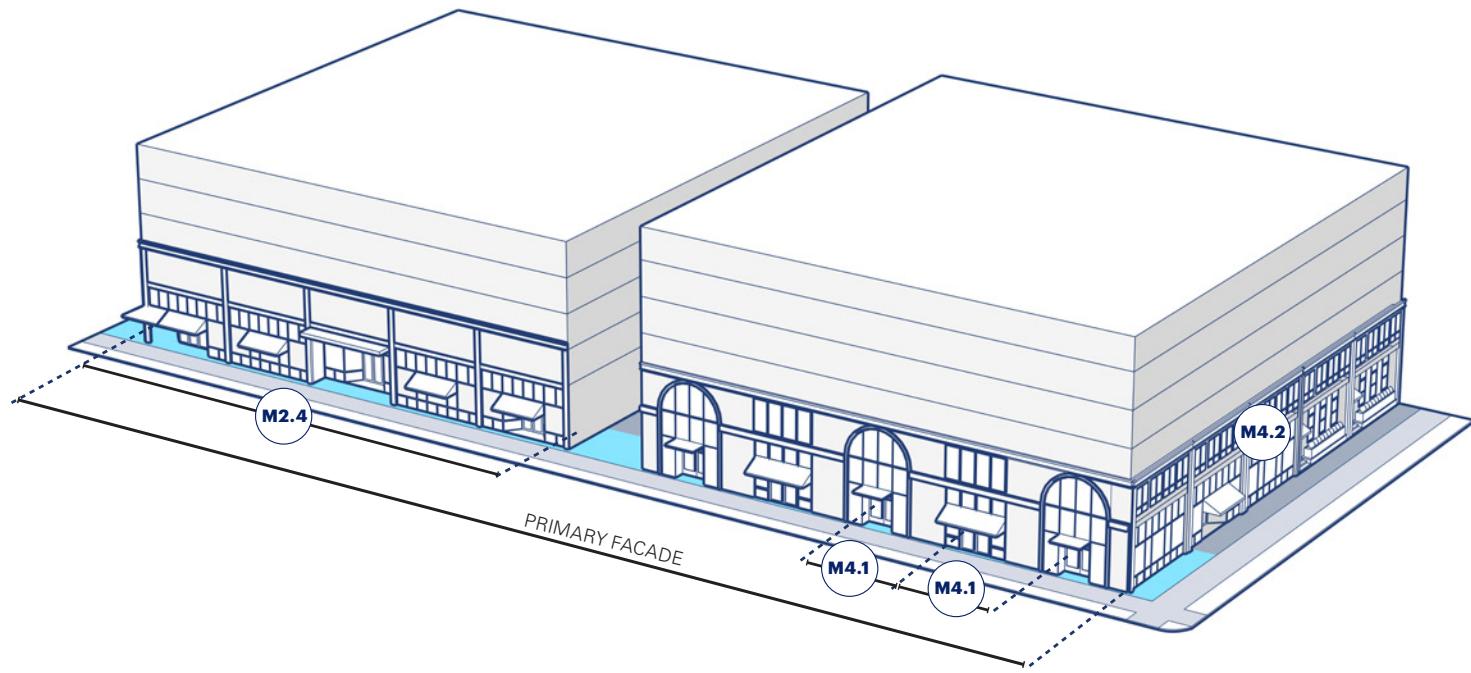
C-MU, C-DT, R-MFV Buildings may exceed overall height requirement through vertical façade setbacks of minimum 8' above 66' high.



M4

Main building entries shall be located on the ground floor along the primary building façade.

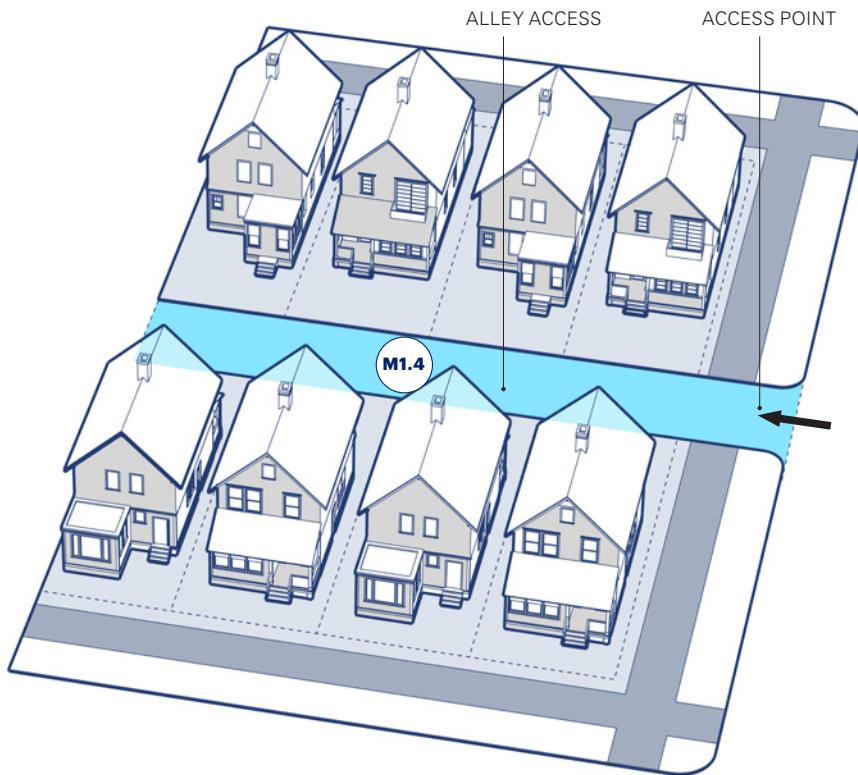
Individual buildings shall not span across the front lot line of an entire block.



Standards

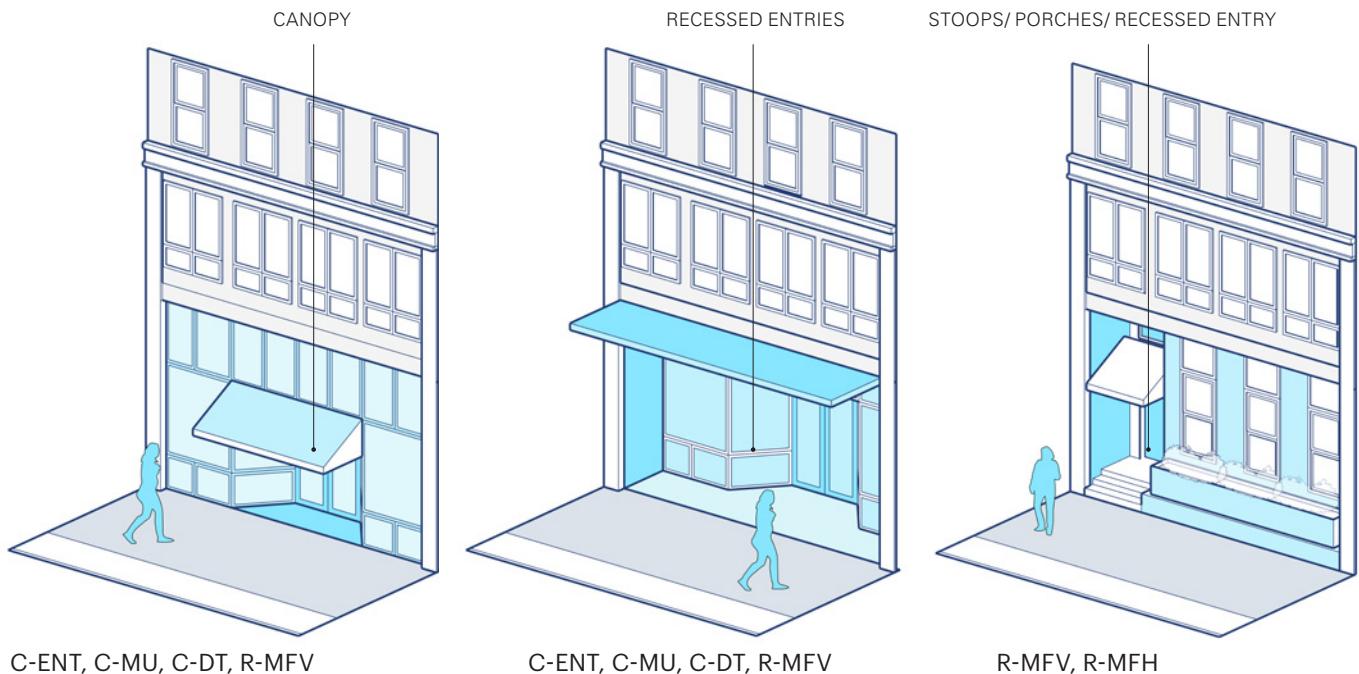
M1

R-SF Driveways are not allowed unless alley access is unavailable.

**M3.4**

C-ENT, C-MU, C-DT, R-MFV Entries shall exhibit canopies at primary building entries and recessed facades.

R-MFH Entries shall be elevated above sidewalk and require the use of stoops, porches and/ or recessed facades.



C-ENT, C-MU, C-DT, R-MFV

C-ENT, C-MU, C-DT, R-MFV

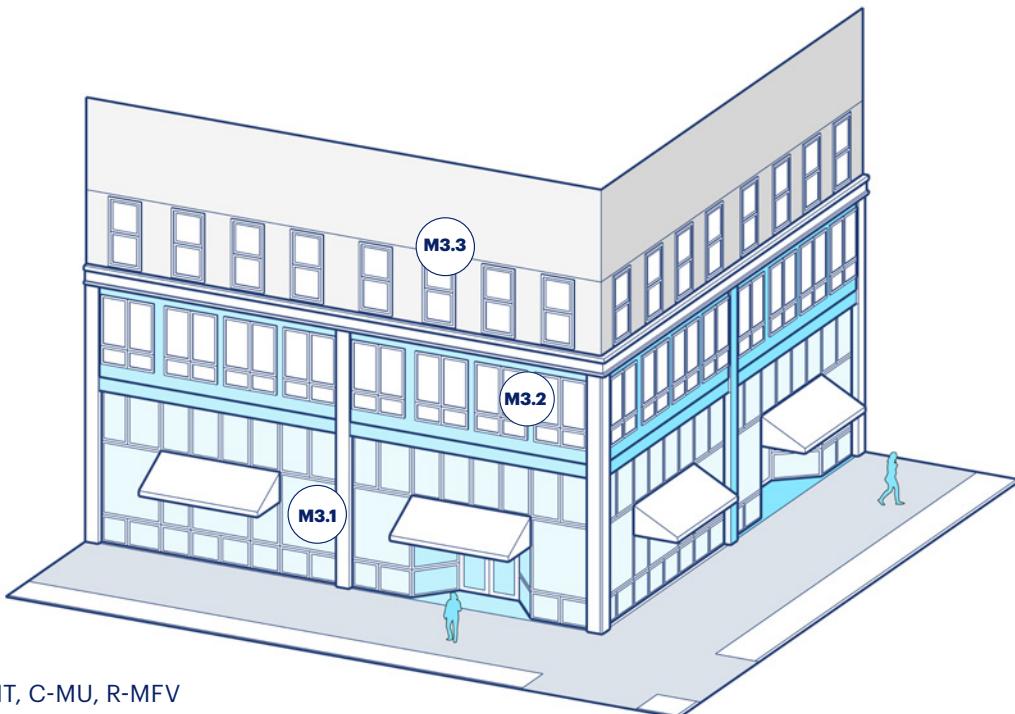
R-MFV, R-MFH

M3

Design all visible façades with consistent efforts and consideration as primary building façades.

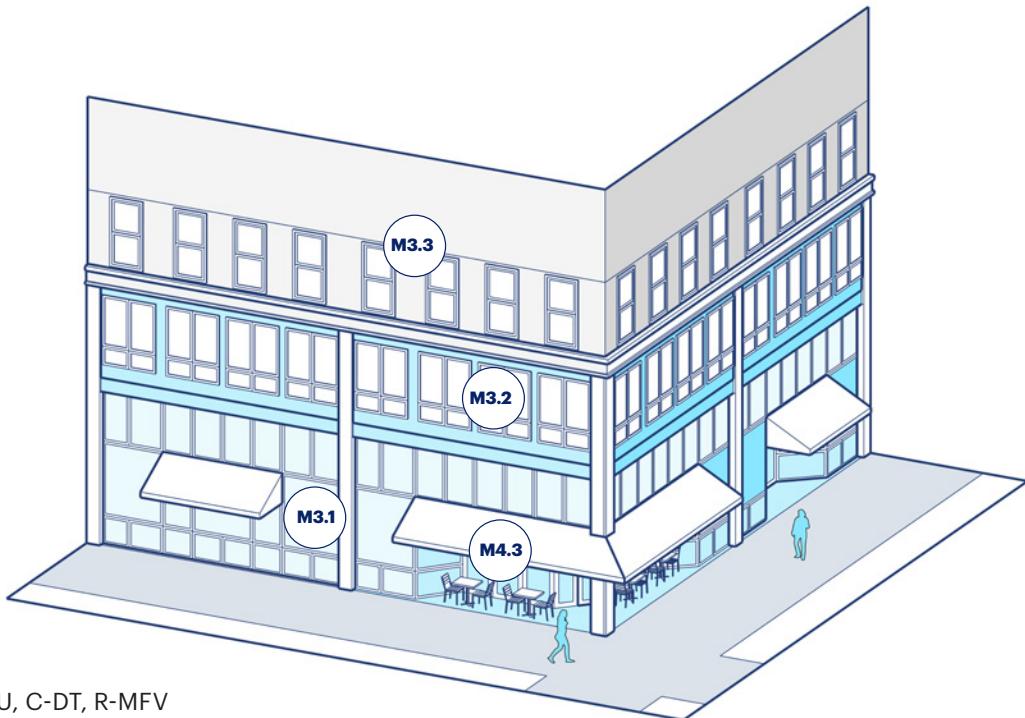
Horizontal banding, articulation, and/or changes in material shall be incorporated to distinguish between ground and second floors of a building.

Main building entries shall be located on the ground floor along the primary building facade.



C-ENT, C-MU, R-MFV

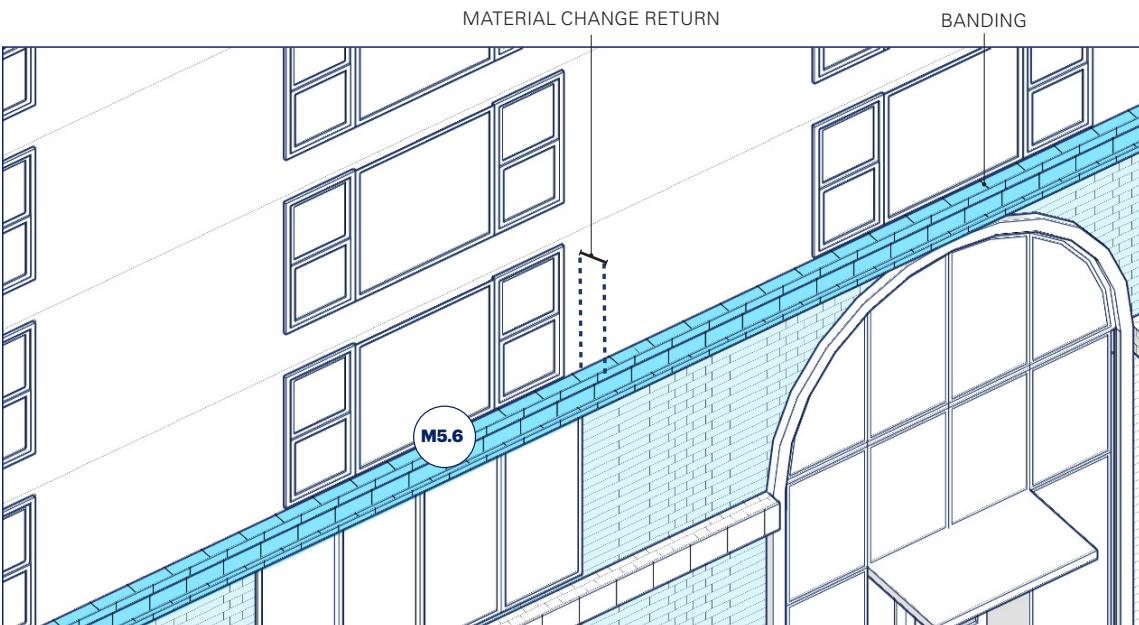
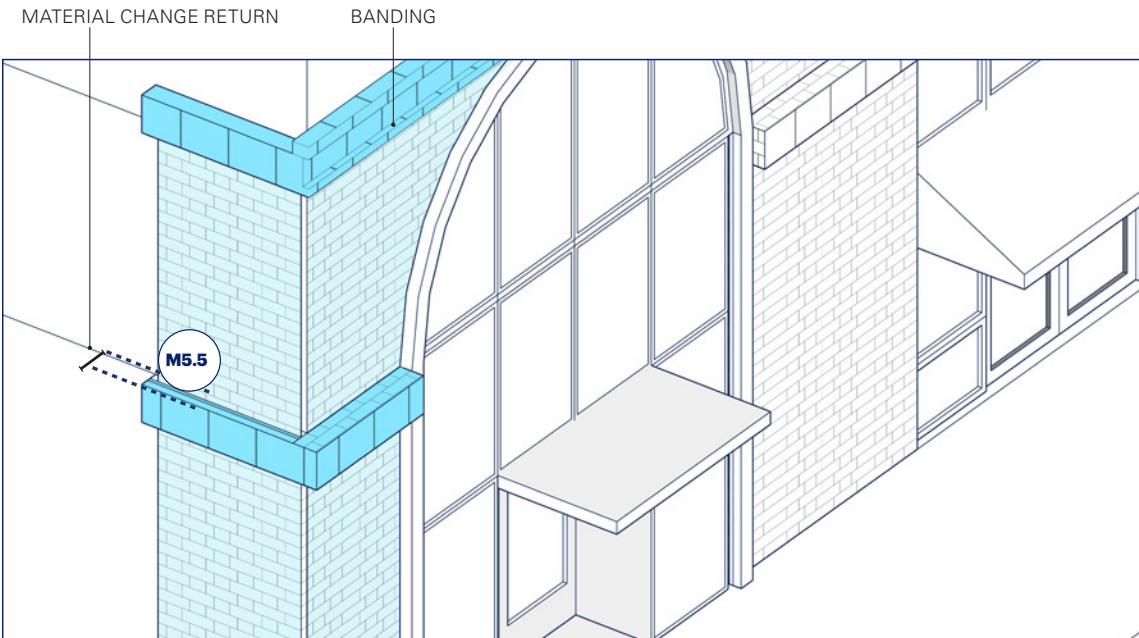
Standards



C-MU, C-DT, R-MFV



Facades shall have a minimum of a 4 inch return between materials or shall be dimensioned according to the depth of a material (brick, stone, etc).

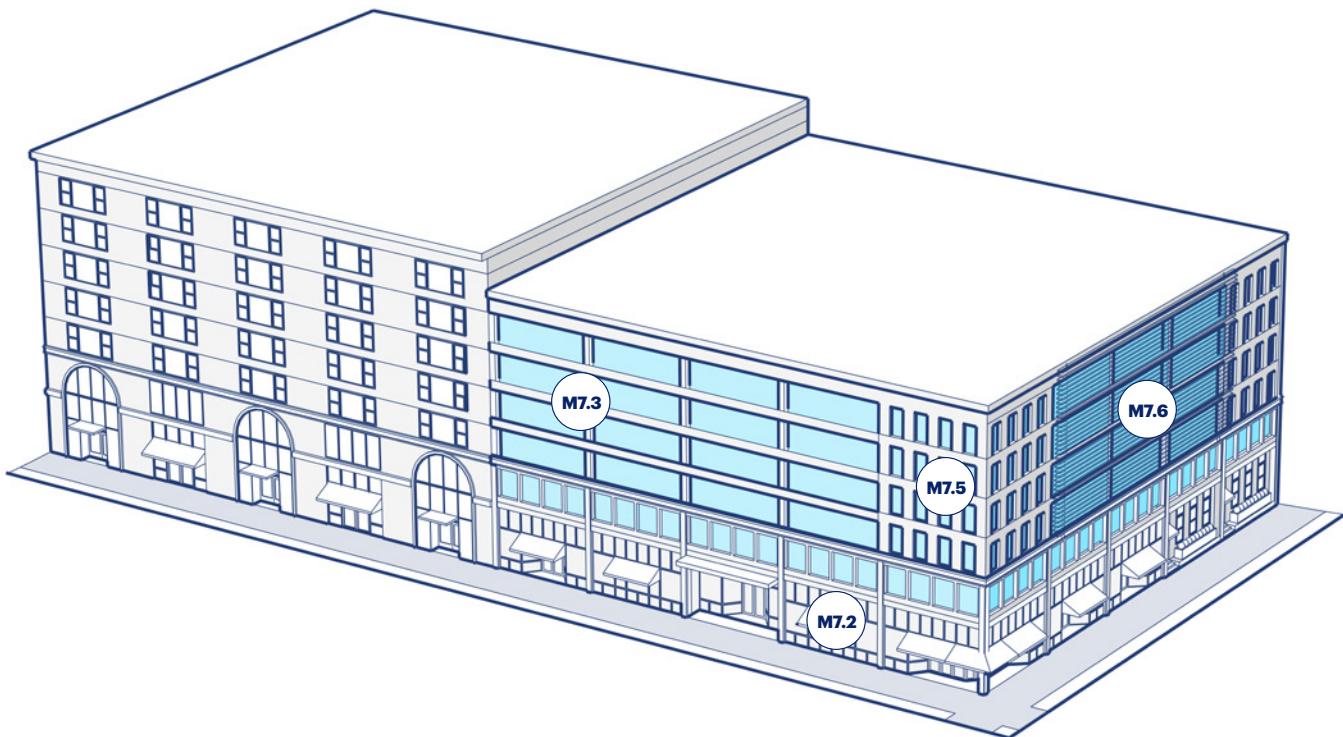


M7

C-ENT, C-MU, C-DT, C-MI, R-MFV Facades shall comply with Section M3 Building Articulation standards for corners.

C-ENT, C-MU, C-DT, C-MI, R-MFV Parking is allowed on second floor of buildings but with articulated facades (See M3) with no glazing required.

C-ENT, C-MU, C-DT, C-MI, R-MFV Visible parking is allowed on all floors above 2nd with an open facade, which need to be screened for C-ENT, C-MU and C-DT.



Standards

Terms and Definitions

The glossary is meant to provide users with definitions of terms that the reader may not be familiar with or are specific to the planning and design industry.

The codification of policies and implementation of projects is often contingent upon this domain of knowledge.



Glossary

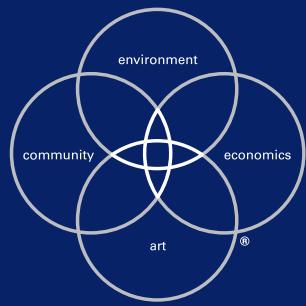
- » **Annual Average Daily Traffic (AADT):** The annual average daily traffic on a roadway. AADT is one of the criteria used by Roadway Designers and engineers in the determining the dimensions and function of proposed roadways.
- » **Attainable Housing:** Unsubsidized for-sale housing that is affordable to households with an income of between 80% - 100% of the Area Median Income (AMI). Affordable has historically been defined by not exceeding 30% of a households income.
- » **Area Median Income (AMI):** The midpoint annual income for individuals or households in a region. Half of all incomes fall below this point, and half of all incomes are above this point.
- » **Baseline:** A minimum or starting point used for comparisons.
- » **Benchmarking:** To evaluate or check something by comparison with a standard.
- » **Bioswales:** A linear stormwater runoff conveyance system that is used as an alternative to storm sewers to partially treat water quality, attenuate flooding potential, and convey stormwater away from critical infrastructure.
- » **Blueway:** Connectivity through an inclusive interconnected network of greenways, trails and waterways.
- » **Better Utilizing Investments to Leverage Development Grants (BUILD):** Funding for road, rail, transit and port projects that promise to achieve national objectives. Previously known as Transportation Investment Generating Economic Recovery, or TIGER Discretionary Grants, Congress has dedicated nearly \$5.6 billion for nine rounds of National Infrastructure Investments to fund projects that have a significant local or regional impact. BUILD can provide capital funding directly to any public entity, including municipalities, counties, port authorities, tribal governments, MPOs, or others in contrast to traditional Federal programs which provide funding to very specific groups of applicants (mostly State DOTs and transit agencies).
- » **Bus Rapid Transit (BRT):** A bus based-transit system that delivers fast, comfortable and cost-effective mass transit at the city or metropolitan scale. Often, roads have a dedicated lane for BRT systems.
- » **Contributing Property:** A landscape or property that has a/any building, structure and/or object; built or natural; that has historic integrity, high cultural value or architectural qualities that make it significant.
- » **Combined Statistical Area (CSA):** Two or more adjacent metropolitan and micropolitan statistical areas that demonstrate economic or social linkage. The metropolitan and micropolitan statistical areas that combine to create a CSA retain separate identities within the larger CSA.
- » **Competitive Market Area (CMA):** A geographical area created to analyze real estate market and socioeconomic data for comparison to a similar geographical area.
- » **Diverse Housing:** Residential development that is responsive to factors such as the need for homes of various sizes and price points, regional economy, infrastructure availability, and population growth.
- » **Framework Plan:** Understanding how existing patterns may be improved and how recommendations fit in with an existing or proposed system.
- » **Greenfield Development:** Development on undeveloped parcels not surrounded by existing development, or on large parcels surrounding partially developed areas or undeveloped areas.
- » **Greenway:** A linear park, alternative transportation route, or open space conservation area that provides passive recreational opportunities, pedestrian and/or bicycle paths, and/or the conservation of open spaces or natural areas.
- » **Impervious Surface:** Any hard-surfaced, man-made area that does not readily absorb or retain water, including but not limited to building roofs, parking and driveway areas, graveled areas, sidewalks, and paved recreation areas.
- » **Infill:** Development and redevelopment of underused buildings and vacant lots in areas served by existing infrastructure. Development that channels economic growth into existing urban and suburban areas and conserves open space and agriculture at the periphery of the city.
- » **Infrastructure:** Facilities and services needed to sustain industry, residential, commercial, and all other land-use activities, including water, sewer lines, and other utilities, streets and roads, communications, and public facilities such as fire stations, parks, and schools.
- » **Land Use:** The type of use activity occurring on a land parcel or within a building situated upon a land parcel.
- » **LEED® for Neighborhood Development (LEED-ND):** A green building rating system for neighborhood design developed by the U.S. Green Building Council (USGBC) in partnership with the Congress for the New Urbanism (CNU) and the Natural Resources Defense Council (NRDC).

- » **Low Impact Design (LID):** Design tools and techniques used to meet regulatory and receiving water protection program goals for urban retrofits, re-development projects, and new development sites.
- » **Non-contributing Property:** A landscape or property that has a/any building, structure and/or object; built or natural; that is part of a larger property, parcel or district that already contains contributing property(ies). A non-contributing property may also be a structure or object that was once or would be deemed contributing but has been altered or damaged to the point of being considered “severely compromised”.
- » **Market Analysis:** Conditions and opportunities that will ultimately shape recommendations for revitalization, redevelopment, and general enhancement of an area.
- » **Market Leakage (Leakage):** The exit of money from an economy. In retail, leakage refers to consumers spending money outside of the local market. For instance, traveling to neighboring towns to buy goods instead of making the same purchase from local shops.
- » **Market Value:** The amount for which something can be sold on a given market.
- » **Metropolitan Statistical Area (MSA):** A geographic entity based on the concept of a core area with a large population nucleus, plus adjacent communities having a high degree of economic and social integration with that core. Qualification of an MSA requires the presence of a city with 50,000 or more inhabitants, or the presence of an urbanized area and a total population of at least 100,000 (United States Census Bureau).
- » **Micro-mobility:** Mechanisms to facilitate the movement of people or goods at a smaller scale; i.e. bikes, scooters and small motorized personal vehicles.
- » **Mixed Use:** Used or suitable for several different functions a mixed-use building.
- » **Mobility:** The quality or state of being mobile or movable.
- » **Multi-family:** All dwellings which share a common wall between units (e.g., townhomes, condominiums, apartments, etc.).
- » **Multimodal:** Accommodates various modes of travel such as walking, cycling, automobile, public transit, and connections among modes.
- » **Pervious Surface:** A surface that presents an opportunity for precipitation to infiltrate into the ground.
- » **Photovoltaic:** Conversion of solar radiation (rays from the sun) to electricity by the effect of photons (tiny packets of light) on the electrons in a solar cell. For example, the photo-voltaic panels installed on the roofs of houses to generate energy.
- » **Public Improvement District (PID):** A defined geographical area established to provide specific types of improvements or maintenance which are financed by assessments against the property owners within the area. PIDs provide a development tool that allocates costs according to the benefits received.
- » **Purchase behavior:** Attitudes, preferences, intentions, and decisions regarding consumers' behaviors in the marketplace when purchasing products or services.
- » **Rain Garden:** A depression formed on a natural slope and planted with deep-rooted native plants and grasses designed to hold and absorb rainwater from nearby impervious surfaces such as roofs, drives, walkways, parking lots, or compacted lawn areas.
- » **Regulating Plan:** Plan or map of an area designating locations where development regulations apply based on clear community goals regarding the character of the area being regulated.
- » **Revenue Per Available Room (RevPAR):** A performance metric used in the hotel industry calculated by multiplying a hotel's average daily room rate (ADR) by its occupancy rate. It may also be calculated by dividing a hotel's total room revenue by the total number of available rooms in the period being measured.
- » **Right of Way:** Space that is publicly owned and lies between property lines.
- » **Shared Lane:** Environment for bicycles and automobiles. Among other benefits shared lane markings reinforce the legitimacy of bicycle traffic on the street and recommend proper bicyclist positioning.
- » **Single-family:** A classification of housing where a building is usually occupied by just one household or family, and consists of just one dwelling unit or suite.
- » **Single-family attached:** Dwelling that shares an inside wall with another house or dwelling.
- » **Single-family detached:** All dwellings are freestanding on their own platted lots and do not share any physical connection with another building.

- » **Sustainable Sites Initiative™ (SITES™):** A program dedicated to fostering resiliency and transforming land development and management practices towards regenerative design. The SITES v2 Rating System is a voluntary set of guidelines and performance benchmarks for assessing sustainable site design, construction, and maintenance.
- » **Stakeholder:** Person or organization with an interest because they will be affected or may have some influence.
- » **Stormwater:** The flow of water which results from precipitation and which occurs immediately following rainfall or a snow-melt.
- » **Sustainability:** Community use of natural resources in a way that does not jeopardize the ability of future generations to live and prosper.
- » **Tax Increment Finance (TIF):** A municipality may designate a contiguous or noncontiguous defined area of land within the municipality or extraterritorial jurisdiction as a Tax Increment Finance District. Taxing entities may participate in the TIF by dedicating the portion of their taxes collected on new development and redevelopment (“Tax Increment”), or portions thereof, to the TIF’s “Tax Increment Fund.” The municipality (or agency) enters into a contract with each participating governmental entity (“Participant”) establishing the terms of the participation. During the creation process the various Participants will work with the municipality to cooperatively plan for the TIF and the TIF Improvements.
- » **Transportation Improvement Program (TIP):** A list of upcoming transportation projects developed in cooperation with state and public transit providers that includes capital and non-capital surface transportation projects, bicycle and pedestrian facilities and other transportation enhancements, Federal Lands Highway projects, and safety projects.
- » **Traffic Assessment:** Estimation and calculation of traffic loading for the design of roads.
- » **Wayfinding:** Availability and quality of signs, maps and visitor information services.
- » **Wetland:** Areas where water covers the soil, or is present either at or near the surface of the soil all year or for varying periods of time during the year, including during the growing season.

Sources:

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