

Ogden  
UTAH™



Make  
Ogden



WonderBlock



November 15, 2022



# Purpose & Authority

## PLACEMAKING

- *Reinventing public spaces as the heart of the community*
- *Increasing the density of jobs, housing, pedestrian activity, public transportation, one-of-a-kind stores, restaurants and venues, and the overall downtown experience – all powerful economic factors.*
- *Building the City's Capacity for Sustainable Economic Vitality*



# Purpose & Authority

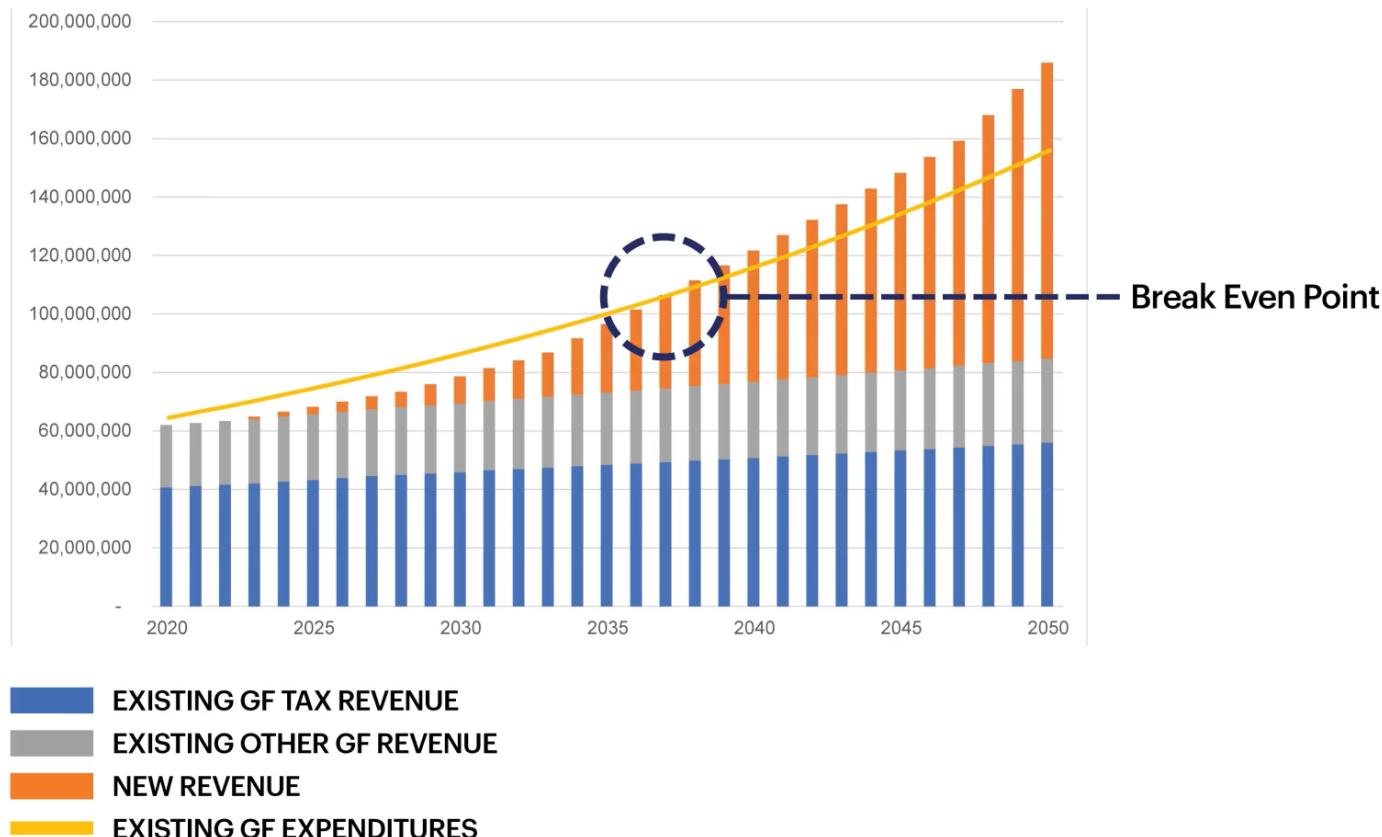
## *Policy, Statute and Ordinance*

- *Ogden City General Plan*
- *Ogden City Community Plans (18)*
  - *MAKE OGDEN*
  - *Consultant/Professional Studies*
- *Utah Code 17-C*
  - *Adopted Redevelopment Area Plans*
- *Ogden City Administrative Policy*

# WHY?

**The City of Ogden needs a comprehensive vision to guide growth and development in its Downtown and to maintain and grow its tax base – which will improve the long-term fiscal health of the community and ability to meet basic service needs.**

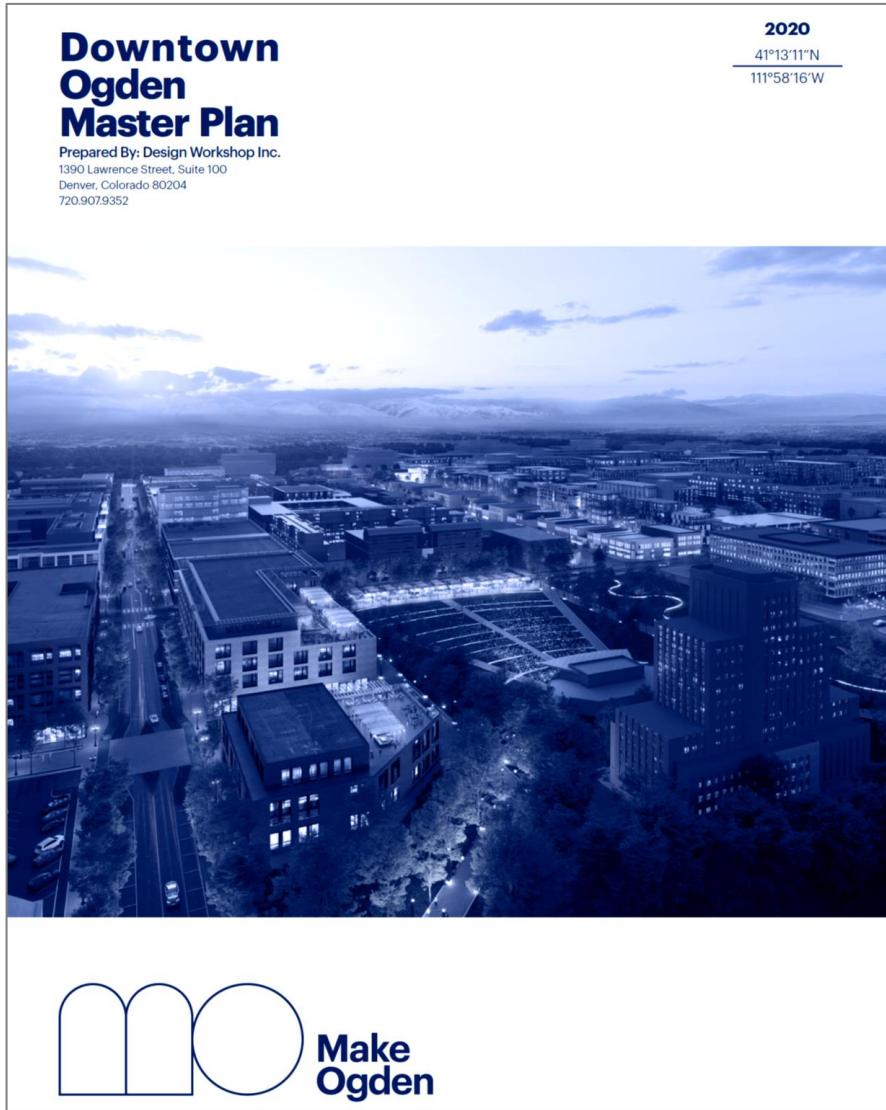
**How can Ogden strategically evolve its downtown core to take advantage of its historic and natural assets to become a nexus for business and employment attraction, residential growth, and recreational and cultural activity that increases the value of the land, contributing to the long-term health of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





Make  
Ogden

# What is MAKE Ogden?



## 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.**

# What is MAKE Ogden?

Based on  
**COMMUNITY  
INPUT**  
Understanding  
Opportunities and  
Challenges



Spring 2019 Summit



Summer/Fall 2019 Engagement



Winter 2020 Engagement  
- Survey  
- Public Open House



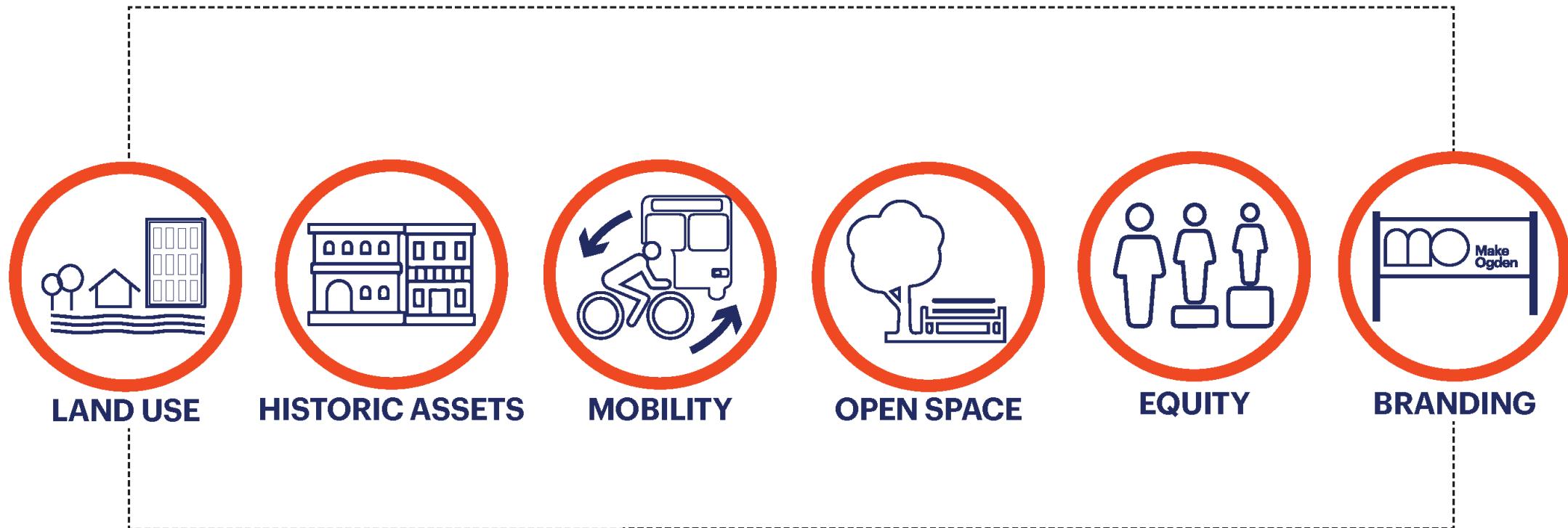
December 2019 Engagement  
- Stakeholder Walking Tours  
- Public Open House



**1,063**  
total respondents

**Ogden**  
UTAH™

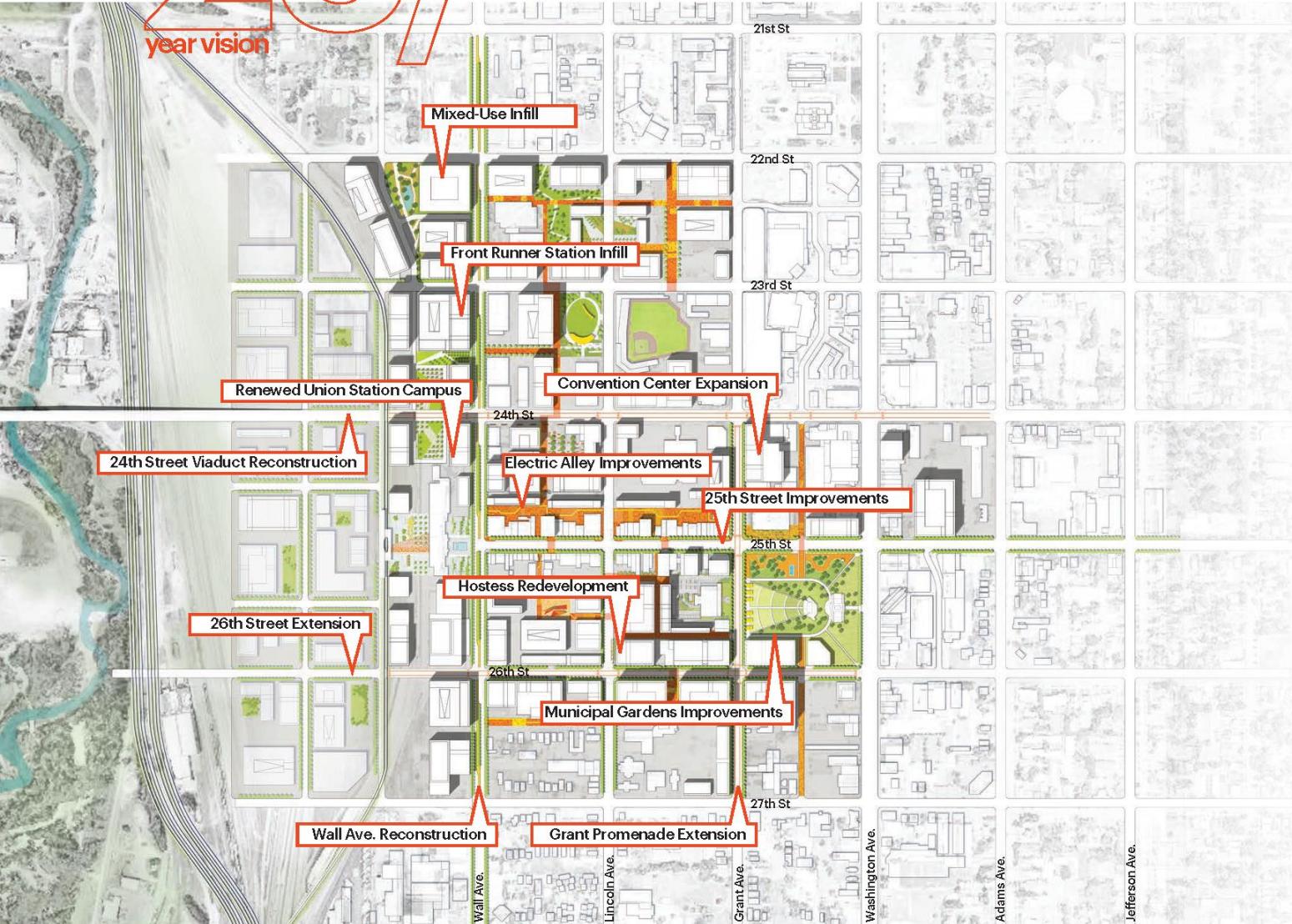
## PROJECT TENETS



# 25

## Downtown Ogden MASTER PLAN

year vision



+38%

INCREASE IN  
WALKABILITY



+92%

INCREASE IN  
JOB DENSITY



+476%

INCREASE IN  
HOUSING DENSITY

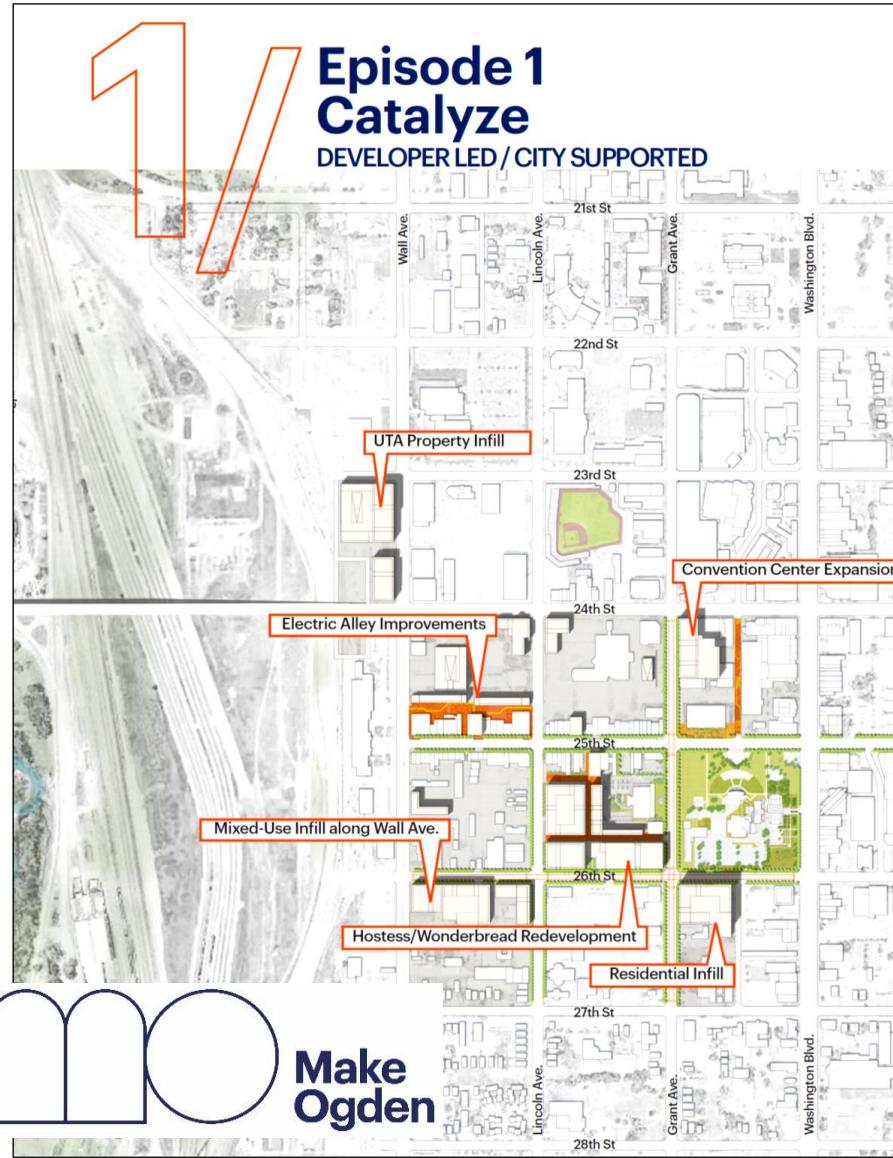


+175%

INCREASE IN TAXABLE  
VALUE PER ACRE  
OVERALL

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# What is MAKE Ogden?

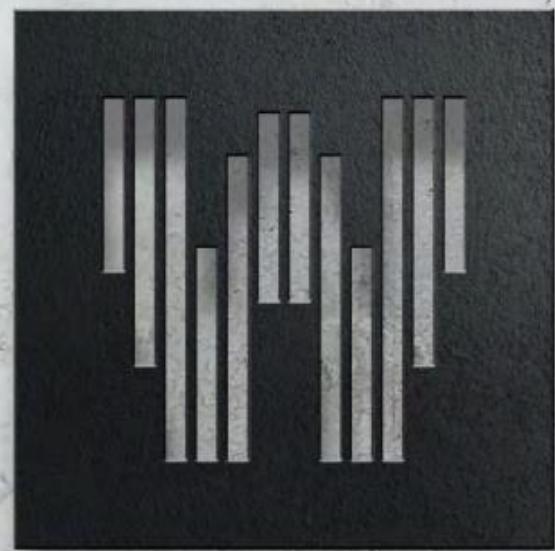


## Development Framework

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.**

**900** New Housing Units

**1,680** New Jobs over 5 years

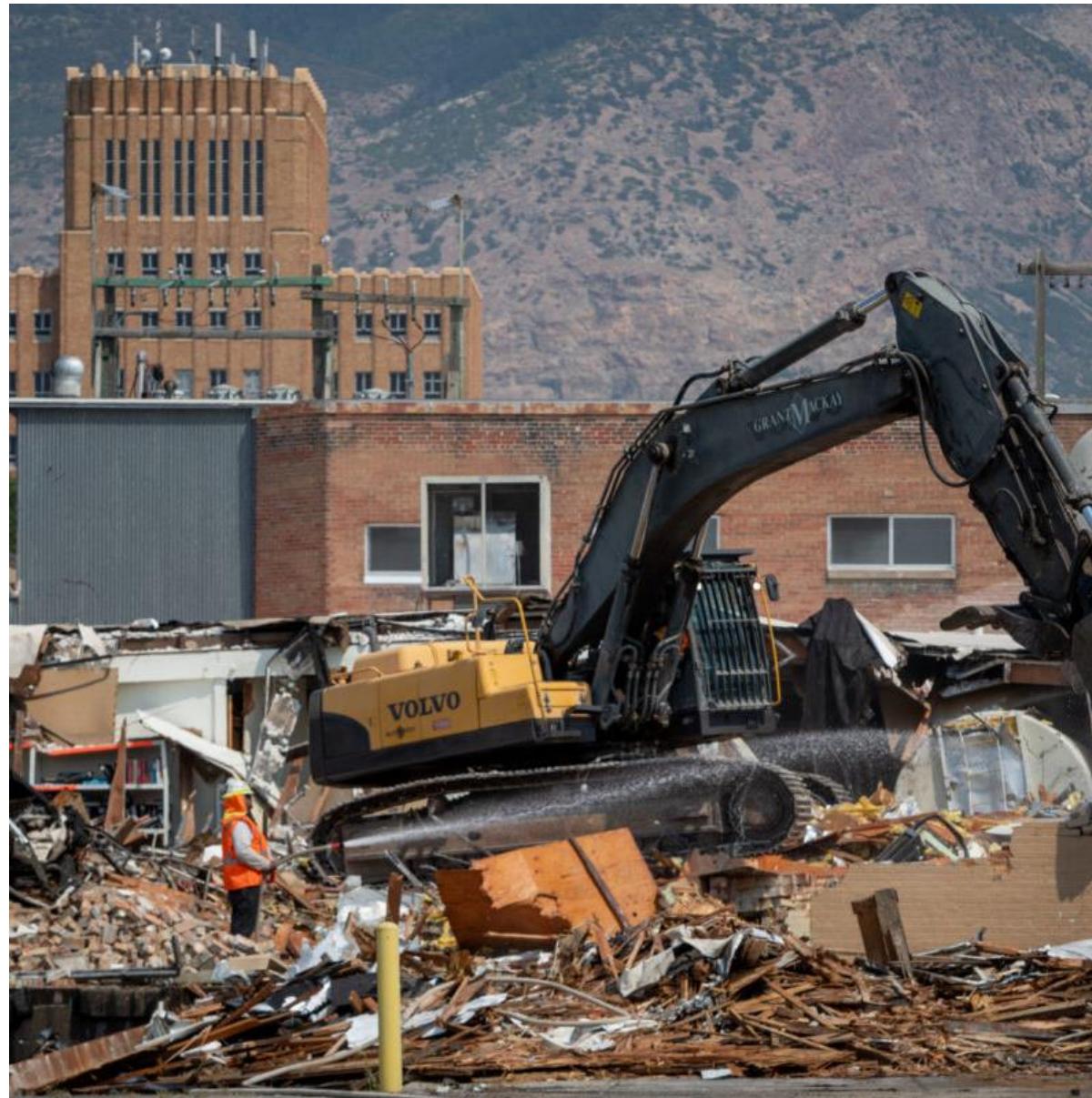


WonderBlock





Ogden Jus





# WonderBlock

Here, the country was connected. Goods, people, and ideas came together in one crossroads. It was raw and sometimes rough, but became something undeniably real. With a personality all its own—Ogden is a place people are proud to be from.

So this isn't a story about a development. It's a story about a city.

We're making offices, stores, and homes. But that's not what we're building. We're building a place where ideas and people come together. Where locals can build their lives.

Where the heart of Ogden's past meets the best of Ogden's future.



# WonderBlock Site Plan

## Design Development

## Legend

- 1 Promenade and Office Drop-off
- 2 Hotel Drop-off
- 3 District Courts Alley Access
- 4 Overhead Festoon Lighting
- 5 Paseo Rooms/Vessels
- 6 Pop Jets
- 7 Pedestrian Passage
- 8 Overhead Catenary Lighting
- 9 Plaza
- 10 Bus Stop
- 11 26th Street Portal
- 12 26th Street Patio
- 13 Residential Gardens
- 14 Bike Lane
- 15 Ground Floor Portal
- 16 Patio
- 17 Wood Deck Terraces/Amphitheater  
(Amenity Level - Bldg. C)
- 18 Spa (Amenity Level - Bldg. E)
- 19 Pool (Amenity Level - Bldg. E)
- 20 Outdoor Kitchen (Amenity Level - Bldg. E)
- 21 Entry Gardens (Amenity Level - Bldg. E)
- 22 Office Terrace (Amenity Level - Bldg. D)



# What is WonderBlock?



Highly visible new development in the heart of downtown – **must be the best we can do!**

- 354 residential units featuring high quality amenities and walkable access to Ogden's Arts, Culture and Events
  - New downtown housing increases safety
- 100,000 square feet of Class “A” commercial office space
- 50,000 square feet of street level retail store space
- 20,000 square foot grocery store
- Boutique hotel
- Pedestrian pathways and public outdoor amenity spaces
- Convenient covered parking structures



View of vacant lot proposed for *WonderBlock* development (*looking to northeast from Lincoln and 26<sup>th</sup>*)



WonderBlock development rendering (*looking to northeast from Lincoln and 26<sup>th</sup>*)



WonderBlock development rendering (*looking to northwest from Grant Ave and 26<sup>th</sup>*)



WonderBlock development rendering (*looking down Grant Ave*)



WonderBlock development rendering (*looking south in interior promenade*)



WonderBlock development rendering (*looking north in interior promenade*)



WonderBlock development rendering (*looking into interior promenade*)



WonderBlock development rendering (*looking into parking entrance by Brown's Ice Cream*)



WonderBlock development rendering (*special event in the promenade*)

# WonderBlock Investment



WonderBlock

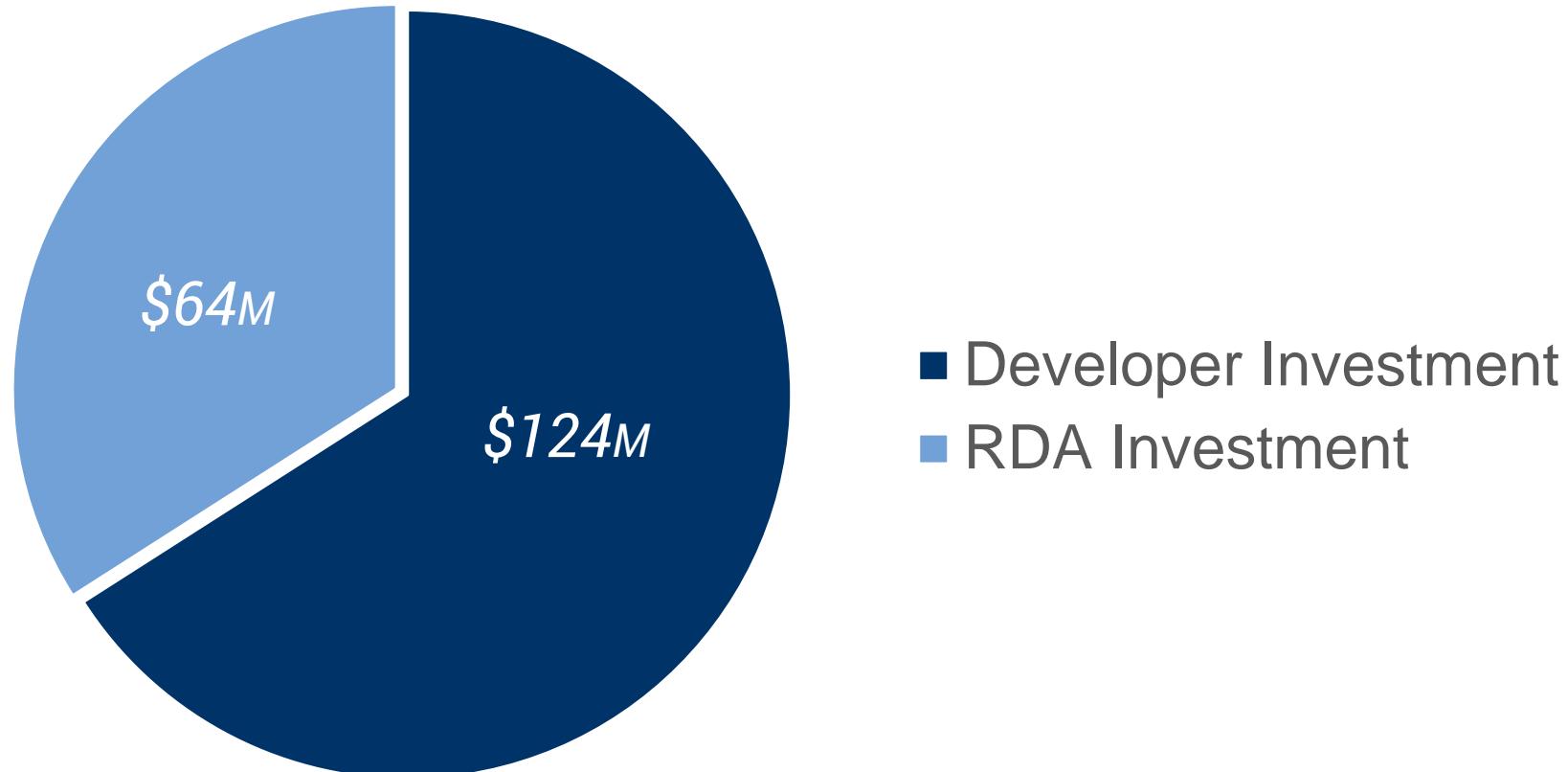
WonderBlock **residential, retail, grocery, office, hospitality** elements represent a **\$188,000,000 total investment.**

- Proposed project would be a joint venture between a developer (J. Fisher Companies) and the RDA
- Both parties would be investing in the project
- RDA's investment contribution will not require an increase in property or sales taxes

# WonderBlock Capital Investment Sources



WonderBlock



## \$64 million Tax Increment Bond issued by Redevelopment Agency

The WonderBlock project will not increase general property or sales taxes

# RDA's Principal Repayment Sources



WonderBlock

Source of Funds	Approximate Investment	Additional Detail
Federal/State Grants	6,500,000	
Retained Tax Increment (TIF)	21,000,000	WonderBlock new tax rev.
BDO Lease Revenue Contrib.	36,000,000	Previous City invest. return
Total	\$64,000,000*	Max. PAR bond not to exceed \$75 M**

\* Per partnership agreement, the RDA will be due a portion of property sale proceeds after 10 years - up to 100% of investment contribution.

\*\* PAR bond value, includes both project construction costs and financing costs – which may vary depending on market interest rates at time of bond issuance.



WonderBlock

# Where do I find more information about *WonderBlock*?

[www.ogdencity.com/WonderBlock](http://www.ogdencity.com/WonderBlock)

[Home](#) > [Business](#) > WonderBlock Development

## WonderBlock Development

Located along 26th Street between Grant and Lincoln Avenues, the proposed *WonderBlock* development is a unique mixed-use, lifestyle centric, experience led project located in the heart of Downtown Ogden connecting directly to Historic 25th Street.



Lincoln Avenue & 26th Street View

WonderBlock Concept Rendering – Ogden City Community & Economic Development

**Contact Us**

WonderBlock

[Email](#)

**Physical Address**

2549 Washington Blvd  
Suite 420  
Ogden, UT 84401

Phone: 801-629-8984

[Provide Feedback](#)

**FAQs**

- [Why is the redevelopment project called WonderBlock?](#)
- [What is included in the WonderBlock development?](#)
- [Why did the City Redevelopment Agency purchase the former Hostess/Wonder Bread property – now referred to as WonderBlock?](#)



**With all the new residential and commercial development bringing more people to downtown, where is everyone going to park?**



# Downtown Parking Challenges



## Current Demand Observations

While current parking capacity is generally adequate across entire downtown, some blocks/lots are **now full most of time** – and nearby businesses have complained that **congested parking is hurting their business**.

## Future Demand Concerns

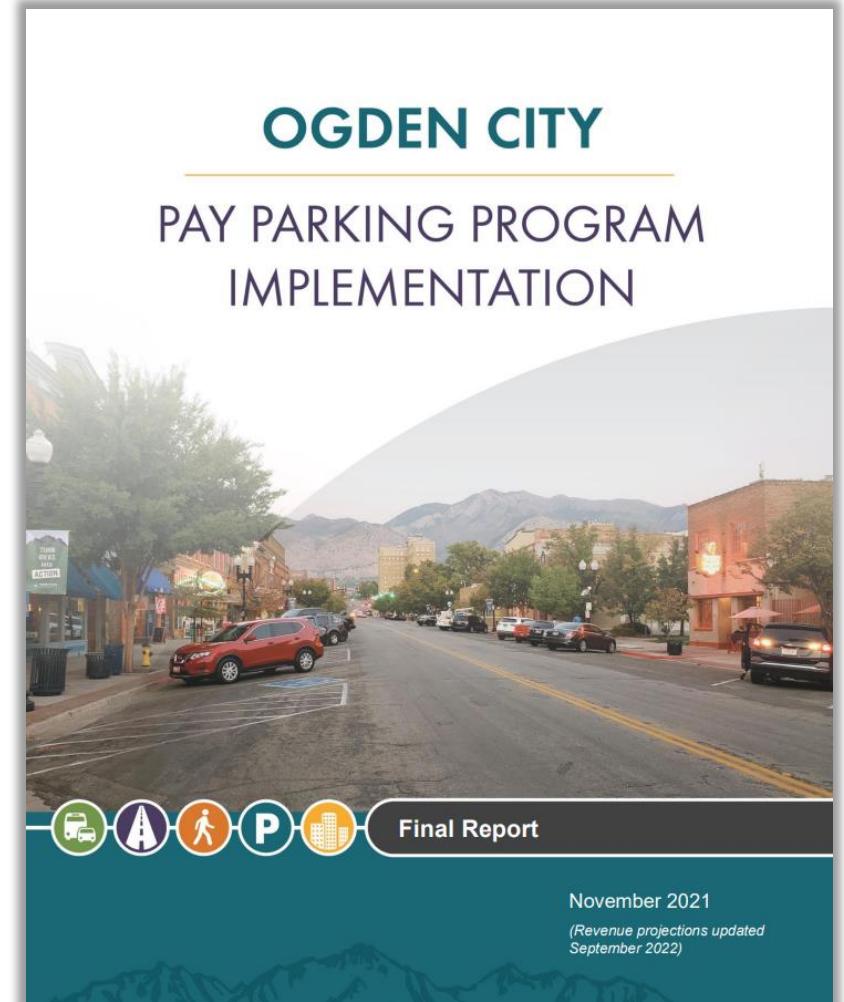
MAKE Ogden redevelopment, including WonderBlock, will

- Increase business/residential activities
- Reduce existing surface parking
- Increase existing problem of limited prime retail parking on 25<sup>th</sup> Street
- Overwhelm existing parking capacity
- Increase overall parking demand and need for new parking structures to support increased density/walkability/vibrancy downtown  
(as envisioned by **MAKE Ogden**)

# Downtown Parking Challenges

We initiated a Parking Study to assess needs and develop strategy to support planned development

- Professional third-party assessment of parking management options prepared by Kimley-Horn & Associates

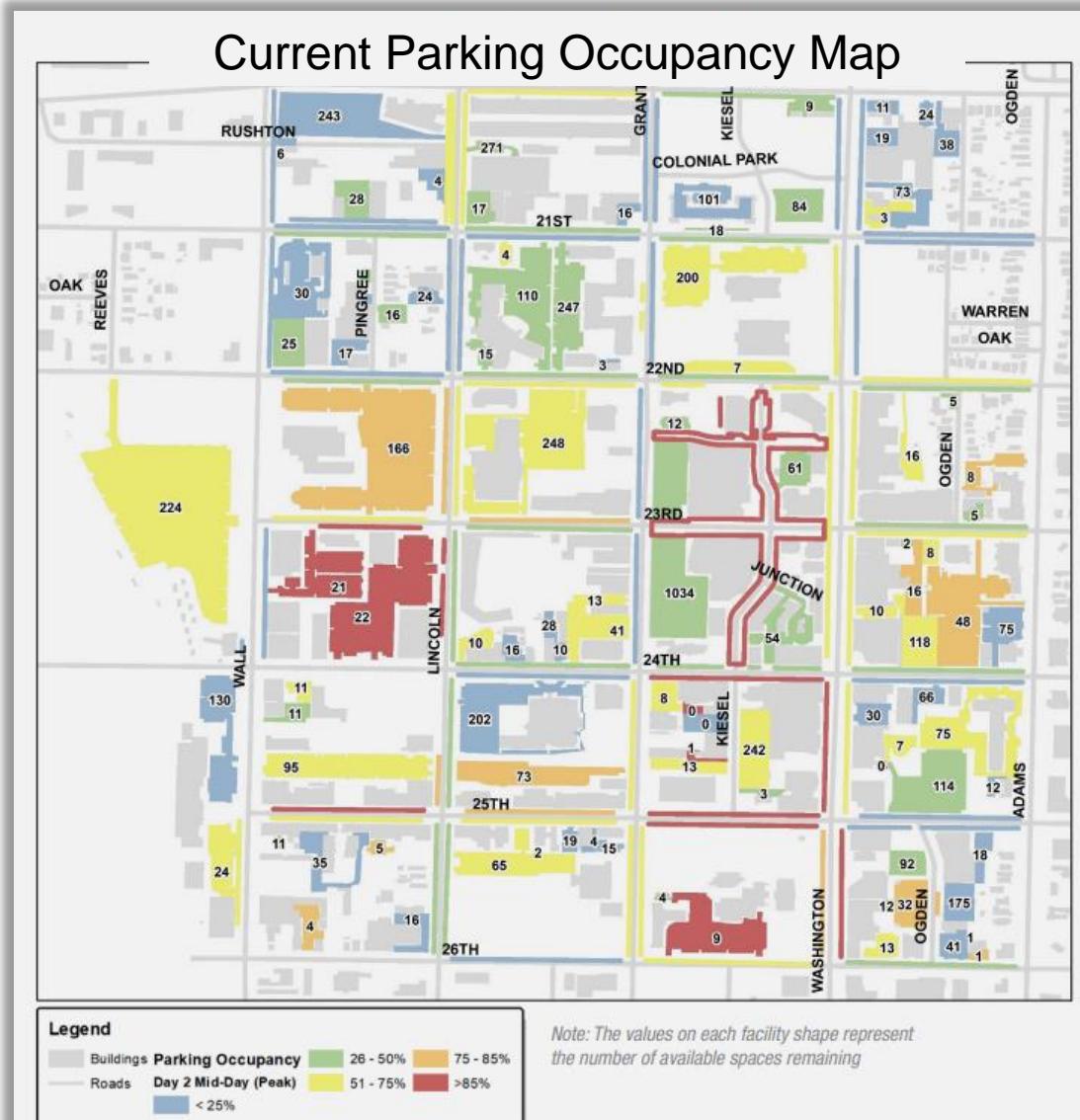


# Downtown Parking Challenges

# Ogden UTAH™

# Study Results

- During peak activity, occupancy for all Downtown parking is about 50%
- There are some blocks/lots where parking reaches or exceeds the effective capacity threshold (85%)
  - Which negatively impacts accessibility for businesses in particular – discourages visitors
- The study confirmed that upcoming MAKE Ogden developments will overwhelm existing parking capacity



# Downtown Parking Challenges

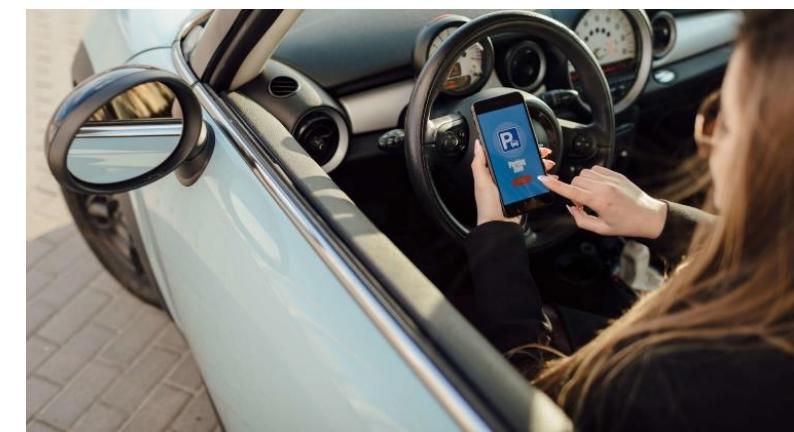


## Study Results – Recommendations

Ogden City should implement a **Paid Parking Management System** to address current and future parking challenges.

The study indicated that advantages of paid parking systems include ...

- Support for health and vibrancy of a developing downtown
- Allows for equitable/efficient management of limited resource
- Encourage turn-over within the most convenient/desirable parking spaces (on-street), while adding/managing off-street resources
- Reduction in traffic congestion
- Increase in overall attractiveness to visitors





# Proposed Parking Management Plan

Contingent on City Council approval, the proposal is to start pro-actively managing existing parking supplies and add new parking facilities

Implementing a paid parking system will

- Address existing parking challenges in high-demand areas
- Support the catalytic redevelopment of Ogden's downtown core – as the **MAKE Ogden Plan** proposes by providing more parking capacity



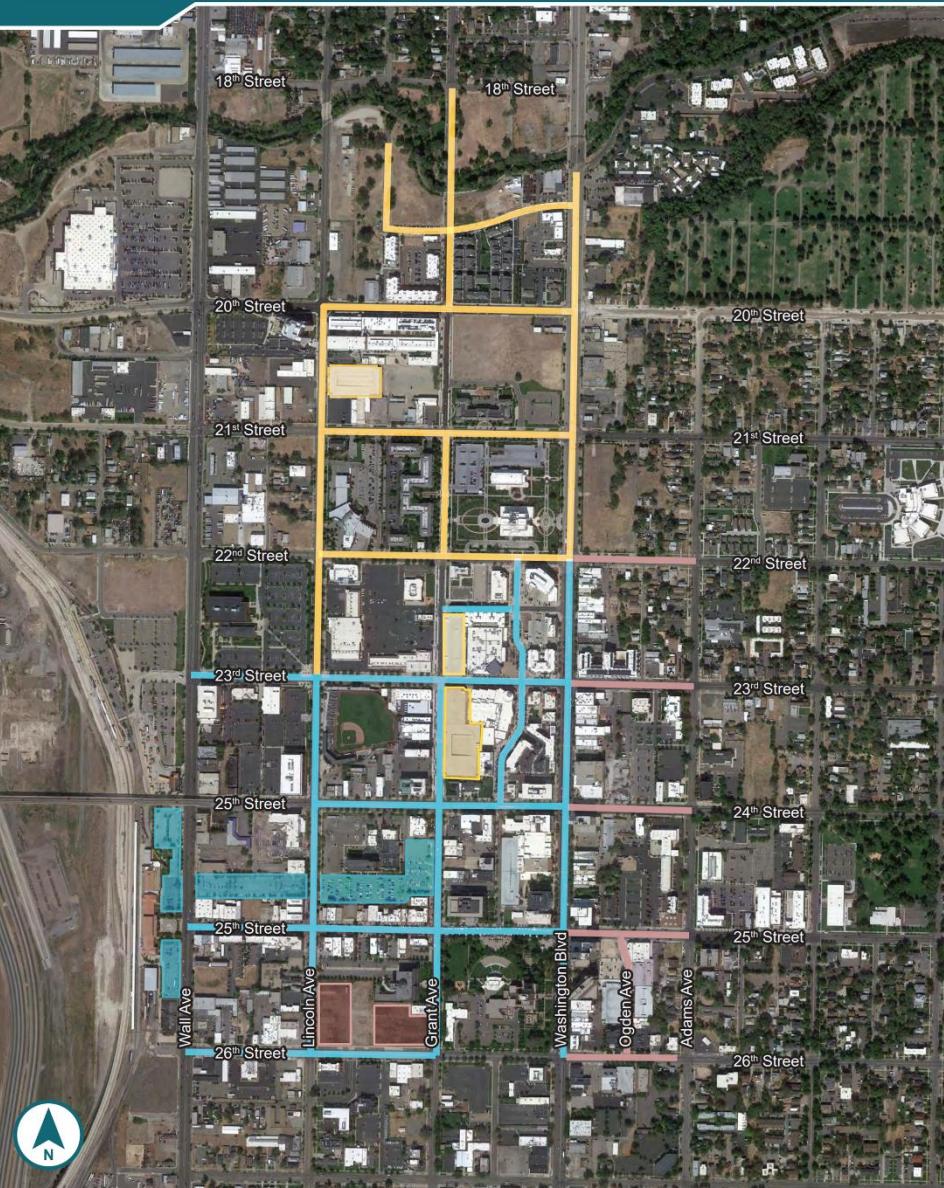


# Proposed Parking Management Plan

It is proposed that the city start pro-actively managing existing parking supplies within next two years

- Beginning with the addition of new parking facilities and paid parking in the most high-demand areas (phase 1)
- Then expanding over the next several years (phases 2 and 3)

Downtown Ogden Parking Management System Phasing Plan



Legend

Phase 1      Phase 2      Phase 3

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Business Development



## Public Parking System Investment

New public parking structures (2) located at the *WonderBlock* site and paid parking system updates throughout downtown represent an approximate \$53,500,000 investment

- All public parking elements will be built/owned/operated by Ogden City Municipal Building Authority (MBA)
- MBA's investment contribution will not require an increase in property or sales taxes





## Paid Parking System Capital Sources

*Public parking structures (2) and parking system updates downtown*

Entity	Approximate Investment	Additional Detail
Ogden City MBA	\$53,500,000	Max. PAR bond not to exceed \$85 M*
		Paid via parking revenue bond

- Ogden City Municipal Building Authority investment source will be a revenue bond paid with downtown paid parking revenue.
- **Annual paid parking revenue (less costs) are projected to satisfy the estimated annual revenue bond payments.**

\* PAR bond value, includes both project construction costs and financing costs – which may vary depending on market interest rates at time of bond issuance.



## What are the proposed parking rates?

Recommended Public Parking Rates*		
Up to 1 Hour	\$1.50 - \$2.00 street \$1.00 - \$1.50 lot	<i>Typically enforced 9:00 am-6:00 pm w/optional enforcement until 10:00 pm in high evening use areas; daily max for overnight parking.</i>
Each Additional Hour	\$1.50 - \$2.00 street \$1.00 - \$1.50 lot	
Daily Max	\$8.00 - \$10.00	
Special Event Rate	\$5-10.00+	<i>Depending on demand.</i>
Parking Wallet	\$4.00 - \$6.00	<i>Per day (prepaid digital wallet)</i>
Monthly (unreserved)	\$60 - \$100	<i>With discounts for lower utilized facilities.</i>



# Where do I find more information about the Managed Paid Parking System?

[www.ogdencity.com/GoParkOgden](http://www.ogdencity.com/GoParkOgden)

The “provide feedback” link on the web page is an easy way to ask questions and provide input regarding how the new parking system is implemented.

A screenshot of a website page titled "Parking/Transportation Project". The page includes a header with "Home", "Business", and "Parking/Transportation Project" links. Below the header is a sub-header "Parking/Transportation Project". A large image shows a street view of a downtown area with several cars parked along the curb and buildings in the background. To the right of the image is a sidebar with the "Go Park Ogden" logo, a "Contact Us" section, a "Parking and Transportation" section with an "Email" link, a "Physical Address" section with a street address, and a "Phone" number. At the bottom of the sidebar are "Provide Feedback" and "FAQs" sections with links to "How will my business benefit from managed parking?" and "Do we really have a parking problem in downtown Ogden?".

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WonderBlock



November 15, 2022



# THANK YOU

and many thanks to:

Community & Economic Development  
Management Services  
Legal Services  
Public Works  
J.Fisher Companies

801.629.8946

[brandoncooper@ogdencity.com](mailto:brandoncooper@ogdencity.com)





***Additional  
Information  
Q & A Slides***



WonderBlock

Q & A

Ogden  
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## Why did the City RDA purchase former Hostess/ Wonder Bread property – now *WonderBlock*?

- To ensure the important site was redeveloped to enhance/benefit downtown, the property was purchased in December 2016, and the old building was demolished and the site cleaned up during 2017-19.
- RDA plan was to deliver property to a developer willing to invest in the site to achieve its highest and best use to benefit the community.



WonderBlock

Q & A

Ogden  
UTAH™

## Why is City RDA proposing to partner with a private developer to facilitate *WonderBlock* development?

- Based on MAKE Ogden, a significant high-quality mixed-use development was envisioned (new residences, retail, grocery, office, hospitality)
- Several potential developers contacted the RDA with interest in the site
- Initial proposals fell short of achieving the vision and objectives for the redevelopment
- Private development investment alone was not sufficient to achieve the vision and maximum impact of the site
- RDA decided to negotiate with a private developer willing to partner in a joint venture that would accomplish all objectives – maximizing potential of important site adjacent to historic downtown district



WonderBlock

Q & A

Ogden  
UTAH™

## What process did the City RDA use to determine what developer to work with for the development?

As authorized by Utah State Code 17-C, and by the Ogden City Redevelopment Policy, the city RDA has the option to perform potential developer engagement utilizing one of three different processes:

1. Public Solicitation; 2. Direct Negotiation; or 3. Unsolicited Proposals

For *WonderBlock*, the RDA considered concepts from several potential developers and decided to directly negotiate a potential project with a developer that offered the highest level of competency and ability to deliver according to the RDA's vision/objectives for the site – J. Fisher Companies.



## What would happen if the City RDA did not pursue/engage in developing the empty site?

- At some point it might be transferred to a developer and based on current market trends, lower-end apartments with surface parking lots (or similar) would likely be outcome
- Such development would fall way short of the market value and attractive asset envisioned and would NOT likely include:
  - Retail/commercial space – including a grocery store – and associated jobs
  - Parking structures to maximize land use and support judicial courts/downtown retail
  - Enhanced “back-of-house” access for south-side 25<sup>th</sup> Street businesses
  - Public outdoor amenities to enhance downtown attractiveness and facilitate events
  - Higher property values downtown to support sustainable economic vitality



WonderBlock

Q & A

Ogden  
UTAH™

## Who will own the *WonderBlock* development?

- *WonderBlock* would be a private/public partnership between the developer, J. Fisher Companies, and Ogden City Redevelopment Agency (RDA).
- J. Fisher Companies and the RDA will own the development, and J. Fisher Companies will operate the residential/retail/commercial/hospitality spaces.
- If the development is sold in the future, the RDA will receive and agreed upon portion of the sale proceeds that can be used to satisfy some/all of the outstanding initial investment, as determined by the project's performance.



WonderBlock

Q & A

Ogden  
UTAH™

## Will the *WonderBlock* investments require an increase property or sales taxes?

- No
- RDA's investment contributions for the **residential/retail/grocery/office/hospitality** will be paid for by a bond and the bond's repayment sources will be from:
  - Federal/State grants, new incremental taxes generated annually by the development (TIF), and a portion of the annual lease revenues resulting from the RDA's previous investment in the Business Depot Ogden development.



WonderBlock

Q & A

Ogden  
UTAH™

## Why is *WonderBlock* considered a better/more resilient project than some previous or potential projects?

- *WonderBlock* is a mixed-use project, including not just one product type (like a shopping mall).
- The mix of uses (residential, retail, grocery, office, hospitality) helps to ensure its long-term success and long useful life.
- Additionally, the project will add 354 new housing units, helping to respond to the housing shortage in Ogden – and our region's housing demand is forecasted to remain strong, regardless of potential future economic changes.



# Parking Q & A



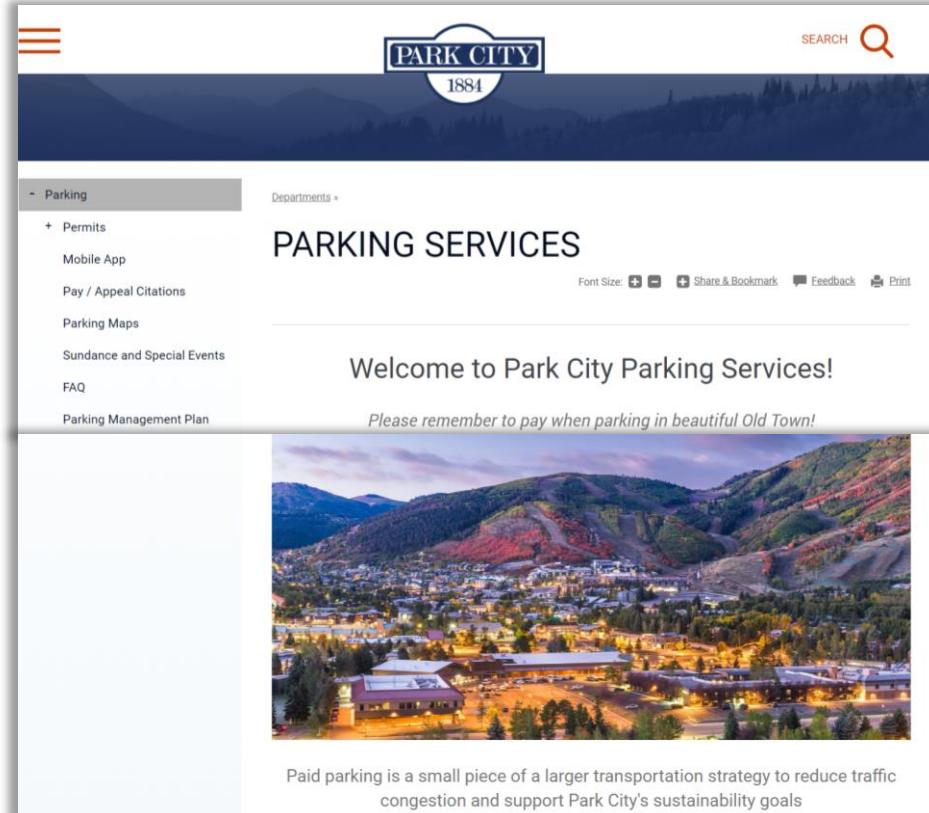
## What have other communities experienced/learned?

In most communities, businesses initially felt pay parking would discourage customers/employees and reduce competitiveness

*HOWEVER*

Most economically vibrant downtowns support pay/managed public parking as a way of actually enhancing business

- Almost universal in major cities  
(*Salt Lake, Denver, Phoenix*)
- Frequently implemented in smaller – tourist-friendly destinations  
(*Park City, Grand Junction, Fort Collins, Estes Park, Manitou Springs, Rapid City, Flagstaff*)



The screenshot shows the Park City Parking Services website. The header features the 'PARK CITY 1884' logo with a mountain icon. The main navigation menu includes 'PARKING' (which is currently selected and highlighted in grey), 'Permits', 'Mobile App', 'Pay / Appeal Citations', 'Parking Maps', 'Sundance and Special Events', 'FAQ', and 'Parking Management Plan'. To the right, a sub-navigation menu for 'Departments' lists 'PARKING SERVICES'. Below the menu, a welcome message reads 'Welcome to Park City Parking Services!' and 'Please remember to pay when parking in beautiful Old Town!'. A large image of Park City at dusk or night shows the town nestled in the mountains. At the bottom, a footer note states: 'Paid parking is a small piece of a larger transportation strategy to reduce traffic congestion and support Park City's sustainability goals'.



# Parking Q & A

Ogden UTAH™

## How will the paid parking system work?

- It is expected the system will utilize a multi-space parking meter/kiosk and an enforcement system supported by “pay-by-license-plate” methodology, along with options to pay by app or text-to-pay
- A similar system is currently used at the Ogden Airport which interfaces with the city’s Information Technology and Management Services departments.
- Implementation plans include an introductory free period to allow for everyone to get used to the system.





# Parking Q & A



## How will businesses benefit from managed parking?

Based on the experiences from communities that implemented managed paid parking systems, impacted business have benefited in a number of ways, including:

- More reliably available parking for customers – due to higher turnover in the most convenient and high-demand parking spots
- More vibrant, attractive downtown shopping area for customers – due to increased walkability/bike-ability
- More attractive downtown for additional investment in residential and commercial development – creating more businesses, jobs, residences downtown – and therefore more potential customers during both the daytime and evenings



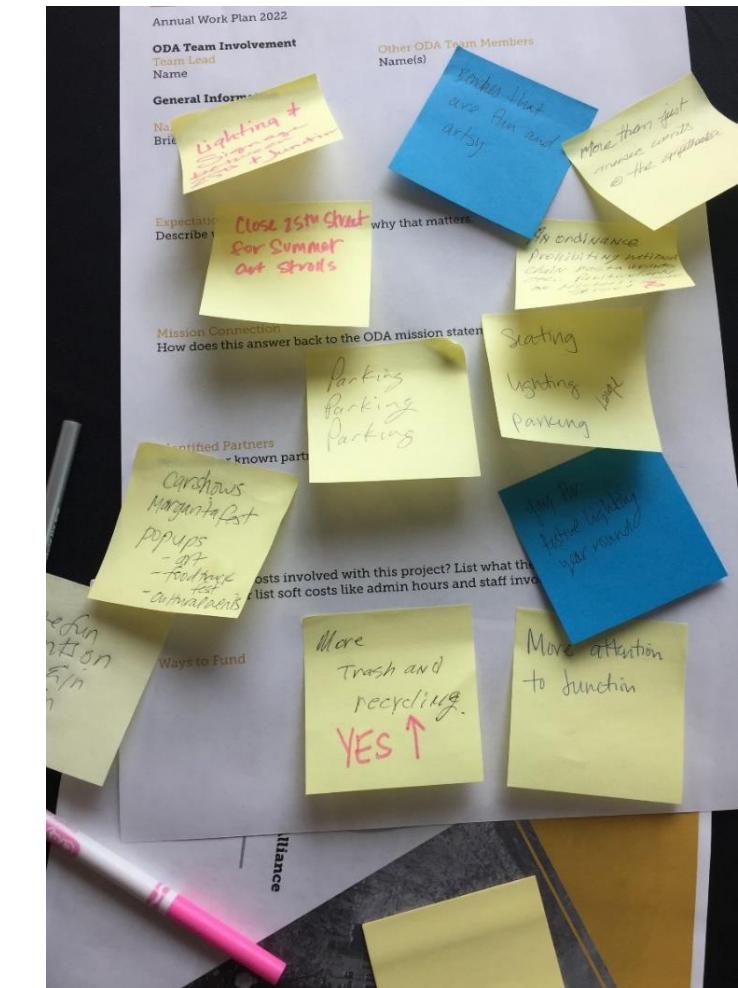
# Parking Q & A

## Has there been any feedback from businesses?

Yes.

Based on recent meetings with individual business and stakeholder groups, comments/suggestions on how to best implement a parking management system are continually being gathered/considered.

Examples of comments are included on next slides





# Parking Q & A



## Feedback from businesses and groups

1. “Implement higher rates in high-demand areas and lower rates in less used areas.”
2. “The first 15-minutes should be free to accommodate quick stops.”
3. “Parking is a problem downtown and we need better paths to off-street parking.”
4. “Shorter parking time limits should be implemented on the busiest streets.”
5. “We should have reserved spots for customer take-out/pick-ups.”
6. “The current parking situation hurts my business as non-customers, like nearby employees, take up all the spaces in front of my store and stay too long.”
7. “Increased enforcement is needed to reduce parking too long in retail areas.”
8. “Require employees to park in more remote lots and maybe provide a shuttle.”



# Parking Q & A



## Feedback from businesses and groups *(continued)*

9. “Only charging \$1.00 an hour on 25<sup>th</sup> Street undervalues what our unique downtown offers.”
10. “The planned nearby new parking garages will help reduce the current mess of parking on my street and make stopping at my business more attractive.”
11. “Offer virtual parking permits for employees, residences, shoppers.”
12. “Designate a portion of parking fees to downtown improvements.”
13. “Convenient parking spaces have a value – people will pay for those spots if they are conveniently available.”
14. “An organized parking system would provide confidence to visitors that they can easily find a spot – which would improve business.”
15. “The paid parking system should accommodate customer parking validation.”



# Parking Q & A



## Have initial concessions been considered to allow everyone to get used to the new paid parking system?

Yes. Examples being considered include:

- For the first 3-4 months after paid parking equipment is installed in any area, parking will be no-charge if the parking app or kiosk is used
- A grace period is being considered for businesses with existing free parking permits for employees
- Lower parking rates or validations are being considered for the first several years
- Contracted parking spaces related to leased spaces will be honored according to lease terms



# Parking Q & A

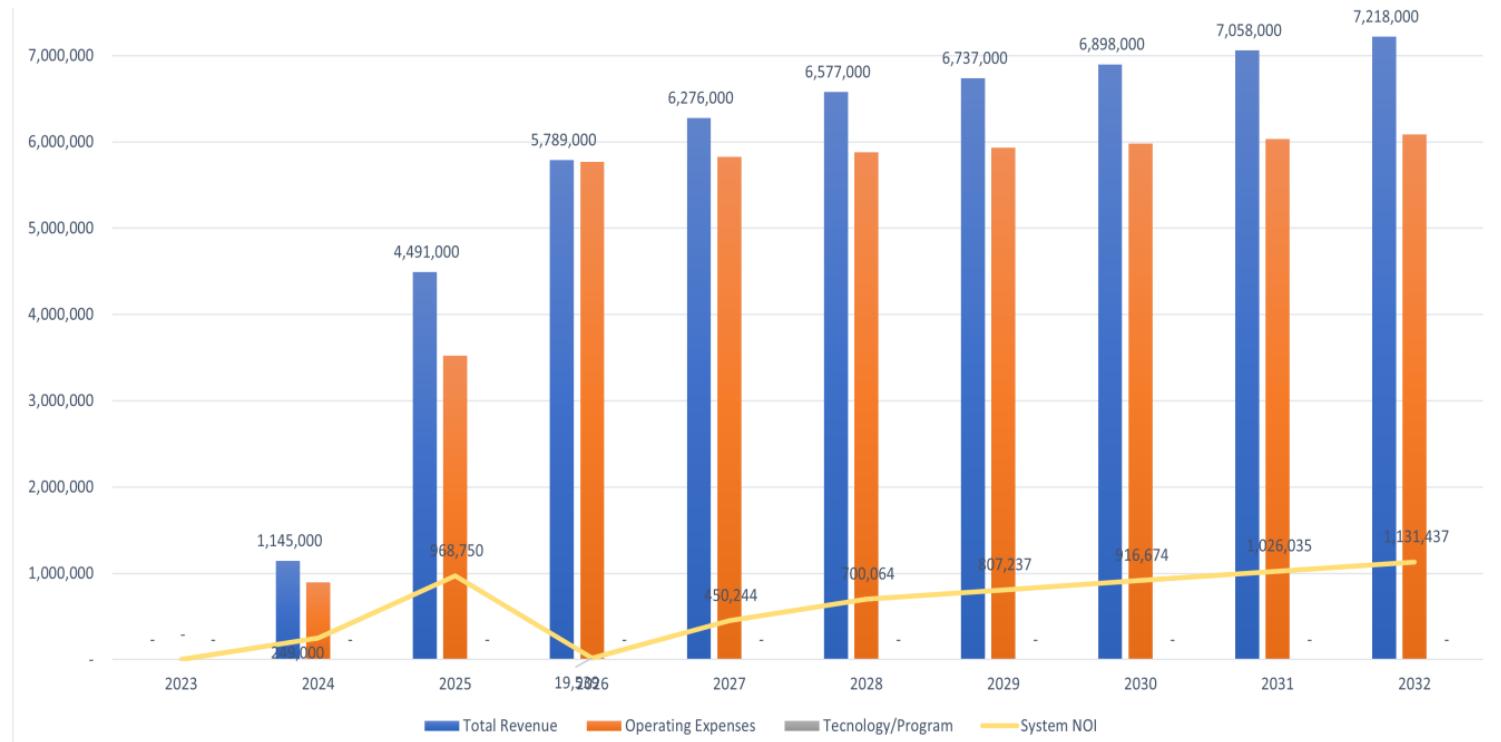


## Will parking revenues cover the costs to improve and operate the parking system?

Yes – conservative parking revenue projections indicate the capacity to fund operating expenses and also service the annual bond payments used to build the parking structures and set-up the system equipment.

The parking system will **not** generate an increase in property or sales taxes.

**Current Parking Revenue and Expenses Projections – Including Debt**





# Parking Q & A



## Do the parking projections consider public transit/BRT trends?

The parking study methodology incorporated the American Communities Survey data to approximate existing usage of transit and other alternatives by downtown employees/visitors.

The parking study assumes some moderate increase in transit usage as density is added to the downtown. However, parking projections are not reduced, but instead, only project moderate growth in demand (*1% phase 2, 3% phase 3*), even though parking needs will increase more dramatically based on planned development.





# Parking Q & A



## What does free parking have to do with social equity?

- Free parking really isn't free. It's paid for by all of us, through our tax dollars.
- This subsidy to those who can afford to own a car is of course not only fronted by car owners (disproportionately middle- and upper-class citizens), those with lower income who can't even afford cars are also making parking spots possible through the taxes they pay.
- Although the cost of “free” parking is paid for by city residents, visitors are a large user of the resource. A paid system will include contributions from all users – including users from other communities.
- When parking turnover is incentivized through payment by the minute, there's more parking spots for everyone when they need one.



# Parking Q & A



## How will managed paid parking impact residential neighborhoods adjacent to downtown?

- As experienced in other communities, there will be a natural tendency for parkers to migrate to nearby residential areas – which will require additional parking restriction signage and enforcement. Successful models from other communities are available for our implementation.
- Residential properties downtown or nearby without off-street parking will be provided a permanent parking permit.



# Parking Q & A



## Have accessibility policies been considered as part of the parking system?

- Yes. Special parking for individuals with disabilities is planned throughout the city and they may receive special considerations for posted and meter parking.
- Accessible on-street residential parking may be signed/provided to qualified disabled city residents within close proximity to their residences, on a case-by-case basis.
- Disabled individuals who apply for an accessible on-street residential parking sign will need to meet certain conditions to qualify, including:
  - Must live on a residential street and live at the location for which the sign is being requested.
  - Must have either a current disabled Utah license plate or a disabled placard issued by UDMV.
  - Cannot have a driveway or access to off-street parking.