



**Make  
Ogden**



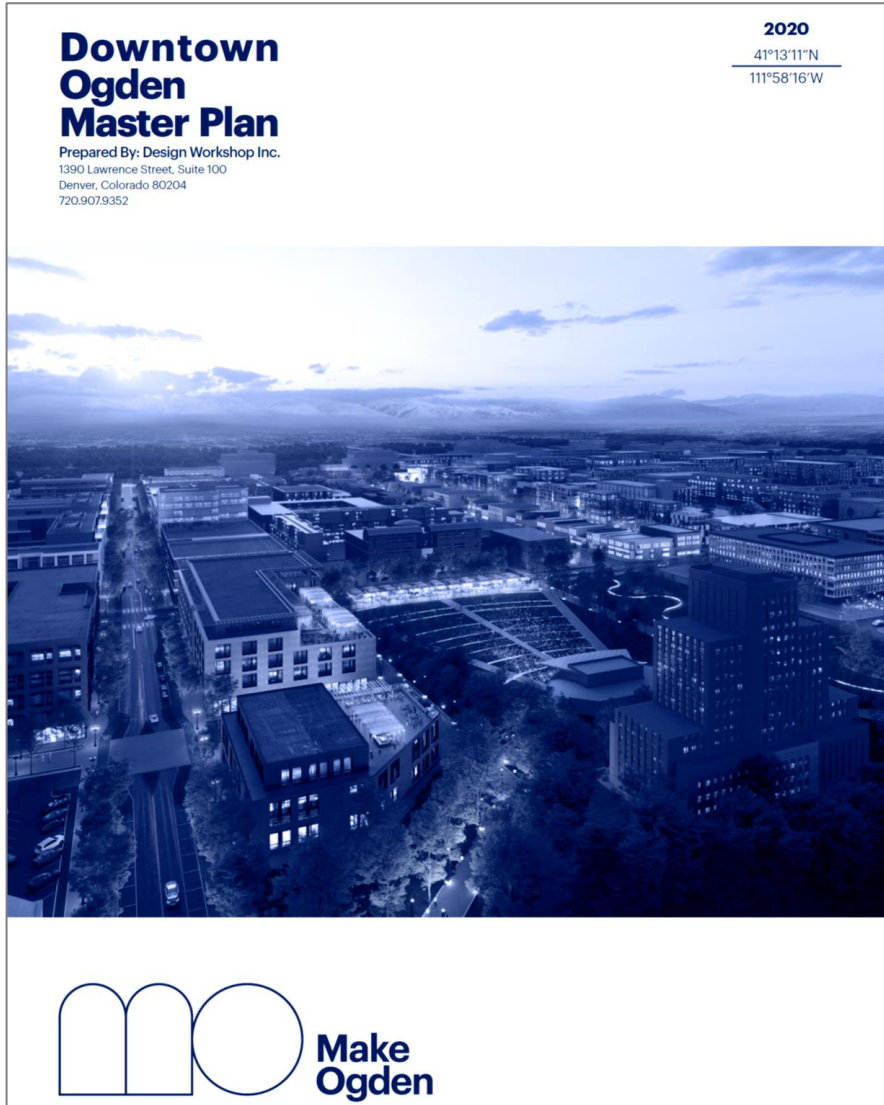
**WonderBlock**





**Make  
Ogden**

# What is MAKE Ogden?



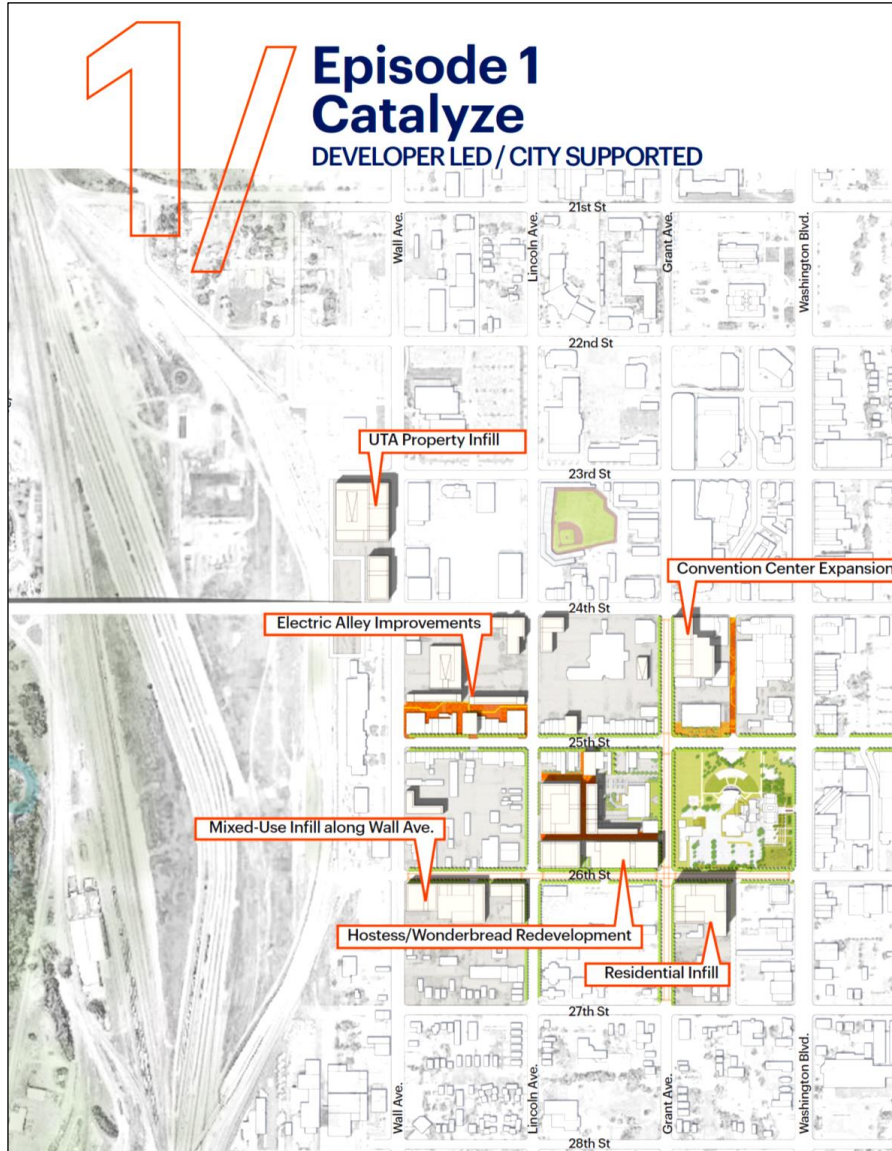
## Establishing a Vision for Ogden's Future

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?



## Development Framework

Strong emphasis in Episode 1 on increasing supply and variety of housing types in downtown Ogden – in particular within easy walking distance to Historic 25th St. – to appeal to a diversity of residents.

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





**WonderBlock**





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



# 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 26<sup>th</sup> Street Portal
- 12 26<sup>th</sup> 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)





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.


**WonderBlock**




Lincoln Avenue & 26th Street View

WonderBlock Concept Rendering – Ogden City Community & Economic Development


**Make Ogden**

### 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?](#)



Ogden  
UTAH™













# Downtown Parking Challenges



- How do we address current challenges for existing business?
- How do we prepare for the additional opportunities associated with needed *Make Ogden* development?





“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 business**.





# Downtown Parking Challenges



## Future Demand Concerns

*Make Ogden* redevelopment will positively

- Increase business/residential activities
- Reduce existing surface parking
- Increase existing problem of limited prime retail parking on 25<sup>th</sup> St.
- 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***



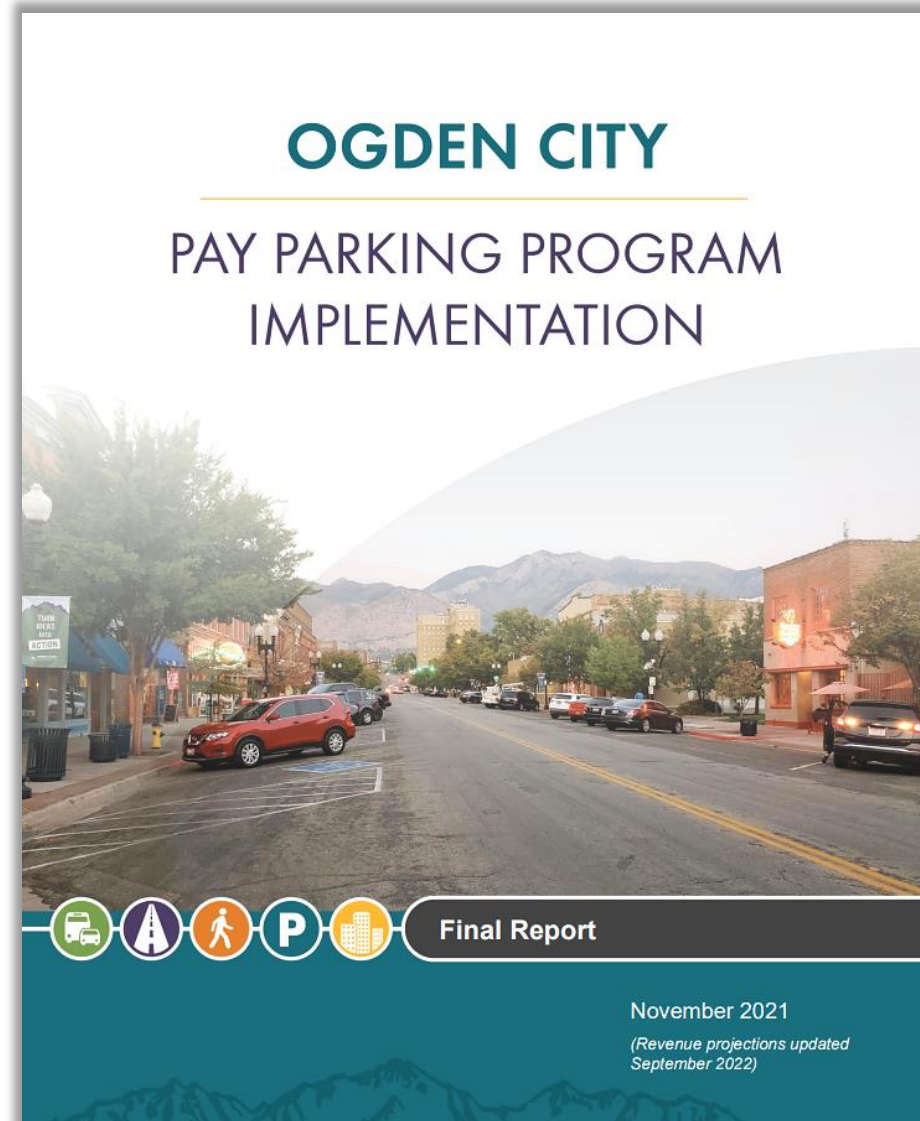
# Downtown Parking Challenges



## We initiated a Parking Study

...to assess needs and develop  
a strategy to support  
planned development

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



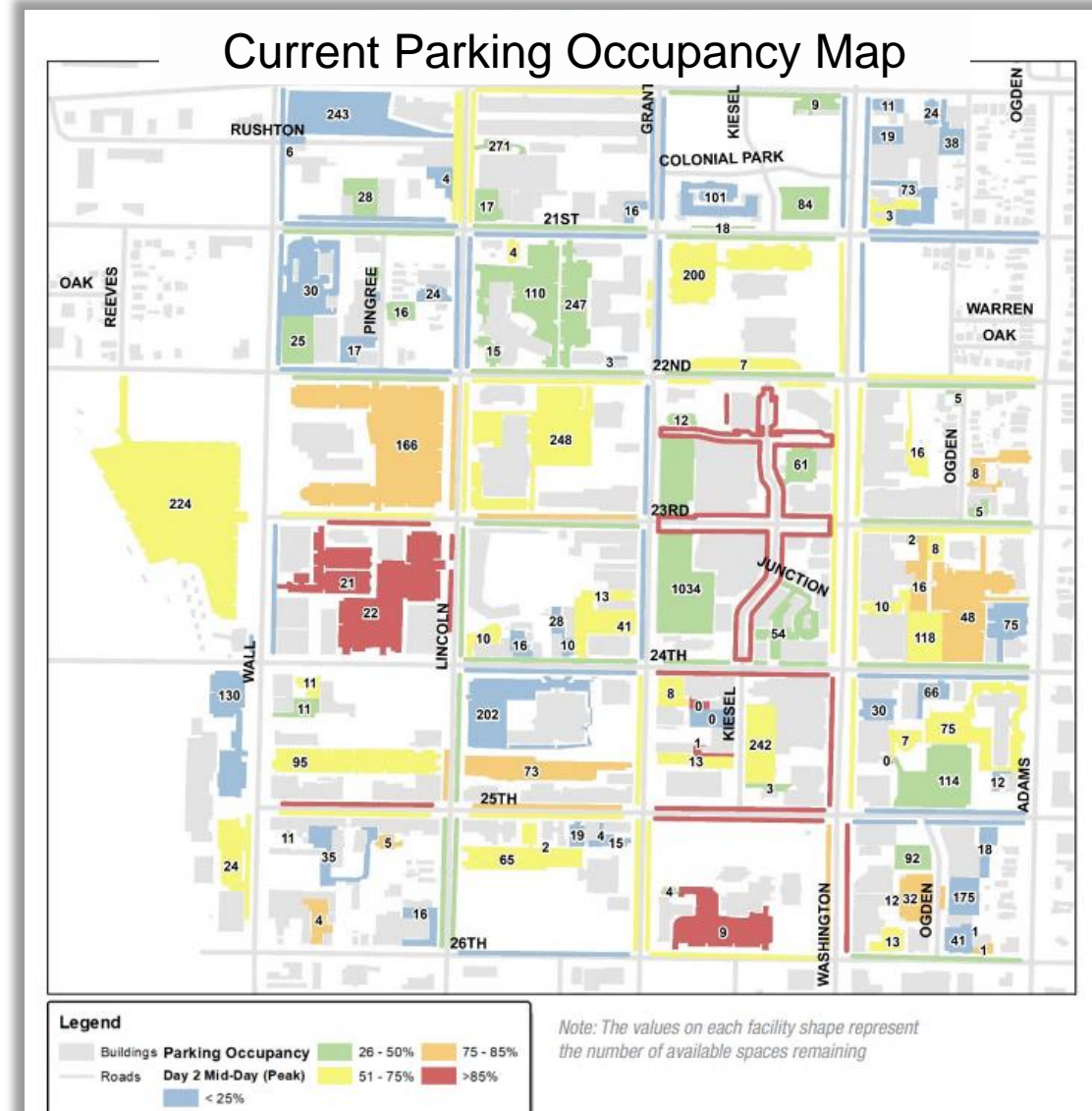


# Downtown Parking Challenges



## Study Results

- During peak activity, parking occupancy across all of downtown is about 50%
- Some blocks/lots typically reach/exceed the effective capacity threshold (85%)
  - 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 the health and vibrancy of a developing downtown
- Allows for equitable/efficient management of limited resource
- Encourages turn-over within the most convenient/desirable parking spaces (on-street), while adding/managing off-street resources
- Reduces traffic congestion
- Increases overall attractiveness to visitors







# Parking Management System



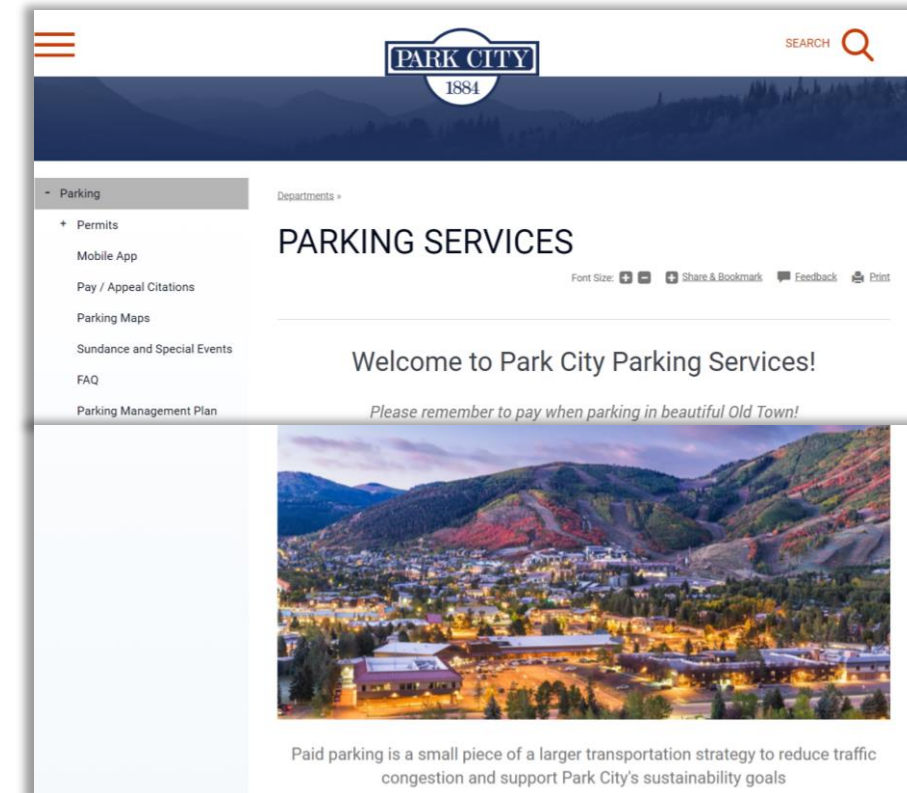
## Experiences in Other Communities

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)





# Parking Management System



## How businesses will 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





# Downtown Parking Challenges



## Proposed Parking Management Plan

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



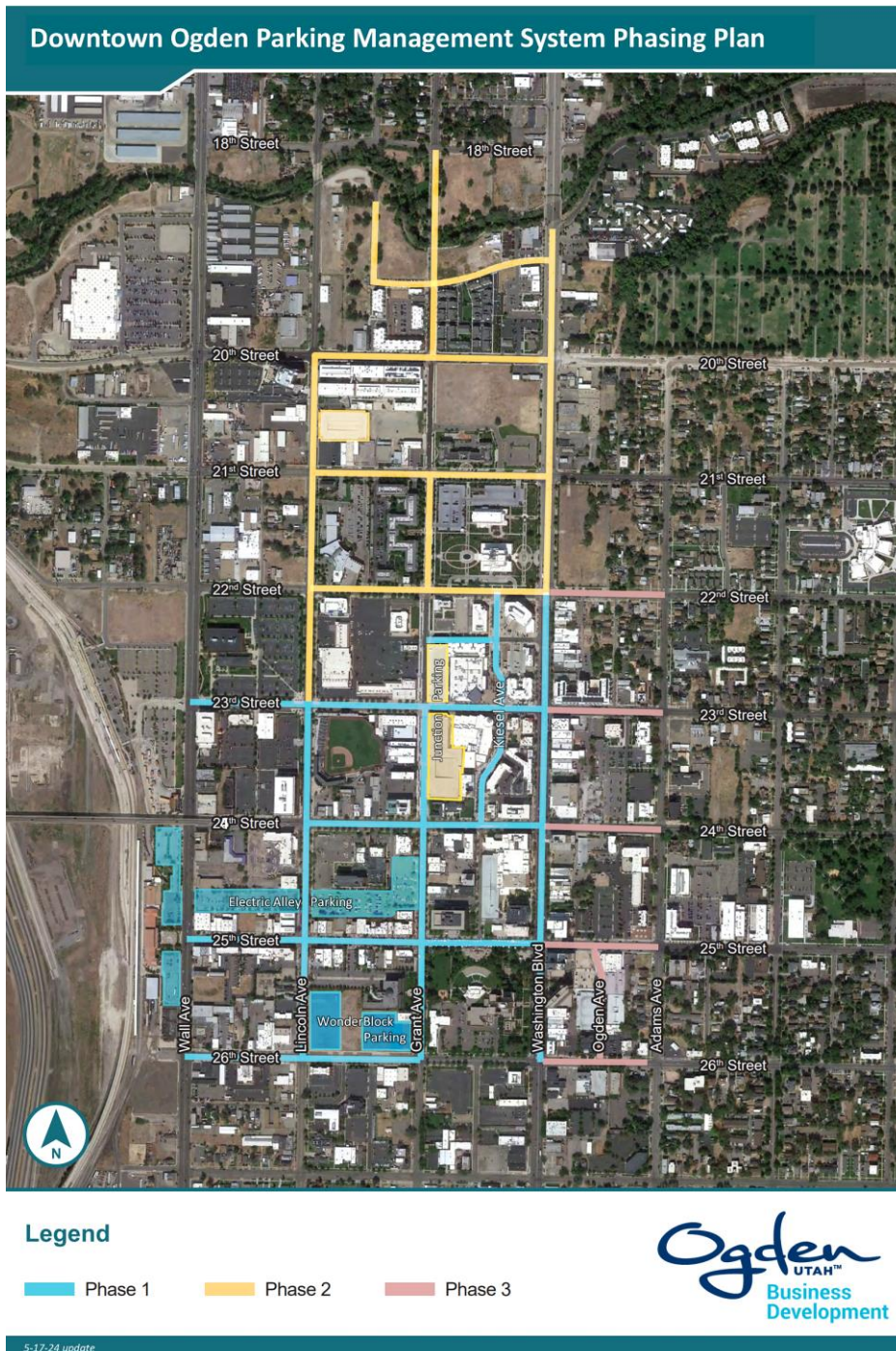




# Parking Management System

## System Implementation Timing

- Begin with the addition of new parking system in the most high-demand areas of Phase 1 (*blue area*) in late 2024 (*free with app use first few months*) and converting to paid parking in early 2025
  - 25<sup>th</sup> Street and Kiesel Avenue first
  - Later expanding through the balance of Phase 1 (*blue areas*)
- Then expanding over the next several years through Phases 2 and 3 (*yellow and pink areas*)







# Parking Management System



## How the Paid Parking System Will 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 via cell
- 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 Management System



## How the Paid Parking System Will Work

Example

### Ways to Pay

**Download  
ParkMobile**



**Pay Online at  
ParkMobile.io**



**Text "Park"  
to 77223\***



**Pay with  
Google Pay®**



*In  
addition  
to the  
pay  
kiosks*

\*Message frequency will vary. Message and data rates may apply. Reply HELP for help or STOP to cancel.  
ParkMobile.io/privacy-policy • ParkMobile.io/terms-of-use







# Parking Management System



## Parking Rates

Planned Public Parking Rates*		
Up to 1 Hour	\$1.50 - \$2.00 street \$1.00 - \$1.50 lot	<i>Typically enforced 8:00 am-6:00 pm with 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 - \$10	
Special Event Rate	\$5 - \$10+	<i>Depending on demand</i>
Parking Wallet	\$4 - \$6	<i>Per day (prepaid digital wallet)</i>
Monthly (unreserved)	\$60 - \$100	<i>With discounts for lower utilized facilities</i>

\* Free first months with app, free first 15-minutes, validation options, employee permits, etc.



# Parking Management System



## Business/Employee Parking Options

### Premium Parking – with fee\*

Purchase parking for employees via monthly passes for \$60 - \$100 for close-in/convenient parking at:

- WonderBlock Parking Garages *(available in late 2025)*
- Electric Alley Parking Lot
- Union Station Parking Lot *(limited to designated spaces)*

### Regular Parking – for free\*

Reserve monthly passes for employees at parking facilities a bit further from 25<sup>th</sup> Street at no-charge when the parking system app is used at:

- Junction Parking Garages *(limited to designated upper floors)\*\**
- UTA Parking Lot *(Wall/23<sup>rd</sup> St. entrance if using public transit)\*\**

*\*Designated parking locations and rates subject to change. \*\*Free UTA Ogden Trolley serves area.*



[Log in to Existing Account](#)

Manage parkers on your existing monthly parking account



[Request New Parkers](#)

Add additional parkers to your account, or request a new monthly parking account.



[Load Funds to Debit Card](#)

Add additional funds to an existing parking debit card account.





# Parking Management System



## Customer Validation Options

**Take Care of Your Guests—Validate Their Parking.**



[Log in to Validation Portal](#)

Validate a parking ticket or print validations



[Add Funds to Validation Account](#)

Set up a new validation account, or request additional funds



[Log in to Payment Portal](#)

Pay current invoice or review past payments



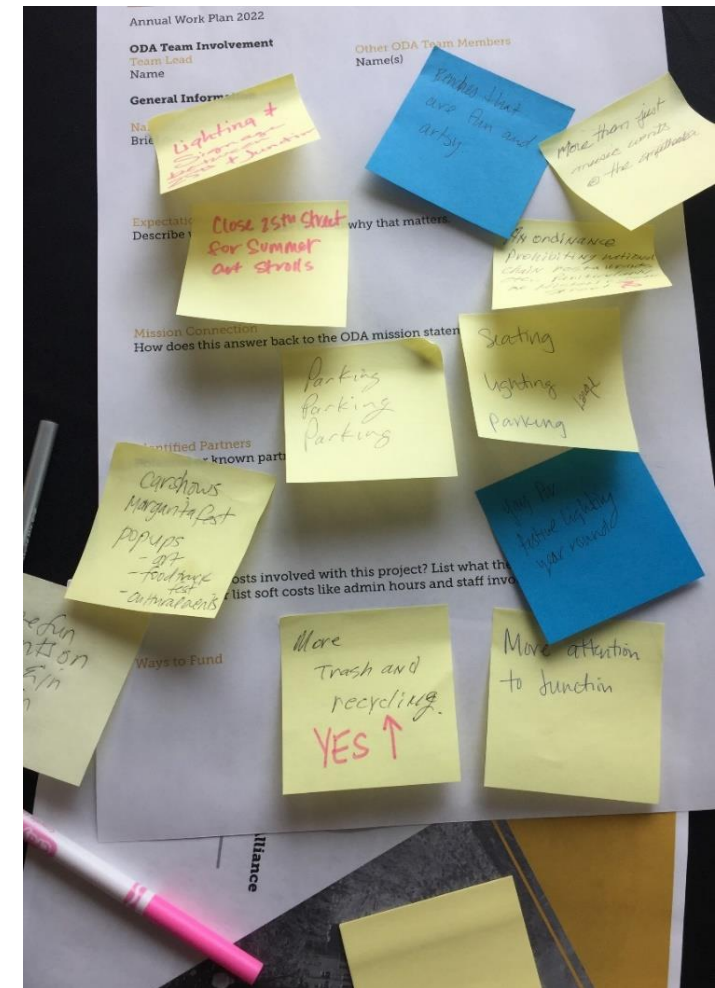
# Parking Comments / Q & A



## 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.







# Parking Comments / Q & A



## Feedback from businesses and groups

1. “Have 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 Comments / 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 Comments / 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
- Contracted parking spaces related to leased spaces will be honored according to lease terms



# Parking Comments / Q & A



## **More parking is needed to support businesses on 25<sup>th</sup> Street. What is planned to help with this?**

- The new parking structures at WonderBlock will provide additional public parking just south of 25<sup>th</sup> Street, with convenient pedestrian access.
- New pedestrian paths are also planned to enhance access to parking north of 25<sup>th</sup> Street.
- Paid parking will encourage faster turnover of parking and help make the most convenient spots more available.





# Parking Comments / Q & A



## Won't paid parking keep visitors from coming downtown?

- Local businesses have indicated that once visitors figure out how easy the system works, the paid parking system will not discourage their customers – and will likely help bring more customers to their business as parking access will be improved.
- Other cities that have implemented paid parking have experienced an improvement in overall business.





# Parking Comments / Q & A



## I don't think paid parking works anywhere. Can you tell me where it does?

- We have positive examples from many communities similar in size, including Fort Collins, Tacoma, Fayetteville, Flagstaff, and others.
- Rapid City: *“We have a lot of support from the city. ... our citizens are very receptive to the new plan. Our business owners and other stakeholders are supportive of it. The biggest goal is parking turnover. Previously, the biggest problem we had was 2-3 hour parking downtown, so employees would park right outside their place of work and move their car every couple hours, which takes up prime parking. The new system discourages that. Now we have permits for employees on the periphery.”*





# Parking Comments / Q & A



## Won't paid parking actually improve transportation in Ogden – like encouraging public transportation?

- Yes. Other communities have indicated that public transportation increases with the introduction of a paid parking management system.





# Parking Comments / Q & A



**I've used parking apps/digital paid parking in other cities and it is really easy. Is this what Ogden is proposing?**

- Yes. Once the system is approved, information will be provided regarding the use details.
- Initially, the plan is to provide free parking for several months with the use of the parking app.







# Parking Comments / 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 Comments / 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 Comments / 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.




# 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.

[Home](#) > [Business](#) > Parking/Transportation Project


## Parking/Transportation Project



**A managed parking system is critical to creating a vibrant, walkable downtown; improving access to existing business; and increasing commercial and residential density – all required to support Ogden City's sustainability goals.**

Ogden City Community and Economic Development has been working on a number of exciting development projects as outlined in the City's "[Make Ogden Downtown Master Plan](#)," and the supportive downtown infrastructure, including enhanced public transportation elements such as:

- New Ogden Express BRT
- Additional protected bike lanes (Grant Avenue south to 26th Street)
- Enhanced "last mile" transportation options (scooters, bikeshare)
- Free downtown trolley
- New and improved pedestrian paths to public parking areas and spaces (such as increased connectivity between 25th Street and The Junction).



### Contact Us

**Parking and Transportation**

[Email](#)

**Physical Address**  
2549 Washington Blvd.  
Suite 420  
Ogden, UT 84401

Phone: 801-629-8984

[Provide Feedback](#)

### FAQs

- [How will my business benefit from managed parking?](#)
- [Do we really have a parking problem in downtown Ogden?](#)



# Expected Outcomes – *why we push to improve*

To build City's capacity to build sustainable vitality



**Enhancing Downtown**  
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 contributors.





**Make  
Ogden**



**WonderBlock**

