NOTICE AND AGENDA
SOUTH OGDEN PLANNING COMMISSION
WORK SESSION
THURSDAY, AUGUST 13, 2026- 5:30 PM

Notice is hereby given that the South Ogden City Council will hold their regularly scheduled work session at 5:30 pm on Thursday, August 13, 2026. The meeting will be located at City Hall, 3950 Adams Ave., South Ogden, Utah, 84403, in the city council chambers. The meeting is open to the public; anyone interested is welcome to attend. No action will be taken on any items discussed during the work session. Discussion of agenda items is for clarification only.

WORK SESSION AGENDA

I. CALL TO ORDER – Chair Robert Bruderer

II. REVIEW OF AGENDA ITEMS

III. DISCUSSION ITEMS

Questions about the City Center Master Plan Draft

IV. ADJOURN

The undersigned, duly appointed City Recorder, does hereby certify that a copy of the above notice and agenda was posted to the State of Utah Public Notice Website, on the City's website (southogdencity.gov) and emailed to the Standard Examiner on , , 2026. Copies were also delivered to each member of the Planning Commission.

Leesa Kapetanov, City Recorder

In compliance with the Americans with Disabilities Act, individuals needing special accommodations (including auxiliary communicative aids and services) during the meeting should notify the City Recorder at 801-622-2709 at least 48 hours in advance.

NOTICE AND AGENDA
SOUTH OGDEN CITY PLANNING COMMISSION MEETING
THURSDAY, AUGUST 13, 2024

Notice is hereby given that the South Ogden City Planning Commission will hold a meeting on Thursday, August 13, 2026, beginning at 6:15 p.m. The meeting will be located at City Hall, 3950 Adams Ave., South Ogden, Utah, 84403, in the city council chambers. The meeting is open to the public; anyone interested is welcome to attend. Some members of the commission may be attending the meeting electronically. The meeting will also be streamed live via www.youtube.com/@southogdencity.

I. CALL TO ORDER AND OVERVIEW OF MEETING PROCEDURES – Chair Robert Bruderer

II. PUBLIC COMMENTS

This is an opportunity to address the Planning Commission with any concerns, suggestions, or praise regarding any item that is NOT on the agenda. No action can or will be taken at this meeting on comments made.
Please limit your comments to three minutes.

III. PUBLIC HEARING

To Receive and Consider Comments on the City Center Master Plan Draft

IV. ZONING ITEMS

Discussion and Recommendation on the City Center Master Plan Draft

V. SPECIAL ITEMS

Nomination and Election of Chair and Vice Chair

VI. APPROVAL OF MINUTES OF PREVIOUS MEETING

Approval of minutes for March 12, 2026, Combined Planning Commission/City Council Meeting Minutes, May 26, 2026, Combined Planning Commission/City Council Meeting Minutes, June 11, 2026, Planning Commission Minutes and July 9, 2026, Combined Planning Commission/City Council Meeting Minutes

The undersigned, duly appointed City Recorder, does hereby certify that a copy of the above notice and agenda was posted to the State of Utah Public Notice Website, on the City's website (southogdencity.gov) and emailed to the Standard Examiner on , , 2026. Copies were also delivered to each member of the Planning Commission.

Leesa Kapetanov, City Recorder

In compliance with the Americans with Disabilities Act, individuals needing special accommodations (including auxiliary communicative aids and services) during the meeting should notify the City Recorder at 801-622-2709 at least 48 hours in advance.

VII. STAFF REPORTS

Future Planning Commission Meeting schedule

VIII. OTHER BUSINESS

IX. ADJOURN

The undersigned, duly appointed City Recorder, does hereby certify that a copy of the above notice and agenda was posted to the State of Utah Public Notice Website, on the City's website (southogdencity.gov) and emailed to the Standard Examiner on , , 2026. Copies were also delivered to each member of the Planning Commission.

Leesa Kapetanov, City Recorder

In compliance with the Americans with Disabilities Act, individuals needing special accommodations (including auxiliary communicative aids and services) during the meeting should notify the City Recorder at 801-622-2709 at least 48 hours in advance.



SOUTH OGDEN

CITY CENTER MASTER PLAN

JULY

2026

TABLE OF CONTENTS

Acknowledgements	01
Introduction	02
Previous Plan Review	02
Demographic Analysis	03
Existing Conditions Assessment	04
Market Analysis	07
Visitor Analysis	13
Public Engagement Synopsis	15
City Center Vision	16
City Center Core Recommendations	35
Study Area Recommendations	45
Appendix	49

ACKNOWLEDGEMENTS

This plan was funded by South Ogden City and the Wasatch Front Regional Council (WFRC). The development of this plan was made possible by residents and stakeholders in South Ogden as well as the following individuals.

ADVISORY GROUP

- Mayor Russ Porter, South Ogden City
- Councilman Mike Howard, South Ogden City
- Councilman Jeremy Howe, South Ogden City
- Matthew Dixon, City Manager, South Ogden City
- Summer Palmer, South Ogden City
- Commissioner Katie Wahlquist, South Ogden City
- Commissioner Pete Caldwell, South Ogden City
- Alika Murphy, City Planner, South Ogden City
- Danielle Bendinelli, South Ogden City
- Jon Anderson, South Ogden City
- Salvatore Ciaravino, Land Owner
- Jory Walker, Architect
- Gary Sedoruk, Land Owner
- Jeremy Howe, City Council

CITY COUNCIL

- Jeremy Howe
- Mike Howard
- Doug Stephens
- Jeanette Smyth
- Clayton Peterson

PLANNING COMMISSION

- Robert Bruderer, Chairman
- Pete Caldwell, Vice Chair
- Brian Mitchell
- Norbet Didier
- Brittany Rocha
- Katie Wahlquist
- Adam Ritchie

CONSULTANT TEAM

- Ben Levenger, Downtown Redevelopment Services
- Nathan Davis, Downtown Redevelopment Services
- Isabella Enriquez, Downtown Redevelopment Services
- Schyler Peeples, Downtown Redevelopment Services

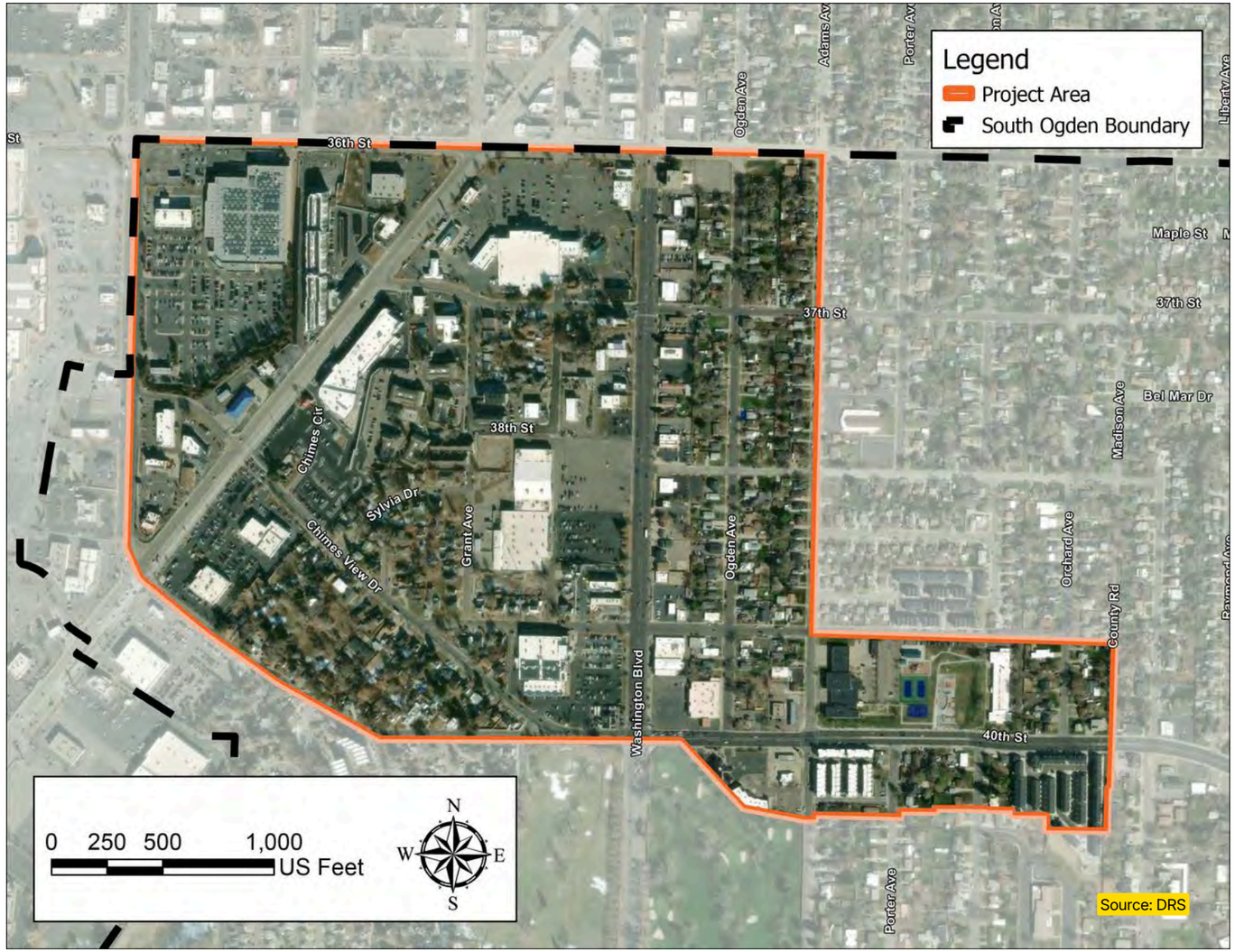
- Ryan Wallace, MHTN Architects
- Melissa Fryer, MHTN Architects
- Kate Ades, MHTN Architects

- Sophie Bellina, Kimley-Horn
- Brent Crowther, Kimley-Horn

- Tim Watkins, WFRC

01 INTRODUCTION

The Master Plan's vision is to create a mixed-use neighborhood to serve as the City's heart, laying out strategies for redevelopment, transportation, and public space to transform the suburban commercial area into a multimodal, mixed-use district that serves South Ogden and attracts regional visitors. Through technical analysis and extensive engagement, the Plan identifies a preferred development scenario, along with the associated infrastructure and public space investments and implementation strategies. This Plan will create a coordinated public and private investment effort to help develop a vibrant City Center neighborhood.



02 PREVIOUS PLAN REVIEW

2023 General Plan Update

The 2023 South Ogden City General Plan identifies the development of a vibrant, mixed-use City Center as one of the main recommendations for the coming decade. This Plan serves as the implementation strategy for the General Plan's vision by providing a detailed framework for redevelopment, transportation, and public space within the City Center area.

The City Center Master Plan facilitates the implementation of several General Plan recommendations, including the following:

- Establishing the City Center as a mixed-use and civic hub for the community.
- Providing a balanced mix of housing, retail, dining, office, entertainment, service, and civic uses.
- Adding residential units to promote affordability and vibrancy in the City Center.
- Improving multimodal connectivity through the area and into adjacent neighborhoods.
- Facilitating the redevelopment of aging suburban commercial properties.
- Creating high-quality, multi-purpose public spaces and streetscapes.
- Promoting the desired 'Old Town' feel on the east side of Washington Boulevard.
- Refining development standards to facilitate the preferred development scenario.

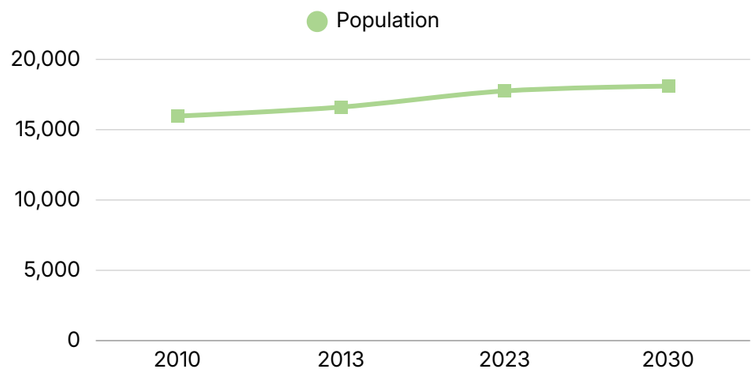
03 DEMOGRAPHIC ANALYSIS

Population Summary

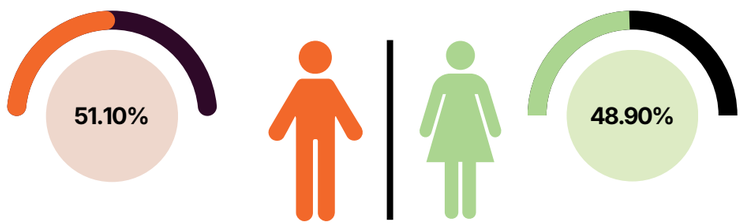
South Ogden's population in 2023 was estimated at 17,758 people; this number has increased over the past decade from 16,612 in 2013. This continued growth in population suggests that South Ogden is looked at as a favorable place to move to and will continue to be in the near future.

POPULATION SUMMARY	
2010	15,970
2013	16,612
2023	17,758
2030	18,100

Table X: South Ogden City Population Growth



South Ogden has a balanced distribution of population based on gender, with 51.1% of the population being male and 48.9% of the population being female.



Age Distribution

The median age in South Ogden is 33.1 years, which is comparable to both Weber County's at 34 years and the state of Utah at 32.5 years.

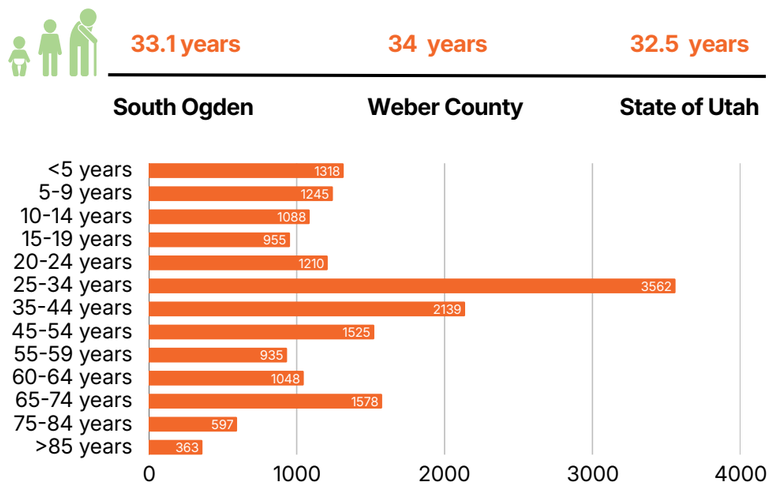


Table X: South Ogden City Age Distribution

Income Comparision Analysis

South Ogden has a median household income of $81,543, which is less than both the Weber County median at $87,083 and the state of Utah median at $91,750. These figures reflect that individual and household income in South Ogden is in line with county and state averages.

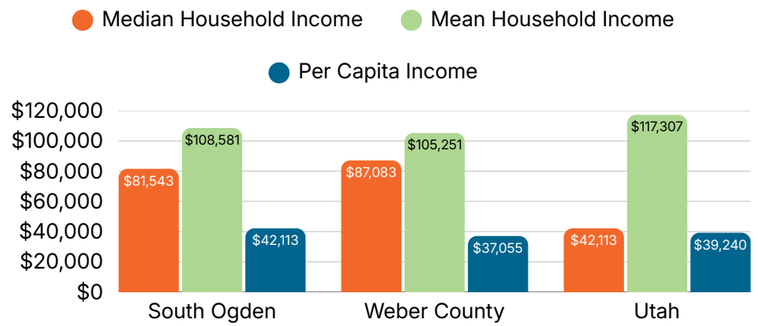


Table X: South Ogden City Income Comparative Analysis

Poverty Rate Comparative Analysis

Poverty in South Ogden is reported to be at a rate of 7.8%, which falls between the county rate of 7.5% and the state rate of 8.6%.

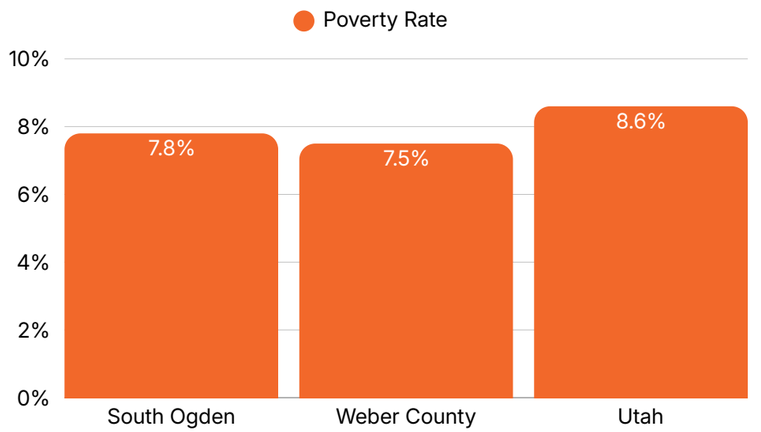


Table X: South Ogden City Poverty Rate Comparative Analysis

Cost Burdened Households

Along with this, South Ogden has a higher percentage of cost-burdened households at 14.3%, meaning there is a larger percentage of households in South Ogden that spend 30% or more of their income on household expenses.

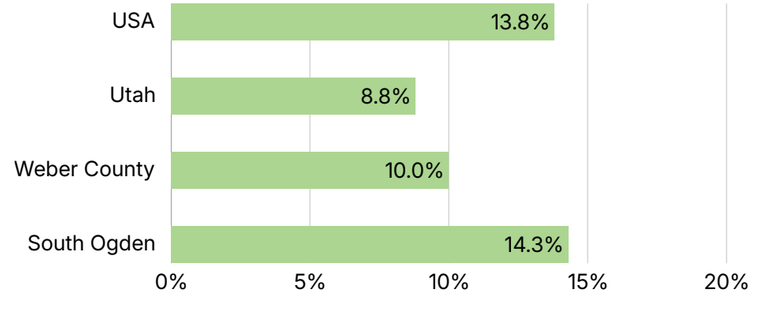


Table X: South Ogden City Cost Burdened Households Comparative Analysis

EXISTING CONDITIONS ASSESSMENT

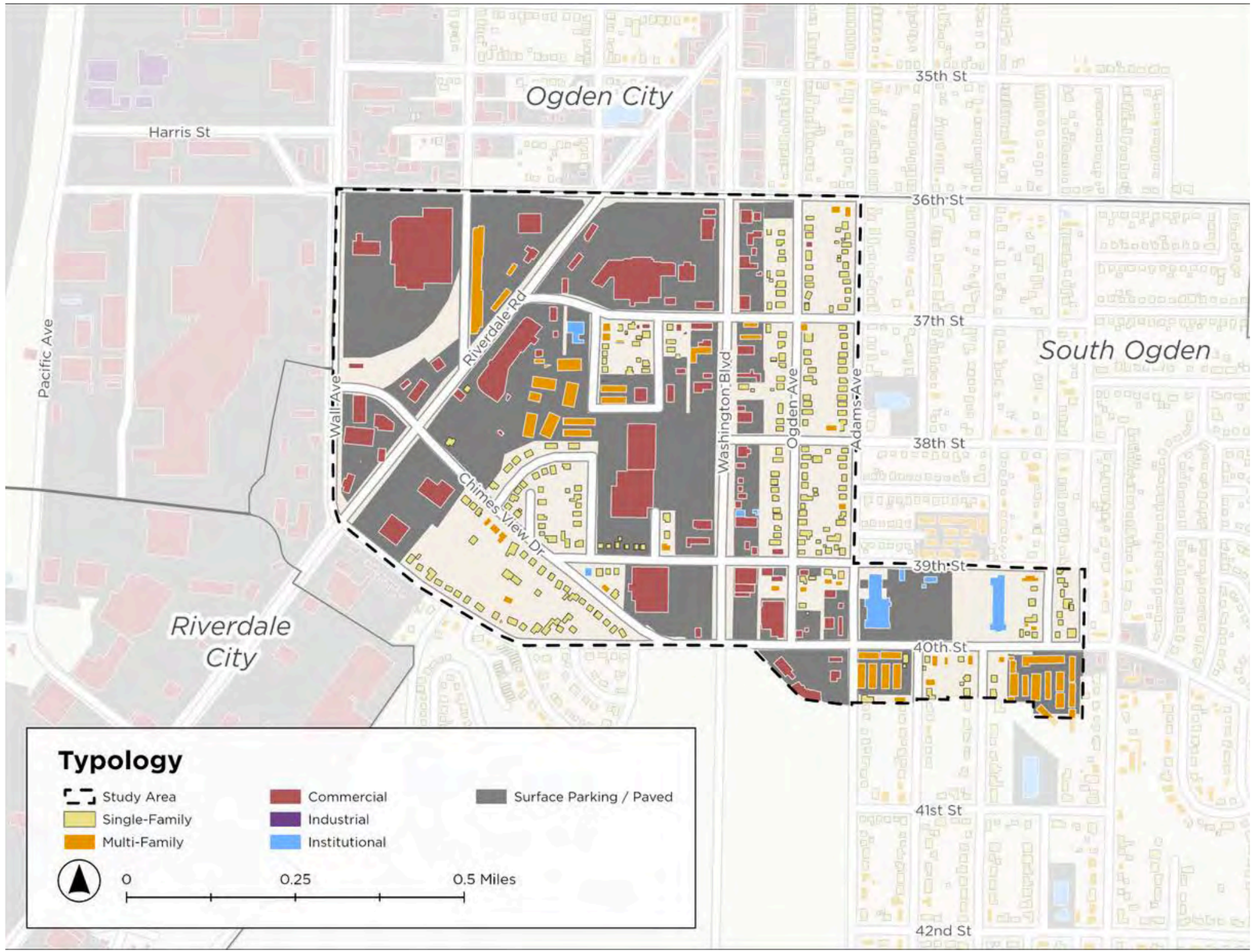


Figure X: Building typology and surface parking area

Physical Conditions

South Ogden sits at the base of the Wasatch Mountains, which influence the area's physical conditions. The City Center's proximity to the mountains provides views of Mount Ogden and the surrounding peaks but also limits the amount of open space available for redevelopment.

- ☑ The City Center only has one park (40th Street Park), and many portions of the study area have a lack of tree canopy, which doesn't help facilitate a pedestrian-friendly environment.
- ☑ A 12% gradual east-to-west slope presents an opportunity for innovative development such as split-level, terraced, or stepped buildings to minimize the impact of building height and massing, while also offering enhanced views and unique site character.
- ☑ Gaps between buildings, discontinuous building façades, and large distances between destinations hinder the pedestrian experience but offer potential for infill and improved public realm connections.

EXISTING CONDITIONS ASSESSMENT



Figure X: Current Transit Service

Transportation & Mobility

Washington Boulevard (US-89) serves as a major north-south arterial through the South Ogden Town Center study area and provides essential access and connectivity through the heart of the City Center area. The roadway network on the north, east, and south of the Town Center follows a grid-like pattern, which supports multiple access points into the core area and enhances overall connectivity. While the transportation network provides strong vehicular access, existing pedestrian and bicycle connections are more limited throughout the City Center area.

- Washington Boulevard acts as a significant barrier to east-west pedestrian movement. Currently, marked crossing opportunities are only available at the 40th Street and 36th Street intersections.
- Sidewalks on local neighborhood streets are often discontinuous, creating gaps that limit a fully connected pedestrian network.
- Bicycle infrastructure within the South Ogden City Center area is minimal. There are no striped bicycle facilities within the core area.

EXISTING CONDITIONS ASSESSMENT

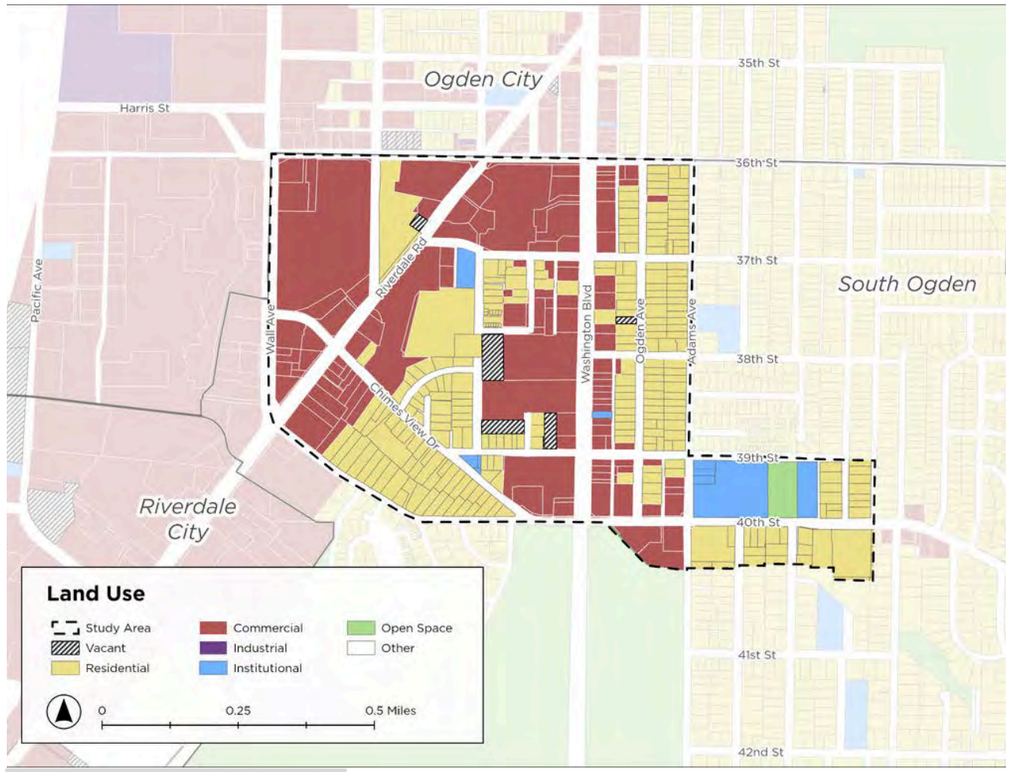


Figure X: Parcels by land use and vacancies.

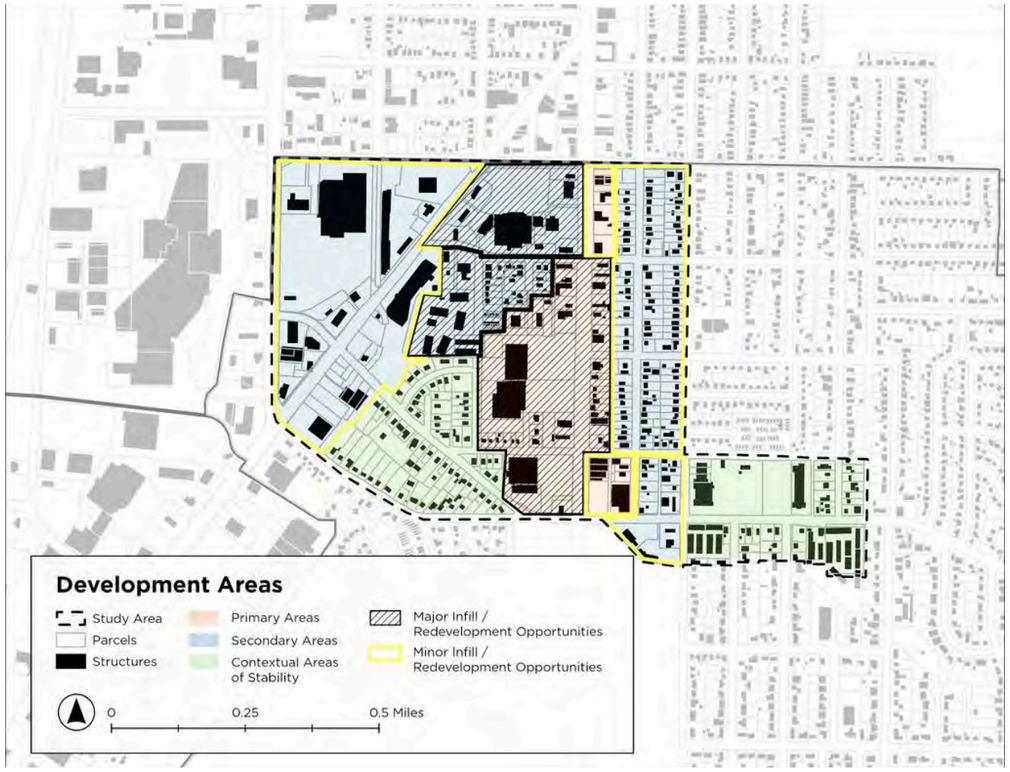


Figure X: South Ogden City Center potential areas for infill and redevelopment

Land Use

The City Center contains a mix of commercial, residential, civic, and institutional uses; however, most activity is primarily concentrated around Washington Boulevard and Riverdale Road. The two major corridors are heavily auto-oriented and are dominated by large national chains, which conflict with the vision for a pedestrian-friendly, mixed-use environment that stays true to the local character. Even though this area supports a regional commercial destination, low-density development, large surface parking lots, and gaps between destinations limit the amount of pedestrian activity the City Center could additionally support.

- The City Center is comprised of around 400 parcels, most of which are less than one acre and individually and privately owned.
- Most of the study area is surrounded by residential neighborhoods. At the same time, big-box retail and large surface lots are primarily located on Washington Boulevard and in City Center, reinforcing an auto-oriented environment.
- Recent residential development within the commercial corridor of the City Center helps shift the City Center into a more integrated mixed-use environment.

Development Opportunities

South Ogden's City Center can be divided into several opportunity areas based on current use, proximity to the future urban core, and redevelopment opportunities. These areas are categorized by redevelopment importance and scale: primary or secondary, major or minor, and areas of stability.

- **Contextual Areas of Stability**: Recently redeveloped areas or ones that are unlikely to do so.
- **Primary Areas:** Concentrated around Washington Boulevard and represent the most impactful opportunities
- **Secondary Areas**: Mostly lie outside of the main corridor and would be less impactful for redevelopment
- **Major Infill:** Areas best suited for larger projects in the near term.
- **Minor Infill:** Areas more likely to evolve more naturally and incrementally as the rest of the study area develops.

EXISTING CONDITIONS ASSESSMENT



LAND USE

The allocation of land and mix of activities, and density of anticipated uses influenced by factors including zoning regulations, economic demands, and environmental and social needs, shaping the built envirioment, vibrancy, and quality of life.

URBAN FORM

The physical layout of buildings, that reflects the patterns of development, density, massing, and expression ultimately shaping community identity. This includes height, materiality, setback, and stepback, creating the human experience at the street level.

STREETSCAPE

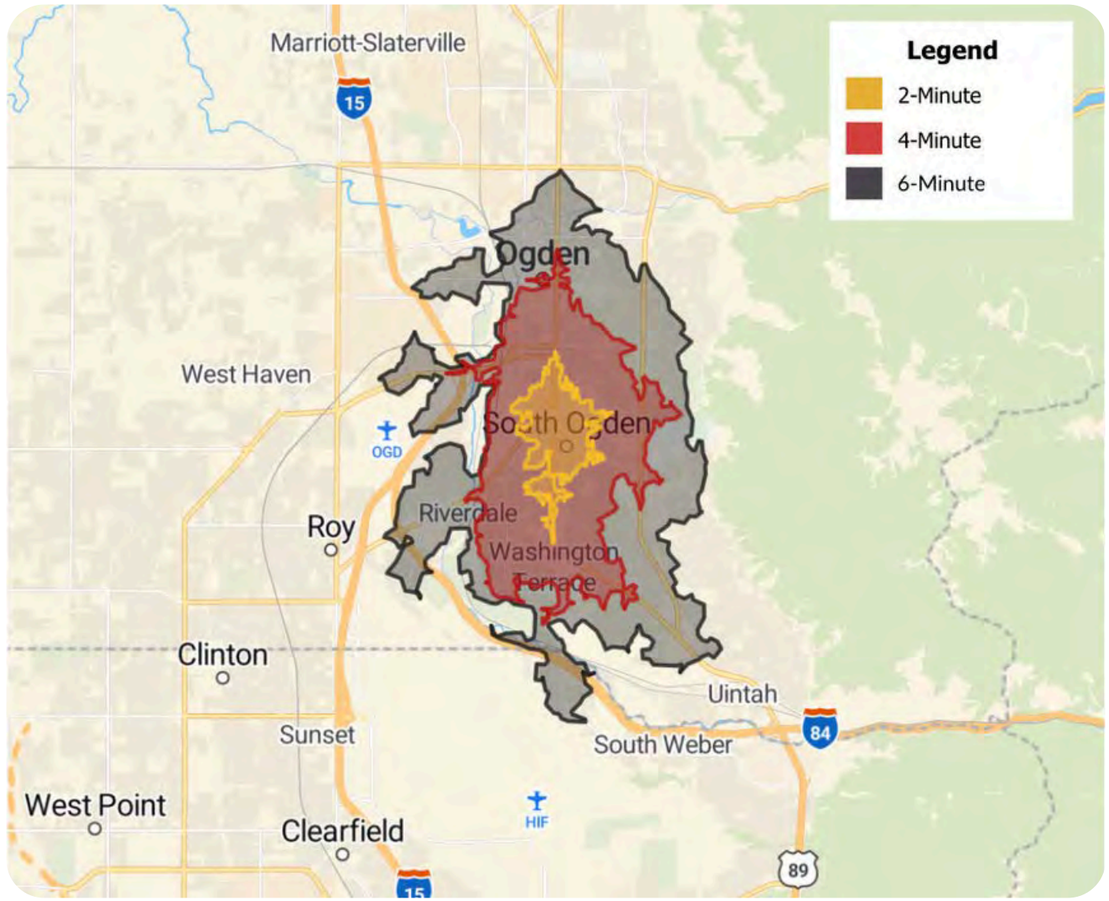
The arrangements of elements including, sidewalks, landscaping, and amenities, and their relationship to building facade, designed to enhance the urban development, communicate identity, and accommodate circulation needs to connect transportation and land use.

Architectural Character & Identity

A mix of auto-oriented commercial development, newer multifamily and townhome infill, and well-established residential neighborhoods characterizes the City Center. South Ogden has very defined visual assets due to its proximity to the Wasatch Mountains. Still, the built environment lacks a consistent architectural style and landmarks that would normally define a City Center.

- ☑ Most commercial properties are 1-2 stories with an eclectic mix of architectural styles that reflect different eras of growth.
- ☑ Building setbacks, freestanding signs, and prominent surface parking lots reflect an environment more geared to a regional commercial corridor rather than a unique destination.
- ☑ The emerging civic center around City Hall, Ziegfeld Theater, and the Burch Creek Mercantile are starting to carve out their own distinct and recognizable part within the City Center.

05 MARKET ANALYSIS



Target Market Area

A mix of auto-oriented commercial development, newer multifamily and townhome infill, and well-established residential neighborhoods characterizes the City Center. South Ogden has very defined visual assets due to its proximity to the Wasatch Mountains. Still, the built environment lacks a consistent architectural style and landmarks that would normally define a City Center.

2 Minute

The core trade area in central South Ogden comprises neighborhoods that provide a consistent customer base for local businesses, with residents frequently making routine trips for everyday needs like food, services, and shopping.

4 Minute

The zone encompasses Washington Terrace, Riverdale, and Ogden, creating a competitive market with access to larger commercial corridors and regional retail centers, offering residents more shopping and dining choices.

6 Minute

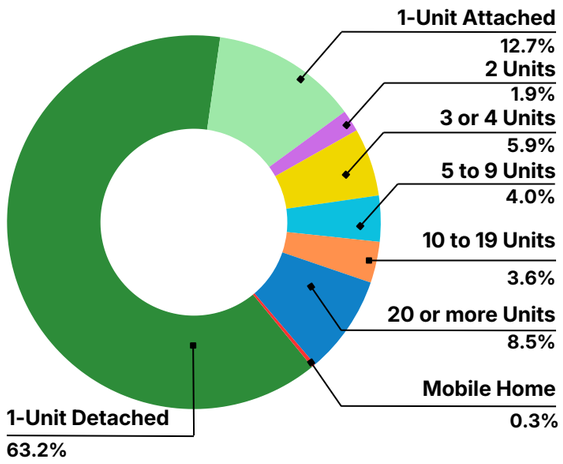
This broader trade area reaches further across Weber County and includes a more regional resident base that is less likely to rely on South Ogden for daily or routine needs due to the availability of larger retail centers closer to their homes.

Housing Analysis

Existing Housing Conditions

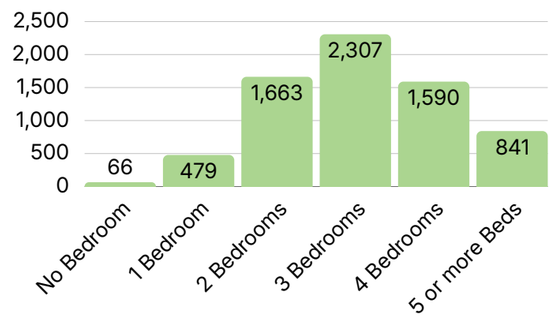
South Ogden's housing stock is primarily made up of single-family detached homes, which make up 63.2% of the total housing supply in the city. The average number of bedrooms is 3.1, reflecting that the housing market in South Ogden is geared toward medium to large households.

Housing Units by Dwelling Type



The limited availability of smaller-sized units reinforces the opportunity to introduce a broader range of housing types and sizes to better serve singles, young professionals, seniors, and smaller households.

Housing Units by Bedroom Count



Multifamily Trends

The following information summarizes current multifamily market conditions using CoStar data for 2-, 4-, and 6-minute drive time areas around the City Center.

DRIVE-TIME AREA CONDITIONS	2-MINUTES	4-MINUTES	6-MINUTES
Inventory Units	1,127	2,487	8,438
12 Month Unit Absorption	102	150	288
Vacancy Rate	6.0%	6.7%	8.3%
Market Rent/Unit	$1,381	$1,352	$1,311
Market Sale Price/Unit	$254,144	$219,719	$222,568
Market Cap Rate	5.7%	5.7%	5.6%

*Market conditions reflect CoStar data as of Q2 2026 (April-June 2026).



Multifamily vacancy rates within South Ogden have remained fairly stable until a spike in 2026. The temporary vacancy spike corresponds to the completion and lease-up of new multifamily developments, including Lotus Green and Seasons on Riverdale.



Market rent growth for all drive times has stayed similar to each other, meaning that multifamily demand is consistent throughout the market. Market rents have dipped over a few periods, then seem to stabilize out, suggesting that the market will continue growing steadily.

Office Analysis

The South Ogden City Center area offers a unique office opportunity that has the capacity to support a broader range of office uses, including larger and more flexible spaces that usually wouldn't fit within smaller, City Center cores.

DRIVE-TIME AREA CONDITIONS - CLASS B & C	2-MINUTES	4-MINUTES	6-MINUTES
Inventory SF	367,771	1,001,066	5,419,612
12 Month SF Absorption	-20,146	-46,349	-86,871
Vacancy Rate	6.3%	9.9%	5.3%
Market Rent/SF	$20.85	$20.81	$23.48
Market Sale Price/SF	$149	$137	$150
Market Cap Rate	10.7%	10.3%	10.1%

*Market conditions reflect CoStar data as of Q2 2026 (April-June 2026).



Office rents for each drive-time have steadily increased since 2021, with the 2- and 4- minute drive time having very similar rent levels throughout the entire period. Rent levels within the 6-minute drive time are consistently higher and show that South Ogden has higher rent and stronger performing office spaces outside the immediate City Center area.



Vacancy levels across each drive time vary significantly, with the 4-minute drive time having the highest vacancy throughout the entire period. The lower vacancy for the immediate City Center area means that office spaces are being occupied at a higher rate and have higher tenant retention.

MARKET ANALYSIS

Retail and Services Analysis

This retail analysis examines existing market conditions and consumer demand within South Ogden's City Center and surrounding trade areas using Costar and Claritas data. This review highlights opportunities to strengthen the City Center's role as a neighborhood-serving commercial district.

DRIVE-TIME CONDITIONS - RETAIL			
	2-MINUTES	4-MINUTES	6-MINUTES
Inventory SF	2,165,199	2,519,788	5,149,050
12 Month SF Absorption	830	2,383	-34,103
Vacancy Rate	14.0%	12.2%	7.5%
Market Rent/SF	$18.67	$18.76	$19.16
Market Sale Price/SF	$164	$167	$170
Market Cap Rate	6.8%	6.9%	6.9%

*Market conditions reflect CoStar data as of Q2 2026 (April-June 2026).





Rental rates for all drive times have remained consistently similar to each other through the forecast period, which suggests a stable retail market with most tenants paying similar rents across the South Ogden area.

Retail vacancy is the highest within the 2- and 4-minute drive times, which suggests that retail spaces closest to the City Center have greater leasing challenges than the surrounding market. Attracting additional visitors through new destinations could help support retail occupancy over time.

Absorption by Square Footage

Based on regional averages for retail, restaurant, and activation square footage as well as population metrics, the absorption by square footage was calculated to determine if South Ogden's existing commercial square footage aligns with surrounding cities.

SPACE PER POPULATION			
	RETAIL	RESTAURANT	ACTIVATION
Regional Average	32.7	3.2	2.0
South Ogden	7.4	6.1	3.4
Delta	25.3	-3.0	-1.4
Growth (Sq Ft)	446557	-52372	-24619

South Ogden has significantly less retail square footage per resident than other comparable cities within the region which suggests the opportunity to incrementally additional retail space to meet current and future population needs. Both restaurant and activation spaces exceed regional averages which means new commercial development will mostly likely be focused on retail rather than dining or entertainment uses.





Retail and Services Opportunity Gaps

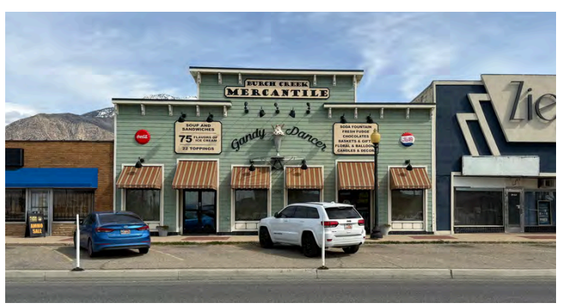
The retail and services analysis shows that South Ogden has clear unmet demand for additional shops, restaurants, and everyday services, especially within the 2-minute drive time area. This points to an opportunity to strengthen the City Center as a mixed-use commercial corridor that supports both nearby residents and visitors.

NAICS SECTOR	DRIVE TIME		
	2-MINUTES	4-MINUTES	6-MINUTES
Lawn and garden equipment and supplies stores (NAICS 4442)	$192,208	$2,280,294	$3,669,094
Specialty food stores (NAICS 4452)	$142,678	$1,042,032	$1,979,187
Family clothing stores (NAICS 44814)	$653,939	$2,578,119	$3,617,299
Shoe stores (NAICS 4482)	$308,019	$881,053	$558,926
Jewelry, luggage, and leather goods stores (NAICS 4483)	$396,044	$2,273,746	$4,889,989
Sporting goods, hobby, and musical instrument stores (NAICS 4511)	$628,082	$3,963,028	$5,217,309
Limited-service restaurants (NAICS 722513)	$3,290,895	$20,824,061	-$256,449
Snack and non-alcoholic beverage bars (NAICS 722515)	153,558	-$2,187,354	-$978,404

*Retail opportunity gaps are based on current population, household, and consumer spending patterns within each drive-time area. These estimates do not account for additional retail demand that may result from future redevelopment, new residents, or visitors within the City Center.

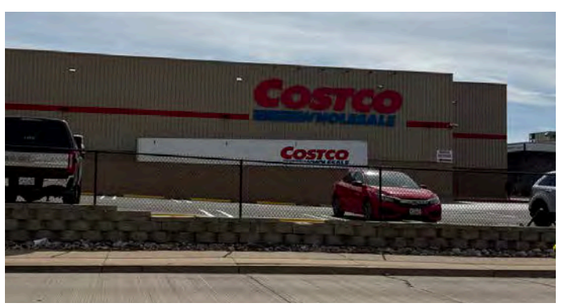
South Ogden's City Center retail opportunity gap highlights the potential to support new businesses to meet unmet consumer demand. By comparing this gap to average sales per establishment in Utah (based on the 2017 Economic Census), we can estimate how many businesses could be sustained in each sector.

NAICS SECTOR	POTENTIAL ESTABLISHMENTS		
	2-MINUTES	4-MINUTES	6-MINUTES
Lawn and garden equipment and supplies stores (NAICS 4442)	0.08	0.91	1.46
Specialty food stores (NAICS 4452)	0.16	1.14	2.16
Family clothing stores (NAICS 44814)	0.22	0.87	1.22
Shoe stores (NAICS 4482)	0.28	0.79	0.50
Jewelry, luggage, and leather goods stores (NAICS 4483)	0.31	1.79	3.84
Sporting goods, hobby, and musical instrument stores (NAICS 4511)	0.34	2.14	2.81
Limited-service restaurants (NAICS 722513)	3.11	19.68	-0.24
Snack and non-alcoholic beverage bars (NAICS 722515)	0.30	4.27	1.91









MARKET ANALYSIS

Growth Opportunities

The business types listed below show the strongest potential for growth opportunities within the 2-minute drive time area, based on the market supply gap and average sales per establishment in Utah.

Restaurant Opportunities

Limited-Service Restaurants

(NAICS 722513)



Example of a Limited-Service Restaurant | Source: Gastronomic SLC

Limited-service restaurants provide quick, affordable meals with minimal or no table service, with customers usually ordering at a counter or kiosk. Within the South Ogden City Center, these establishments can help support consistent daily activity by offering convenient, lower-cost dining options. These types of restaurants may include:

- Sandwich and deli concepts
- Pizza by-the-slice or quick-service pizza shops
- Burrito, bowl, or noodle concepts

Snack and Non-Alcoholic Beverage Bars

(NAICS 722515)



Example of a Snack and Nonalcoholic Bar | Source: Visit Utah

These establishments specialize in serving items such as coffee, ice cream, smoothies, or baked goods, typically designed for quick visits, take-out, or short stays rather than extended dining. They often function as convenient food and beverage options that benefit from visibility, easy access, and repeat local customers. These types of establishments may include:

- Tea house or bubble tea bar
- Açaí bowl and juice concept
- Game or social café

Retail Opportunities

Sporting Goods, Hobby, and Musical Instrument Stores

(NAICS 4511)



Example of an Outdoor Recreation Store | Source: Zion Guru

Sporting goods, hobby, and musical instrument stores sell equipment, supplies, and merchandise for recreation, creative activities, and music. These businesses typically serve a mix of residents and repeat customers seeking niche products, lessons, or accessories. These types of stores may include:

- Sporting goods and outdoor recreation stores
- Bicycle shops and repair services
- Musical instrument sales, lessons, and repair shops

Jewelry, Luggage, and Leather Goods Stores

(NAICS 4483)



Example of a Leather Goods Store | Source: PaperCity Magazine

Jewelry, luggage, and leather goods stores sell items such as fine jewelry, watches, travel bags, accessories, and specialty leather products that can help broaden the City Center's retail mix by introducing higher-value goods that complement existing businesses. These types of establishments can:

- Complement existing specialty retail and personal service businesses
- Attract customers making intentional or occasion-based purchases
- Operate successfully in smaller storefronts with focused displays

Shoe Stores

(NAICS 4482)



Example of a Shoe Store | Source: Yelp

Shoe stores specializing in boots and everyday footwear align well with South Ogden's mix of working professionals and active residents. A footwear store offering a focused selection of casual, work, and outdoor shoes would serve practical, everyday needs while adding options to the area's retail mix. These types of establishments can:

- Provide practical, high-demand products for year-round sales.
- Complement existing apparel, outdoor, and specialty retail uses
- Serve residents looking for durable footwear and personalized service.

Family Clothing Stores

(NAICS 44814)



Example of a Family Clothing Store | Source: Twin Cities Families

Family clothing stores offer apparel for men, women, and children, typically supporting routine wardrobe needs and school-related purchases. In the South Ogden City Center, family clothing stores support locals by meeting regular apparel needs for nearby residents and households. These types of stores may include:

- Value-oriented or discount clothing stores
- Casual and everyday wear shops
- Children's and youth clothing stores

Specialty Food Stores

(NAICS 4452)



Example of a Specialty Food Market | Source: Troyer's Market

Specialty food stores cater to customers looking for fresher ingredients, specialty items, or culturally specific food items that extend beyond a traditional grocery store. This type of store would attract customers who shop intentionally and return regularly based on niche product preferences. These types of establishments can:

- Serve customers looking for specialty or fresh ingredients not found elsewhere.
- Support meal preparation and home cooking through curated product offerings
- Introduce retail variety without competing directly with full-service grocery stores

Plant Store

(NAICS 4442)



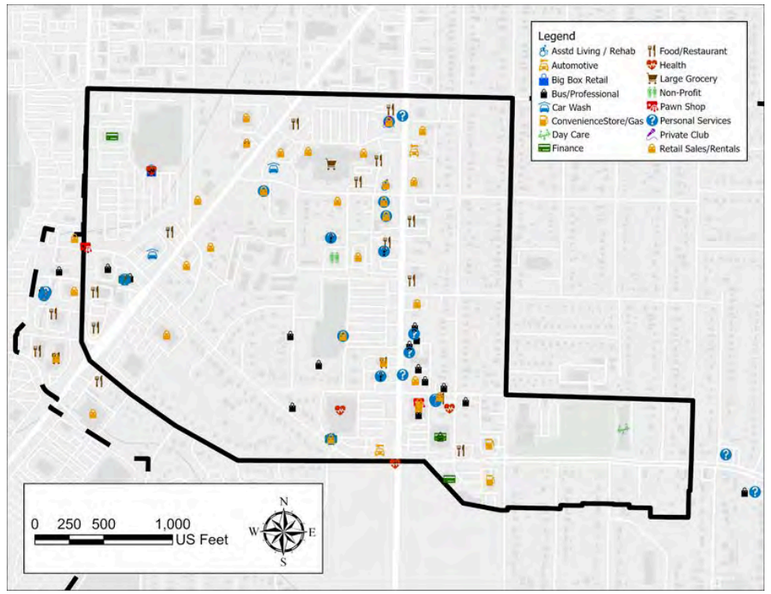
Example of a Plant Store | Source: Terra Planted

Plant stores typically attract customers interested in gardening and plant care and would function as a specialty retail use that supports home decor and hobby-based shopping. These types of establishments may include:

- Houseplant and indoor plant boutiques
- Specialty plant and garden décor shops
- Small-scale nursery or greenery shops

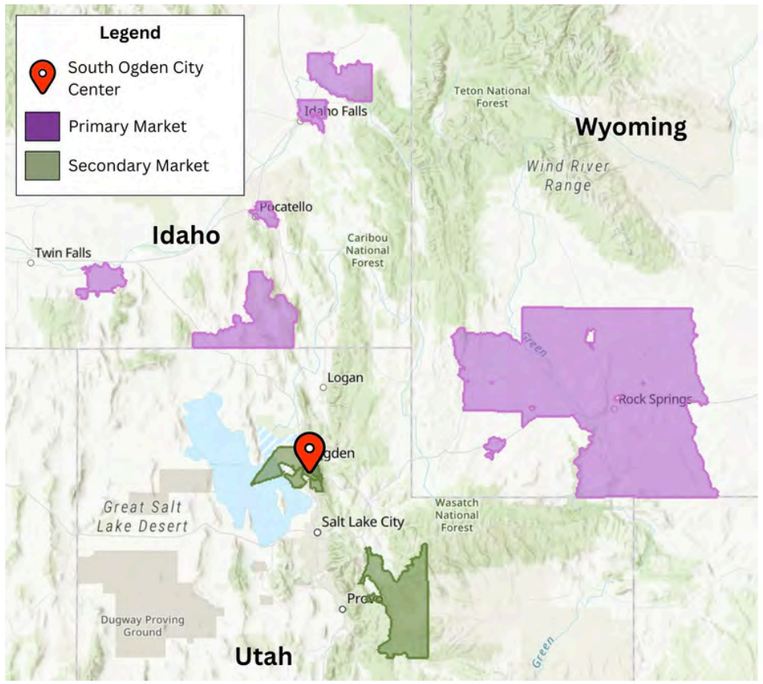
06 VISITOR ANALYSIS

Existing Business Conditions



The South Ogden City Center study area has 158 active businesses, mostly concentrated along Washington Boulevard and Riverdale Road, that consist of retail sales and rentals, personal services, food and restaurant businesses, and a range of commercial and service businesses. Smaller professional businesses like financial, health, and nonprofit uses are also present and help support daily needs. Overall, the area demonstrates a stable commercial base with clear opportunities for strategic growth and diversification.

BUSINESS TYPES BY PRIMARY USE (NUMBER OF BUSINESSES)	
Business/Professional	28.5%
Retail Sales/Rentals	27.2%
Personal Services	19.6%
Food/Restaurant	15.2%
Auto-Related Services	4.4%
Health & Non-Profit	3.8%
Convenience Uses	1.3%



To better understand the regional visitor market for the South Ogden City Center, a geographic analysis was conducted to identify ZIP codes with demographic and behavioral characteristics that align with South Ogden's demographic profile. These areas represent populations that are both geographically positioned and behaviorally inclined to travel to destinations like South Ogden.

PRIMARY VISITOR MARKET

1. **Salt Lake City Market**

   The Salt Lake City region represents the strongest visitor origin market identified in this analysis. Several ZIP codes from Salt Lake, Weber, Morgan, and Utah counties were found to be the origin of most visitors to South Ogden and the City Center.

The 5 ZIP codes that visitors originated from most include:

- Ogden City, UT (84403)
- South Weber, UT (84405)
- Plain City, UT (84404)
- West Haven, UT (84401)
- North Ogden, UT (84414)

This primary market consists of mostly younger households that have an active and family-oriented lifestyle. The largest age cohort within this market is 25-34 (15.7%), and the median household income is $89,961. Using ESRI's Tapestry Segments, this market is characterized by the H2 Boomburbs segment, which typically includes the following lifestyle characteristics:

- Family-oriented households with children and active daily schedules
- Strong interest in outdoor recreation, fitness, and community-oriented experiences

Experiential Focus

The City Center can capture more visitor activity and spending by creating experiences that can encourage longer visits, including frequent festivals and community events, unique dining and entertainment destinations, and stronger connections to nearby parks, trails, and other recreation spaces.

SECONDARY VISITOR MARKETS

2. Southern Idaho Market

The Southern Idaho market represents the next most common region where visitors originate from outside of Utah. Southern Idaho sits just outside the Salt Lake City market, but is still within two to three hours from South Ogden.

This secondary market consists of mostly younger families and households that have an active and family-oriented lifestyle. The largest age cohort within this market is 15-24 (24.3%), and the median household income is $69,721. Using ESRI's Tapestry Segments, this market is characterized by the H1 Flourishing Families segment, which typically includes the following lifestyle characteristics:

- ☑ Family-oriented households with children and active lifestyles
- ☑ Seeking destination-oriented experiences and family activities

3. Southwestern Wyoming

The Southwestern Wyoming market represents a similar visitor market to that of Southern Idaho. Sitting just outside of the Salt Lake City market, but still within two to three hours of South Ogden.

This secondary market consists of established households located within affordable suburban neighborhoods. The largest age cohort within this market is 35-44 (14.2%), and the median household income is $79,878. Using ESRI's Tapestry Segments, this market is characterized by the K2 Middle Ground segment, which typically includes the following lifestyle characteristics:

- ☑ Frequently participate in outdoor recreation, including sports, fishing, and gardening
- ☑ Regular travel to nearby states and regional destinations for leisure and recreation

Experiential Focus

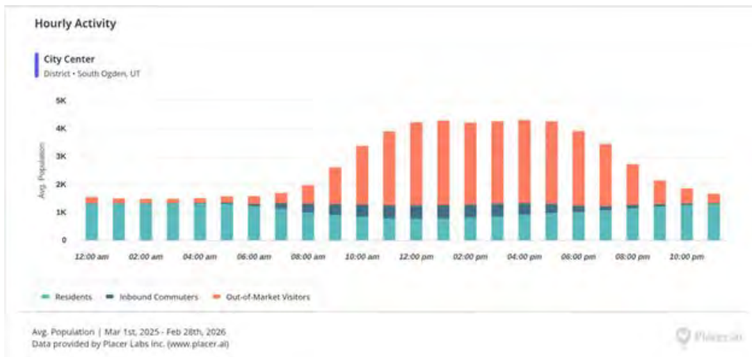
These markets represent secondary opportunities for South Ogden tourism and City Center visitation. Visitors from these areas travel longer distances, so it's important to create unique experiences and destinations that justify an intentional trip to the City Center. Messaging to these markets should emphasize the vision of the City Center as a destination within the Salt Lake City region, and how it capitalizes on offering memorable experiences for visitors through recreation, placemaking, and events.

Visitation Patterns

Weekly Visitation

CENTER / DISTRICT • SOUTH OGDEN, UT | 03/01/25 - 2/28/26			
	Residents	Inbound Commuters	Out-of-Market Visitors
Monday	1494	763	16136
Tuesday	1499	812	15426
Wednesday	1496	793	15713
Thursday	1489	755	15784
Friday	1483	777	19758
Saturday	1445	494	21883
Sunday	1490	306	15297

Daily Visitation



During a typical week, South Ogden tends to see more visitors from out-of-market on Fridays and Saturdays. The City Center has the opportunity to capitalize on these metrics through strategic weekend event planning and promotion of recreational, dining, and shopping opportunities to help capture more of these visitors during these days.

Visitors to South Ogden typically come between 10:00 AM and 8:00 PM, indicating a need for more daytime and early evening experiences. To attract visitors for longer stays and encourage multiple stops, South Ogden could enhance nighttime entertainment, extend dining hours, and improve access to nearby hotels, potentially increasing spending and activity.

Key Visitor Takeaways

The Salt Lake City region represents the largest and most accessible visitor market for the City Center. Secondary markets in Southern Idaho and Southwestern Wyoming provide additional opportunities to attract visitors through recreation, family events, distinct dining, and destination experiences.

Strengths

- ☑ Higher weekend visitor numbers indicate that the City Center area already attracts a number of local and outside visitors outside of work.
- ☑ No primary or secondary market area is outside a 4-5 hour drive from the City Center, supporting more frequent trips.

Opportunities

- ☑ Create a complete visitor experience by connecting destinations, events, and amenities within the City Center.
- ☑ Capture additional visitor spending through increased activity during evening hours.

07 PUBLIC ENGAGEMENT SYNOPSIS

Since January 2026, a series of public and stakeholder engagement activities were completed that gathered input regarding development preferences, transportation and connectivity issues, and community priorities that could help guide the City Center vision and implementation recommendations.

01 January 14, 2026

Stakeholder & Property Owner Interviews

Stakeholder and property owner interviews were conducted with key property owners, business owners, and community stakeholders to gather input regarding existing conditions, redevelopment opportunities, operational challenges, and long-term priorities.

02 February 6, 2026

Visioning Open House

The Visioning Open House at Pleasant Valley Library involved 19 participants and marked the first public engagement for the City Center planning. The workshop introduced the project, gathered feedback on community priorities, and explored redevelopment, mobility, public spaces, and future identity opportunities.

03 Feb. - Mar. 2026

Visioning Survey

The online visioning survey gathered around 170 responses on existing conditions, redevelopment priorities, mobility, housing, and future identity. It broadened outreach beyond workshop participants, capturing wider community perspectives on future investments and redevelopment priorities.

04 March 12, 2026

PC/CC Joint Workshop

A joint workshop by the Planning Commission and City Council reviewed redevelopment scenarios, building height strategies, feasibility, circulation improvements, and long-term development intensity. The session assessed potential approaches and guided future land use, connectivity, and implementation.

05 April 22, 2026

Public Concept Workshop

A public workshop at City Hall presented two redevelopment alternatives. Participants reviewed concept renderings of development approaches, public spaces, streetscape improvements, and circulation strategies, offering feedback to refine the preferred vision and framework.

06 April 22, 2026

Developer Stakeholder Meetings – Initial Concepts

Developer stakeholder meetings were conducted to review initial redevelopment concepts and discuss feasibility, market conditions, infrastructure needs, and implementation considerations. Feedback helped refine redevelopment scenarios before advancement to the next phase.

07 May 26, 2026

PC/CC Joint Scenario Refinement Workshop

A joint Planning Commission and City Council workshop reviewed refined redevelopment scenarios and evaluated trade-offs related to land use, feasibility, and community input. The workshop provided guidance on which elements should be advanced to the preferred scenario.

08 June 10, 2026

Preferred Scenario Reveal

A public engagement event will be held to present the preferred redevelopment scenario, communicate how prior feedback influenced the plan, and gather additional community input before final plan refinement.

09 July 9, 2026

PC/CC Draft Plan Scenario Workshop

A joint Planning Commission and City Council workshop will review the draft City Center Plan and provide direction on any final revisions before formal adoption hearings.

10 Aug. - Sept. 2026

Formal Adoption Hearings

Formal Planning Commission and City Council hearings will provide the public review process required for adoption of the City Center Plan and consideration of final approval.

PUBLIC ENGAGEMENT SYNOPSIS

ENVIRONMENT & DEVELOPMENT

Opportunities

- Support mixed-use housing, dining, entertainment, and pedestrian-oriented spaces.
- Make Washington Boulevard a key target for moderate to higher intensity development.

Constraints

- Building height and massing need to be compatible with adjacent residential neighborhoods.
- Larger catalyst projects can experience issues with financing and long-term feasibility.

MOBILITY, STREETSCAPE & CONNECTIVITY

Opportunities

- Improve pedestrian safety and comfort along Washington Boulevard
- Create stronger walking and bicycle connections between community destinations

Constraints

- Washington Boulevard and Riverdale Road are difficult corridors for pedestrians.
- Existing street layouts and auto-oriented site designs limit connectivity and walkability.

PUBLIC SPACE, CHARACTER & IDENTITY

Opportunities

- Create a stronger “heart of the city”
- Build on existing community assets and preserve mountain views

Constraints

- New development could weaken the city’s existing character
- Limited distinctive landmarks and gateway features weaken the sense of arrival

08 CITY CENTER VISION

OVERARCHING VISION STATEMENT

South Ogden’s City Center will grow into a vibrant, walkable heart of the community that serves those who live, work, and recreate there and welcomes visitors from across the Wasatch Front.

DEVELOPMENT & REVITALIZATION

The City Center will develop into a lively mix of housing, local businesses, and destinations that support everyday needs, attract visitors, and create a strong civic core.

MOBILITY AND CIRCULATION

The City Center will serve as a hub for people walking, rolling, driving, and taking transit, enabling them to reach their destinations safely, comfortably, and conveniently.

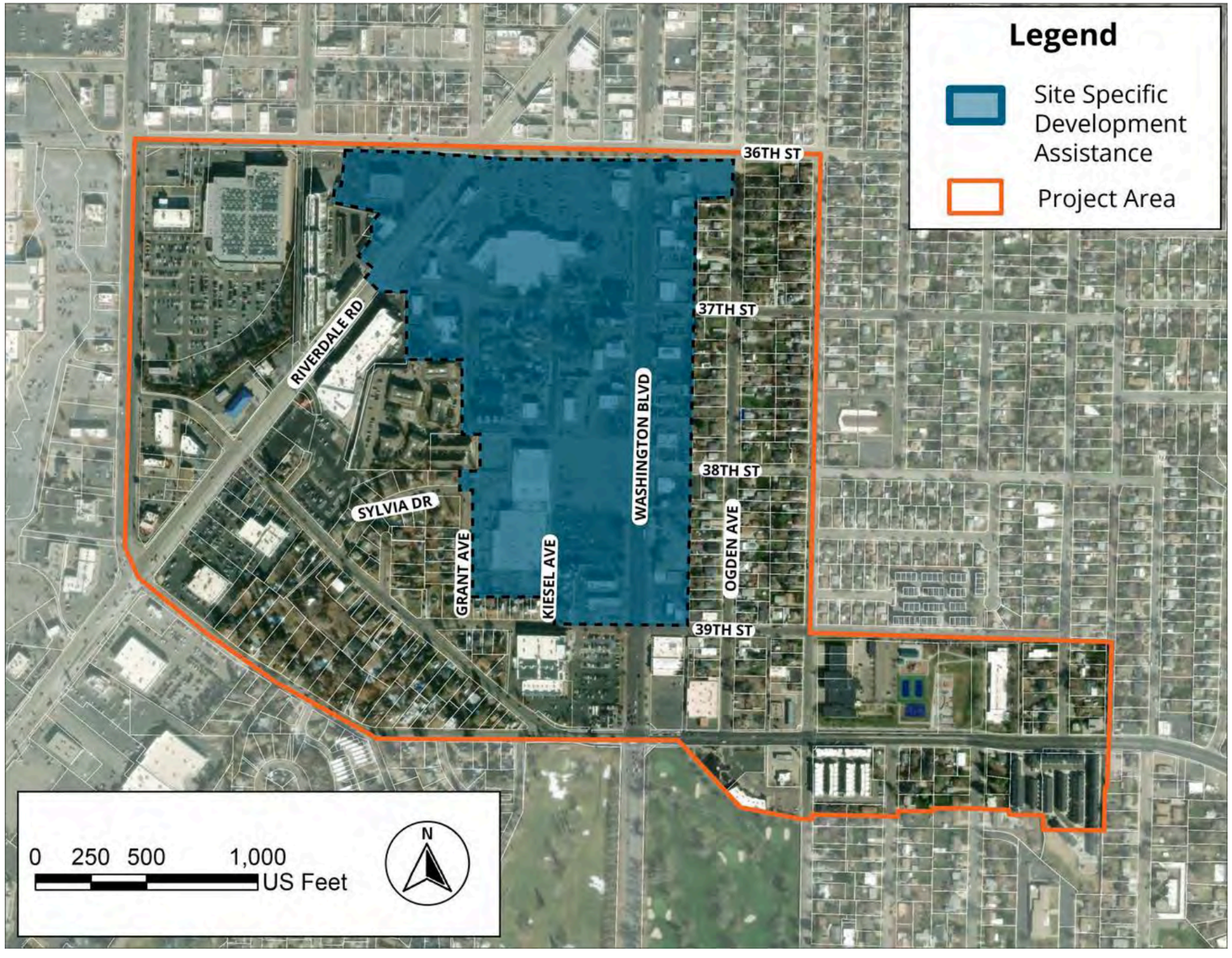
COMMUNITY CHARACTER

The City Center will define and anchor South Ogden’s identity through well-designed buildings and signage, welcoming public spaces, and respect for community character.

CITY CENTER VISION

Preferred Scenario Planning

The Preferred Scenario illustrates a conceptual vision for how the South Ogden City Center Core should develop to support the goals and recommendations of the City Center Master Plan. Developed through detailed technical analysis, stakeholder input, property owner participation, and extensive community engagement, the Preferred Scenario reimagines multiple properties as a coordinated mixed-use district that serves as the heart of South Ogden. The proposed vision and elements of the plan are conceptual in nature and do not represent final development proposals. Building locations, site layouts, uses, and design details may change as redevelopment occurs. Instead, the concept demonstrates how mixed-use development, active ground-floor uses, public gathering spaces, the pedestrianization of Kiesel, connectivity improvements, and parking could work together to create a more vibrant, walkable City Center.



Key Components:

Mixed-Use City Center:

New housing, dining, entertainment, retail, and community destinations.

Washington Blvd:

Streetscape improvements, safer crossings, access management, and implementation of the Utah Trail Network.

Improved Transportation:

New streets, enhanced pedestrian and bicycle facilities, a multimodal hub, and expanded alleyways.

Central Civic Plaza:

A signature civic gathering space designed for events, markets, performances, outdoor dining, and more.

Kiesel Avenue Shared Street:

A curbless, pedestrian-priority corridor that serves as the City Center's spine.

Distinct Community Identity:

Coordinated gateways, wayfinding, branding, and placemaking.

By The Numbers:

1,000
Residential Units

380,000 G.S.F
Of Commercial Space

75,000 G.S.F
Of Office Space

View 1: Looking west-southwest along Washington Boulevard and the 38th Street extension



View 2: Looking southeast along Kiesel Avenue into the heart of the public plaza



View 3: Looking north along Kiesel Avenue towards Macey's



View 4: Looking northwest along Washington Boulevard, south of 38th Street



View 5: Looking south along Washington Boulevard, from the intersection of 37th Street

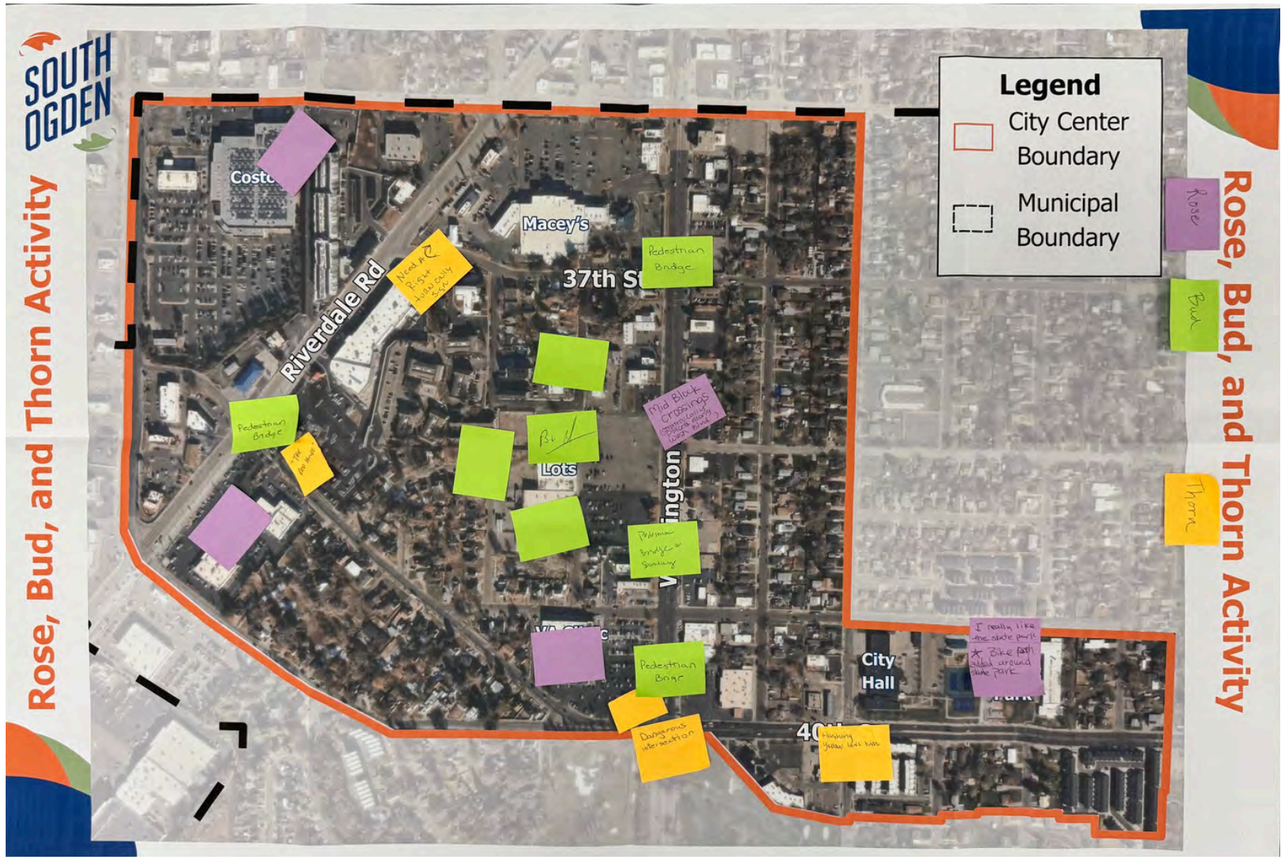


CITY CENTER VISION

City Center Block By Block



Figure X: Site Plan of the City Center Core



Stakeholder Feedback

Stakeholder and public feedback throughout the City Center planning process identified several recurring priorities related to redevelopment, mobility, public spaces, and community character. Participants consistently supported the redevelopment of aging and underutilized commercial properties with a mix of housing, dining, entertainment, and pedestrian-oriented uses that would help establish a stronger City Center destination. There was also support for concentrating higher-intensity development within the City Center Core while providing appropriate transitions near existing neighborhoods. Improving pedestrian safety, walkability, connectivity, crossings, and traffic calming measures were recurring themes throughout the process. Regarding design, stakeholders favored high-quality architecture that incorporates durable materials and varied building facades while emphasizing pedestrian-oriented design and outward-facing buildings that contribute to an active and walkable City Center. Feedback generally supported modern mixed-use buildings and angular architectural elements while emphasizing the importance of preserving South Ogden's identity, maintaining mountain views, and ensuring compatibility with surrounding neighborhoods.

CITY CENTER VISION

BLOCK 1

- Total Retail / Commercial / Mixed Use: 32,939 Sq Ft
- Total Retail/Commercial Spaces: 20
- Total Residential: 62,293 Sq Ft
- Total Housing Units: 56
- Population Growth: 146

BLOCK 2

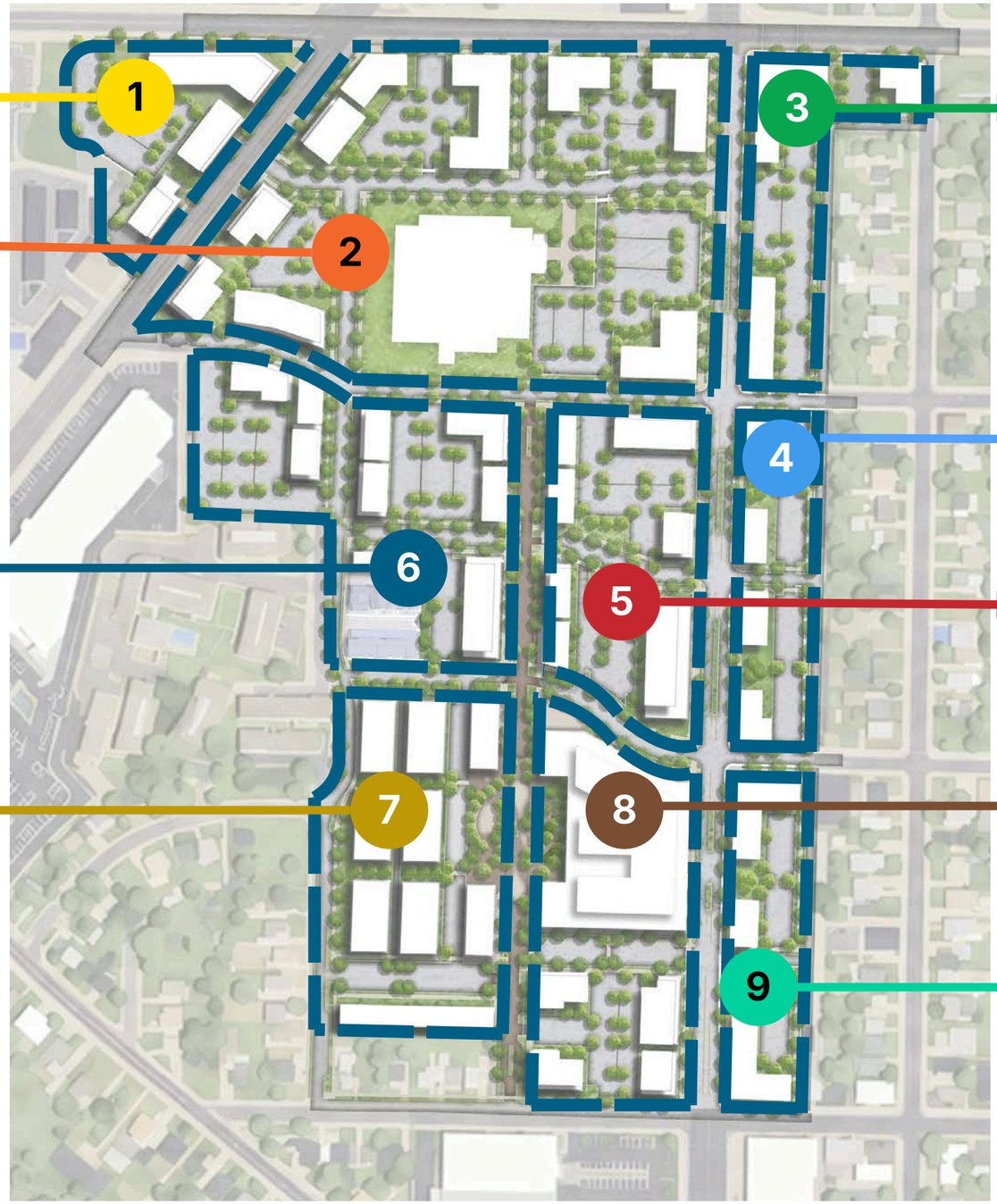
- Total Retail / Commercial / Mixed-Use: 99,036 Sq Ft
- Total Retail/Commercial Spaces: 64
- Total Residential: 127,757 Sq Ft
- Total Housing Units: 113
- Total Office: 8,116 Sq Ft
- Total Office Spaces: 9
- Population Growth: 294

BLOCK 6

- Total Retail / Commercial / Mixed-Use: 40,368 Sq Ft
- Total Retail/Commercial Spaces: 26
- Total Residential: 125,314 Sq Ft
- Total Housing Units: 107
- Total Office: 6,441 Sq Ft
- Total Office Spaces: 7
- Population Growth: 279

BLOCK 7

- Total Retail / Commercial / Mixed-Use: 16,234 Sq Ft
- Total Retail/Commercial Spaces: 10
- Total Residential: 293,465 Sq Ft
- Total Housing Units: 221
- Population Growth: 576



BLOCK 3

- Total Retail / Commercial / Mixed-Use: 29,874 Sq Ft
- Total Retail/Commercial Spaces: 18
- Total Residential: 14,730 Sq Ft
- Total Housing Units: 13
- Total Office: 15,143 Sq Ft
- Total Office Spaces: 16
- Population Growth: 34

BLOCK 4

- Total Retail / Commercial / Mixed-Use: 21,391 Sq Ft
- Total Retail/Commercial Spaces: 12
- Total Residential: 16,398 Sq Ft
- Total Housing Units: 15
- Total Office: 15,631 Sq Ft
- Total Office Spaces: 17
- Population Growth: 39

BLOCK 5

- Total Retail / Commercial / Mixed-Use: 66,303 Sq Ft
- Total Retail/Commercial Spaces: 42
- Total Residential: 148,666 Sq Ft
- Total Housing Units: 132
- Total Office: 13,475 Sq Ft
- Total Office Spaces: 14
- Population Growth: 343

BLOCK 8

- Total Retail / Commercial / Mixed-Use: 44,489 Sq Ft
- Total Retail/Commercial Spaces: 28
- Total Residential: 347,919 Sq Ft
- Total Housing Units: 310
- Population Growth: 806

BLOCK 9

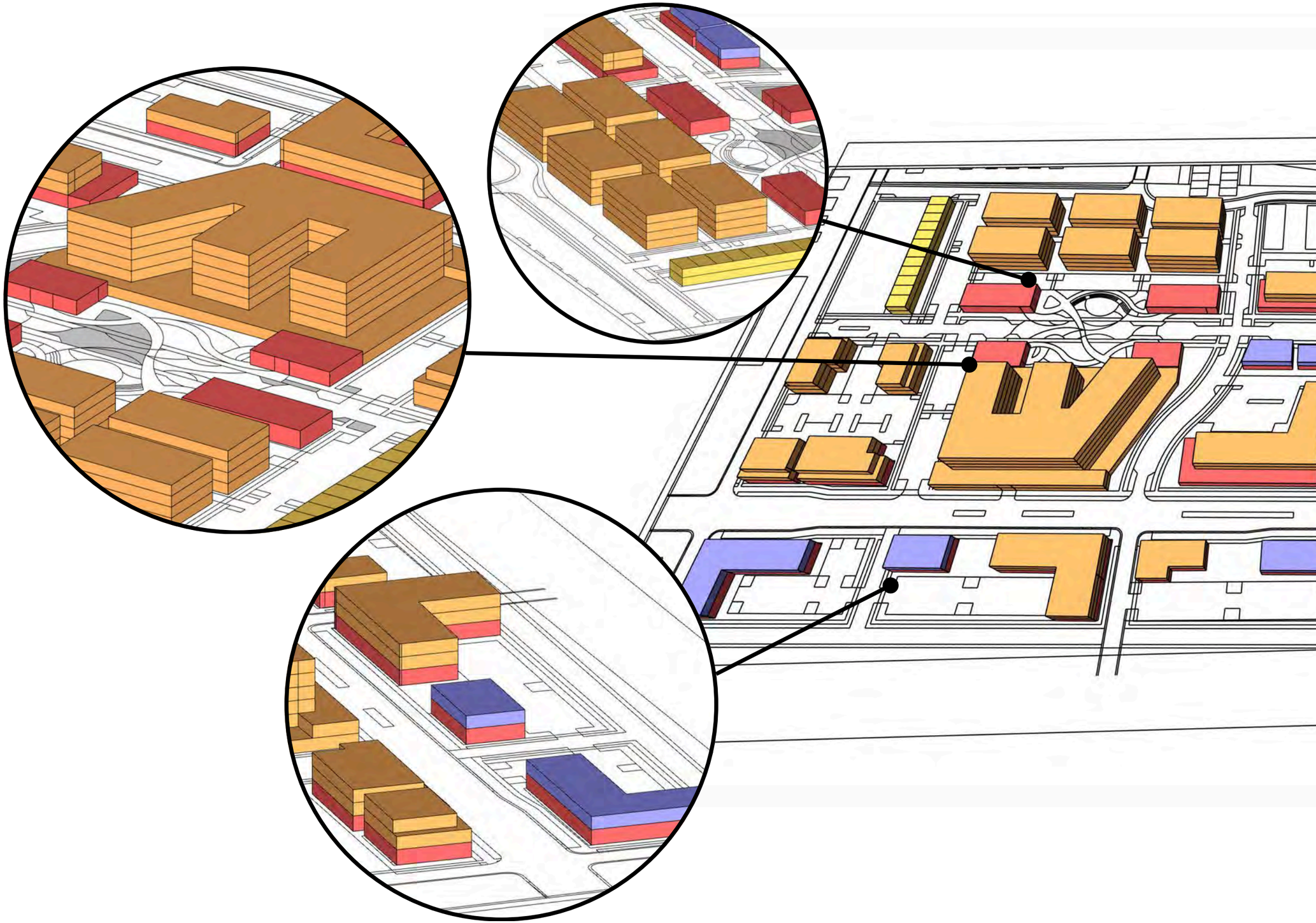
- Total Retail / Commercial / Mixed-Use: 31,112 Sq Ft
- Total Retail/Commercial Spaces: 19
- Total Residential: 28,313 Sq Ft
- Total Housing Units: 25
- Total Office: 16,956 Sq Ft
- Total Office Spaces: 18
- Population Growth: 65

The City Center concept transforms 61 acres of underutilized land into a vibrant mixed-use district. The project area is organized around nine blocks connected by new and existing streets, including the Kiesel Avenue, 38th Street, and Grant Avenue extensions. Development is concentrated west of Washington Boulevard, while the edges include lower-density development to transition into neighborhoods. These connections improve accessibility and walkability while supporting redevelopment. Building configurations and site layouts may change as redevelopment occurs.

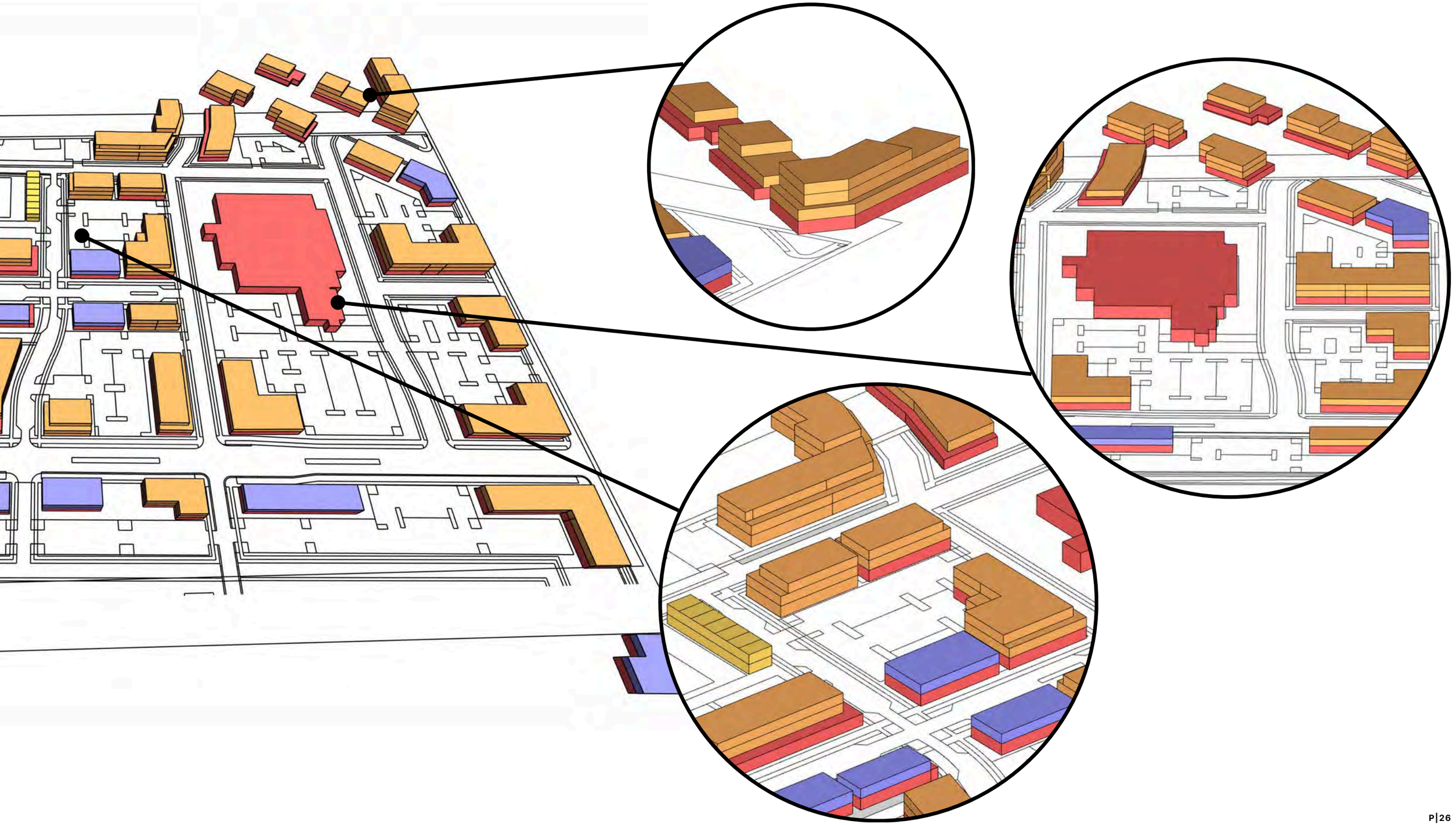
CITY CENTER VISION

SITE PROGRAMMING MAP

The City Center should be a mix of development types, with mixed-use development on the majority of the first floor and lining Kiesel Avenue and residential development above ground floors. There is some opportunity for ground-floor residential, particularly on away from Kiesel Avenue, 38th Street, Washington Boulevard, and other arterial roads with high visibility and traffic. Office and commercial spaces should be interspersed around the City Center.



CITY CENTER VISION



The City Center Central Plaza

Public Plaza



33,742
Sq. Ft

Approx. Public Space

The City Center Central Plaza is envisioned as the civic and social heart of South Ogden, a vibrant community gathering space that serves residents and visitors throughout the year. Designed as a blend of landscaped green space and flexible plaza areas, the plaza provides opportunities for everyday recreation, relaxation, dining, and social interaction while also accommodating larger community events and celebrations. Potential amenities such as outdoor dining terraces, a small performance space, interactive water features or splash pads, public art, and shaded seating areas create an inviting destination for people of all ages. The plaza is intended to become a focal point for community life, hosting activities ranging from farmers' markets and festivals to concerts, holiday celebrations, and informal gatherings.

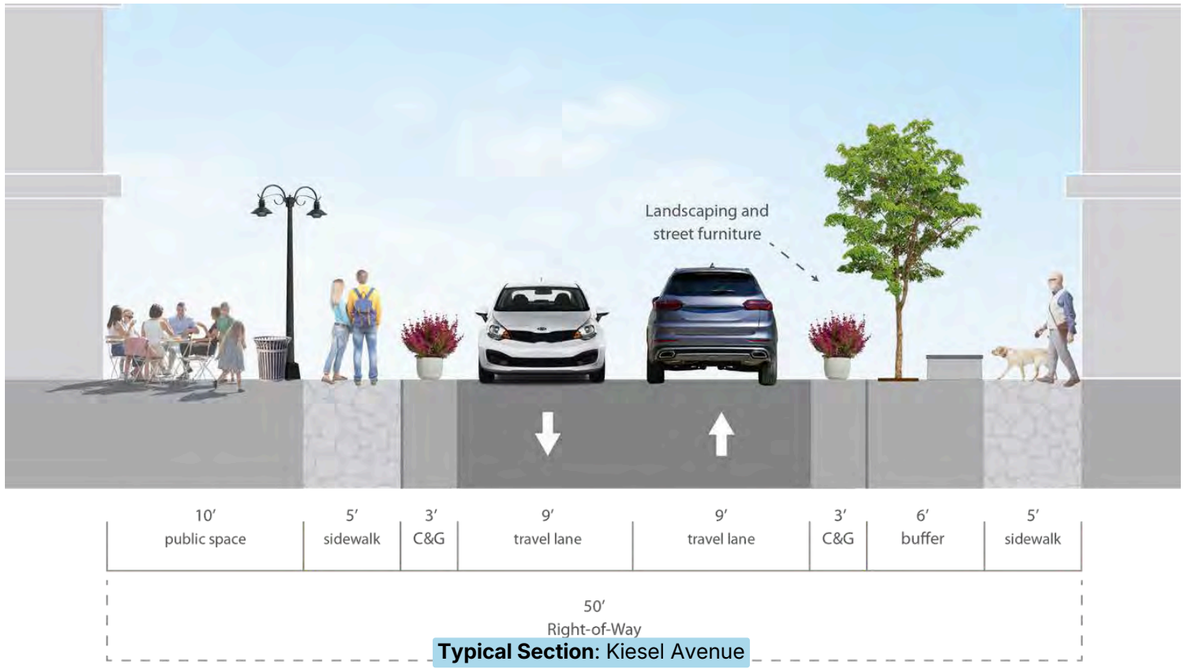
As envisioned in the preferred scenario, the plaza functions as the primary public gathering space within the City Center Core and serves as a central organizing element for surrounding redevelopment. Located adjacent to the proposed Kiesel Avenue shared street and surrounded by new mixed-use development, the plaza is intended to create a recognizable destination that strengthens community identity while supporting new housing, retail, dining, and entertainment opportunities. The space is designed to accommodate both daily activity and larger programmed events, helping activate the City Center throughout the year.

The conceptual plaza encompasses approximately 33,742 square feet of public space. Based on comparable civic plaza projects and planning-level cost assumptions, the plaza is estimated at approximately $400 per square foot, resulting in a total project cost of approximately $13.5 million. This estimate includes both surface improvements and supporting subterranean infrastructure necessary to support long-term operation, utilities, drainage, event infrastructure, and other site requirements.

Kiesel Avenue



Streetscape and Roadways



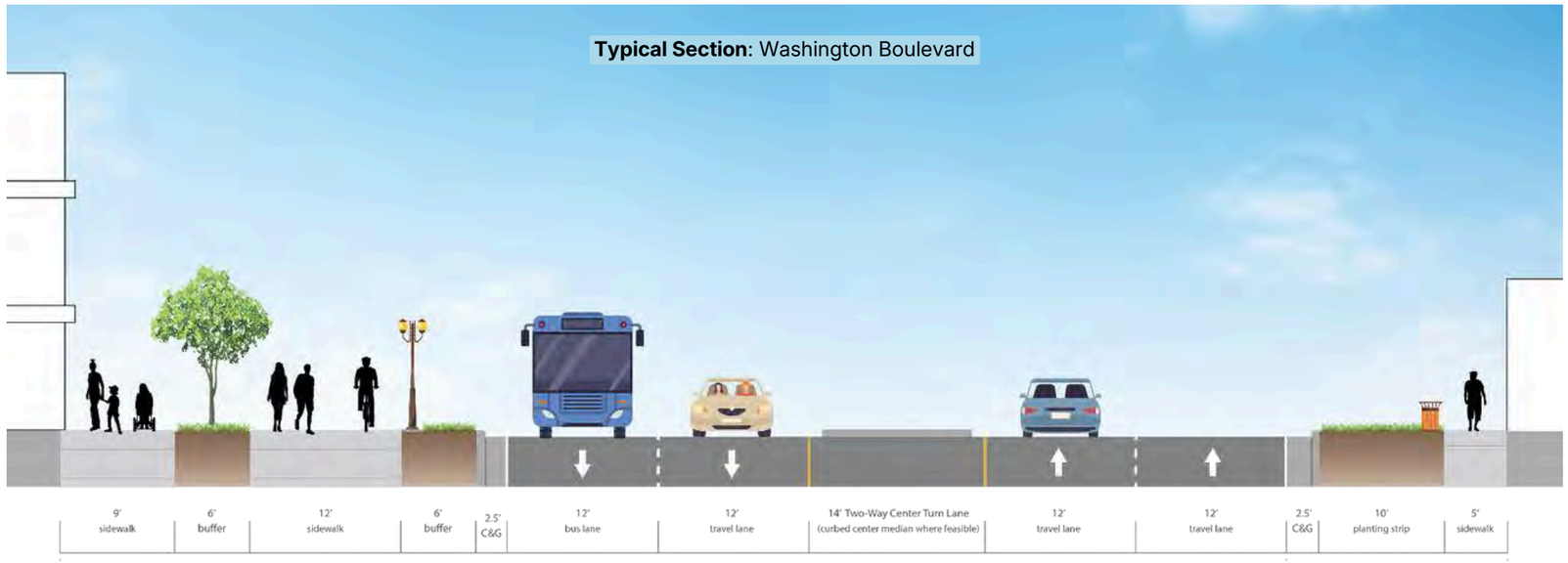
Typical Section: Kiesel Avenue

Connected to the Central Plaza, Kiesel Avenue is envisioned as a curbless, pedestrian-priority corridor that serves as the spine of the City Center. Extending from 37th Street to 39th Street, the corridor creates a continuous north-south connection through the heart of the district. It is designed as a shared street where pedestrians and cyclists are prioritized, with vehicles driving at slow speeds. The preferred scenario concentrates the City Center's highest intensity mixed-use development, active storefronts, and public gathering spaces along this corridor, creating a vibrant destination for residents and visitors. Proposed improvements include on-street parking, brick pavers, bulbouts at key crossings, street furniture, street trees, outdoor dining, and flexible gathering spaces that extend the public realm beyond the Central Plaza.

Designed to function as both a street and a public space, Kiesel Avenue supports daily pedestrian activity while accommodating community gatherings, outdoor dining, and events. During festivals, markets, parades, and other celebrations, portions of the corridor can be temporarily closed to vehicles, allowing activity to spill into the street and expand the capacity of the Central Plaza. Together, the Central Plaza and Kiesel Avenue establish a network of public space that define the character of the City Center and support a walkable, pedestrian-oriented environment that encourages investment, community interaction, and year-round activity.

CITY CENTER VISION

Typical Section: Washington Boulevard

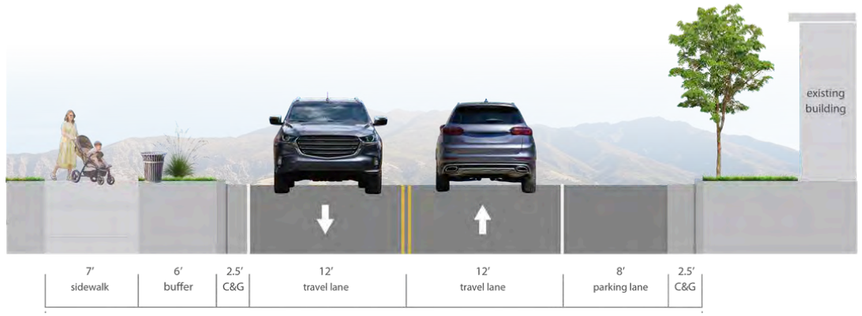


Other roadways in the City Center area

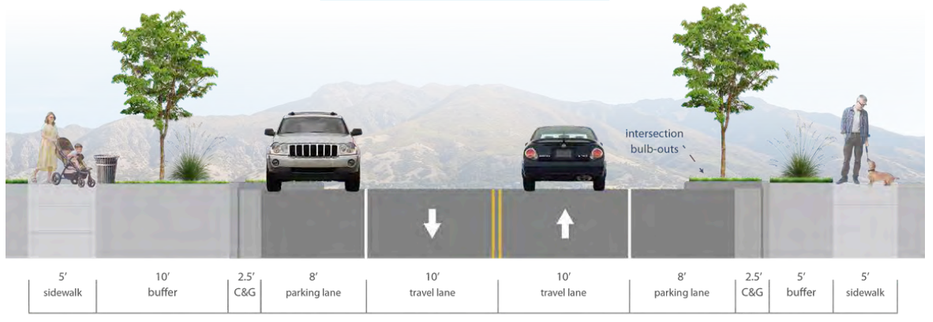
Washington Boulevard

This vision for Washington Boulevard reimagines it as a high-comfort, multimodal corridor that meets its vehicle capacity needs while accommodating high-frequency transit and reserving space for pedestrians and cyclists. Dedicated 5–9-foot sidewalks and a continuous 12-foot shared-use path on the west side reduce pedestrian-bike conflicts and improve safety, especially for vulnerable users. While the shared-use path needs an additional feasibility study, its location along Washington Boulevard aligns with the Utah Trail Network vision. A 14-foot curbed center median between driveway access points will improve vehicle safety and streamline traffic flows but is subject to further UDOT studies.

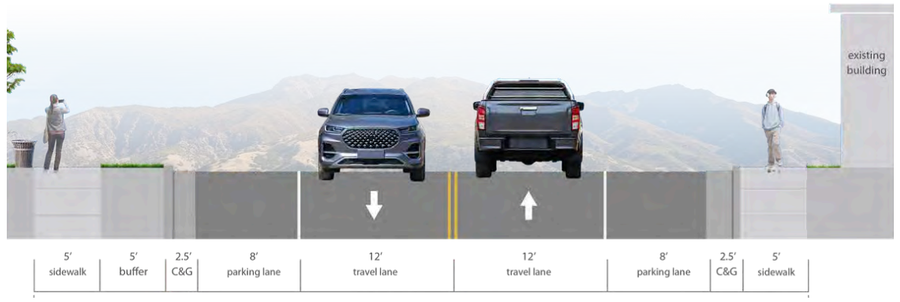
Typical Section: 3700 South (50 ft)



Typical Section: 3800 South

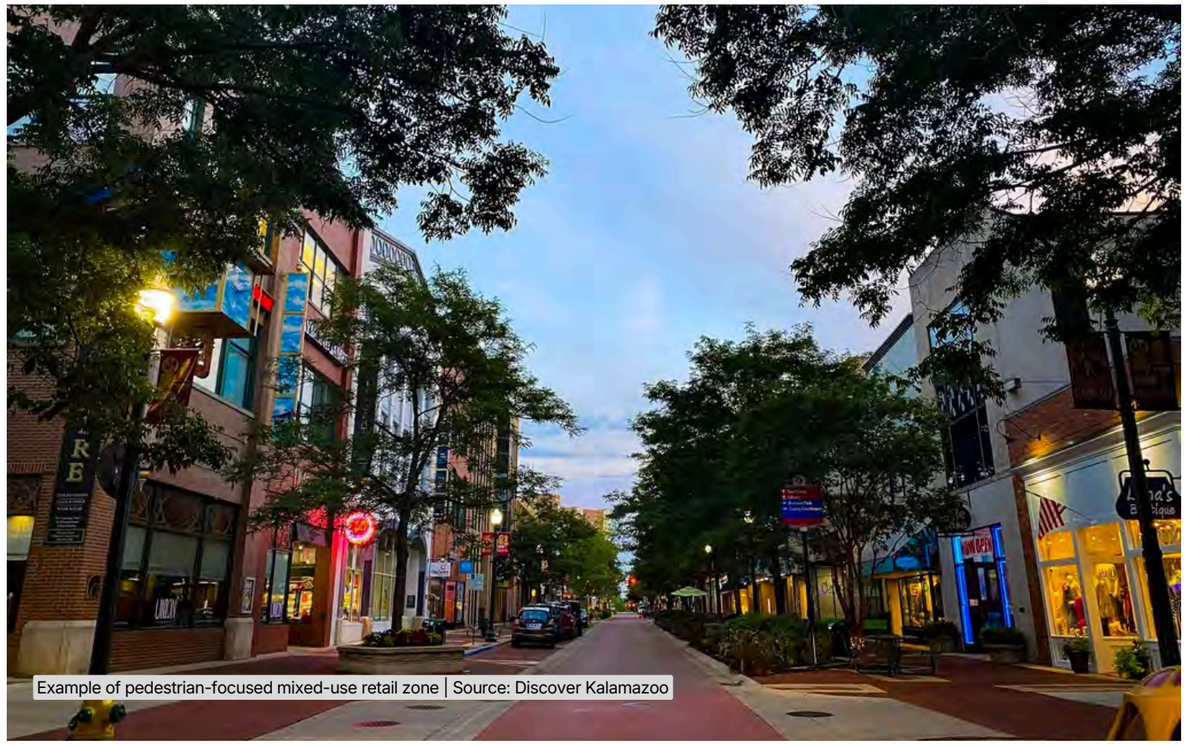


Typical Section: 3700 South (60 ft)



3800 South and 3700 South

3800 South and 3700 South are transformed into pedestrian-oriented streets that lead directly to the reimagined City Center Central Plaza and Kiesel Avenue, respectively. 3800 South has one 10-foot travel lane and an 8-foot parking lane in each direction, while 3700 South includes one 12-foot travel lane and an 8-foot parking lane in each direction, ensuring vehicle capacity isn't reduced. Five-foot sidewalks on either side, in accordance with city standards, with 5-10-foot landscape buffers where feasible, improve pedestrian comfort and safety. The incorporation of street trees, especially near Washington Boulevard, improves comfort by dampening noise and providing shade, especially in mid-summer. Additional streetscape amenities such as public art and street furniture can further enhance the pedestrian experience, especially at key nodes and gateways into the heart of the City Center. Intersection bulb-outs, especially at Kiesel Avenue, reduce walking distance and slow cars on this residential street.



Example of pedestrian-focused mixed-use retail zone | Source: Discover Kalamazoo

This proposed development approach is enhanced by its emphasis on walkability, shopping, dining, and entertainment opportunities, amplifying the area's potential to attract both residential and commercial investment. The design accommodates a mix of floor massings ranging from two to six stories tall, taking into account the site topography and the surrounding neighborhood heights. This design will support a diverse selection of housing opportunities, aimed at creating a more dense location within the City Center core. This type of infill will preserve existing residential neighborhoods and their lower land-use densities, while also providing additional housing options for individuals and families.



Example of shared pedestrian street | Source: VTA



Example of pedestrian amenities | Source: VTA



Example of short crosswalk distance | Source: streets.mn



Example of outdoor dining | Source: The Planet D

Forming/Massing

Forming and massing studies were undertaken to better represent and utilize the site, crafting a built environment that worked with the site's access constraints and existing topographic conditions. Through this process, a cohesive and context-sensitive design was created, ensuring adequate density was achieved within the City Center core. One of the area's main guiding principles is the use of a pedestrian-prioritized roadway. The benefits of this model include:

Large pedestrian-focused retail zone, still offering limited vehicular accessibility.

Cross-site roadways to ensure accessibility and limited distance for travel.

Reduced barrier roadway crossings and access along a north-to-south vertical area spine.

Better integration of pedestrians into retail.

Increased space utilization for housing and non-commercial uses.

Improved site access for residential and parking lots from major roadways with already defined curb cuts and access management.

Storefronts will primarily be mixed-use developments along the Kiesel corridor with windows facing the street wherever possible. Buildings in this style are modest in height, often ranging from 2 to6 stories, to maintain a sense of intimacy and walkability. The massing reflects rectilinear patterns, with continuous rows of storefronts or townhouses, creating a cohesive and orderly streetscape. The massing also emphasizes accessibility and avoids overpowering the street, creating a welcoming environment for pedestrians. Buildings will use simple, subdued colors that provide variety and a sense of cohesive identity. Buildings will also include double-loading (front and rear) entrances, where possible.

Architectural Design & Styles

Architectural styles and elements define the city center's vision and visual identity, offering a distinct, easily identifiable location within the greater South Ogden City area. The content in this section helps set the architectural styles and elements; incorporating styles that reflect local history, culture, or traditions can connect the new development to the city's roots. A visually appealing and well-designed city center can attract businesses, residents, shoppers, and investors.

PEDESTRIAN MALL/MAIN STREET



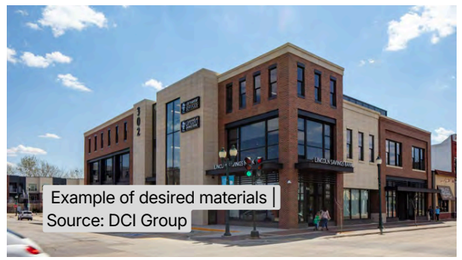


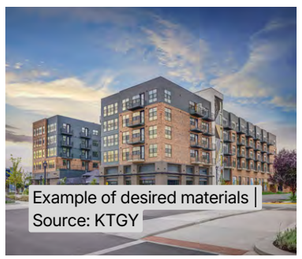
Facades and Appearance

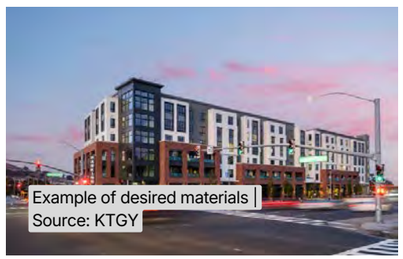
Based on public feedback, architectural elements draw from a mix of modern mixed-use structures and angular architectural styles. This is reflected by the use of long-lasting materials on the facades and by prioritizing high-quality spaces in visible areas for pedestrians. Multi-story buildings should have necessary porches and spaces, including small projections, to break up vertical wall facades. This approach will enhance the Main Street character with two- to three-story attached buildings featuring varied facades, fostering a human-scaled, pedestrian-friendly environment. Throughout the proposed City Center area, buildings will face outward towards the right-of-way, with double-loading (front and rear) entrances where applicable, which will enhance circulation by allowing entry or exit from multiple sides, reducing congestion and improving overall flow.



Example of desired materials | Source: KTGY


Example of desired materials | Source: DCI Group


Example of desired materials | Source: KTGY


Example of desired materials | Source: KTGY

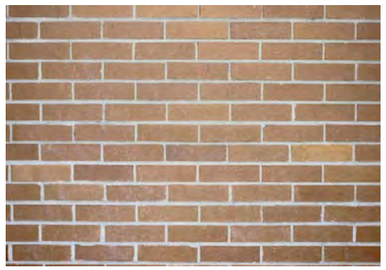
Sample Materials

The overall massing of the structures includes largely attached development, with building heights ranging from 2 to 6 stories. Buildings are built close to the right-of-way, with parking and parking structures placed in the center of the block to facilitate pedestrian use of street-level development. Windows will be street-facing and spaced regularly along building facades. Walls, curbs, and sidewalks will follow a simple concrete form or something utilizing similar long-life materials. Well-built, long-lasting infrastructure signals stability and progress, attracting businesses and residents as well.


Shale Grey Stone


Brown Wood Panel


Brown Shiplap


Brown Brick


Beige Natural Stone


Weathered Red Brick


Black metal frame storefront | Source: binswangerglass


Aluminum frame storefront | Source: Insight Glass

CITY CENTER VISION

Signage and Placemaking

Signage

Signage in the new city center will help give the area a distinct look and character, setting it apart from other areas within the City and the region. Distinctly designed signage should include wayfinding, branding, and enhancing accessibility. These items are more than just character-defining; they help visitors navigate the area, promote businesses, and reinforce the city center's identity through cohesive design and visual appeal. Signs communicate safety rules, highlight local events, and support economic activity by encouraging exploration and interaction. Thoughtfully designed signage ensures the city center is functional, inclusive, and visually organized, creating a welcoming and vibrant environment for residents and visitors alike.

Placemaking

Placemaking elements enhance spaces by fostering community interaction, improving identity, and elevating quality of life. These physical or programmatic features are designed to create welcoming, attractive, and meaningful environments.

Simple and Standard Elements

These signage elements are designed to integrate with the timeless design of the City Center while enhancing functionality:

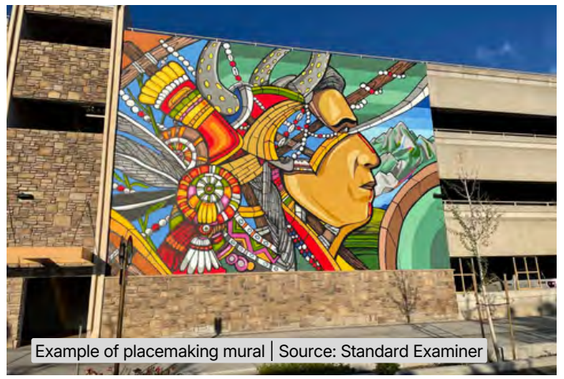


Building-Mounted Signage | DRS


Blade signage | Source: Rent.com



Sidewalk Signage | Source: Studio 3 Signs


Example of placemaking mural | Source: Standard Examiner

Building-Mounted Signage

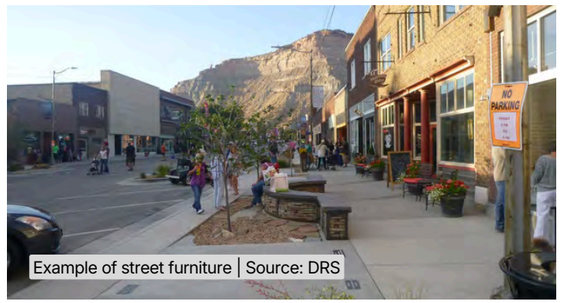
Ensures signage does not overpower the building's design and uses durable materials to minimize visual clutter while integrating with the building's timeless design.

Blade Signage

Provides clear, perpendicular visibility for pedestrians while complementing the building's appeal through simple, durable materials.

Sidewalk Signage

Offers greater flexibility and visibility by placing messaging directly in pedestrian pathways, attracting attention at ground level, and accommodating temporary promotions without altering the building facade or requiring fixed installation.



Example of street furniture | Source: DRS

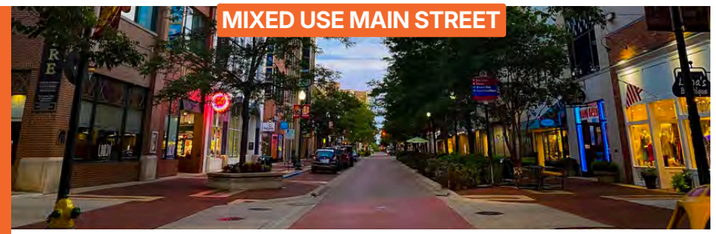
Design strategies, including architectural style, signage, materials, and wayfinding, enhance a sense of place by merging pedestrian and vehicular scales. They prioritize walkability and human interaction through engaging sidewalks and building facades. Unique, durable materials like stone, brick, and wood contribute character, ensuring the city center is accessible and comfortable.

Wayfinding elements in the City Center help people navigate the area by providing clear guidance to key locations. These include signage, maps, and directional markers placed at key decision points, such as intersections or near important buildings. Signs typically use simple icons and arrows for easy understanding. Additional wayfinding tools, like floor plans in public buildings or digital kiosks, offer more detailed information. Landmarks, such as public art or distinctive buildings, also help with orientation. Consistent materials, such as distinctive paving or color-coded paths, and lighting are used to create a clear, intuitive system that makes it easier for people to move through the city center. Wayfinding signage is also an opportunity to promulgate the City Center's and City's 'brand' and 'sense of place.

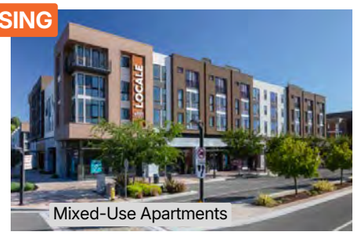
Key Concepts in Action

From these principles, actionable design concepts were identified:

ARCHITECTURAL STYLE AND CHARACTER











1

- Incorporation of high-density mixed-use residential, townhome, and live-work housing that transitions smoothly into neighboring residential zones. This will lead the overall design of the city center and be a guiding model for the area.
- A "Main Street" design emphasizing mixed-use development with local shops and strategic placement of destination spaces. The mixed-use buildings lining Kiesel Avenue would take the most inspiration from this design.
- Architectural elements are drawn from a mix of modern mixed-use structures and angular architectural styles incorporating materials such as muted natural stones, brown and weathered red brick, and wood panels.

OPEN SPACE











2

- Proposed features include an open plaza park, flexible festival streets, public art, interactive art, and pocket parks. This would lead the main corridor to be lined with green space.
- Conceptualized elements include a central community gathering space, pocket parks throughout the area, and tree-lined streets with seating. The community gathering space could serve multiple purposes.
- Pocket parks include play structures for all ages that are made with natural materials. Other proposed structures are bouldering rock climbing walls in the parks.

STREETSCAPES AND ROADWAYS











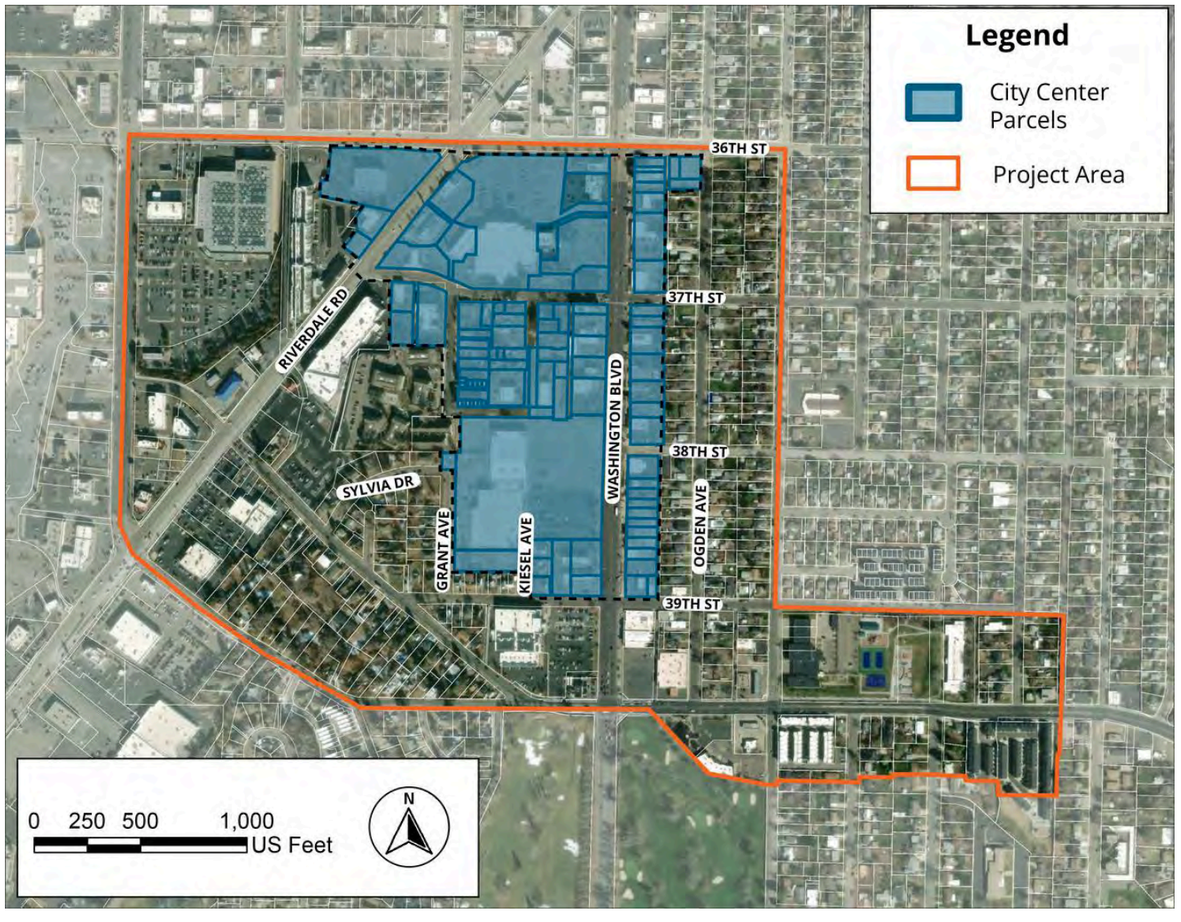
3

- Features include a shared street that gives priority to the pedestrian, gateway signage, unique crosswalks, and outdoor dining spaces, to enhance walkability. This promotes safer driving and further distinguishes this new city center from its nearby areas.
- Focus on creating a pedestrian-friendly environment with a Main Street-style layout.
- Buildings will be built facing outward towards the right-of-way, with double-loading entrances where applicable to enhance circualtion by allowing access from multiple sides

09 CITY CENTER CORE RECOMMENDATIONS

GOAL 1 Transform the City Center into a mixed-use, vibrant destination for South Ogden.

Objective 1.1: Partner with key property owners to assemble redevelopment sites needed to implement the preferred scenario.



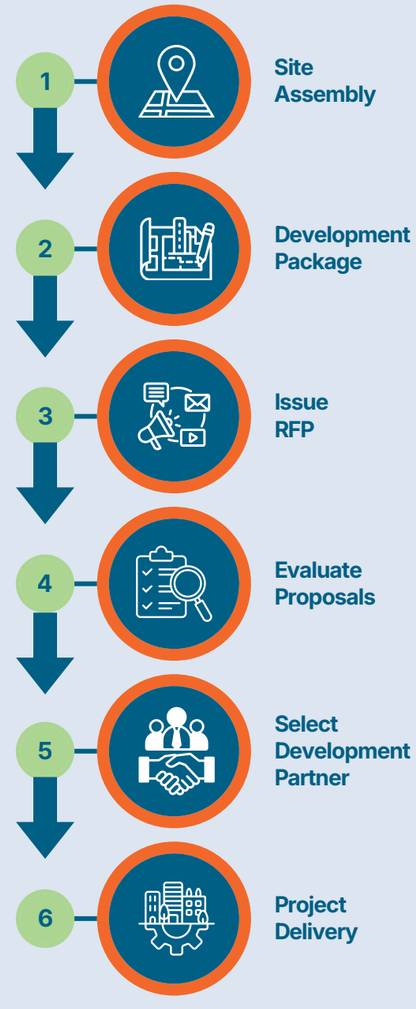
Many of the redevelopment opportunities identified in the preferred scenario span multiple properties and owners. Without site assembly, it will be difficult to implement the desired street network, public spaces, development pattern, and infrastructure improvements envisioned for the City Center.

The City should work with property owners to assemble redevelopment sites, consolidate parcels where appropriate, and preserve land needed for future streets, public spaces, and redevelopment projects. Priority should be given to properties that play a critical role in implementing the preferred scenario, particularly those west of Washington Boulevard. Establishing redevelopment-ready sites will improve project feasibility and position the City Center for future investment.

Objective 1.2: Prepare and issue Requests for Proposals (RFPs) for catalytic redevelopment sites within the City Center Core.

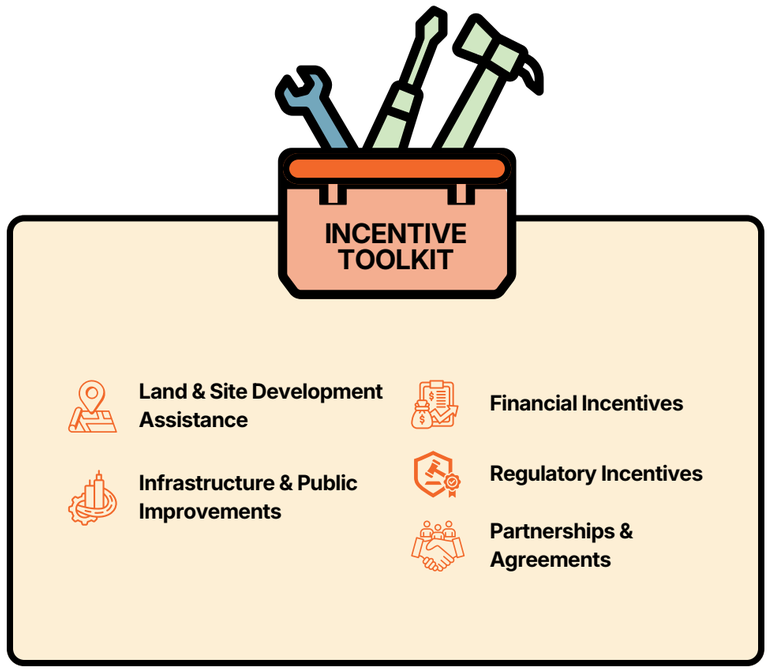
Once strategic redevelopment sites have been assembled, the City should actively engage the development community through a competitive Request for Proposals (RFP) process. RFPs should clearly communicate the City's vision, development expectations, infrastructure commitments, desired land uses, public space requirements, and partnership opportunities for key redevelopment sites. Particular emphasis should be placed on mixed-use projects that incorporate housing, commercial uses, public gathering spaces, and high-quality site design consistent with the preferred scenario. A proactive development solicitation process can help attract qualified development partners, generate market interest, and accelerate implementation of catalytic projects that establish momentum for future redevelopment throughout the City Center.

DEVELOPMENT RFP PROCESS



Objective 1.3: Identify, evaluate, and establish redevelopment incentives that support implementation of the City Center Master Plan.

Many of the redevelopment projects envisioned within the City Center will face challenges related to infrastructure costs, site constraints, land assembly, structured parking, public spaces, and other factors that can affect project feasibility. The City should evaluate the types of incentives that may be needed to encourage redevelopment and establish a clear framework for how those incentives will be administered. Potential tools may include CRA participation, tax increment financing, infrastructure assistance, fee reductions, expedited review processes, land write-downs, development agreements, and other public-private partnership mechanisms. Establishing a predictable incentive framework will provide greater certainty to property owners and developers while helping the City direct resources toward projects that support the community's long-term vision.



Objective 1.4: Utilize redevelopment incentives, CRA resources, and public-private partnerships to advance catalytic redevelopment projects within the City Center Core.

Once an incentive framework has been established, the City should strategically use available tools to advance projects with the greatest potential to implement the preferred scenario and attract additional investment. Available tools include:

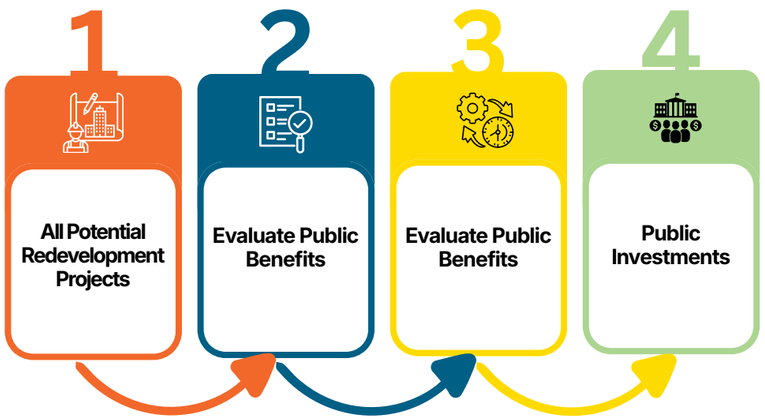
Financial Tools
- Development gap financing
- Development agreements

Partnership Tools
- Public-private partnerships
- Land assembly
- Master development agreements

Public Investments (CRA resources)
- Public space improvements
- Streetscape improvements
- Infrastructure upgrades
- Public parking funding

Regulatory Tools
- Height incentives
- Streamlined approvals
- Form-based code amendments

Projects should prioritize new housing, active commercial frontages, public gathering spaces, planned transportation improvements, and redevelopment of key sites. Focus public participation on initiatives that provide significant community benefits, attract private investment, and foster long-term redevelopment in the City Center.



Objective 1.5: Develop and implement a Business Retention and Recruitment Strategy for the City Center.

City Center redevelopment will create new opportunities, but it may also affect existing businesses. The City should develop a Business Retention and Recruitment Strategy to help existing businesses remain in the City Center. The strategy should identify relocation opportunities, redevelopment phasing, assistance programs, and tools that help businesses transition during redevelopment. It should also identify opportunities to recruit new businesses that complement the City's vision, including dining, entertainment, hospitality, and specialty retail uses identified through the City Center Master Plan market analysis. Supporting existing businesses while strategically recruiting new ones will help preserve community character and create a more vibrant City Center.

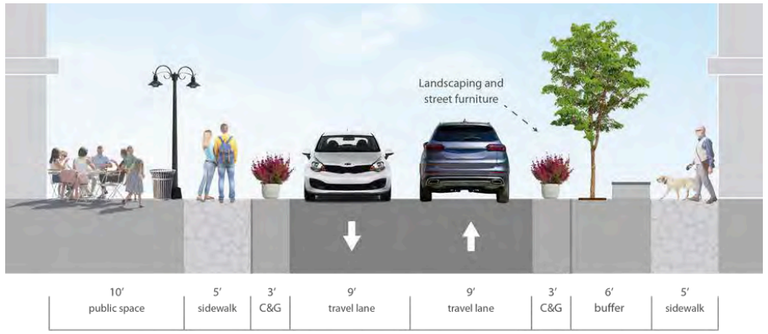


CITY CENTER CORE RECOMMENDATIONS

GOAL 2

Establish high-quality public spaces that creates a recognizable center and supports full-time activity

Objective 2.1: Reconstruct Kiesel Avenue as a curbless, pedestrian-priority shared street (i.e., woonerf) connecting between 37th Street and 39th Street.



Typical Section: Kiesel Avenue

Kiesel Avenue should be reconstructed as a pedestrian-priority shared street that extends the Central Plaza and serves as the City Center's primary pedestrian spine. The design should prioritize walking, outdoor activity, and placemaking while allowing limited access for low-speed vehicles. Key design elements should include:

- Sidewalk and pedestrian zones exceeding 10 feet in width where feasible.
- Curbless, shared street design with a raised profile that has no grade change between pedestrian and vehicle areas.
- Decorative paving throughout the corridor.
- Vehicle design speeds of approximately 10–15 mph, yielding to pedestrians.
- Street trees, landscaping, planters, and shade elements.
- Outdoor dining areas adjacent to restaurants and cafés.
- Seating areas, gathering spaces, and opportunities for temporary programming.
- Pedestrian-scale lighting and wayfinding elements.

The final design should create a flexible public space that supports everyday activity while functioning as one of the signature destinations within the City Center.

Objective 2.2: Acquire land and construct a multipurpose Central Plaza.



A defining feature of the preferred scenario is the creation of a central civic plaza that serves as the heart of the City Center. Public engagement consistently identified a desire for more gathering spaces, community events, outdoor dining opportunities, and places where residents can spend time outside of shopping or running errands.

The City should work with property owners to acquire and preserve a strategically located plaza site before redevelopment occurs. The plaza should be designed to accommodate a variety of activities, including community events, farmers markets, performances, outdoor dining, seasonal programming, and everyday use. Establishing this space early will help create a recognizable civic center, support surrounding development, and provide a focal point for future investment and community activity.

Objective 2.3: Establish a nonprofit City Center organization responsible for programming, activation, and management of public spaces.



The success of the Central Plaza, Kiesel Avenue, and other public spaces will depend on consistent management and programming. The City should establish or partner with a nonprofit organization to coordinate events, recruit sponsors, manage public-space programming, and serve as the primary steward of City Center activations. Responsibilities may include event planning, vendor recruitment, marketing, fundraising, public space management, volunteer coordination, and partnerships with local businesses and community organizations. Creating a dedicated organization will provide a long-term structure to activate public spaces, support local businesses, and ensure the City Center remains an active destination year-round.

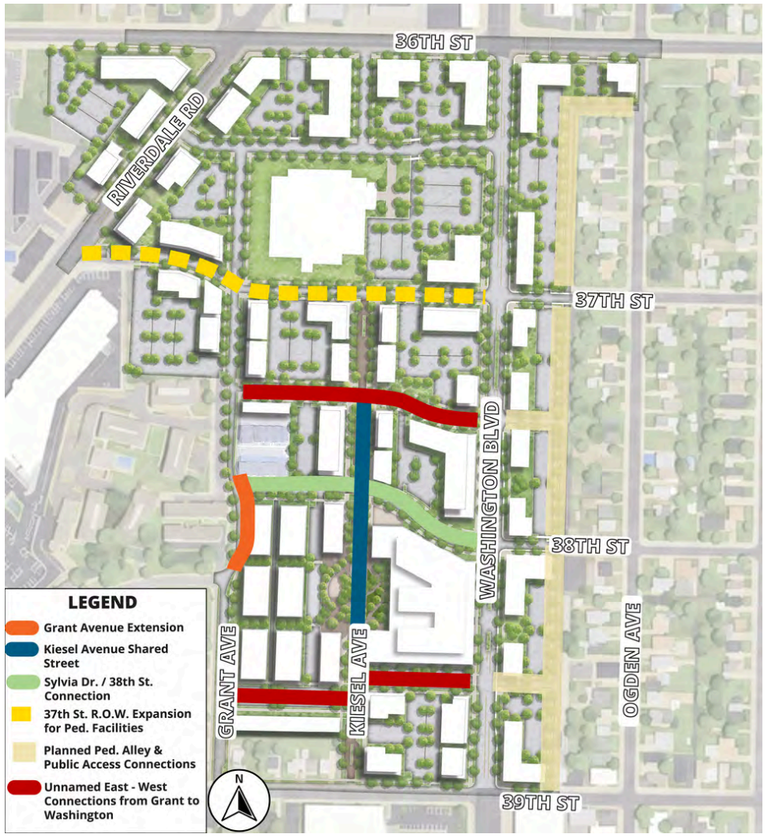
CITY CENTER CORE RECOMMENDATIONS

Build a multimodal transportation network that improves circulation, accessibility, and mobility.

GOAL 3

Objective 3.1: Acquire right-of-way needed to implement the preferred road framework.

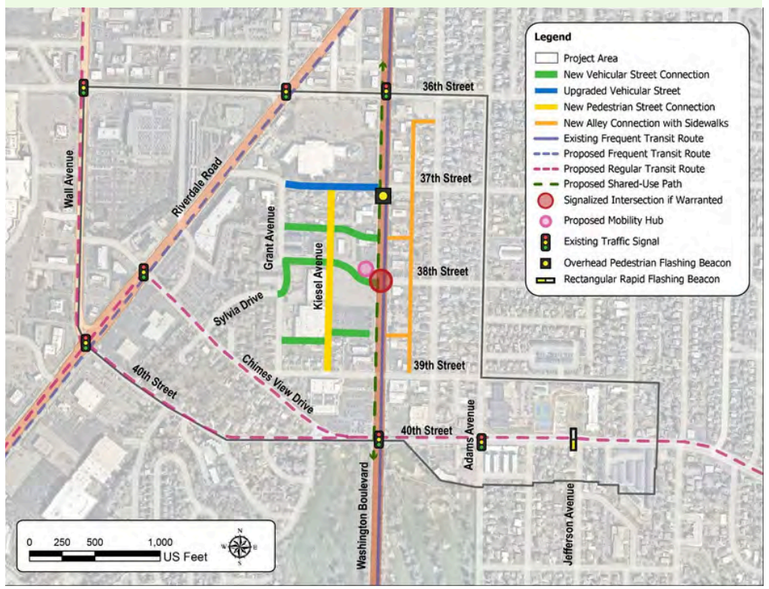
Several transportation improvements identified in the preferred scenario will require right-of-way preservation and acquisition before redevelopment. The City should proactively secure the land necessary to implement these improvements and prevent future conflicts with redevelopment.



Priority right-of-way acquisitions should include:

- ☑ Grant Avenue extension.
- ☑ Kiesel Avenue shared street.
- ☑ 38th Street connection.
- ☑ Expansion of 37th Street to provide pedestrian facilities, as redevelopment occurs.
- ☑ Planned pedestrian, alley, and public access connections.
- ☑ Unnamed east-west connections from Grant to Washington between 38th and 39th.
- ☑ Unnamed east-west connection from Grant to Washington between 38th and 37th.

Early securing of these corridors will lower implementation costs, enhance coordination with redevelopment projects, and ensure the desired circulation framework is achieved over time.



Objective 3.2: Partner with UDOT to make safety and circulation improvements along Washington Boulevard.

Washington Boulevard is the spine of the City Center and will play a critical role in shaping its character, connectivity, and redevelopment. The City should partner with UDOT to implement the cross-section improvements identified in the preferred scenario, including enhanced pedestrian facilities on the west side, landscaped medians where feasible, enhanced crossings, streetscape enhancements, and access management improvements. Particular emphasis should be placed on creating space for a shared-use path along the west side of the corridor that can serve as part of the Utah Trail Network in the future and improve active transportation access to the City Center.

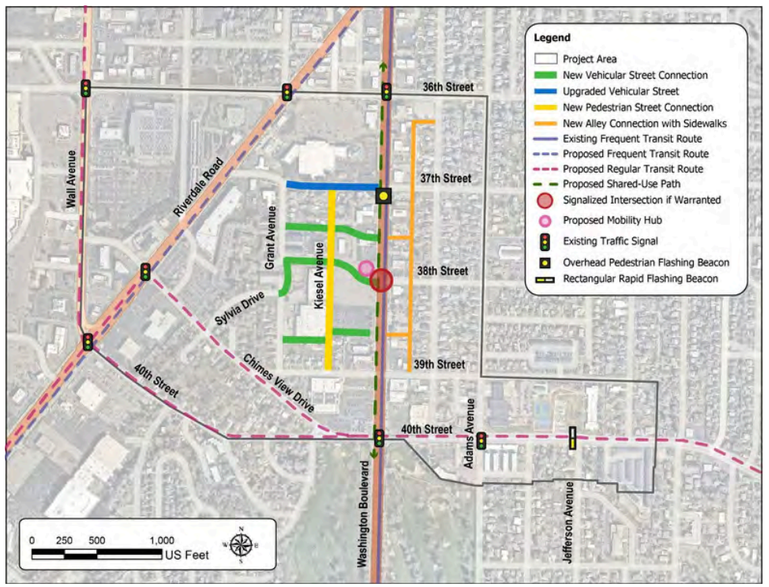


Typical Section: Washington Boulevard

CITY CENTER CORE RECOMMENDATIONS

Objective 3.3: Implement preferred circulation framework intersection, access, and traffic control improvements in coordination with UDOT.

The preferred scenario includes several intersection, crossing, and traffic control improvements needed to support a safer and more connected network. The City should partner with UDOT to evaluate and implement improvements along Washington Boulevard, including enhanced pedestrian crossings, signal modifications, access management measures, and intersection upgrades. The City should also implement recommended traffic control measures throughout the City Center, including stop control at new internal intersections, stop-controlled access points from parking areas, and future installation of traffic signals where warranted by traffic and pedestrian volumes. These improvements will help improve safety, support redevelopment, and ensure the transportation network functions effectively as the City Center grows.



Objective 3.4: As redevelopment occurs, require the dedication of right-of-way to construct a rear-access alley connecting commercial properties between Washington Boulevard and Ogden Avenue.

Washington Boulevard currently contains numerous curb cuts that create conflicts among vehicles, pedestrians, and cyclists and limit opportunities to improve the corridor's safety and appearance. The preferred scenario identifies an opportunity to expand and extend the existing rear-access alley network between Washington Boulevard and Ogden Avenue, creating a continuous connection from approximately 39th Street to nearly 36th Street, then east to Ogden Avenue. As redevelopment occurs, the City should require the dedication of right-of-way to expand, preserve, and acquire the right-of-way necessary to establish this connection and work with property owners to integrate rear-access circulation into future redevelopment plans. Providing access from the rear of properties can reduce reliance on direct driveway access from Washington Boulevard, improve traffic operations, support corridor improvements, and create opportunities for shared parking and coordinated site access.



Typical Section: Alley Way (30 ft)



CITY CENTER CORE RECOMMENDATIONS

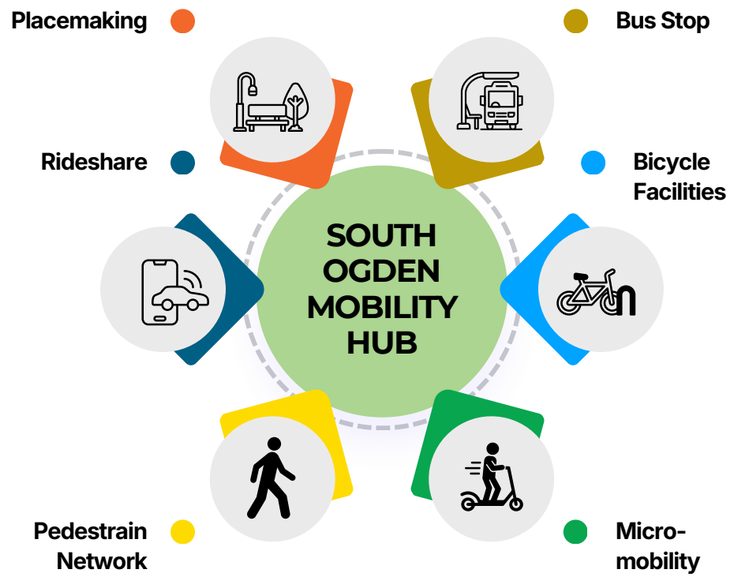
Objective 3.5: Partner with property owners to establish shared parking facilities and shared parking agreements within the City Center.

Surface parking lots currently occupy some of the most valuable redevelopment sites within the City Center and limit opportunities for new development, public spaces, and pedestrian activity. As redevelopment occurs, the City should work with property owners to establish shared parking facilities and parking agreements that allow multiple businesses, developments, and destinations to utilize the parking supply. Shared parking can reduce the amount of land dedicated to parking while continuing to meet the needs.



Objective 3.6: Partner with UTA, WFRC, and private property owners to establish a mobility hub near 38th Street and Washington Boulevard.

The area surrounding 38th Street and Washington Boulevard is well positioned to serve as a mobility hub serving residents, employees, and visitors traveling to and through the City Center. The City should partner with UTA, WFRC, property owners, and other transportation agencies to establish a mobility hub that provides convenient access to bus transit, bicycling, ridesharing, micromobility, and pedestrian facilities. Amenities may include transit shelters, bicycle parking, device charging stations, wayfinding, and passenger pickup and drop-off areas. Establishing a mobility hub can expand and enhance transportation mode choices, reduce reliance on short or single-occupancy vehicle trips, and support higher-intensity development.



Objective 3.7: Re-evaluate parking requirements within the City Center and 40th Street Corridor Form-Based Code to support implementation of the City Center Master Plan.

The City should perform a comprehensive parking study to assess current supply, utilization, and future demand in the City Center. It is essential to re-evaluate parking requirements in the Form-Based Code to align with the City Center Master Plan. Current parking ratios may hinder redevelopment and mixed-use projects. As redevelopment progresses and parking demand evolves, the City should review parking requirements and consider incentives for reductions to promote a walkable, mixed-use environment, ensuring adequate parking supply while facilitating redevelopment.

Transit & Trip-Making Services

- Passenger Pick-up and drop off Areas for ride-halling microtransit, etc
- Transit ticket & Integrated payment kiosks
- Bus, Shuttle, or light rail stop
- Real time transit information & other shared mode information

Parking & Charging Services

- Electric vehicle charging (including bicycles & scooters
- Short term bike parking
- Bikeshare & scootershare parking
- Carshare parking & access points

Priority Access

- Prioritized walkways for all ages and abilitities.
- Prioritized bike and micromobility access
- Safe bicycle & pedestrian crossings

Amenities

- Publicly accessible WiFi & phone charing
- Community Space
- Complementary retail
- Activated furnishing zone with appropriate support infrastructure

CITY CENTER CORE RECOMMENDATIONS

GOAL 4

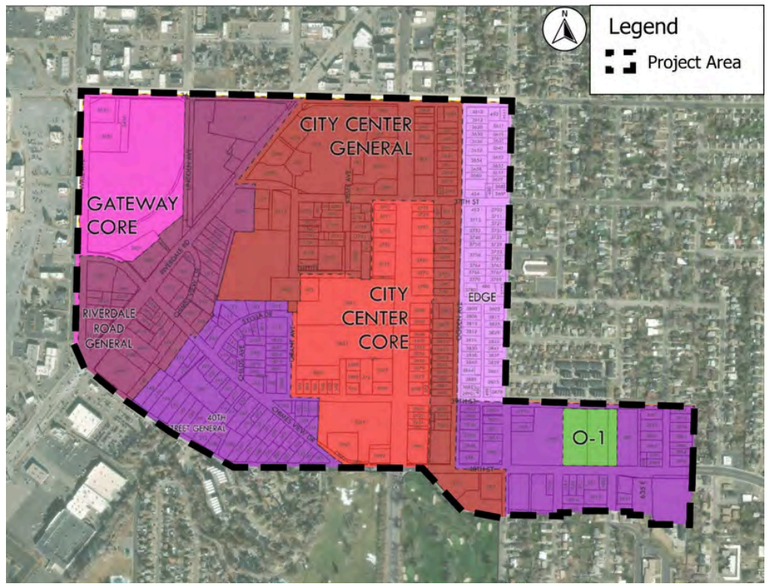
Support new, long-term development while transitioning to existing neighborhoods

Objective 4.1: Amend the Form-Based Code and form districts to implement the preferred development and streetscape framework



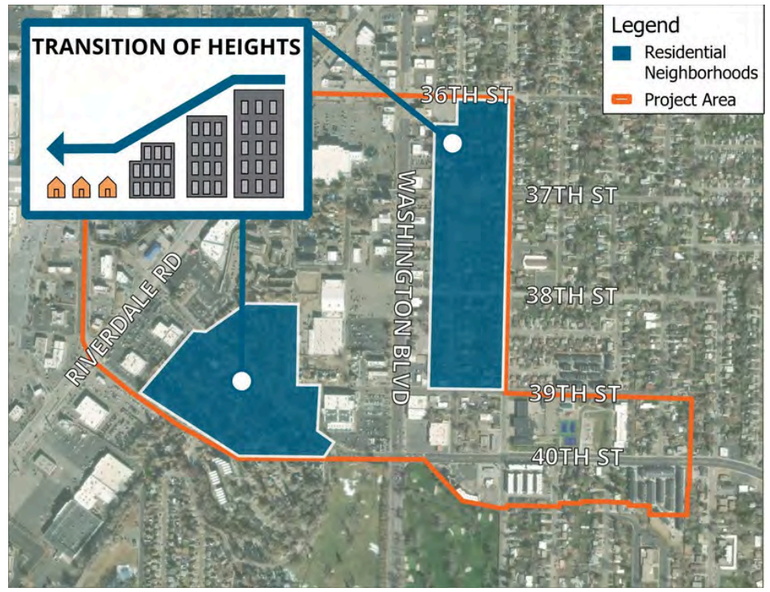
The existing Form-Based Code should be updated to implement the development pattern envisioned in the preferred scenario. Amendments should address land uses, building form, frontage design, active ground-floor requirements, streetscape standards, parking placement, and pedestrian-oriented development standards. The City should also revise and refine the form districts to reflect the distinct character areas identified in this plan. Particular emphasis should be placed on creating active pedestrian corridors through frontage standards, entrance orientation requirements, and active ground-floor uses along Kiesel Avenue, Washington Boulevard, 38th Street, and other priority pedestrian corridors to create a more walkable, cohesive, and vibrant City Center.

Objective 4.2: Expand the City Center regulating district and update standards to align with the City Center study area.



The preferred scenario extends beyond the boundaries of the current City Center regulating district and introduces development intensities that are not fully reflected in existing standards. The City should expand the regulating district to encompass areas identified for redevelopment and update development standards to support the mix of housing, commercial uses, building heights, and development intensities envisioned in this plan. These updates should encourage compact, walkable development while ensuring that infrastructure, public spaces, and transportation improvements can support future growth.

Objective 4.3: Establish transition standards for neighborhood compatibility and Old Town character east of Washington Boulevard.



One of the most common themes identified through public engagement was the importance of protecting nearby neighborhoods while accommodating new growth within the City Center. The City should establish development standards that provide gradual transitions between higher-intensity redevelopment areas and adjacent residential neighborhoods through building height limits, setbacks, stepbacks, landscaping, and other buffering requirements. The City should also recognize the unique character of the Old Town area east of Washington Boulevard by reinforcing development patterns, building forms, and streetscape elements that reflect its established scale and identity.

Align public investment and implementation efforts with the preferred City Center vision

GOAL 5

Objective 5.1: Utilize CRA funding, capital improvement programming, and annual budgeting to prioritize City Center infrastructure and public realm projects

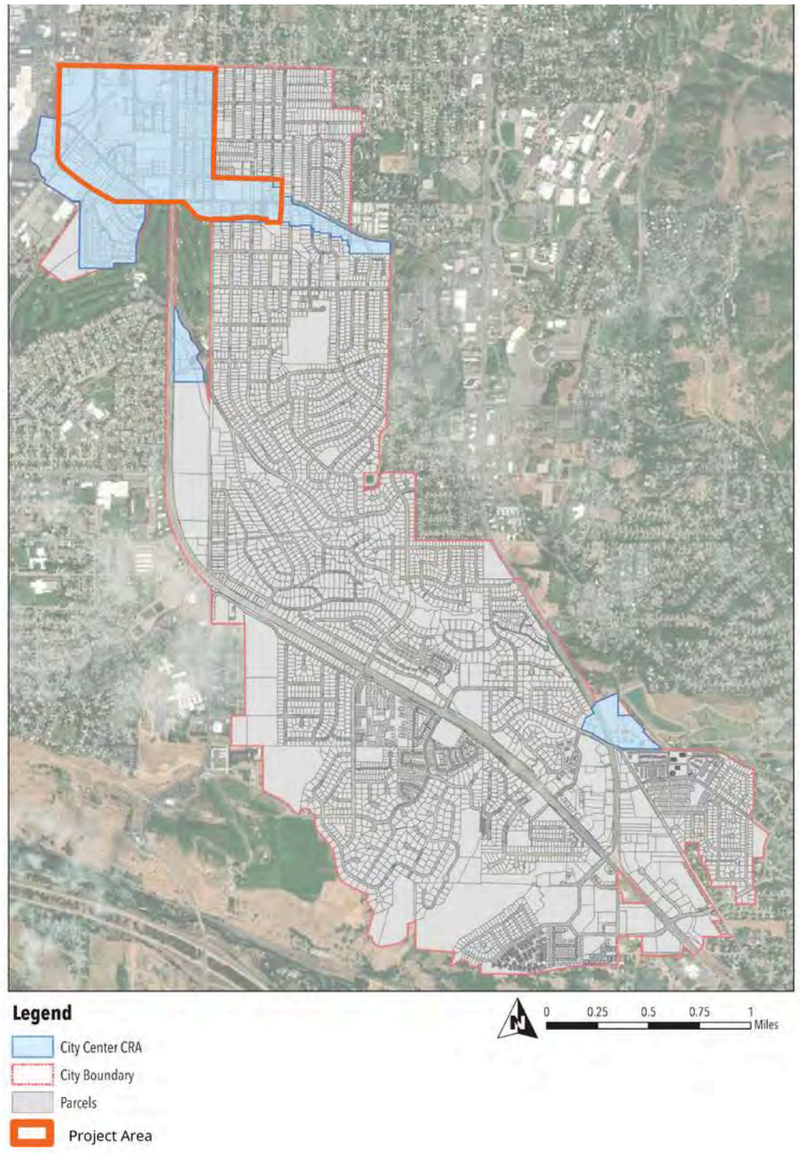
Redevelopment of the City Center will require consistent public investment in streets, utilities, public spaces, pedestrian improvements, land acquisition, parking facilities, and other infrastructure that supports redevelopment. The City should utilize CRA funding and prioritize City Center projects within the Capital Improvements Program and annual budgeting process to ensure public investments remain aligned with the vision of this plan. Public resources should be focused on projects that remove barriers to development, leverage private investment, and advance implementation of the preferred scenario.

IMPLEMENTATION FUNDING PIPELINE

1. City Center Master Plan
2. Project Priorities
3. CRA Funding
4. CIP
5. Annual Budget
6. Design & Engineering
7. Construction
8. Completed Public Improvement

Objective 5.2: Explore expansion of the CRA boundary as redevelopment around the City Center area occurs.

The existing Community Reinvestment Area (CRA) will be an important tool to support redevelopment and public investment in the City Center. As redevelopment occurs and new opportunities emerge, the City should periodically evaluate whether the CRA boundary continues to encompass the areas most likely to benefit from reinvestment. Future expansion of the CRA may enable the City to capture additional tax increment revenue from redevelopment projects, support infrastructure improvements, and fund public investments that advance this plan's goals. Any expansion should be carefully evaluated to ensure it aligns with redevelopment trends, infrastructure needs, and the City's economic development objectives.



City Center CRA Map with Study Area Boundary Overlay | Source: DRS

CITY CENTER CORE RECOMMENDATIONS

Objective 5.3: Pursue state, federal, regional, and private funding sources to advance priority City Center projects.

Many of the improvements envisioned for the City Center will require funding sources beyond local revenues alone. The City should actively pursue grants and funding opportunities through programs administered by WFRC, UDOT, state agencies, federal agencies, foundations, and private partners. Funding efforts should focus on transportation improvements, public spaces, infrastructure upgrades, redevelopment projects, housing initiatives, and other priority investments identified in this plan.

Leveraging outside funding can help accelerate implementation, reduce the financial burden on local taxpayers, and increase the number of projects that can be completed over time.

- **WFRC Transportation & Land Use Connection Program**

  Planning studies, implementation planning, code updates, redevelopment strategies, and transportation and land use coordination

- **UDOT Funding**

  Washington Boulevard corridor improvements, intersection upgrades, traffic calming, pedestrian crossings, streetscape improvements, and safety projects.

- **Utah Department of Workforce Services**

  Workforce housing, affordable housing, mixed-income housing, and residential redevelopment projects.

- **Utah Governor's Office of Economic Opportunity, Rural and Community Development Programs**

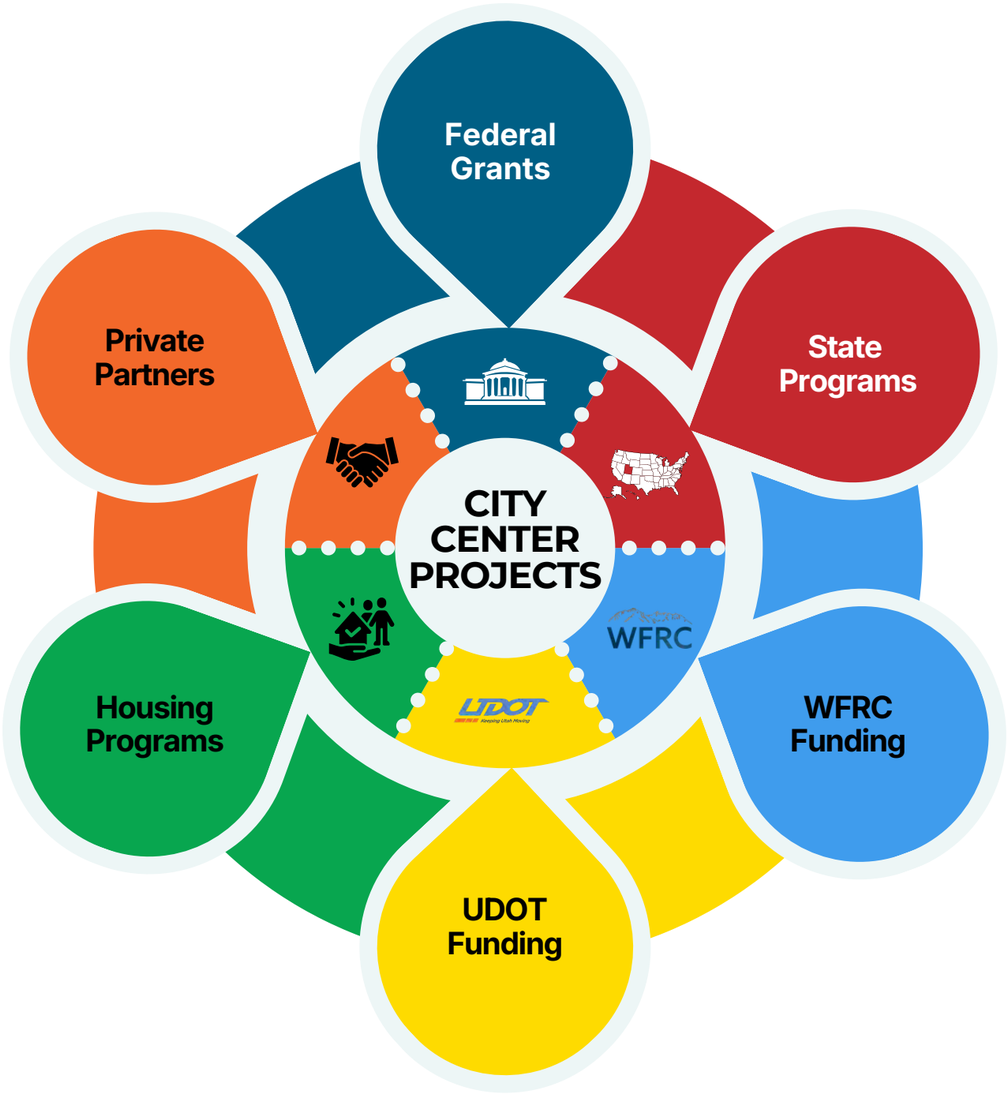
  Provides targeted grants, loans, and incentives to address infrastructure, broadband access, and Main Street revitalization to encourage local investment, entrepreneurship, and job creation outside of major urban areas

- **South Ogden City Community Reinvestment Agency Funds**

  Public infrastructure, site assembly, structured parking, public spaces, redevelopment incentives, and gap financing.

- **Federal Transportation Grants**

  Roadway improvements, multimodal facilities, bicycle and pedestrian infrastructure, and mobility hub investments



- **Private Developers and Public-Private Partnerships**

  Mixed-use development, structured parking, public plazas, streetscape improvements, housing, and commercial redevelopment.

- **Federal Community Development Programs**

  Public facilities, neighborhood improvements, accessibility projects, and community development initiatives

Objective 5.4: Establish an implementation partnership among various relevant partners to coordinate project delivery.

Implementation of the City Center Master Plan will require ongoing coordination among public agencies, property owners, developers, and other stakeholders. The City should establish a formal implementation partnership that meets regularly to coordinate redevelopment efforts, infrastructure projects, funding opportunities, development agreements, and project phasing. The partnership should also help identify implementation barriers, align public and private investments, and monitor progress toward achieving the City's vision.

SOUTH OGDEN CITY

Provides
- Leadership & coordination
- Policy & regulatory tools
- Capital improvement planning
- Public engagement
- Monitoring and reporting

UTA

Provides
- Transit planning
- Service coordination
- Infrastructure & amenity improvements
- Rideship insights
- Multi-modal connectivity

NONPROFIT ORGANIZATIONS

Provides
- Community engagement
- Placemaking & activation
- Social services & programs
- Grant opportunities

UDOT

Provides
- Transportation planning
- Safety & mobility expertise
- Infrastructure funding & resources
- Coordination on state projects

CRA

Provides
- Leadership & coordination
- Policy & regulatory tools
- Capital improvement planning
- Public engagement
- Monitoring and reporting

DEVELOPERS

Provides
- Project development
- Market knowledge
- Design & innovation
- Construction management
- Private investment

UTILITY PROVIDERS

Provides
- Infrastructure planning & coordination
- Utility capacity & Service
- Relocation & system upgrades
- Sustainability & resilience support

PROPERTY OWNERS

Provides
- Property investment
- Site control & assembly
- Long term stewardship
- Collaboration on development goals
- Maintenance & activation of properties

WFRC

Provides
- Regional planning
- Data resources
- Environmental planning
- Active transportation support
- Funding partnerships

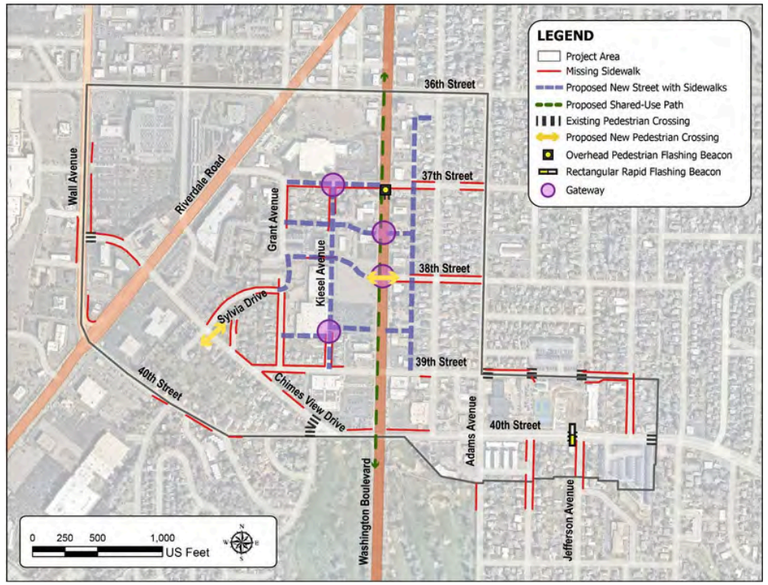
10 STUDY AREA RECOMMENDATIONS

GOAL 1

Improve connectivity throughout the area by creating a safer, more complete multimodal network.

Objective 1.1: Identify and close gaps in the pedestrian and bicycle network throughout the City Center area to support safe circulation and access to destinations.

A connected network of sidewalks, bicycle facilities, trails, and crossings is essential to creating a walkable and accessible City Center. The City should identify gaps and barriers within the existing network and prioritize improvements that connect the City Center core and various destinations throughout the broader area and the whole city. Improvements should include missing sidewalk segments, bicycle facilities, shared-use paths, pedestrian crossings, pedestrian-scale lighting, and other infrastructure that improves safety and connectivity for people walking and bicycling.



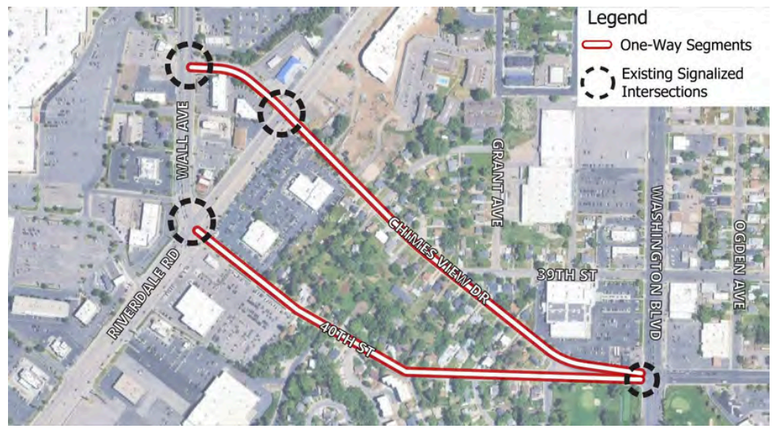
Objective 1.2: Partner with UDOT to implement the Utah Trail Network along Washington Boulevard.

The Utah Trail Network Master Plan identifies Washington Boulevard as a priority regional trail corridor connecting communities throughout Weber County and the Wasatch Front. South Ogden should partner with UDOT, WFRC, Weber County, and neighboring jurisdictions to implement this segment of the trail network and establish a safe, continuous regional bicycle and pedestrian connection through the City Center area. The preferred scenario locates the trail along the west side of Washington Boulevard, where fewer curb cuts reduce conflicts between trail users and vehicles and additional right-of-way opportunities may exist to accommodate a wider shared-use path. Implementing this segment will improve regional connectivity, expand transportation and recreation options, and strengthen access between the City Center and the broader Utah Trail Network.



Objective 1.3: Complete a Level of Service study for two-way traffic restoration on Chimes View Drive and 40th Street and associated intersection improvements.

Several community members and stakeholders identified concerns related to circulation and access within the study area, particularly along Chimes View Drive and 40th Street. The City should partner with UDOT to complete a traffic operations study to evaluate the feasibility and potential benefits of restoring two-way traffic operations and identify any roadway, signal, or intersection improvements needed to support these changes. The study should also evaluate opportunities to improve safety, reduce congestion, and improve access to nearby neighborhoods, businesses, and the City Center. Understanding the operational impacts of these potential changes will help guide future transportation investments and improve circulation throughout the community.



Strengthen the City Center's identity through gateways, wayfinding, beautification, and placemaking.

GOAL 2

Objective 2.1: Construct gateway monuments and landscape improvements at major entrances along Washington Boulevard and Riverdale Road.

Washington Boulevard and Riverdale Road serve as the primary entrances to the City Center and shape many of the first impressions residents and visitors have. The General Plan identifies gateways and community identity as important components of creating a stronger sense of place throughout the city. The City should gain permission from UDOT as needed and construct gateway monuments, landscaping, lighting, and other visual enhancements at key entry points to create a recognizable sense of arrival and reinforce community identity. Gateway improvements should reflect the character of South Ogden, highlight major destinations such as the City Center, and establish a consistent visual experience throughout the community.



Objective 2.2: Develop and implement a coordinated City Center branding, signage, and wayfinding program.

The City Center should have a recognizable identity that helps residents and visitors navigate the area while reinforcing its role as South Ogden's civic and commercial hub. The City should develop and implement a coordinated program that includes branding standards, wayfinding signage, gateway elements, trail markers, destination signage, placemaking features, and streetscape character elements. The program should create a consistent visual identity throughout the City Center while improving navigation, increasing awareness of community destinations, and strengthening the overall sense of place.



Encourage reinvestment in commercial areas while improving their appearance, function, and long-term viability.

GOAL 3

Objective 3.1: Establish a façade improvement grant program that provides matching grants for façade and signage improvements.

Many properties throughout the City Center area could benefit from updated buildings, landscaping, signage, and site improvements. Small improvements can make sites more attractive, create a better experience, and encourage additional investment by nearby property owners. The City should establish a façade improvement grant program that provides matching grants for eligible improvements and prioritizes projects that are highly visible and have the greatest potential to improve the appearance of major corridors. By helping property owners invest in their properties, the City can encourage reinvestment and improve the overall appearance of the City Center.



Example of a building in need of facade improvements
Source: google.com

STUDY AREA RECOMMENDATIONS

Objective 3.2: Strengthen and unilaterally enforce property maintenance standards to improve the appearance and condition of commercial corridors and activity centers.



Before and after facade improvements | Source: Independenceia.gov

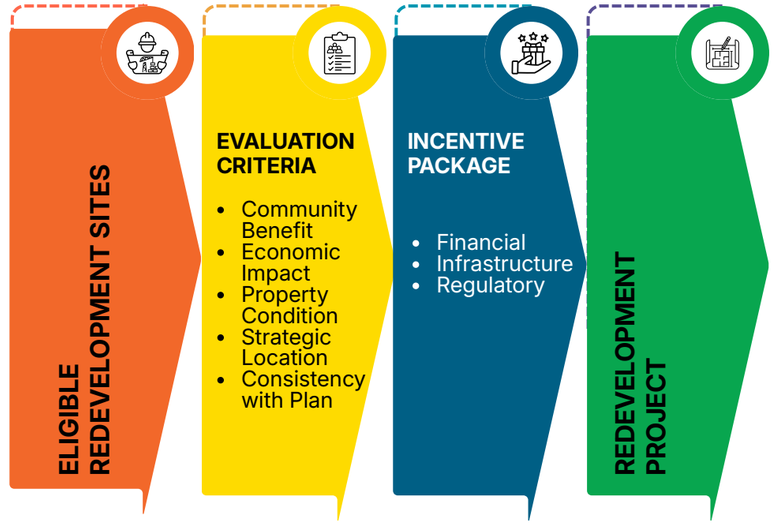
The condition of commercial properties plays an important role in how residents, visitors, and businesses view the City Center. Well-maintained buildings, landscaping, signage, and parking areas help create a positive impression and encourage investment. The City should review its existing property maintenance standards and enforcement procedures to ensure they are clear, effective, and applied consistently throughout the community. Maintaining high standards for commercial properties can improve the appearance of the corridor, protect property values, and encourage continued investment by property owners.

Objective 3.3: Partner with owners of aging commercial centers to prepare redevelopment strategies for underutilized properties.



Several commercial properties in the City Center area may experience redevelopment pressure as market conditions evolve and investment shifts toward newer development patterns. The City should work proactively with property owners to prepare redevelopment strategies that identify preferred land uses, site layouts, access improvements, development standards, and public infrastructure needs before redevelopment opportunities emerge. These strategies can then be used to guide future Requests for Proposals (RFPs), developer solicitations, and redevelopment discussions. Establishing a clear vision for key properties will help ensure that future redevelopment projects align with community goals, incorporate desired design elements, and contribute to the long-term vision for the City Center and surrounding commercial corridors.

Objective 3.4: Establish redevelopment incentives and implementation tools that support reinvestment in strategic commercial properties and activity centers.



Redevelopment projects often require additional support to overcome site constraints, infrastructure needs, or financial challenges. The City should establish a clear set of incentives and assistance programs that encourage reinvestment in important commercial properties and activity centers. These may include redevelopment agreements, participation in infrastructure, tax increment financing, streamlined review processes, and other partnership opportunities. Providing a predictable process and a clear set of available tools can help attract private investment and encourage projects that support the community's long-term vision.

Preserve neighborhood character while supporting infill, redevelopment, and new housing

GOAL 4

Objective 4.1: Amend zoning regulations to permit additional housing types in locations identified as appropriate for infill development.



As housing needs continue to evolve, South Ogden will benefit from providing a broader range of housing options than are available today. The General Plan identifies opportunities to accommodate future growth through infill development and redevelopment in locations that are already served by roads, utilities, and community services. The City should review and update its zoning regulations to allow additional housing types, such as townhomes, cottage housing, multiplexes, mixed-use residential development, and other smaller-scale housing options, in appropriate locations. Expanding housing choices can help meet the needs of young professionals, families, seniors, and workforce households while directing growth toward areas that can accommodate additional development.

Objective 4.2: Utilize available housing funds and pursue LIHTC funding to support affordable housing



Housing costs continue to rise throughout northern Utah, making it increasingly difficult for many households to find housing that meets their needs and budgets. The City should utilize available housing funds, redevelopment resources, and partnerships to support affordable and workforce housing opportunities throughout the community. The City should also work with housing developers, nonprofit organizations, and state agencies to pursue funding sources such as the Low-Income Housing Tax Credit (LIHTC) program, or similar. These efforts can help preserve existing affordable housing, support rehabilitation of older homes, and encourage new housing opportunities for households that may otherwise struggle to remain in the community.

Preserve neighborhood character while supporting infill, redevelopment, and new housing

GOAL 5

Objective 5.1: Incorporate priority City Center and study area projects into the City's Capital Improvements Program.



Many of the recommendations identified in this plan will require public investment over time. The City should incorporate priority transportation, infrastructure, public space, and streetscape projects into the Capital Improvements Program to ensure that funding decisions support the community's long-term vision. By formally including these projects in the City's budgeting and planning process, the City can better coordinate implementation efforts, establish clear priorities, and position itself to pursue outside funding opportunities.

Objective 5.2: Prepare an annual implementation report tracking completed projects, funding awards, redevelopment activity, and remaining priorities.



Implementation should be monitored regularly to ensure that the City continues making progress toward its long-term goals. The City should prepare an annual implementation report summarizing completed projects, redevelopment activities, grant awards, infrastructure investments, and progress toward priority recommendations. The report should also identify remaining priorities, emerging opportunities, and potential challenges that may affect implementation. Regular reporting can help City officials and staff, implementation partners, and residents understand what has been accomplished and where future efforts should be focused.



SOUTH OGDEN

CITY CENTER MASTER PLAN

2026 JULY

STAFF REPORT

SUBJECT: City Center Plan
AUTHOR: Alika Murphy
DEPARTMENT: Administration / Planning
DATE: August 13, 2026

BACKGROUND

The goal of creating a city center plan stemmed from the adopted 2023 General Plan. A city center is mentioned throughout the general plan, and it is woven into the catalytic projects chapter of the plan. Back in September 2024, planning staff was directed to submit a letter of intent application for the Transportation Land Use (TLC) grant with Wasatch Front Regional Counsel (WFRC). After the initial review of the letter of intent, the city was invited to apply for the grant in December 2024. The city was awarded a $110,000 grant in March 2026. For the remainder of the year city staff and WFRC staff was tasked with putting out a request for proposal (RFP) and the city ended up selecting Downtown Redevelopment Services and their team to help put together the city center plan. For much of this year, our consultants, city staff, appointed and elected officials have worked together to assemble the city center plan. That process included a dedicated website, existing conditions analysis, proposed concept, open houses, a survey, interviews /discussions and joint meetings to come to the final product which is live on the South Ogden City Center website (below is a snapshot from the plan of the engagement process). Now it is in front of Planning Commission for a public hearing and consideration.



ANALYSIS

As mentioned, the city has worked with our consultants to put together this city center plan, and the goal for this meeting is to hold a public hearing and forward a recommendation to City Council for the adoption of the plan. The final plan draft is located under the "Project Updates" tab of the https://southogdencitycenter.com/project-updates website. Planning Commission has had time to review, ask questions and has been part of discussions of this plan. Now it is in front of them to discuss and make a recommendation of adoption. The purpose of the agenda item and public hearing is to review and consider the plan itself; it is NOT to make any changes to any existing code or ordinance that has already been adopted. If the Planning Commission votes to give a positive recommendation to City Council, City Council will then have a chance to review the plan, ask any questions they may have and have the final vote. As of right now, it is scheduled to be on their August 18 meeting. If the City Council decides to adopt the plan, then it is up to staff, Planning Commission and City Council, to put together a game plan as to how we will take in the recommendations that our consultants have given us and move forward. That includes but is not limited to updating the form-based code, possibly making infrastructure improvements, and running studies.

Seeing as Planning Commission and City Council have both been part of the process of putting together the plan, staff recommends the approval of this plan.

Process for Nomination and Election of New Planning Commission Chair

Nominations From The Floor

Sometimes called *open nominations*, this method is probably the most familiar. It's used in the vast majority of situations in which members elect their officers at a meeting. Your group's rules and customs determine when floor nominations are accepted. Sometimes nominations aren't taken until the election is pending, and sometimes they're taken at other times, such as at a meeting before the election meeting.

The process of making floor nominations is subject to the following rules:

- Recognition by the chair is not required to make a nomination. However, calling nominations from your seat is often impractical, so you may want to adopt a more formal nomination process.
- Nominations don't have to be seconded, but it's not out of order for members to second a nomination to signal their endorsement.
- A person can nominate himself or herself.
- A member shouldn't offer more than one nomination to a position if there are several seats for the same office — such as for nominees to a board or a committee — until all other members have had the opportunity to make nominations.
- If the bylaws don't prohibit it, a person can be nominated for more than one office and can even serve in more than one office if elected.
- Nominees do not have to leave the room during the nominations, when the vote is taken, or when the vote is counted.
- The presiding officer can continue presiding, even if he or she is one of the nominees for the office.
- A member can rise and decline the nomination during the nominating process.
- After each nomination, the president repeats the name to the assembly.
- Nominations are taken for successive offices in the order they're listed in the bylaws.

Motions to close nominations are usually unnecessary because the nomination process simply continues until no one wishes to make further nominations. When the nominations stop, the chair just declares nominations closed after making sure that no more nominations are forthcoming. Customarily (although it's not required), the chair accomplishes this by calling three times for more nominations.

According to Robert's Rules, a motion to close nominations is out of order *as long as any member wishes to make a nomination.*

A motion to close nominations is usually not necessary unless it is apparent that members are nominating people just to honor them, and that the nominees have no intention of serving.

Usually the president closes nominations when no further nominations come forward from the assembly.

CONDUCTING ELECTIONS

The election process may be the easiest part of deciding who handles a particular job in the organization. Robert's Rules on elections are very straightforward after what is often a politically charged prequel of nominating and campaigning.

An election is really nothing more than the handling of an assumed motion, with the question being on whom to elect to fill a position. Like any incidental main motion, an election can be decided by voice vote or by ballot.

Electing By Ballot

Ballot voting is by far the surest way to allow for the free expression of the will of the membership.
When holding ballot elections, you have two procedural options:

- **Nominations for all offices conclude before any balloting begins.** This saves time and allows for polling at a time and place other than a meeting. However, it disadvantages candidates who lose an election for a position decided earlier and then can't serve a different position.
  When using this procedure, make it clear that a person can be nominated for and elected to more than one office. If a person is elected to two different positions, she can either choose which office to accept or serve in more than one position, if that's allowed.
- **Nominations for each office are followed by the election for that office.** The main advantage here is that it allows members to consider the election results of one office before proceeding to the election of another office. You take nominations from the floor for one office, and when no further nominations are forthcoming, you proceed to the balloting for that office. This method requires more time for the election process, making it probably best limited to smaller groups.

No matter which procedure you use, the order in which you take up each election is the order in which the offices are listed in your bylaws.
Voting by ballot enables a member to vote for a candidate not formally nominated by writing in a name — a *write-in vote.* A write-in vote is a legal vote unless it's unintelligible or cast for an unidentifiable or ineligible person or for a fictitious character, in which case it's counted as an illegal vote.
Ballot voting is the preferred voting method in situations in which knowing how all the members voted isn't desirable. You can use a ballot vote to decide either a motion or an election:

- **If the ballot vote decides a motion,** the question is clearly stated by the chair, and you're instructed to mark your ballot *Yes* or *No* (or *For* or *Against*).
- **If the ballot vote decides an election,** you're instructed to write the name of the nominee of your choice on your ballot.

It's never in order to vote *Yes* or *No* (or *For* or *Against*) a candidate when electing persons to office.
The only way you can vote *against* a candidate is to vote *for* another person.

Who Gets To Vote

Depending on your organization and the decisions being made, balloting may take place during a meeting, or polls may be open during polling periods including times when no meeting is in progress.
In either case, you need to appoint reliable ballot counters to hand out and collect ballots and to count the votes.
Only members entitled to vote are given ballots or are allowed to deposit ballots with a ballot counter or place them in the ballot receptacle. If polling is conducted outside of a meeting, members should verify their credentials with election officials when casting their votes at the polls, and members' names should be checked on a list showing who has voted.
The presiding officer votes along with all the other members, although she is *never* allowed to cast a tie-breaker in a ballot vote.
A member has the right to vote until the polls are closed. A late-arriving member can vote only with other members' consent by majority vote.

Counting The Ballots

When counting ballots, ballot counters need to keep a few key points in mind:

- Blank votes are treated as scrap paper and don't count at all.
- Illegal votes cast by legal voters count toward the total votes cast, but they don't count for any individual choice or candidate. Illegal votes are
- Unintelligible ballots
- Ballots cast for a fictional character
- Ballots cast for an ineligible candidate
- Two or more marked ballots folded together (together they count as only one illegal vote)
- If a marked ballot is folded together with a blank ballot, the marked ballot counts as one legal vote, and the blank ballot is considered scrap paper.
- Each question on a multipart ballot is counted as a separate ballot. If a member leaves one part blank, the votes entered on the other questions still count.
- If a member votes for more choices than positions to be elected, the vote is considered illegal.
- If a member votes for fewer choices than positions to be elected, the vote is legal and those votes count.
- Small technical errors, such as spelling mistakes or marking an X when a checkmark is called for, don't make a vote illegal as long as the voter's intent is discernible.
- Votes cast by illegal voters must not be counted at all, not even included in the number of total votes cast. If it's determined that enough illegal votes were cast by illegal voters to affect the result, and these votes can't be identified and removed from the count, then the vote is deemed null and must be retaken.

After The Vote

After the votes are counted, the lead ballot counter reads aloud to the membership the complete report of the vote counts but doesn't declare the result. That job belongs to the presiding officer, who reads the report again to the members, concluding with a formal declaration of the result. The entire ballot counters' report should be included in the minutes of the meeting.

In determining how long to hold the ballots before destroying them, your main consideration is the possibility of needing a recount. After the period during which a recount can be conducted has passed, you don't need to keep the ballots. A decision on how long to keep them can be made at the meeting when the vote takes place, or a short retention period for ballots can be adopted as a standing rule.

Electing By Voice Vote

If your bylaws don't require you to conduct an election by ballot, and if candidates are unopposed or there's no major contest for an office, you can save time with a simple voice vote (or *viva voce*). After nominations are closed, the vote is taken on each nominee in the order in which they were nominated.

Because this form of voting favors one candidate over another based on the order of nomination, you should avoid using it except in mass meetings or when there's no serious contest for the office and a ballot is not required. If members don't understand exactly how it works, the ones whose preferred candidate doesn't get voted on are likely to think something is amiss.

Electing By Roll Call

If your assembly's members are accountable to a constituency, your rules may require you to conduct your elections by roll-call vote. You follow the same procedures for elections by ballot, as far as arriving

at the point of the election is concerned, but instead of casting your vote by ballot, each member announces his vote when the secretary calls that person's name. The secretary repeats the vote after recording it, to ensure accuracy.

Determining Who Wins

Elections are decided by majority vote unless your bylaws provide differently. In a voice vote, the winner is easy to determine and the vote is over when someone wins the election. When it comes to ballot elections, your election isn't complete until a position is filled, and a position is never filled until a candidate receives the threshold number of votes required for election. In most cases, the threshold is a majority of the votes cast. If you have only two candidates and the vote is a tie, you repeat the balloting until one candidate receives a majority.

Balloting must continue until a candidate receives a majority. It's never proper to drop the candidates receiving the lowest vote totals from a ballot unless they withdraw voluntarily. That means run-offs are just plain out of order. The requirement for election by ballot is a majority, and a candidate has no obligation to withdraw just because he polls low numbers. Your members may wind up voting for Mr. Low as the compromise candidate.

Additional Points Concerning Elections

Here are some other things to consider during the election process:

- A quorum needs to be present throughout the election meeting. If members leave during the meeting so that a quorum is not present, those offices not yet elected must be put off until an adjourned meeting or until the next meeting.
- Ballot counters should cast their ballots at the same time that the assembly votes.
- If a member is elected and not present and has not previously said that if elected he or she will serve, someone should call the member to see if he or she will accept the office. If not, the members can vote again during that meeting for another candidate.
- If an elected candidate declines the office after he or she is elected and after the meeting has adjourned, another election needs to take place, if at all possible. If the bylaws specifically address this situation, members should follow the bylaws.
- If it is discovered after an election that the person elected does not meet the eligibility requirements, and even if the person has begun to serve, the election is void. The organization must have another election.
- A member can't make the motion to adjourn while the assembly is occupied with taking a vote, verifying a vote, or announcing a vote, except when the vote is by ballot. In a ballot vote, after the ballot counters have collected all the ballots, a member can make the motion to adjourn. If the motion is adopted, the assembly can adjourn before the vote is announced if it has another meeting scheduled. The balloting committee can still count the ballots. When the next meeting begins, the first order of business is to hear the report of the balloting committee and for the presiding officer to announce the vote that was taken at the previous meeting.
- If counting ballots takes some time, it is best for the assembly to take a recess instead of adjourn.
- In counting the votes, the balloting committee must not confuse a majority vote with the highest number of votes. The person who gets the most votes may not have a majority of the votes. In this case, the members must vote again until one candidate receives a majority vote.
- If there is a question about the way a ballot is marked, the ballot counters should take it to the presiding officer. He or she should present it to the assembly to decide what to do with the vote - whether to count it and toward what name to credit the vote.

- When presenting the nominations or taking the vote for a list of offices, the president should follow the order of offices that appears in the bylaws.
- If a person has been nominated to more than one office and is elected to two offices, he or she can choose which office he or she wants. The assembly then votes again on the other office.
- If a member is not present to choose which office he or she wants to serve, the members vote on which office they want him or her to serve. Members then vote on a candidate to fill the remaining office.
- If members adjourn before an election is complete, they should set the time for an adjourned meeting to finish the election. If they don't set a time for an adjourned meeting, they can call a special meeting (if the bylaws allow this). Or, members can also finish the election at the next regular meeting if the meeting falls within a quarterly time period.
- If members are voting for offices that have staggered terms or that last more than a year, the secretary should include in the minutes when the term expires. The minutes may say, for example, "Eric Olson was elected to the board for two years. His term expires July, 2014."
- If electronic machines are used for voting, they should be programmed so that each segment of the ballot is treated as if it were a separate ballot. Ballot counters present during the voting should be carefully instructed in their duties and should be able to explain to other members how to use the machine. If members haven't used the machine before, it may be wise to show them how to use it the day before the election.

MINUTES OF THE SOUTH OGDEN CITY COMBINED CITY COUNCIL/ PLANNING COMMISSION WORK SESSION

THURSDAY, MARCH 12, 2026

WORK SESSION – 6 PM IN EOC ROOM

Not Approved

WORK SESSION MINUTES

COUNCIL MEMBERS PRESENT

Mayor Russell Porter, Council Members Mike Howard, Jeanette Smyth, Doug Stephens, and Clayton Peterson

PLANNING COMMISSION MEMBERS PRESENT

Adam Ritchie, Katy Wahlquist, Norbert Didier, Pete Caldwell, Brian Mitchell, and Robert Bruderer

STAFF MEMBERS PRESENT

City Manager Matthew Dixon, Public Works Director Jon Andersen, Finance Director Peter Anjewierden, Fire Chief Cameron West, Planner Alika Murphy, and Recorder Leesa Kapetanov

OTHERS PRESENT

Consultant Nathan Davies from Downtown Redevelopment, Tim Watkins from Wasatch Front Regional Council,

Note: The time stamps indicated in blue correspond to the audio recording of this meeting, which can be found by clicking the link: https://cms7files.revize.com/southogdennew/document_center/Sound%20Files/2026/CC_PC260312_1702.mp3?t=202604241144080 or by requesting a copy from the office of the South Ogden City Recorder.

I. CALL TO ORDER

- At 6:05 pm, Mayor Porter called for a motion to begin the work session

00:00:00

Council Member Howard so moved, followed by a second from Council Member Smyth. Council Members Howard, Smyth, Stephens, Howe, and Peterson voted aye.

II. DISCUSSION

City Center Plan- Nathan Davies from Downtown Redevelopment Services

- Mr. Davies gave a visual presentation. See Attachment A. During the presentation, he also had those present fill out a questionnaire. See Attachment B. Questions and comments by the City Council and Planning Commissioners were taken throughout the presentation

00:01:51

III. ADJOURN

- At 7:33 pm, Mayor Porter called for a motion to adjourn the work session

01:29:54

Council Member Peterson so moved, followed by a second from Council Member Smyth. All present voted aye.

Not Approved

I hereby certify that the foregoing is a true, accurate and complete record of the South Ogden City Combined City Council/Planning Commission Work Session held Tuesday, March 12, 2026.

Leesa Kapetanov, City Recorder

Date Approved by the Planning Commission

ATTACHMENT A

Visual Presentation by Nathan Davies

Not Approved



Contents

1 INTRODUCING THE PROJECT
2 DEVELOPMENT OPPORTUNITY FRAMEWORK
3 MARKET AND FINANCIAL FRAMING
4 HEIGHT AND INTENSITY GUARDRAILS
5 THREE SCENARIOS
6 CONNECTIVITY EXERCISE
7 STREETSCAPE DIRECTION
8 POLICY SUMMARY

SOUTH OGDEN

Welcome and Purpose

What is the Project?

A small area plan defining land use and redevelopment direction for the South Ogden City Center.

What is the Purpose?

Gather direction on height, intensity, connectivity, and streetscape before scenarios are prepared.



Why This Matters?

The City Center is a General Plan top priority, making this a pivotal moment to shape its future and align expectations early.

Key Highlights

- Identified as a General Plan priority for strategic investment.
- Opportunity to define the City Center's long-term direction.
- Early alignment reduces risk and redesign later.



What We Need From You

Tonight's direction will directly shape how the scenarios are refined and finalized. Clear guidance from you will establish the framework for that refinement, and we're seeking your feedback on the following:

- Maximum Comfortable Height
- Redevelopment Intensity Direction
- Hard Constraints
- Connectivity Priorities
- Streetscape Preferences



Project Roadmap

- Existing Conditions completed
- Development Opportunities identified
- Scenario modeling underway
- Preferred Scenario + Implementation next



SOUTH OGDEN

Major Infill Areas (Scenarios A and B)

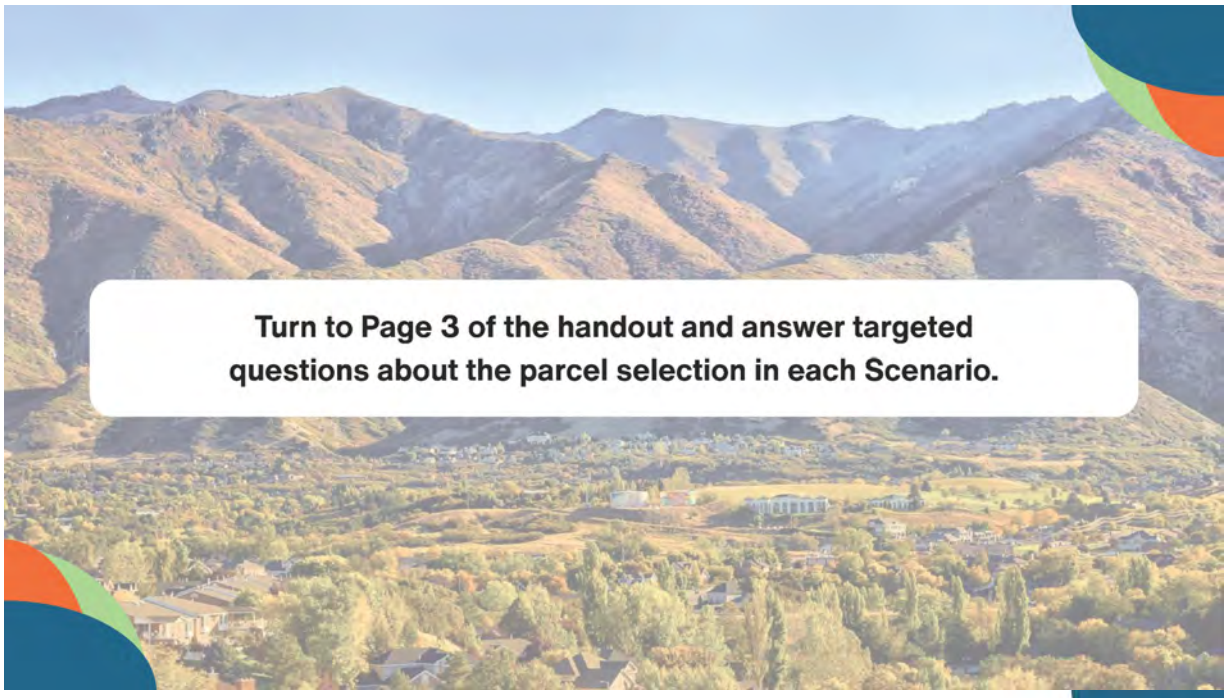
This map is also on Page 2 of the handout. Please review the parcels in this scenario and be ready to answer questions on Page 3.



Expanded Areas (Scenario C)

Turn to Page 3 of the handout and answer targeted questions about the parcel selection in each scenario.





Why Intensity Matters

Intensity determines housing capacity, fiscal performance, infrastructure feasibility, return on investment, and the level of amenities private development can reasonably deliver. **Turn to Page 4 of your handout, and we will review it.**

Higher Intensity

- Accommodates more housing units
- Expands employment opportunities
- Lower individual tax burden
- Supports developer-provided amenities

Lower Intensity

- Reduced housing capacity
- Less activity and traffic
- Higher individual tax burden
- Limits amenity expectations

Lower Intensity



Higher Intensity



Height Bands Under Consideration



2 Stories

- Similar heights to existing small buildings in the project area
- Minimal visual and fiscal change
- Appropriate near neighborhoods



4 Stories

- Moderate increase in housing and activity
- Fits along main roads
- Transition between low and higher areas

Height Bands Under Consideration



6 Stories

- Potentially confined to the City Center core
- Supports mixed-use redevelopment on key parcels
- Can use topography to reduce visibility



8 Stories

- Potentially limited to the central core only
- Maximizes housing and tax base
- Provides the most amenities
- Topography can help screen height from neighbors

Distribution of Heights

Discussion - Please reference Page 5 of your handout and respond to:

- Where could taller buildings be appropriate?
- Should height step down toward single-family residential on the edges of the City Center area?



Design Considerations in Height

Setback: Distance between building and property line

- Larger setbacks allow landscaping, wider sidewalks, and plaza space

Stepback: Upper floors pushed back from lower floors

- Stepbacks reduce how tall the building feels at street level



Turn to Page 6 of your handout and check off the boxes which design considerations would make you feel comfortable with taller buildings.

Land Uses and Colors

- Townhouse (Yellow) - Exterior-oriented attached housing units with individual entrances.
- Multifamily (Orange) - Apartments or condos with multiple units in one building.
- Office (Light Purple) - Workspace for businesses, services, and professional firms.
- Commercial (Red) - Retail, dining, and service businesses serving residents and visitors.











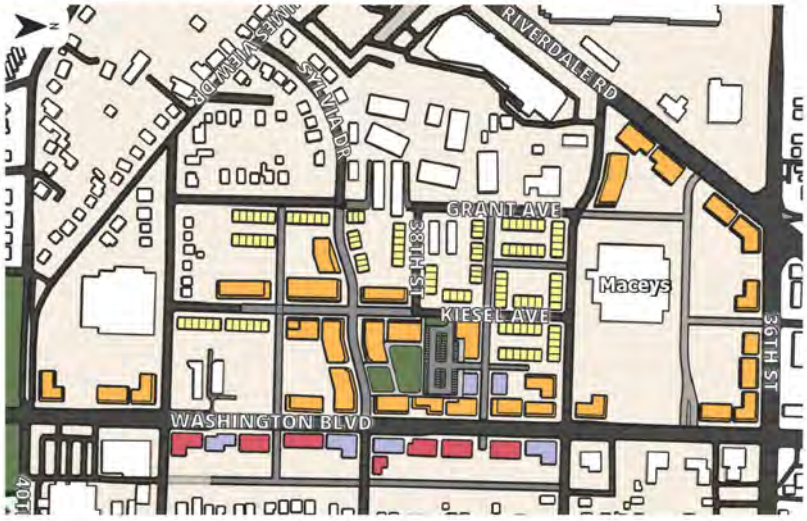
Scen. A - Preservation Focused Infill

- 3–6 stories at key nodes
- Mixed-use buildings along Sylvia Dr/38th St and Kiesel Ave
- Preserves key existing uses outside of the core site
- Introduces mixed-use retail, office, and multifamily development
- 469 new multifamily units and 110 new townhomes

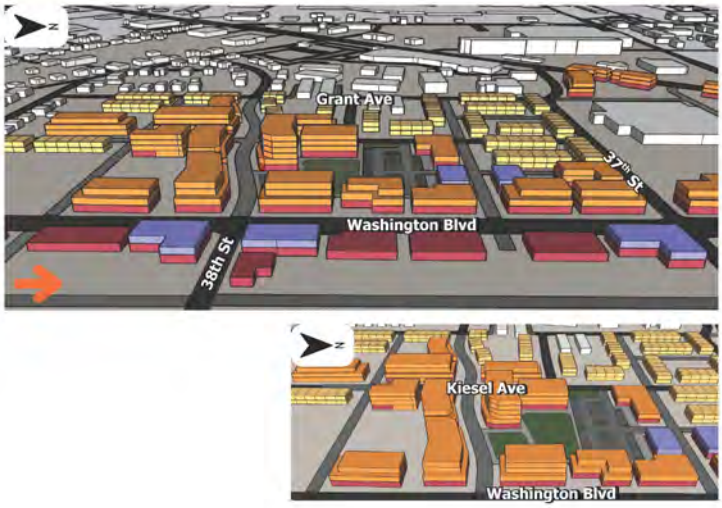




Scen. A - Preservation Focused Infill



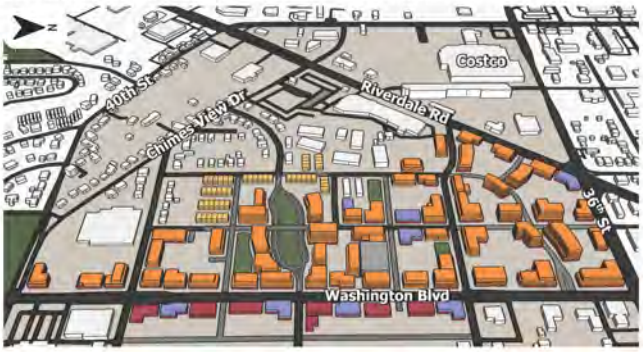
Scen. A - Preservation Focused Infill





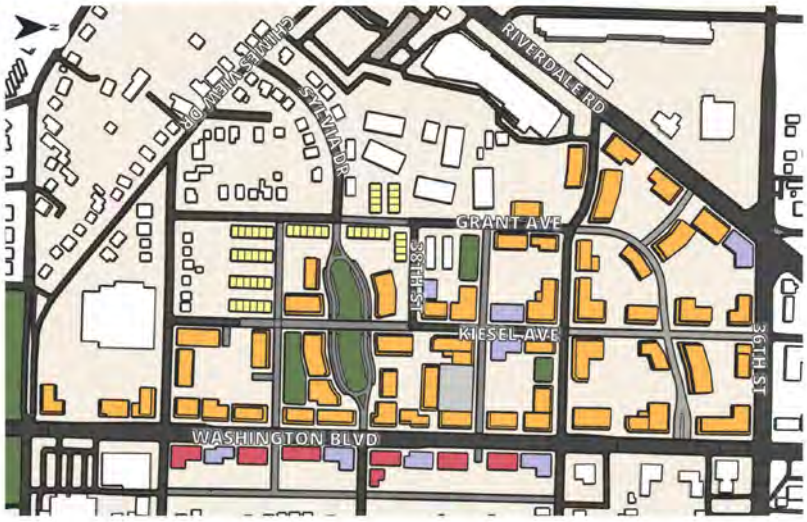
Scenario B - Middle Redevelopment

- 4–6 stories at key nodes, an increase in density with expanded retail
- Preserves existing apartments and townhomes
- New boulevard with 100-ft wide greenspace connecting Sylvia Dr to 38th St
- Establishes a defined City Center spine east of Washington Boulevard
- 880 new multifamily units and 48 new townhomes

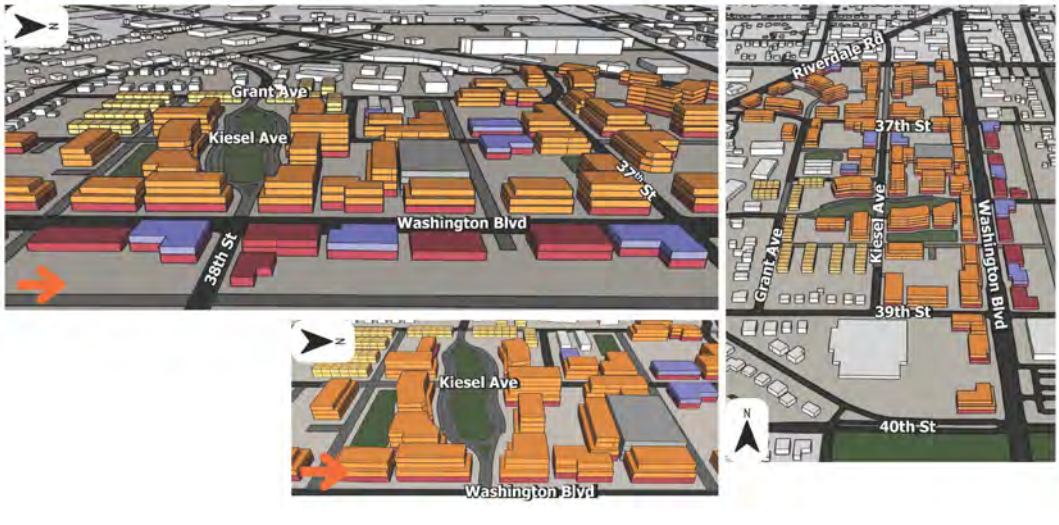




Scenario B - Middle Redevelopment



Scenario B - Middle Redevelopment



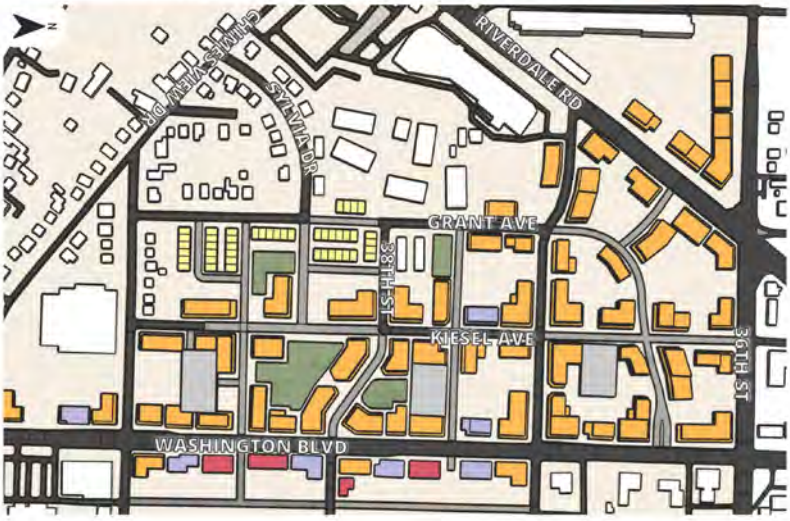
Scenario C - Complete Redevelopment

- 6–8 stories at key nodes, such as the Big Lots and Macey's sites
- Expanded redevelopment footprint, including parcels NW of Riverdale Road
- Most expansive mixed-use buildout of the 3 scenarios
- Extends Kiesel and Grant Avenues as 38th Street through site
- 1,408 new multifamily units and 44 new townhomes

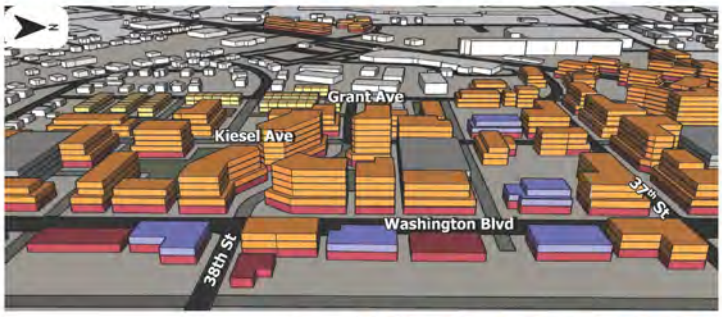




Scenario C - Complete Redevelopment



Scenario C - Complete Redevelopment

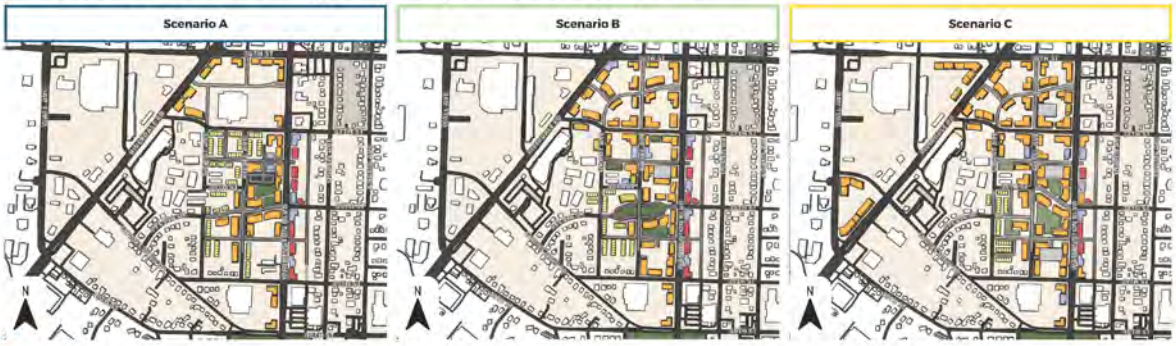






Scenario Comparison

Which direction aligns with your comfort level?



Connectivity & Block Structure

Street and pathway connections will determine how the City Center functions over time. New links can break up large blocks, improve access, and support redevelopment while maintaining traffic flow.

New roadway connections may:

- Break up oversized parcels to support redevelopment
- Improve circulation and reduce pressure on main roads
- Create safer, clearer intersections
- Improve access to parking and future development sites

On Page 15: Draw where you would like to see new or extended roadway connections within the City Center.



Bike and Pedestrian Connections

Improved walking and biking routes may:

- Connect neighborhoods to the core
- Create safer crossings across Washington Blvd.(UDOT Road), Riverdale Rd. (UDOT Road), 36th St., and 40th St.
- Provide mid-block pedestrian links
- Support future trails, micromobility, and transit access

On Page 16: Draw lines where you would like to see new pedestrian paths, bike routes, or safer crossings throughout the City Center.



Potential Pedestrian Improvements

On Page 17 of your handout, rank the following 1-7, with 1 being the most preferred.















Potential Bicycle Improvements

On Page 17 of your handout, rank the following 1-6, with 1 being the most preferred.


ON-STREET BIKE LANES


PROTECTED BIKE LANES



SHARED-USE PATHS

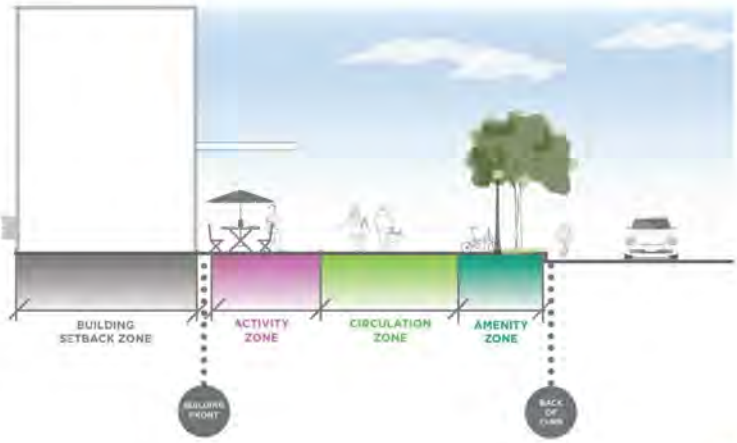

REGIONAL TRAIL CONNECTIONS


BIKE PARKING NEAR DESTINATIONS


BIKE ACCESS TO NEIGHBORHOODS

Streetscape Overview

- Example street section shows zones between buildings and curb
- Each zone serves a specific circulation or activity function
- Some zones may take precedence depending on location and goals
- Design must balance pedestrians, cyclists, vehicles, and transit
- Objective is a functional and coordinated street environment



Local Streets vs UDOT Roads

While UDOT operates within its own standards and manuals, the City can bring forward specific, targeted improvement requests.



Potential UDOT Requests:

- Safer, shorter crossings
- Signal and speed adjustments
- Sidewalk widening where feasible

City-Controlled Elements (Local ROW):

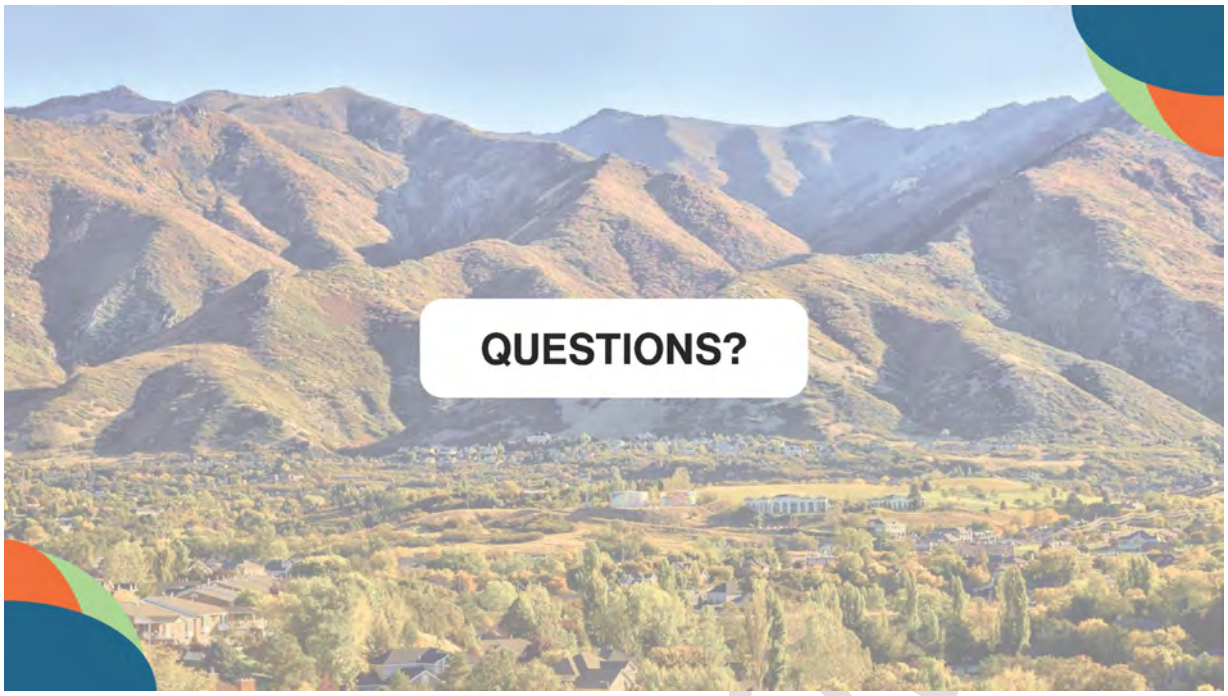
- Trees and streetscape character
- On-street parking and traffic calming
- Internal street connections

What specific improvements should the City request from UDOT along their corridors (Riverdale Road and Washington Blvd)? (Page 17 of handout)

What Happens Next?

The Planning Commission and City Council workshop provides direction before formal scenario refinement begins.





123

Not Approved

MINUTES OF THE SOUTH OGDEN CITY COMBINED CITY COUNCIL/ PLANNING COMMISSION WORK SESSION

THURSDAY, MAY 26, 2026

WORK SESSION – 6:00 PM IN EOC ROOM

Not Approved

WORK SESSION MINUTES

COUNCIL MEMBERS PRESENT

Mayor Russell Porter, Council Members Jeanette Smyth, and Jeremy Howe

PLANNING COMMISSION MEMBERS PRESENT

Norbert Didier, Brian Mitchell, Adam Ritchie and Rob Bruderer

STAFF MEMBERS PRESENT

Assistant City Manager Summer Palmer, Finance Director Peter Anjewierden, Fire Chief Cameron West, City Planner Alika Murphy, Communications and Events Manager Danielle Bendinelli, and City Manager Matt Dixon

OTHERS PRESENT

Melissa Fryer and Ryan Wallace from MHTN Architects
Benjamin Levenger with Downtown Redevelopment Services (DTRE) (attended online)
Tim Watkins with Wasatch Front Regional Council

Note: The time stamps indicated in blue correspond to the audio recording of this meeting, which can be found by clicking the link: cms7files.revize.com/southogdennew/document_center/Sound Files/2026/CC_PC260312_1702.mp3?t=202604241144080 or by requesting a copy from the office of the South Ogden City Recorder.

I. CALL TO ORDER

- At 6:11 pm, Mayor Porter called for a motion to begin the work session

00:00:23

Council Member Howe so moved, followed by a second from Council Member Smyth. Council Members Smyth and Howe voted aye.

II. DISCUSSION ITEMS

A. City Center Plan Scenario Refinement Workshop. See Attachment A.- Melissa Fryer from MHTN Architects turned the time over to Ben Levenger to present the City Center Plan Scenario

00:01:43

- Presentation covered Existing Conditions, Public Engagement Highlights, Assessment/Goals/ Recommendations and Market Analysis, Conceptual Design Analysis and defined detailed areas.
- Time was then turned over to Melissa Fryer from MHTN Architects to present the conceptual map.

00:09:13

- Council Member Howe asked for timeline on the transition plan. Mr. Levenger explained it typically depends on how aggressively residents and council want to move forward with the project.

00:13:48

- Conceptual Map Presentation continued.

00:16:50

- Mayor Porter inquired about who typically maintains the community area and green spaces. Mr. Wallace and Mr. Levenger explained a few of the options they have seen.

00:28:38

- Conceptual Map Presentation continued.

00:30:05

- Following presentation, the group discussion revolved around focus and design priorities, building heights, street flow, green space, parking, pedestrian walkability and transportation hubs.

00:36:39

- Final conversation was on comfortability with public subsidies and what are the options. City Manager Matt Dixon defined what a public subsidy is and provided examples and how it could relate to this project.

00:54:20

- Nest steps in the process will be to refining the scenarios and test them on June 8, 2026 during another public interactive workshop.

01:04:19

III. ADJOURN

- At 7:16 pm, Mayor Porter called for a motion to adjourn the work session

01:05:35

Council Member Howe so moved, followed by a second from Council Member Smyth. All present voted aye.

Not Approved

I hereby certify that the foregoing is a true, accurate and complete record of the South Ogden City Combined City Council/Planning Commission Work Session held Thursday, May 26, 2026.

Leesa Kapetanov, City Recorder

Date Approved by the Planning Commission

Not Approved

ATTACHMENT A

City Center Plan Scenario Refinement Workshop Presentation Slides

Not Approved

South Ogden City Center Master Plan

5/26 PC/CC Joint Preferred Concept Session



Contents

1 PROJECT PROCESS

2 EXISTING CONDITIONS HIGHLIGHT

3 PUBLIC ENGAGEMENT HIGHLIGHT

4 VISION & GOALS SYNOPSIS

5 MARKET ANALYSIS HIGHLIGHT

6 CONCEPTUAL DESIGN ANALYSIS

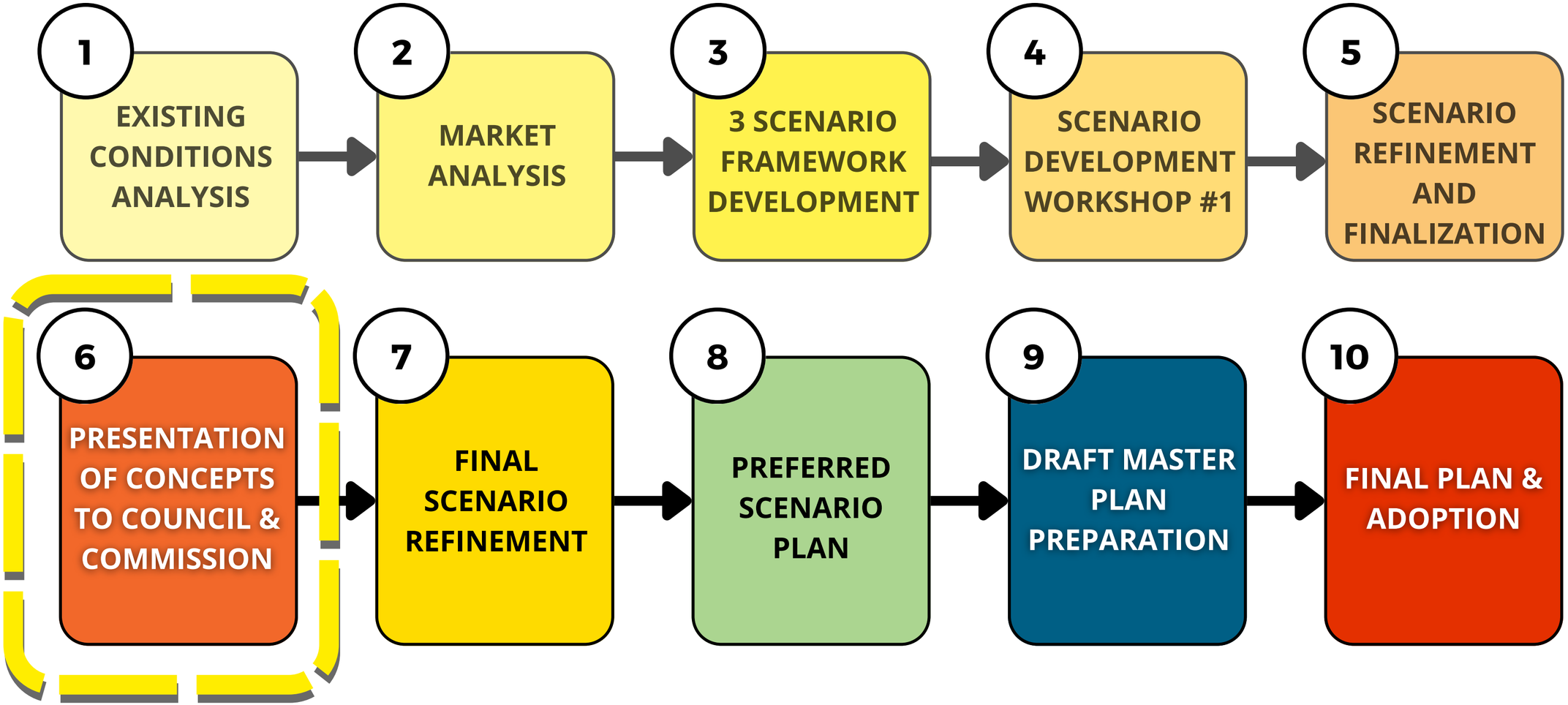
7 CIRCULATION & CONNECTIVITY

8 PREFERRED CONCEPTS

9 CORE TAKEAWAYS & IDEAS

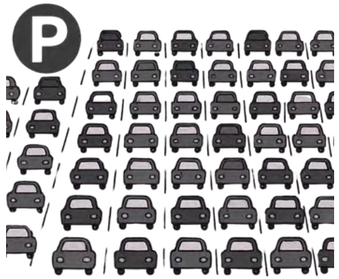
10 PRIORITIES & RECOMMENDATIONS

The Process


1
EXISTING CONDITIONS ANALYSIS
2
MARKET ANALYSIS
3
3 SCENARIO FRAMEWORK DEVELOPMENT
4
SCENARIO DEVELOPMENT WORKSHOP #1
5
SCENARIO REFINEMENT AND FINALIZATION
6
PRESENTATION OF CONCEPTS TO COUNCIL & COMMISSION
7
FINAL SCENARIO REFINEMENT
8
PREFERRED SCENARIO PLAN
9
DRAFT MASTER PLAN PREPARATION
10
FINAL PLAN & ADOPTION

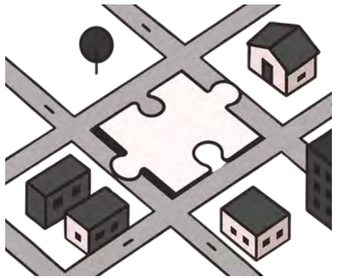
Existing Conditions Highlight

Built Environment



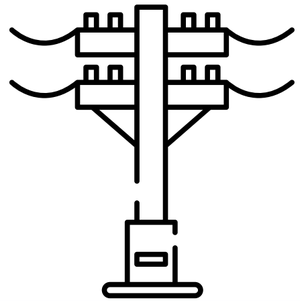
Underutilized auto-centric area with poor walkability.

Urban Design



Auto-oriented corridor with emerging civic activity and a weak identity.

Infrastructure



Established utilities with low flood risk & stormwater needs.

Transportation



Transit-served corridor limited by roadway barriers & little pedestrian access.

Real Estate



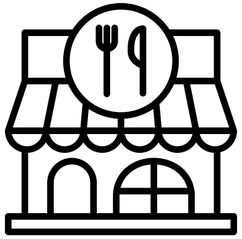
Residential neighborhoods with infill potential and limited housing options.

Public Engagement Highlight

Outreach Events Completed

1. 1/14/26: Stakeholder Interviews
2. 2/2/26: City Center Community Visioning Open House
4. Feb. - March: SO Visioning Survey
3. 3/12/26: PC/CC Joint Ideation Workshop
5. 4/22/26: City Center Conceptual Ideas Workshop

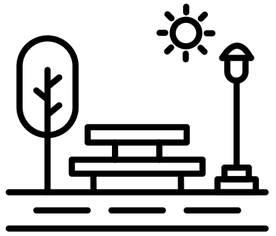
Feedback Highlights



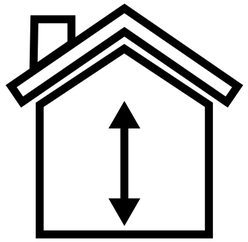
More dining and entertainment



Safer connected walkable streets



Create central gathering spaces



Preserve the city's character



A strong City Center identity



Mixed-use redevelopment

Vision and Goals Synopsis

Overarching Vision Statement

South Ogden's City Center will grow into a vibrant, walkable heart of the community that serves those who live, work, and recreate there and welcomes visitors from across the Wasatch Front.

Development and Revitalization

The City Center will develop into a lively mix of housing, local businesses, and destinations that support everyday needs, attract visitors, and create a strong civic core.

Mobility and Circulation

The City Center will serve as a hub for people walking, rolling, driving, and taking transit so they can reach their destinations safely, comfortably, and conveniently.

Community Character

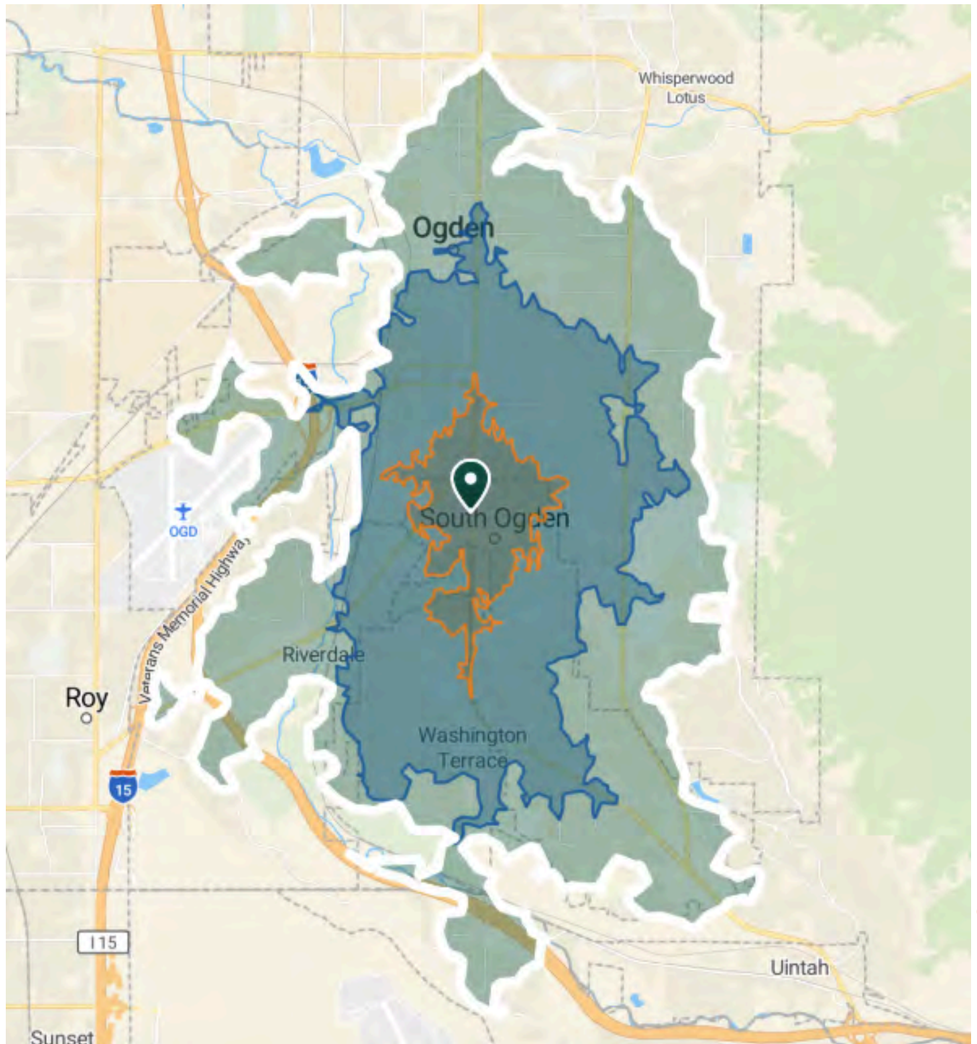
The City Center will define and anchor South Ogden's identity through well-designed buildings and signage, welcoming public spaces, and respect for community character.

Market Analysis Highlight

Outlined below is the amount of different types of commercial or retail amenities that can be absorbed into the downtown market.

Growth Per Resident	Retail	Restaurant	Activation
Potential Growth	23.32	3.28	1.59

This analysis is based on potential growth per person, within the City, including both city center development and existing population



Conceptual Design Analysis

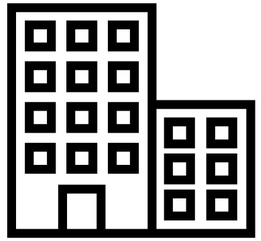
Option 1







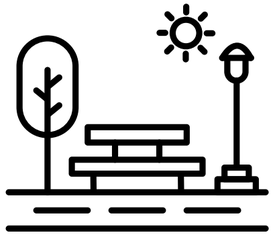
Feedback Results



2-5 stories preferred



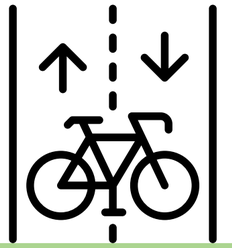
Kiesel ped-street supported



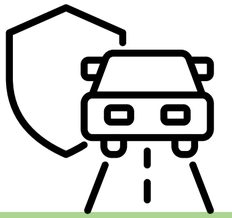
Central plaza highly supported



More architectural detail

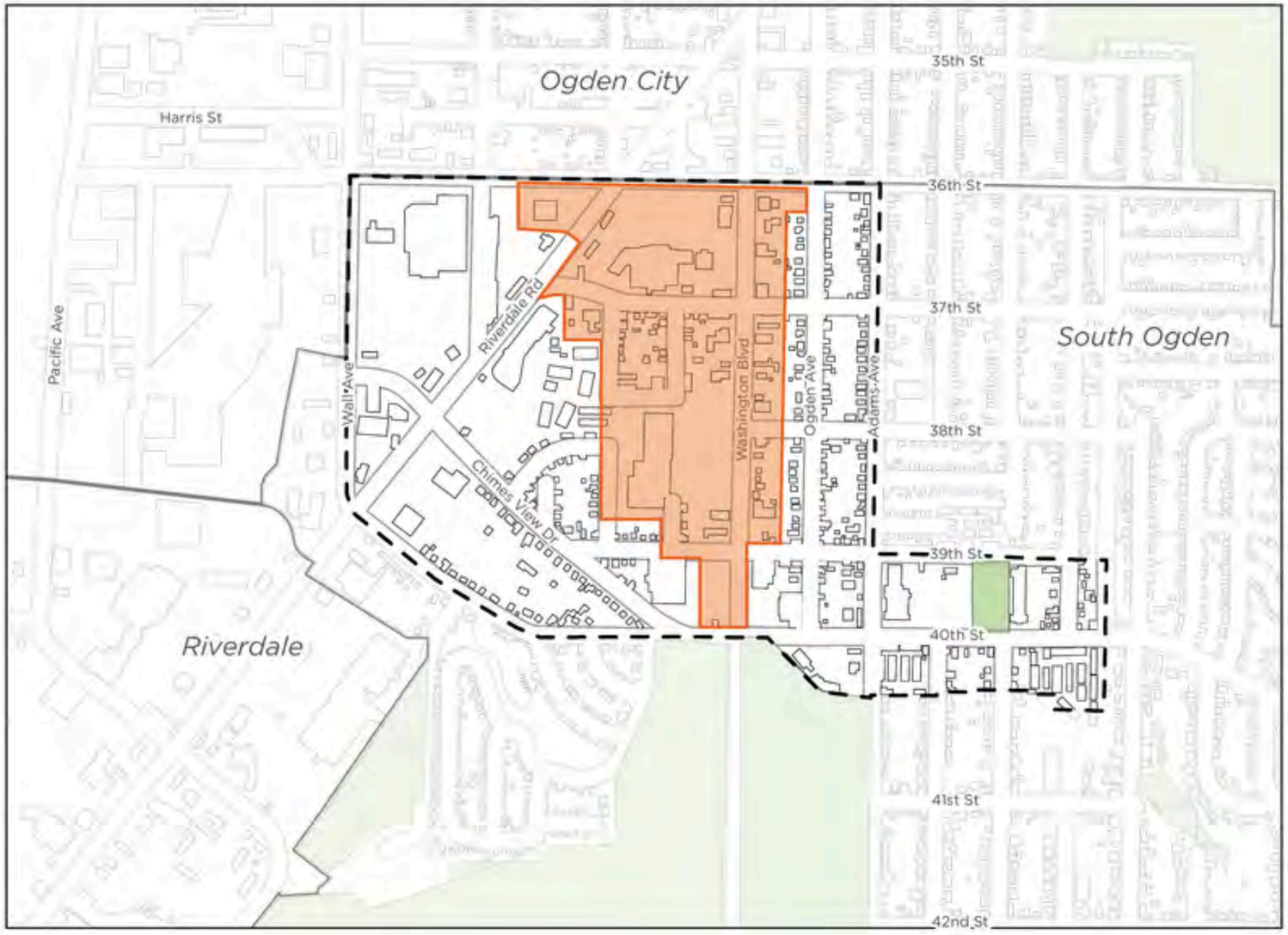


Extend bicycle infrastructure



Protected turn lane at 40th/ Washington

Project Area



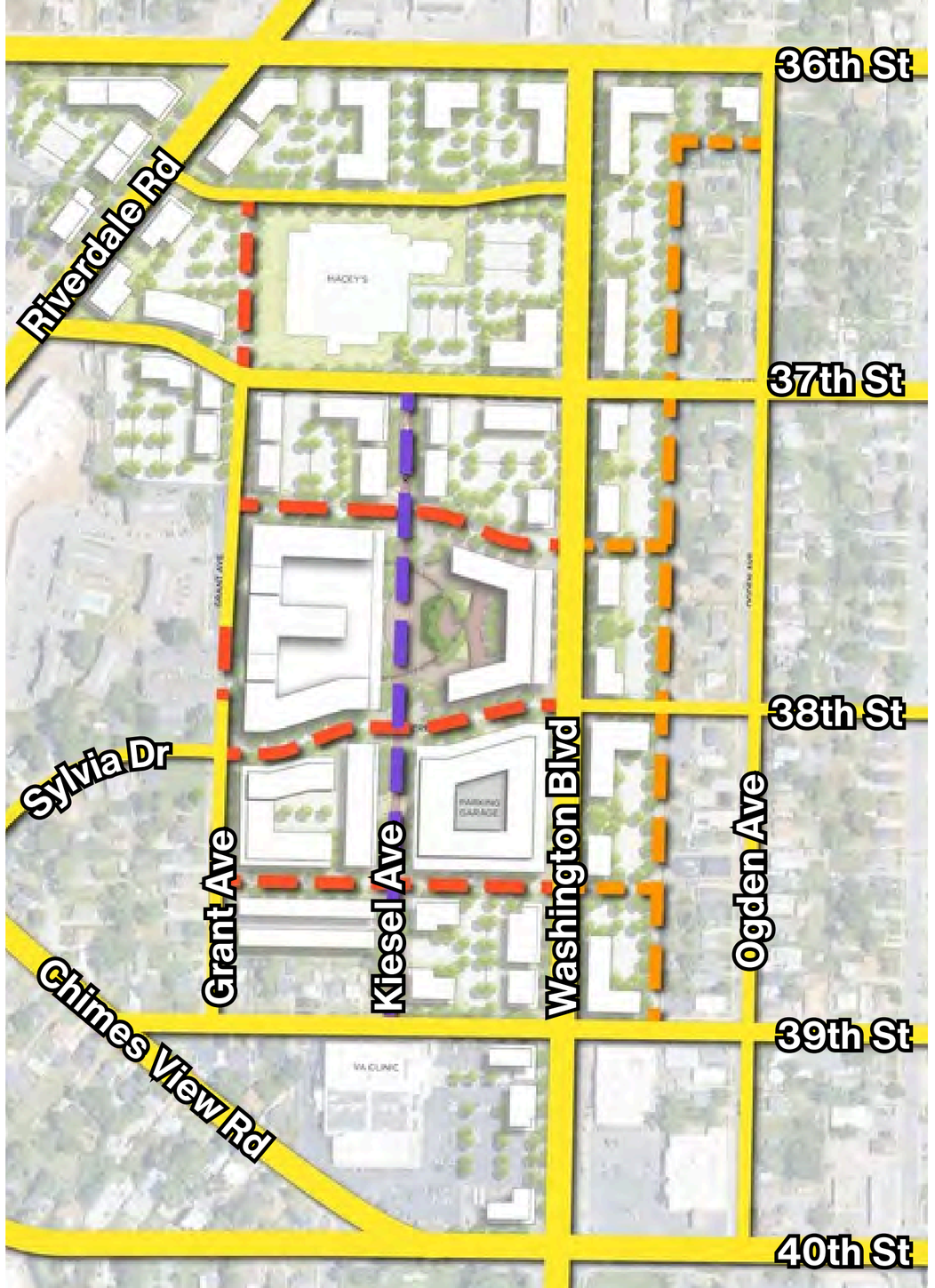
Preferred Concept Site Plan



Connectivity Map

Legend

- New Shared Pedestrian Connection
- New Vehicular Connections W/ Sidewalks
- New Alley Connections W/ Sidewalks
- Existing Road



Preferred Concept Views



View from Washington Blvd



View from Central Plaza

Key Ideas

Pedestrian-oriented development along critical corridors





Key Ideas

Pedestrian-oriented development along critical corridors, building stepbacks





Key Ideas

Public green space in the City Center





Architectural Materials















Brick Masonry (Primary Material)
Use for ground floor, street facing facades, corners

Fiber Cement Siding and Panels
Best for upper stories and mixed use residential over retail

Storefront Glazing
Critical for creating an active downtown environment

Architectural Materials - Accents











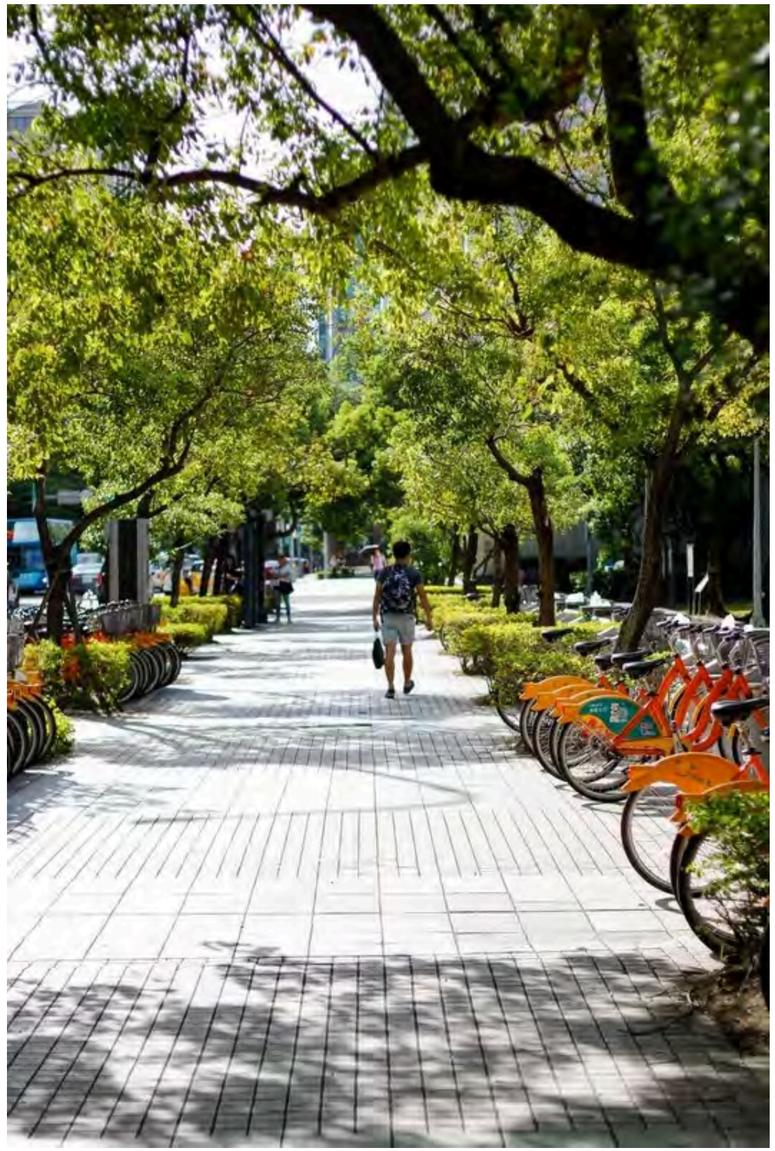
Metal Accents

Use sparingly to elevate quality without luxury-level cost

Wood/Wood-Look Accents

Adds warmth at the pedestrian level

Landscape





Water Wise
Limit lawn areas to locations where they serve a functional purpose, such as seating or play spaces. Otherwise, xeric plant materials should be prioritized and arranged to create landscapes that feel attractive and lush while minimizing water use.

Street Trees
Street trees play a vital role in the success of the downtown environment. Selecting a coordinated palette of tree species for different downtown areas, such as one or two species along a particular street and different species on others, can help establish distinct identities and create recognizable corridors throughout the district.

Core Takeaways & Ideas List

- **Connections (ROW preservation)**
  - Sylvia Drive to 38th Street
  - Pedestrianization (Woonerf design) of Kiesel
  - Connection of Grant
- Public green space in the City Center
- Pedestrian-oriented development along critical corridors
- Stepback of building facades after 3 stories
- On-street, parallel parking (where applicable)
- Multimodal transit hub in the City Center
- City to provide public subsidy



Priorities and Recommendations Ranking

Firm Priorities

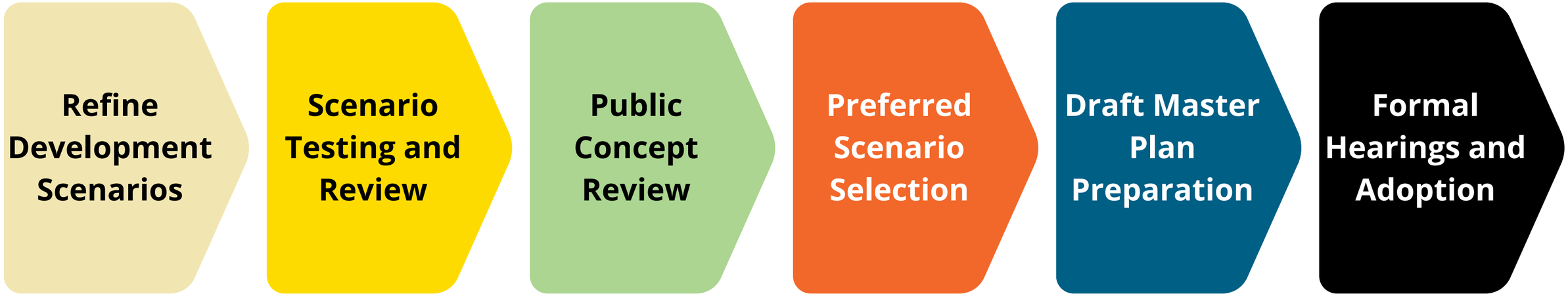
1. **Woonerf - Kiesel as a straight line (ROW)**
2. **Town square**
3. **stepback after 3 stories**
4. **Sylvia to 38th**
5. **On Street parking on e/w roads**

Negotiable Priorities

1. **Retail/commercial secondary on washington**
2. **Like greater pedestrian width on West side of Washington**
3. **Beautify multimodal locations**
4. **Mid-block and functional cross walks**
5. **Subsidy partnership**

What Happens Next?

The Planning Commission and City Council workshop provides direction before formal scenario refinement begins.




QUESTIONS?

MINUTES OF THE SOUTH OGDEN CITY PLANNING COMMISSION WORK SESSION AND PLANNING COMMISSION MEETING

THURSDAY, JUNE 11, 2026

WORK SESSION- 5:30 PM IN THE COUNCIL ROOM
COMMISSION MEETING- 6:15 PM IN THE COUNCIL ROOM

Not Approved

WORK SESSION MINUTES

PLANNING COMMISSION MEMBERS PRESENT

Chair Robert Bruderer, Commissioners Norbert Didier, Katie Wahlquist, Britany Rocha, and Brian Mitchell

PLANNING COMMISSION MEMBERS EXCUSED

Commissioners Adam Ritchie and Pete Caldwell

STAFF PRESENT

Planner Alika Murphy, Assistant City Manager Summer Palmer, Communications and Events Manager Danielle Bendinelli, and City Recorder Leesa Kapetanov

OTHERS PRESENT

Tyler Murphy

Note: The time stamps indicated in blue correspond to the audio recording of this meeting which can be found at: https://cms7files.revize.com/southogdennew/document_center/Sound%20Files/2026/PC260611_1737.mp3?t=202606181308230&t=202606181308230 or requested from the office of the South Ogden City Recorder.

I. CALL TO ORDER

- Chair Bruderer called the meeting to order at 5:37 pm. He then entertained a motion to open the work session 00:00:00

Commissioner Didier moved to begin the Planning Commission work session for June 11. The motion was seconded by Commissioner Wahlquist. Chair Bruderer and Commissioners Didier, Wahlquist, and Rocha all voted aye.

Note: Commissioner Mitchell was not present for this vote. He arrived at 5:45 pm.

II. DISCUSSION ITEMS

Form-Based Code Amendments

A. Neighborhood Commercial Zone

- Planner Alika Murphy reviewed information on the Neighborhood Commercial Zone and discussed some changes the Commission may want to consider. Ms. Murphy used a Powerpoint© presentation. See Attachment A.
  00:00:37
- Questions/Discussion by Commission
  00:10:01
- The commissioners instructed staff to add the suggestions to a meeting agenda for consideration of adoption 00:16:21

B. Minimum Area for Development in City Center

- Ms. Murphy suggested the code be changed so the minimum lot size for development in the City Center area be three acres
  00:17:43
- Questions/Discussion by Commission
  00:20:38
- Discussion on dates for combined meeting with City Council and next planning commission meeting 00:32:23
- It was determined that the next planning commission meeting would be on June 26 and the combined work session with the City Council would be on July 9.

III. ADJOURN

- At 6:02 pm, Chair Bruderer called for a motion to close the work session
  00:36:40

Commissioner Rocha moved to close the work session. Commissioner Didier seconded the motion. The voice vote was unanimous in favor of the motion.

Not Approved

PLANNING COMMISSION MEETING MINUTES

PLANNING COMMISSION MEMBERS PRESENT

Chair Robert Bruderer, Commissioners Norbert Didier, Katie Wahlquist, Brittany Rocha, and Brian Mitchell,

PLANNING COMMISSION MEMBERS EXCUSED

Commissioners Adam Ritchie and Pete Caldwell

STAFF PRESENT

Planner Alika Murphy, Assistant City Manager Summer Palmer, Communications and Events Manager Danielle Bendinelli, and City Recorder Leesa Kapetanov

OTHERS PRESENT

Tyler Murphy

Note: The time stamps indicated in blue correspond to the audio recording of this meeting which can be found at: https://cms7files.revize.com/southogdennew/document_center/Sound%20Files/2026/PC260611_1815.mp3?t=202606181309270&t=202606181309270 or requested from the office of the South Ogden City Recorder.

I. CALL TO ORDER AND OVERVIEW OF MEETING PROCEDURES

- Planning Commission Chair Robert Bruderer called the meeting to order at 6:15 pm and asked for a motion to begin 00:00:00

Commissioner Rocha moved to open the meeting, followed by a second from Commissioner Mitchell. Chair Bruderer and Commissioners Didier, Rocha, Wahlquist, and Mitchell all voted aye.

II. PUBLIC COMMENTS

- Chair Bruderer asked if anyone had comments. No one came forward. 00:01:08

Not Approved

III. ZONING ITEMS

Discussion on Short-Term Rentals

- City Planner Murphy answered questions and reviewed the proposed short-term rental code

00:01:32

- Ms. Murphy explained that since it had been more than a year since the last public hearing was held on short-term rentals, the city attorney had advised they hold another one. It was determined that the public hearing would be held at the August meeting.

IV. APPROVAL OF MINUTES OF PREVIOUS MEETING

Approval of May 14, 2026 Planning Commission Minutes

- Chair Bruderer asked if anyone had changes to the May 14, 2026 meeting minutes. No one responded. He called for a motion to approve the May 14, 2026 minutes.

00:17:58

Commissioner Wahlquist moved to approve the minutes. Commissioner Rocha seconded the motion. All present voted aye.

IV. STAFF REPORTS

City Council Updates

- Planner Alika Murphy reported on actions the City Council had taken on a matter recommended to them by the Planning Commission

00:18:46

- Since there would be no meeting in July, Ms. Murphy suggested they do the nomination and election of the planning commission chair and vice-chair at the June 25 meeting

00:20:25

V. OTHER BUSINESS

- The commissioners had several questions about the use of City owned property. Planner Murphy said she would follow up at another meeting with answers.

00:18:46

VI. ADJOURN

- At 7:01 pm, Chair Bruderer called for a motion to adjourn

00:44:55

Commissioner Didier moved to adjourn. Commissioner Rocha seconded the motion. The voice vote to adjourn was unanimous.

Not Approved

Not Approved

I hereby certify that the foregoing is a true, accurate and complete record of the South Ogden City Planning Commission Meeting held Thursday, June 11, 2026.

Leesa Kapetanov, City Recorder

Date Approved by the Planning Commission

ATTACHMENT A

Visual Presentation by Planner Alika Murphy

Not Approved

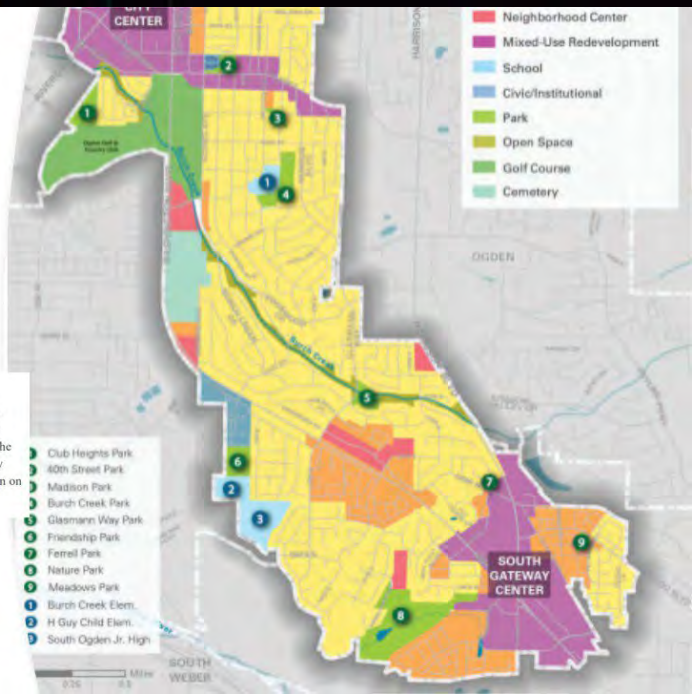
Code Changes

Neighborhood Commercial

- Conversation started earlier this year
- General Plan (pg 25,28, 54, 68)

NEIGHBORHOOD CENTERS

Neighborhood centers are intended to provide meaningful destinations for residents of adjacent neighborhoods, usually within walking distance from home. They should be small and intimate in nature, with an emphasis on meeting the daily living and service needs of residents through the inclusion of local businesses such as eateries and boutique retail operations. However, they may also include offices, civic use, parks and plazas (see Centers, Gateways, & Urban Design section on page 48 for details).



NEIGHBORHOOD CENTERS

Six neighborhood centers are proposed throughout the community along key corridors and at neighborhood junctions. These sites are currently dominated by suburban-type commercial and retail developments and are envisioned to be transformed into better-integrated community nodes over time. Neighborhood centers are specifically intended to provide a meaningful destination within walking distance of adjacent neighborhoods. They should be small and local with an emphasis on local eateries or boutique retail, but may also include civic and park uses as well.



Inspirational examples for South Ogden's Neighborhood Centers

Goal 2: Create places for the community to gather and events to draw residents to these places.

- **Policy 2.1:** Establish a new City Center in the northern extents of South Ogden.
  - **Implementation Measure 2.1.1:** Transform the area around City hall into "old town" cultural hub of the City.
  - **Implementation Measure 2.1.2:** Redevelop the portion of City Center west of Washington Boulevard into a thriving and vibrant mixed used center.
- **Policy 2.2:** Support the transformation of South Gateway into a thriving business and service district.
  - **Implementation Measure 2.2.1:** Link City Center and South Gateway Center with a multi-modal Washington Boulevard vehicular, trail and transit circulator system.
  - **Implementation Measure 2.2.2:** Encourage the transformation of identified neighborhood centers into high-quality service centers.
  - **Implementation Measure 2.2.3:** Establish an off-street multi-use trail along the edges of US-89/Washington Boulevard as an active transportation link between City Center and South Gateway Center.
- **Policy 2.3:** Transform identified neighborhood centers and nodes into thriving commercial and service centers.



Code Change

Required mixed use (commercial and residential)

Ground floor of storefront building is required to have commercial

Required open space for areas over 5 acres

10-5.1B-4-1: General Requirements

1. General Provisions: The following general provisions apply to the uses outlined in this section 10-5.1B-4.
   1. A lot may contain more than one use.
   2. Each of the uses may function as either a principal use or accessory use on a lot, unless otherwise specified.
   3. Uses are either permitted by-right in a subdistrict, permitted by-right with specific development or design parameters, or require a conditional use permit (refer to subsection 10-5.1B-10-2F of this article) in order to be developed.
   4. Each use shall be located within a permitted building type (refer to section 10-5.1B-5, "Building Types," of this article), unless otherwise specified.
   5. Each use may have both indoor and outdoor facilities, unless otherwise specified.
   6. Neighborhood Commercial subdistricts shall provide residential and commercial uses. Lots over 5 acres shall abide by open space requirements.

3.	Uses: Refer to figure 5.3(2) of this section. Refer to section 10-5.1B-4, "Uses," of this article for permitted uses	
	(n) Ground Story	Retail, service, office
	(o) Upper Story	Any permitted use

10-5.1B-6-1: General Requirements

1. Intent: To provide open space as an amenity that promotes physical and environmental health within the community and to provide each household with access to a variety of active and passive open space types.
2. General Requirements: Development of parcels over five (5) acres are required to provide five percent (5%) total lot size as civic open space. Developer shall work with City to determine appropriate location of open space. For parcels under five (5) acres, impact fees and other funding will be used as mechanisms to ensure adequate open space will be provided.
   1. Compliance: All open space provided within any General or Edge Zoning or Neighborhood Commercial Subdistrict shall comply with one of the open space types defined by sections 10-5.1B-6-2 through 10-5.1B-6-8 of this article.
   2. Access: All open space types shall provide public access from a vehicular right-of-way.
   3. Location: Open space types shall be platted as a lot or, with permission of the City, may be located within the right-of-way. Open space types shall either be zoned as an open space zoning designation, or an adjacent zoning designation, such as General or Edge Zoning Subdistricts.

City Center Change



City Center Code Changes

- Main change is minimum development lot size to help consolidate properties
  - 3 acre requirement under 10-5.1A-1-2 General Subdistrict Requirements

G. Lots:

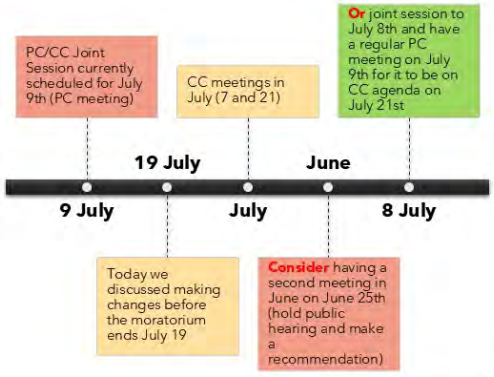
1. Typical Lot Dimensions: All lots of record shall be developed to meet the requirements outlined in section 10-5.1A-5 of this article, building type requirements.
2. Typical Lot Configuration: All lots shall have frontage along a public street unless otherwise specified in section 10-5.1A-5 of this article, building type requirements.
    1. Lot Shape: To create regular, rectangular lots, side property lines shall be perpendicular to the vehicular right-of-way to the extent practical.
    2. Through Lots: Through lots fronting on two (2) parallel streets are not permitted with the exception of a lot covering fifty percent (50%) or more of a block and the two (2) longest parallel street faces are treated as front property lines per building type requirements (refer to section 10-5.1A-5, "Building Types," of this article).
    3. Corner Lots: Corner lots have a front yard along one street and a corner yard along the other street. The front yard of a corner lot should be consistent with one adjacent parcel.
        1. The rear yard of a corner lot is typically the yard against an alley or another lot's rear yard.
        2. The side yard of a corner lot is adjacent to another lot.
    4. Flag Lots: Flag lots are prohibited.
3. Minimum lot size - Minimum development lot size shall be 3 acres in size. This size dimension supersedes lot dimensions, widths, or other qualifications.



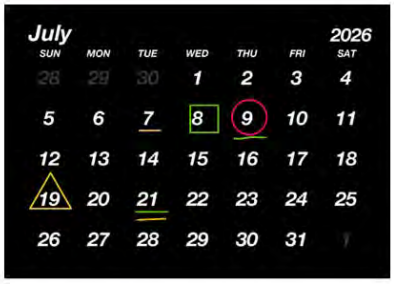
City Center Subdistrict Updates

- Review of land uses
- Building types
- Active ground-floor requirements (along Kiesel)
- Streetscape
- Parking placement

City Center Plan Joint Session







Not Approved

ATTACHMENT B

Visual Presentation by Developer Matthew McConkie

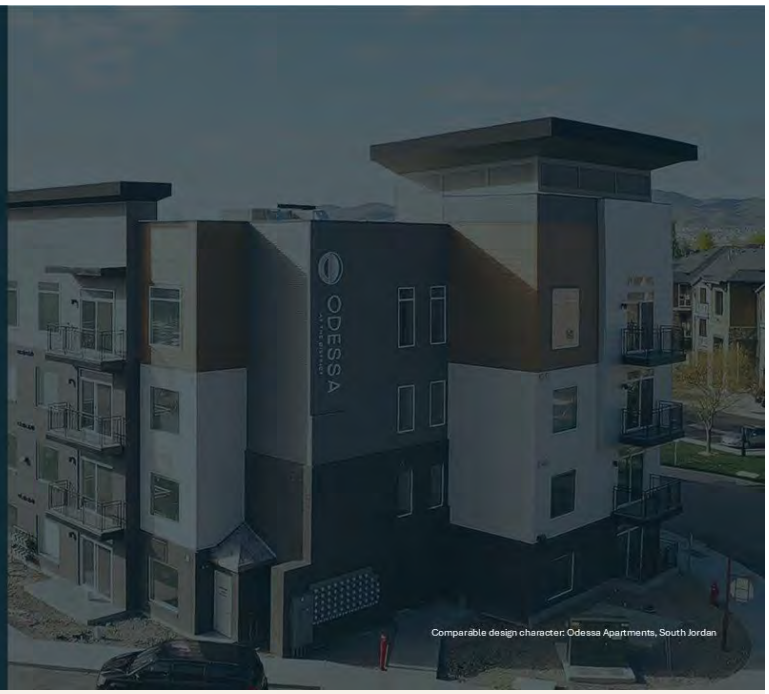
Not Approved

PLANNING COMMISSION PRESENTATION

Waters Edge Apartments

166-unit apartment community advancing South Ogden's affordability, workforce housing, and corridor redevelopment goals

5083 S Harrison Blvd • South Ogden, Utah



Comparable design character: Odessa Apartments, South Jordan

EXECUTIVE SUMMARY

The planning question: does this project make South Ogden more livable and more affordable?

YES — Waters Edge provides a high-quality, professionally managed, attainable housing option in exactly the type of location Utah is asking cities to plan for.

- Adds 166 new apartment homes bringing financial benefit to the city and revitalizing the area with new households
- Creates an attainable alternative to home ownership that has become dramatically more expensive
- Includes 5 deed-restricted affordable units with essential-worker preference which will preserve affordability
- Moves density to Harrison Blvd, a major state highway and transit corridor
- Responds to parking, traffic, and view concerns with professional studies and revised design

166	5	288
New apartment homes	Deed-restricted units	Planned parking stalls

STATE POLICY CONTEXT

Utah's direction is clear: cities must plan for moderate-income housing

Utah Code §10-9a-403

Moderate Income Housing Element

- Plan for realistic opportunity
- Adopt required strategies
- Set a 5-year implementation timeline
- Track measurable progress

PLAN	General plan must include a moderate-income housing element
STRATEGIES	Strategies include higher-density housing near transit / commercial / employment centers
PRESERVE	Deed restrictions are specifically recognized as a tool to preserve affordability
IMPLEMENT	Waters Edge helps the city meet timelines, measures and benchmarks that the state of Utah has asked cities work toward

Waters Edge Apartments • 5083 S Harrison Blvd • Planning Commission

LOCAL PLAN ALIGNMENT

Waters Edge helps South Ogden meet its own Moderate Income Housing strategy

Deed-restricted units

5 units committed to long-term affordability

Benefits essential workforce families

Near transit

Bus stop immediately in front of the site

Encourages use of public transit

Near jobs & services

2.2 mi to McKay-Dee • 2.4 mi to Weber State

Employment centers

Higher-density corridor

4-story interior corridor buildings along Harrison Blvd

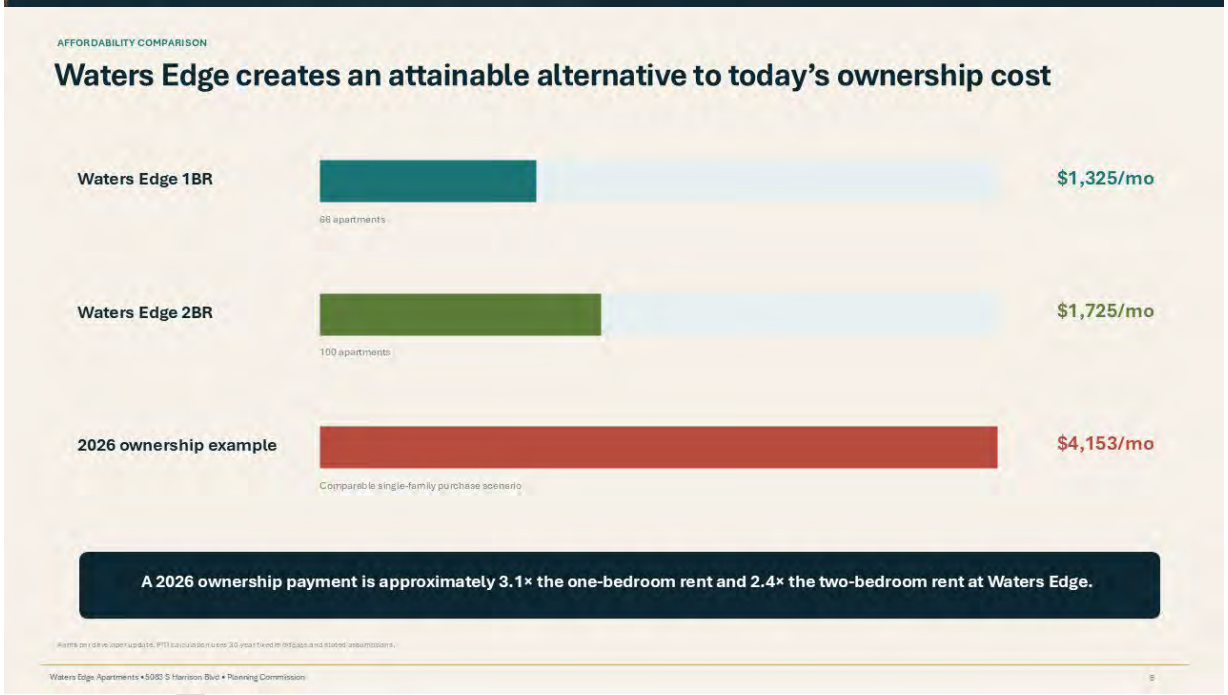
Meets city objective for aesthetics and longevity

Planning takeaway

This is the kind of project that turns housing policy into actual homes: supply, location, affordability commitment, and transit access.

Waters Edge Apartments • 5083 S Harrison Blvd • Planning Commission


Home ownership has moved out of reach for many workforce households
2020 buyer
Home price $400,000
Rate / term 3.00% / 30 yr
Annual taxes $3,000
Insurance $1,000
$2,020/mo
Estimated PITI
2026 buyer
Home price $600,000
Rate / term 6.25% / 30 yr
Annual taxes $4,000
Insurance $1,500
$4,153/mo
Estimated PITI
+106%
monthly housing cost increase
PITI assumes fully amortized 30-year fixed-rate mortgage and estimated tax / insurance assumptions.


AFFORDABILITY COMPARISON
Waters Edge creates an attainable alternative to today's ownership cost
Waters Edge 1BR
$1,325/mo
88 apartments
Waters Edge 2BR
$1,725/mo
100 apartments
2026 ownership example
$4,153/mo
Comparable single-family purchase scenario
A 2026 ownership payment is approximately 3.1× the one-bedroom rent and 2.4× the two-bedroom rent at Waters Edge.
Rents as of 12/31/2025 update. PITI calculation uses 30-year fixed mortgage and stated assumptions.
Waters Edge Apartments • 5083 S Harrison Blvd • Planning Commission
8

WATERS EDGE HOUSING PROGRAM

Affordable by design: high-quality housing below the cost of ownership

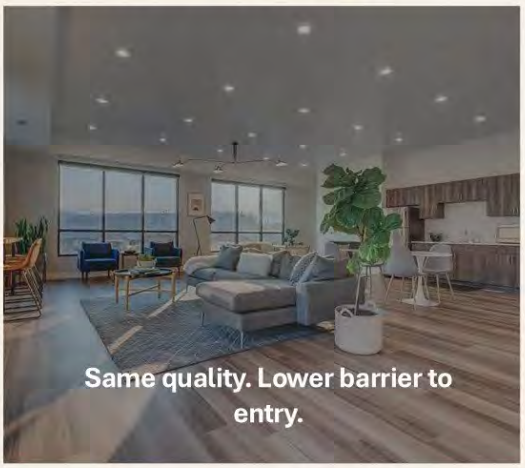
100
2BR homes @ avg. $1,725/mo

66
1BR homes @ avg. $1,325/mo

5
Deed-restricted affordable homes

100%
Same quality and amenities

- Deed-restricted units preserve future affordability and represent a direct community benefit
- Essential-worker preference supports nurses, teachers, public safety, public-sector staff and other workforce households
- Affordable units share the same building, finishes and amenity access as market-rate homes
- This is an economic sacrifice that benefits the community and converts policy goals into actual long-term housing access



DESIGN + AMENITIES

A community asset





PROJECT CHARACTER

- 4-story interior corridor buildings= long economic life
- Elevator-served buildings
- Pool, clubhouse / great room, fitness center and leasing office
- Professionally maintained landscaping and pedestrian improvements
- Covered parking plus open parking

This is not a low-quality "affordable" project. It is a professionally managed, amenitized community that includes an affordability commitment.

Images: Odessa Apartments, South Jordan, representative of design character / amenity quality.

LOCATION LOGIC

The site is where housing belongs: a state highway corridor, transit, services and jobs



Neighborhood Commercial	Zoning appropriate
Transit access	UTA bus stop immediately in front of the property
Employment access	2.2 mi to McKay-Dee Hospital
Education access	2.4 mi to Weber State University
Regional mobility	Easy access to Hwy 89

Locating housing here supports state and city goals without pushing growth into disconnected locations.

Source: Waters Edge Summary location slide and project plans.

CITIZEN CONCERN #1

Parking: current plan exceeds study-based demand by approximately 14%

Study determined need	1.52 per unit x 166=252 stalls
Proposed plan	288 total stalls (1.73 per unit) 166 covered stalls (1 per unit)

• Parking study conducted by Hales Engineering determined a need of 1.52 stalls per unit based on this location and unit mix. Numbers are scaled from the original study to reflect current unit count.

+36 stalls above scaled study-based demand

CITIZEN CONCERN #2

Traffic: access is directed to Harrison Boulevard, not neighborhood streets



1,170
Daily trips, scaled from study

86
AM peak-hour trips, scaled

102
PM peak-hour trips, scaled

0
Auxiliary lanes recommended by study

- Hales Engineering assumed all traffic would use the east access on Harrison Boulevard
- Harrison Boulevard is a state-maintained roadway classified under UDOT access management standards
- Per UDOT request, southbound deceleration lane will be added from the main entrance to the north end of the property

CITIZEN CONCERN #3-Views

The revised 4-story plan reduces view impact by moving mass to Harrison Blvd

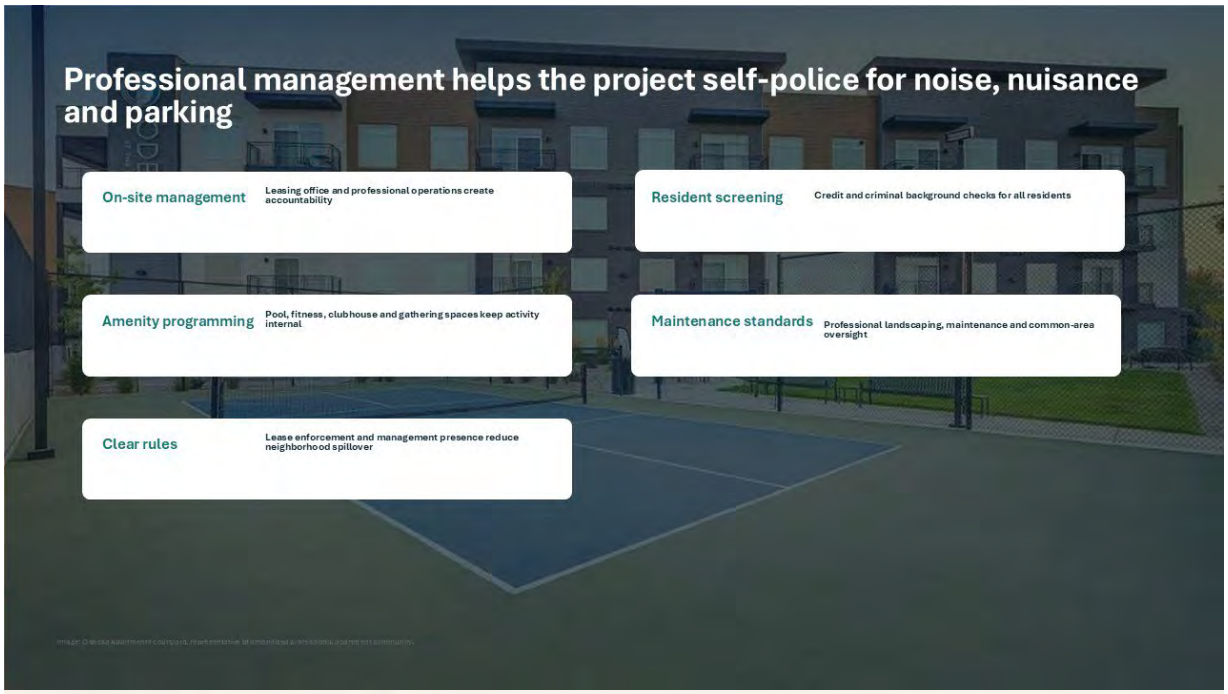
Original concept: 3-story walk-up massing



Current concept: 4-story interior-corridor buildings along Harrison



Adding the 4th story allowed the buildings to be consolidated along Harrison Boulevard and farther from existing homes — reducing the view corridor impact compared with a broader 3-story layout.



COMMUNITY RESPONSE

Views, Parking, and Traffic

Parking

288 stalls planned

Study-scaled demand ≈252 stalls. Parking supply exceeds demand by ≈36 stalls.

Traffic

Harrison Blvd access

All project traffic is directed to the state highway corridor rather than west neighborhood streets.

Views

Buildings shifted away from homes

4-story interior-corridor buildings are placed along Harrison Blvd, farther from neighboring homes.

This is not a request to ignore concerns; it is a plan designed around them.

COMMUNITY BENEFIT

Why this project is a net positive for South Ogden



1. **More housing supply** — 166 homes in a high-demand corridor
2. **Workforce affordability** — Rents materially below ownership cost
3. **Long-term commitment** — 5 deed-restricted affordable units
4. **Better frontage** — Sidewalk, landscaping and corridor activation
5. **Managed community** — Onsite management and resident screening

Source: Project materials and developer commitments; image is the 4-story elevation concept supplied in the application materials.

MARKET CONTEXT

Nearby home examples show the ownership cost gap







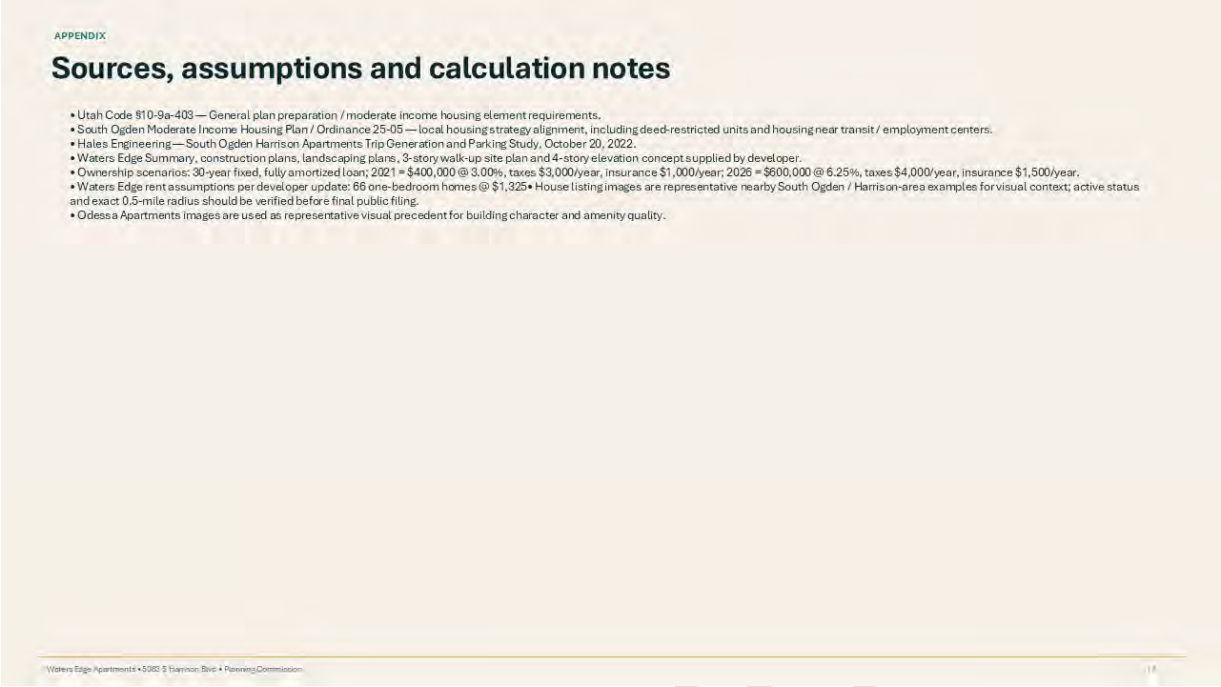
Ownership example — **$4,153/mo**

2026 PITI for $600,000 home at 6.25%

Waters Edge — **$1,325–$1,725/mo**

A practical, attainable housing option near the same neighborhoods.

Representative nearby South Ogden / Harrison-area listings are for illustrative purposes only. Individual numbers may vary.



Not Approved

ATTACHMENT C

Written Comments for Public Hearing

Not Approved

From: Shelby Barfield <shelby.barfield.12@gmail.com>
Sent: Wednesday, May 6, 2026 9:35 AM
To: Alika Murphy <amurphy@southogdencity.gov>
Subject: Public Comment for May 14th Hearing: Opposition to MDA at 5083 Harrison Blvd

Caution! This message was sent from outside your organization. Allow sender | Block sender | Report

Dear Mr. Murphy and Members of the Planning Commission,

My name is Shelby Barfield, and I recently purchased my home at 5026 S 1150 E South Ogden, UT 84403. I am writing to formally enter my opposition to the proposed Master Development Agreement (MDA) for the property located at 5083 Harrison Blvd into the public record.

While I understand the city's need for growth, I believe this high-density project is an inappropriate use for this specific parcel for the following reasons:

Incompatibility with Neighborhood Character: As a new resident, I chose this community for its single-family feel and its unique connection to the natural landscape. A multi-story apartment complex would create a "density island" that is fundamentally at odds with the surrounding residential zone and would permanently block the mountain views that define our city's identity.

Infrastructure and Safety Concerns: Harrison Blvd is already a high-traffic corridor. Adding a high-density

1

complex at this location will exacerbate congestion and create potential safety hazards for vehicles entering and exiting the site. Furthermore, I am concerned about the cumulative strain on our local storm drainage and public utility systems.

Quality of Life Impacts: The influx of noise and light pollution associated with a project of this scale will significantly detract from the quiet enjoyment of our homes and our overall living community.

A Better Alternative: Community Space
Instead of a high-density, profit-driven development, I urge the City to consider the long-term benefits of a low-impact community space. This parcel is ideally suited for a public park featuring baseball fields, pickleball courts, or open green space. Such a use would:

Preserve the mountain views for all residents.
Enhance property values throughout the neighborhood.
Support the city's goals of fostering a healthy, family-oriented environment.
I request that the Planning Commission deny the current MDA and instead explore a land-use plan that prioritizes the needs of current residents over the interests of outside developers.

Thank you for your time and for your service to our community.

Sincerely,

Shelby Barfield
801-603-4889

From: WILLIAM MAHER <pmaherjr@aol.com>
Sent: Wednesday, May 13, 2026 3:23:07 PM
To: Alika Murphy <amurphy@southogdencity.gov>
Cc: Pat Maher <pmaherjr@aol.com>
Subject: MDA City & McConkie Multifamily, LLC, 5083 Harrison Blvd

Caution! This message was sent from outside your organization.

Dear A Murphy, & City, Commissioners:

Thank you for the opportunity to comment on the subject development. I plead with you to vote no on this project. The city does not need nor want another big box multifamily unit. These units increase traffic, block our pristine Wasatch Mountain views, increase crime, and significantly decrease the value of single family homes in the immediate and surrounding areas. Everyone knows these facts. I live in the immediate area and will be affected by these negative attributes. I beg, each of you commissioners, to reconsider this proposal and project. Just because the city has open untouched land does not mean it should be sold and developed with negative consequences.

I am presenting a very viable alternative. Vote to zone and develop this natural parcel of land into a wonderful city park for 'all' citizens to use each day and evening. It's not a complicated project. Regrade the ground to allow proper drainage, install a beautiful black iron fence such that little children can't pass through to the roadway, plant trees along the fence line, plant trees in the interior of the park, set up a playground area, install many picnic tables, plant flowers. You can even invite the public to help with the beautification. Let's please preserve our open land and instead of building, let's beatify and be able to enjoy our land. I appreciate each of you commissioners considering this alternative proposal. Please, again, vote no to the big box apartments and vote yes to allowing all citizens to enjoy our lands.

Respectfully,

Patrick Maher

1

Leesa Kapetanov

From: WILLIAM MAHER <pmaherjr@aol.com>
Sent: Thursday, May 14, 2026 8:43 AM
To: Leesa Kapetanov
Cc: Pat Maher
Subject: MDA City & McConkie Multifamily, LLC, 5083 Harrison Blvd

Caution! This message was sent from outside your organization.

> Dear Leesa K,
>
> Thank you for the opportunity to comment on the subject development. I plead with you to vote no on this project. The city does not need nor want another big box multifamily unit. These units increase traffic, block our pristine Wasatch Mountain views, increase crime, and significantly decrease the value of single family homes in the immediate and surrounding areas. Everyone knows these facts. I live in the immediate area and will be affected by these negative attributes. I beg, each of you, to reconsider this proposal and project. Just because the city has open untouched land does not mean it should be sold and developed with negative consequences.
>
> I am presenting a very viable alternative. Vote to zone and develop this natural parcel of land into a wonderful city park for 'all' citizens to use each day and evening. It's not a complicated project. Regrade the ground to allow proper drainage, install a beautiful black iron fence such that little children can't pass through to the roadway, plant trees along the fence line, plant trees in the interior of the park, set up a playground area, install many picnic tables, plant flowers. You can even invite the public to help with the beautification. Let's please preserve our open land and instead of building, let's beatify and be able to enjoy our land. I appreciate each of you considering this alternative proposal. Please, again, vote no to the big box apartments and vote yes to allowing all citizens to enjoy our lands.
>
> Respectfully,
>
> Patrick Maher
>
>>

1

Leesa Kapetanov

From: WILLIAM MAHER <pmaherjr@aol.com>
Sent: Thursday, May 14, 2026 9:29 AM
To: Leesa Kapetanov
Cc: Pat Maher
Subject: MDA, City & McConkie Multifamily, LLC, 5083 Harrison Blvd

Caution! This message was sent from outside your organization.

Dear Leesa K,
>>
>> Thank you for the opportunity to comment on the subject development. I plead with you to vote no on this project. The city does not need nor want another big box multifamily unit. These units increase traffic, block our pristine Wasatch Mountain views, increase crime, and significantly decrease the value of single family homes in the immediate and surrounding areas. Everyone knows these facts. I live in the immediate area and will be affected by these negative attributes. I beg, each of you, to reconsider this proposal and project. Just because the city has open untouched land does not mean it should be sold and developed with negative consequences.
>>
>> I am presenting a very viable alternative. Vote to zone and develop this natural parcel of land into a wonderful city park for 'all' citizens to use each day and evening. It's not a complicated project. Regrade the ground to allow proper drainage, install a beautiful black iron fence such that little children can't pass through to the roadway, plant trees along the fence line, plant trees in the interior of the park, set up a playground area, install many picnic tables, plant flowers. You can even invite the public to help with the beautification.

>> Let's please preserve our open land and instead of building, let's beautify and be able to enjoy our land. I appreciate each of you considering this alternative proposal. Please, again, vote no to the big box apartments and vote yes to allowing all citizens to enjoy our lands.
>>
>> Respectfully,
>>
>> Patrick Maher
>>
>>>
>

1

579

From: LARRY NYE <oknye@comcast.net>
Sent: Wednesday, May 6, 2026 11:48 AM
To: Alika Murphy <Amurphy@southogdencity.gov>
Subject: Master Development Agreement

Caution! This message was sent from outside your organization. Allow sender | Block sender | Report

Do not put an opening to this development on 5000 South. There is enough traffic on this street now and we are not looking for more.

1

MINUTES OF THE SOUTH OGDEN CITY COMBINED CITY COUNCIL/ PLANNING COMMISSION WORK SESSION

TUESDAY, JULY 9, 2026

WORK SESSION – 6 PM IN EOC ROOM

Not Approved

WORK SESSION MINUTES

COUNCIL MEMBERS PRESENT

Mayor Russell Porter, Council Members Mike Howard, Jeanette Smyth, and Doug Stephens

PLANNING COMMISSION MEMBERS PRESENT

Katy Wahlquist, Norbert Didier, Pete Caldwell, and Brittany Rocha

STAFF MEMBERS PRESENT

City Manager Matthew Dixon, Assistant City Manager Summer Palmer, Finance Director Peter Anjewierden, Planner Alika Murphy, Code Compliance Officer Guillermo Garcia, and Recorder Leesa Kapetanov

OTHERS PRESENT

Consultant Ben Levinger from Downtown Redevelopment Services, Tim Watkins from Wasatch Front Regional Council,

Note: The time stamps indicated in blue correspond to the audio recording of this meeting, which can be found by clicking the link: https://www.southogdencity.com/document_center/Sound%20Files/2025/CC250218_1804_01.mp3 or by requesting a copy from the office of the South Ogden City Recorder.

I. CALL TO ORDER

- At 6:04 pm, Mayor Porter called for a motion to begin the work session

00:00:00

Council Member Howard so moved, followed by a second from Council Member Smyth. Council Members Howard and Smyth voted aye.

Note: Council Member Stephens was not present for this vote. He arrived at the meeting at 6:28 pm.

II. DISCUSSION

City Center Plan Draft Scenario Workshop- Downtown Redevelopment Services

- Ben Levinger from Downtown Redevelopment Services gave a visual presentation. See Attachment A. 00:00:30
- Those present were invited to ask questions or comment. They were also invited to write ideas or comments down. 00:49:34

III. ADJOURN

- At 7:07 pm, Mayor Porter called for a motion to adjourn the work session 01:01:54

Council Member Smyth so moved, followed by a second from Council Member Howard. All present voted aye.

Not Approved

I hereby certify that the foregoing is a true, accurate and complete record of the South Ogden City Combined City Council/Planning Commission Work Session held Tuesday, July 9, 2026.

Leesa Kapetanov, City Recorder

Date Approved by the Planning Commission

ATTACHMENT A

Presentation from Ben Levinger from Downtown Redevelopment Services

Not Approved

South Ogden City Center Master Plan

7/9 PC/CC Workshop



Heading 1

1. CONTENT
2. CONTENT
3. CONTENT
4. CONTENT

Acknowledgements

This plan was funded by South Ogden City and the Wasatch Front Regional Council (WFRC). The development of this plan was made possible by residents and stakeholders in South Ogden as well as the following individuals.

DOWNTOWN REDEVELOPMENT SERVICES

SOUTH OGDEN

WFRC

MHTN ARCHITECTS

Kimley»Horn

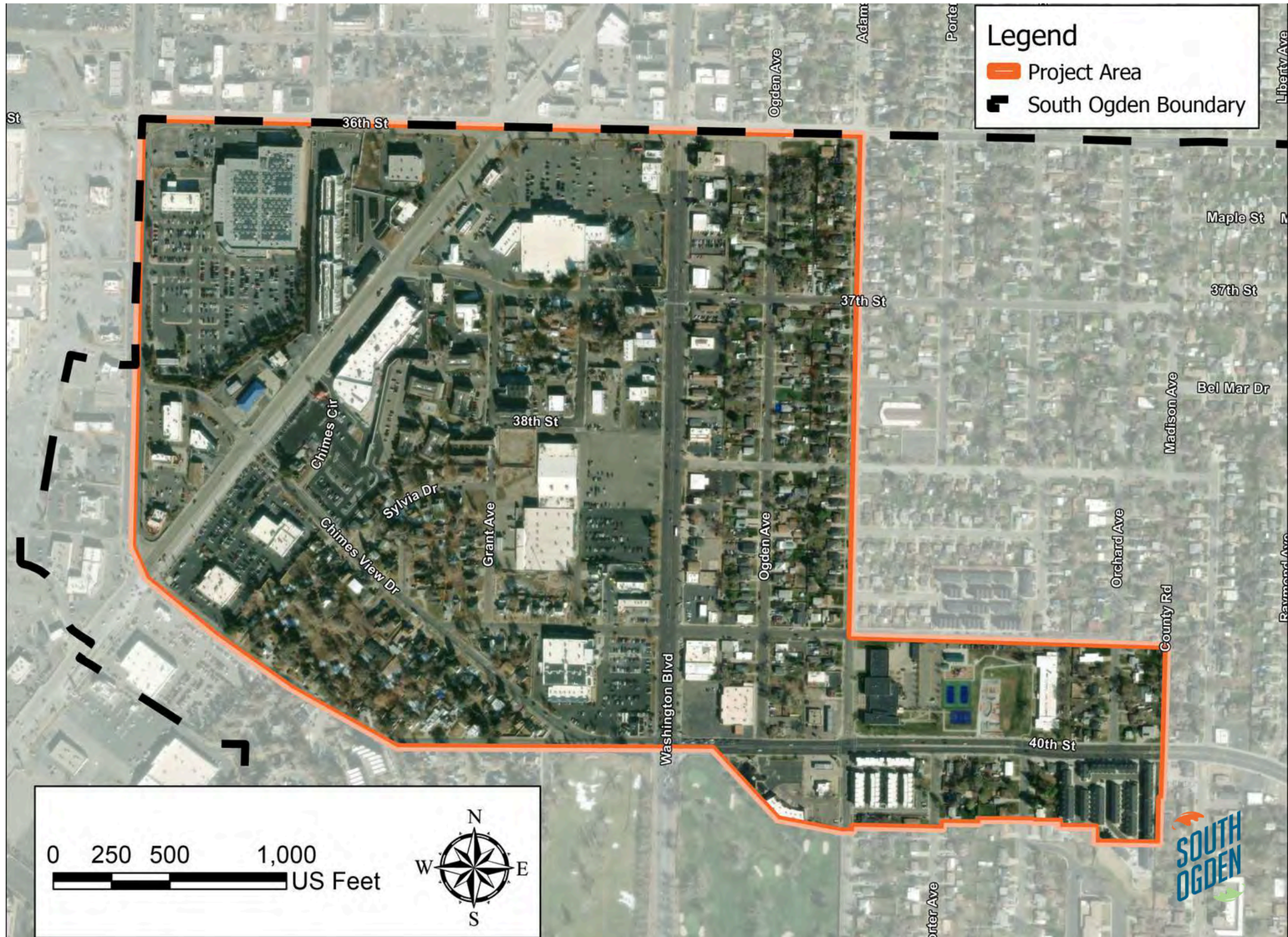
Expect More. Experience Better.

SOUTH OGDEN

Introduction

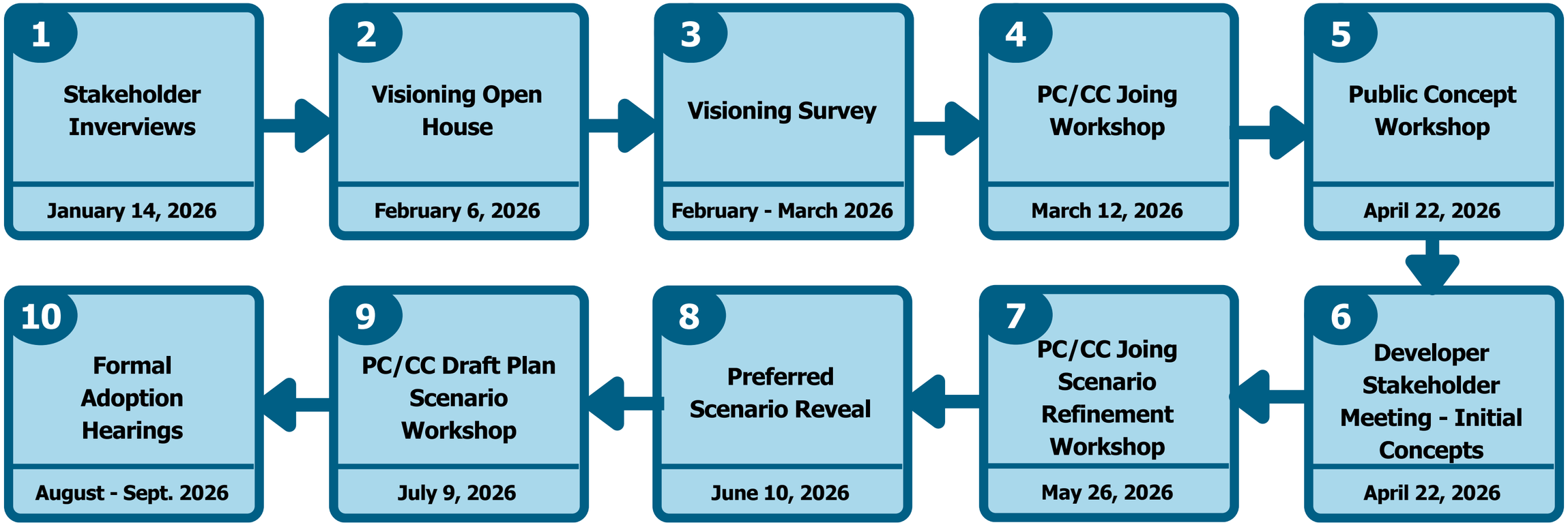
The South Ogden City Center Master Plan defines an implementable vision to develop a civic and commercial heart for the city, rooted in its identity.

The Master Plan's vision is to create a vibrant neighborhood to serve as a hub, laying out strategies for redevelopment, transportation, and public space to transform the suburban commercial area into a multimodal, mixed-use district that serves city residents and workers and attracts regional visitors.



Engagement Synopsis

Since January 2026, a series of public and stakeholder engagement activities were completed that gathered input to help guide the City Center vision and implementation recommendations.



Engagement Takewaways

Environment & Development

Opportunities

- Support mixed-use housing, dining, and entertainment.
- Focus higher-intensity development along Washington Blvd.

Constraints

- Building height compatibility between nearby neighborhoods
- Financing challenges for larger catalyst projects

Mobility, Streetscape & Connectivity

Opportunities

- Improve pedestrian realm along Washington Blvd.
- Strengthen walking and bicycle connections

Constraints

- Washington Blvd. & Riverdale Rd. are difficult corridors for pedestrians
- Auto-oriented streets & site design

Public Space, Character & Identity

Opportunities

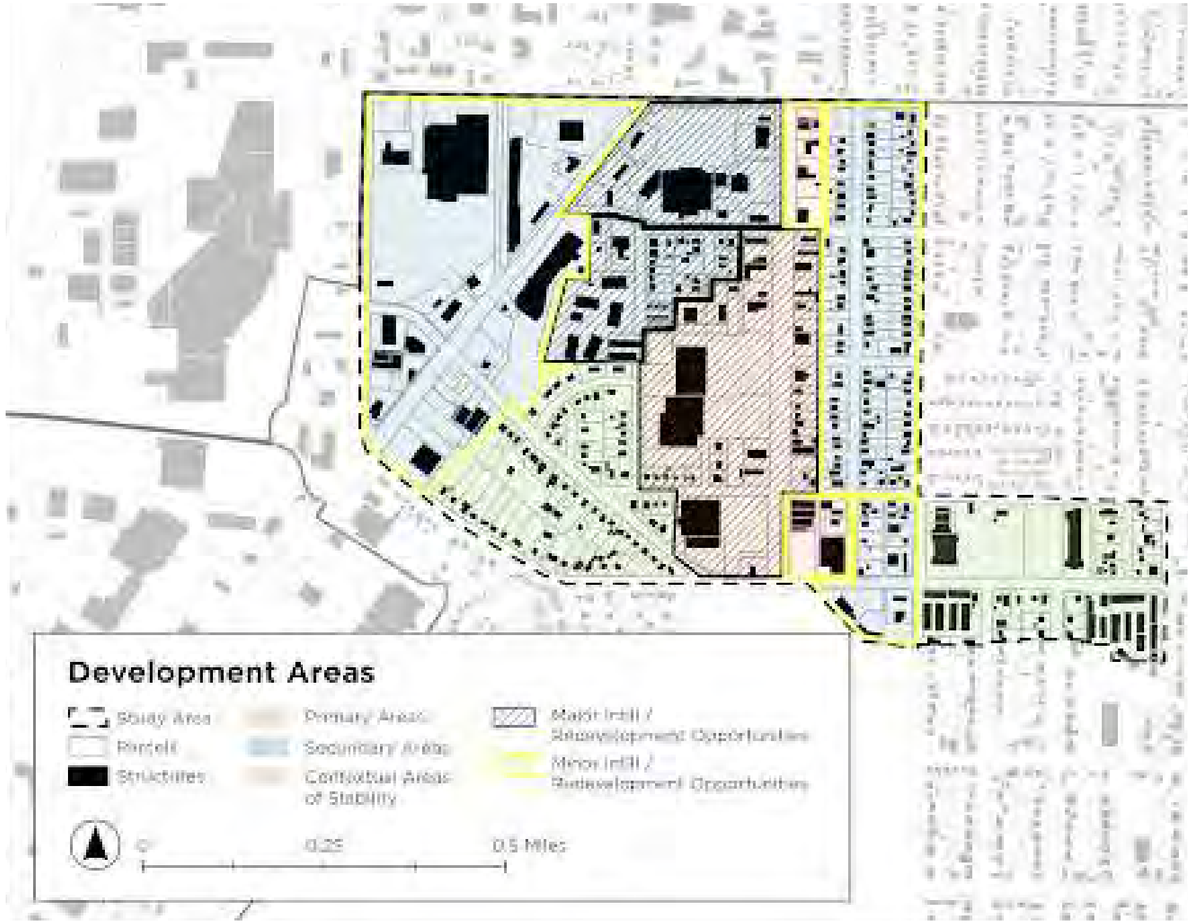
- Create a stronger “heart of the city”
- Build on existing community assets and preserve mountain views

Constraints

- New development could weaken the city’s existing character
- Limited distinctive landmarks and gateway features weaken the sense of arrival

Development Opportunities

1. **Contextual Areas of Stability (Grey): Recently redeveloped areas or ones that are unlikely to do so**
2. **Primary Areas (Orange): Concentrated around Washington Blvd. and represent the most impactful opportunities**
3. **Secondary Areas (Light Blue): Mostly lie outside of the main corridor and would be less impactful**
4. **Major Infill (Hatch): Areas best suited for larger projects in the near term**
5. **Minor Infill (Yellow Outline): Areas more likely to evolve naturally and incrementally as the area develops**



South Ogden City Center potential areas for infill and redevelopment.

Housing Analysis

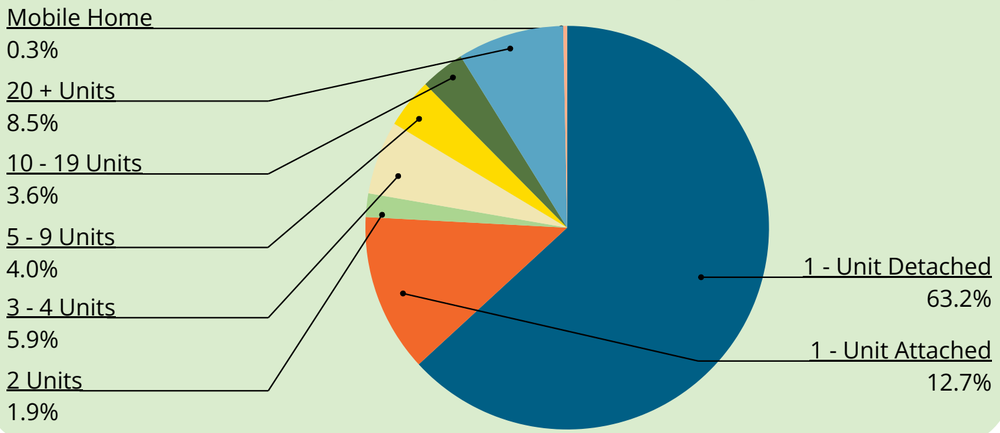
Key Higlights

- 63.2% of South Ogden's housing consists of single-family detached homes.
- The average home has 3.1 bedrooms, reflecting a market oriented toward medium to large households.

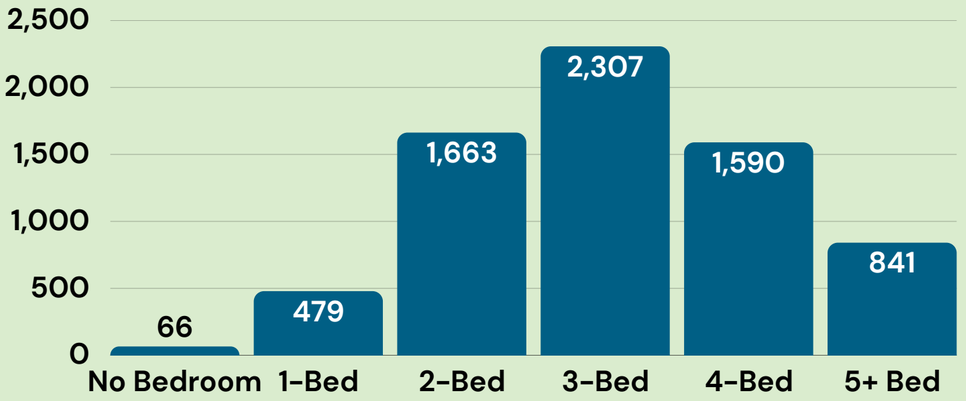
Multifamily Market Conditions

	2-Minutes	4-Minutes	6-Minutes
Inventory Units	1,127	2,487	8,438
Vacancy Rate	6.0%	6.7%	8.3%
Market Rent/ Unit	$1,381	$1,352	$1,311

Housing Units by Dwelling Types



Housing Units by Bedroom Count

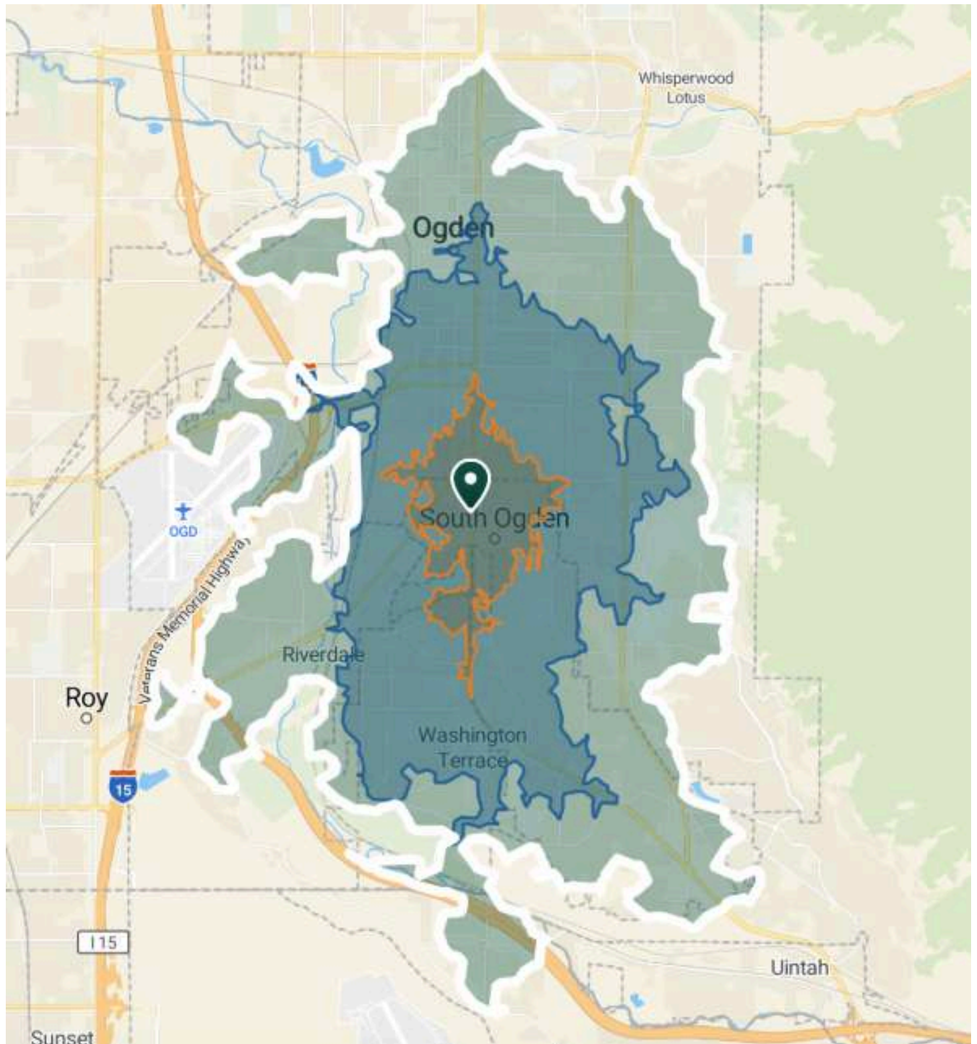


Market Analysis Highlight

Outlined below is the amount of different types of commercial or retail amenities that can be absorbed into the downtown market.

Growth Per Resident	Retail	Restaurant	Activation
Potential Growth	23.32	3.28	1.59

This analysis is based on potential growth per person, within the City, including both city center development and existing population



City Center Vision

Overarching Vision Statement

South Ogden's City Center will grow into a vibrant, walkable heart of the community that serves those who live, work, and recreate there and welcomes visitors from across the Wasatch Front.

Development & Revitalization

The City Center will develop into a lively mix of housing, local businesses, and destinations that support everyday needs, attract visitors, and create a strong civic core.

Mobility & Circulation

The City Center will serve as a hub for people walking, rolling, driving, and taking transit, enabling them to reach their destinations safely, comfortably, and conveniently.

Commuity Character

The City Center will define and anchor South Ogden's identity through well-designed buildings and signage, welcoming public spaces, and respect for community character.

Preferred City Center Scenario

Key Components

Mixed-Use City Center: New housing, dining, entertainment, retail, and community destinations.

Central Civic Plaza: A signature civic gathering space designed for events, markets, performances, outdoor dining, and more.

Kiesel Avenue Shared Street: A curbless, pedestrian-priority corridor that serves as the City Center's spine.

Improved Transportation: New streets, enhanced pedestrian and bicycle facilities, a multimodal hub, and expanded alleyways.

Washington Blvd: Streetscape improvements, safer crossings, access management, and implementation of the Utah Trail Network.

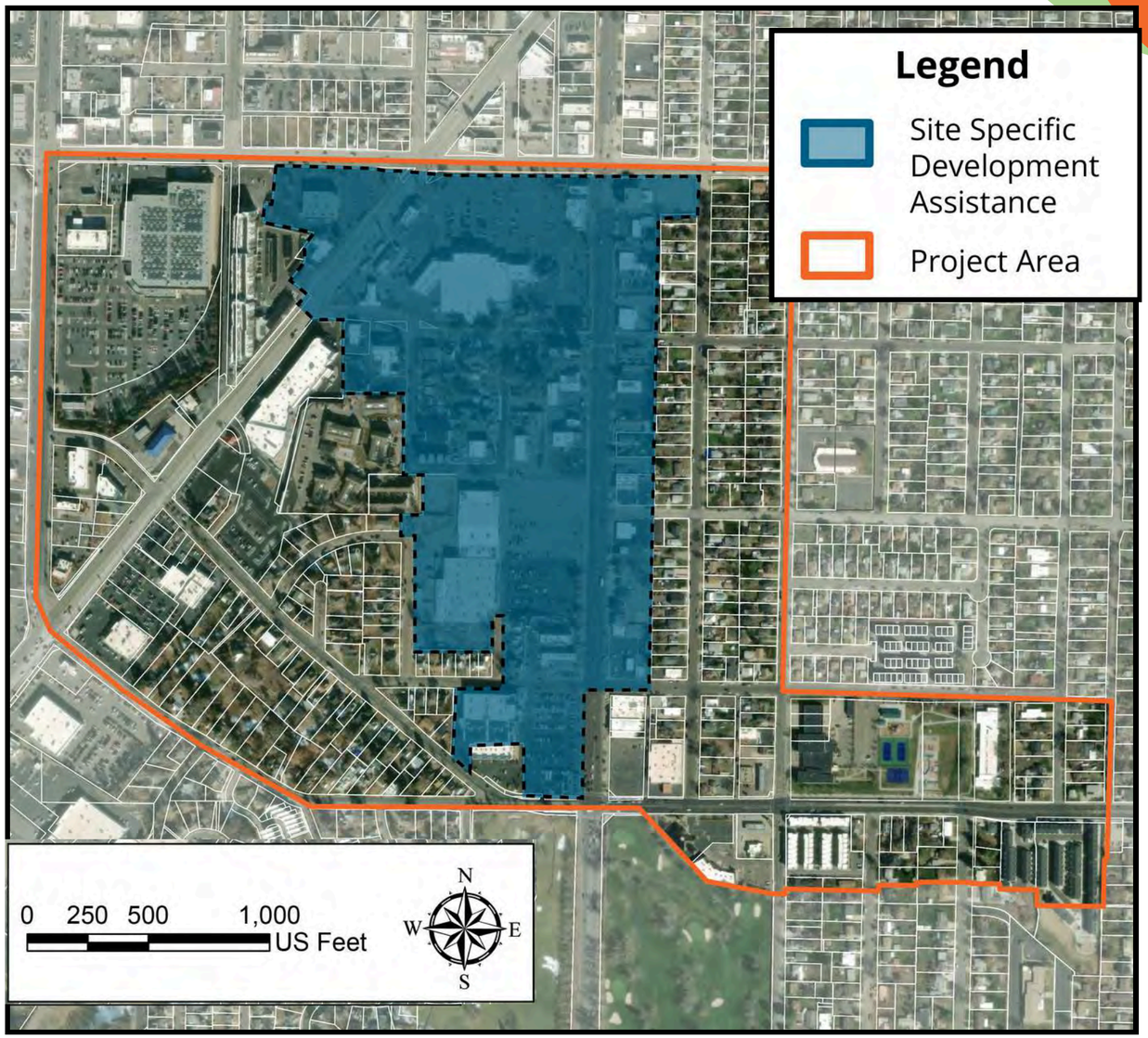
Distinct Community Identity: Coordinated gateways, wayfinding, branding, and placemaking.

By the Numbers

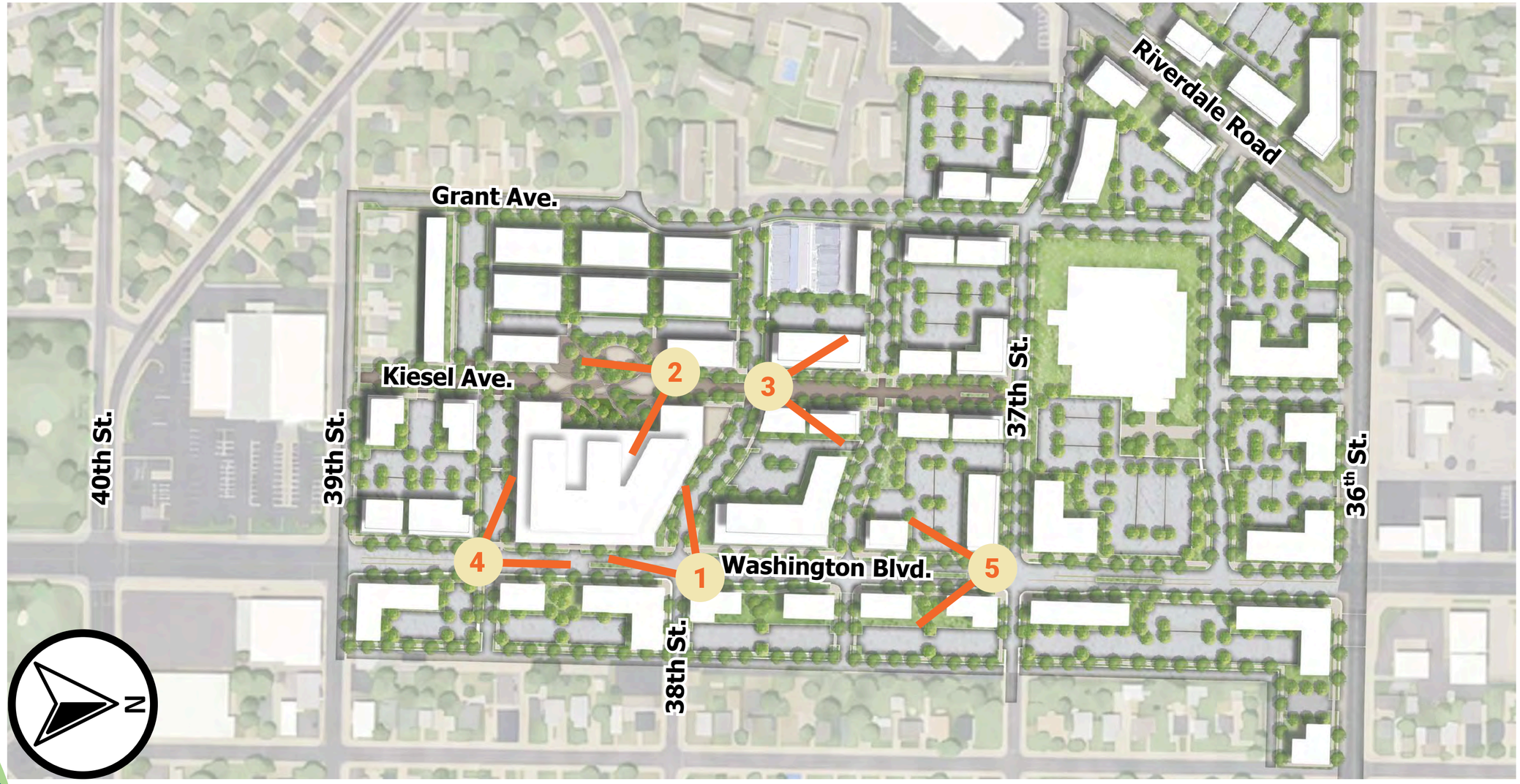
1,000 Housing Units

380,000 G.S.F. of Commercial Space

75,000 G.S.F. of Office Space



Site Plan of the City Center Core



View 1: Looking west-southwest along Washington Boulevard and the 38th Street extension



View 2: Looking into the public plaza



View 3: Looking north along Kiesel Avenue towards Macey’s



View 4: Looking northwest along Washington Boulevard, south of 38th Street



View 5: Looking south along Washington Boulevard, from the intersection of 37th Street



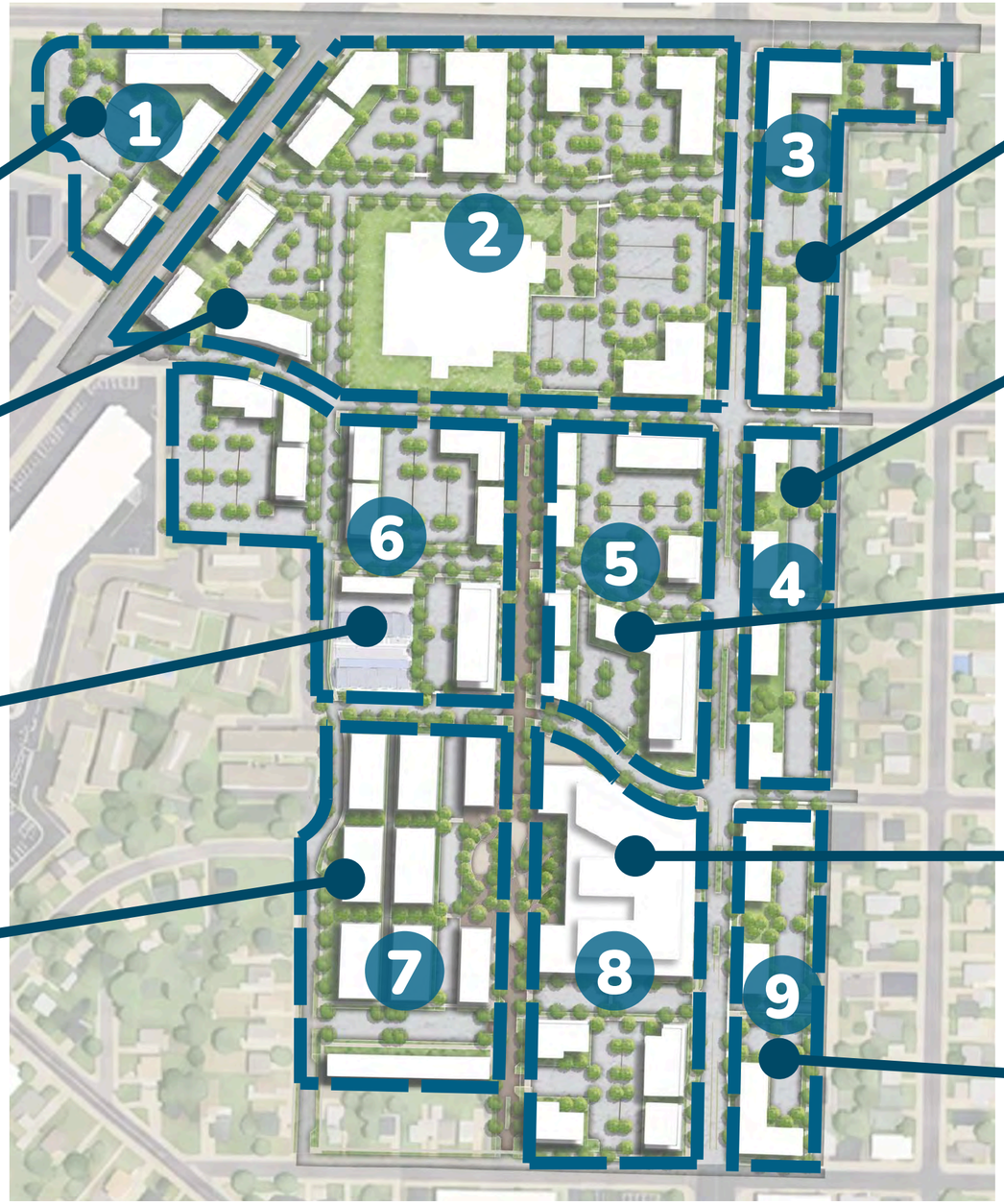
City Center Block By Block

1
- Total Retail: 32,939 Sq Ft
- Total Housing Units: 56

2
- Total Retail: 99,036 Sq Ft
- Total Housing Units: 113
- Total Office: 8,116 Sq Ft

6
- Total Retail: 40,368 Sq Ft
- Total Housing Units: 107
- Total Office: 6,441 Sq Ft

7
- Total Retail: 16,234 Sq Ft
- Total Housing Units: 221



3
- Total Retail: 29,874 Sq Ft
- Total Housing Units: 13
- Total Office: 15,143 Sq Ft

4
- Total Retail: 21,391 Sq Ft
- Total Housing Units: 15
- Total Office: 15,631 Sq Ft

5
- Total Retail: 66,303 Sq Ft
- Total Housing Units: 132
- Total Office: 13,475 Sq Ft

8
- Total Retail: 44,489 Sq Ft
- Total Housing Units: 310

9
- Total Retail: 31,112 Sq Ft
- Total Housing Units: 25
- Total Office: 16,956 Sq Ft

Public Plaza

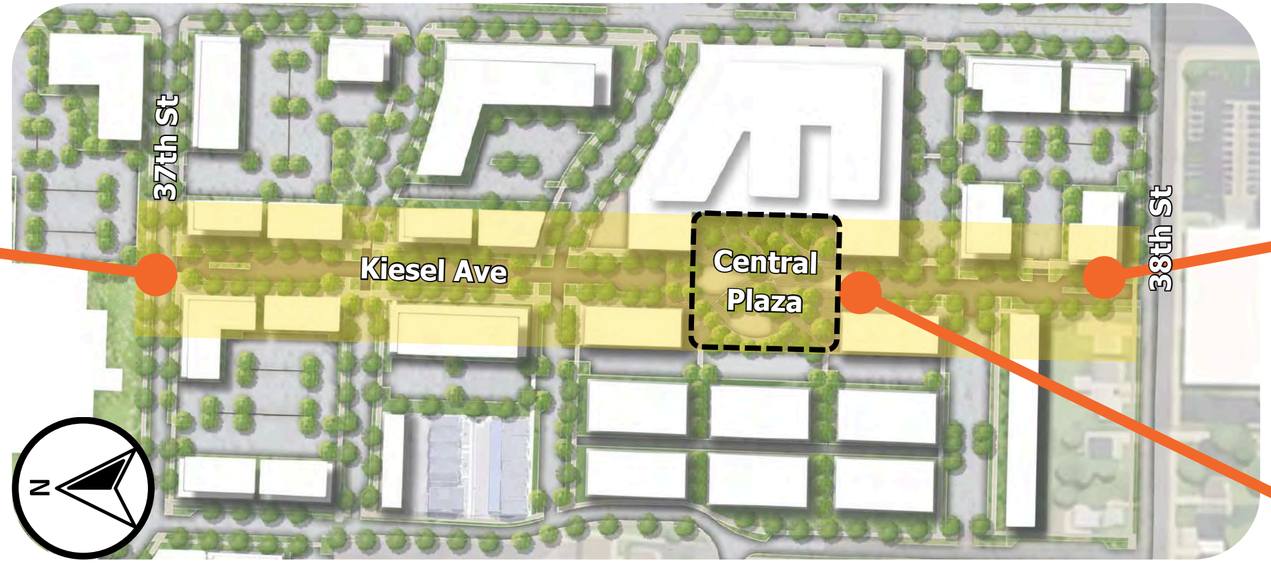
Key Higlights

- Central gathering space for community events and everyday use.
- Flexible space for markets, concerts, festivals, outdoor dining, and recreation.
- Anchors surrounding shops, restaurants, housing, and the Kiesel Avenue shared street.
- Features may include outdoor dining, a splash pad, performance space, public art, and shaded seating.
- Approximately 33,742 square feet of public space.
- Estimated cost: $13.5 million, including plaza construction and supporting underground infrastructure.



Kiesel Avenue

Main street connecting 37th Street, the Central Plaza, and 39th Street.



Includes on-street parking, street trees, and improved streetscape amenities.

Designed to prioritize people while still allowing access for slow-speed vehicles.

Creates a walkable destination that extends the Central Plaza's activity.



Lined with shops, restaurants, outdoor dining, and mixed-use development.

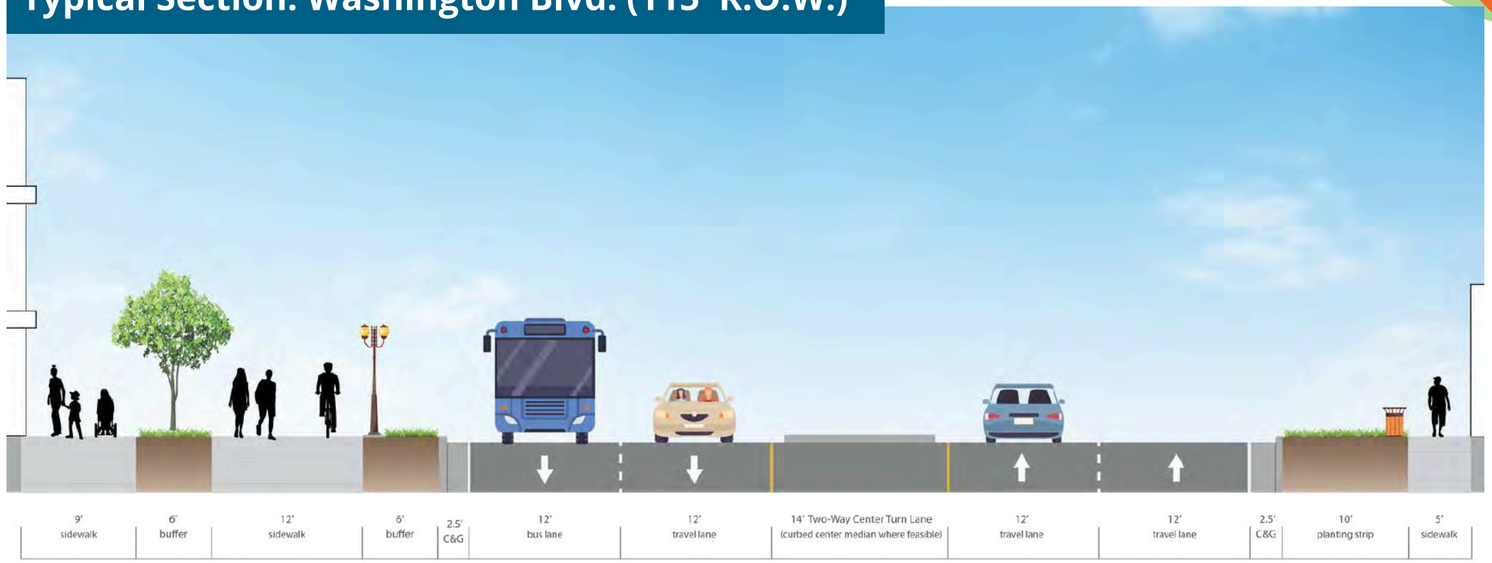
Can be closed for festivals, markets, and other community events.

Washington Boulevard

Key Higlights

- Safer, more comfortable street for driving, walking, biking, and transit.
- Wider sidewalks and a shared-use path improve connections through the City Center.
- Shared-use path supports the long-term vision for the Utah trail network.
- Landscaped median could improve safety and traffic flow, subject to UDOT review.
- Creates a more welcoming entrance into the City Center.

Typical Section: Washington Blvd. (115' R.O.W.)



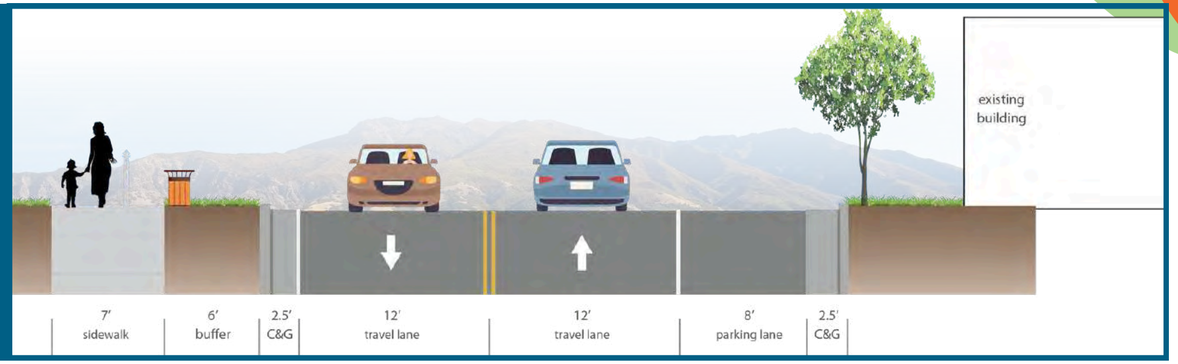


3800 South & 3700 South

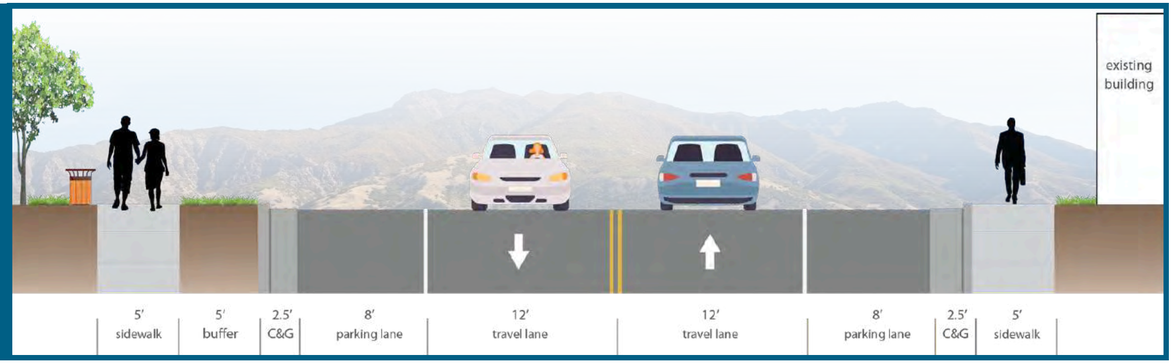
Key Higlights

- Improved streets that lead directly to the Central Plaza and Kiesel Avenue.
- Keeps the same vehicle capacity while making walking safer and more comfortable.
- Wider sidewalks, landscaping, and street trees create a more inviting street.
- Streetscape improvements strengthen the look and identity of the City Center.
- Bulb-outs shorten crossings and help slow traffic at key intersections.

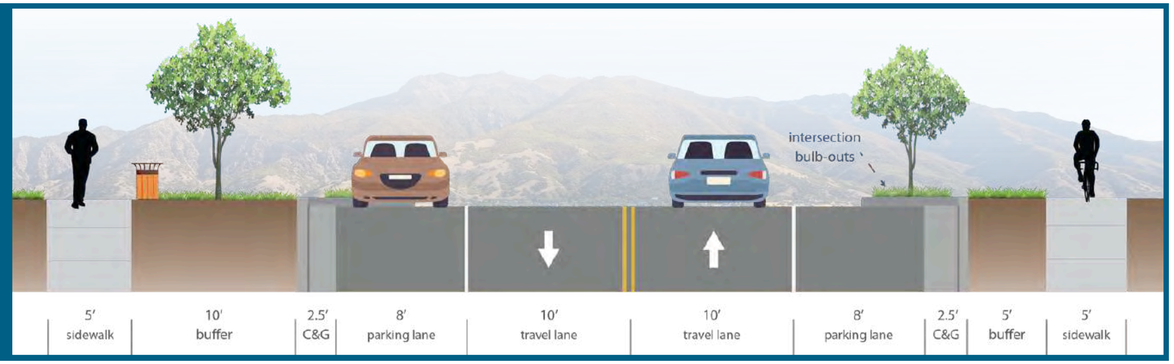
Typical Section: 3700 South (50' R.O.W.)



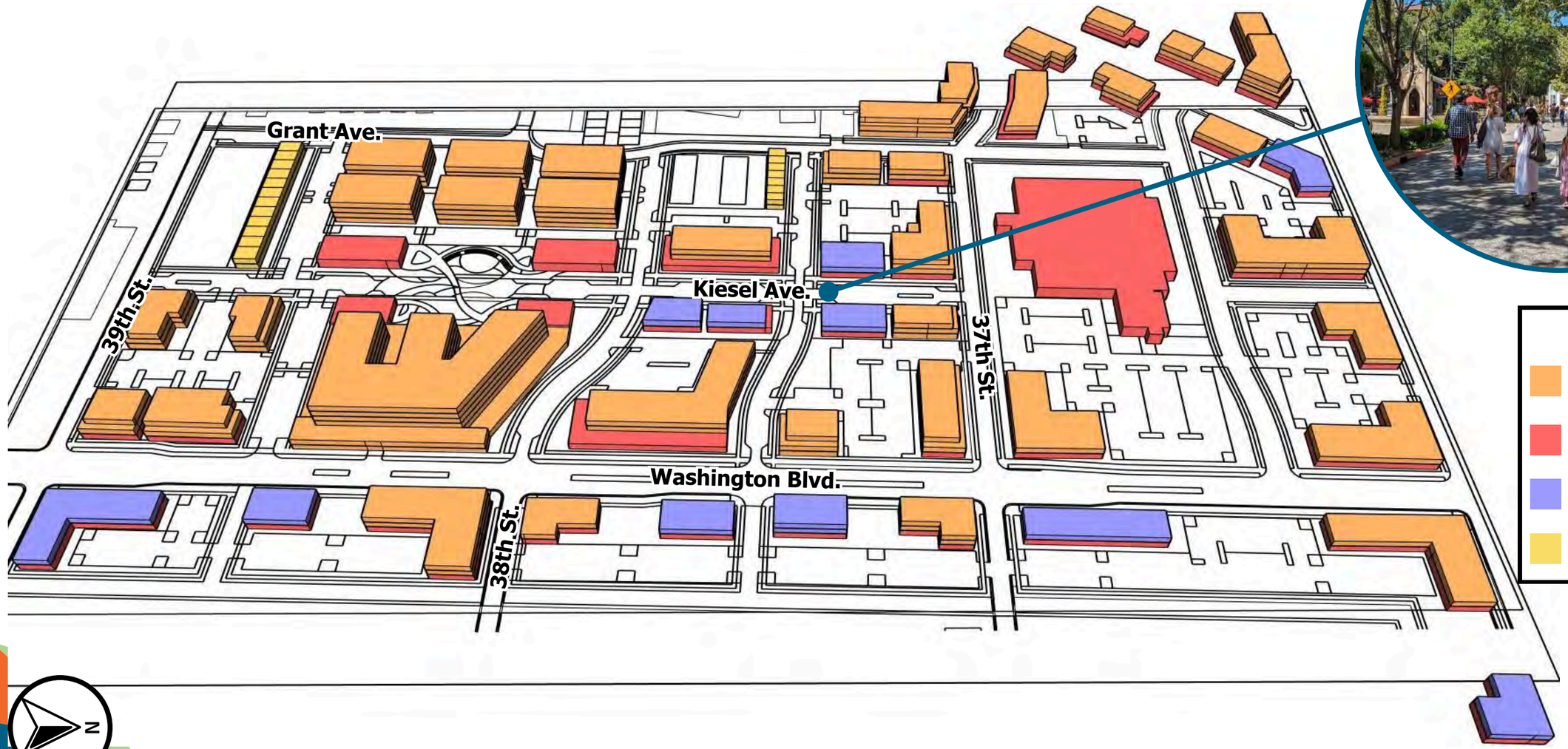
Typical Section: 3700 South (60' R.O.W.)



Typical Section: 3800 South (66' R.O.W.)



Forming/ Massing



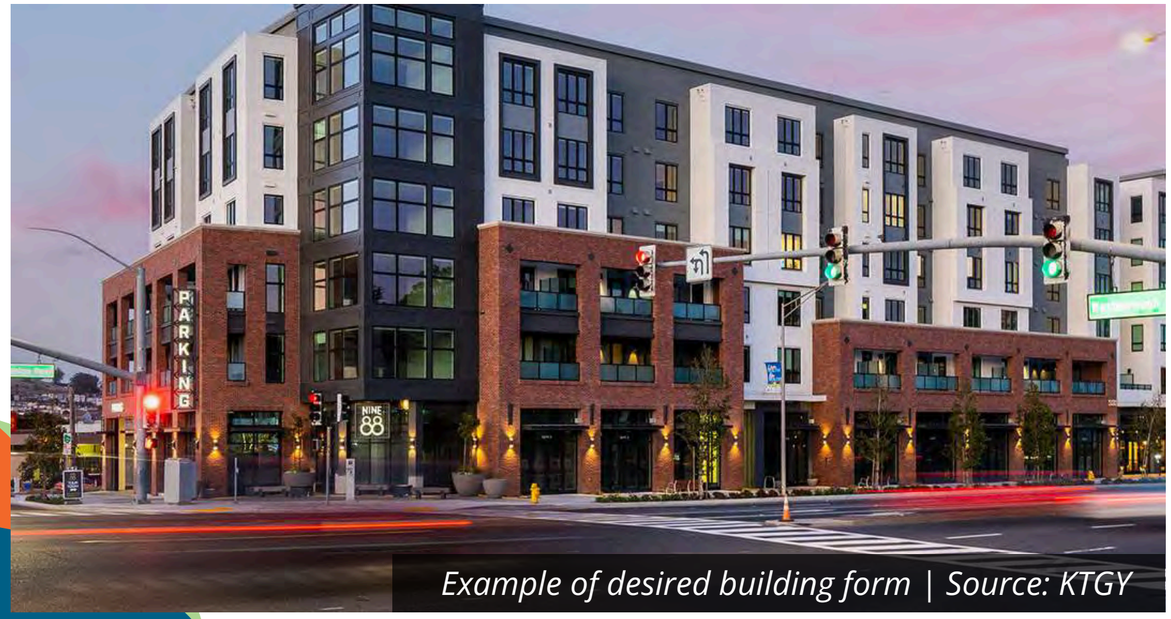


Legend

- Multifamily
- Retail
- Office
- Townhouse

Architectural Design & Styles

- Creates a recognizable City Center with a consistent architectural character.
- Encourages attractive, high-quality buildings that reflect South Ogden's identity and support long-term investment.
- Based on public feedback, architectural elements draw from a mix of modern mixed-use structures and angular architectural styles



Example of desired building form | Source: KTGY

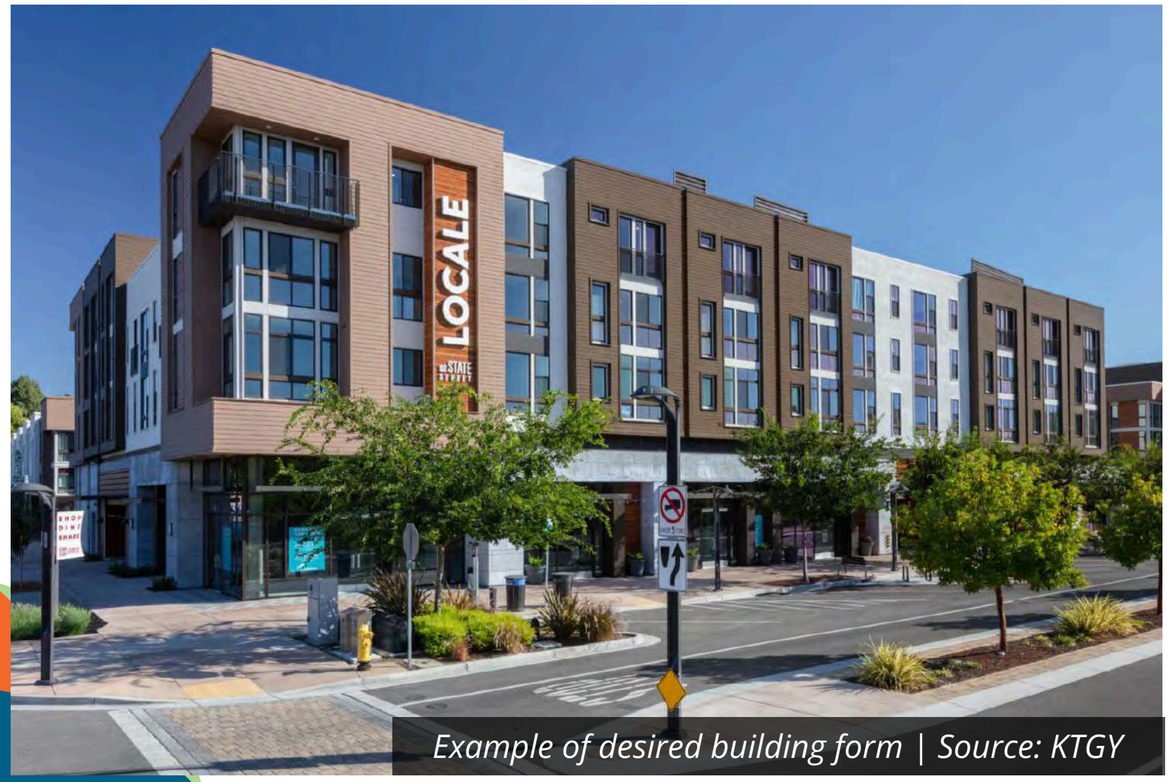
PEDESTRIAN MALL/MAIN STREET



STOREFRONTS. QUALITY MATERIALS. LOCAL BUSINESSES

Building Design

- Buildings are placed close to the sidewalk to create an active, walkable street.
- Front entrances face the street, with rear access where practical.
- Durable materials and varied building designs create a distinctive City Center.
- Building articulation helps to break up larger buildings and create a more comfortable pedestrian experience.



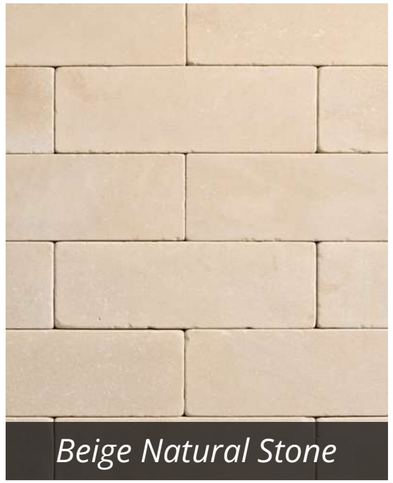
Example of desired building form | Source: KTGY



Example of desired materials | Source: DCI Group

Sample Materials

- **Durable, high-quality materials such as brick, stone, metal, and fiber cement.**



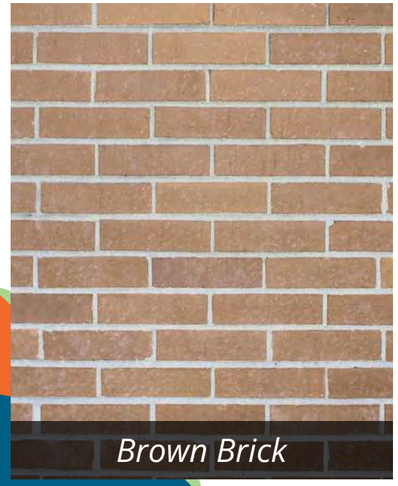
Beige Natural Stone



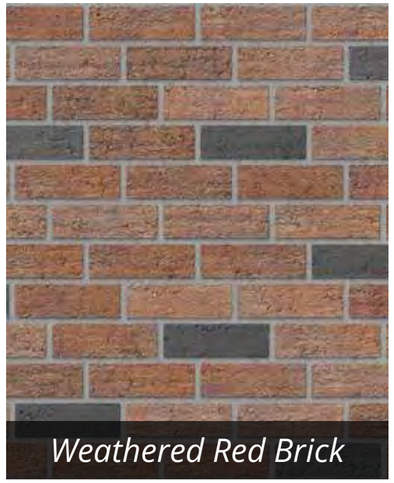
Brown Shiplap



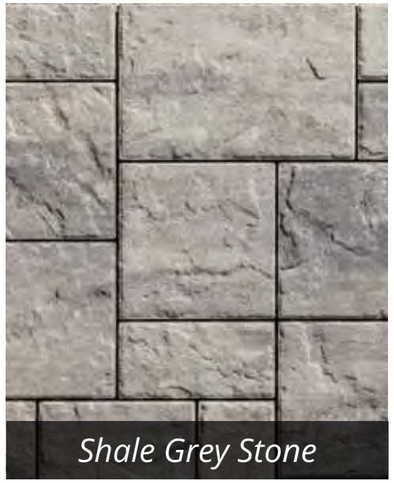
Brown Wood Panel



Brown Brick



Weathered Red Brick



Shale Grey Stone

- **Long-life, timeless materials and large storefront windows help to create a lasting character.**



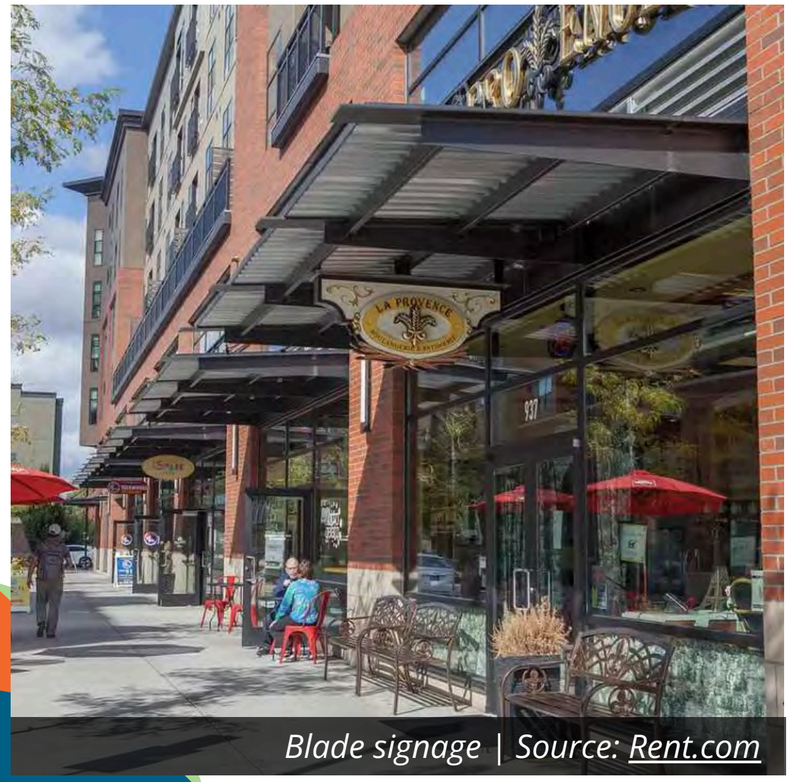
Black metal frame storefront | Source: binswangerglass



Aluminum frame storefront | Source: Insight Glass

Signage

- Consistent signage gives the City Center a recognizable identity.
- Building-mounted signage, blade signage, and sidewalk signs support businesses and a walkable environment.
- Clear wayfinding helps people find shops, parking, and community destinations.
- Coordinated signage creates an attractive, easy-to-navigate district.



Blade signage | Source: Rent.com



Sidewalk Signage | Source: Studio 3 Signs



Building-Mounted Signage | DRS

Placemaking

- Creates welcoming public spaces that give the City Center its own identity.
- Architecture, landscaping, materials, and signage work together to create a cohesive look.
- Designed to make walking enjoyable while maintaining convenient vehicle access.
- Attractive streets and public spaces encourage activity throughout the year.



Example of placemaking mural | Source: Standard



Example of street furniture | Source: DRS



Example of placemaking public art | Source: DRS

City Center Core Recommendations

1



Transform the City Center into a mixed-use, vibrant destination for South Ogden.

2



Establish high-quality public spaces that creates a recognizable center and supports full-time activity.

3



Build a multimodal transportation network that improves circulation, accessibility, and mobility.

4



Support new, long-term development while transitioning to existing neighborhoods.

5



Align public investment and implementation efforts with the preferred City Center vision.

Objective 1

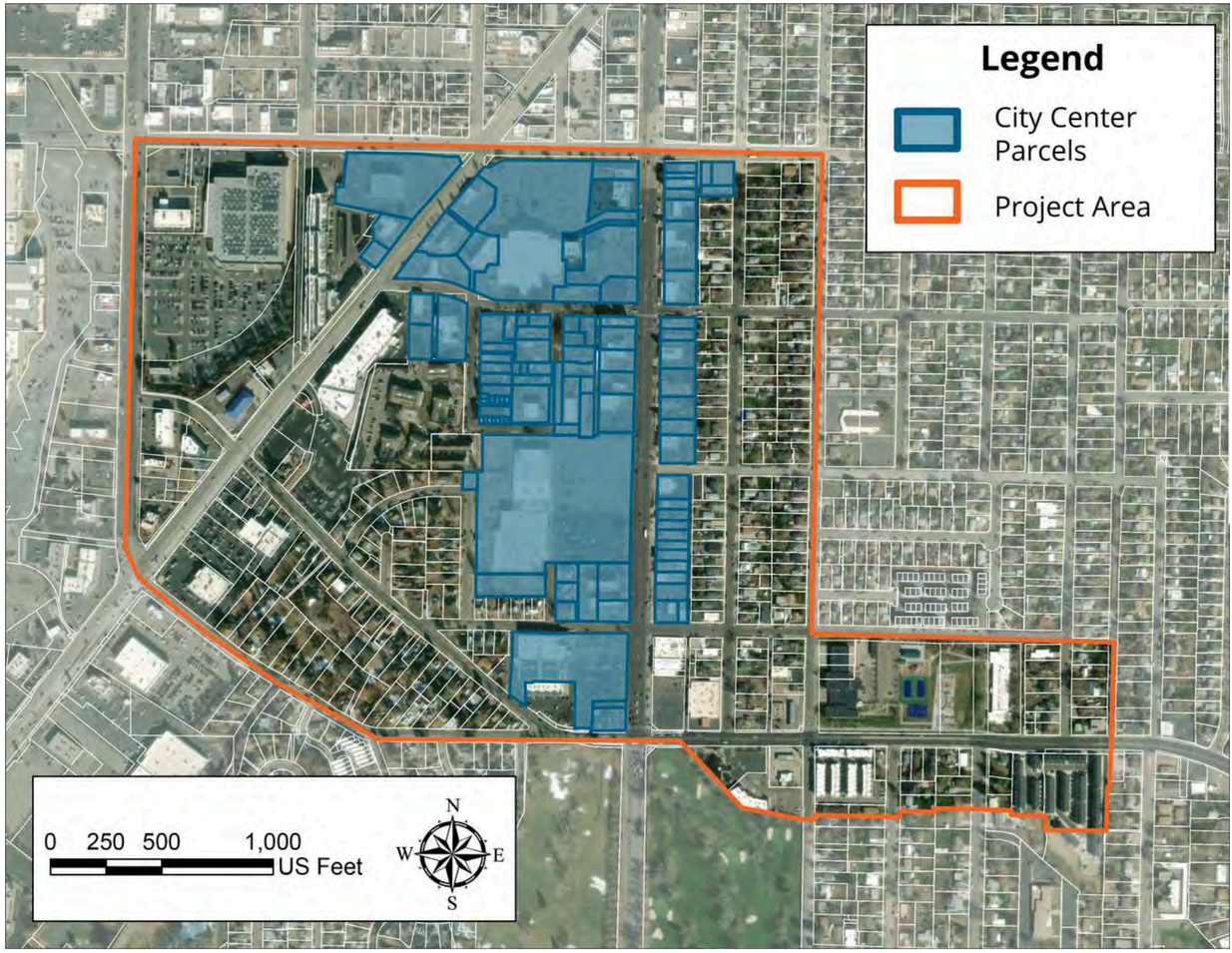
Objective 1.1: Partner with key property owners to assemble redevelopment sites needed to implement the preferred scenario.

Objective 1.2: Prepare and issue Requests for Proposals (RFPs) for catalytic redevelopment sites within the City Center Core.

Objective 1.3: Identify, evaluate, and establish redevelopment incentives that support implementation of the City Center Master Plan.

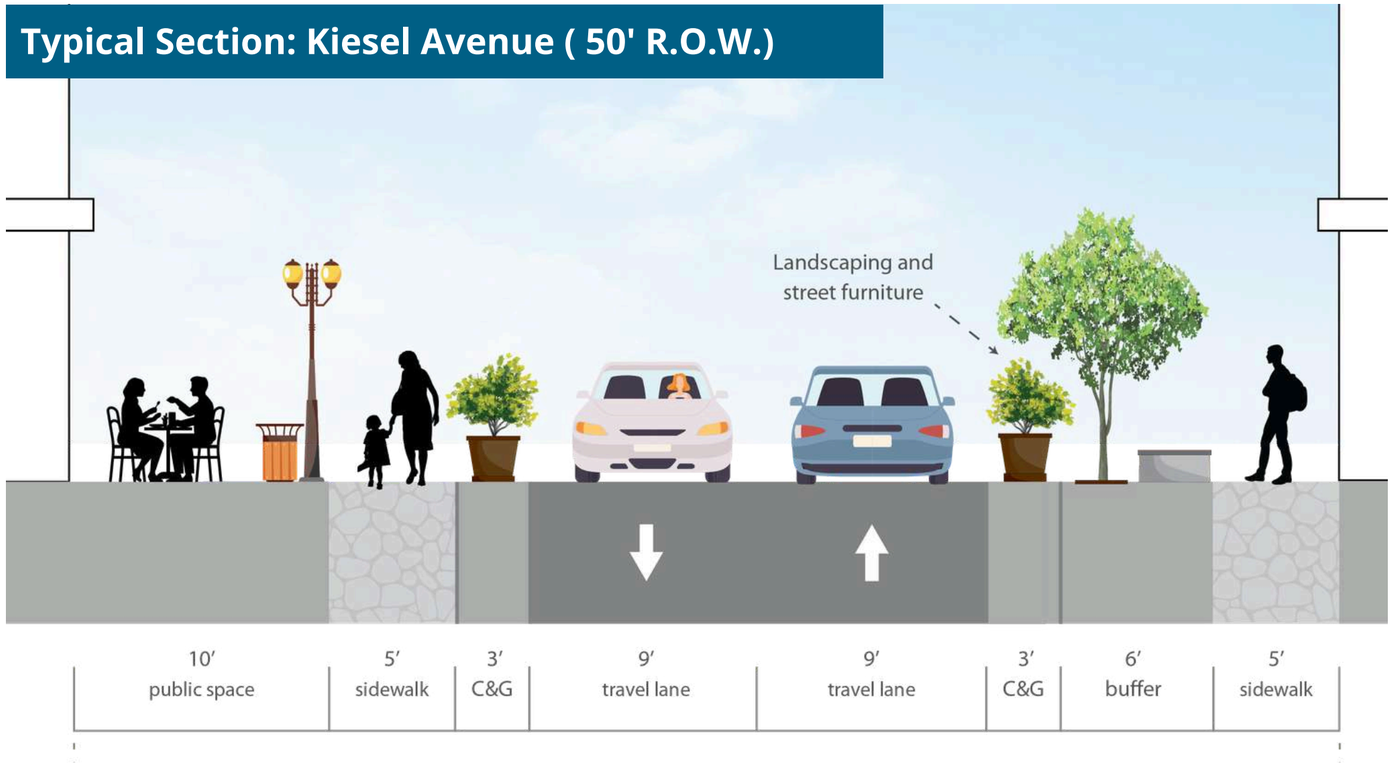
Objective 1.4: Utilize redevelopment incentives, CRA resources, and public-private partnerships to advance catalytic redevelopment projects within the City Center Core.

Objective 1.5: Develop and implement a Business Retention and Recruitment Strategy for the City Center.



Objective 2

Objective 2.1: Reconstruct Kiesel Avenue as a curbless, pedestrian-priority shared street (i.e., woonerf) connecting between 37th Street and 39th Street.



Objective 2.2: Acquire land and construct a multipurpose Central Plaza.



Objective 2.3: Establish a nonprofit City Center organization responsible for programming, activation, and management of public spaces.

Objective 3

Objective 3.1: Acquire right-of-way needed to implement the preferred road framework.

Objective 3.2: Partner with UDOT to make safety and circulation improvements along Washington.

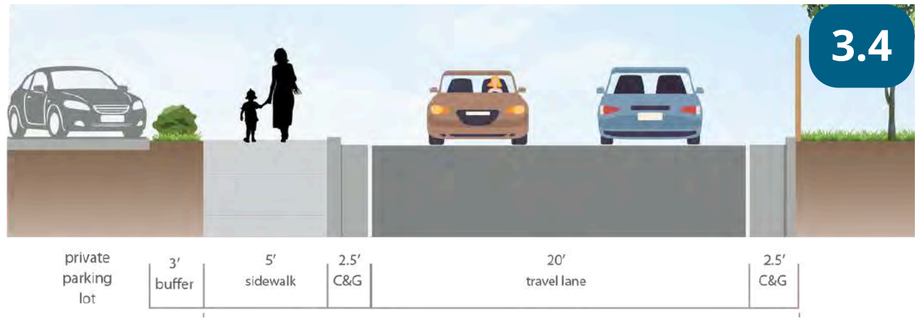
Objective 3.3: Implement intersection, access, and traffic control improvements in coordination with UDOT.

Objective 3.4: As redevelopment occurs, require the dedication of right-of-way to construct a rear-access alley connecting commercial properties between Washington Boulevard and Ogden Avenue.

Objective 3.5: Partner with property owners to establish shared parking facilities and shared parking agreements within the City Center.

Objective 3.6: Partner with UTA, WFRC, and private property owners to establish a mobility hub near 38th Street and Washington Boulevard.

Objective 3.7: Re-evaluate parking requirements within the City Center and 40th Street Corridor Form-Based Code to support implementation of the City Center Master Plan.





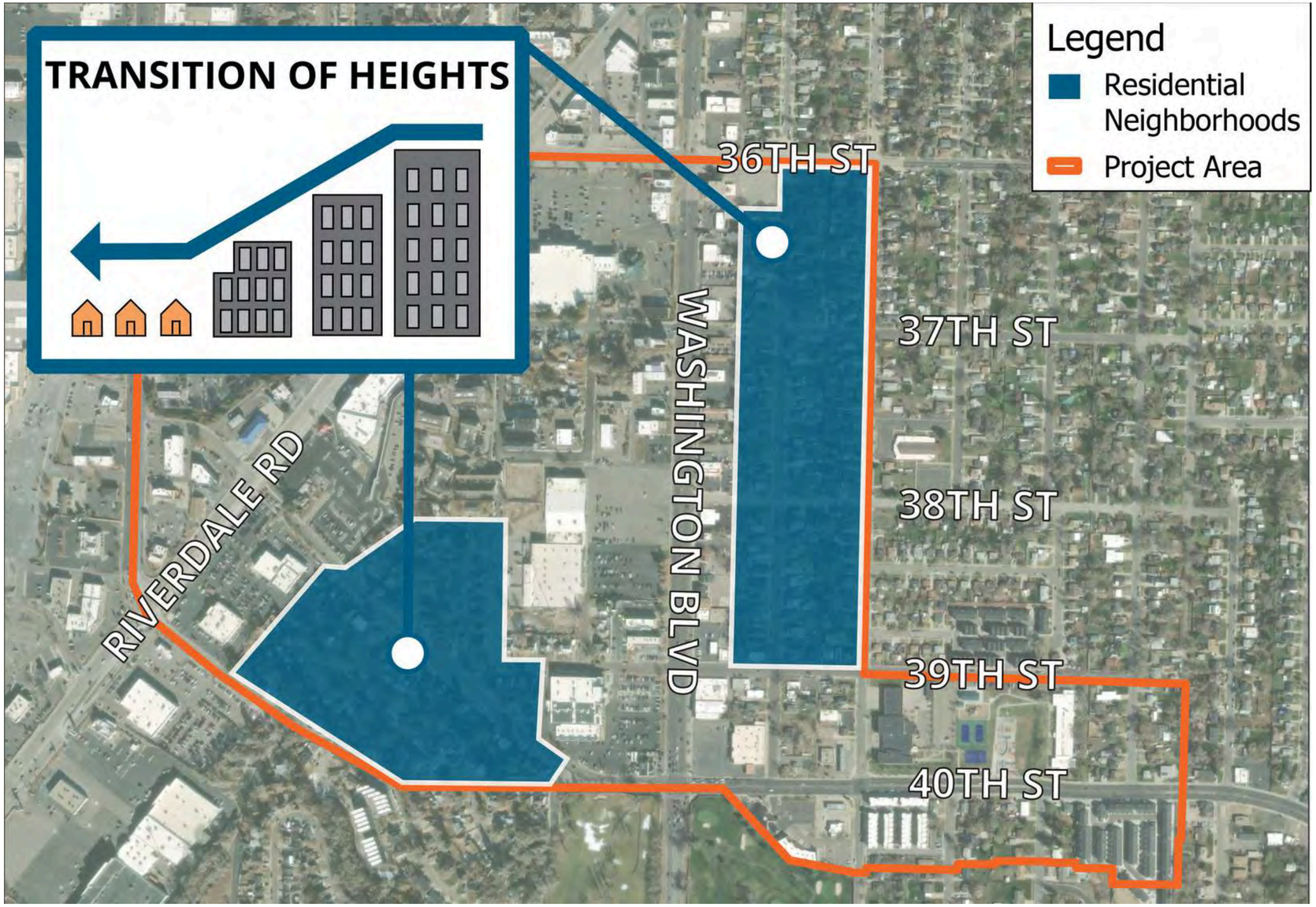


Objective 4

Objective 4.1: Amend the Form-Based Code and form districts to implement the preferred development and streetscape framework.

Objective 4.2: Expand the City Center regulating district and update standards to align with the City Center study area.

Objective 4.3: Establish transition standards for neighborhood compatibility and Old Town character east of Washington Boulevard.



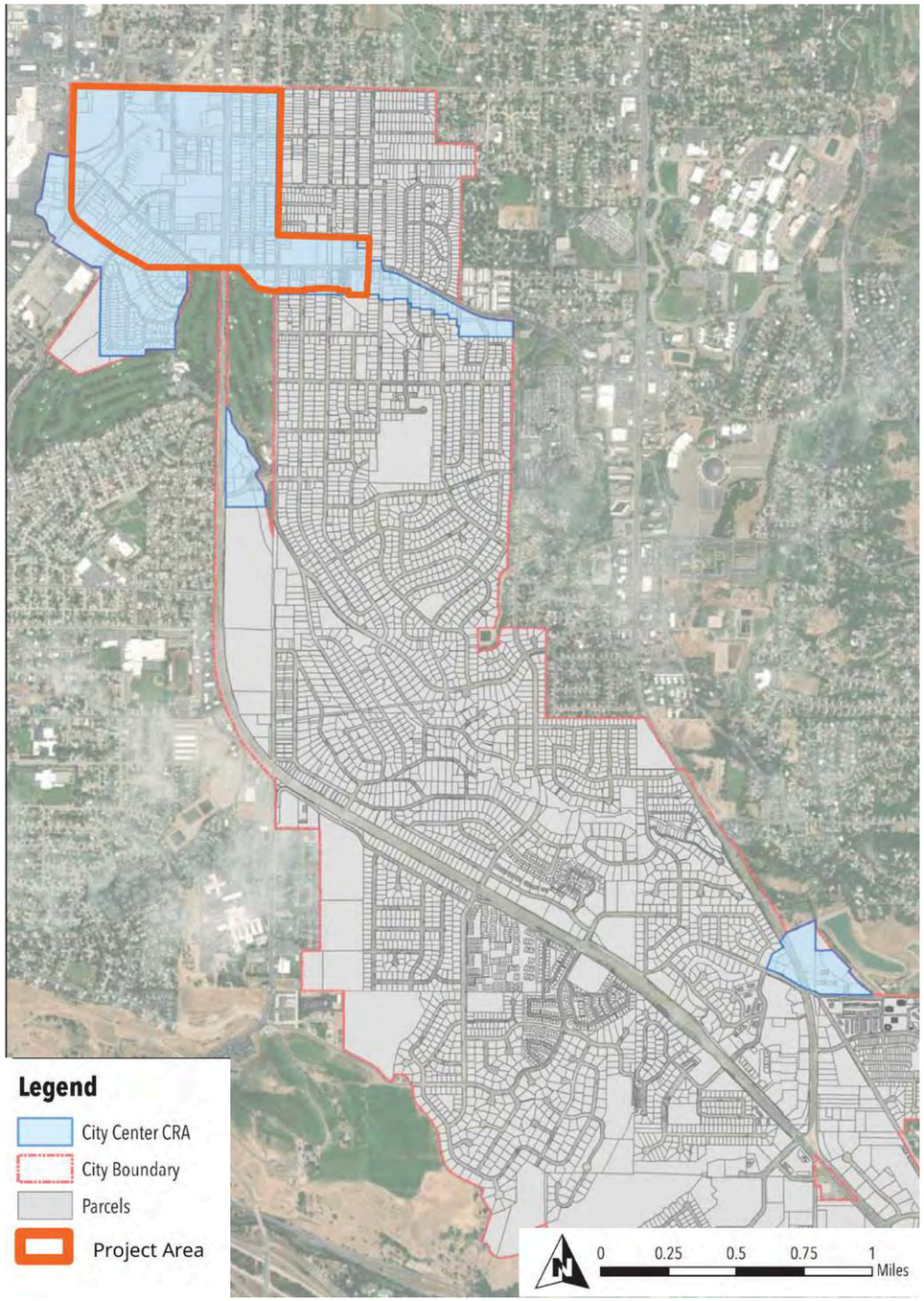
Objective 5

Objective 5.1: Utilize CRA funding, capital improvement programming, and annual budgeting to prioritize City Center infrastructure and public realm projects.

Objective 5.2: Explore expansion of the CRA boundary as redevelopment around the City Center area occurs.

Objective 5.3: Pursue state, federal, regional, and private funding sources to advance priority City Center projects.

Objective 5.4: Establish an implementation partnership among various relevant partners to coordinate project delivery.



Study Area Recommendations

1. Improve connectivity throughout the area by creating a safer, more complete multimodal network.

2. Strengthen the City Center's identity through gateways, wayfinding, beautification, and placemaking.

3. Encourage reinvestment in commercial areas while improving their appearance, function, and long-term viability.

4. Preserve neighborhood character while supporting infill, redevelopment, and new housing.

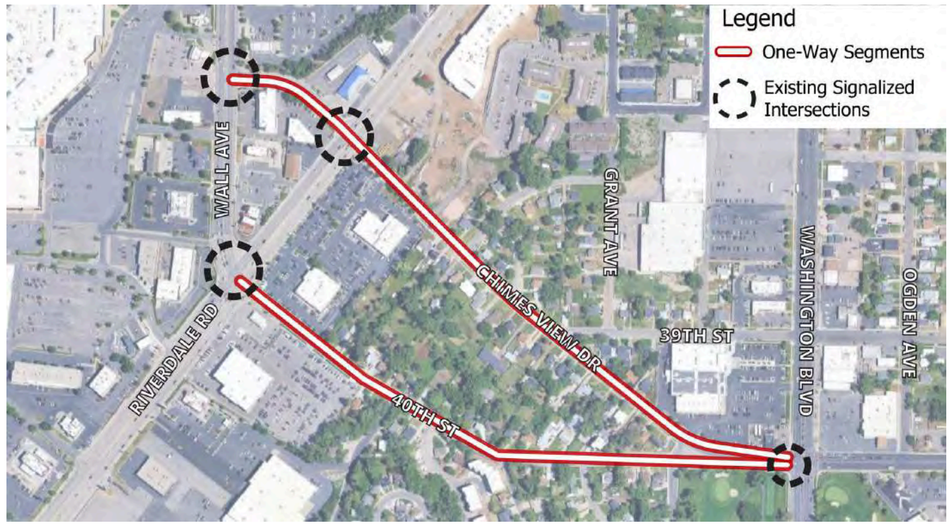
5. Coordinate implementation, funding, and partnerships needed to advance priority projects.

Objective 1

Objective 1.1: Identify and close gaps in the pedestrian and bicycle network throughout the area to support safe circulation and access.

Objective 1.2: Partner with UDOT to implement the Utah Trail Network along Washington.

Objective 1.3: Complete a Level of Service study for two-way traffic restoration on Chimes View and 40th and their intersection improvements.



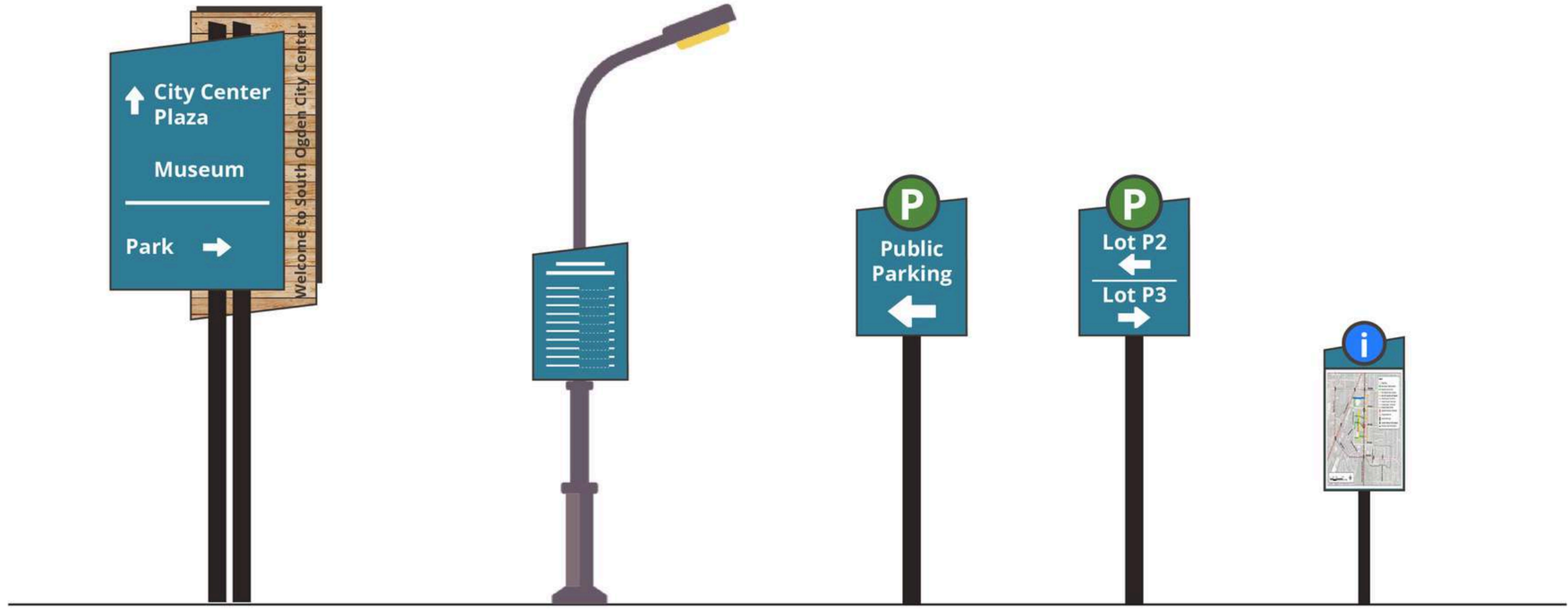


Objective 2

Objective 2.1: Construct gateway monuments and landscape improvements at major entrances along Washington Boulevard and Riverdale Road.

Objective 2.2: Develop and implement a coordinated City Center branding, signage, and wayfinding program.





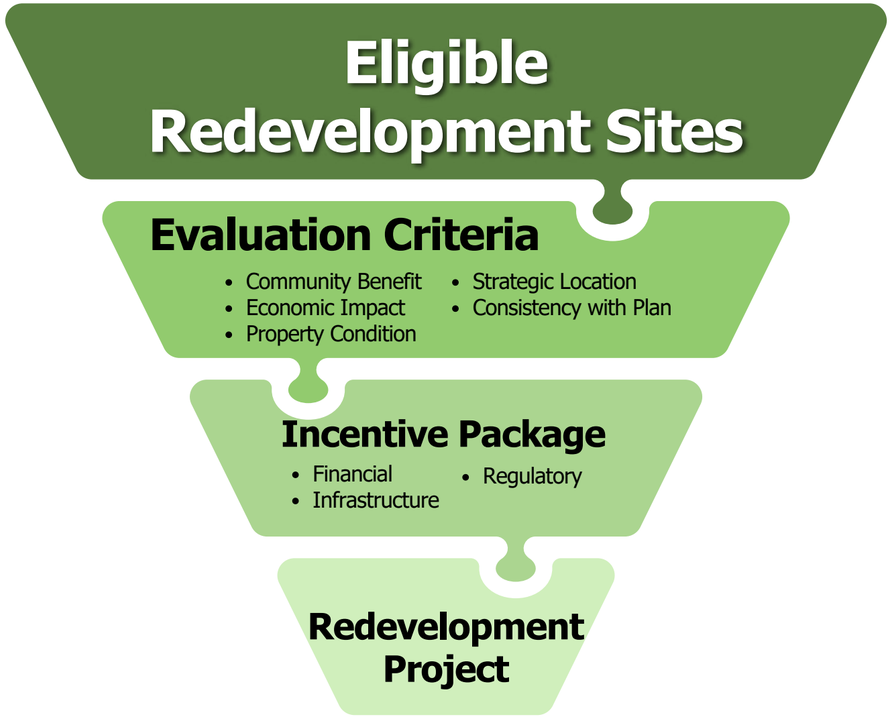
Objective 3

Objective 3.1: Establish a façade improvement grant program that provides matching grants for façade and signage improvements.

Objective 3.2: Strengthen and unilaterally enforce property maintenance standards to improve the appearance and condition of commercial corridors and activity centers.

Objective 3.3: Partner with owners of aging commercial centers to prepare redevelopment strategies for underutilized properties.

Objective 3.4: Establish redevelopment incentives and implementation tools that support reinvestment in strategic commercial properties and activity centers.



Objective 4

Objective 4.1: Amend zoning regulations to permit additional housing types in locations identified as appropriate for infill development.

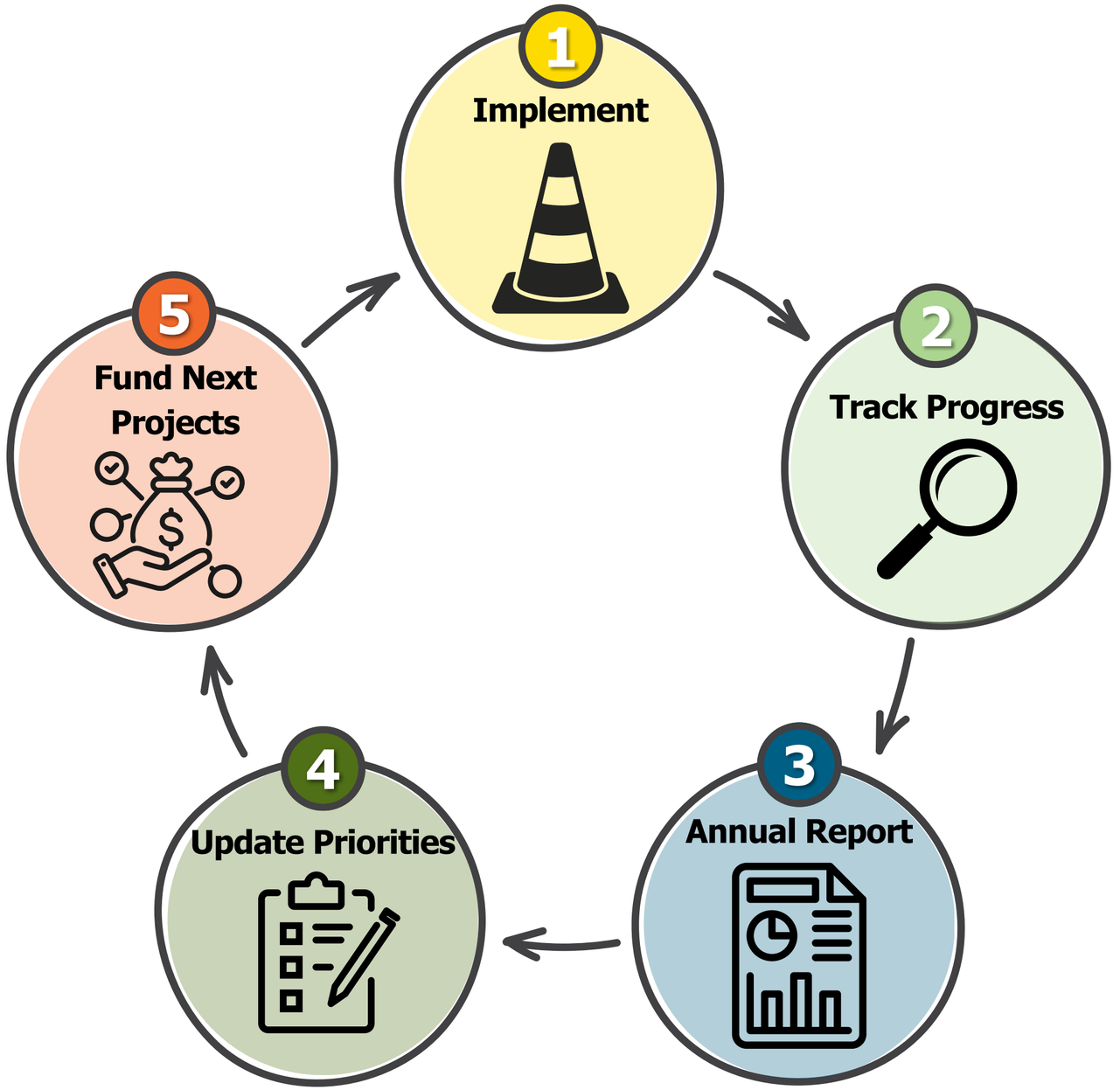
Objective 4.2: Utilize available housing funds and pursue LIHTC funding to support affordable housing.



Objective 5

Objective 5.1: Incorporate priority City Center and study area projects into the City's Capital Improvements Program.

Objective 5.2: Prepare an annual implementation report tracking completed projects, funding awards, redevelopment activity, and remaining priorities.




QUESTIONS?