

ORDINANCE # 2026-025

AN ORDINANCE FOR THE ADOPTION OF THE NEW PLEASANT GROVE CITY DOWNTOWN MASTER PLAN. PLEASANT GROVE CITY, APPLICANT.

WHEREAS, Pleasant Grove City, with the help of Landmark Design, started a public process to create a draft for a new master plan for the Downtown Village Zone, with the required updates to keep the land use policies and programs consistent between the current and future vision for Pleasant Grove City; and

WHEREAS, a new document was created that is intended to serve as a blueprint for making decision regarding the development of the Downtown Village Zone, as such decisions pertain to the evaluation of present and future needs and opportunities on land use regulation and development, future investment, and the allocation of resources; and

WHEREAS, on August 13, 2026, the Pleasant Grove City Planning Commission held a public hearing to consider the creation of the Downtown Master Plan; and

WHEREAS, at its public hearing the Planning Commission found that the proposed Downtown Master Plan was in the public's interest and found it consistent with the intent of the existing General Plan; and

WHEREAS, the Pleasant Grove Planning Commission recommended to the Pleasant Grove City Council that the adoption of the new Downtown Master Plan be approved; and

WHEREAS, on September 1, 2026, the Pleasant Grove City Council held a public hearing to consider the request; and

WHEREAS, at its meeting the Pleasant Grove City Council was satisfied that the creation of the Downtown Master Plan was in the best interest of the public and was consistent with the intent of the existing General Plan; and

WHEREAS, at its meeting the Pleasant Grove City Council adopted a new Downtown Master Plan.

THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF PLEASANT GROVE THAT THE PLEASANT GROVE CITY GENERAL PLAN SHALL BE ADOPTED AS FOLLOWS:

SECTION 1: The proposed Downtown Master Plan to appear as shown on the attached Exhibit "A".

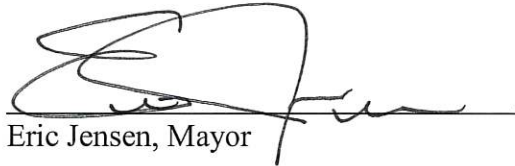
SECTION 2: The proposed Downtown Master Plan shall be filed with the Pleasant Grove City Recorder.

SECTION 3. The Pleasant Grove City Council finds that the proposed Downtown Master Plan request is in the best interest of the public and is consistent with the intent of the Utah State Code.

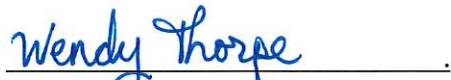
SECTION 4. SEVERABILITY. The sections, paragraphs, sentences, clauses, and phrases of this Ordinance are severable. If any such section, paragraph, sentence, clause, or phrase shall be declared invalid or unconstitutional by the valid judgment or decree of a Court of competent jurisdiction, such invalidity or unconstitutionality shall not affect the validity or constitutionality of any of the remaining sections, paragraphs, sentences, clauses, or phases of this Ordinance.

SECTION 5: This ordinance shall take effect immediately upon its passage and shall be posted or published as required by law.

SECTION 6. APPROVED AND ADOPTED AND MADE EFFECTIVE by the City Council or Pleasant Grove City, State of Utah, on this 1st day of September 2026.


Eric Jensen, Mayor

ATTEST:


Wendy Thorpe
City Recorder



Motion: Council Member Rogers

Second: Council Member Andersen

<u>ROLL CALL</u>	<u>Yes</u>	<u>No</u>	<u>Abstain</u>	<u>Absent</u>
Mayor Eric Jensen	_____	_____	_____	_____
Dianna Andersen	<u>X</u>	_____	_____	_____
Steve Rogers	<u>X</u>	_____	_____	_____
Cyd LeMone	_____	_____	_____	<u>X</u>
Todd Williams	<u>X</u>	_____	_____	_____
Dustin Phillips	_____	_____	_____	<u>X</u>

CERTIFICATE OF POSTING ORDINANCE
Pleasant Grove City Corporation

I, the duly appointed recorder for the City of Pleasant Grove, hereby certify that a summary of the foregoing Ordinance No. 2026-025 was posted on the State (<http://pmn.utah.gov>) website on this 2 day of September, 2026.

Dated this 2 day of September, 2026.

Wendy Thorpe
Wendy Thorpe, CMC, City Recorder

PLEASANT GROVE

DOWNTOWN MASTER PLAN

June
2026



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ACKNOWLEDGEMENTS

This plan was funded by Pleasant Grove City and the Mountainland Association of Governments (MAG). The development of this plan was made possible by residents and stakeholders in Pleasant Grove as well as the following individuals.

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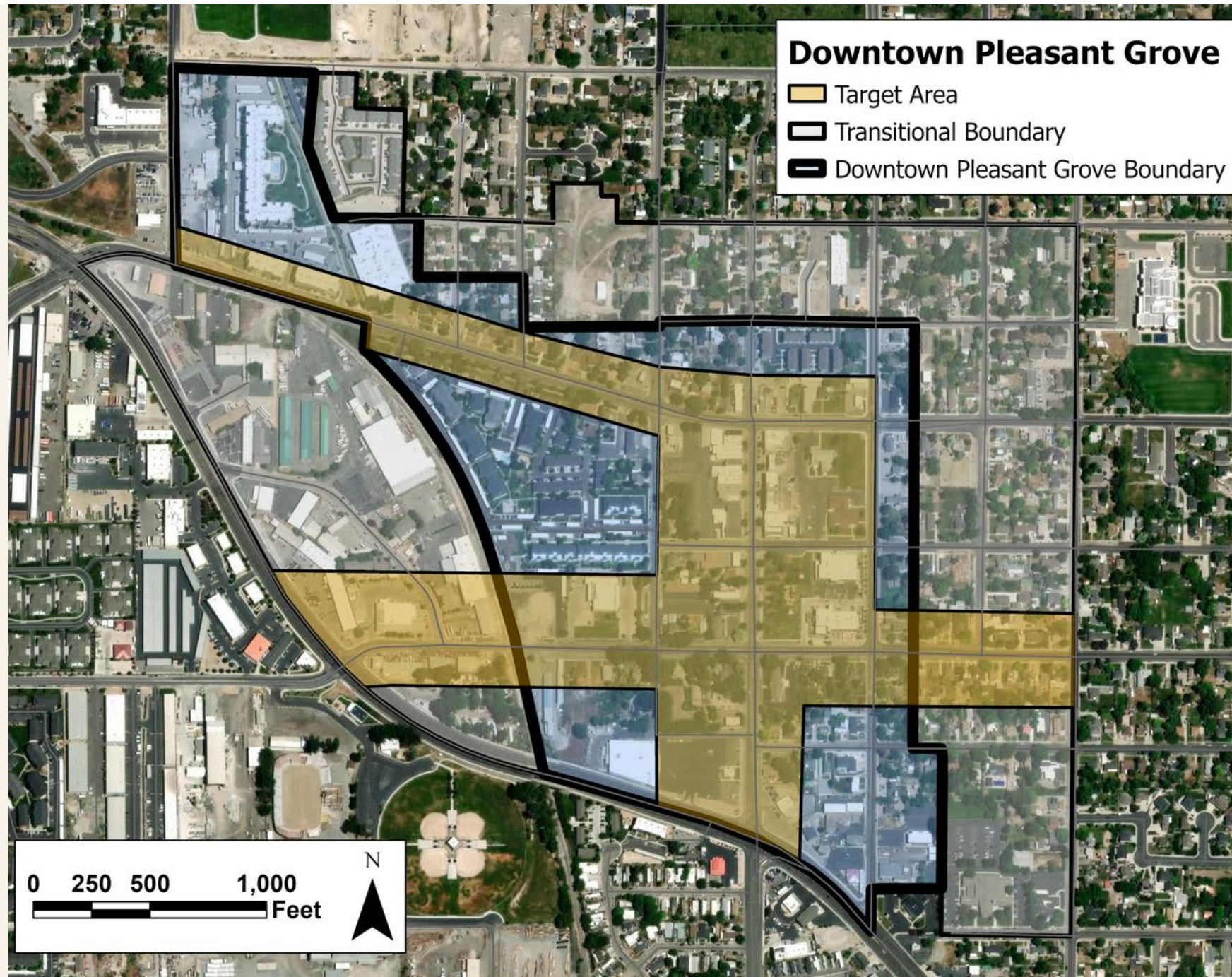
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The Downtown Pleasant Grove Master Plan provides a long-term vision and implementation framework for the future of Downtown Pleasant Grove. Prepared through a partnership between Pleasant Grove City, the Mountainland Association of Governments (MAG), and a consultant team led by Downtown Redevelopment Services (DRS), the plan builds upon previous planning efforts while responding to current opportunities, community priorities, and development conditions.

Downtown Pleasant Grove serves as the community's historic, civic, and cultural center. Anchored by numerous community destinations, the area plays an important role in the daily life of residents while also serving as a gathering place for community events and celebrations. As Pleasant Grove continues to grow, Downtown has the opportunity to strengthen its role as both a local destination and a regional focal point.

This plan establishes a coordinated strategy for land use, transportation, economic development, public spaces, historic character, wayfinding, and community activation. The recommendations are intended to guide public investment, private development, and organizational efforts over the coming years while providing a clear roadmap for implementation. By focusing on practical, achievable actions and long-term priorities, the Downtown Pleasant Grove Master Plan positions Downtown to remain the heart of the community while supporting continued growth and investment.



Downtown Pleasant Grove has been the focus of multiple planning efforts over the past two decades, each aimed at strengthening Downtown as the city's civic, economic, and cultural center. The Downtown Master Plan builds on these efforts by aligning prior recommendations with current conditions and implementation priorities.

DOWNTOWN 2020 ACTION PLAN (2008)

The Downtown 2020 Action Plan established a comprehensive vision for Downtown Pleasant Grove using the Main Street approach. The plan was structured around 28 goals focused on organization, design, economic development, and promotion, while framing Downtown as a mixed-use village and civic center.

The Downtown Master Plan builds on this foundation by updating priorities, refining strategies, and aligning long-standing goals with current conditions, policies, and implementation capacity.

Key themes included:

- ✓ Strengthen Downtown as the heart of civic, cultural, and community life
- ✓ Focus on placemaking, public spaces, streetscape improvements, and pedestrian connectivity
- ✓ Support business recruitment, retention, and downtown events
- ✓ Establish a coordinated framework for implementation

PLEASANT GROVE GENERAL PLAN (2023)

The Pleasant Grove General Plan establishes Downtown as a mixed-use center intended to support commercial activity, housing, civic uses, and public gathering spaces within a walkable and connected environment.

As a recently adopted document, many implementation efforts remain in the early stages. The Downtown Master Plan advances the General Plan by translating its recent goals into a focused downtown vision, prioritized actions, and implementable strategies explicitly tailored to Downtown Pleasant Grove.

Key Takeaways:

- ✓ Clear policy direction supporting Downtown as a priority area for reinvestment and placemaking.
- ✓ Alignment of transportation, land use, and economic development policies that reinforce a compact, walkable downtown core.
- ✓ Coordinated implementation tools, such as targeted zoning updates, capital improvement prioritization, and redevelopment incentives.

PLEASANT GROVE TRANSPORTATION MASTER PLAN (2023)

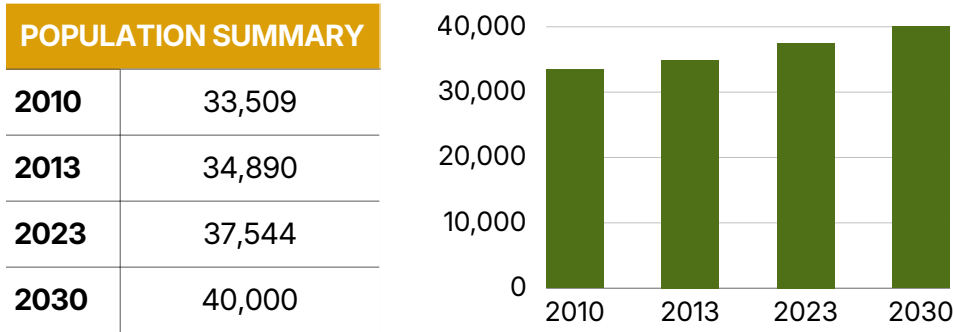
The Pleasant Grove Transportation Master Plan (TMP) establishes a multimodal framework that supports Downtown as a key activity center by emphasizing safety, connectivity, and balanced mobility for all users, aligning well with Downtown's role as a destination for employment, commerce, civic uses, and community events. Given the recent adoption of the plan, many implementation efforts remain in the early stages. The Downtown Master Plan advances the TMP by translating its multimodal policies into targeted street concepts, connectivity improvements, and phased implementation priorities tailored to Downtown Pleasant Grove.

Key themes included:

- ✓ Emphasis on multimodal transportation, including pedestrian, bicycle, and vehicle networks serving activity centers.
- ✓ Street design changes that prioritize downtown activity and placemaking in addition to vehicle movement.
- ✓ Coordination between transportation investments, land use decisions, and redevelopment timing.

POPULATION SUMMARY

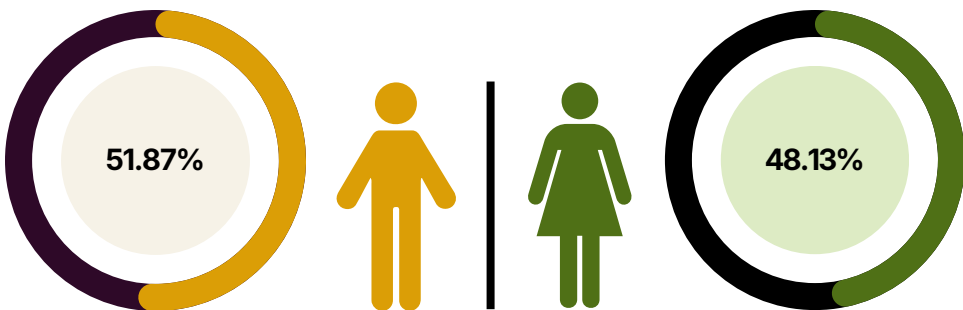
The population of Pleasant Grove is 37,544 as of 2023. This is due to steady population growth over the past 10 years. The table below shows Pleasant Grove's population trends over the past 15 years and projected growth through 2030.



*Population forecasting for 2030 is provided by the Mountainland Association of Governments (MAG).

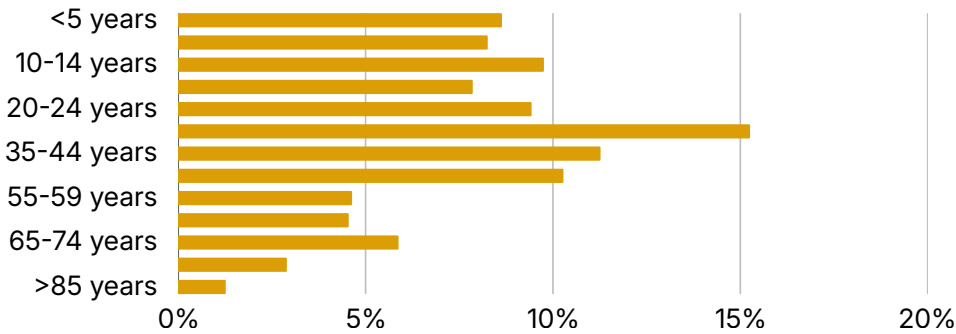
The data indicates that Pleasant Grove has maintained a steady increase in population and will continue to do so for the near future. Downtown Pleasant Grove has the opportunity to capture and contribute to this population growth by providing the necessary amenities, a variety of housing options, and improved connectivity.

The gender mix in the city is evenly distributed, with 51.87% male residents and 48.13% female residents.



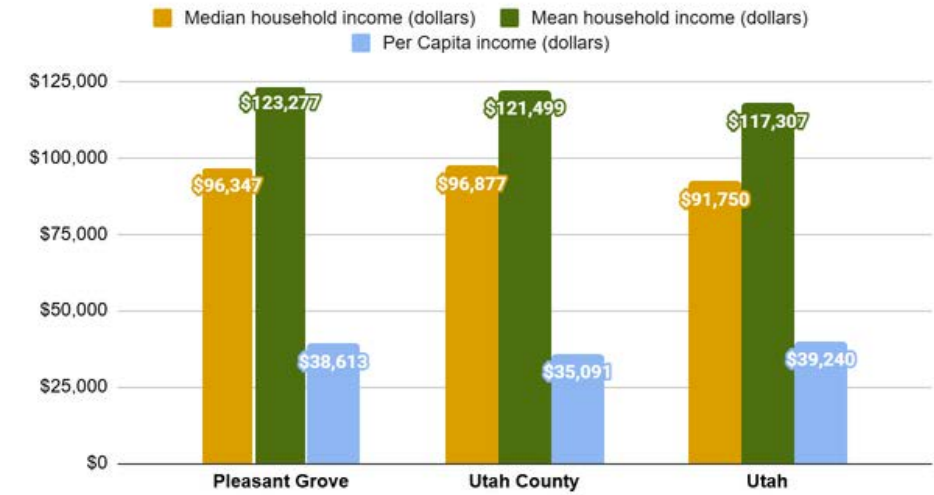
AGE DISTRIBUTION

The median age in Pleasant Grove is 28.2 years, slightly higher than the national median but lower than the state median. The graphic below shows the age distribution in Pleasant Grove.



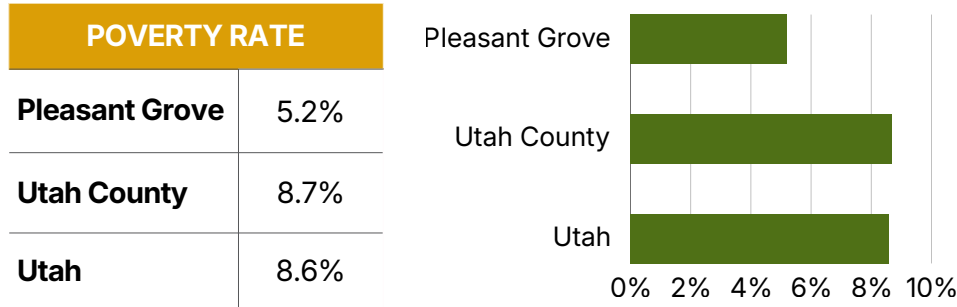
INCOME COMPARISON ANALYSIS

Pleasant Grove's average household income and per capita income reflects a stronger performance compared to county and state figures. Downtown Pleasant Grove has the opportunity to capitalize on this by providing highly in-demand services that could increase spending in the downtown area.



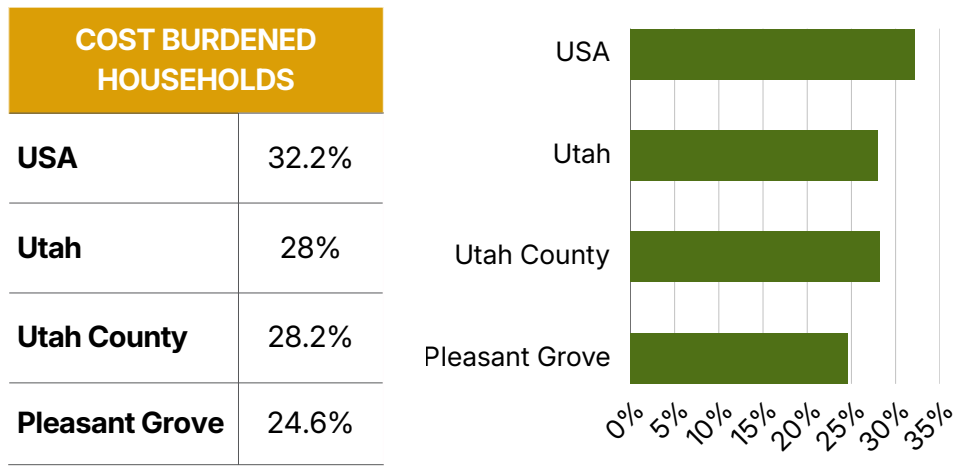
POVERTY RATE COMPARATIVE ANALYSIS

Poverty in Pleasant Grove is reported to be significantly lower at 5.2% than the county's 8.7% and the state's 8.6%. This low poverty rate demonstrates that in Pleasant Grove, economic conditions are more favorable than those seen across Utah County and the state as a whole.



COST BURDENED HOUSEHOLDS

Pleasant Grove has the lowest percentage of cost-burdened households at 24.6%, compared to 28.2% in Utah County and 28.0% statewide. With more residents having disposable income beyond housing costs, there is potential for increased local spending in retail, dining, and services. However, housing affordability still remains a significant concern for many households.



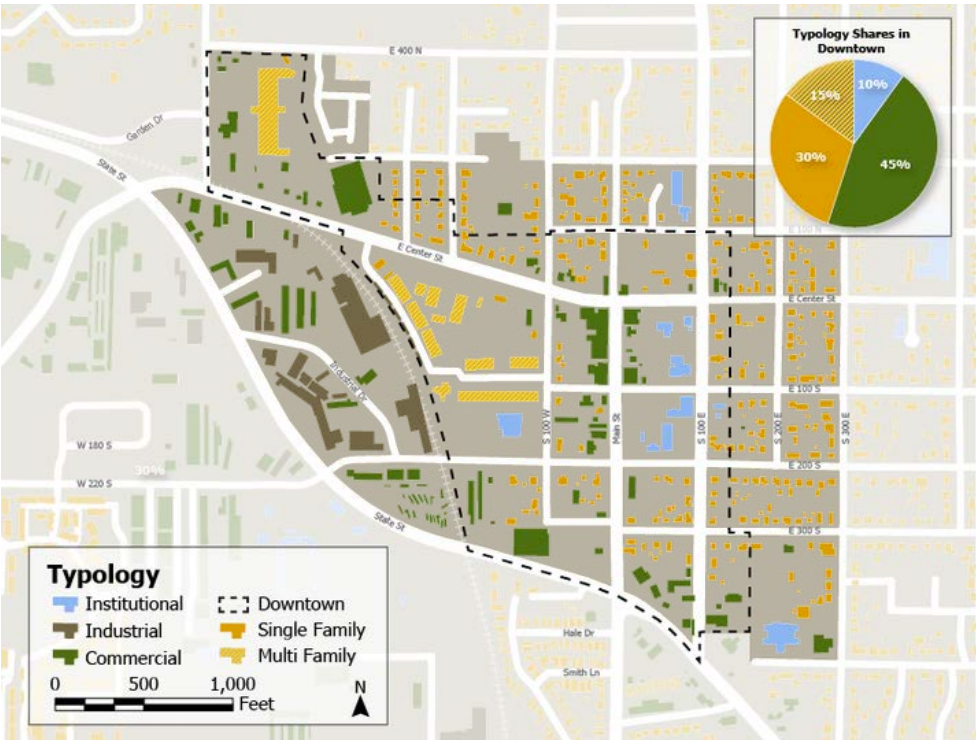


LAND USE & DEVELOPMENT

The Downtown area is zoned as the Downtown Village district to provide a walkable and livable downtown environment.

The district focuses on balancing the preservation of the historic downtown area while fostering the revitalization of its commercial and retail base. While there are several small vacant lots in the study area, most buildings are occupied.

The diverse mix of building typologies throughout downtown creates a unique experience and their differing facades and uses can create visual interest and vibrant spaces.



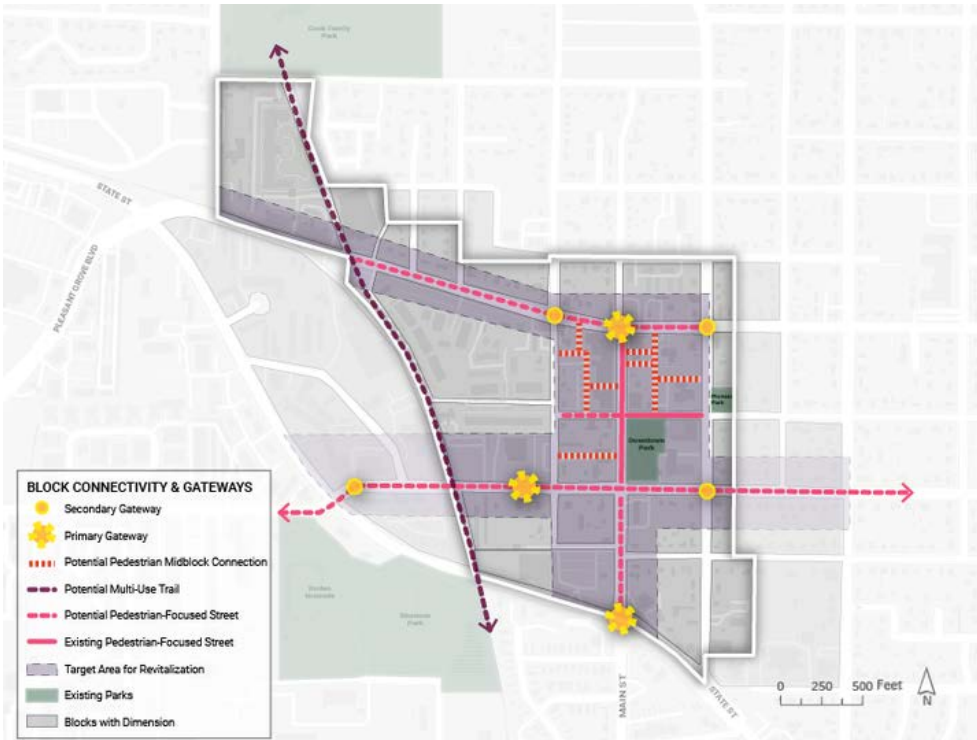
Structure Typology | Source: Landmark Design / Township + Range

PUBLIC REALM & OPEN SPACE

Downtown Pleasant Grove has many key destinations and landmarks that bring together residents and visitors but they can also be seen as individual sites rather than a connected experience.

A complete block grid provides a good level of connectivity but could be enhanced with mid-block connections through the conversion of alleys and rear parking areas to further improve walkability within the block.

Connecting parks, civic spaces, and community destinations can strengthen downtown’s identity and provide a foundation for placemaking.



Block Connectivity and Gateways | Source: Landmark Design / Township + Range

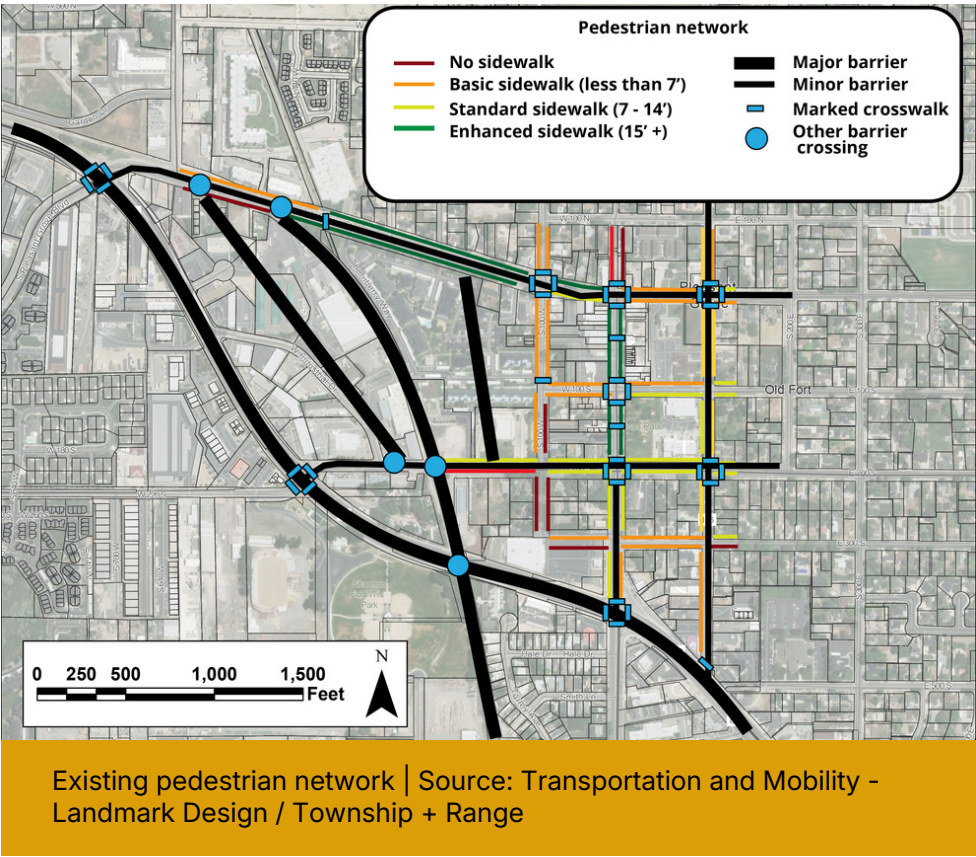
- ✓ Smaller commercial spaces found in older buildings and those initially intended for residential use can provide more flexible, affordable options to accommodate local entrepreneurs and niche businesses.
- ✓ Increased density in and around the study area is beneficial in creating a critical mass to support commercial activities in the urban core.
- ✓ The Old Fort Historic District contains many older, historic buildings which can be difficult and expensive to maintain and preservation-based restrictions and design guidelines can limit flexibility and choice.

- ✓ A lack of tree canopy and hardscape surfaces throughout Downtown provide an opportunity to improve the pedestrian experience by creating unique and improved destinations other than the key parks.
- ✓ Downtown Park, Shannon Park, Cook Family Park, and the Rail Trail can be transformed into a more connected network of public spaces.
- ✓ Main Street is the most pedestrian focused corridor making streetscape improvements and gateway features important to sustain activity provide a true downtown experience.

TRANSPORTATION & MOBILITY

Downtown Pleasant Grove is accessible by walking, biking, driving, and transit, but the quality of those connections varies considerably.

Major barriers such as State Street, the railroad, and several wide roads, many of which extend beyond downtown, limit access and connectivity. Consistent with the intent of SB 195 to identify and address mobility barriers, these challenges should be evaluated at both the downtown and citywide levels while planned improvements strengthen connections between downtown, surrounding neighborhoods, civic destinations, and transportation networks.

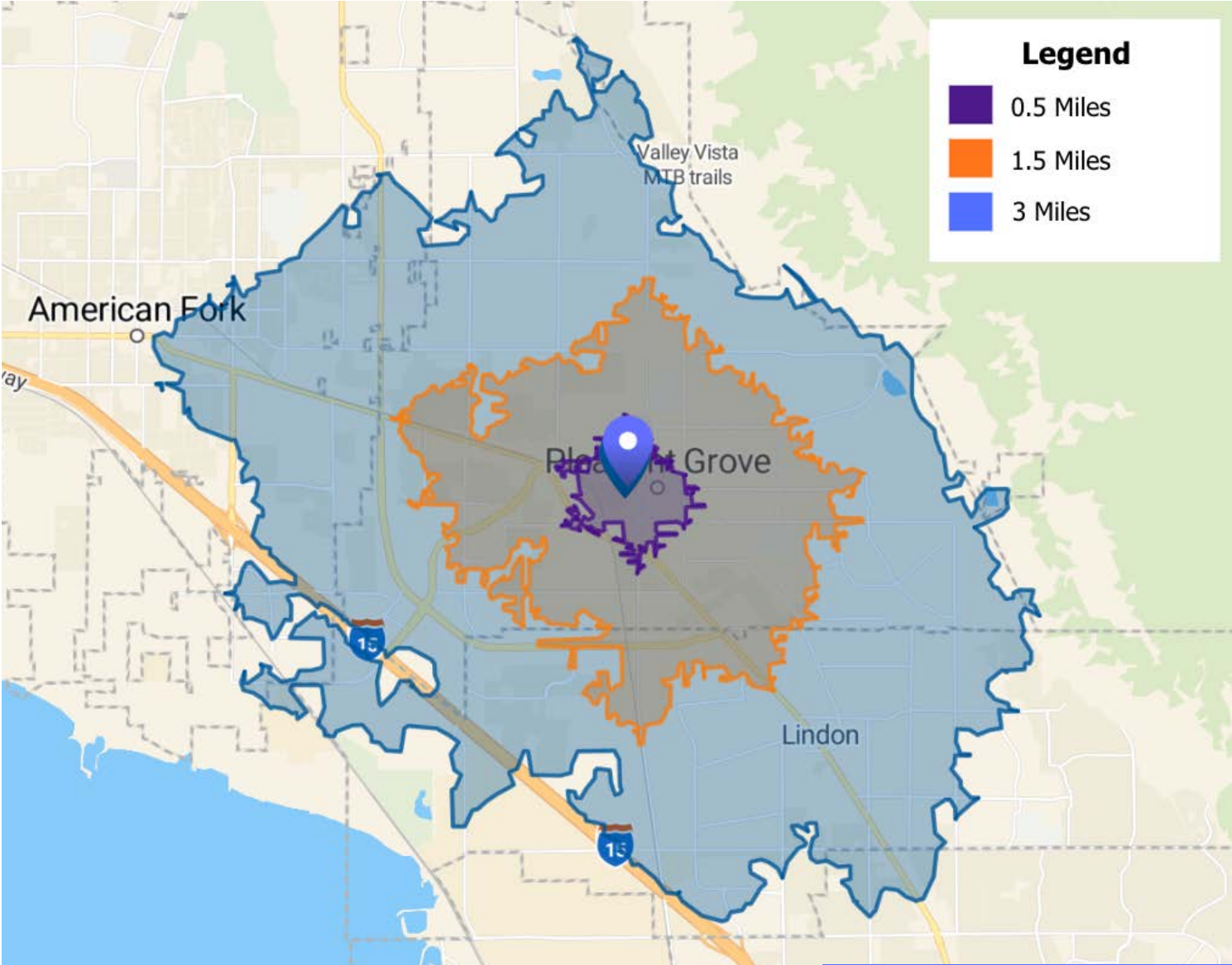


KEY TAKEAWAYS

Downtown Pleasant Grove benefits from a strong foundation of historic character, community destinations, public spaces, but many of those assets also have their tradeoffs and challenges.

 Existing Assets	 Challenges/Constraints
 Downtown has a generally strong connected block grid that provides walkability mainly directly on Main Street.	 Rail corridor, alleyways, and rear parking areas reduce connectivity and weaken the pedestrian enclosures needed on Main Street
 Parks, community destinations, civic uses, and schools are all closely located within Downtown	 These assets are currently seen as independent destinations rather than a connected, cohesive experience
 Most roads have wide park strips that can be adapted to accommodate new street trees and expanded pedestrian areas	 Expanding pedestrian areas may require reducing roadway space and changes to existing parking areas.
 Existing community events create a strong identity for Downtown being a local destination	 Most of the pedestrian activity and community experiences happen around a few blocks of downtown leaving other areas less active

-  Inconsistent sidewalks, crossings, and ADA facilities create gaps in the pedestrian experience and reduce overall walkability.
-  State Street, the railroad corridor, and several wide roadways remain significant barriers to pedestrian and bicycle access into downtown.
-  Planned bicycle facilities, trail connections, and corridor improvements could significantly expand non-automobile access to downtown.
-  Existing transit routes provide regional connections and create opportunities to improve access between downtown and surrounding destinations is critical to expanding visitation and supporting long-term downtown activity.



0.5 MILES

Represents the immediate downtown area where residents most likely to regularly do their daily errands, shopping, and dining

1.5 MILES

Encompasses surrounding neighborhoods that contribute to day-to-day activity aside from the immediate trade area

3 MILES

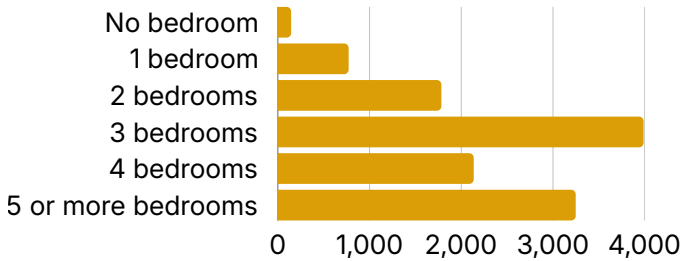
Broader trade area expands into Lindon and American Fork where visits into Downtown are less frequent and usually tied to specific experiences or services not found closer to their area

HOUSING ANALYSIS

Outlined below are the current conditions for the Greater Pleasant Grove housing market using US Census Data. Only key statistics are shown:

CITYWIDE CONDITIONS	
Total Housing Units	11,821
Vacancy Rate	4.2%
Owner-Occupied	66%
Renter-Occupied	34%
Average Household Size of Owner-Occupied Units	3.4
Average Household Size of Renter-Occupied Units	3.1

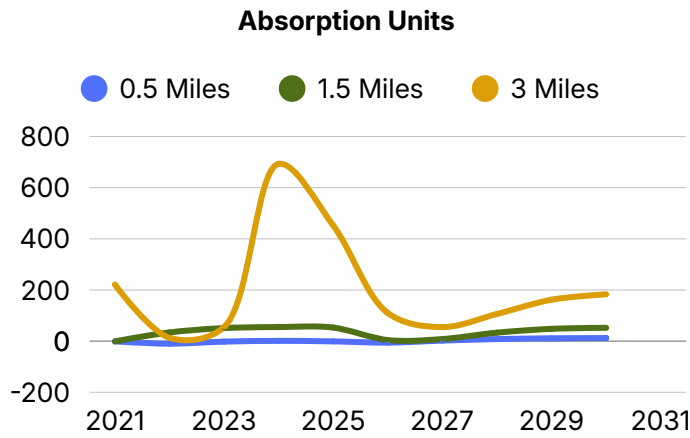
Pleasant Grove's housing stock consists mostly of owner-occupied units, with two-thirds of households owning homes and vacancy remaining low at 4.2%. The existing housing inventory is concentrated in 3-5 bedroom units, reflecting the City's prevalence of larger family households.



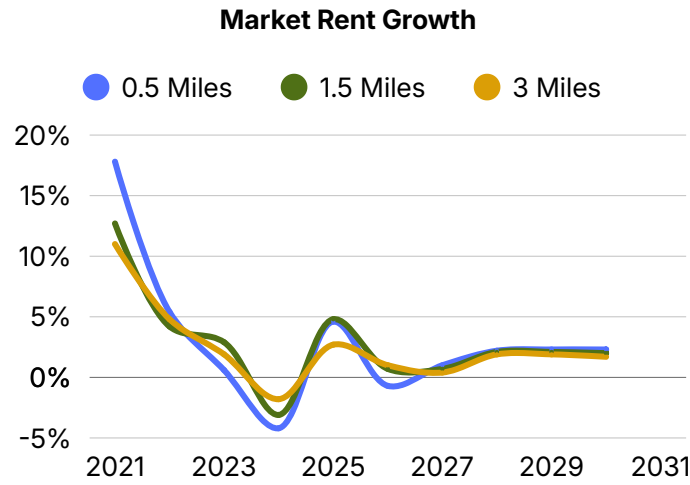
Multifamily market conditions within the 0.5-, 1.5-, and 3-Mile trade areas were analyzed using CoStar data to understand existing inventory, occupancy, pricing, and recent demand trends.

TRADE AREA CONDITIONS - MULTIFAMILY			
	0.5 Miles	1.5 Miles	3 Miles
Inventory Units	548	1,595	4,727
12 Month Unit Absorption	-7	-1	170
Vacancy Rate	4.0%	3.7%	6.6%
Market Rent/Unit	\$1,451	\$1,626	\$1,733
Market Sale Price/Unit	\$198,862	\$243,150	\$248,685
Market Cap Rate	6.3%	6.1%	5.9%

Most absorption is concentrated in the broader 3-mile trade area which means most housing demand is happening outside the downtown core area. The brief spike in 2024 is likely due to a few new housing developments being completed and coming on to the market.



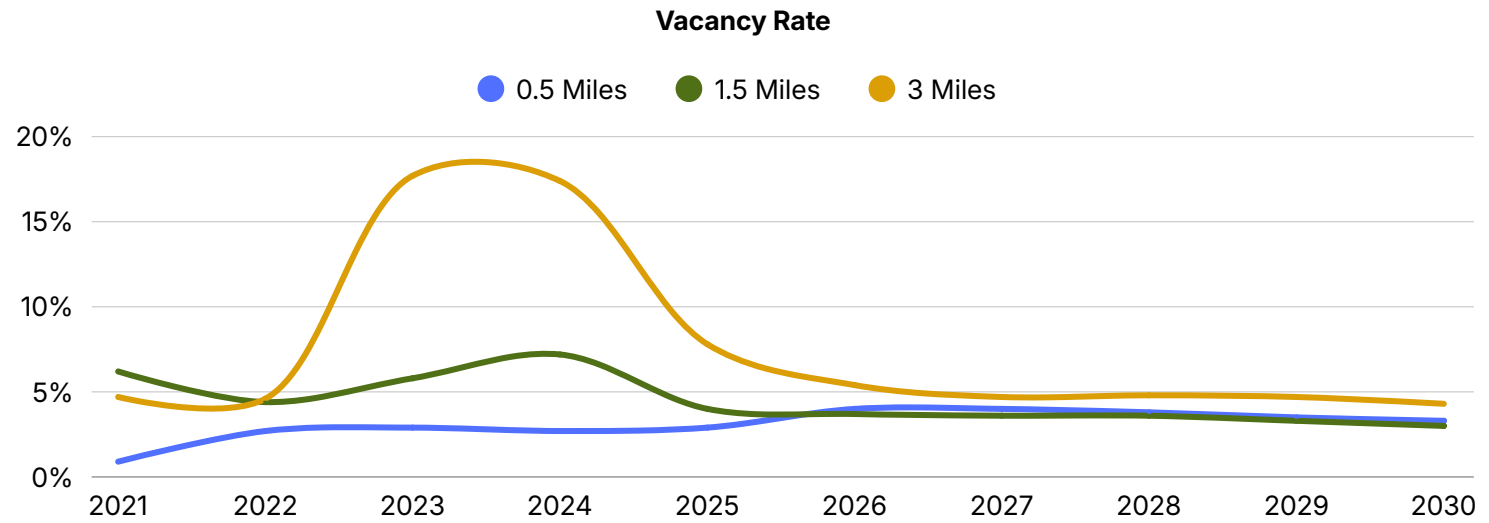
Market rents through all trade areas generally consist with each other, with the 0.5 mile area trending slightly into negative growth in 2026. The market stabilizing afterwards shows that the multifamily rental market will have continued demand throughout future years.



OFFICE ANALYSIS

The 3-mile radius captures the broader office market surrounding Downtown Pleasant Grove detailing office inventory, leasing activity, and market trends to provide insight to what could be added within the downtown area. The market consists primarily of Class B office space with a smaller number of Class C properties throughout the trade area.

3 MILES RADIUS	
Inventory SF	249,049
Total Absorption SF	269
Vacancy Rate	3.2%
Market Rent/SF	\$21.68
Market Sale Price/SF	\$126
Market Cap Rate	11.4%



Office vacancy rates have remained low throughout the market with few spikes, indicating limited available space. Vacancy is expected to remain relatively stable through 2030, suggesting continued demand for occupied office space.



RETAIL AND SERVICES ANALYSIS

Retail and service opportunity gaps were evaluated using Claritas data to identify categories where local consumer spending exceeds existing business sales within the 0.5-mile, 1.5-mile, and 3-mile market areas.

The majority of the opportunity gaps generally increase with each trade area, with the greatest opportunities occurring in restaurant, clothing, and specialty retail categories. Smaller opportunities within the downtown market may still support niche businesses, shared retail spaces, or mixed-use developments.

RETAIL AND SERVICES OPPORTUNITY GAPS

NAICS SECTOR	0.5 MILE RADIUS	1.5 MILE RADIUS	3 MILE RADIUS
Specialty food stores (NAICS 4452)	\$226,778	\$2,256,220	\$3,852,497
Optical goods stores (NAICS 44613)	\$139,610	\$513,193	\$1,557,769
Clothing stores (NAICS 4481)	\$1,546,737	\$12,009,797	\$24,766,960
Shoe stores (NAICS 4482)	\$411,647	\$3,432,195	\$8,336,255
Jewelry, luggage, and leather goods stores (NAICS 4483)	\$556,808	\$4,299,917	\$2,399,424
Office supplies, stationery, and gift stores (NAICS 4532)	\$81,455	\$1,563,894	\$4,349,374
Pet and pet supplies stores (NAICS 45391)	-\$15,925	\$1,966,087	\$4,505,573
Full-service restaurants (NAICS 722511)	\$2,606,342	\$29,979,474	\$68,053,866
Snack and non-alcoholic beverage bars (NAICS 722515)	\$565,450	-\$2,427,104	-\$3,162,414

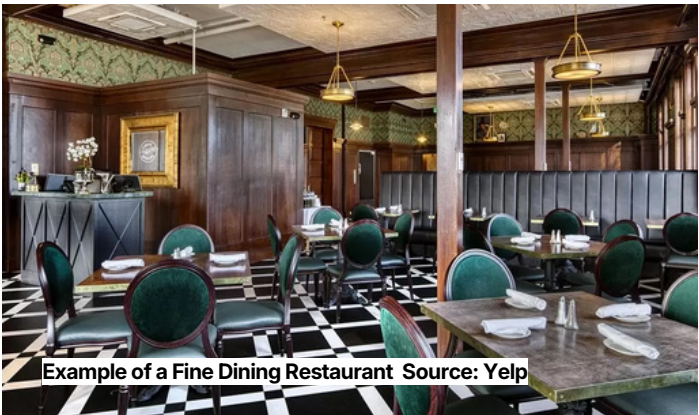
NAICS SECTOR	POTENTIAL ESTABLISHMENTS		
	0.5 Miles	1.5 Miles	3 Miles
Specialty food stores (NAICS 4452)	0.25	2.47	4.21
Optical goods stores (NAICS 44613)	0.18	0.67	2.02
Clothing stores (NAICS 4481)	0.97	7.56	15.60
Shoe stores (NAICS 4482)	0.37	3.07	7.45
Jewelry, luggage, and leather goods stores (NAICS 4483)	0.44	3.38	1.89
Office supplies, stationery, and gift stores (NAICS 4532)	0.08	1.53	4.25
Pet and pet supplies stores (NAICS 45391)	-0.01	0.97	2.23
Full-service restaurants (NAICS 722511)	2.40	27.62	62.70
Snack and non-alcoholic beverage bars (NAICS 722515)	1.10	-4.74	-6.17

Potential establishments for each of the sectors represent the estimated number of businesses that could be supported within each market area based on the retail gaps. Values below 1.0 may still represent opportunities that could be accommodated through combined uses or shared retail spaces.

START-UP OPPORTUNITIES

The following business types have the most potential establishments within the 0.5 mile radius area based on the market supply gap and the average sales per establishment for Utah. These sectors also have substantial potential establishments within the 1.5 and 3 mile distance areas.

RESTAURANT OPPORTUNITIES



Example of a Fine Dining Restaurant Source: Yelp

(NAICS 722511)

Fine Dining Establishment

Fine dining restaurants represent an opportunity to expand dining options and strengthen Downtown Pleasant Grove's restaurant mix. When located near public gathering spaces, entertainment venues, or retail, they can help attract visitors, support evening activity, and reinforce downtown as a community destination. These types of restaurants:

- ➡ Prefer prominent, high-visibility locations near cultural venues, entertainment districts, or public plazas.
- ➡ Enhance downtown's appeal as a local destination and attract visitors seeking elevated experiences.
- ➡ Support community experiences through special events or chef dinners

RESTAURANT OPPORTUNITIES



(NAICS 722511)

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(NAICS 722515)

Snacks and Non-Alcoholic Beverage Bar

Coffee shops, ice cream shops, and similar businesses can help activate storefronts and public spaces throughout the day. In Downtown Pleasant Grove, they can encourage pedestrian activity, provide informal gathering places, and complement nearby retail, dining, and community destinations. These types of businesses:

- ➔ Create casual gathering spaces that support daily activity and foot traffic
- ➔ Complement downtown retail, restaurants, and community events
- ➔ Encourage repeat visitation from locals

RETAIL OPPORTUNITIES

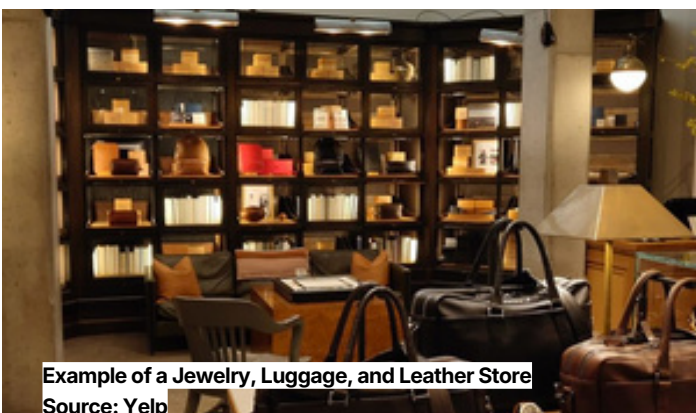


(NAICS 4481)

Clothing Stores

Clothing stores can help expand Downtown Pleasant Grove's shopping options while supporting foot traffic generated by nearby restaurants, events, and entertainment destinations. This type of retail can help integrate into a walkable downtown environment where visitors can combine shopping with dining and other activities. These types of establishments:

- ➔ Complement existing specialty retail and personal service businesses
- ➔ Attract consistent daytime and weekend traffic from residents and visitors
- ➔ Work well in smaller storefronts that highlight visual merchandising and display windows



(NAICS 4483)

Jewelry, Luggage, and Leather Goods Stores

Jewelry, luggage, and leather goods retailers offer specialty products that can add variety and character to Downtown Pleasant Grove's retail mix. These businesses benefit from pedestrian activity and can serve both local residents and visitors seeking unique or gift-oriented purchases. These types of establishments:

- ➔ Attract customers seeking unique, high-quality, or giftable items
- ➔ Increase cross-shopping with restaurants, entertainment venues, and events
- ➔ Strengthen downtown's identity as a destination for specialty retail and artisan products

RETAIL OPPORTUNITIES



Example of a Shoe Store
Source: Yelp

(NAICS 4482)

Shoe Store

Shoe stores can complement Downtown Pleasant Grove's existing retail mix by providing everyday and specialty footwear for residents and visitors. Customers can browse these stores while they are in the area for dining and events. These types of establishments:

- ➔ Offer practical and high-demand products for year-round sales
- ➔ Support downtown's identity as a place for both style and everyday essentials



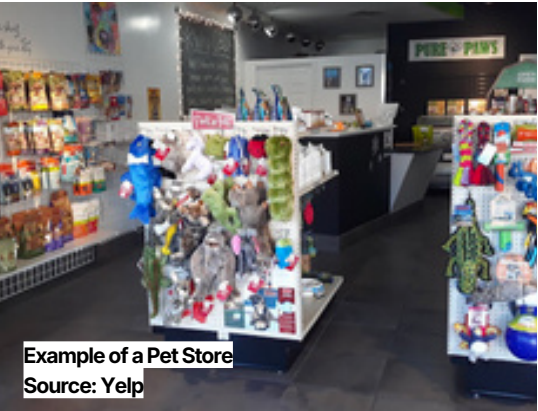
Example of a Specialty Food Store
Source: Yelp

(NAICS 4452)

Specialty Food Stores

Specialty food stores can add variety to Downtown Pleasant Grove's grocery mix by offering products that may not be available through traditional grocery stores. They help support a more active downtown environment by serving both residents and visitors seeking unique and specialty food products. These types of establishments:

- ➔ Fit naturally alongside cafés, restaurants, and public markets where fresh ingredients are used
- ➔ Create opportunities for local partnerships with downtown restaurants, food vendors, and farmers markets.



Example of a Pet Store
Source: Yelp

(NAICS 45391)

Pet and Pet Supplies Store

Pet and pet supplies stores provide food, toys, grooming products, and other everyday items for household pets. These businesses can serve nearby residents while supporting regular customer visits and adding another neighborhood-serving use to downtown. These types of establishments:

- ➔ Provide essential supplies that encourage repeat visits and stable revenue
- ➔ Could be combined with pet services such as grooming and daycare
- ➔ Appeal to local residents seeking everyday convenience



Example of a Card Store Paired with a Bookshop
Source: Yelp

(NAICS 4532)

Office supplies, Stationery, and Gift Stores

Office supplies, stationery, and gift stores provide a mix of practical products and specialty items that serve residents, workers, and local businesses. These businesses can help support a more complete downtown retail environment by offering everyday items alongside gift-oriented goods. These types of establishments:

- ➔ Provide essential, frequently used products that encourage repeat visits and steady foot traffic
- ➔ Support nearby offices, schools, and home-based workers with convenient access to supplies
- ➔ Complement gift shops, bookstores, and service-oriented retailers



Example of an Optical Goods Store
Source: Yelp

(NAICS 44613)

Optical Goods Stores

Optical goods stores provide eyewear, vision-care products, and related services that support the daily needs of residents and workers. As a neighborhood-serving use, they can help diversify the downtown business mix while contributing to consistent customer activity. These types of establishments:

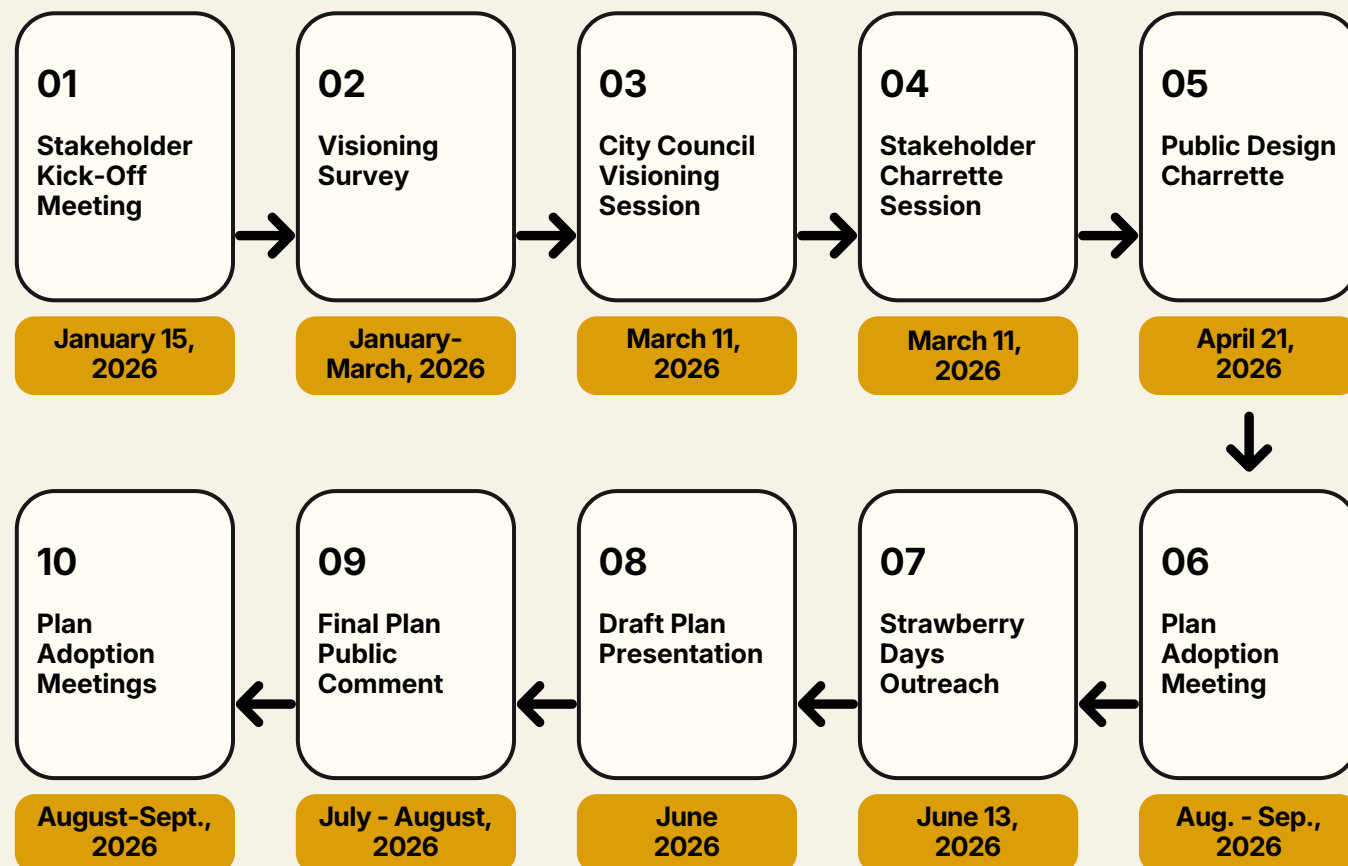
- ➔ Provide essential vision products and services that generate repeat visits and long-term customer relationships
- ➔ Serve residents, downtown employees, and nearby businesses with convenient access to eye care
- ➔ Pair well with medical offices, pharmacies, and personal service businesses



Since January 2026, a series of public engagement and stakeholder outreach activities were completed to inform the Downtown Pleasant Grove Master Plan, with additional review and adoption activities scheduled through September 2026. Input gathered through these efforts has helped establish a shared vision for downtown and identify priorities that will guide future redevelopment, public investment, and implementation strategies.

PUBLIC ENGAGEMENT TIMELINE

SOURCE: DRS

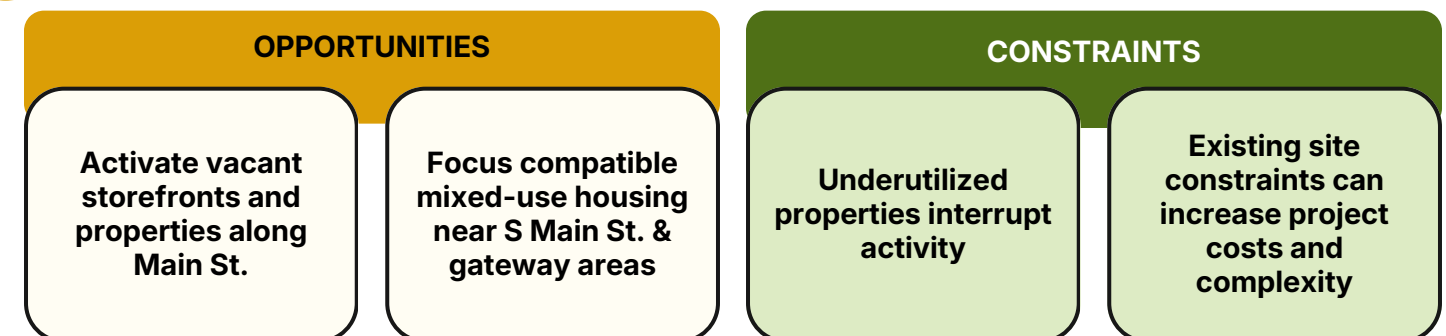


KEY TAKEAWAYS

Public input from surveys and open houses highlighted themes related to redevelopment, transportation, public spaces, and community character. The opportunities and challenges below reflect feedback from residents and stakeholders, with all voices considered and areas of broad agreement given the most weight.



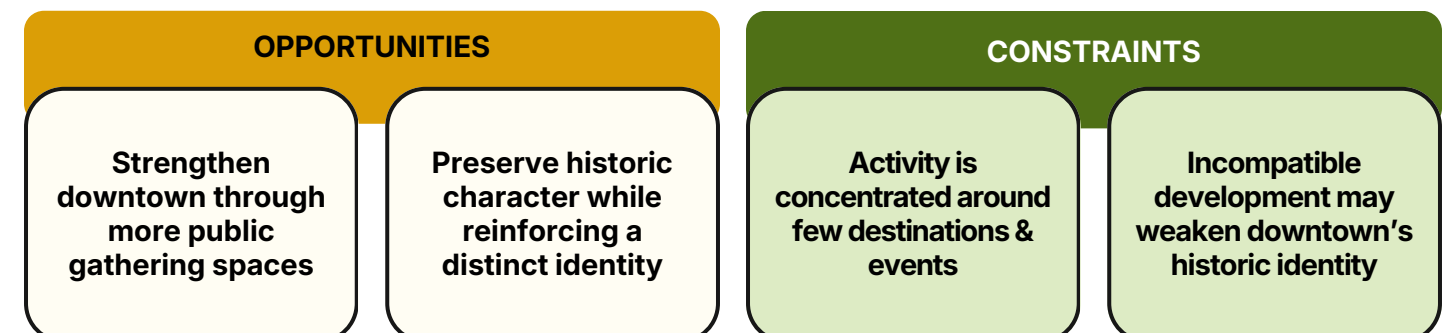
BUILT ENVIRONMENT & DEVELOPMENT



MOBILITY, STREETScape & CONNECTIVITY



PUBLIC SPACE, CHARACTER & IDENTITY



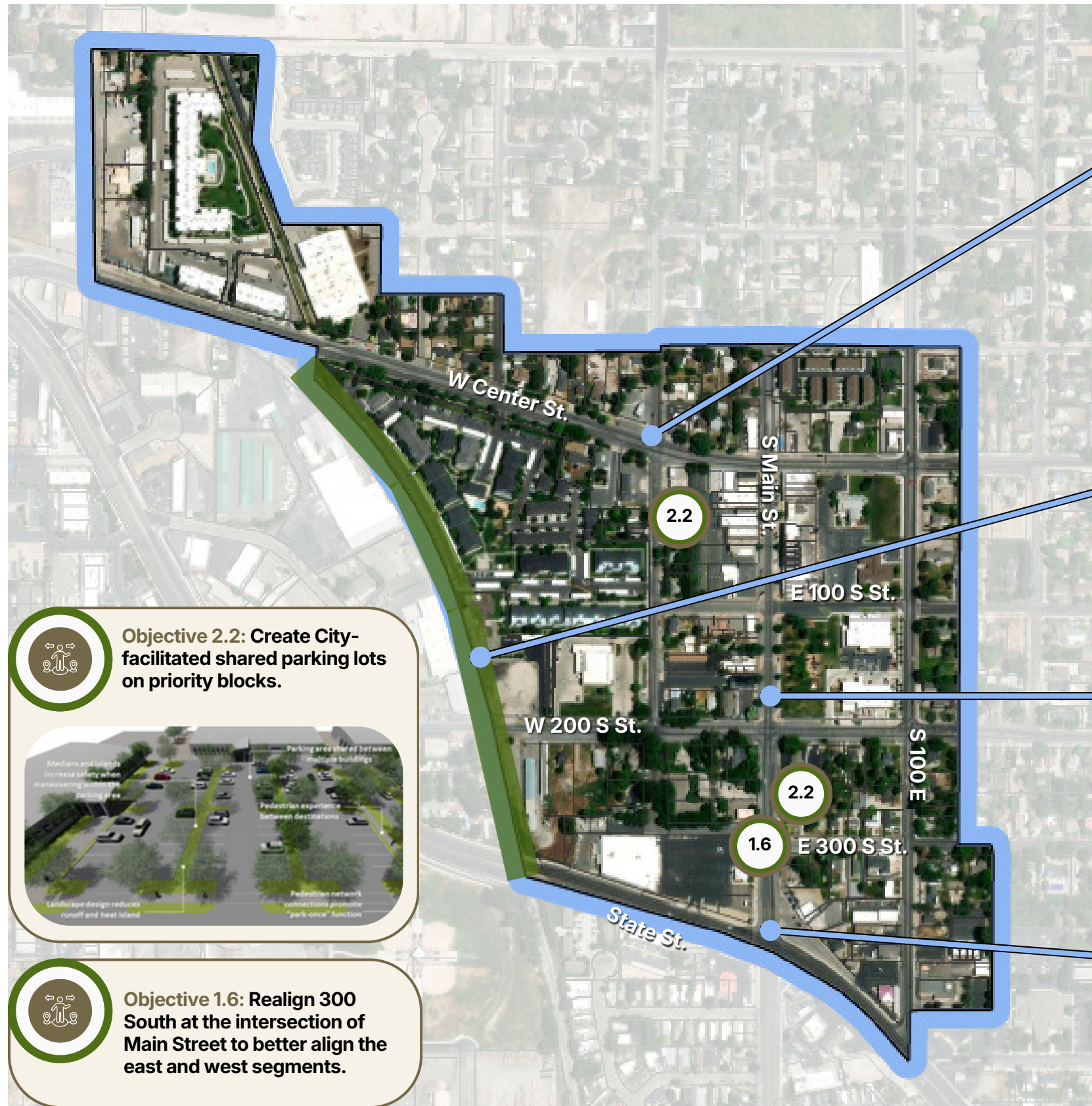


DOWNTOWN RECOMMENDATIONS OVERVIEW

[Go To ToC](#)



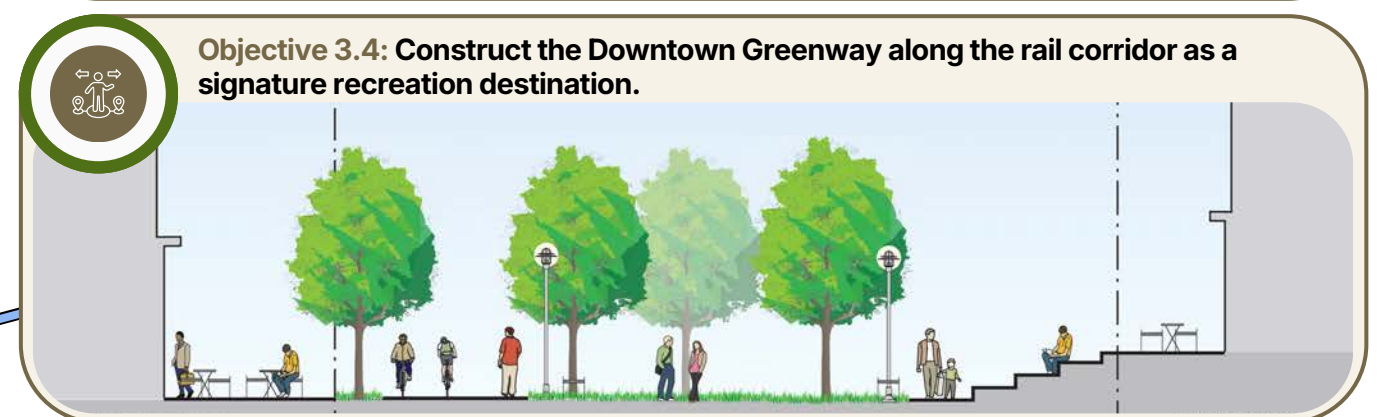
The recommendations below are not a comprehensive set but are the geolocated ones and are also some of the more significant ones that will shape the future of downtown. Refer to Sections 9 and 10 for the full set of recommendations for Downtown Pleasant Grove.



Objective 2.2: Create City-facilitated shared parking lots on priority blocks.



Objective 1.6: Realign 300 South at the intersection of Main Street to better align the east and west segments.



The recommendations below are not a comprehensive set but are the geolocated ones and are also some of the more significant ones that will shape the future of downtown. Refer to Sections 9 and 10 for the full set of recommendations for Downtown Pleasant Grove.



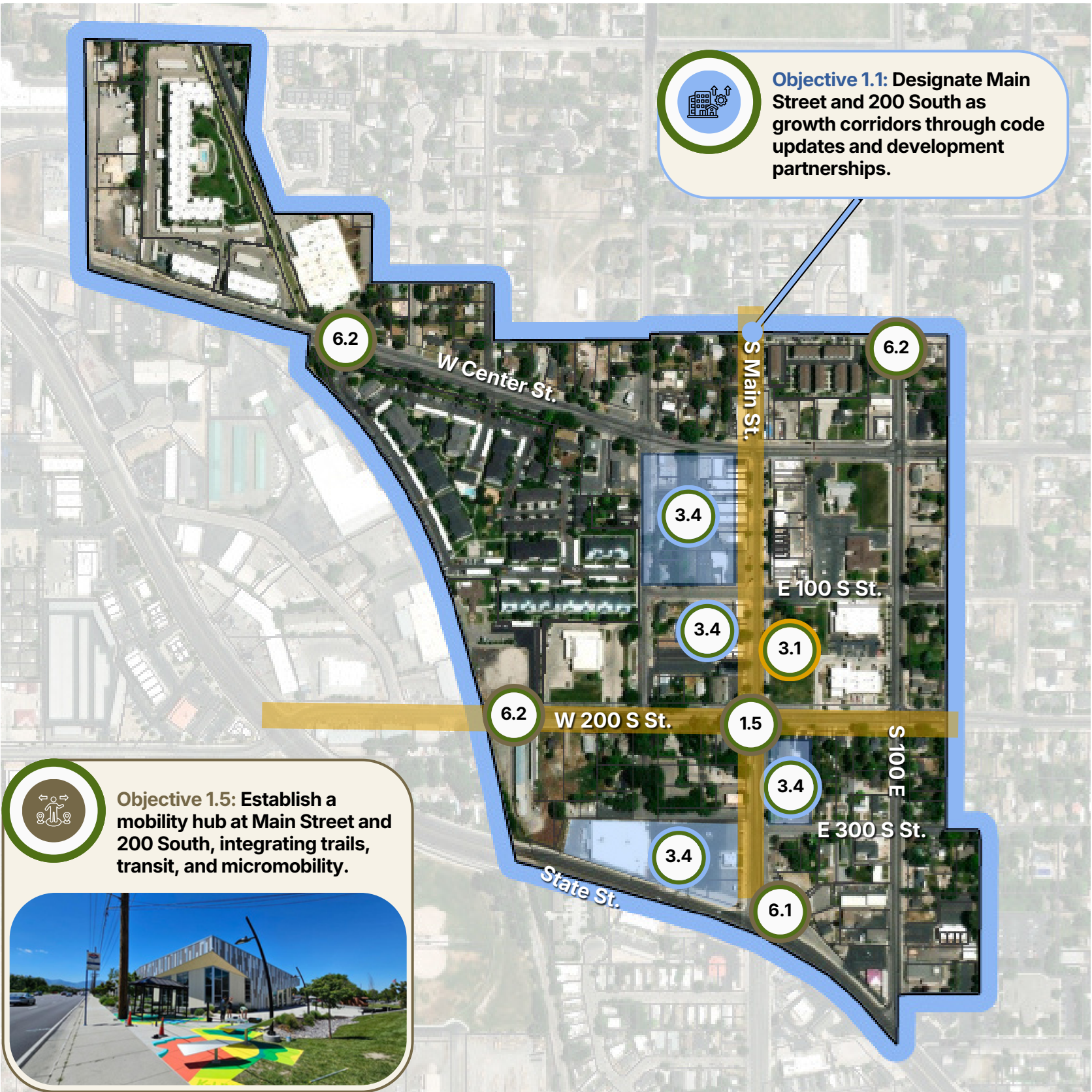
Objective 3.4: Partner with property owners and developers to advance catalyst redevelopment sites.













Objective 3.1: Install permanent infrastructure in Downtown Park to support events, recreation, and park use.





Objective 6.2: Establish secondary gateways along Center Street, 200 South, and 100 East.





Objective 6.1: Construct a signature gateway at Main Street and State Street.





Overarching Vision Statement

Downtown Pleasant Grove will become a vibrant, walkable destination that connects people to civic amenities, local businesses, parks, schools, and surrounding neighborhoods while reflecting the historic character and role as the heart of the community.



Mobility and Circulation

Downtown Pleasant Grove will circulate safely for people walking, rolling, driving, and taking transit, improving access and strengthening connections to nearby destinations and regional networks.



Community Placemaking

Downtown Pleasant Grove will create welcoming, active public spaces and gateways that celebrate its history, support community gathering, and define a strong sense of place.



Development Approach

Downtown Pleasant Grove will grow as a lively mixed-use place that strengthens Main Street and facilitates thoughtful infill that fits its historic character and long-term potential.





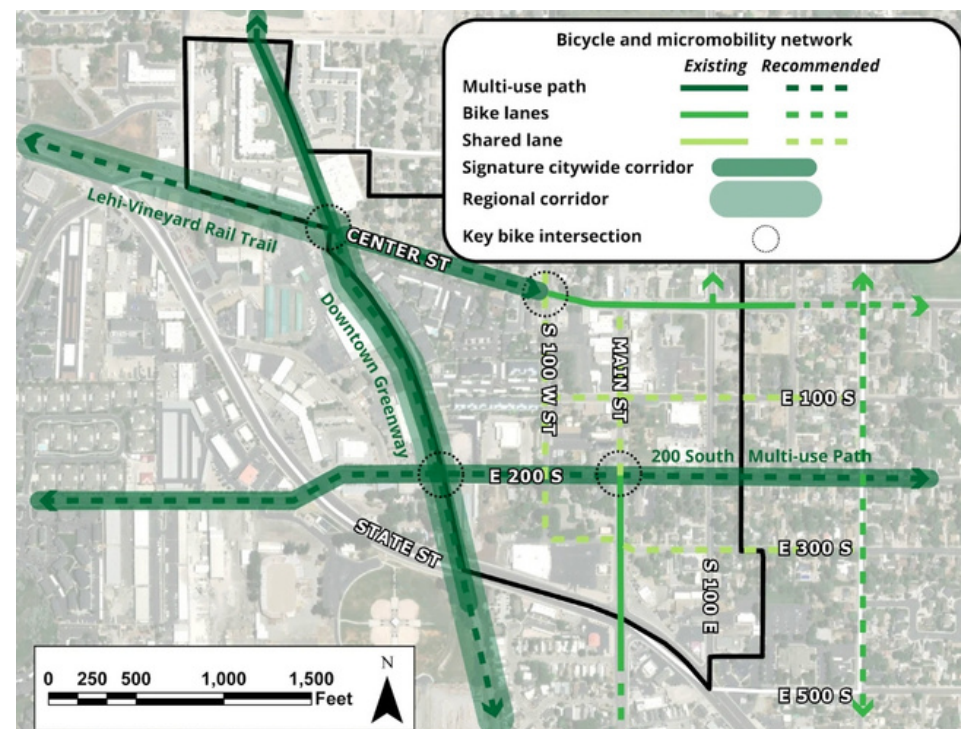
MOBILITY & CIRCULATION

GOAL
01

Create a connected multimodal network linking Downtown to community destinations

Objective 1.1: Develop the major elements of a downtown bike and micromobility network.

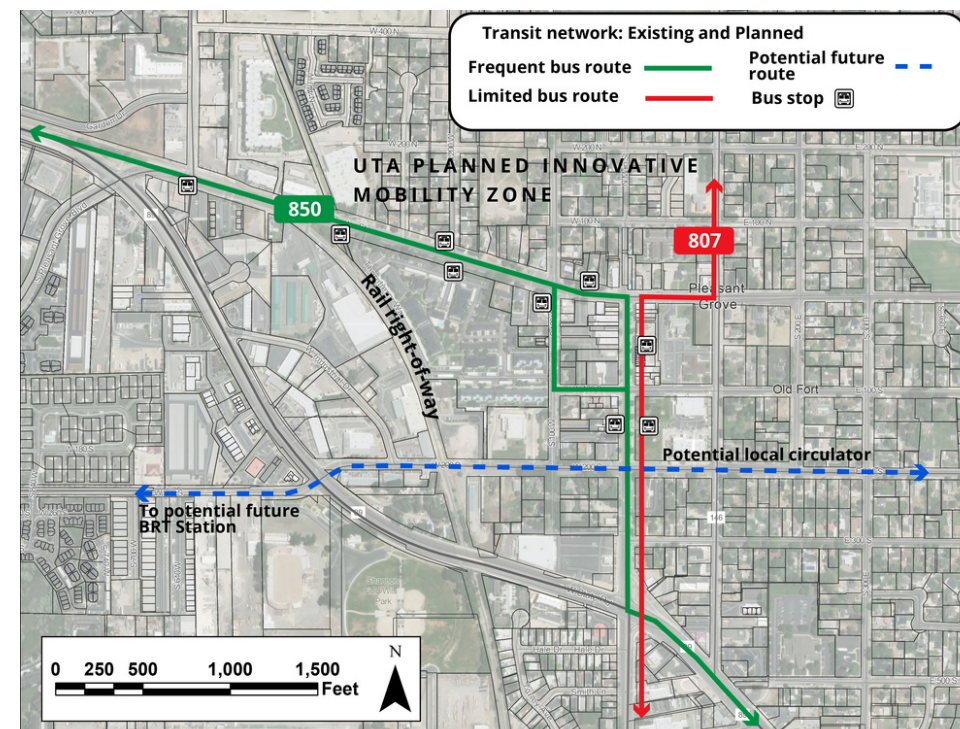
The Downtown Plan presents the opportunity to establish a backbone network of corridors that allow for quality access to Downtown for those riding bicycles and other “micromobility” vehicles like scooters, Onewheels, and skateboards. The backbone network is envisioned along 200 South, Center Street, and Main Street, and the Lehi-Vineyard Rail Trail/Downtown Greenway, providing quality routes to Downtown from all sides. In addition, the Bike and Micromobility Network seeks overall calming and slowing of traffic on secondary streets like 100 West and 300 South to establish all downtown streets as safe and comfortable for those using bikes and micromobility.



Bike Network Map | Source: Landmark Design / Township + Range

Objective 1.2: Partner with UTA to reorient the transit network to Downtown growth and seek expansion opportunities.

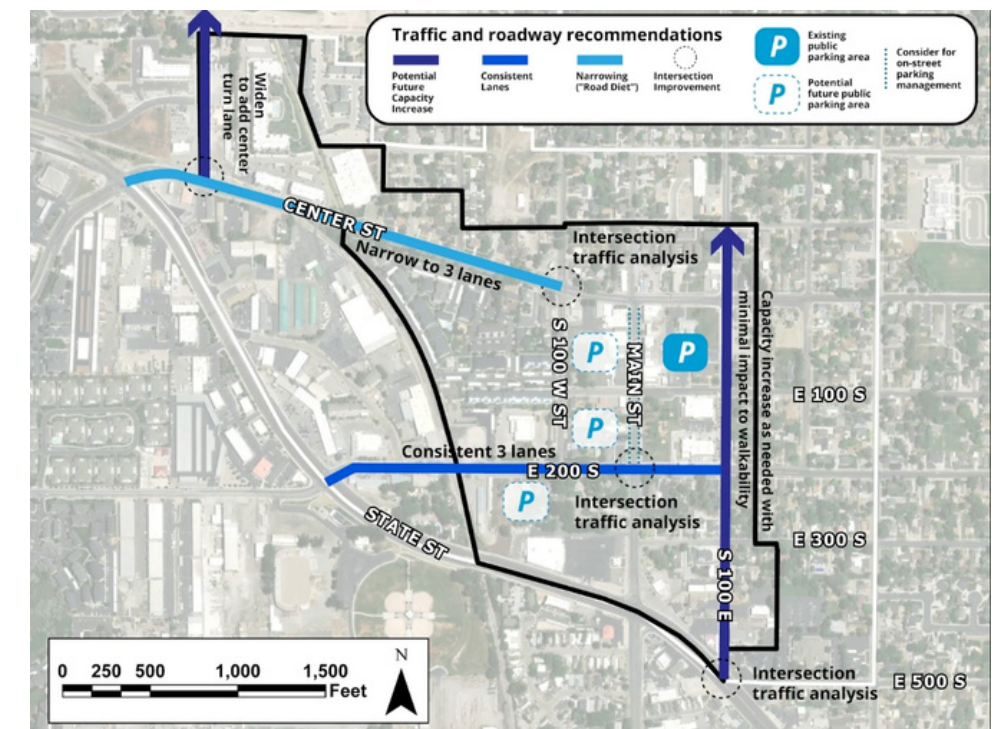
The City should seek to enhance UTA bus routes to improve transit access for current and future downtown residents. By collaborating with UTA, Routes 850 and 807 can be shifted to 200 South and South Main Street, promoting 200 South as a key transit corridor. This adjustment streamlines the 850 route and supports a shared street concept on Main Street. Additionally, the City should introduce complementary transit services, like a circulator shuttle along 200 South, connecting Downtown, the Recreation Center/High School, and the Grove to future bus rapid transit and the proposed community mobility hub. Operation of the circulation may be by UTA or the City.



Transit Network Map | Source: Landmark Design / Township + Range

Objective 1.3: Streamline traffic in entry corridors and intersections

The Transportation Master Plan recommends increasing capacity on 100 East. In addition to this, the City should also seek to improve traffic flow from South Main to 200 South to 100 East without compromising walkability and placemaking. At the 100 West/Center intersection, there is an opportunity to create an arrival into Downtown at the end of Center Street Greenway while addressing traffic control issues with a tighter intersection.

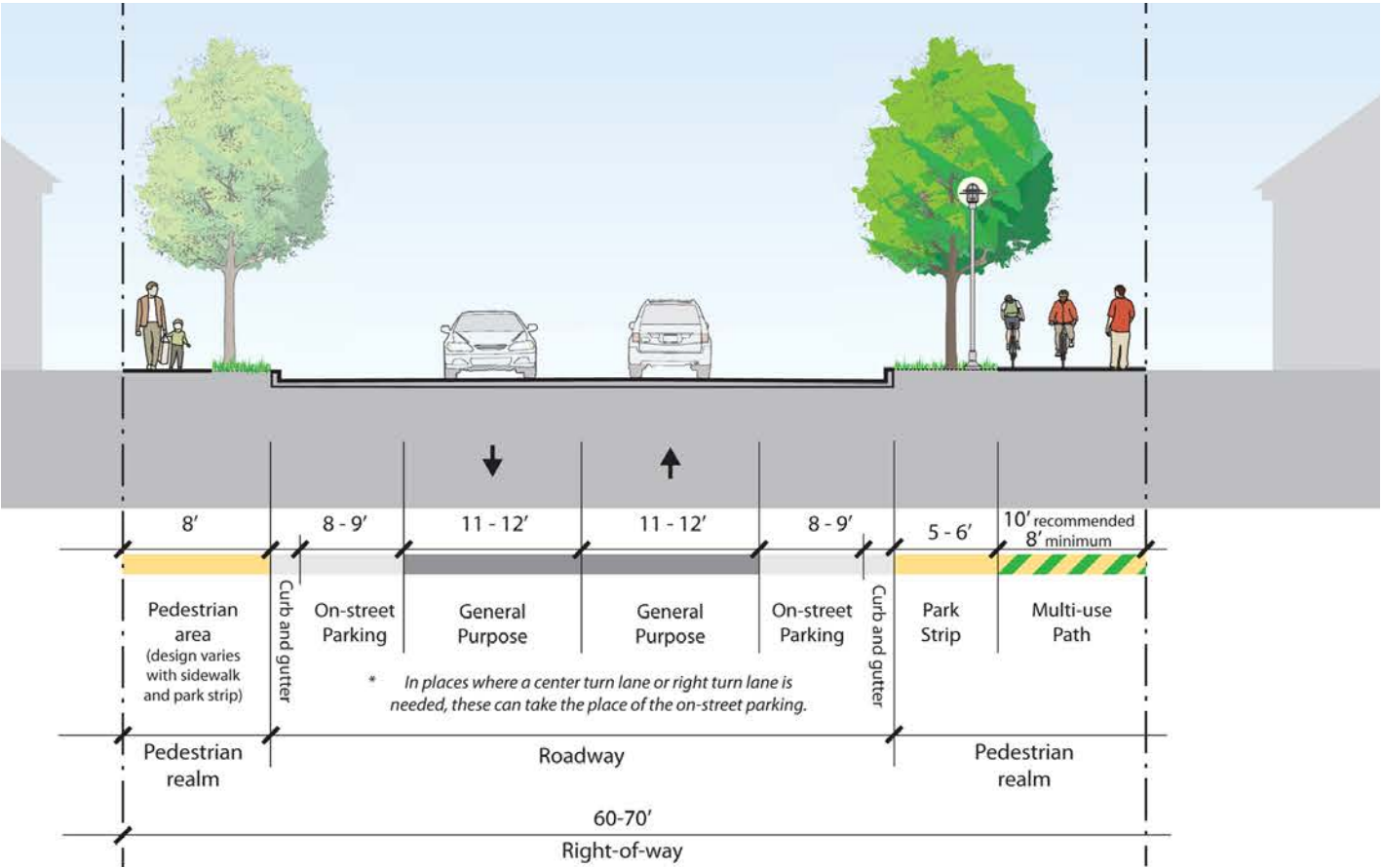


Traffic Network Map | Source: Landmark Design / Township + Range

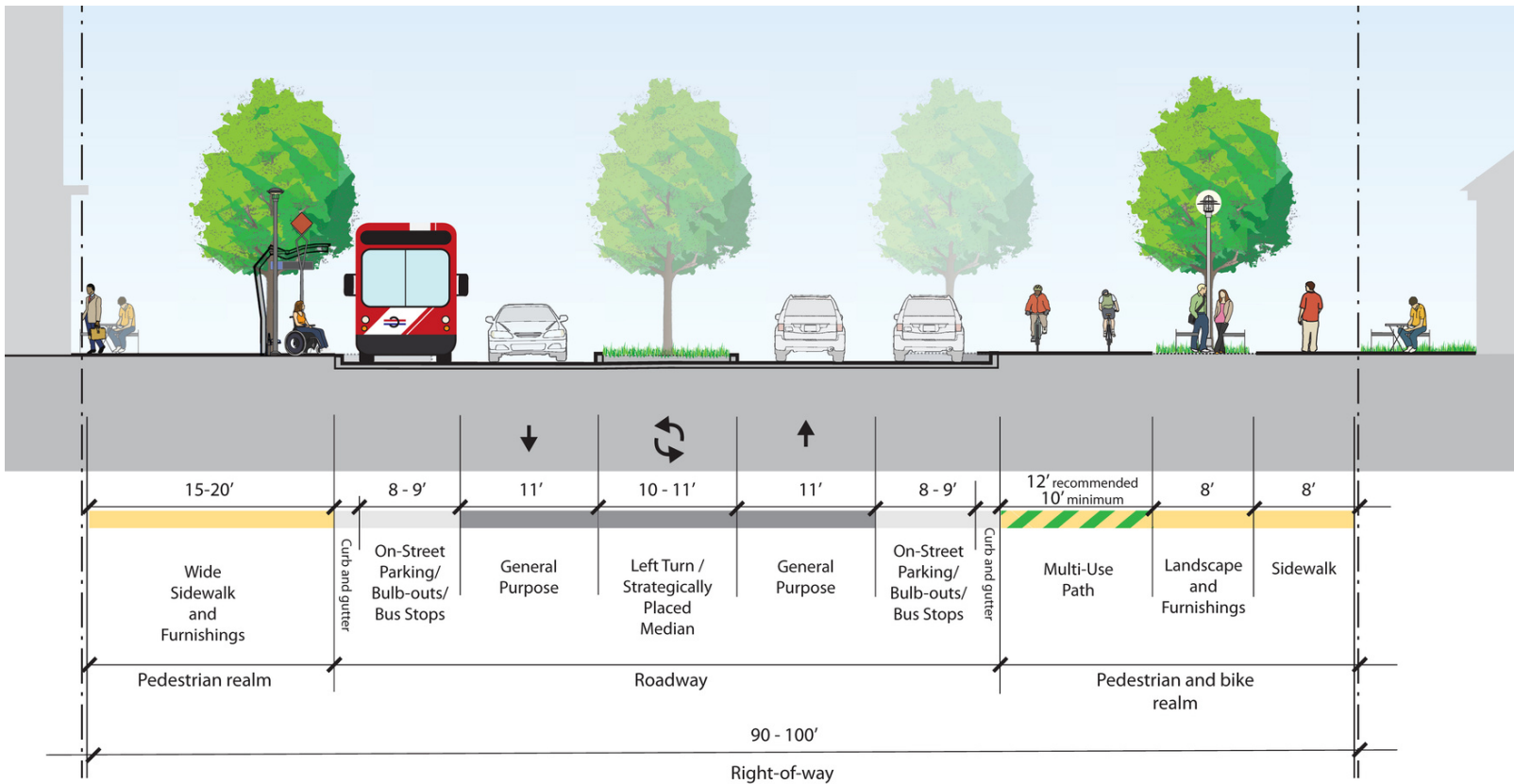
Create a connected multimodal network linking Downtown to community destinations

Objective 1.4: Transform 200 South into Downtown's primary multimodal redevelopment corridor.

The Transportation Network Concepts identified 200 South as one of the most important opportunities to improve connectivity throughout the community. The corridor connects Downtown to Shannon Park, Battle Creek Canyon, neighborhoods, schools, and future trail facilities while also serving as a key redevelopment corridor. As Downtown evolves, 200 South should function as more than a vehicle route. Future improvements should create a corridor that balances driving, walking, bicycling, transit access, and redevelopment while improving safety and comfort for all users.



Grove Area and East of Downtown Cross Section of 200 South | Source: Landmark Design / Township + Range



Downtown Core Cross Section of 200 South | Source: Landmark Design / Township + Range

Create a connected multimodal network linking Downtown to community destinations

Objective 1.5: Establish a mobility hub at Main Street and 200 South, integrating trails, transit, and micromobility.

The intersection of Main Street and 200 South sits at the convergence of several key transportation, recreation, and redevelopment initiatives. This location provides an opportunity to create a centralized mobility hub that supports transit users, trail users, bicyclists, pedestrians, rideshare services, and visitors arriving Downtown.

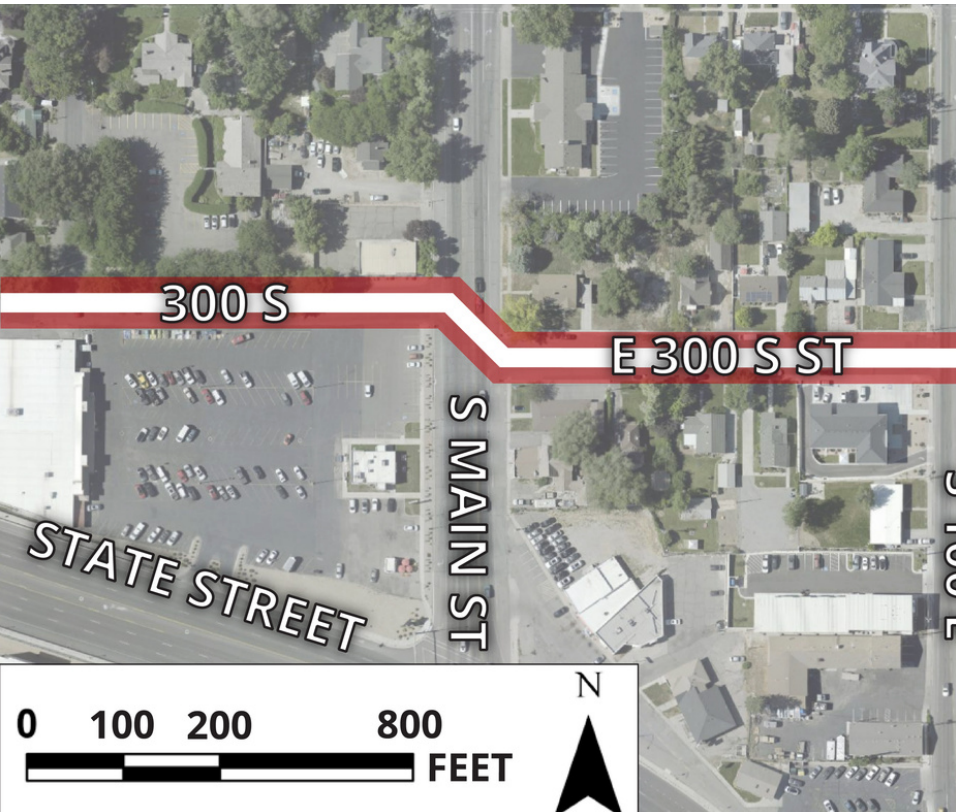


Mobility Hub in Kerns, UT | Source: storymaps.arcgis.com

Establishing a mobility hub can improve transportation choice, strengthen connections between destinations, support future transit investments, and create a highly visible gateway into Downtown while complementing Downtown Park and surrounding redevelopment opportunities.

Objective 1.6: Realign 300 South at the intersection of Main Street to better align the east and west segments.

The existing alignment of 300 South limits connectivity and creates a less intuitive circulation pattern through the study area. This condition reduces access between destinations and can hinder future redevelopment opportunities along the corridor. The City should evaluate opportunities to realign 300 South into a continuous east-west connection across Main Street.



Map showing realignment of 300 S | Source: DRS

A more direct alignment can improve circulation, strengthen multimodal connectivity, simplify navigation, and support redevelopment of adjacent properties.



Improve Downtown access through more efficient parking management strategies

Objective 2.1: Modernize residential and commercial parking requirements based on demonstrated demand.

Current parking requirements create a barrier to housing, mixed-use, and incremental infill development in Downtown. Observed parking demand and data for smaller residential units is often lower than existing standards assume, while minimum commercial parking requirements can unnecessarily constrain redevelopment where on-street parking can serve demand.

No mandated Parking



As much parking as building space

3 spots per 1,000 sq ft



Twice as much parking as building space

6 spots per 1,000 sq ft



3.3 times as much parking as building space

10 spots per 1,000 sq ft



Downtown parking distribution Source: DRS

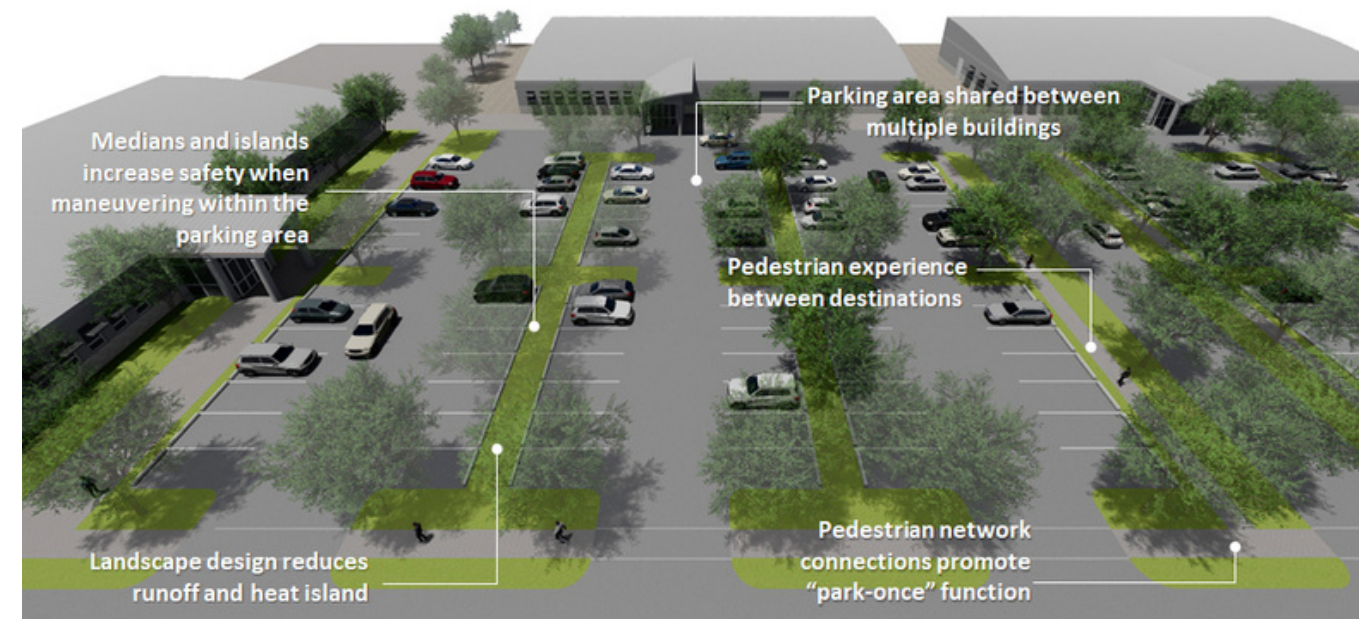
The City should update Downtown parking requirements to require 1.25 spaces for one-bed units, 1.5 spaces for two-bed units, and 2.0 spaces for three-bed units, while considering the elimination of parking requirements for commercial uses where adequate on-street parking exists. These changes should be paired with a City-administered residential permit parking program to protect adjacent neighborhoods from spillover. This approach can support housing, incremental infill development, and commercial investment while maintaining effective parking management.

Objective 2.2: Create City-facilitated shared parking lots on priority blocks.

Many Downtown properties are currently served by small parking lots that operate independently and inefficiently. In several locations, combining adjacent lots through shared-use agreements could increase the number of usable parking spaces while reducing redundant drive aisles, curb cuts, and circulation areas. The City is uniquely positioned to facilitate these partnerships by coordinating property owners, establishing agreements, and helping implement a shared parking framework. This approach can improve parking efficiency, support special events, reduce redevelopment costs, and free additional land for productive development.



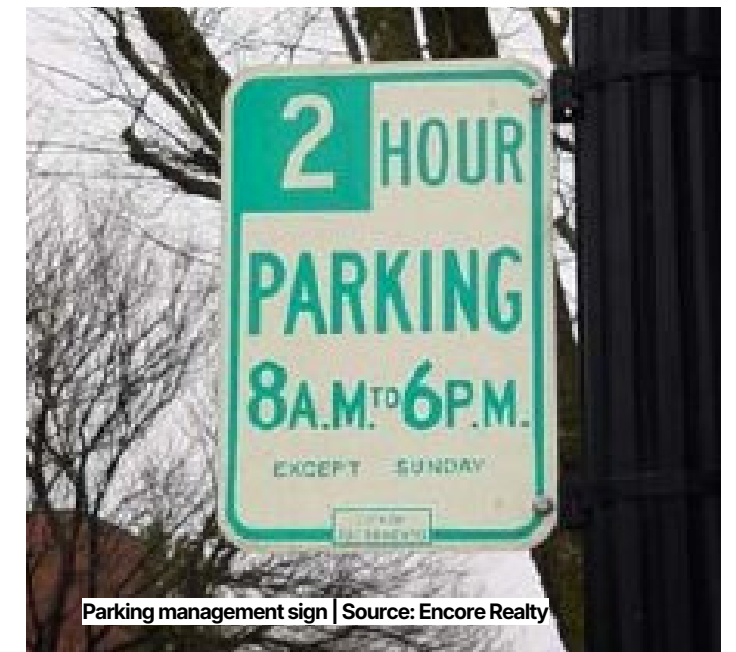
Potential locations of shared parking lots | Source: DRS



Demonstration of shared parking lots | Source: Tyndall AFB

Objective 2.3: Implement a coordinated Downtown parking and event management strategy.

The planning process found that many parking concerns stem from visibility, organization, and management rather than an overall shortage of parking spaces. Downtown's parking supply is distributed among public lots, private lots, churches, civic facilities, businesses, and on-street spaces, making it difficult for visitors to understand where parking is available.



Parking management sign | Source: Encore Realty

A coordinated parking management and event parking strategy can improve utilization of existing resources, support major events such as Strawberry Days, reduce conflicts between users, and help ensure parking continues to function effectively as Downtown grows. To emphasize customers and visitors, the City could consider time-restricting on-street parking for the two current core blocks of Main Street, and coordinate to transition employee parking to internal/off-street lots.

Extend Main Street's character and streetscape experience throughout Downtown

Objective 3.1: Establish a consistent streetscape design framework throughout Downtown

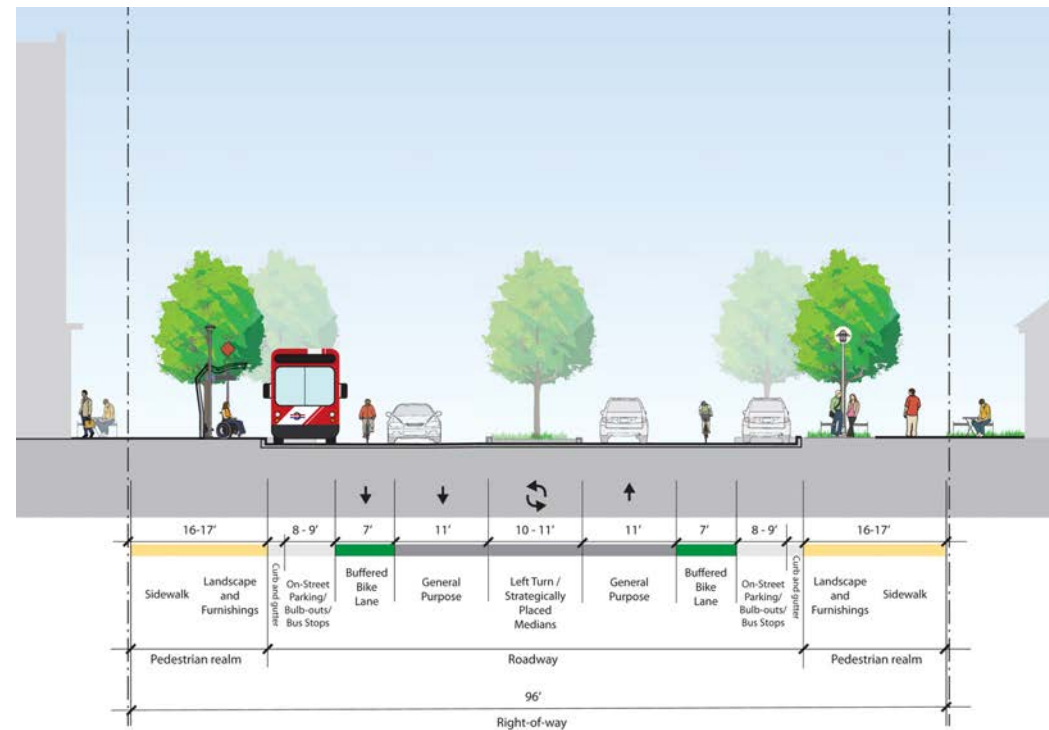
The Historic Main Street streetscape is a key asset of Downtown Pleasant Grove, valued by residents for its street trees, pedestrian lighting, landscaping, decorative furnishings, and improved sidewalks. These elements contribute to a unique sense of place, distinguishing Downtown from nearby commercial areas.



As redevelopment occurs, the City should establish a consistent framework for future public improvements that can be applied throughout Downtown while allowing flexibility based on corridor function and available right-of-way. This consistency should extend to sidewalks; the City should seek to fill gaps in sidewalks as well as bring narrower sidewalks up to the basic historic standard (see Pedestrian Network Recommendations Map in Objective 4.2). A Downtown Streetscape Toolkit can ensure future investments contribute to a cohesive identity and a recognizable Downtown experience.

Objective 3.2: Extend Main Street streetscape improvements south to State Street (Southern Boundary).

The Downtown Plan identifies S Main Street as a redevelopment corridor and the most likely location for future mixed-use development, housing, and private investment. While the existing streetscape creates a strong sense of place within the historic core, that character largely ends near Downtown Park.

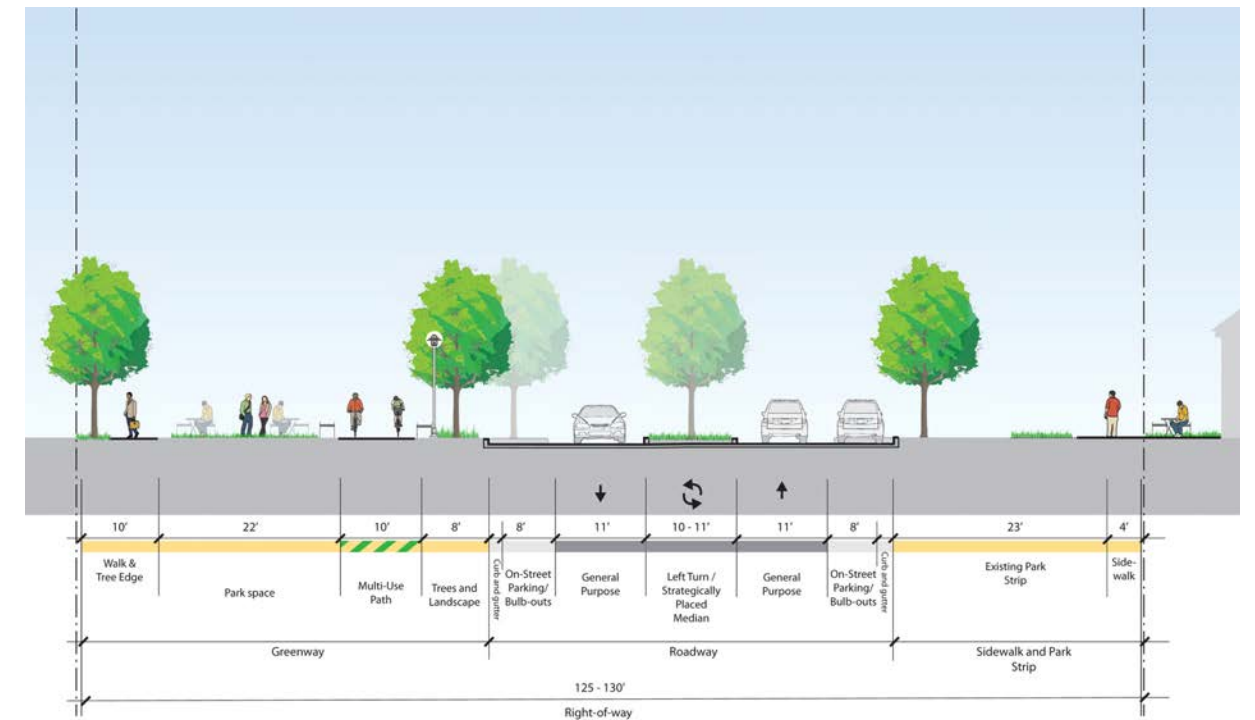


200 South to 300 South Section of Main Street | Source: Landmark Design / Township + Range

Extending streetscape improvements south toward State Street can strengthen connections between Downtown and The Grove, improve pedestrian comfort, support redevelopment, and visually expand the perceived boundaries of Downtown. This investment can help establish South Main Street as a seamless extension of the Downtown district rather than a separate corridor.

Objective 3.3: Construct the Center Street Greenway linking Downtown and Cook Family Park.

Cook Family Park is one of Pleasant Grove's most significant recreational assets, yet the connection between the park and Downtown remains limited. Community feedback consistently identified stronger connections between Downtown, parks, neighborhoods, and recreational destinations as a priority.

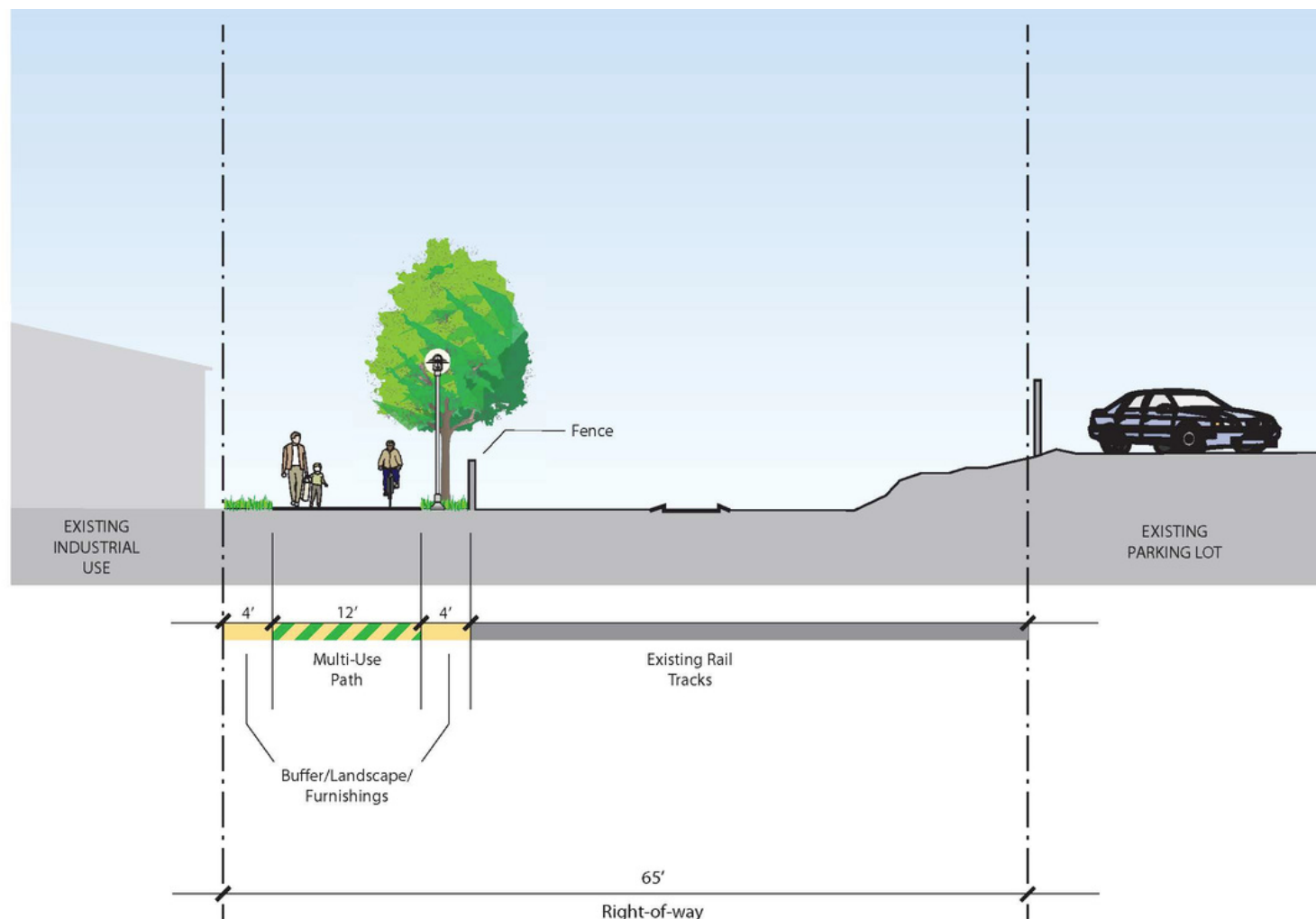


Proposed Center Street Greenway | Source: Landmark Design / Township + Range

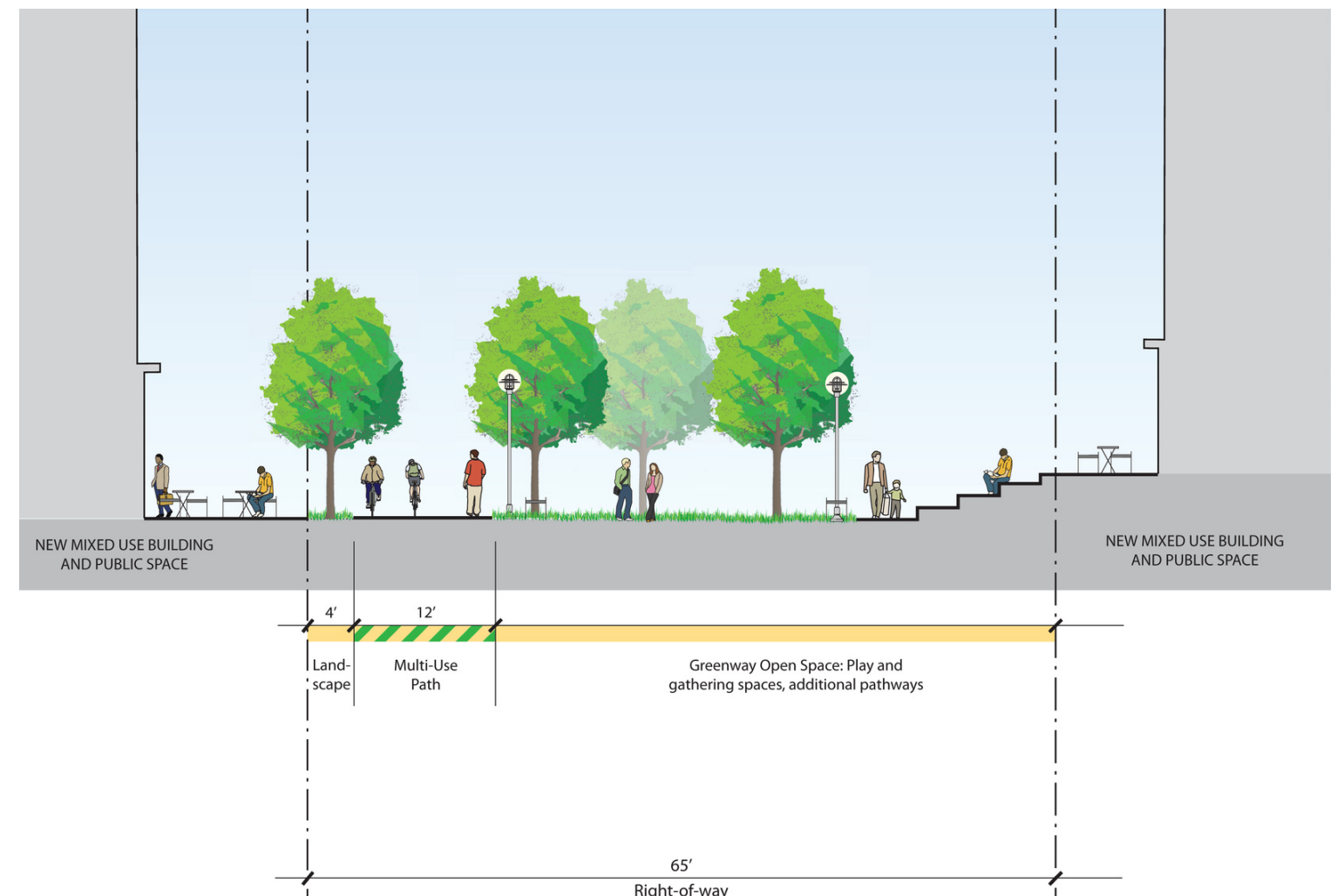
The City should transform Center Street into a landscaped multimodal corridor featuring enhanced pedestrian and bicycle facilities, street trees, public amenities, and improved crossings. These improvements can create a safe and attractive connection between Downtown and Cook Family Park while strengthening the community's network of parks, trails, and public spaces.

Extend Main Street's character and streetscape experience throughout Downtown**Objective 3.4: Construct the Downtown Greenway along the rail corridor as a signature recreation destination.**

The Downtown Greenway represents one of the most transformative long-term investments identified through this planning process. Community members consistently expressed support for safer and more convenient opportunities to walk and bicycle to Downtown while strengthening connections between neighborhoods, parks, schools, and community destinations. Utilizing the UPRR corridor as a Greenway creates a unique opportunity to establish a signature recreational and transportation facility that expands Downtown's reach, attracts new visitors, and reinforces Downtown as the center of community activity. The conceptual illustrations below depict a phased evolution of the corridor, beginning with a multi-use trail adjacent to existing uses, transitioning to a trail integrated with mixed-use development, and ultimately envisioning a linear greenway park if long-term conditions allow. As implementation opportunities emerge, the Greenway can become a defining feature of Pleasant Grove's identity while improving access to businesses, parks, and future redevelopment areas.



Near-Term Cross Section of Downtown Greenway Vision | Source: Landmark Design / Township + Range



Long-Term Cross Section of Downtown Greenway Vision | Source: Landmark Design / Township + Range

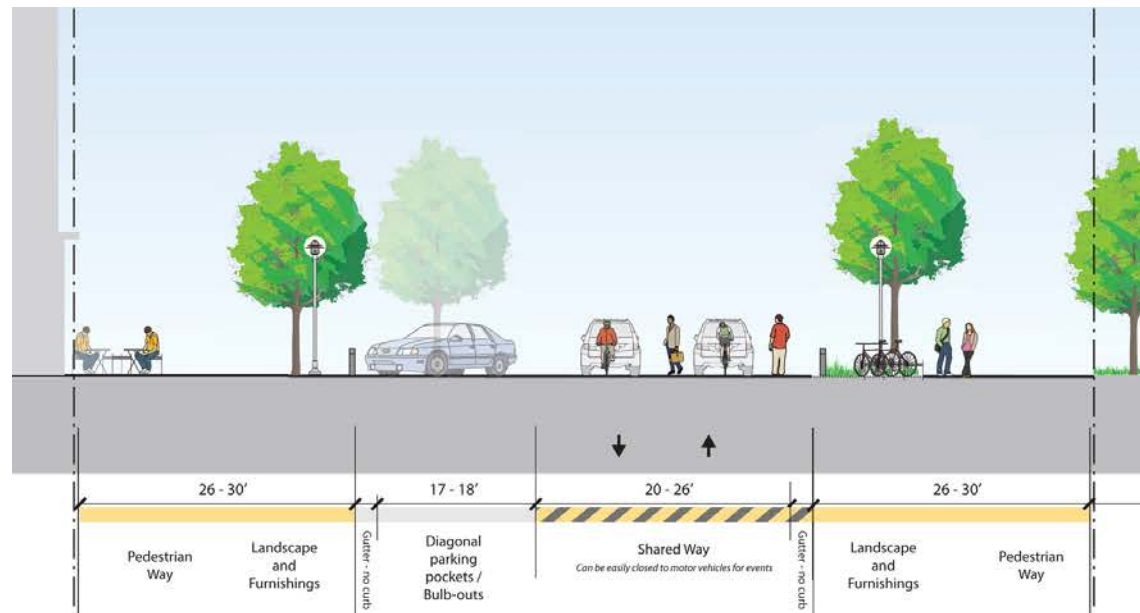
Design Downtown streets as active civic and community gathering spaces.

Objective 4.1: Design Main Street to support festivals, events, and daily activity.

Main Street already serves as the focal point for many community events, festivals, parades, and public gatherings. Community engagement demonstrated strong support for reinforcing Downtown's role as Pleasant Grove's primary gathering place and cultural center. Future street improvements should continue evolving Main Street from a transportation corridor into a civic space that can comfortably accommodate both everyday activity and special events.



Example of a Main Street in Batavia, IL Source: DRS

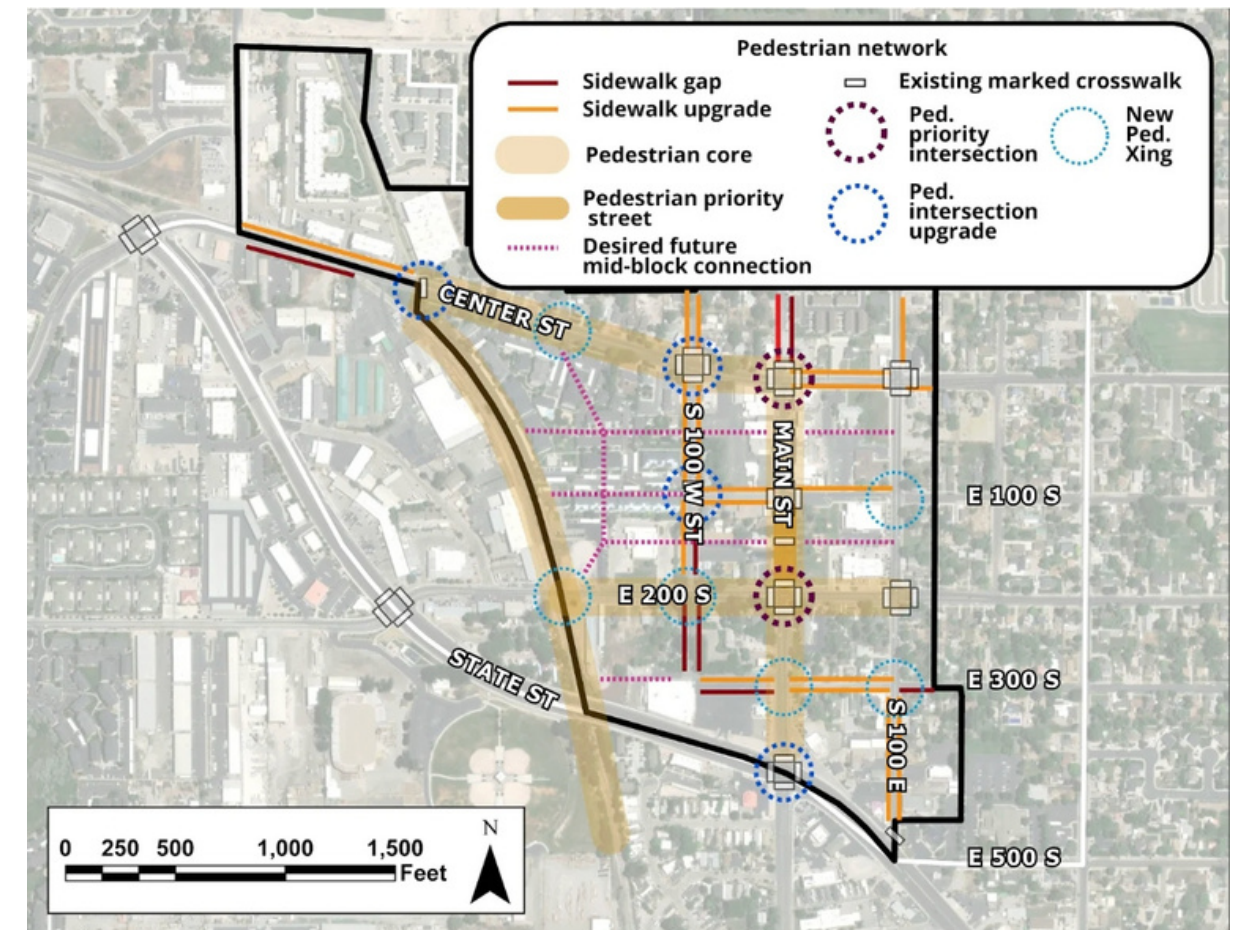


Cross Sections of Main Street | Source: Landmark Design / Township + Range

Streetscape elements, flexible public spaces, event-supportive infrastructure, and pedestrian-oriented design can allow Main Street to function as an extension of Downtown Park during community celebrations while remaining a vibrant commercial corridor throughout the year. As long-term reconstruction opportunities arise, the City should explore converting portions of Main Street to an at-grade shared street (i.e., woonerf) design that further prioritizes pedestrians, supports events, and creates a more flexible public space.

Objective 4.2: Upgrade priority pedestrian crossings connecting Downtown to surrounding neighborhoods.

Residents consistently identified pedestrian comfort and safety as essential components of the downtown vision. While the core offers a strong pedestrian environment, several intersections and crossings create barriers between destinations, particularly along Main Street, Center Street, 200 South, and key gateway locations.



Pedestrian Network Map | Source: Landmark Design / Township + Range

The link between the core to the north across Center Street and south across 200 South is a high priority for improvement. Improving the highest-priority crossings can strengthen connections while making Downtown more accessible for people of all ages and abilities.

GOAL
05

Make Downtown easier to find, navigate, and explore.

Objective 5.1: Develop and implement a coordinated wayfinding system throughout Downtown Pleasant Grove.

Community engagement showed that residents and visitors often lack awareness of the various destinations, businesses, parks, and amenities in Downtown. While these assets are close together, they tend to operate independently instead of as a unified district.

A Downtown Wayfinding Master Plan can establish a coordinated framework for signs, maps, branding, and directional information that helps people understand where Downtown begins, how destinations relate to one another, and how to navigate the district comfortably.

A comprehensive system can also support future redevelopment, improve visitor experiences, and reinforce Downtown's identity as a destination rather than simply a geographic location.



Example downtown wayfinding | Source: Town of Estes Park, Colorado

Objective 5.2: Design and install a coordinated wayfinding system connecting destinations, historic buildings, trails, and parking

Pleasant Grove's recreational amenities, civic facilities, historic sites, businesses, and public parking represent some of Downtown's greatest assets, yet many remain disconnected from the perspective of residents and visitors. Feedback consistently supported stronger connections between Downtown, parks, The Grove, neighborhoods, schools, historic resources, and future trails.



Examples of coordinated wayfinding signs | Source: DRS

A wayfinding system should direct visitors to key destinations, parking, trails, parks, and historic sites while highlighting how these places connect. Interactive markers at historic sites should feature QR codes linking users to stories, photographs, maps, and other information about the city's history. The system should also create a green loop linking the various parks and greenways to encourage walking, exploration, and learning. Together, these improvements will increase parking awareness, reduce congestion during events, improve the visitor experience, celebrate local history, and support businesses by making destinations easier to find.

GOAL
06

Create recognizable and memorable arrival experiences at Downtown entrances

Objective 6.1: Construct a signature gateway at Main Street and State Street.

State Street serves as one of Pleasant Grove's most heavily trafficked corridors and is the primary route through which many residents and visitors experience the community. Despite Downtown's proximity, many drivers are unaware they are approaching a distinct district with restaurants, shops, parks, community events, and redevelopment opportunities.

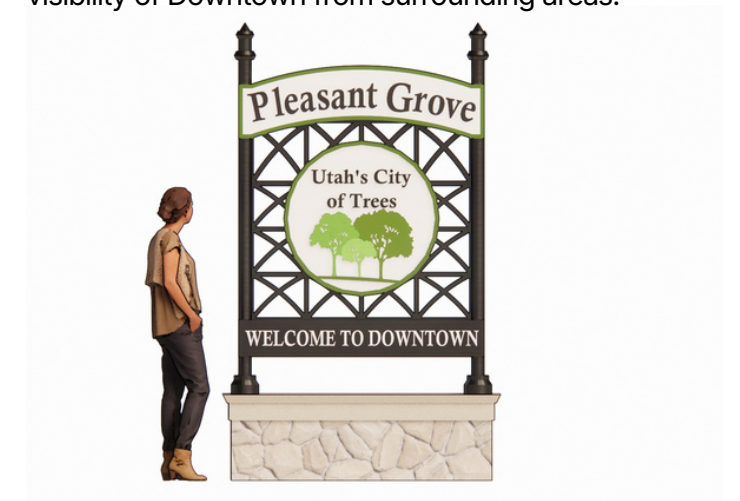


Examples of a gateway sign | Source: DRS

Community engagement highlighted the need for stronger connections between Downtown and The Grove, with State Street as both an opportunity and a barrier. A signature gateway at Main and State Streets should serve as a prominent entry feature, visually linking Downtown, The Grove, and future redevelopment on South Main Street. This gateway aims to be a defining landmark for Pleasant Grove, enhancing the sense of arrival to the community's civic and cultural center.

Objective 6.2: Establish secondary gateways along Center Street, 200 South, and North Canyon Road.

While Main Street and State Street represent Downtown's primary gateway, several additional corridors provide important access into Downtown from surrounding neighborhoods, parks, schools, and community destinations. Community feedback emphasized the importance of creating a stronger sense of identity throughout the district and improving visibility of Downtown from surrounding areas.



Examples of a secondary gateway sign | Source: DRS

A coordinated family of smaller gateway elements should be developed along Center Street, 200 South, and North Canyon Road to ensure a consistent arrival experience. These secondary gateways will be less prominent than the Main Street and State Street gateways but will feature uniform branding, landscaping, signage, public art, and placemaking. These enhancements will strengthen Downtown identity, improve wayfinding, and create a cohesive arrival experience throughout the district.



COMMUNITY PLACEMAKING

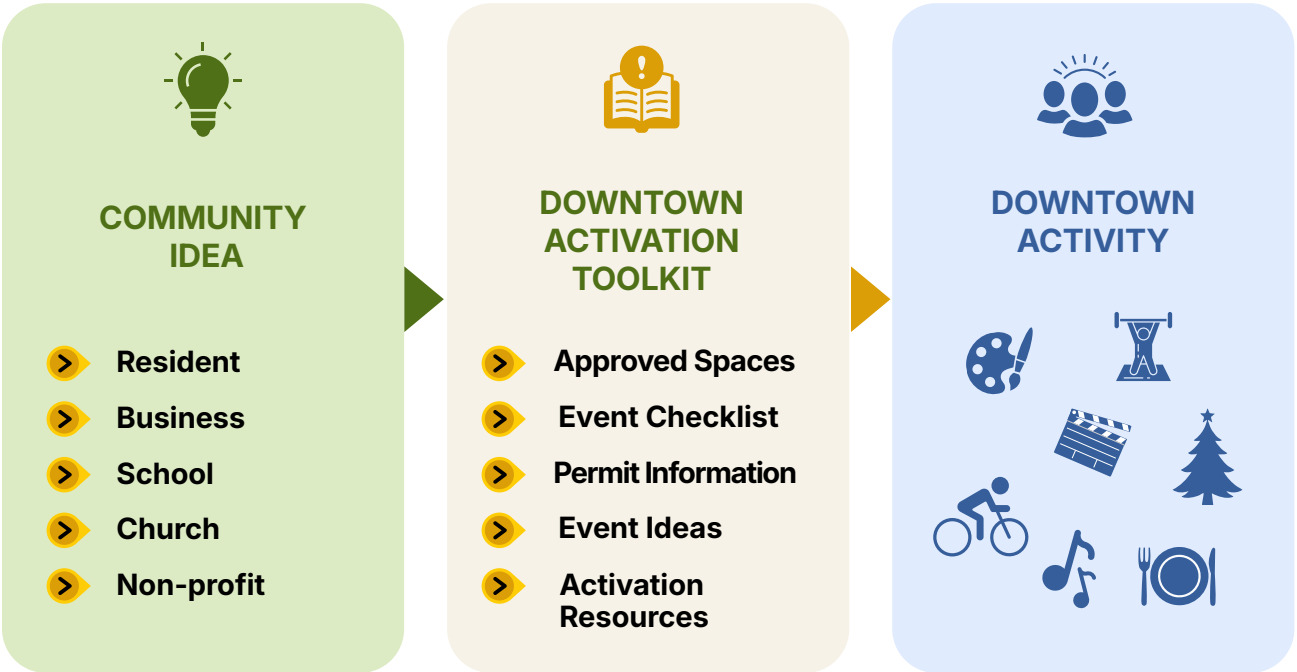
GOAL 01

Empower businesses, residents, and organizations to activate Downtown spaces.

Objective 1.1: Create a Downtown Activation Toolkit that enables businesses, organizations, and residents to independently activate Downtown spaces.

Community feedback consistently expressed a desire for a Downtown that feels active beyond major annual events. Pleasant Grove already benefits from a strong calendar of City-led and community-led programming, but many potential organizers are unfamiliar with the process of using public spaces, coordinating activities, or obtaining necessary approvals. Rather than creating additional City-managed events, the City should focus on lowering barriers to participation and making it easier for businesses, nonprofits, schools, churches, and residents to contribute to Downtown activity. A Downtown Activation Toolkit can provide clear guidance, resources, and ideas that encourage community-led placemaking while expanding the variety and frequency of activities occurring throughout Downtown.

ACTIVATION TOOLKIT PROCESS GRAPHIC SOURCE: DRS



Objective 1.2: Increase community-led programming and everyday use of the Downtown Park.

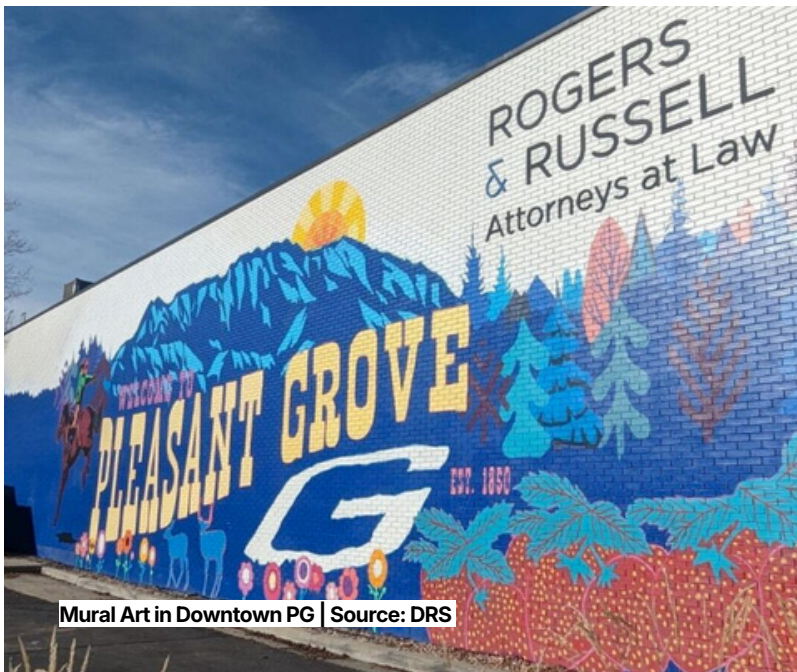
Downtown Park was repeatedly identified as one of Downtown's greatest assets and serves as the community's primary gathering place. While the park successfully hosts major festivals and community celebrations, it also presents opportunities for smaller-scale activities that occur throughout the year.

Making the park easier to utilize for classes, demonstrations, performances, cultural activities, club gatherings, and community events can increase activity without requiring significant new programming from the City. Expanding community-led use will maximize the value of existing public investments while strengthening Downtown's role as the social and civic center of Pleasant Grove.



Objective 1.3: Establish a Downtown Public Art Program for public and private properties.

Public art can help strengthen Downtown's identity, create memorable destinations, and reinforce Pleasant Grove's unique character. The City should establish a Downtown Public Art Program that identifies priority locations for murals, sculptures, utility box wraps, and other installations on both public and private property. The program should feature a streamlined approval process, design guidelines, maintenance expectations, and funding mechanisms like grants and sponsorships and developer contributions. The City should collaborate with property owners to find suitable locations for art installations, including visible walls, vacant lots, and public spaces. A coordinated public art program can enhance Downtown's identity, support placemaking, boost tourism, and foster community pride.



GOAL
02

Leverage event attendance to increase patronization of Downtown businesses

Objective 2.1: Create a Downtown Merchant Participation Program for major community events.

Strawberry Days and other established community events already attract substantial attendance and represent some of Downtown's strongest economic opportunities. However, event attendance does not always translate into business activity throughout the district. A Downtown Merchant Participation Program can better connect businesses to community events through coordinated promotions, extended hours, special offerings, event partnerships, and marketing efforts. The objective is not to create new events, but rather to ensure existing events generate greater economic benefit for Downtown businesses and encourage repeat visitation throughout the year.



Previous years of Strawberry Days | Source: PG City

Objective 2.2: Review existing events and expand local-character-based programming.

Pleasant Grove already benefits from a strong calendar of community events, including Strawberry Days, holiday celebrations, and other seasonal activities. Working with the recommended Downtown Advisory Board, the City should regularly evaluate existing events to identify opportunities for enhancement while encouraging additional small- and medium-scale programming that reflects Downtown's unique character. Future activities could include art walks, live music, history tours, outdoor markets, food events, seasonal festivals, and other community-led programming that activates Downtown throughout the year, supports local businesses, and encourages repeat visits from residents and visitors.



Strawberry Days 2026 | Source: DRS

GOAL
03

Transform Downtown Park into Pleasant Grove's central civic space.

Objective 3.1: Install permanent infrastructure in Downtown Park to support events, recreation, and park use

Downtown Park serves a dual role as both a neighborhood park and the community's primary event venue. However, many activities require temporary infrastructure, equipment, and logistical accommodations that can limit programming flexibility. Strategic investments in permanent infrastructure can improve event operations, reduce setup costs, enhance the visitor experience, and increase the range of activities that can occur within the park.

Improvements should focus on supporting both large community events and everyday use while ensuring the park remains adaptable to changing community needs over time.



Example of permanent infrastructure in a park | Source: Rush Dixon Architects

Objective 3.2: Identify a space near or adjacent to the Downtown Park to support a hardscaped civic space.

Downtown Park serves as the community's primary gathering space and hosts many of Pleasant Grove's most important events. As Downtown continues to grow, additional space may be needed to accommodate markets, performances, festivals, food vendors, and other community activities that benefit from durable surfaces, utility access, and flexible layouts. The City should identify a location adjacent to or near Downtown Park that can function as an extension of the community's event and gathering infrastructure.

Future improvements should prioritize flexibility, event support, and year-round usability while complementing the park's existing role as Downtown's premier public space. This approach can expand programming opportunities, increase event capacity, and strengthen Downtown's role as the community's civic and cultural center.



Example of a public space | Source: HDLA

GOAL
04

Connect Downtown parks, trails, and recreation destinations into one network.

Objective 4.1: Prepare a Shannon Park and Rodeo Grounds Master Plan to guide future improvements and investment.

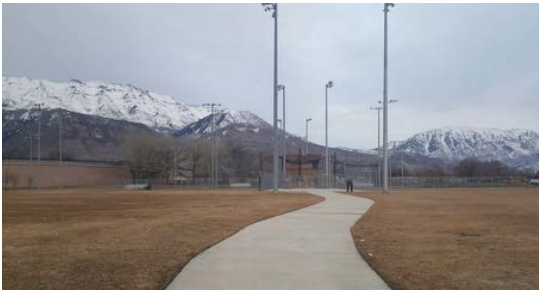


Image of Shannon Park | Source: DRS

Shannon Park and the Rodeo Grounds host some of Pleasant Grove’s most important community events such as Strawberry Days. The City should prepare a master plan to evaluate improvements that enhance the facility’s role as a year-round event and recreation destination while preserving its historic character.

Potential improvements may include upgraded seating and shade, improved concessions and ticketing, gathering and vendor spaces, more efficient parking and event operations, enhanced trail and pedestrian connections, family-oriented amenities, and stronger gateway features along State Street and 200 South. The master plan should establish priorities, phasing, and funding strategies for future investment.

Objective 4.2: Connect Downtown Park, Shannon Park, Cook Family Park, and the Greenways into a unified network.



Example of Coordinated network through trails | Source: Land Performance Series

Pleasant Grove possesses an exceptional collection of parks, trails, open spaces, and recreational facilities located within and around Downtown. However, these assets often function as individual destinations rather than components of a connected system. Community engagement repeatedly emphasized the importance of improving connections. The City should connect Downtown Park, Shannon Park, Cook Family Park, and greenways into a unified network through enhanced trail connections, wayfinding, and landscaping.

Consistent planting and a continuous tree canopy along key corridors will visually link destinations, strengthen Downtown identity, and create a cohesive recreational network.

Objective 4.3: Preserve and enhance key public open spaces while identifying opportunities for additional gathering spaces in Downtown.



Downtown Park, Pleasant Grove UT | Source: DRS

As Downtown evolves, the City should focus on preserving and enhancing existing public open spaces while exploring new parks and gathering areas. Key locations near the library and senior center should be developed as green spaces with landscaping, seating, and amenities for community use. Additionally, opportunities for smaller plazas and pocket parks should be assessed during redevelopment.

New open spaces must complement current parks, support local businesses and residents, and consider long-term maintenance needs.

GOAL
05

Prioritize infrastructure investments that unlock Downtown redevelopment opportunities.

Objective 5.1: Prioritize and coordinate infrastructure improvements that support catalyst redevelopment sites and opportunity areas.



Example of consistent streetscape in Moscow, ID | Source: Aol.com

The planning process did not identify major utility deficiencies as a widespread barrier to Downtown growth. However, several catalyst sites and redevelopment opportunity areas will require targeted infrastructure investments to support redevelopment and improve project feasibility. Infrastructure improvements, redevelopment projects, streetscape investments, gateway enhancements, & public space improvements should be coordinated whenever possible to maximize public investment and avoid unnecessary disruptions. As public resources are limited, infrastructure improvements should be coordinated & directed toward locations where they can unlock private investment, support housing and mixed-use development, improve project certainty, and maximize the return on public investment.

Objective 5.2: Review & Update Chapter 8 of the 2023 General Plan to align public services, infrastructure, and utilities with downtown growth.



Vision

Pleasant Grove desires adequate public services and utilities that provide for the current and long-term needs of the community. The City, school district, and other utility and services providers will provide infrastructure and services to support emergency responders, cultural and educational needs, utilities, and the street network.

As Downtown continues to evolve, the City should ensure that long-term planning for public services and infrastructure supports future growth and redevelopment. Chapter 8 of the 2023 General Plan should be reviewed and updated, as needed, to reflect the infrastructure, utility, and public facility improvements necessary to accommodate Downtown investment. This review should coordinate planned upgrades to water, sewer, stormwater, streets, broadband, and other public facilities with anticipated redevelopment, helping prioritize capital improvements, identify infrastructure constraints, and ensure public investments support the Downtown vision. The update should also strengthen coordination between future development, utility planning, and the City’s Capital Improvements Program.

Downtown Pleasant Grove will grow as a lively mixed-use place that strengthens Main Street and facilitates thoughtful infill that fits its historic character and long-term potential.

VISION

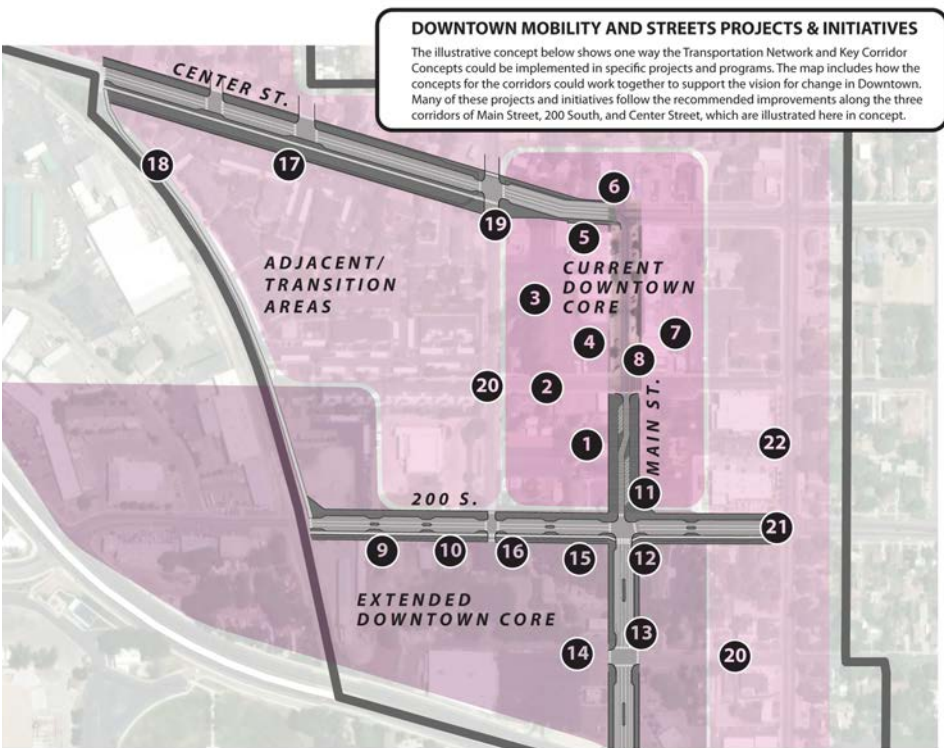
DEVELOPMENT APPROACH



GOAL 01

Direct growth to Downtown's primary redevelopment and mixed-use corridors.

Objective 1.1: Designate Main Street and 200 South as growth corridors through code updates and development partnerships.



Downtown mobility & streets projects & initiatives Map | Source: Landmark Design / Township + Range

Objective 1.2: Permit additional housing types throughout Downtown redevelopment corridors.

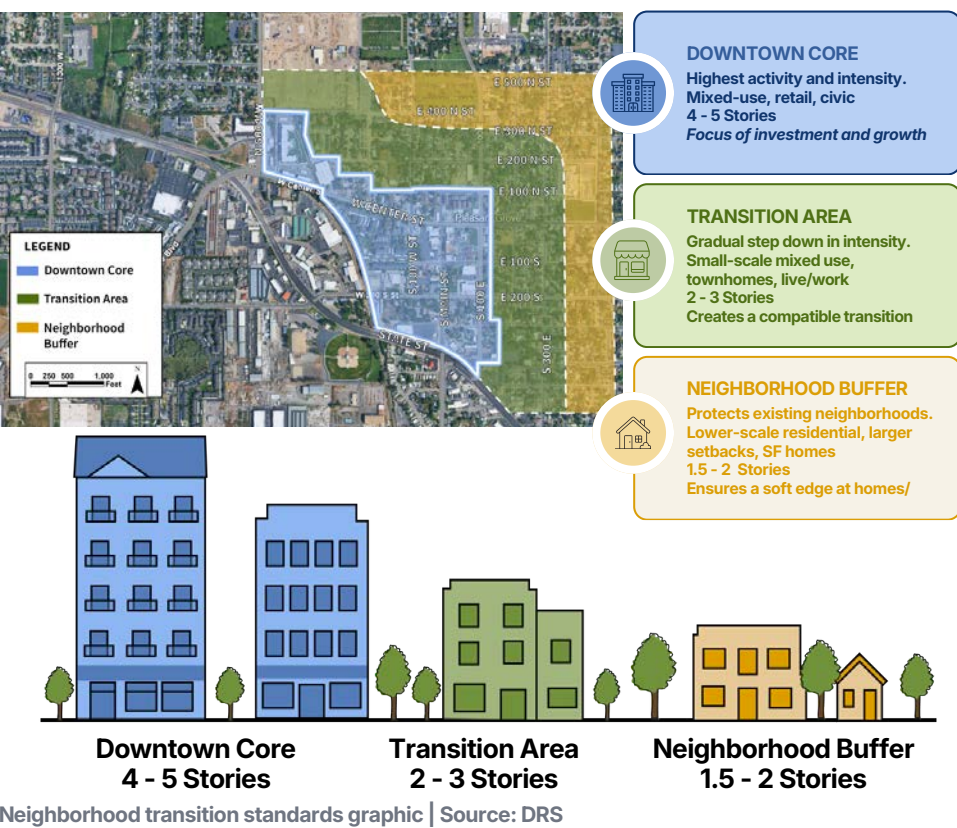


Examples of housing types | Source: DRS

Public engagement through workshops and surveys showed strong support for more housing and businesses in Downtown, emphasizing that growth should occur in suitable locations that enhance the area's character. Main Street, South Main Street, and 200 South were identified as key corridors for mixed-use redevelopment due to their accessibility and potential. Concentrating growth in these areas will boost the economic base, support local businesses, increase activity, and create a vibrant district while preserving neighborhood character.

The redevelopment analysis indicates that increasing residential density is essential to support community-desired businesses and services. Current regulations limit various successful housing types in downtown areas. The City should revise zoning to allow diverse housing options, such as upper-story units, multifamily housing, townhomes, and mixed-use developments. This would boost resident numbers near Downtown, support local businesses, enhance housing choices, and strengthen the area's economic viability.

Objective 1.3: Establish neighborhood transition standards that allow growth while protecting adjacent residential areas.



Community feedback advocates for Downtown growth while preserving the character of surrounding neighborhoods. Clear transition standards are essential for ensuring new developments align with nearby residential areas, allowing for Downtown's expansion. Design tools like step-backs, landscape buffers, and orientation requirements can facilitate smoother transitions between high-intensity areas and lower-density neighborhoods, promoting predictability for property owners, residents, and developers while minimizing conflicts.

Modernize Downtown regulations to support walkable mixed-use development.

Objective 2.1: Adopt a Downtown form-based or hybrid code that establishes clear expectations for building form, frontage design, and pedestrian-oriented development.

The community consistently expressed a desire for future development that reinforces Downtown's historic character, supports walkability, and contributes to a cohesive sense of place. Existing regulations were not specifically written to achieve these outcomes and often focus more heavily on land use than on the physical character of development.



View from Downtown Heart Concept | Source: MHTN

The City should prepare and adopt a Downtown form-based or hybrid zoning district that establishes clear standards for building placement, frontage design, building height, parking location, streetscape relationships, and transitions to adjacent neighborhoods. This effort would replace many of the existing standards currently applied within Downtown and provide a predictable framework that encourages investment while ensuring future development contributes to the character envisioned by this Plan.

Objective 2.2: Amend Downtown regulations to allow upper-floor housing, adaptive reuse, and mixed-use occupancy by right.

Current downtown standards allow residential dwellings in mixed-use buildings, with the number of units tied to the amount of retail or sales tax-generating space provided. While this still allows upper-floor housing and mixed-use development, property owners seeking to occupy vacant upper floors, convert underutilized spaces, or introduce additional residential and commercial uses may still

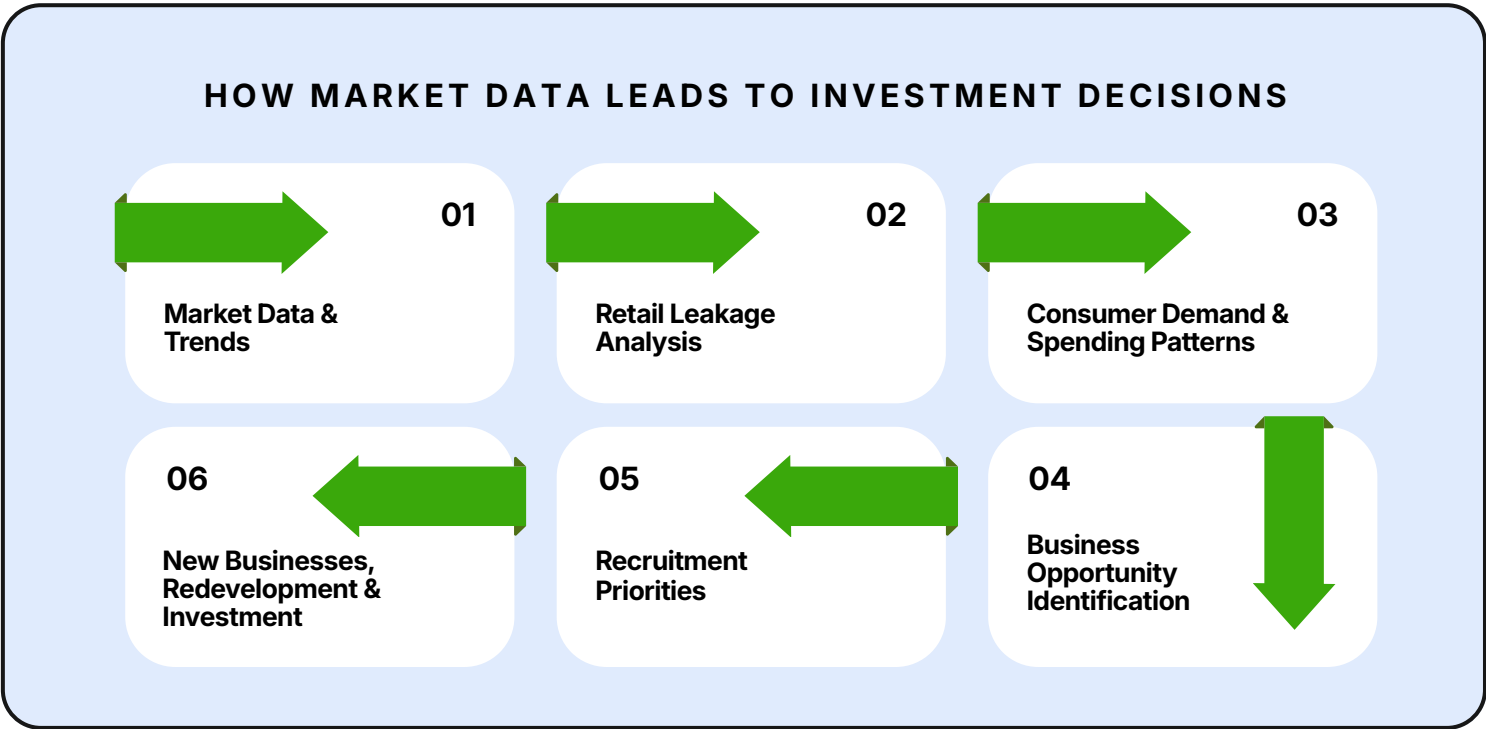


Building with upper-floor housing | Source: pedbikeimages.org

encounter regulatory barriers that make projects difficult or financially infeasible. Where appropriate, qualifying upper-floor residential, adaptive reuse, and mixed-use projects should be permitted by right when they meet established Downtown development and design standards. Priority should be placed on amending standards that tie residential development to ground-floor commercial square footage, as well as other requirements that may affect the feasibility of rehabilitating older buildings or introducing additional residential units. These changes can increase building occupancy, support adaptive reuse, and encourage reinvestment in existing properties while preserving Downtown's historic character.

Modernize Downtown regulations to support walkable mixed-use development.

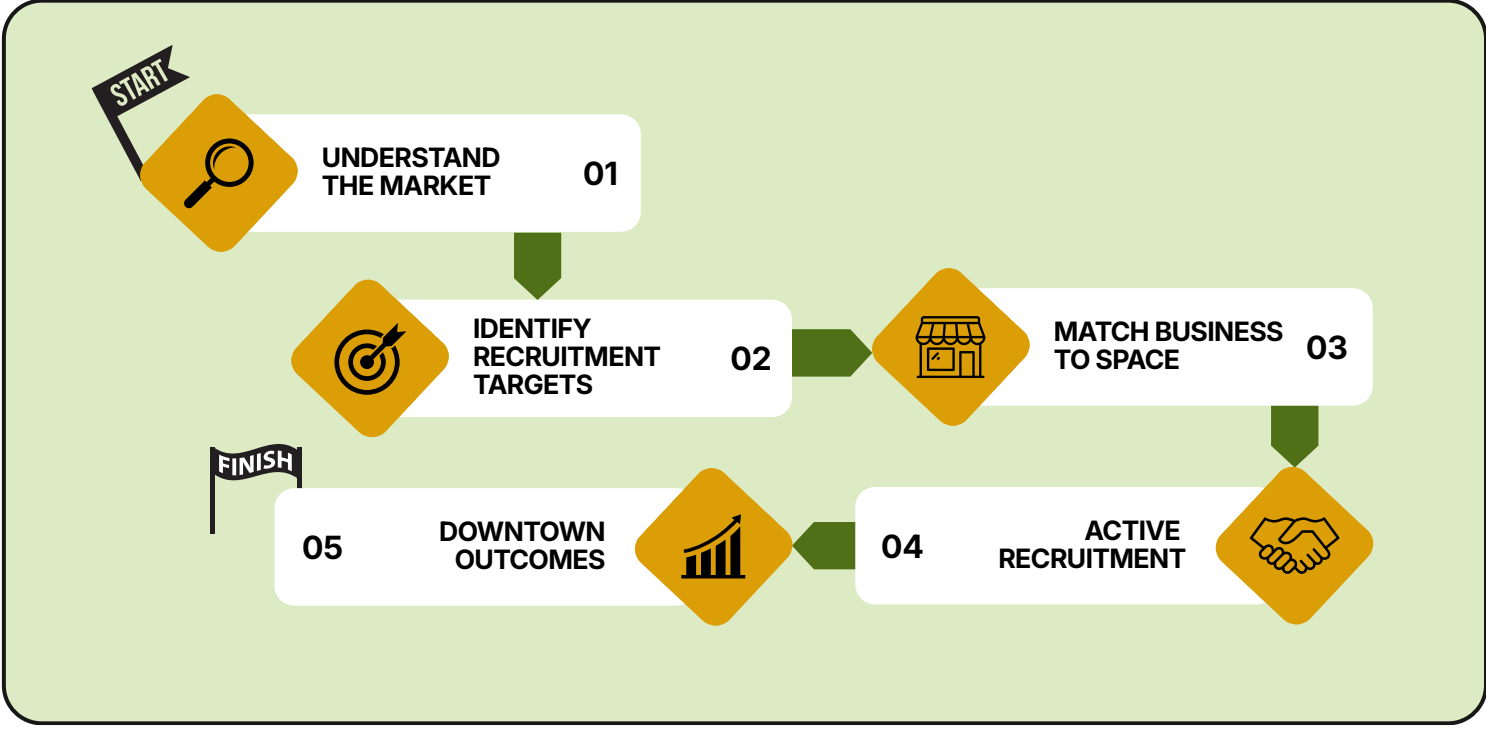
Objective 3.1: Prepare a detailed Downtown Market Analysis to guide business recruitment, redevelopment, and investment decisions.



Process graphic of how market data leads to investment decisions | Source: DRS

While this planning process included a high-level market assessment, Downtown Pleasant Grove would benefit from a more detailed and targeted market analysis focused specifically on commercial, office, retail, restaurant, hospitality, entertainment, and service-sector opportunities. Community engagement consistently identified a desire for additional destinations and experiences within Downtown, but successfully recruiting and retaining businesses requires a clear understanding of market demand, spending patterns, competitive positioning, leakage and surplus conditions, tourism trends, and development feasibility. The City should prepare a comprehensive Downtown Market Analysis that identifies realistic opportunities for business recruitment, expansion, redevelopment, and investment while helping property owners, developers, and economic development partners make informed decisions. The study should also establish recruitment priorities and provide the foundation for future business recruitment, entrepreneurship, and redevelopment efforts.

Objective 3.2: Implement a targeted business recruitment program based on market analysis findings.



Process graphic on how to implement a targeted business recruitment program | Source: DRS

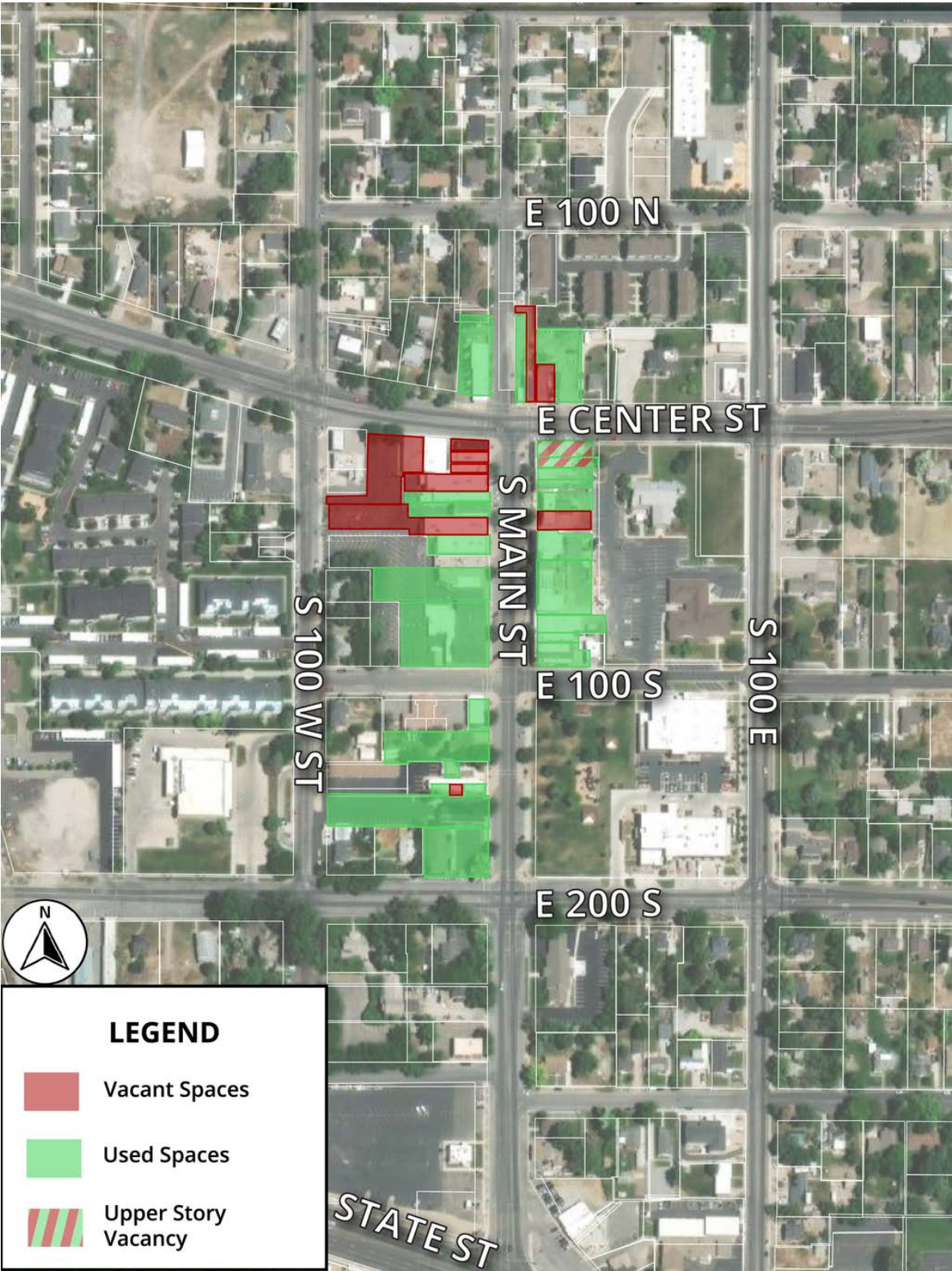
Community engagement, stakeholder interviews, and the market analysis consistently identified demand for additional dining, retail, entertainment, and service businesses that can increase activity throughout the day and evening. Following completion of the Downtown Market Analysis, the City should prepare a targeted recruitment list identifying priority business categories, preferred business types, and specific storefronts or redevelopment sites suitable for each use. The City and its partners should actively market available spaces, maintain an inventory of vacant storefronts, develop recruitment materials for priority sites, and conduct direct outreach to prospective businesses, brokers, franchise operators, and local entrepreneurs. Recruitment efforts should focus on filling identified market gaps, increasing occupancy of vacant spaces, strengthening Main Street as a destination, and expanding the mix of businesses that support a walkable and active Downtown.

Objective 3.3: Inventory vacant spaces in the downtown and partner with property owners to address barriers and fill spaces.

Several Downtown buildings contain vacant storefronts, unused commercial space, or upper floors that are currently used for storage rather than active uses. These spaces represent some of the easiest opportunities to bring more people, businesses, and housing into Downtown without constructing new buildings. The City should create and maintain an inventory of vacant spaces, meet regularly with property owners to understand why spaces remain vacant, and help connect available spaces with interested businesses, entrepreneurs, and potential tenants. Efforts should focus on highly visible storefronts and upper-floor spaces that can quickly contribute to a more active Downtown. By helping property owners overcome common challenges and market available space, the City can increase occupancy, strengthen local businesses, and bring more activity to Downtown.



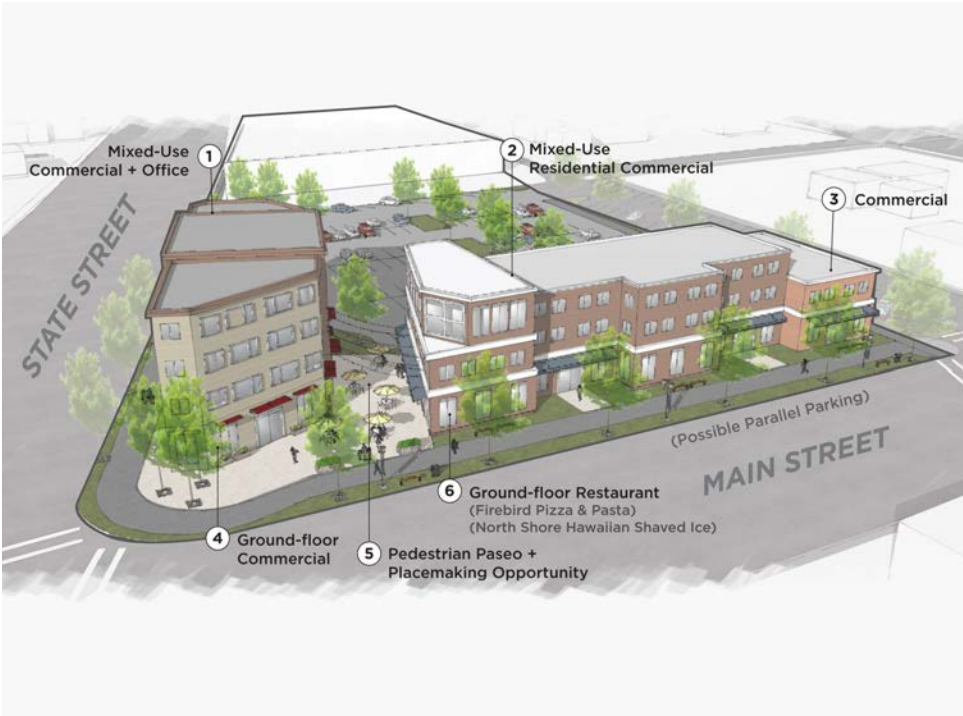
Vacant building in Pleasant Grove | Source: DRS



Map of vacant and occupied spaces in Downtown | Source: DRS

Objective 3.4: Partner with property owners and developers to advance catalyst redevelopment sites, preserving architecturally significant historic buildings where applicable.

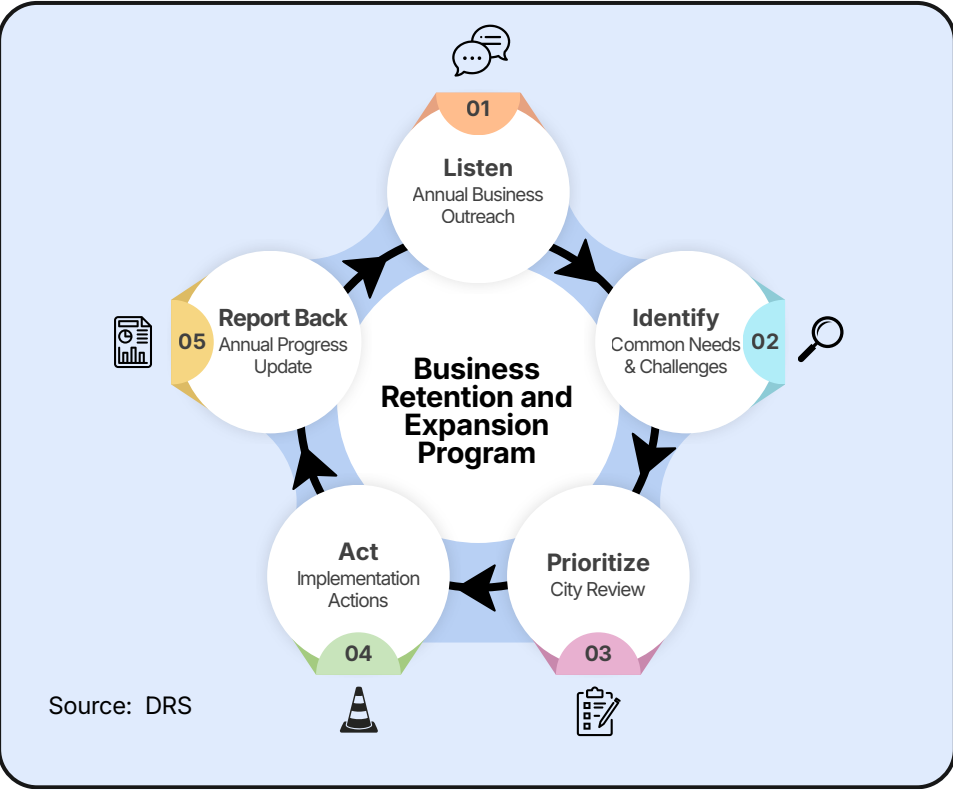
The planning process identified several catalyst sites capable of accommodating new housing, mixed-use development, commercial investment, and public improvements. The City should work with willing property owners to identify redevelopment opportunities, prepare marketing materials for priority sites, and actively connect sites with developers, investors, and development partners. Where appropriate, the City should pursue public-private partnerships that help overcome implementation barriers, improve project feasibility, and advance community priorities. This proactive approach can attract investment, align redevelopment with community goals, and accelerate implementation of the Downtown Plan.



View from Downtown South Gateway Concept | Source: MHTN

Objective 3.5: Establish an annual business retention and expansion program for Downtown businesses.

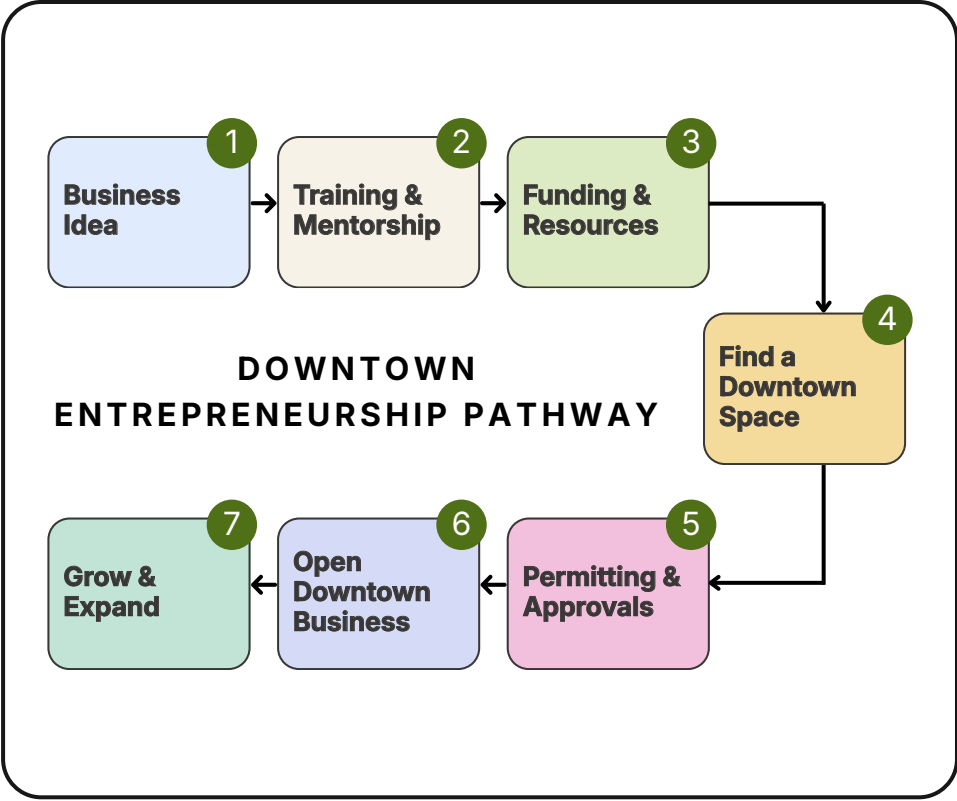
Existing businesses are Downtown's most important economic asset and are often more critical to long-term success than recruiting new businesses. Community engagement consistently emphasized the importance of supporting local businesses and ensuring they remain successful as Downtown evolves. The City and its partners should conduct annual outreach to Downtown businesses through interviews, site visits, roundtables, and surveys to identify common challenges, infrastructure concerns, regulatory issues, workforce needs, and opportunities for improvement. Findings should be summarized and used to inform City work programs, capital projects, economic development initiatives, and policy decisions.



This ongoing dialogue can strengthen relationships with the business community while helping the City proactively respond to issues that affect business success.

Objective 3.6: Create an entrepreneurship pathway that helps local businesses start and grow in Downtown.

Residents consistently expressed a desire for Downtown to retain its local character and support independently owned businesses. However, many entrepreneurs face challenges navigating site selection, permitting, financing, and business planning. The City should work with regional partners, business organizations, educational institutions, and economic development agencies to create a clear entrepreneurship pathway that connects prospective business owners with available spaces, funding opportunities, technical assistance, mentorship, and training resources.



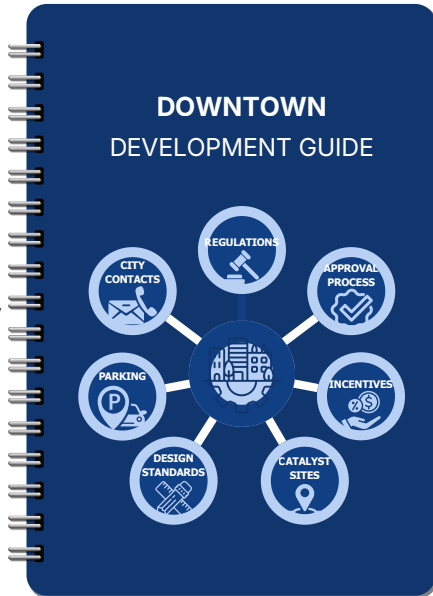
By making it easier for entrepreneurs to establish and expand downtown businesses, the City can cultivate the types of businesses that contribute most directly to its identity and economic vitality.

GOAL
04

Make Downtown redevelopment easier, more predictable, and financially feasible.

Objective 4.1: Create a Downtown Redevelopment Guide that clearly explains the development process, opportunities, and expectations.

Property owners, business owners, and developers often encounter uncertainty when pursuing redevelopment projects, particularly within established downtown districts where regulations, design expectations, infrastructure considerations, and approval process



Downtown Redevelopment Guide Example Graphic | Source: DRS

can be difficult to navigate. Community engagement demonstrated strong interest in reinvestment throughout Downtown, but also highlighted the need for clearer information and better coordination. The City should prepare a Downtown Redevelopment Guide that serves as a one-stop resource for prospective investors and property owners. The guide should explain development regulations, historic preservation guidelines and resources, approval procedures, incentive opportunities, design expectations, catalyst sites, parking strategies, and available City contacts.

Objective 4.2: Establish a Downtown Reinvestment Incentive Program focused on projects that advance the Downtown Vision.

Community members consistently expressed support for reinvestment in Downtown buildings, businesses, and public spaces. Strategic incentives can help encourage the types of projects desired



Example of dilapidated building in downtown

by the community while addressing financial gaps that may prevent implementation. The City should establish a Downtown Reinvestment Incentive Program that prioritizes projects such as historic preservation, façade improvements, adaptive reuse, upper-floor occupancy, mixed-use redevelopment, storefront activation, and public-facing site improvements. Incentives should be structured to support projects that contribute to Downtown's character, increase activity, improve property conditions, and advance the goals identified throughout this Plan.

Objective 4.3: Publish Downtown development prototypes that illustrate desired redevelopment outcomes.



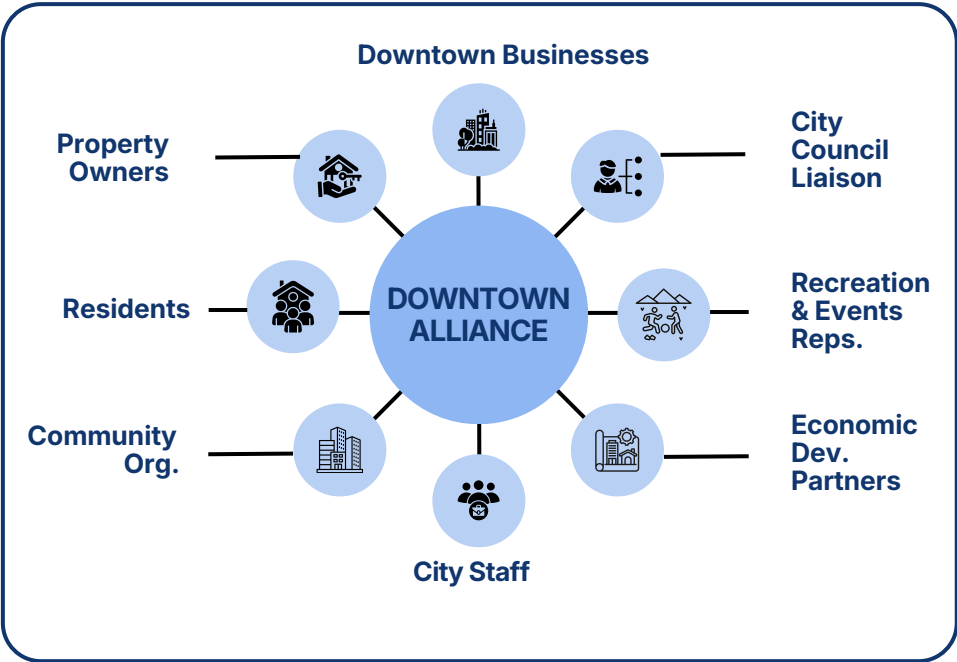
Example of live-work building prototype | Source: DRS

Many property owners, residents, and developers struggle to visualize the types of development envisioned for Downtown. This uncertainty can create resistance to change, misunderstandings regarding development potential, and difficulty evaluating redevelopment opportunities. The City should prepare a series of Downtown development prototypes that illustrate preferred building types, site layouts, redevelopment patterns, parking configurations, streetscape relationships, and transitions to adjacent neighborhoods.

These prototypes can serve as educational tools, development recruitment materials, and implementation resources that improve predictability while demonstrating how future growth can occur in a manner consistent with the community's vision.

Establish the organizational structure needed to implement the Downtown Plan.

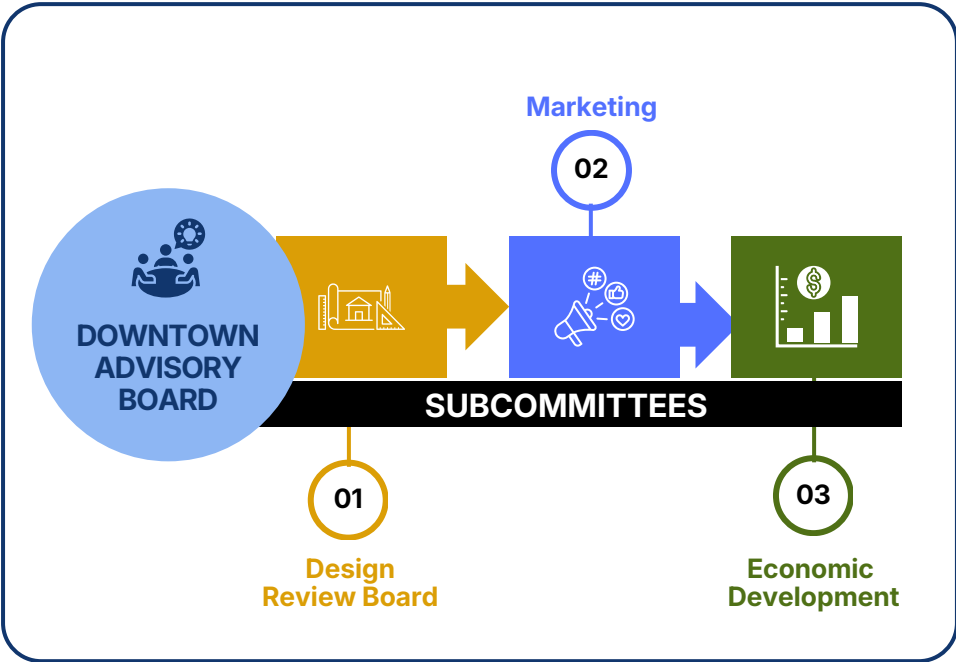
Objective 5.1: Establish a Downtown Alliance with paid City staff to oversee implementation of the Downtown Plan.



Downtown advisory board graphic | Source: DRS

Successful downtowns often benefit from a dedicated group of stakeholders responsible for implementing the downtown master plan. Community engagement demonstrated interest in Downtown's future and a desire for continued engagement beyond completion of the planning process. The City should establish a Downtown Alliance as an official arm of the City that includes a staff member focused on events, placemaking, business support, and development, supported by representatives from Downtown businesses, property owners, residents, and civic organizations. The Board should monitor implementation progress, provide recommendations regarding priorities and funding, and serve as a forum for ongoing collaboration among Downtown stakeholders.

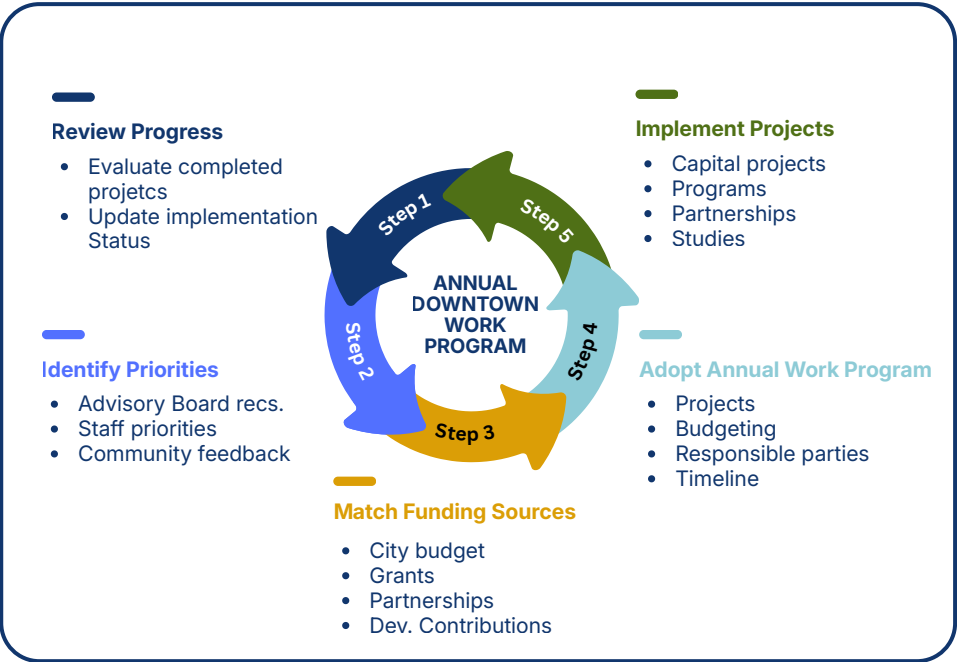
Objective 5.2: Create volunteer implementation committees that support Downtown initiatives.



Downtown advisory board graphic | Source: DRS

Many implementation actions identified throughout this Plan can benefit from the involvement of community volunteers, business owners, residents, and partner organizations. Volunteer committees can expand the City's implementation capacity while creating opportunities for continued community participation in Downtown revitalization efforts. Committees may focus on areas such as economic development, beautification, events and activation, business outreach, or implementation tracking. By creating structured opportunities for involvement, the City can leverage community energy and expertise while building long-term support for Downtown initiatives.

Objective 5.3: Adopt an annual Downtown work program, budget, and funding strategy.

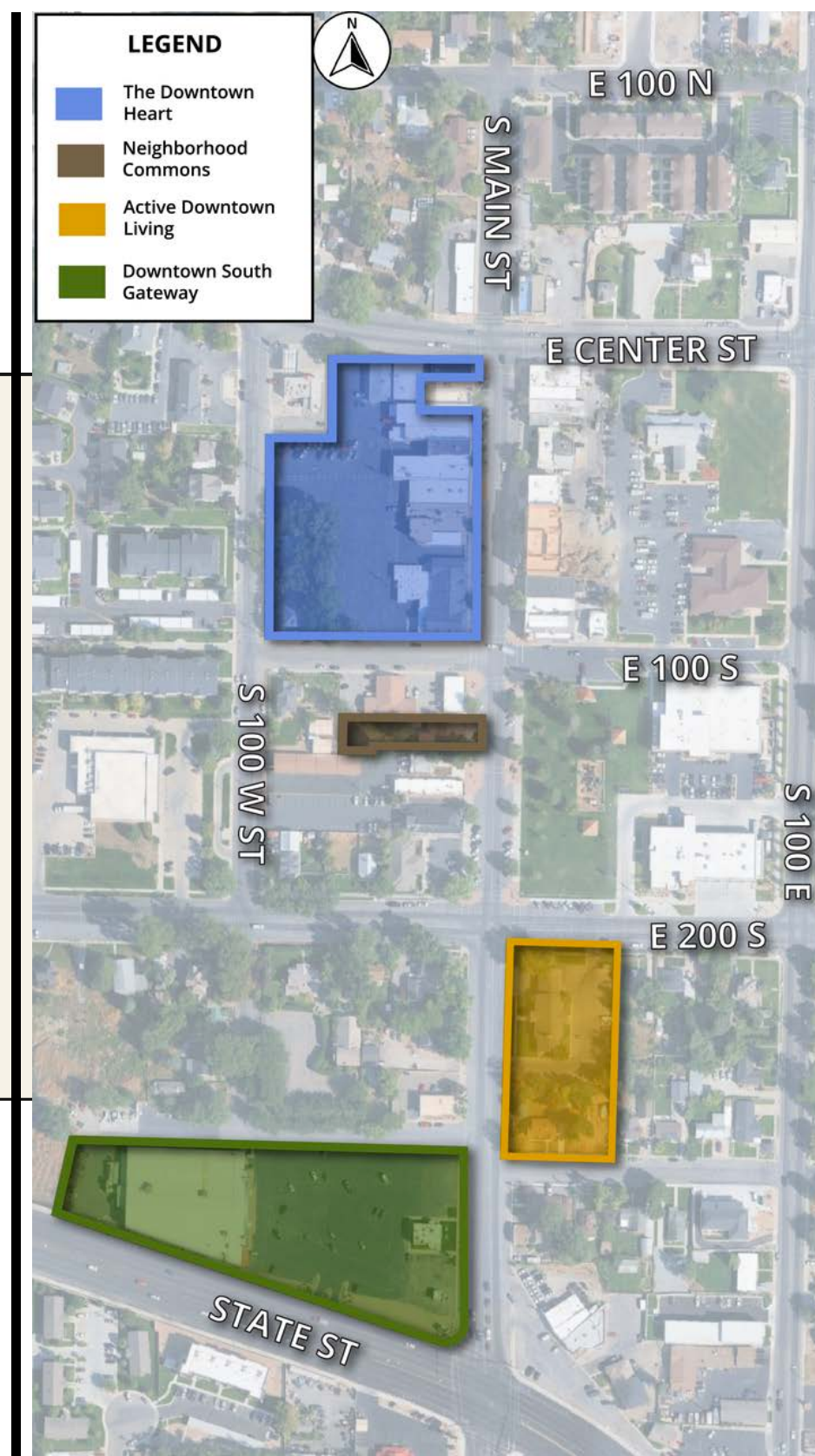


Annual downtown program diagram | Source: DRS

Implementation will require ongoing coordination, prioritization, and resource allocation over many years. Without a structured process for identifying priorities and funding opportunities, implementation efforts can become fragmented or lose momentum over time. The City should adopt an annual Downtown work program that identifies priority projects, implementation activities, funding needs, and responsible parties for the coming year. The work program should be accompanied by a Downtown budget and funding strategy that aligns implementation priorities with available resources, grant opportunities, partnerships, and the City's annual budgeting process. This approach will help ensure that implementation remains focused, measurable, and aligned with the long-term vision for Downtown.



The site-specific development concepts included in this plan illustrate potential redevelopment and infill opportunities that support the vision, goals, and recommendations of the Downtown Master Plan. Developed with the participation and support of property owners, these concepts demonstrate how key sites could evolve over time to help create a more vibrant, connected, and walkable downtown. The designs are conceptual in nature and do not represent final development proposals. Building locations, site layouts, uses, and design details may change as redevelopment occurs. The concepts show how mixed-use buildings, active ground floor uses, public gathering spaces, parking, and improved pedestrian connections could work together to strengthen Downtown Pleasant Grove and better connect key destinations throughout the district.



THE DOWNTOWN HEART

100 South / Main Street

NEIGHBORHOOD COMMONS

126 South / Main Street

ACTIVE DOWNTOWN LIVING

255 South / Main Street

DOWNTOWN SOUTH GATEWAY

State Street / Main Street

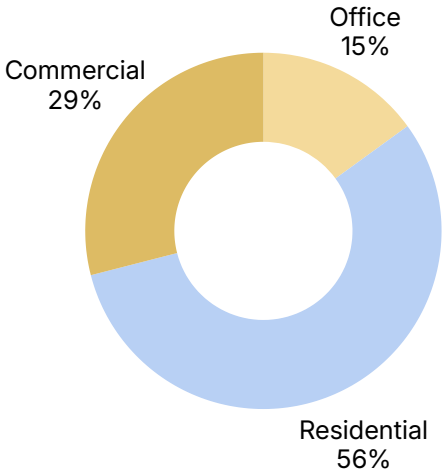
THE DOWNTOWN HEART

100 South / Main Street



Serves as a historic center of downtown where people gather to dine, shop, and connect.

- ➔ Anchor Main Street's North Gateways Corridor.
- ➔ Connects to a potential linear park and active corridor along Center St.
- ➔ Strengthens walkable connection to Cook Park and Downtown Park.
- ➔ Supports small-scale storefronts and active ground floors.
- ➔ Allows residents to park once and walk to experience the downtown.
- ➔ Preserves the architecturally significant buildings on the northeast side of the block while adding compatible development to the south and west.



NEW PARKING
62 Stalls, Interior
45 Stalls, Angled



NEW RETAIL
29,170
Square Foot



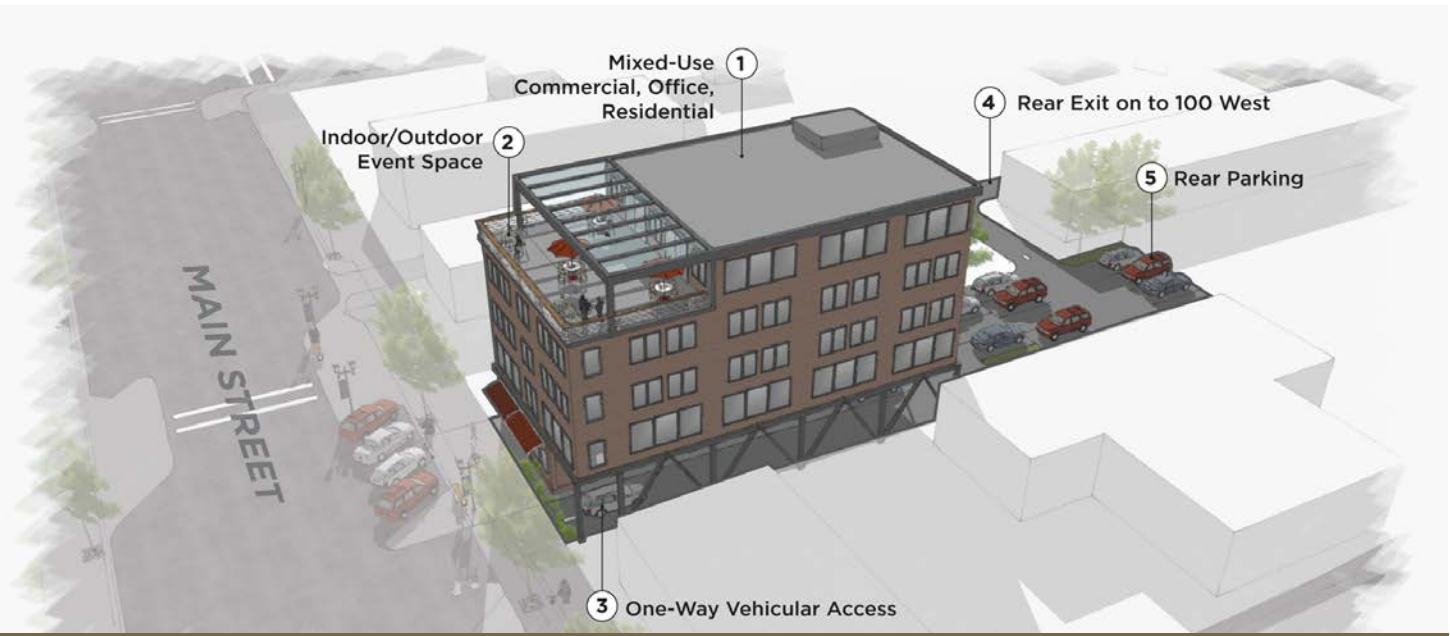
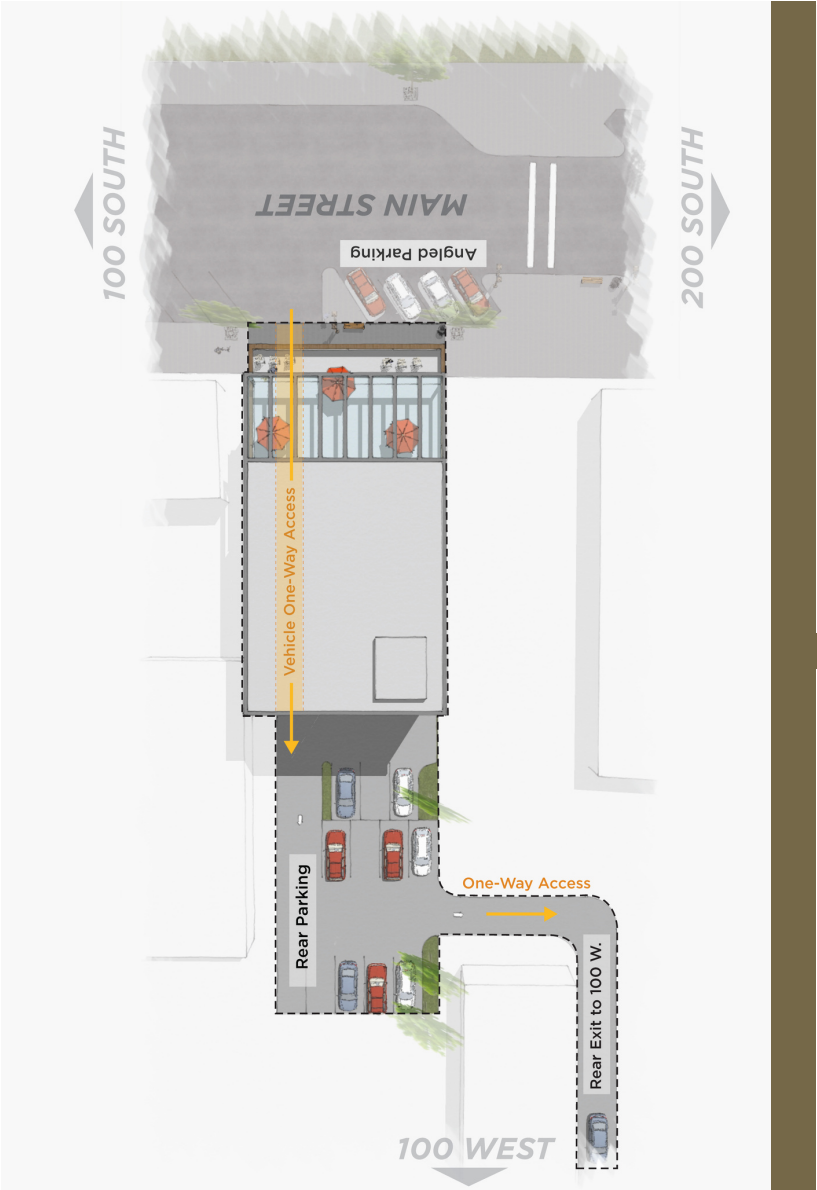
NEW RESIDENTIAL
56,290 Sq. ft
50 Units



NEW OFFICE
14,506
Square Foot

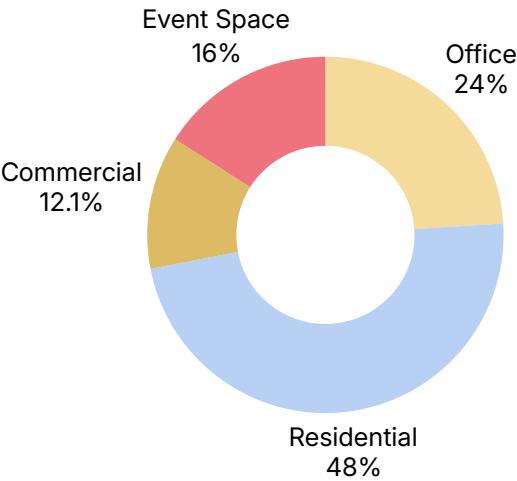
NEIGHBORHOOD COMMONS

126 South / Main Street



Supports local businesses within a walkable downtown.

- ➔ Small-scale redevelopment to build on the human-scale character of the downtown
- ➔ Incorporates flexible mid-block uses and visibility from Main Street and Downtown Park.
- ➔ Supports and expands the streetscape identity into the interior spaces of the block.



NEW PARKING
15 Stalls,
Interior



NEW RETAIL
2,439 Sq. ft
Square Foot



NEW RESIDENTIAL
9,692 Sq. Ft
6 Units



NEW OFFICE
4,846 Sq. Ft



NEW EVENT SPACE
3,230 Sq. Ft

ACTIVE DOWNTOWN LIVING

255 South / Main Street



Supports the Downtown’s economic vitality within a mixed-use environment.

- ➔ Supports active daily downtown activity, connecting workers to walkable retail and dining.
- ➔ Enhances streetscape beyond the Main Street Core and Downtown Park.
- ➔ Reinforces multi-modal access (walk, bike, car).
- ➔ Above housing and/or office spaces that support a growing downtown population.



NEW PARKING

65 Stalls, Interior
13 Stalls, Angled



NEW RETAIL

7,090
Square Foot



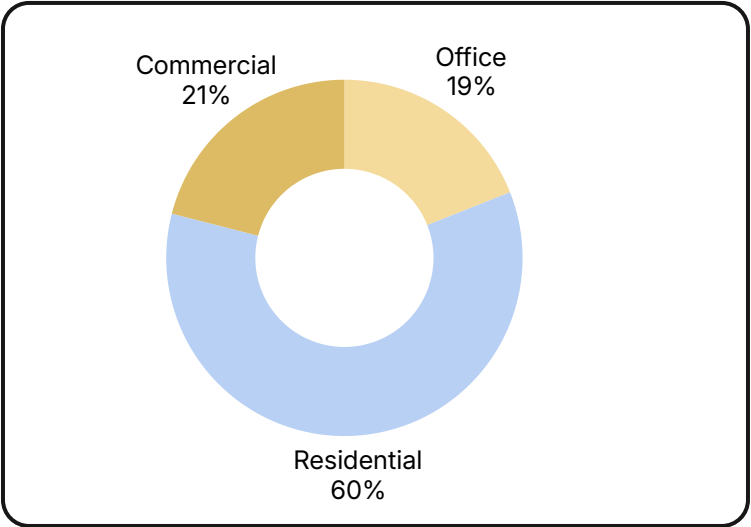
NEW RESIDENTIAL

20,660 Sq. ft
18 Units



NEW OFFICE

6,480
Square Foot



DOWNTOWN SOUTH GATEWAY

State Street / Main Street



A signature gateway welcoming visitors into Downtown along South Main Street.

- ➔ Anchors and encourages interest into the South Main Street gateway corridor.
- ➔ Supports gateway design and identity elements.
- ➔ Enhances pedestrian safety and streetscape quality buffered from State Street.



NEW PARKING
118 Stalls, Interior
26 Stalls, Angled



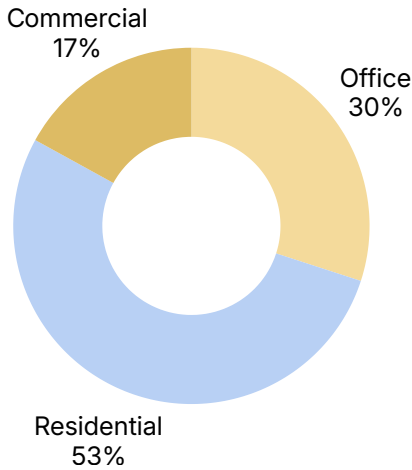
NEW RETAIL
10,748
Square Foot



NEW RESIDENTIAL
33,204 Sq. ft
29 Units



NEW OFFICE
18,603
Square Foot





Objective	Timeframe	Responsible Parties	Funding Sources
Goal: Create a connected multimodal network linking Downtown to community destinations			
Objective 1.1	Quarter 4 - 2026	City, MAG, Property Owners, Main Street Organization	Grants, MAG Grant Support, General Obligation Funds
Objective 1.2	Quarter 2 - 2027	UTA, City, MAG	State Grants, MAG Grant Support
Objective 1.3	Quarter 4 - 2027	UDOT, UTA, MAG, City	Grants, MAG Grant Support, State Grants, Federal Grants
Objective 1.4	Quarter 4 - 2028	City, County, Property Owners	Grants, Municipal Bonding, MAG Grant Support, State Grants, Federal Grants
Objective 1.5	Quarter 4 - 2028	UTA, MAG, City	MAG Grant Support, General Obligation Funds
Objective 1.6	Quarter 4 - 2029	City, UDOT, UTA	State Grants, Municipal Bonding, General Obligation Funds
Goal: Improve Downtown access through more efficient parking management strategies			
Objective 2.1	Quarter 1 - 2027	City, Property Owners	General Obligation Funds
Objective 2.2	Quarter 2 - 2027	Property Owners, City	General Obligation Funds
Objective 2.3	Quarter 3 - 2027	Property Owners, City	General Obligation Funds
Goal: Extend Main Street's character and streetscape experience throughout Downtown			
Objective 3.1	Quarter 2 - 2027	City, UDOT, MAG, Property Owners	General Obligation Funds, MAG Grant Support
Objective 3.2	Quarter 2 - 2028	UDOT, UTA, City, County, MAG	Municipal Bonding, State Grants
Objective 3.3	Quarter 4 - 2029	UTA, UDOT, City	Municipal Bonding, General Obligation Funds
Objective 3.4	Quarter 2 - 2026	UDOT, UTA, City, County	Municipal Bonding, General Obligation Funds, State Grants, Federal Grants

Objective	Timeframe	Responsible Parties	Funding Sources
Goal: Design Downtown streets as active civic and community gathering spaces.			
Objective 4.1	Quarter 2 - 2027	City	MAG Grant Support, General Obligation Funds
Objective 4.2	Quarter 4 - 2027	City, UTA, UDOT	State Grants, Federal Grants
Goal: Make Downtown easier to find, navigate, and explore.			
Objective 5.1	Quarter 4 - 2026	City	General Obligation Funds
Objective 5.2	Quarter 2 - 2027	City	General Obligation Funds
Goal: Create recognizable and memorable arrival experiences at Downtown entrances			
Objective 6.1	Quarter 4 - 2027	City, UDOT, UTA	General Obligation Funds
Objective 6.2	Quarter 4 - 2027	City, UDOT, UTA	General Obligation Funds
Goal: Empower businesses, residents, and organizations to activate Downtown spaces.			
Objective 1.1	Quarter 4 - 2026	City, Main Street Organization, Property Owners	General Obligation Funds
Objective 1.2	Quarter 2 - 2027	City, Property Owners	General Obligation Funds
Objective 1.3	Quarter 3 - 2027	City, Property Owners	General Obligation Funds
Goal: Leverage event attendance to increase patronization of Downtown businesses			
Objective 2.1	Quarter 4 - 2026	City, Property Owners, Main Street Organization	General Obligation Funds
Obkective 2.2	Quarter 1 - 2027	City, Property Owners, Main Street Organization	General Obligation Funds
Goal: Transform Downtown Park into Pleasant Grove's central civic space.			
Objective 3.1	Quarter 2 - 2027	City, Main Street Organization	General Obligation Funds, MAG Grant Support, State Grants
Objective 3.2	Quarter 2 - 2027	City, Main Street Organization	General Obligation Funds

Objective	Timeframe	Responsible Parties	Funding Sources
Goal: Connect Downtown parks, trails, and recreation destinations into one network.			
Objective 4.1	Quarter 1 - 2027	City, Council	General Obligation Funds, State Grants
Objective 4.2	Quarter 4 - 2028	City, County, Property Owners	Municipal Bonding
Objective 4.3	Quarter 4 - 2028	City, County, Property Owners, Main Street Organization	Municipal Bonding, General Obligation Funds, MAG Grant Support, State Grants, Federal Grants
Goal: Prioritize infrastructure investments that unlock Downtown redevelopment opportunities.			
Objective 5.1	Quarter 2 - 2027	City, County	General Obligation Funds
Objective 5.2	Quarter 2 - 2027	City	General Obligation Funds
Goal: Prioritize infrastructure investments that unlock Downtown redevelopment opportunities.			
Objective 1.1	Quarter 4 - 2026	City	General Obligation Funds
Objective 1.2	Quarter 2 - 2027	City, Property Owners	General Obligation Funds, MAG Grant Support
Objective 1.3	Quarter 2 - 2027	City, Property Owners, Main Street Organization	General Obligation Funds
Goal: Modernize Downtown regulations to support walkable mixed-use development.			
Obejctive 2.1	Quarter 2 - 2027	City	General Obligation Funds
Objective 2.2	Quarter 2 - 2027	City	General Obligation Funds
Goal: Modernize Downtown regulations to support walkable mixed-use development.			
Objective 3.1	Quarter 1 - 2027	City, MAG	General Obligation Funds, State Grants
Objective 3.2	Quarter 3 - 2027	City, MAG	General Obligation Funds
Objective 3.3	Quarter 2 - 2027	City, Main Street Organization	State Grants
Objective 3.4	Quarter 3 - 2027	City, Property Owners	General Obligation Funds

Objective	Timeframe	Responsible Parties	Funding Sources
Goal: Modernize Downtown regulations to support walkable mixed-use development.			
Objective 3.5	Quarter 4 - 2027	City, Main Street Organization	General Obligation Funds
Objective 3.6	Quarter 4 - 2028	City, County, Property Owners, Main Street Organization	General Obligation Funds
Goal: Make Downtown redevelopment easier, more predictable, and financially feasible.			
Objective 4.1	Quarter 2 - 2027	City, Property Owners, Main Street Organization	General Obligation Funds
Objective 4.2	Quarter 3 - 2027	City, County, MAG, Property Owners, Opportunity Zone, Main Street Organization	Grants, General Obligation Funds, MAG Grant Support, State Grants, Federal Grants
Objective 4.3	Quarter 2 - 2027	City, Property Owners	General Obligation Funds
Goal: Establish the organizational structure needed to implement the Downtown Plan.			
Objective 5.1	Quarter 4 - 2026	City, Main Street Organization, Property Owners	General Obligation Funds
Objective 5.2	Quarter 1 - 2027	Property Owners, Main Street Organization	General Obligation Funds
Objective 5.3	Quarter 2 - 2027	Main Street Organization, City	General Obligation Funds



Downtown Reinvestment and Development Finance

These tools can help Pleasant Grove fund public improvements, close development gaps, assemble sites, and encourage private investment.

Community Reinvestment Area and Tax Increment Financing

- Evaluate creating a Downtown Community Reinvestment Area, or CRA. Through agreements with participating taxing entities, the City's agency could use an agreed portion of new property tax revenue generated within the area.
- Tax increment financing could support catalyst sites, infrastructure, property acquisition, demolition, remediation, parking, affordable housing, historic rehabilitation, public spaces, and development incentives. Implementation requires a project area plan, budget, public process, and negotiated taxing-entity participation.

Community Development Block Grant

- Pleasant Grove can pursue CDBG funding through Utah County for eligible infrastructure, ADA improvements, public facilities, housing rehabilitation, site preparation, remediation, and economic-development activities.
- Each project must benefit low- and moderate-income people, address qualifying slum or blight conditions, or meet an urgent need. Coordinate with Utah County early to confirm eligibility and documentation requirements.

Opportunity Zone Incentives

- Downtown Pleasant Grove is not currently a Qualified Opportunity Zone and should not be marketed as one.
- Utah will nominate new zones taking effect January 1, 2027. If the Downtown census tract is eligible, the City should seek designation and prepare an investment prospectus covering catalyst sites, vacant buildings, housing, infrastructure, and community benefits. Designation could attract Qualified Opportunity Fund equity but would not provide an automatic grant.

New Markets Tax Credit

- New Markets Tax Credits can provide equity-like financing for substantial projects in eligible low-income census tracts. Eligibility is separate from Opportunity Zone status and must be verified for each site.
- The program is best suited to larger commercial projects, community facilities, business incubators, or qualifying nonresidential portions of mixed-use developments. It requires participation by a Community Development Entity and specialized financing expertise.

Public Infrastructure District

- A Public Infrastructure District can finance roads, water, sewer, drainage, parking, open space, and related public improvements through district taxes, assessments, fees, or debt.
- Use this tool for a large catalyst site or coordinated redevelopment. Before approval, adopt policies addressing eligible costs, maximum debt, overlapping taxes, public benefits, disclosure, developer obligations, and long-term governance.

Special Assessment Area

- A special assessment area allows benefiting property owners to share the cost of sidewalks, streetscape improvements, lighting, utilities, parking, or similar improvements.
- Use this tool where property owners broadly support the project. The City must establish a defensible benefit methodology and complete Utah's required notice, hearing, financing, and collection procedures.

Revenue Bonds

- Revenue bonds can finance projects supported by parking revenue, utility charges, lease payments, facility income, or another dependable revenue source.
- This tool may fit a paid public parking lot, utility improvement, or revenue-producing public facility. Confirm that projected revenue can cover operations and debt service or identify additional credit support.

Public Land and Ground Leases

- City- or agency-owned land can reduce project costs and secure public benefits. A long-term ground lease can preserve public ownership while allowing a private or nonprofit partner to develop the site.
- Public benefits could include affordable housing, parking, commercial space, open space, infrastructure, historic preservation, or design commitments. Obtain an appraisal, follow property-disposition requirements, and include development deadlines, performance standards, maintenance obligations, and remedies.

Housing and Historic Preservation

Focus on programs that can support upper-floor housing, historic rehabilitation, and mixed-use catalyst projects. Most projects will require a combination of public financing, tax credits, private debt, and owner equity.

HOME Investment Partnerships Program

- Pleasant Grove can access HOME through the Utah Valley HOME Consortium for affordable housing acquisition, construction, and rehabilitation.
- Coordinate with the Consortium before project design to align affordability, unit mix, rents, costs, environmental review, and schedule with federal requirements.

RESIDE Program

- RESIDE will provide HOME funding to convert vacant or abandoned commercial and industrial buildings into attainable housing.
- The program is authorized but not yet open. Identify candidate Downtown buildings, document vacancy, and evaluate conversion feasibility with the Utah Valley HOME Consortium while awaiting HUD guidance.

Revive & Reside Grant

- Utah SHPO's Revive & Reside program provides \$25,000 to \$50,000 for interior rehabilitation of eligible historic buildings creating upper-floor housing or ground-floor commercial space. Current requirements include a 25 percent match and compliance with federal rehabilitation standards.
- Pleasant Grove is not eligible for the remaining rural-only 2026 round. Identify qualifying buildings and pursue a future urban round if funding becomes available.

Federal and Utah Historic Tax Credits

- The federal credit equals 20 percent of qualified rehabilitation costs for certified historic, income-producing buildings. Utah provides a separate 20 percent credit for eligible historic buildings used residentially.
- Residential rental projects may sometimes combine both credits. Begin Utah SHPO and National Park Service review before construction and confirm National Register eligibility, qualified costs, and rehabilitation requirements.

Preservation Utah Financing

- Preservation Utah offers technical assistance and low-interest rehabilitation loans for qualifying historic properties.
- Use this financing to help cover eligible costs not supported by grants or tax-credit equity.

Low-Income Housing Tax Credits and Multifamily Bonds

- Federal and Utah housing tax credits can provide equity for larger income-restricted rental projects. Tax-exempt multifamily bonds provide lower-cost debt and are commonly paired with 4 percent federal credits.
- Use these tools for larger catalyst developments with long-term affordability commitments. They are generally inefficient for small upper-floor conversions.

Olene Walker Housing Loan Fund

- The Olene Walker Housing Loan Fund provides gap financing for affordable rental developments with at least five units.
- Use it for mixed-use catalyst projects containing income-restricted housing. Engage an experienced affordable-housing developer and program staff early, then combine it with HOME, housing or historic tax credits, bonds, tax increment, private debt, and equity.

HUD PRO Housing

- PRO Housing funds implementation activities that remove documented barriers to housing, including zoning reform, permitting improvements, infrastructure planning, and predevelopment.
- Use it to implement Downtown code updates, reduced parking requirements, upper-floor housing provisions, and catalyst-site preparation. Connect the application to measurable housing production and affordability outcomes.

Transportation, Trails, Parks, and the Public Realm

The most realistic programs for Pleasant Grove are those administered through MAG, UDOT, and Utah’s recreation agencies. Focus applications on 200 South, the Center Street Greenway, Downtown Park, sidewalk gaps, and connections to schools and surrounding neighborhoods.

MAG Surface Transportation Block Grant

- Funds roads, intersections, bicycle and pedestrian facilities, and transit-supportive improvements.
- Use it for major improvements to 200 South and key Downtown intersections. Coordinate with MAG on regional eligibility, preliminary engineering, cost estimates, and local match.

MAG Transportation Alternatives Program

- Funds sidewalks, trails, bicycle facilities, crossings, and accessibility improvements.
- Prioritize the Center Street Greenway, sidewalk gaps, bicycle connections, and links to parks, schools, and neighborhoods. Keep beautification costs separate.

MAG and UDOT Planning Assistance

- MAG Technical Assistance to Governments and UDOT Transportation Planning Assistance can help define project scope, design, cost, phasing, and funding.
- Use these programs to move 200 South and the Center Street Greenway from concepts to grant-ready projects.

UDOT Safe Routes to School

- Funds sidewalks, crossings, signs, markings, bicycle parking, and safety programs serving school routes.
- Use it for documented Downtown connections to nearby schools. Plan ahead for the delayed funding cycle and current 6.67% local match.

UDOT Safe Sidewalk Program

- Supports missing sidewalks and pedestrian-safety improvements, particularly along state highways.
- Coordinate with UDOT on State Street to confirm eligible locations, design responsibilities, match requirements, and application timing.

Utah Transit Innovation Grant

- Funds transit pilots that increase ridership or improve service in growing areas.
- Pursue a Downtown circulator, microtransit, or improved regional connection only in partnership with UTA and with a defined operator, operating plan, performance measures, and long-term funding source.

Utah Outdoor Recreation Grant

- Funds trails, bicycle facilities, trailheads, and recreation infrastructure.
- Prepare the Center Street Greenway or park connections for the next funding cycle with a defined scope, design, cost estimate, and local match.

Community Parks and Recreation Grant

- Supports construction and rehabilitation of parks, gathering spaces, playgrounds, restrooms, and recreation facilities.
- Use it for a defined phase of Downtown Park improvements. Monitor future State funding cycles.

Recreational Trails Program

- Provides \$10,000 to \$200,000 for trail construction, rehabilitation, accessibility, facilities, wayfinding, and land or easement acquisition.
- Use it for construction of the Center Street Greenway or connections to the regional trail system. Stand-alone planning is generally ineligible.

Infrastructure, Economic Development, and Business Support
Focus on programs that can address environmental and utility barriers, prepare catalyst sites, and finance Downtown businesses.

EPA Brownfields Funding

- EPA grants can fund environmental inventories, assessments, cleanup planning, cleanup, and revolving loans for properties potentially affected by hazardous substances or petroleum.
- Prepare a Downtown inventory based on historic uses and complete Phase I assessments where warranted. Do not identify properties as contaminated without evidence. Brownfields funds cover environmental work, not ordinary rehabilitation or construction.

Water and Sewer Financing

- Clean Water and Drinking Water State Revolving Funds provide low-interest financing for eligible water, wastewater, stormwater, water-quality, and green-infrastructure projects.
- Add Downtown utility needs to the City’s capital plans and coordinate improvements with road and redevelopment projects. Confirm project eligibility, ranking, repayment terms, and potential principal forgiveness with the State.

SBA Business Loans

- SBA-backed financing is available through participating lenders:
 - SBA 7(a) loans can fund owner-occupied real estate, building improvements, equipment, working capital, acquisition, and expansion.
 - SBA 504 loans provide long-term financing for owner-occupied buildings, major improvements, and equipment.
 - SBA Microloans support smaller working-capital, inventory, furniture, fixture, and equipment needs.
- Connect Downtown businesses with participating lenders and pair financing with permitting help, business planning, mentorship, and available-property information.

MAG Small-Business Revolving Loan Fund

- MAG provides gap financing for eligible businesses that cannot obtain all needed capital conventionally.
- Use it for recruitment, retention, expansion, building improvements, equipment, working capital, or property acquisition when eligible. Confirm current terms, collateral, equity, and job requirements with MAG.

Recommended Funding Packages

- Historic Buildings and Upper-Floor Housing - Combine historic tax credits, HOME, future RESIDE or urban Revive & Reside funding, Olene Walker financing, CRA assistance, private debt, and owner equity. Begin historic review before construction.
- Mixed-Use Catalyst Sites - Combine CRA participation, public land or a ground lease, applicable housing financing, conventional debt, and developer equity. Tie assistance to deadlines and measurable public benefits.
- Small Businesses and Storefronts - Combine qualifying CDBG or CRA assistance, MAG loans, SBA financing, historic tax credits, private loans, and owner equity. Pair financial assistance with technical support and performance requirements.

Immediate Actions

- Prepare a Downtown brownfield inventory and complete environmental due diligence before property commitments.
- Add Downtown water, sewer, stormwater, and utility needs to capital plans.
- Create a business-resource guide connecting businesses with MAG, SBA lenders, technical assistance, historic incentives, and local permitting staff.
- Prepare financing plans for priority catalyst sites before pursuing individual grants.
- Maintain an annual funding calendar with responsible staff, prerequisites, match requirements, and deadlines.

PLEASANT GROVE

DOWNTOWN MASTER PLAN

June
2026

