Pleasant View City

Andrea Steiniger
Tammy Eveson
Sean Wilkinson

WASATCH FRONT REGIONAL COUNCIL



Paulo Aguilera



Tim Watkins

ZIONS PUBLIC FINANCE



Suzie Becker







General Plan Update

Tonight's Agenda:

1. Discussion of Planning Topics
   a. Land Use & Housing
   b. Presentation: Future Commercial Land Use Analysis (Zions Public Finance)
   c. Parks & Trails
   d. Transportation
2. Workshop Approach







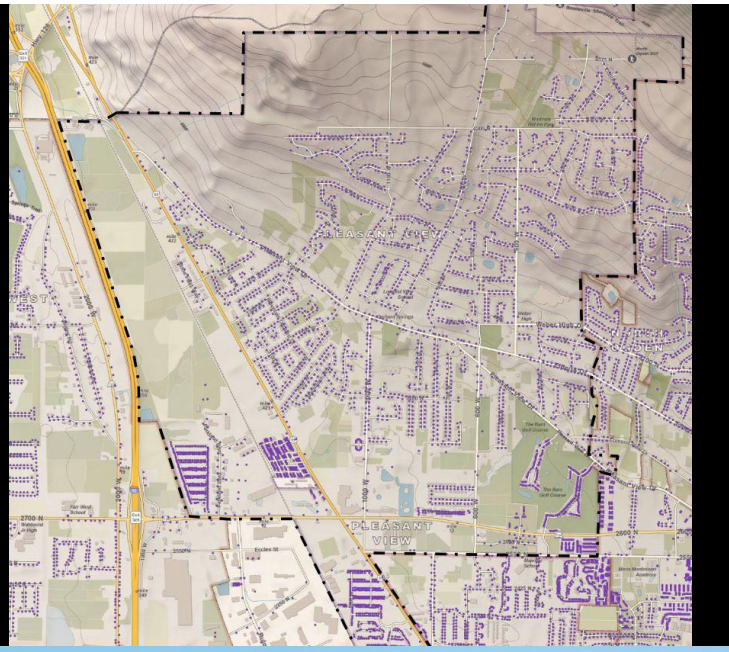
UPCOMING MEETINGS



Joint PC / CC Meeting — **Tonight**
Tues. Oct. 13th - 6:00 PM

Pumpkin Palooza
Sat. Oct. 24th: 12:00 - 2:30

Public Workshop #1
Thurs. Nov. 12th - 6:00 PM
Same week as Nov 9th RTP Workshop!









Pleasant View City's General Plan Update

- Update Every 5 to 10 Yrs.
- 20+ year vision for future development
- Guide private & public investment

State-Required Plan Elements:

1. Land Use
2. Moderate Income Housing
3. Water Use & Preservation
4. Transportation (2023)

Other Elements: parks & trails, economic development, focus areas

Changing conditions:

- legislative updates, water use,
- housing costs, growing transportation,
- local & national economic factors, etc.

Advisory Committee

Stakeholders

	Name	Role	Department
1	Sara Urry	City Council	City Council
2	Sean Wilkinson	City Council	City Council
3	Andy Nef	Planning Comm. - Chair	Planning Commission
4	Dean Stokes	Planning Comm. - At large member	Planning Commission
5	Mike Hurst	Parks/Recreation	Parks/Trails/Recreation
6	Tyson Jackson	Public Works Director	Public Works Department
7	Kelly Larson	Weber School District Precinct Board Member	Resident
8	Lori Lee	Resident/Real Estate Background - Coldwell Banker	Resident
9	Jenny Dee	Resident - Mortgage Specialist	Resident
10	Genneva Blanchard	VP of Development at BlackPine (Lives in Farr West)	Resident
11	Amy Rich	Son Son Restaurant	Resident
12	Jeremy Rich	Son Son Restaurant	Resident

Population:	~ 11,500
Employment:	~ 4,500
Live & Work in Pleasant View:	~ 288
Median Value of Home Ownership:	$593,400
Median Cost / Mo (w Mortgage):	$2,231
Median Gross Rent:	$1,741
Median HH Income:	$129,462
Weber County Median HH Income:	*$88,515*







Pleasant View General Plan Update

Land Use

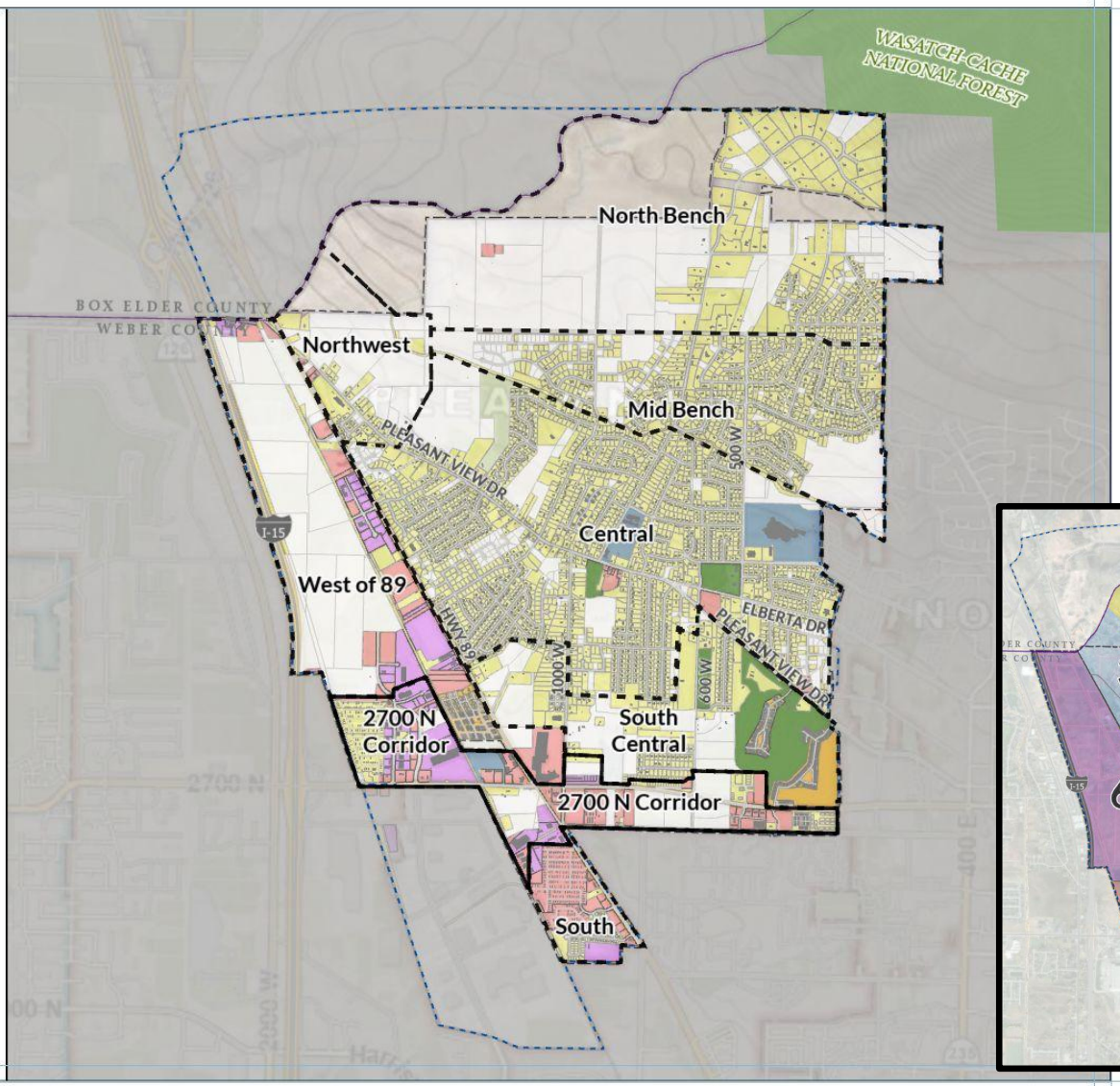
Figure 1.2

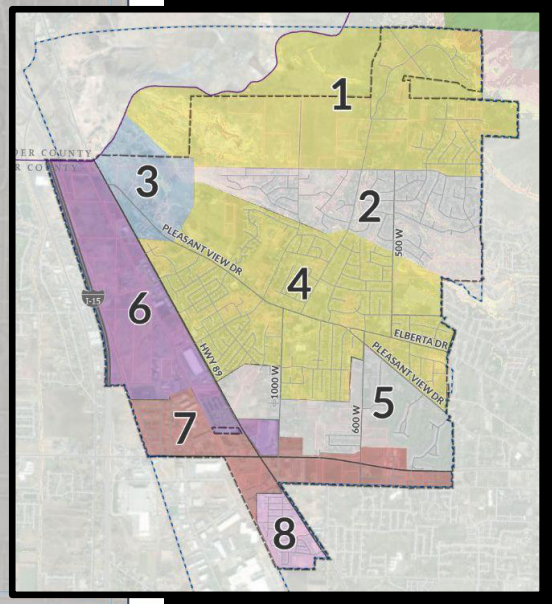
Legend

- City Limits
- Building Footprints
- Annexation Boundary
- County Line

Land Use

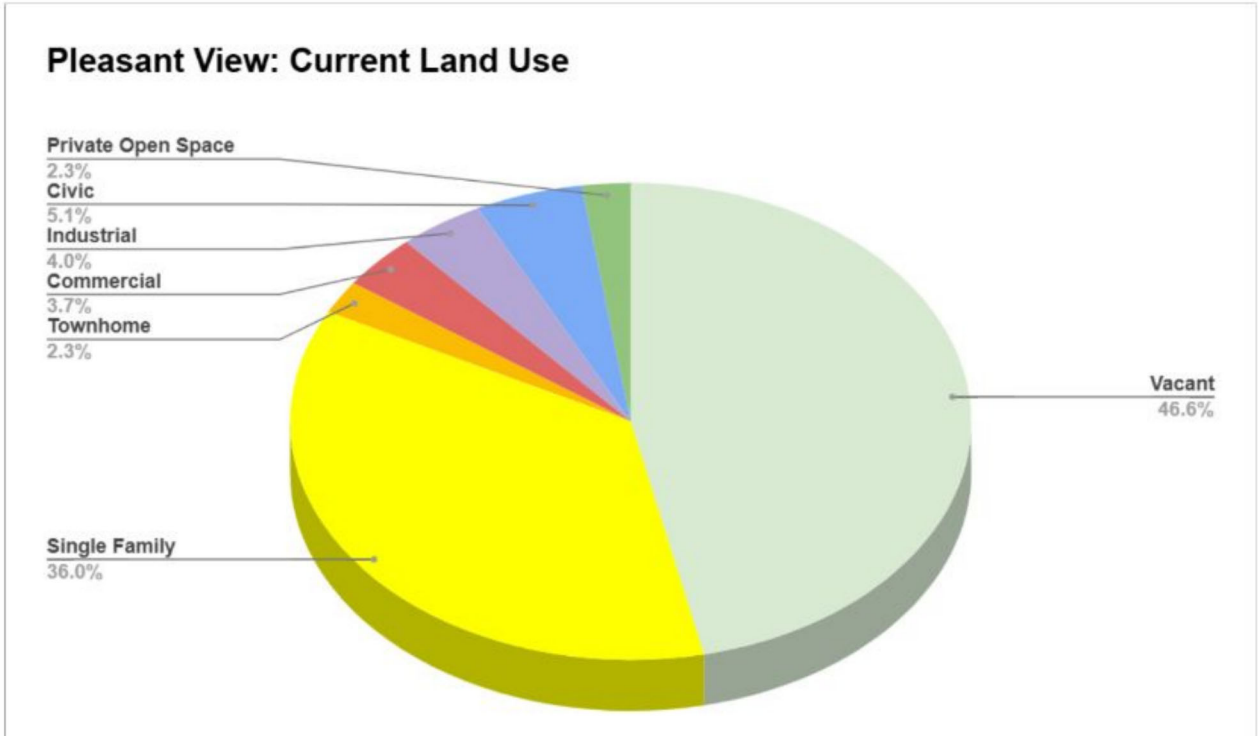
- Agricultural / Greenbelt
- Civic / Public / Institutional
- Commercial / Retail / Office
- Industrial / Storage / Flex
- Multi-Family Residential
- Parks, Open Space & HOA
- Single-Family Residential
- Vacant / Undeveloped Land / Rural Holding

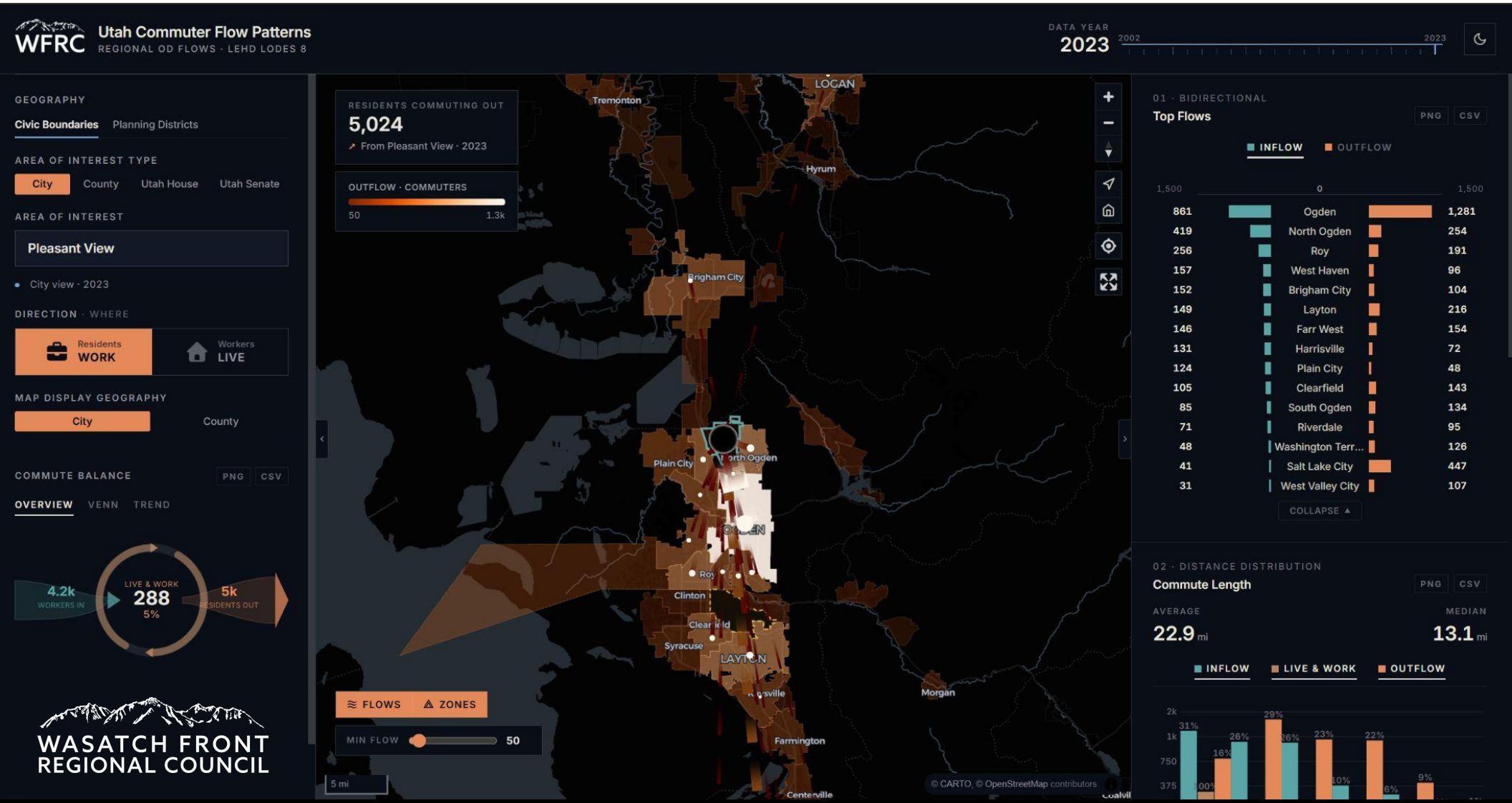




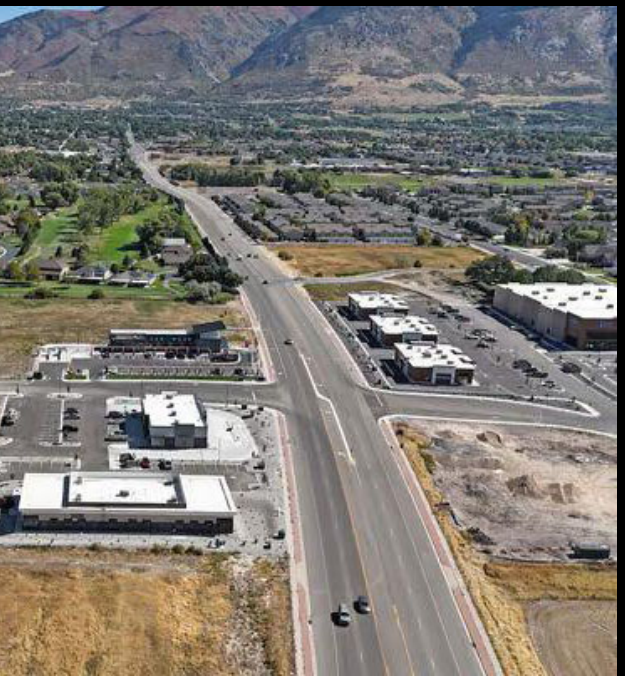
	North Bench	Mid Bench	Northwest	Central	South Central	South	West of 89	2700 N Corridor
	1200	420	205	1071	402	93	534	426
Vacant	816	113	138	214	157	11	387	189
Single Family	324	307	44	718	145	22		9
Townhome							24	13
Mobile Home						48		13
Commercial				0.5		11	43	107
Industrial							80	96
Civic	60		23	139				
Private Open Space					101			
Total	**1,200**	**420**	**205**	**1,071**	**402**	**93**	**534**	**426**

	Acres	% Land Use
Vacant	2,026	46.6%
Single Family	1,569	36.0%
Townhome	98	2.3%
Mobile Home		
Commercial	161	3.7%
Industrial	176	4.0%
Civic	222	5.1%
Private Open Space	101	2.3%
	4,351	**100.0%**

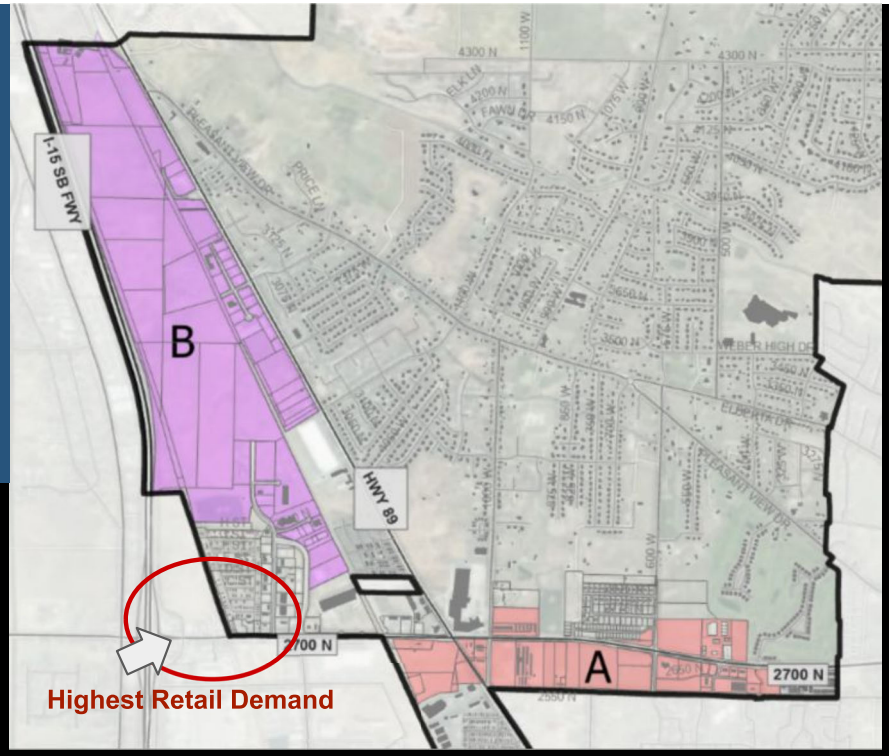


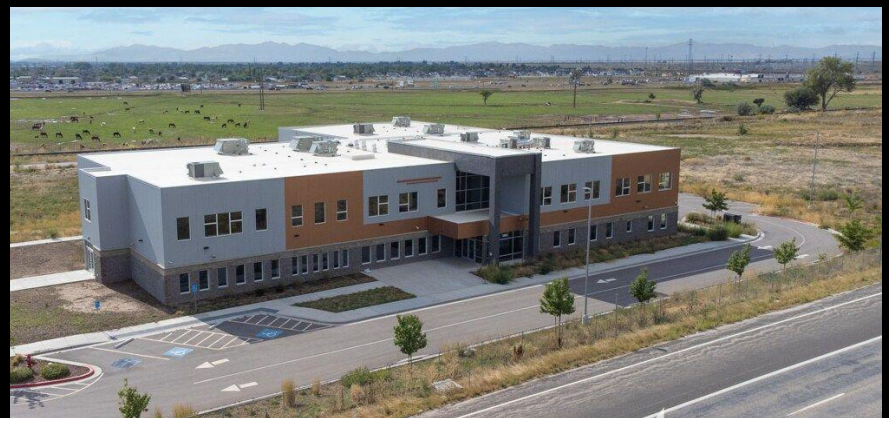

WFRC
Utah Commuter Flow Patterns
REGIONAL OD FLOWS · LEHD LODES 8
DATA YEAR
2023
2002
2023
GEOGRAPHY
Civic Boundaries
Planning Districts
AREA OF INTEREST TYPE
City
County
Utah House
Utah Senate
AREA OF INTEREST
Pleasant View
City view · 2023
DIRECTION · WHERE
Residents WORK
Workers LIVE
MAP DISPLAY GEOGRAPHY
City
County
COMMUTE BALANCE
PNG
CSV
OVERVIEW
VENN
TREND
4.2k
WORKERS IN
LIVE & WORK
288
5%
5k
RESIDENTS OUT
WASATCH FRONT
REGIONAL COUNCIL
RESIDENTS COMMUTING OUT
5,024
From Pleasant View · 2023
OUTFLOW · COMMUTERS
50
1.3k
LOGAN
Tremonton
Hyrum
Brigham City
Plain City
Clinton
Syracuse
Morgan
Farmington
Centerville
FLOWS
ZONES
MIN FLOW
50
5 mi
© CARTO, © OpenStreetMap contributors
01 · BIDIRECTIONAL
Top Flows
PNG
CSV
INFLOW
OUTFLOW
1,500
0
1,500
861 Ogden 1,281
419 North Ogden 254
256 Roy 191
157 West Haven 96
152 Brigham City 104
149 Layton 216
146 Farr West 154
131 Harrisville 72
124 Plain City 48
105 Clearfield 143
85 South Ogden 134
71 Riverdale 95
48 Washington Terr... 126
41 Salt Lake City 447
31 West Valley City 107
COLLAPSE
02 · DISTANCE DISTRIBUTION
Commute Length
PNG
CSV
AVERAGE
22.9 mi
MEDIAN
13.1 mi
INFLOW
LIVE & WORK
OUTFLOW
2k
1k
750
375
31%
16%
26%
29%
26%
23%
10%
22%
6%
9%

Future Commercial Land Use Analysis

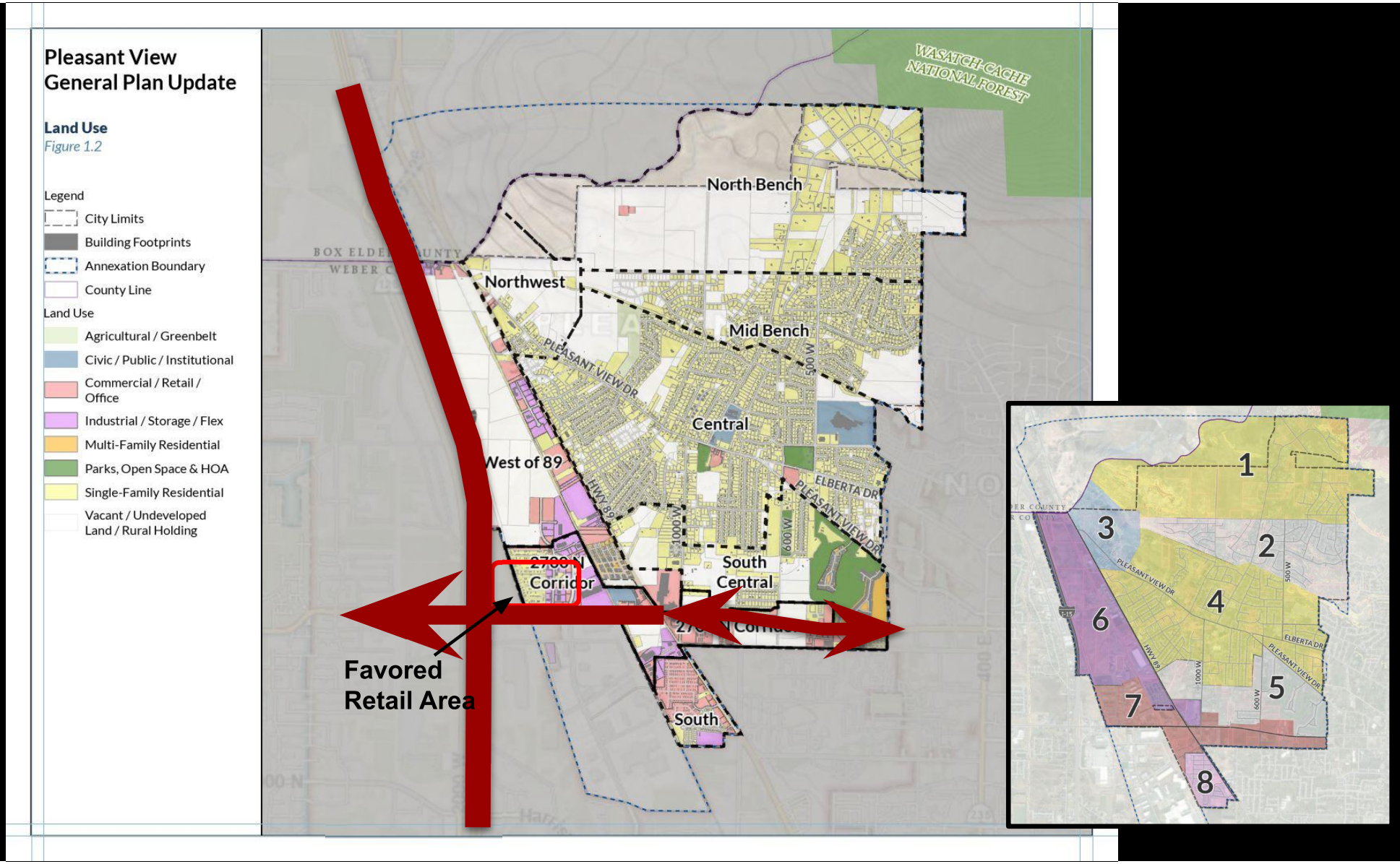


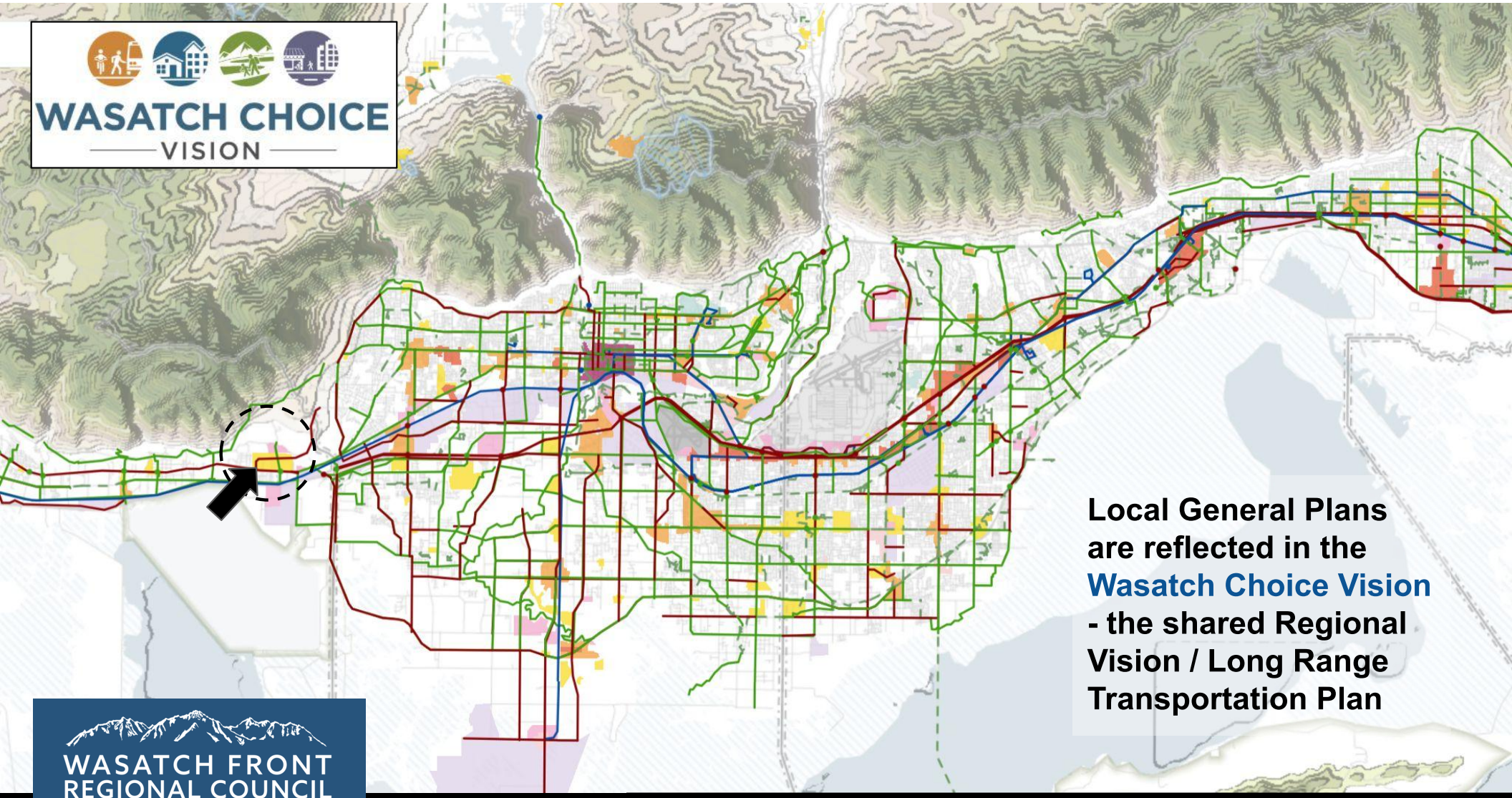


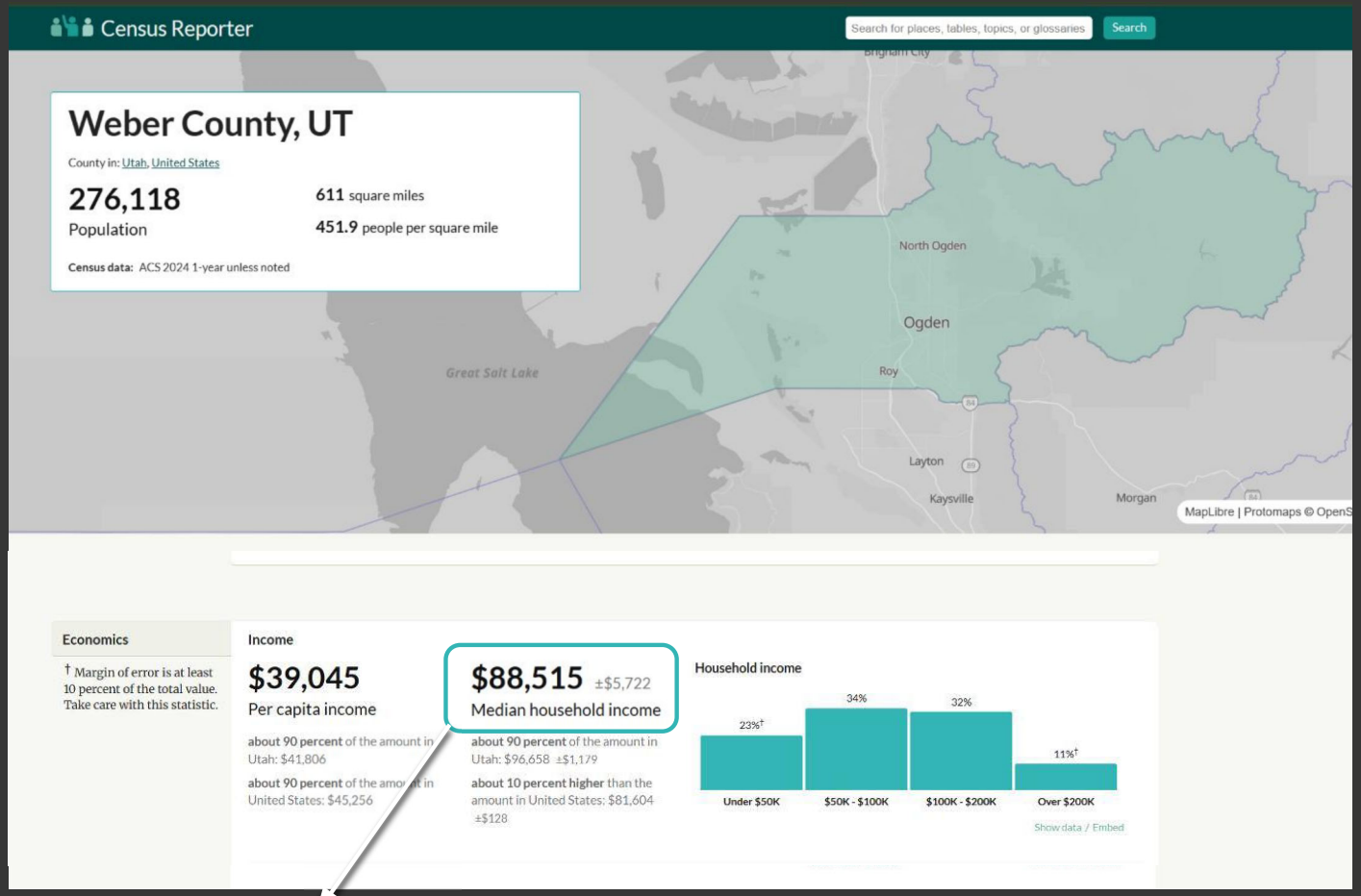







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Land Use
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Multi-Family Residential
Parks, Open Space & HOA
Single-Family Residential
Vacant / Undeveloped Land / Rural Holding
WASATCH-CACHE NATIONAL FOREST
North Bench
Northwest
Mid Bench
Central
West of 89
South Central
South
PLEASANT VIEW DR
ELBERTA DR
HWY 89
500 W
600 W
1000 W
Favored Retail Area
1
2
3
4
5
6
7
8


WASATCH CHOICE
VISION
Local General Plans are reflected in the Wasatch Choice Vision - the shared Regional Vision / Long Range Transportation Plan
WASATCH FRONT REGIONAL COUNCIL
November 9th Northern Weber County Workshop !



$88,515
Area (Weber County) Median Income

x 80% AMI

= **$70,812**

Effective 5/6/2026
10-20-102. Definitions.

(49) **"Moderate income housing"** means housing occupied or reserved for occupancy by households with a gross household income equal to or less than 80% of the median gross income for households of the same size in the county in which the city is located.

What housing can be afforded with $70,812 annual income?

	Attainable ≤ 30%	Cost-burdened 30% - 50%	Severely Cost-burdened ≥ 50%
	30%	**40%**	**50%**
Annual	$21,244	$28,325	$38,947
Monthly	**$1,770**	**$2,360**	**$3,245**



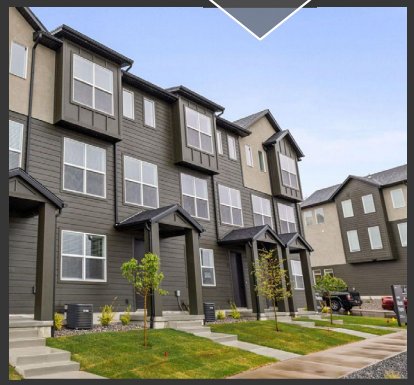
Apartment Rent



Townhome Rent

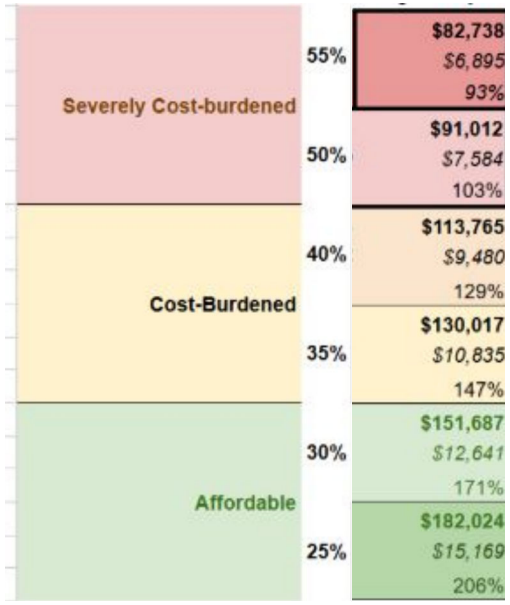


$335,000 (Own)



$385,000 (Own)







Cherry Blossom Plan NEW CONSTRUCTION

Verified Plan

Starting from $489,900

Legends Crossing

Farr West, UT 84404

Farr West Area

Estimated payment starting at $3,089/month

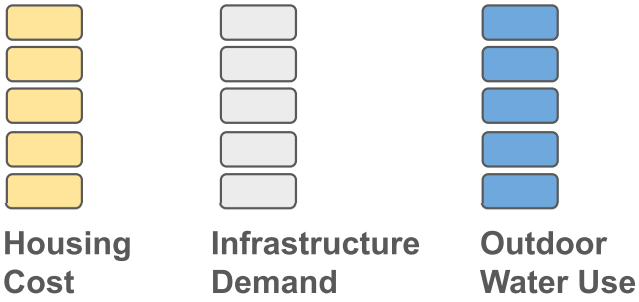
Total Views 12,441

$490,000 to $510,000

Farr West

3 Beds	**2.5** Baths	**1,687** Sq Ft

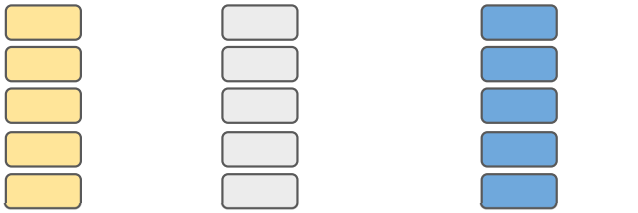
Single Family Homes on >15,000 S.F. Lots







Single Family Homes on 9,000 S.F. to 15,000 S.F. Lots

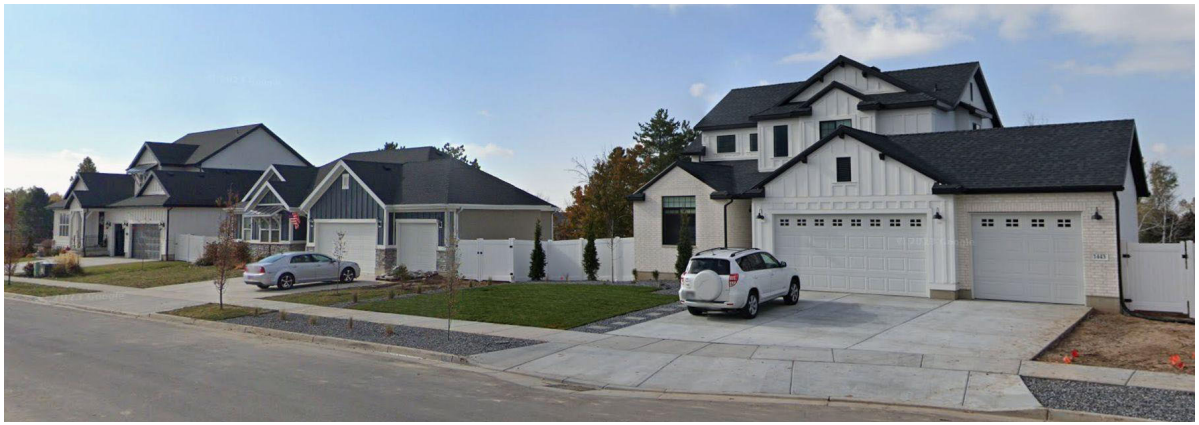


Housing Cost

Infrastructure Demand

Outdoor Water Use





Twin Homes mixed with Single Family Homes?







Flex Industrial, Manufacturing, and Warehouse

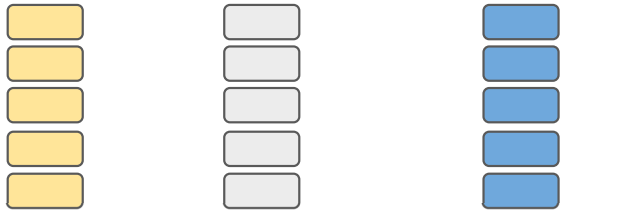








Single Family Homes on 4,500 S.F. to 8,000 S.F. Lots, with a small park



Housing Cost

Infrastructure Demand

Outdoor Water Use

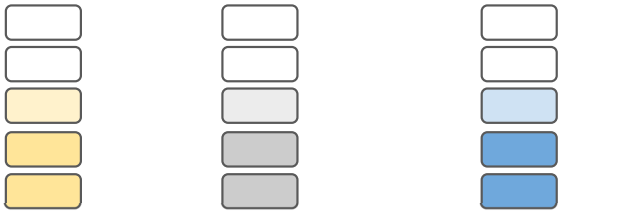








Cottage Court Homes on 2,500 S.F. to 4,500 S.F. Lots, with a Common Green Court



Housing Cost

Infrastructure Demand

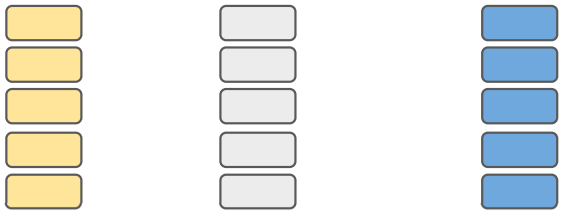
Outdoor Water Use







Cottage Homes, Twin Homes, and Three-unit homes, with a Common Green Court?



Housing Cost

Infrastructure Demand

Outdoor Water Use







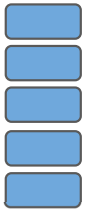
Townhomes and other Middle housing types, with a Common Green Court?



Housing Cost



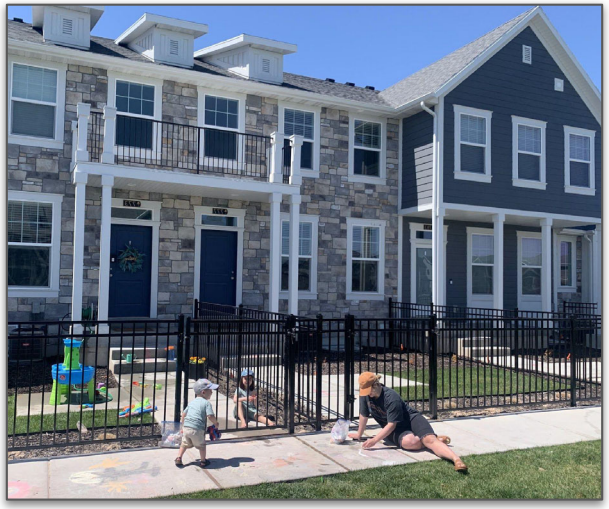
Infrastructure Demand



Outdoor Water Use

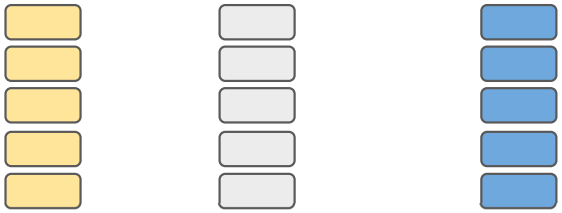








Retail, Office, and Services



Housing Cost

Infrastructure Demand

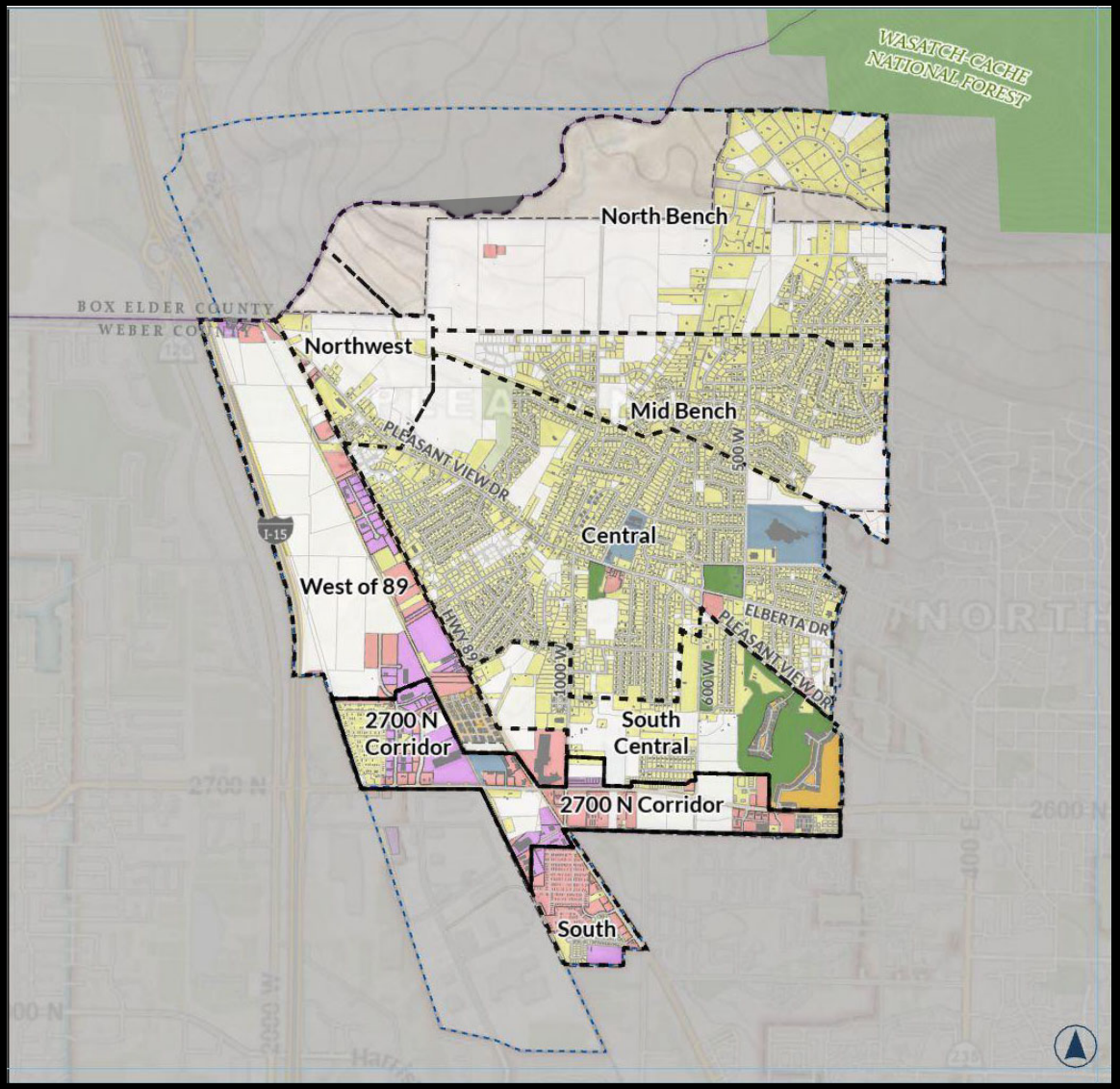
Outdoor Water Use







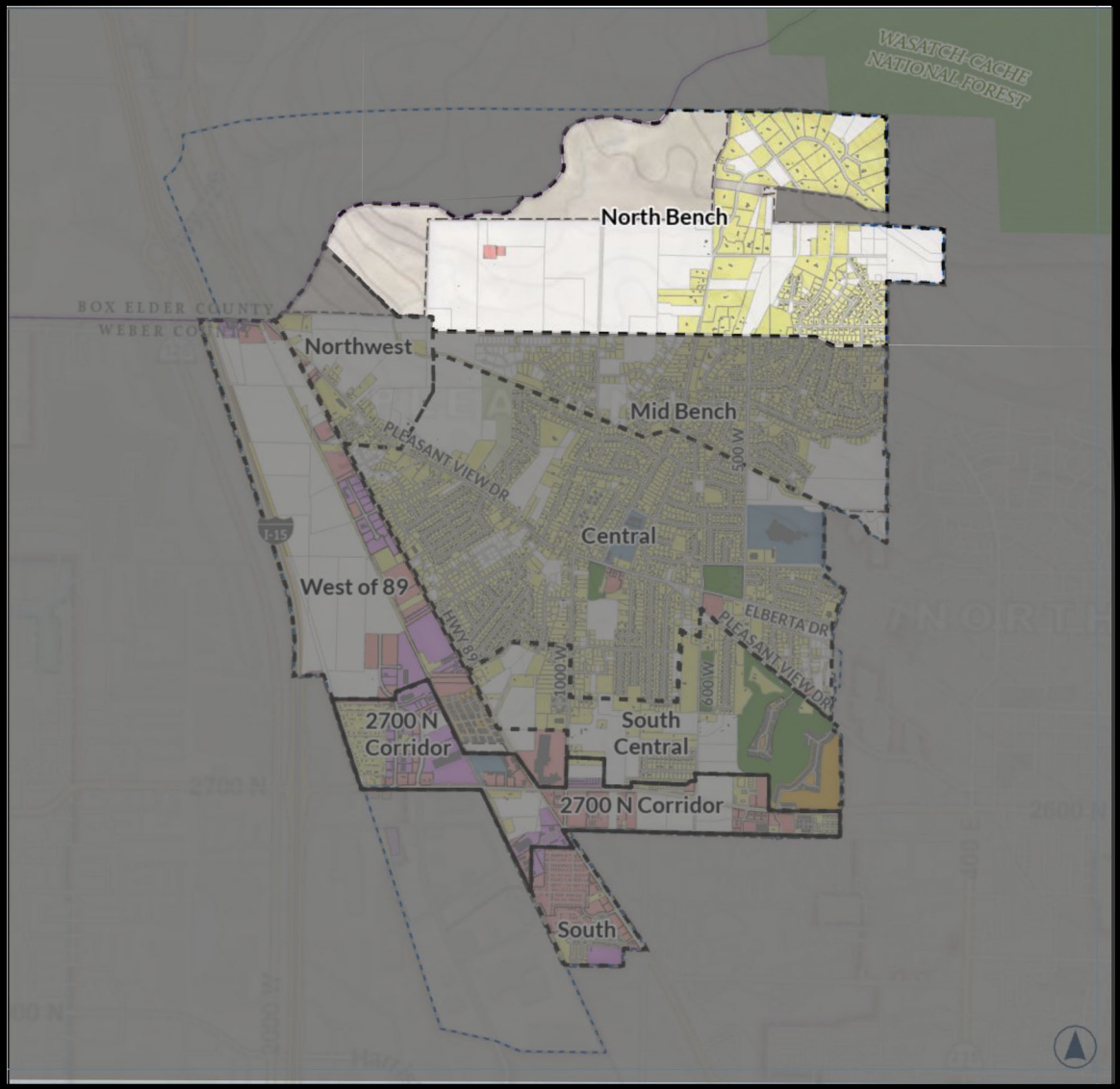




What housing choices could be added to the North Bench Area?

4,350 Acres

- 27% Single Family Residential
- 67% Vacant
- 5% Civic



North Bench Area

1,200 Acres

- 27% Single Family Residential
- 67% Vacant
- 5% Civic

What housing choices could be added here?

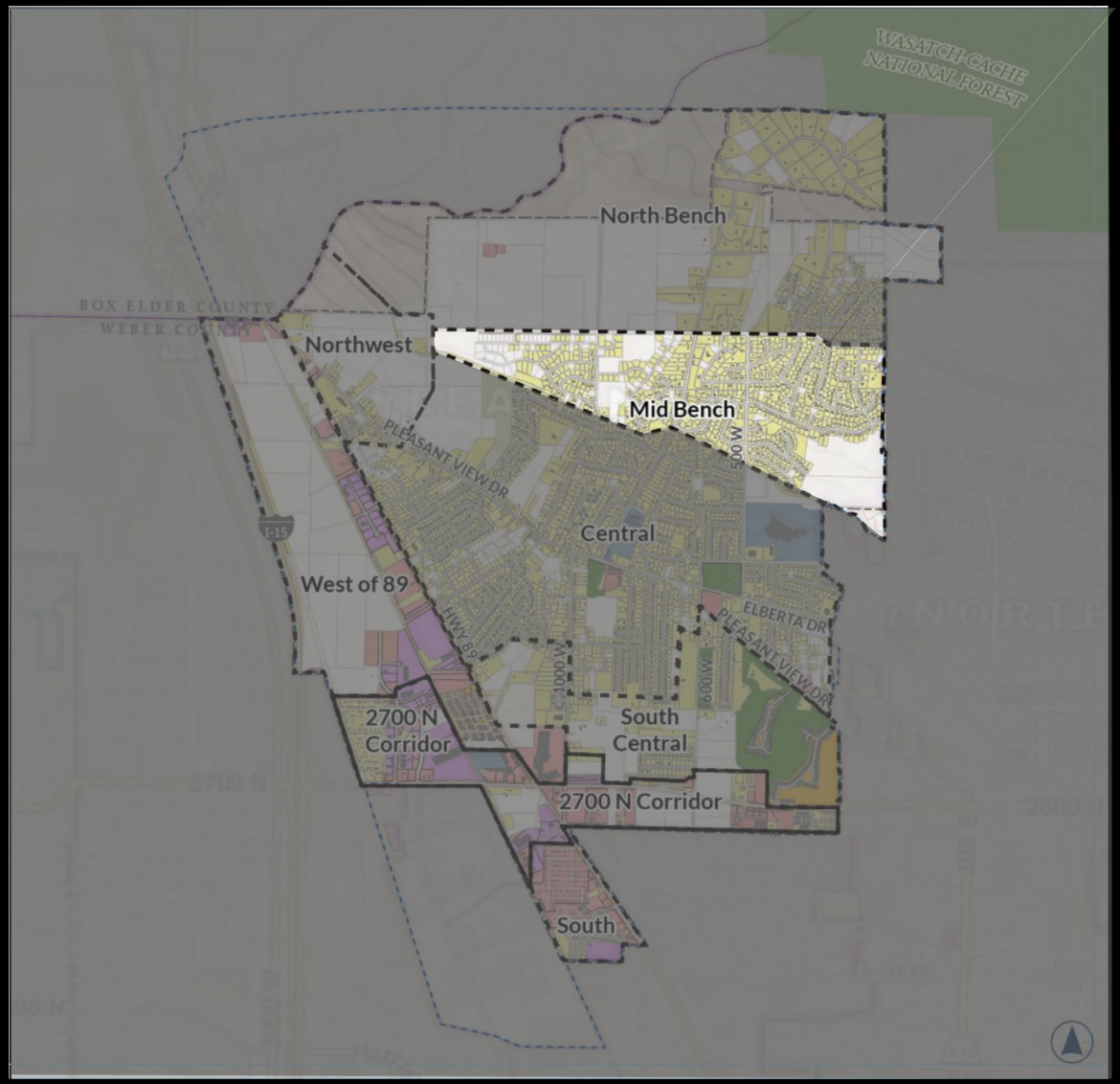






Large Lot





What housing choices could be added to the Mid Bench Area?

420 Acres

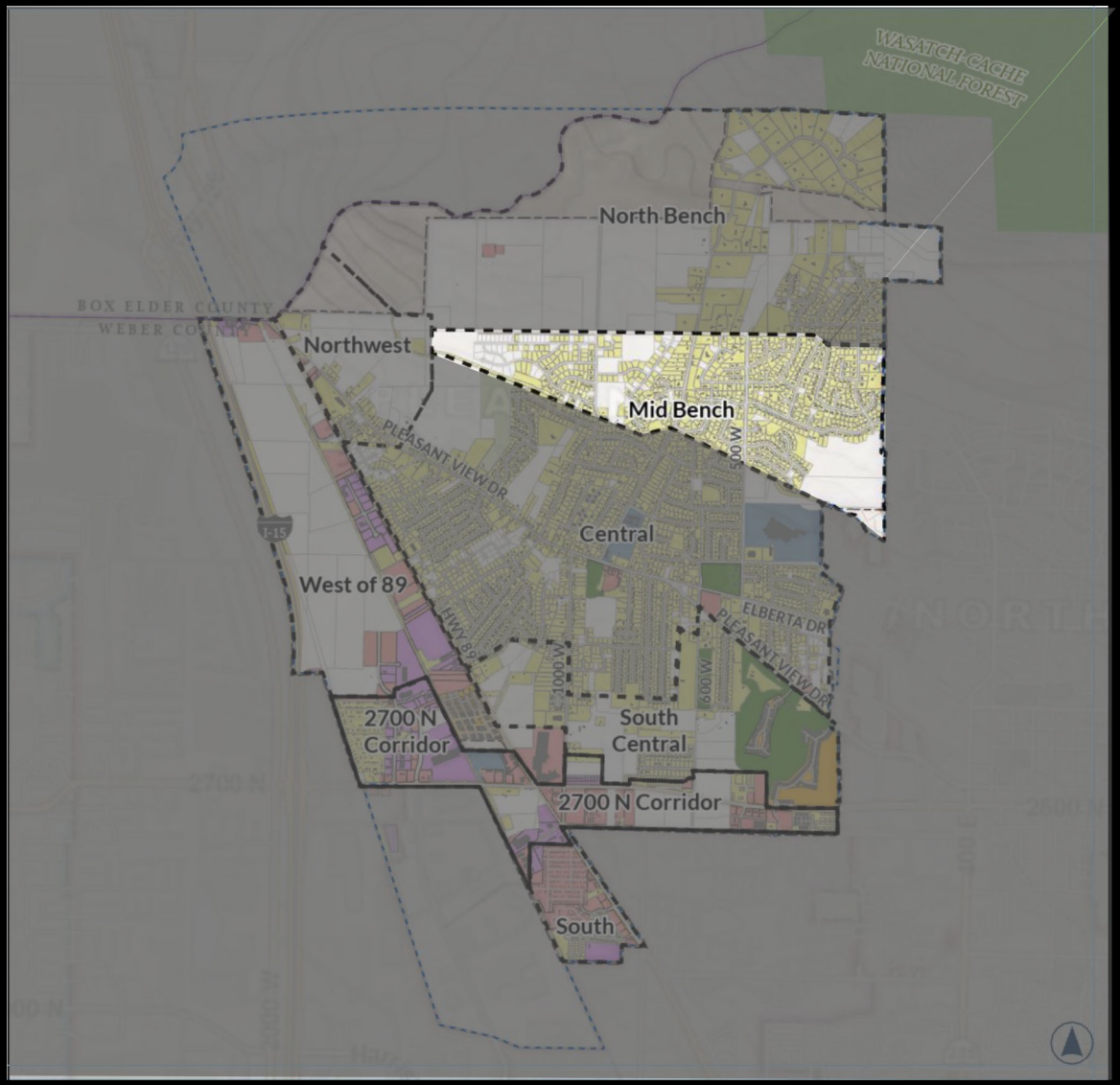
- 72% Single Family Residential
- 25.2% Vacant







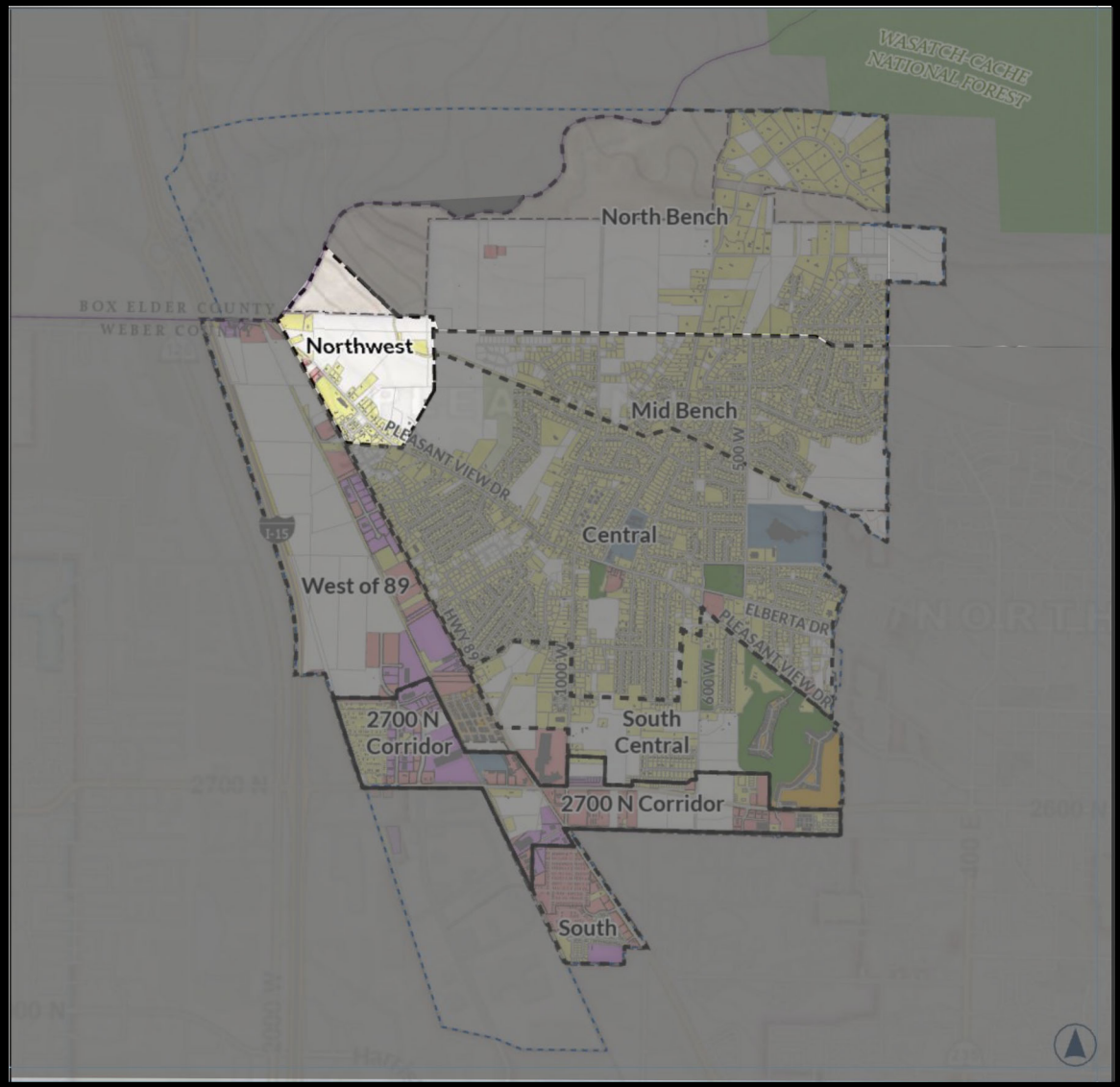




In vacant areas, could twin homes that have the appearance of single family homes be included with new development ?

- **Limited Amount**
-





What housing choices could be added to the Mid Bench Area?

205 Acres

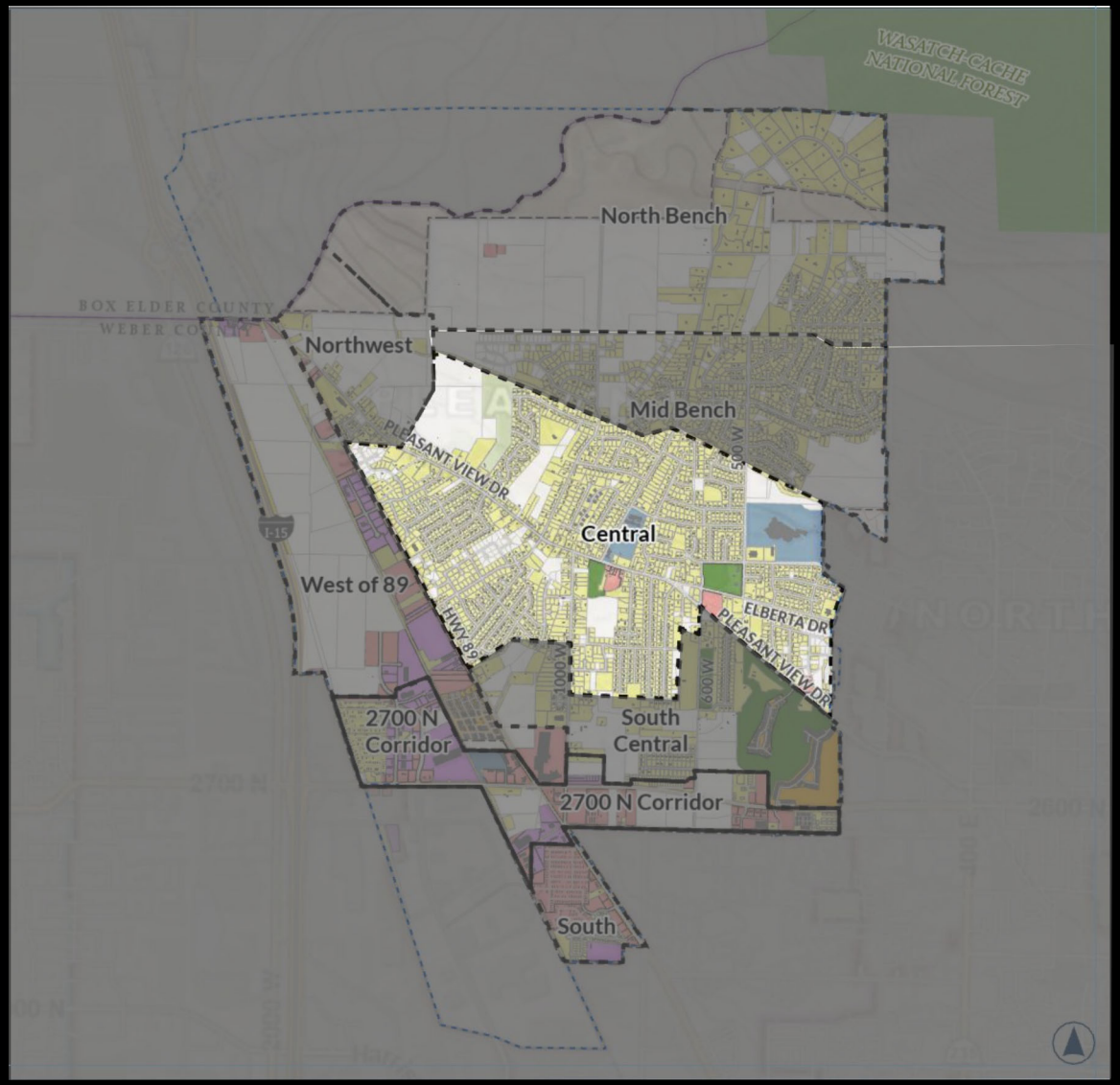
- 67% Vacant
- 21% Single Family
- 11% Civic











What housing choices could be added to the Central Area?

1,071 Acres

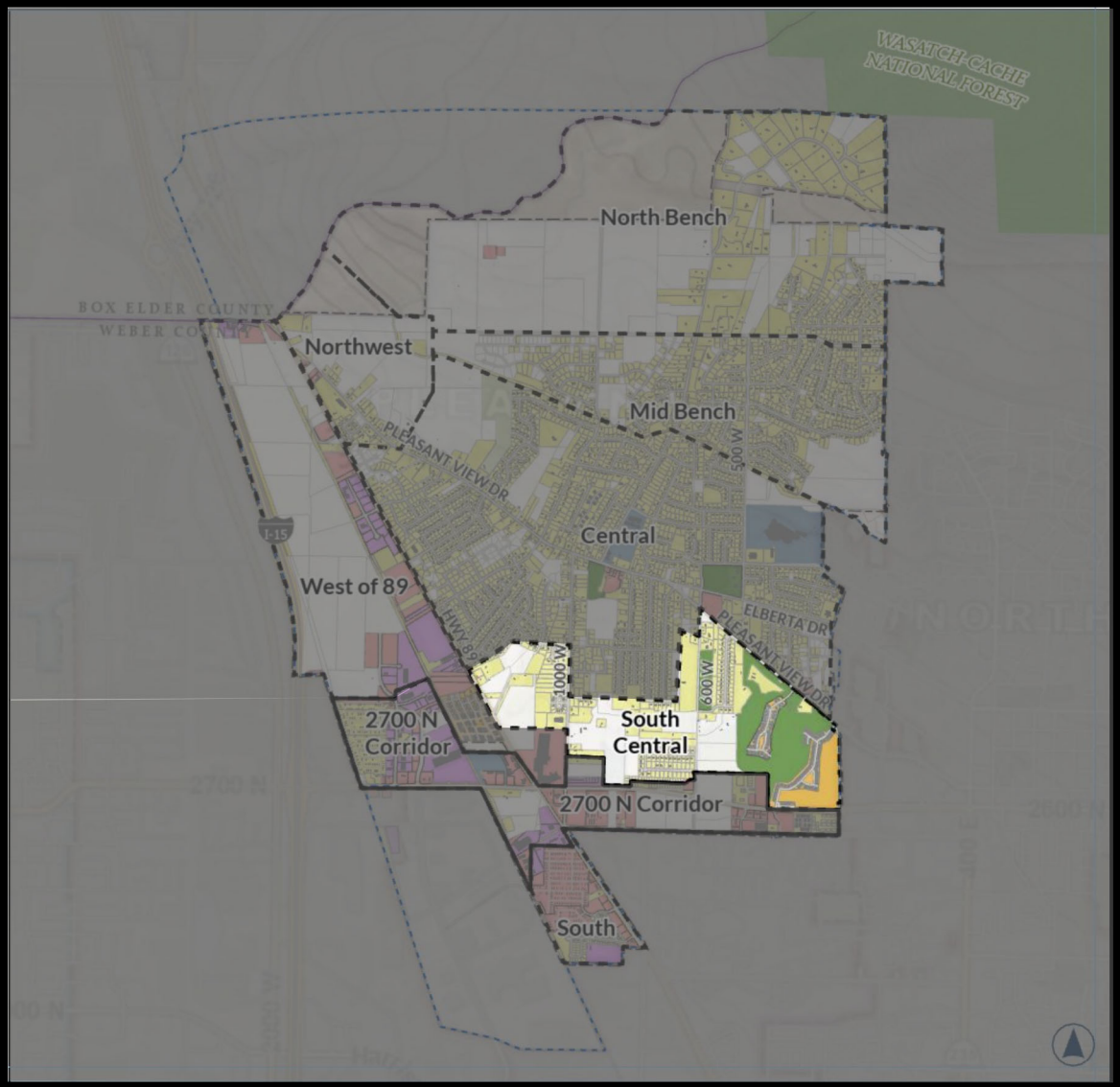
- 68% Single Family Residential
- 17% Vacant
- 13% Civic











What housing choices could be added to the South Central Area?

402 Acres

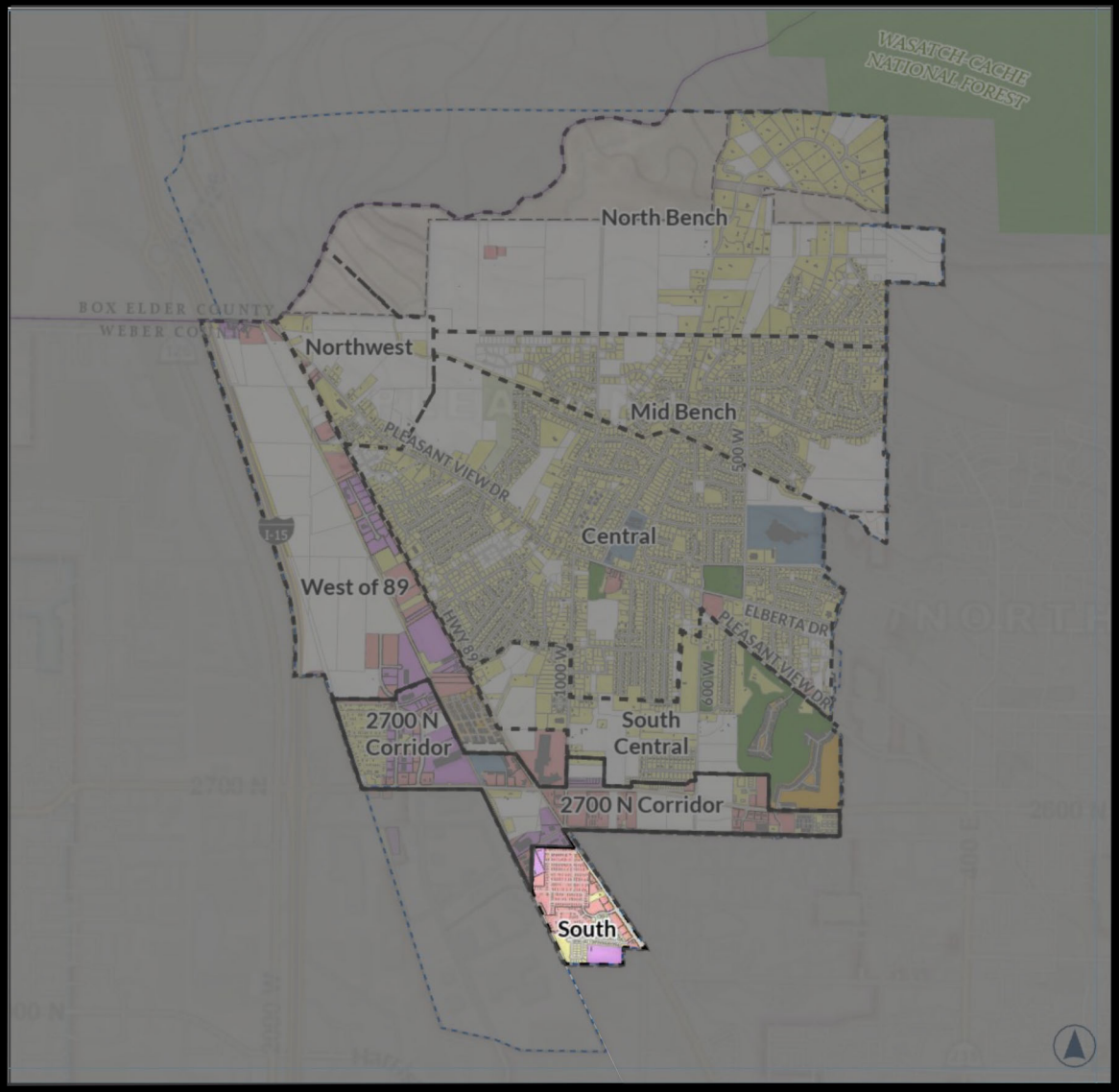
- 36% Single Family Residential
- 28% Park / Golf
- 23% Vacant











What housing choices could be added to the **Mid Bench Area**?

93 Acres

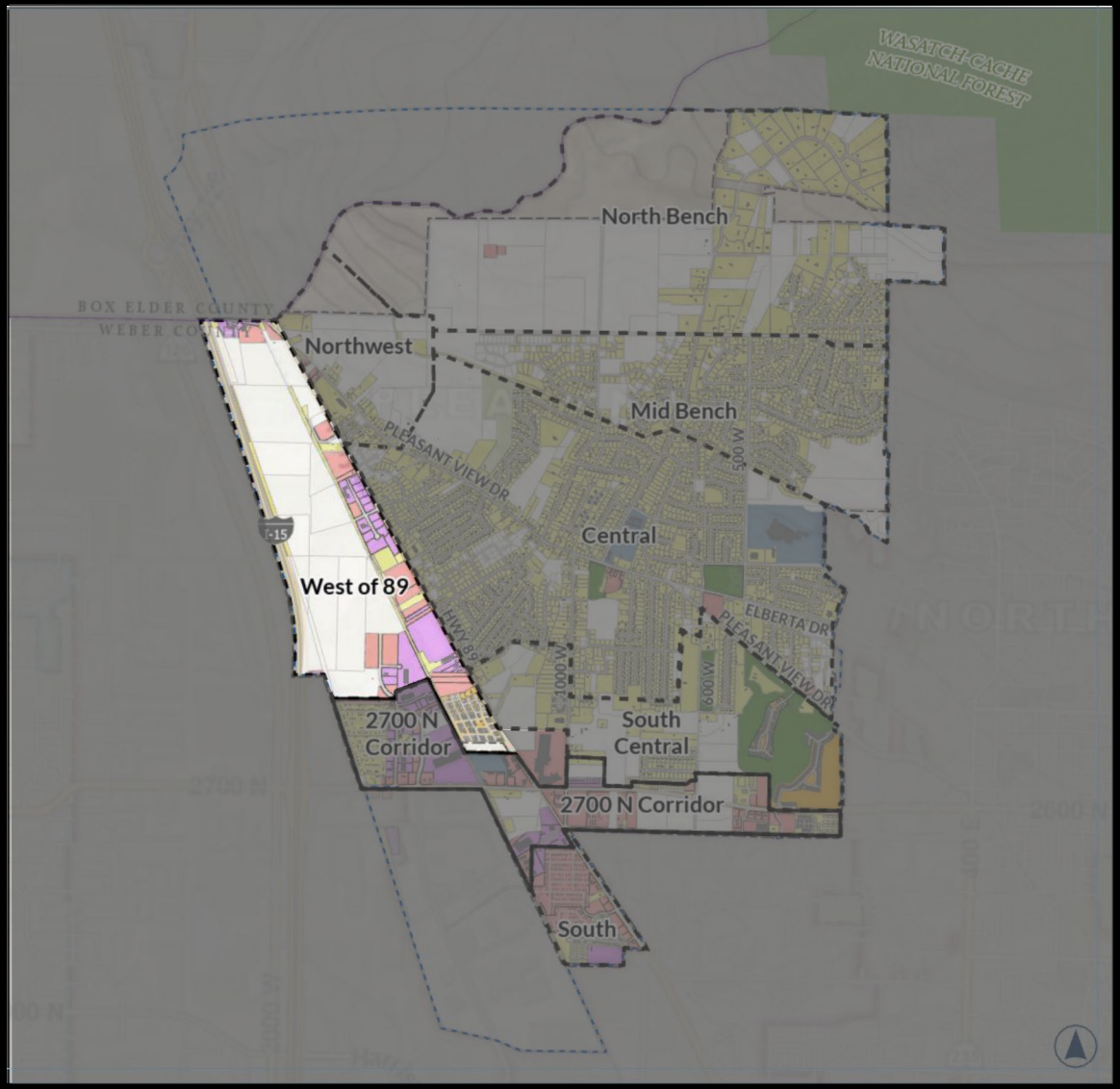
- 52% Mobile Home Park
- 24% Single Family Residential
- 12% Commercial
- 12% Vacant











What housing choices could be added to the **West of 89 Area**?

534 Acres

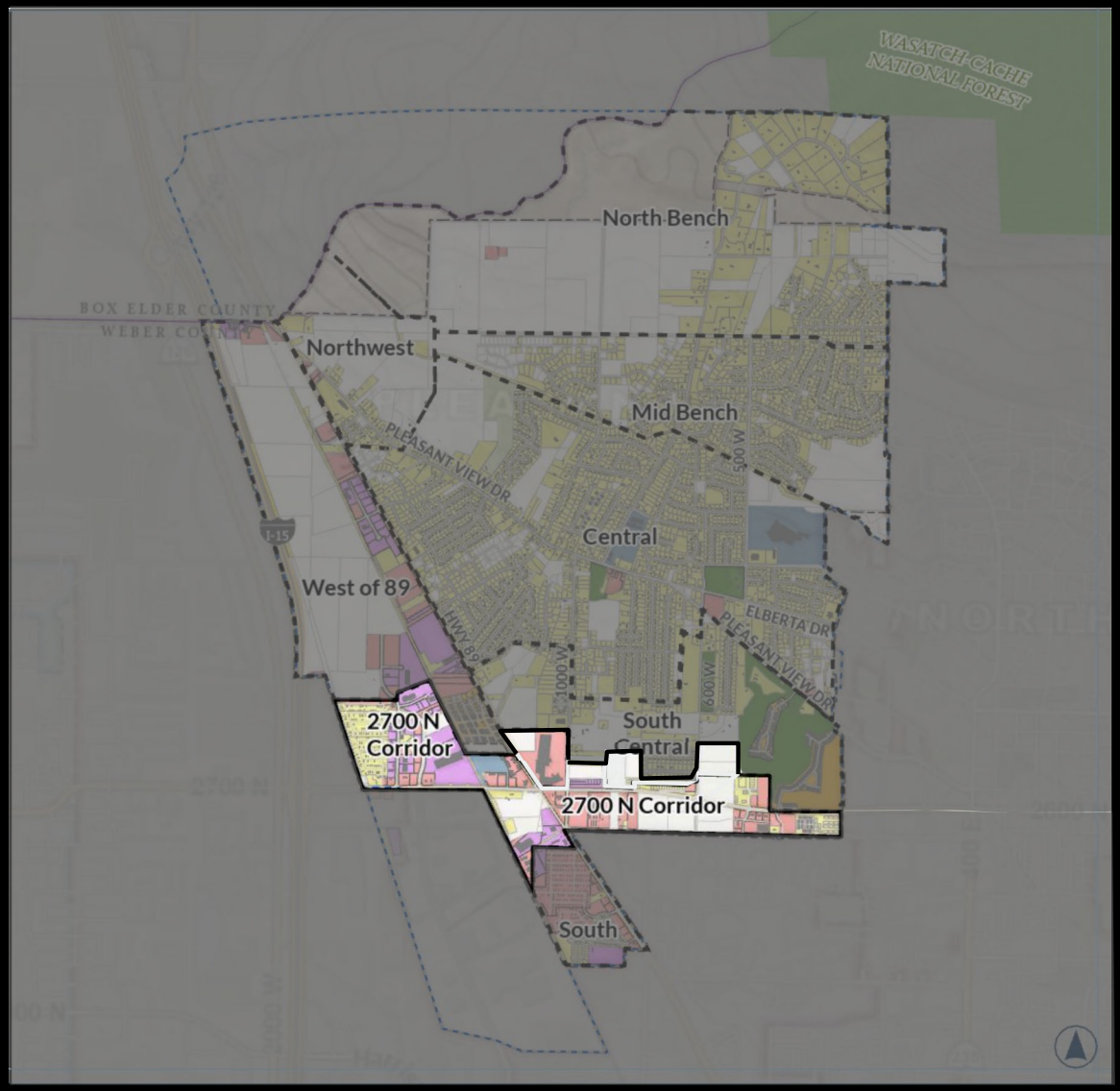
- 73% Vacant
- 23% Commercial
- 4.5% Townhomes











What Land Uses Could be added to the 2700 N Corridor?

426 Acres

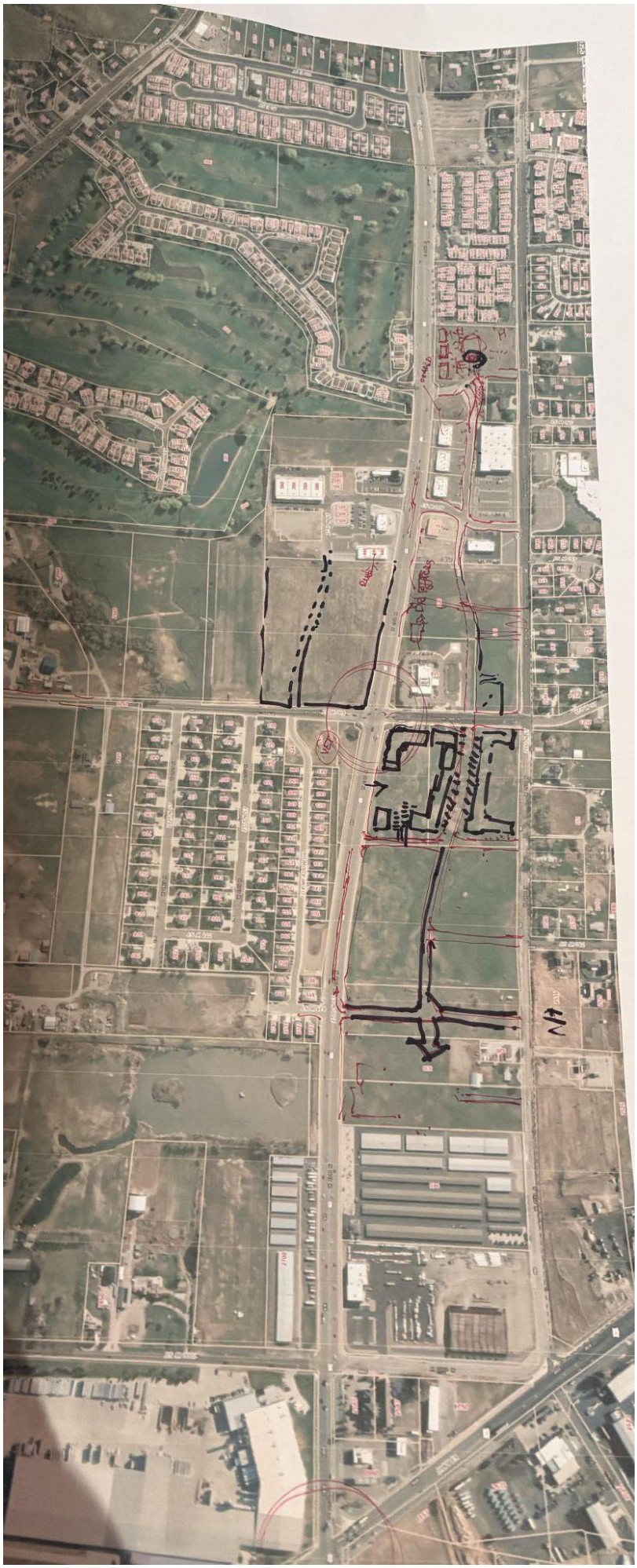
- 44% Vacant
- 25% Industrial
- 25% Commercial
- **6% Townhome & Mobile Home**





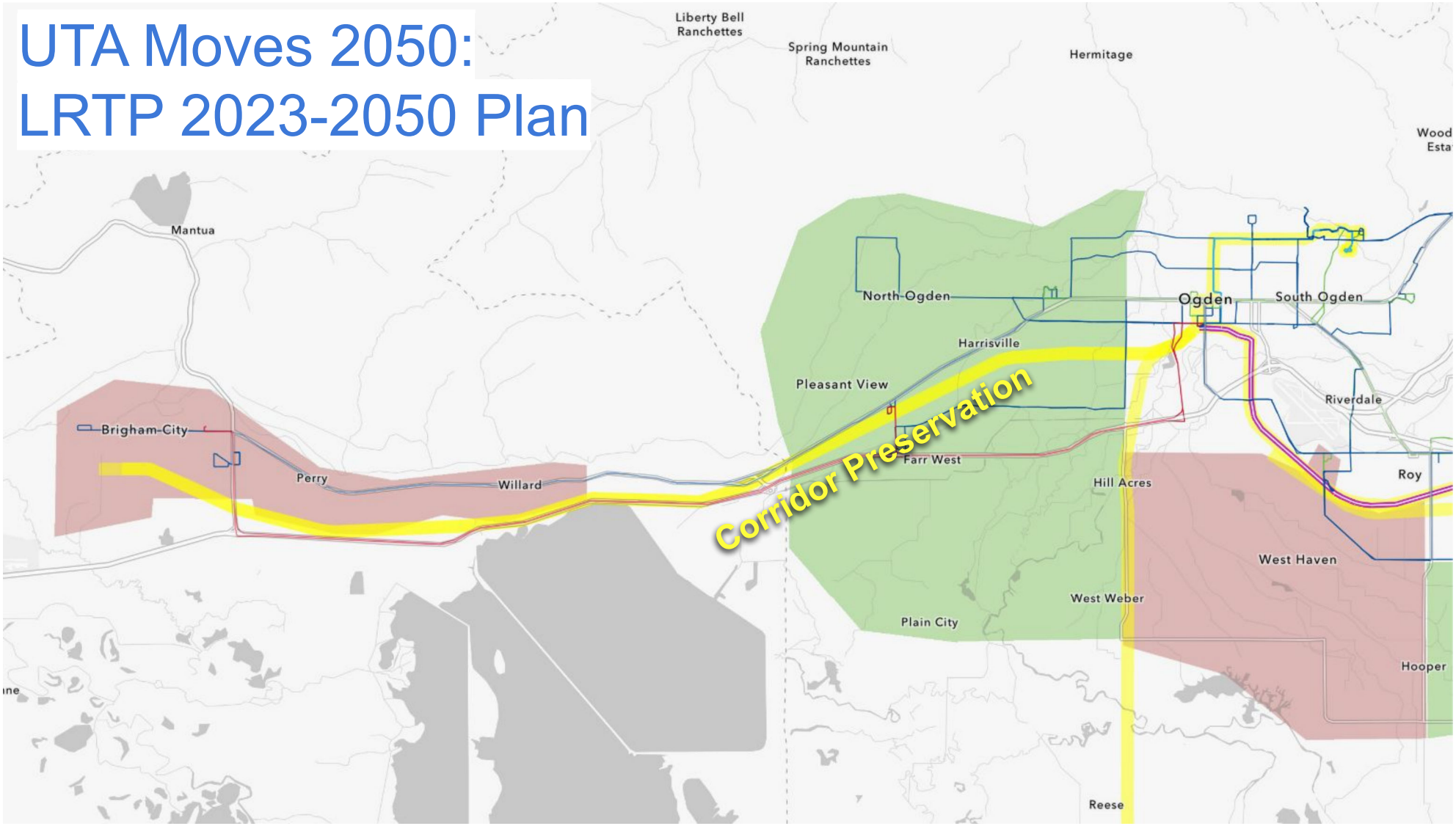






TRANSPORTATION

UTA Moves 2050:
LRTP 2023-2050 Plan








HARPER LAW OFFICE


HARMONS
NEIGHBORHOOD GROCER

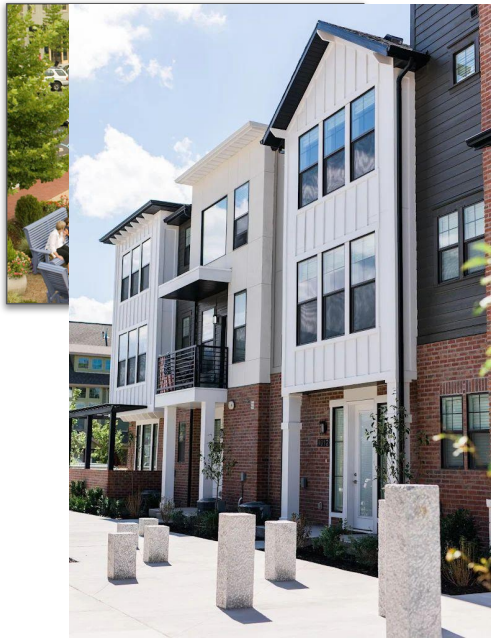


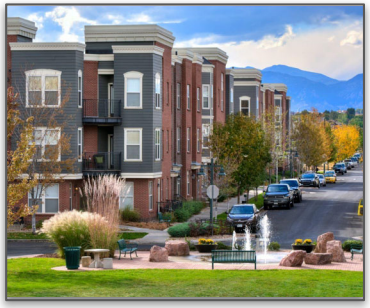


















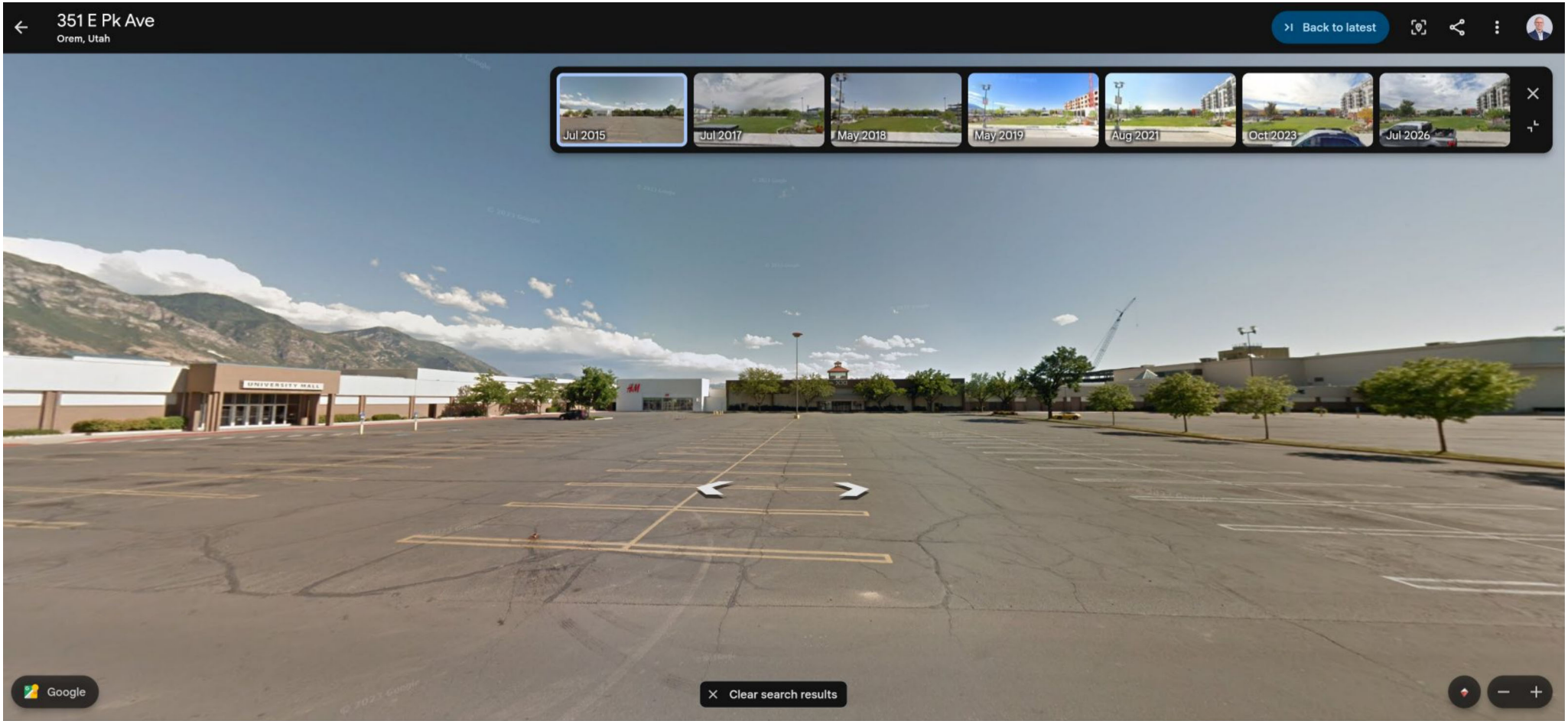


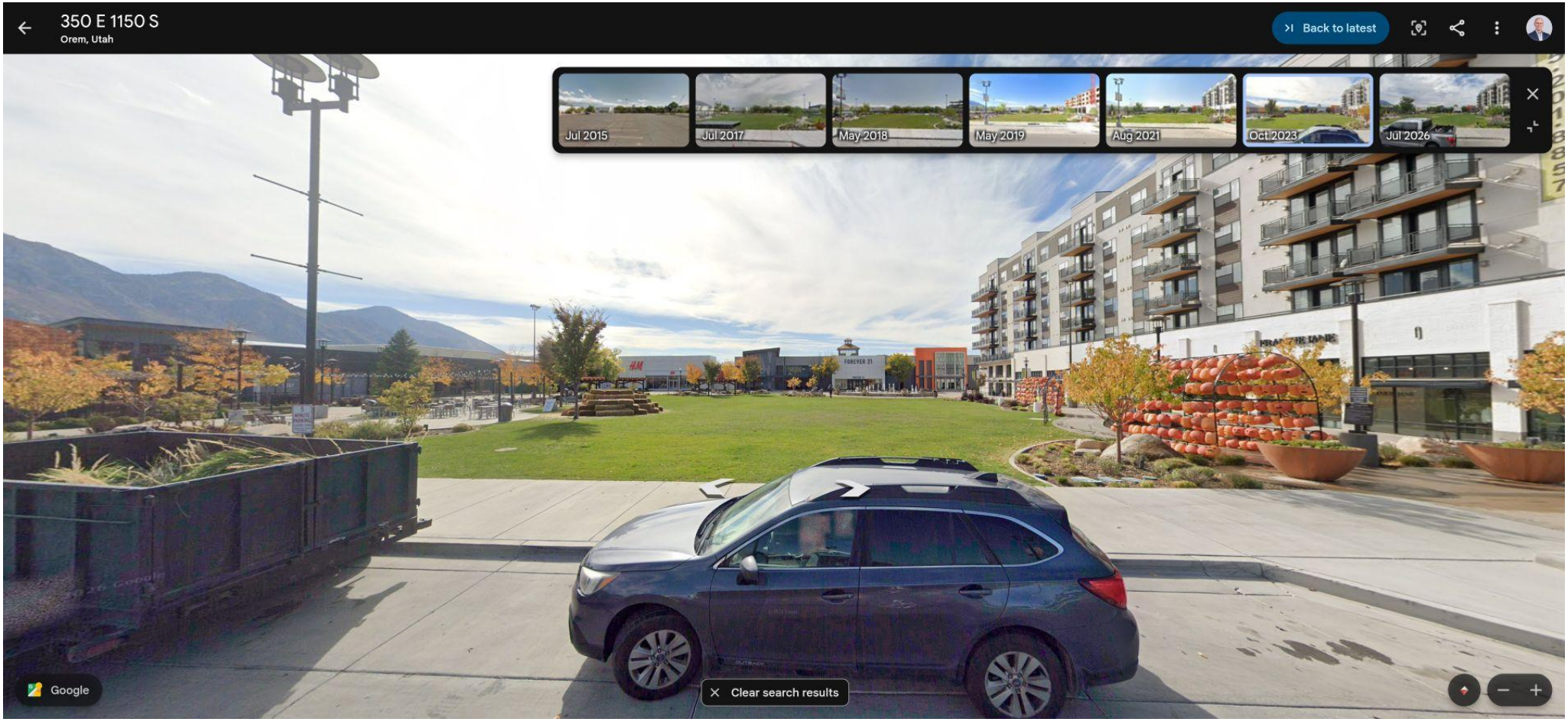


Kentlands Town Center, MD





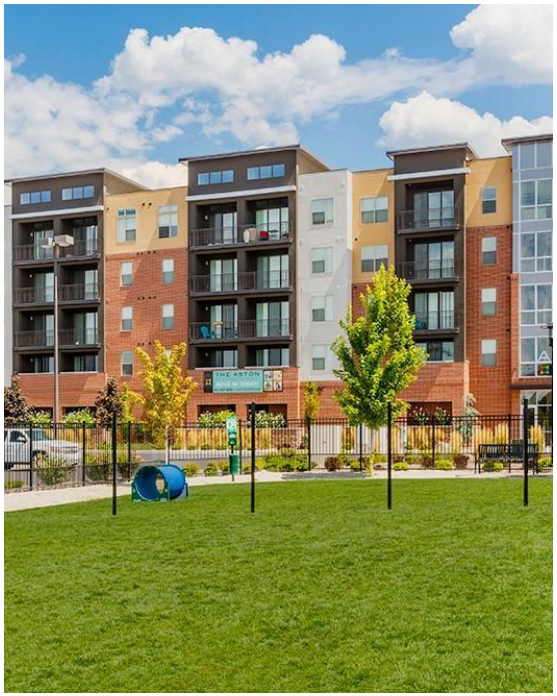

351 E Pk Ave
Orem, Utah
Back to latest
Jul 2015
Jul 2017
May 2018
May 2019
Aug 2021
Oct 2023
Jul 2026
UNIVERSITY MALL
Google
Clear search results


350 E 1150 S
Orem, Utah
Back to latest
Jul 2015
Jul 2017
May 2018
May 2019
Aug 2021
Oct 2023
Jul 2026
Google
Clear search results

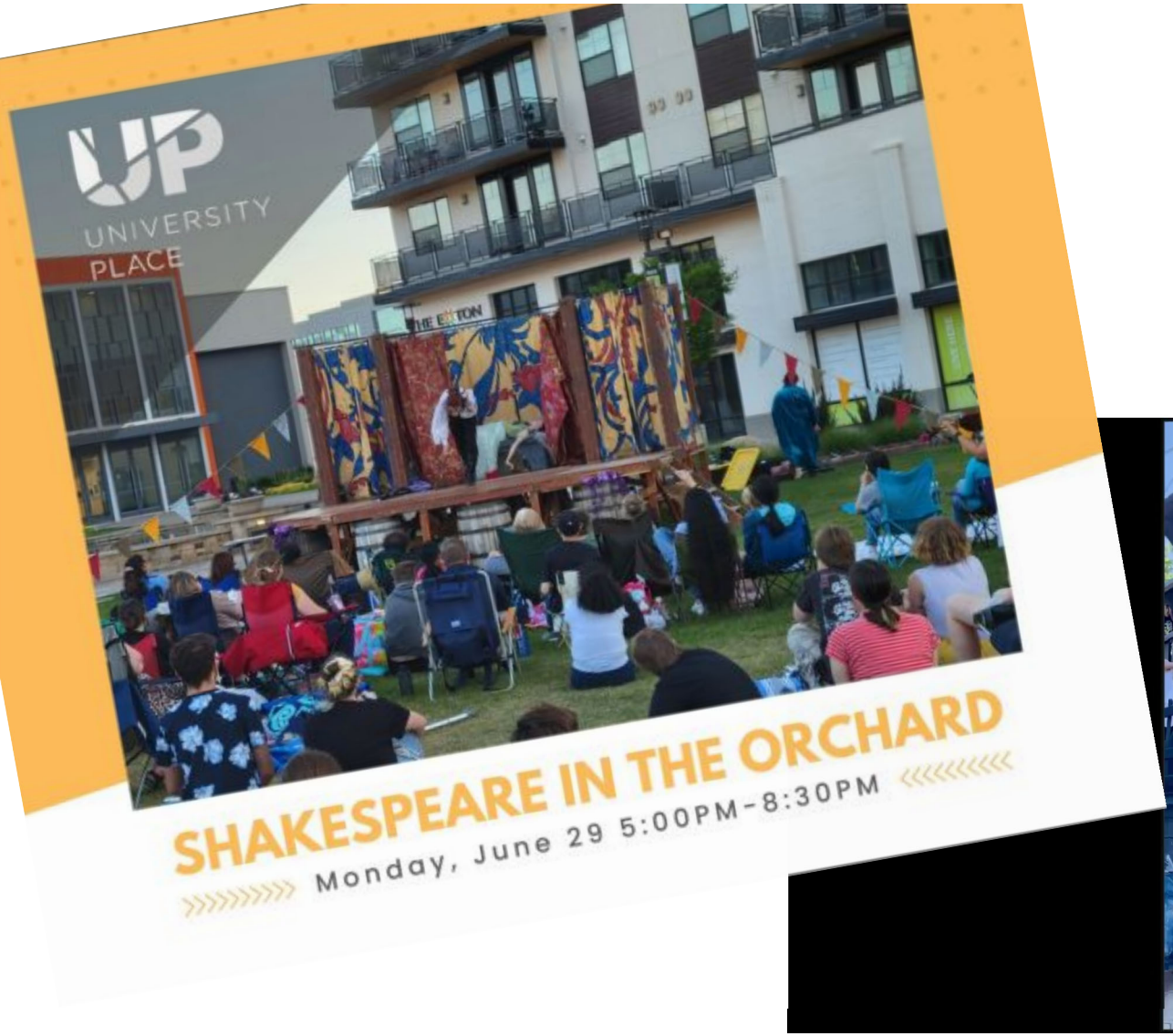
Ingredients for a Great Center - Usable Public Space

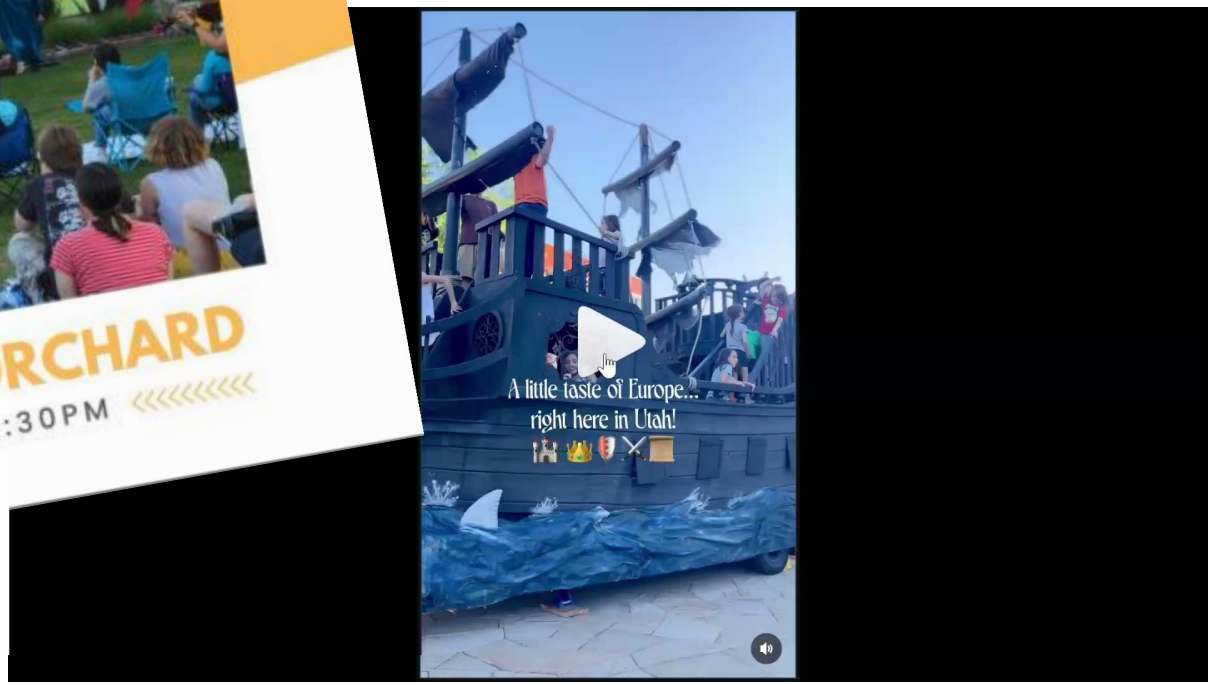
- Valuable amenity, especially in urban areas
- Create safe and welcoming public spaces





WASATCH CHOICE VISION

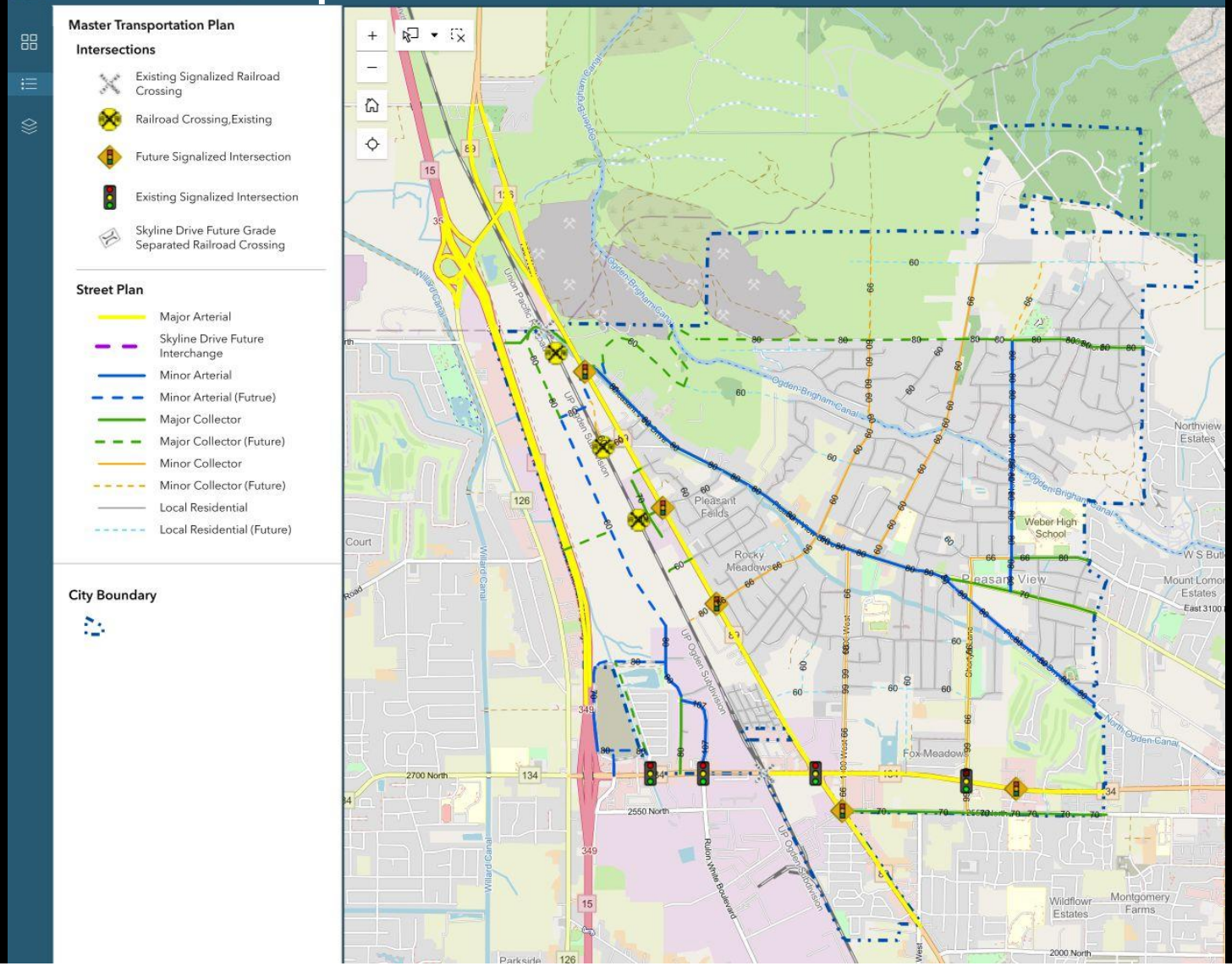

UP
UNIVERSITY
PLACE
SHAKESPEARE IN THE ORCHARD
Monday, June 29 5:00PM-8:30PM


A little taste of Europe...
right here in Utah!


CHIC EVENTS DC PRESENTS
Kentlands
ART SHOW AND
SPRING CRAFT FAIR
Shop Local • Handmnde • Unique Finds
SATURDAY, MAY 30, 2026
11 AM – 5 PM
KENTLANDS MARKET SQUARE
40 MARKET ST, GAITHERSBURG, MD 20878
HANDCRAFTED GOODS • LOCAL ARTISANS • LIVE MUSIC



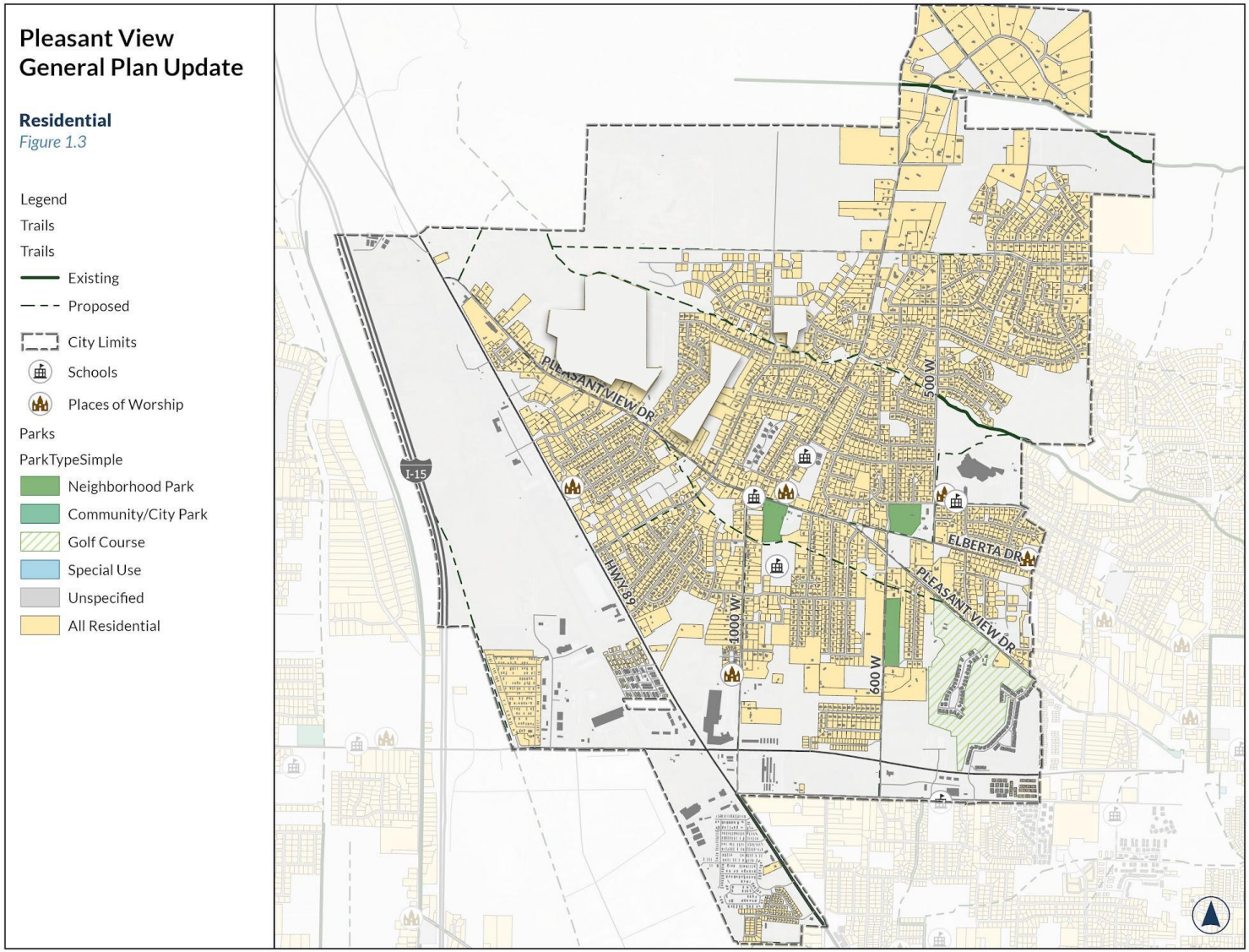
Master Transportation Plan



Pleasant View General Plan Update

Residential

Figure 1.3



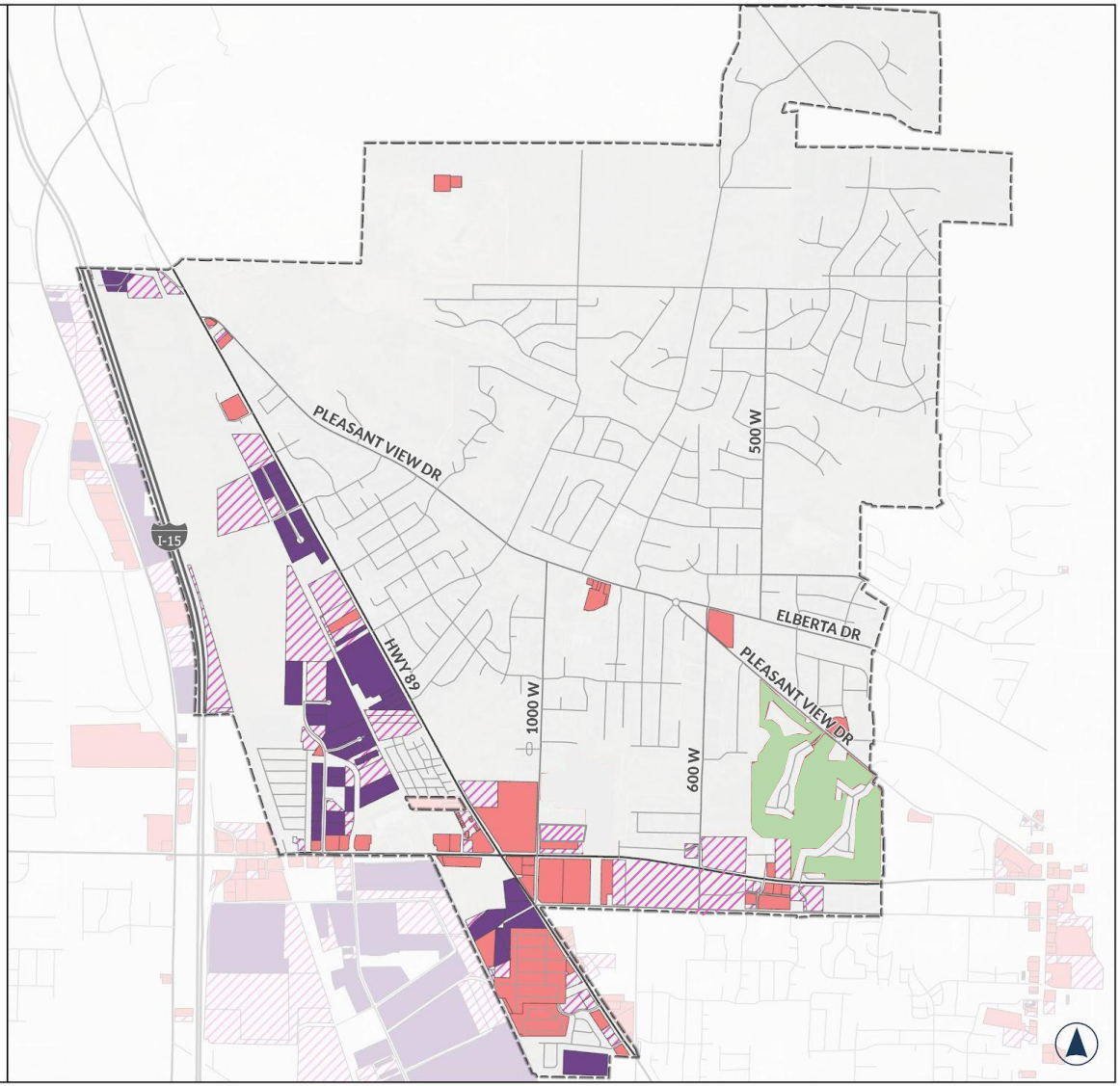
Pleasant View General Plan Update

Commercial + Industrial

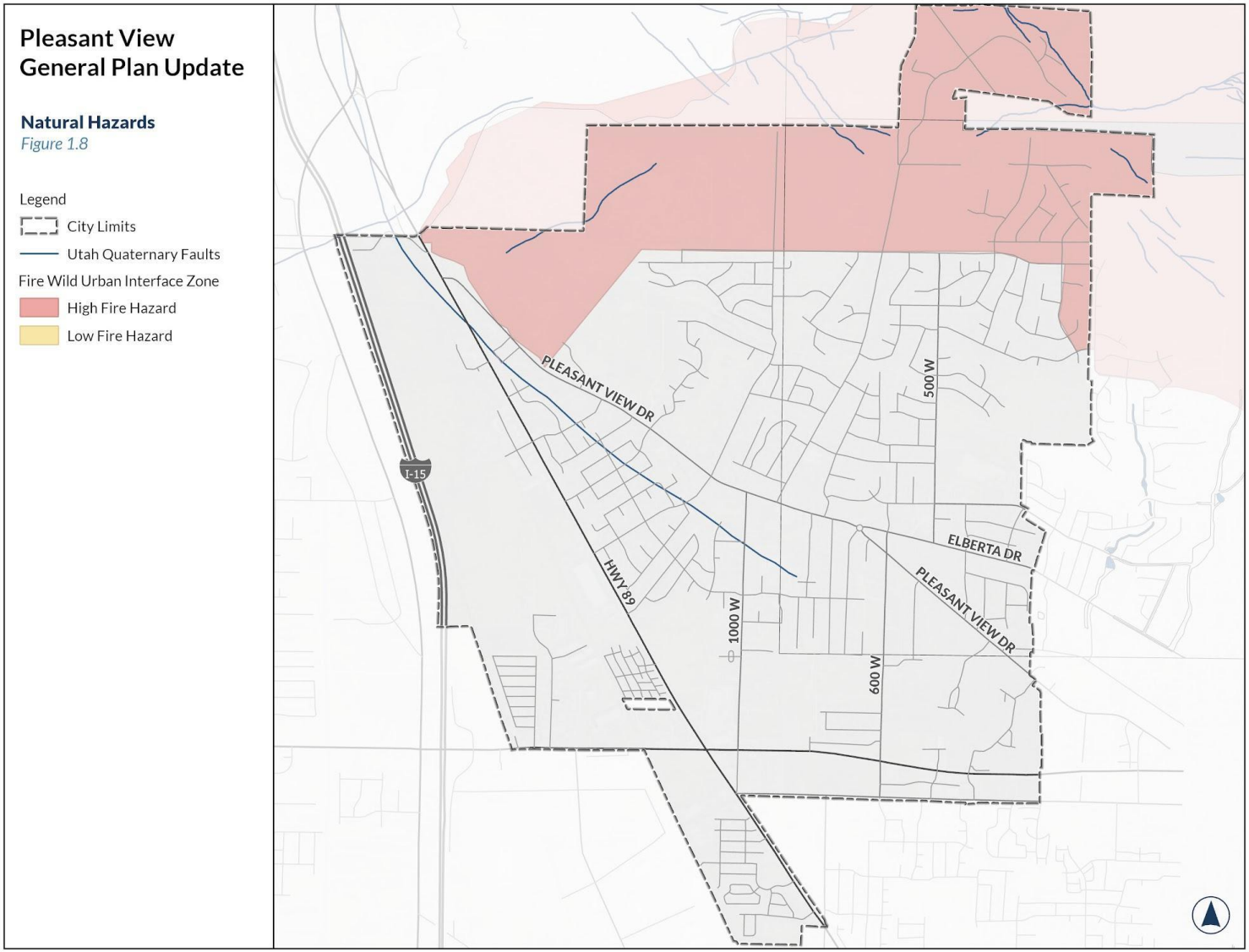
Figure 1.4

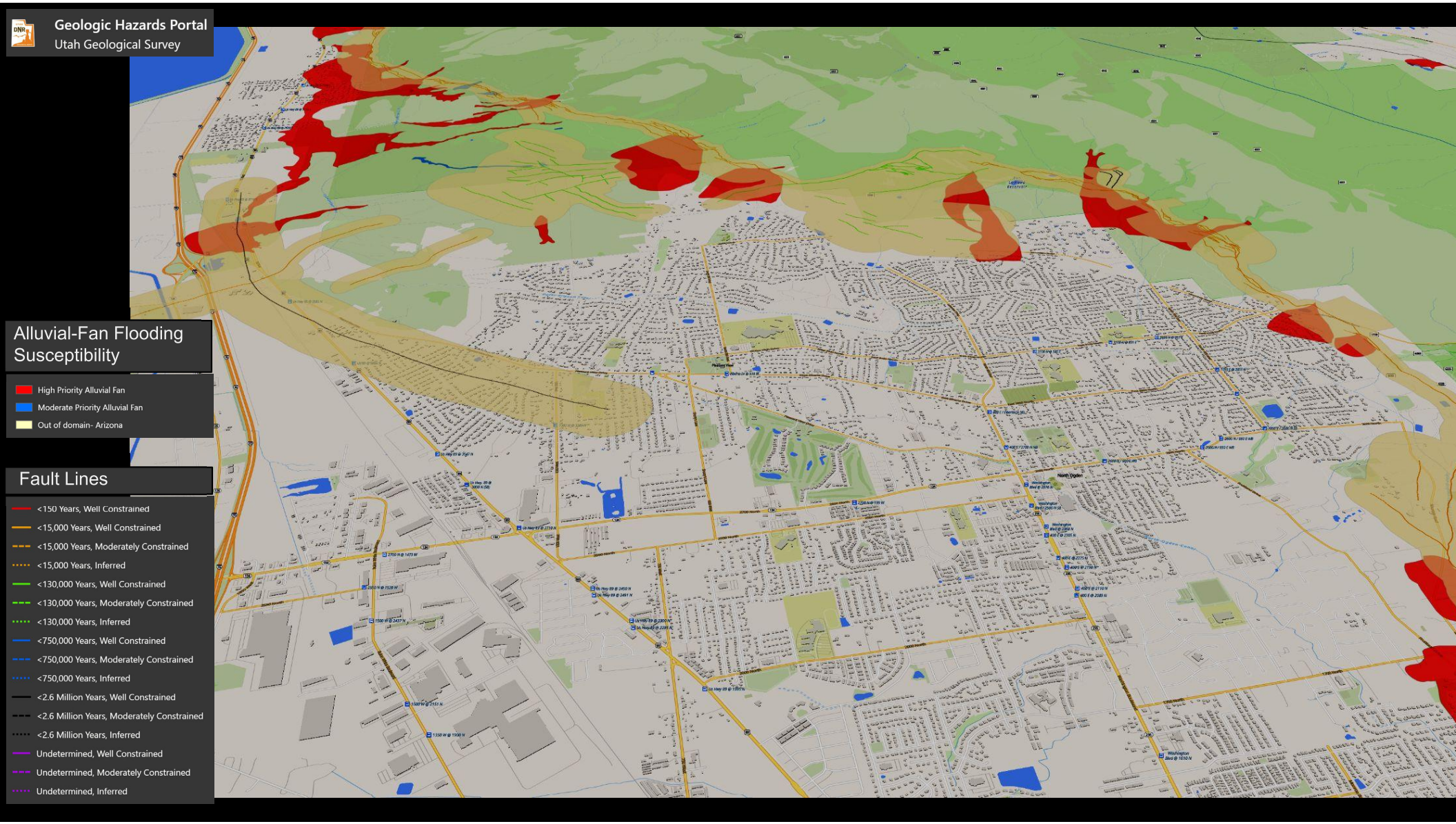
Legend

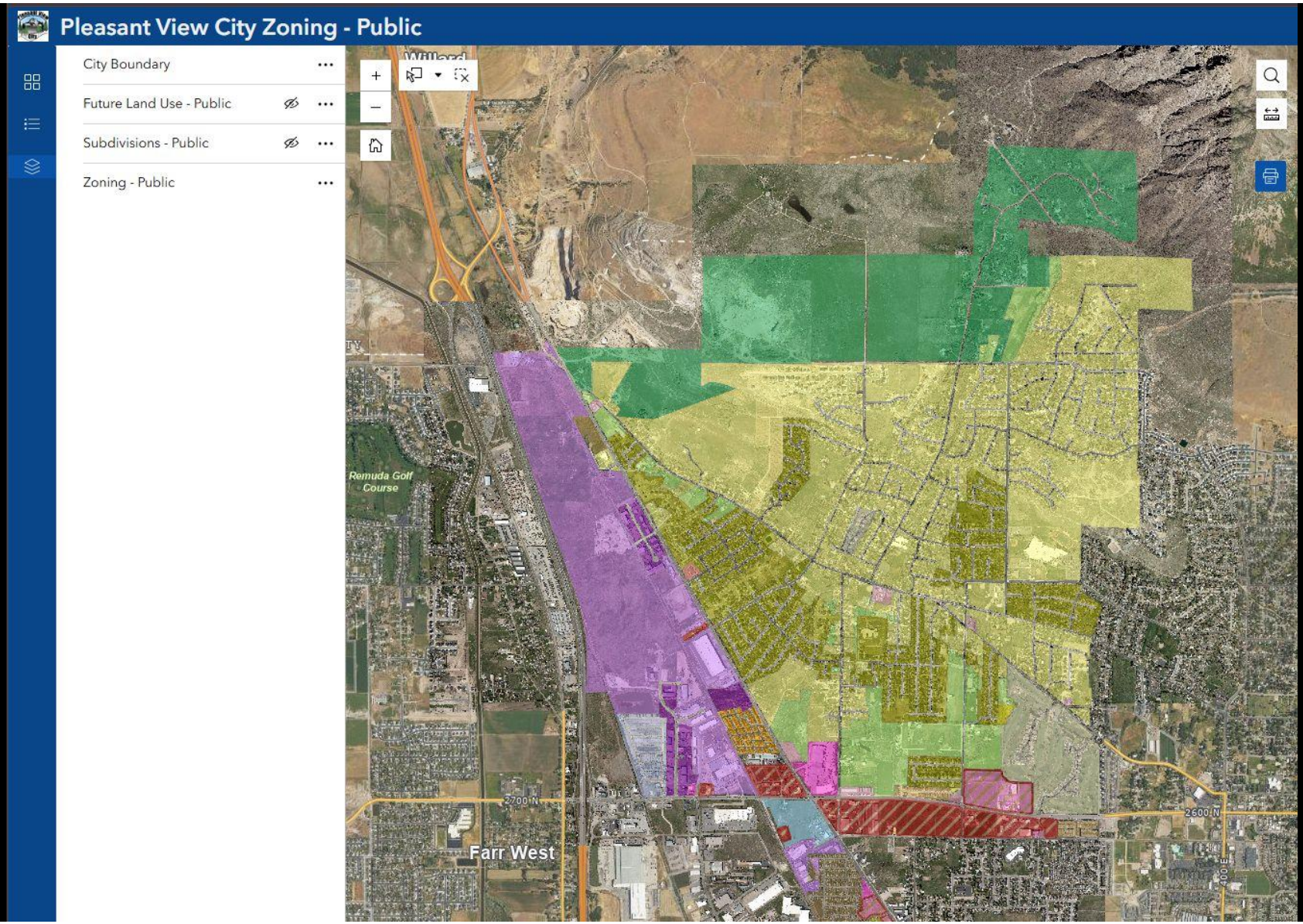
- City Limits
- All Commercial
- All Industrial
- Commercial/Industrial - Vacant



Wildfire Risk




Geologic Hazards Portal
Utah Geological Survey
Alluvial-Fan Flooding Susceptibility
High Priority Alluvial Fan
Moderate Priority Alluvial Fan
Out of domain- Arizona
Fault Lines
<150 Years, Well Constrained
<15,000 Years, Well Constrained
<15,000 Years, Moderately Constrained
<15,000 Years, Inferred
<130,000 Years, Well Constrained
<130,000 Years, Moderately Constrained
<130,000 Years, Inferred
<750,000 Years, Well Constrained
<750,000 Years, Moderately Constrained
<750,000 Years, Inferred
<2.6 Million Years, Well Constrained
<2.6 Million Years, Moderately Constrained
<2.6 Million Years, Inferred
Undetermined, Well Constrained
Undetermined, Moderately Constrained
Undetermined, Inferred


Pleasant View City Zoning - Public
City Boundary
Future Land Use - Public
Subdivisions - Public
Zoning - Public
Willard
Remuda Golf Course
2700 N
Farr West
2600 N
400 E

Pleasant View General Plan Update

Parks

Figure 1.7

Legend

Trails

- Existing
- Proposed

City Limits

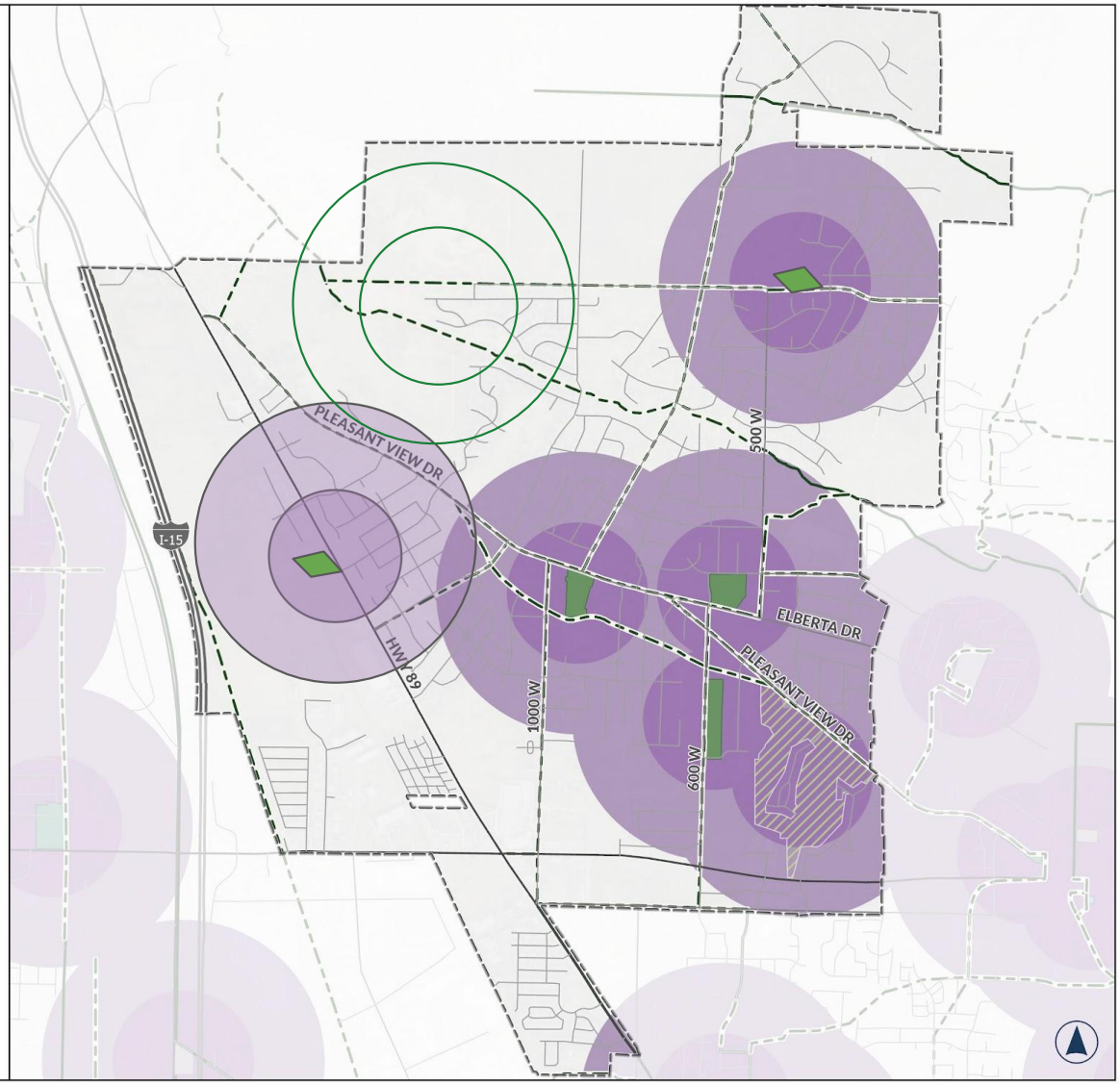
Park Buffer

Distance Bands

- 0.5
- 0.25

Parks

- Neighborhood Park
- Community/City Park
- Golf Course
- Special Use
- Unspecified









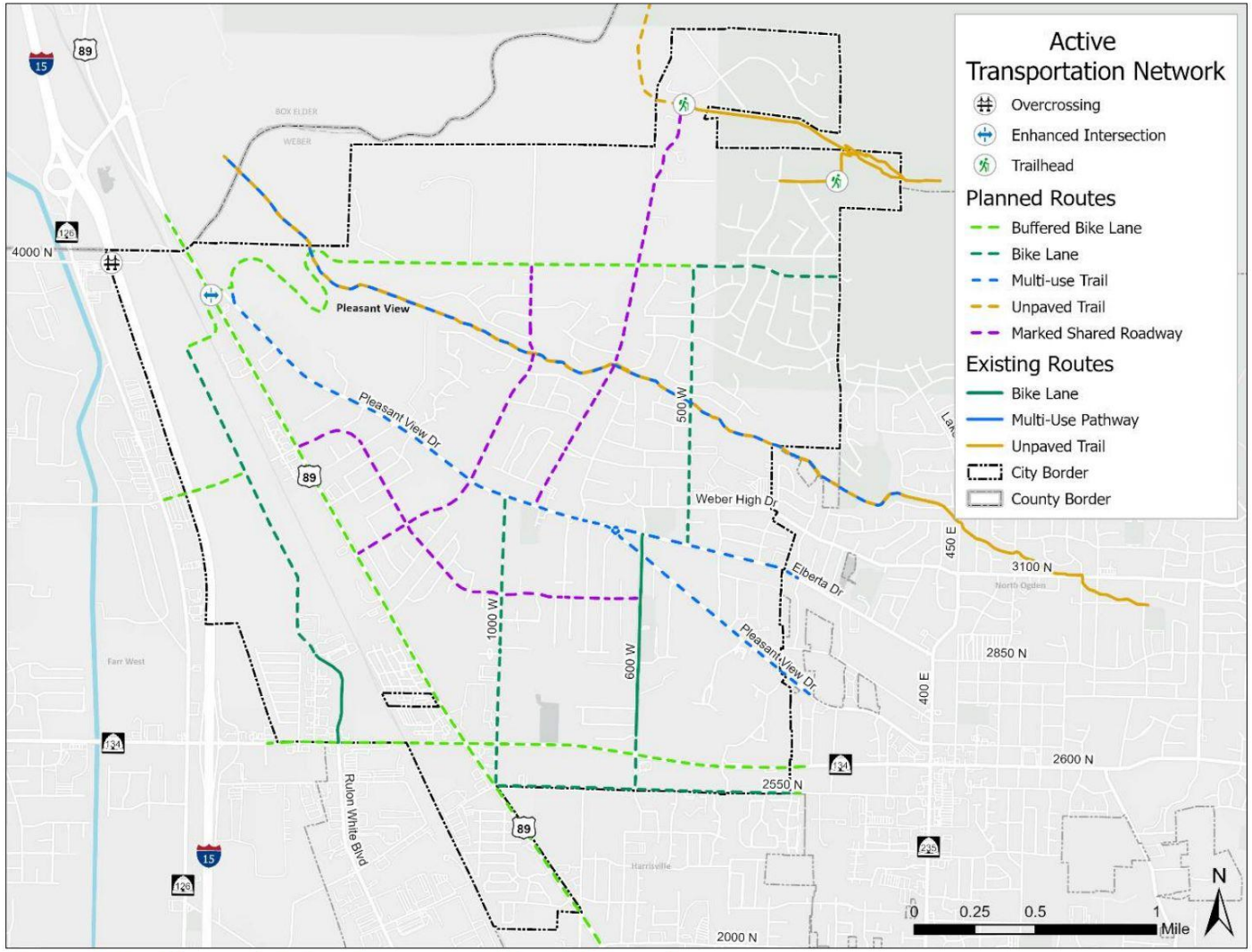
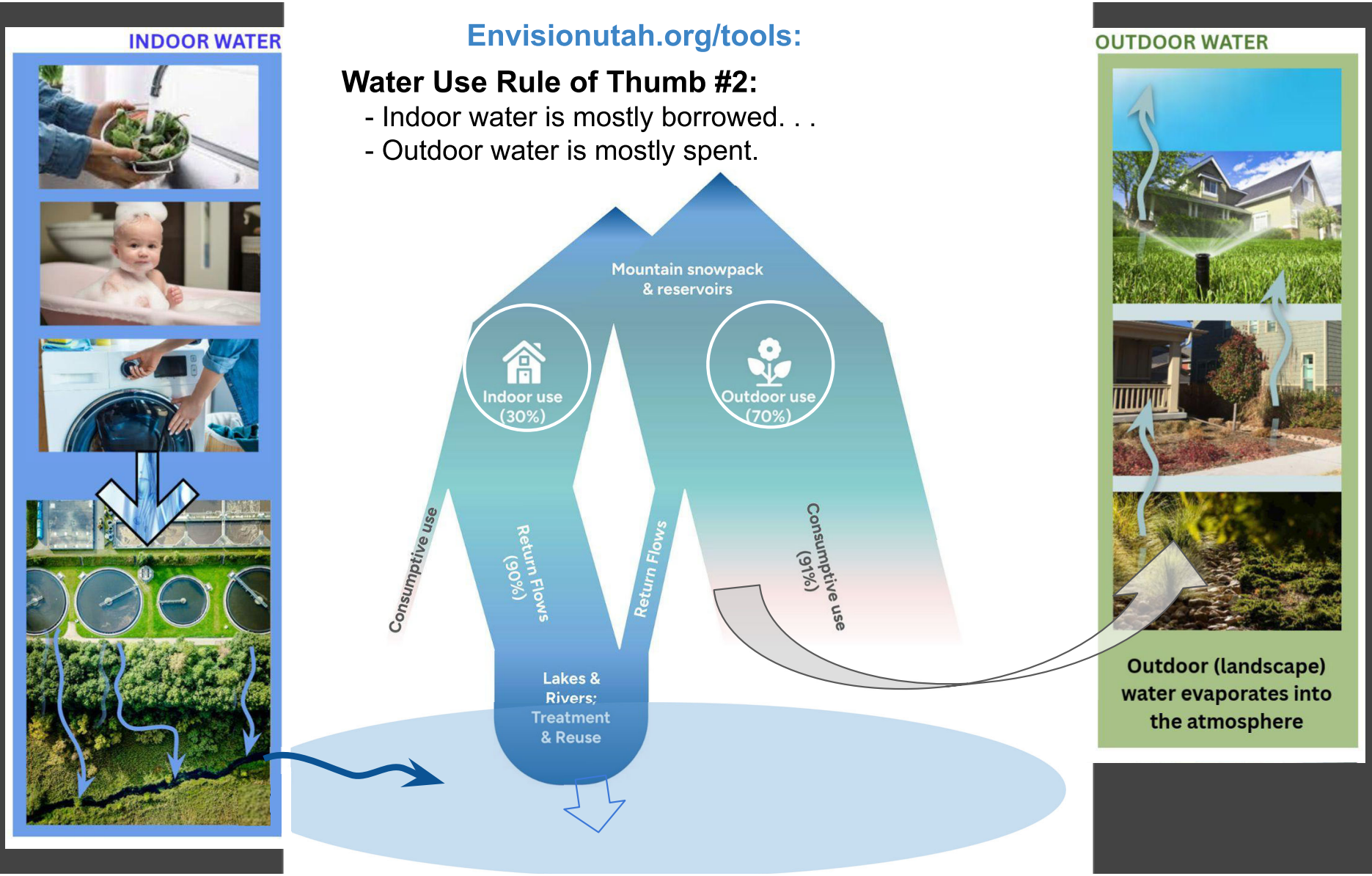


Figure 37 – Planned Active Transportation Network

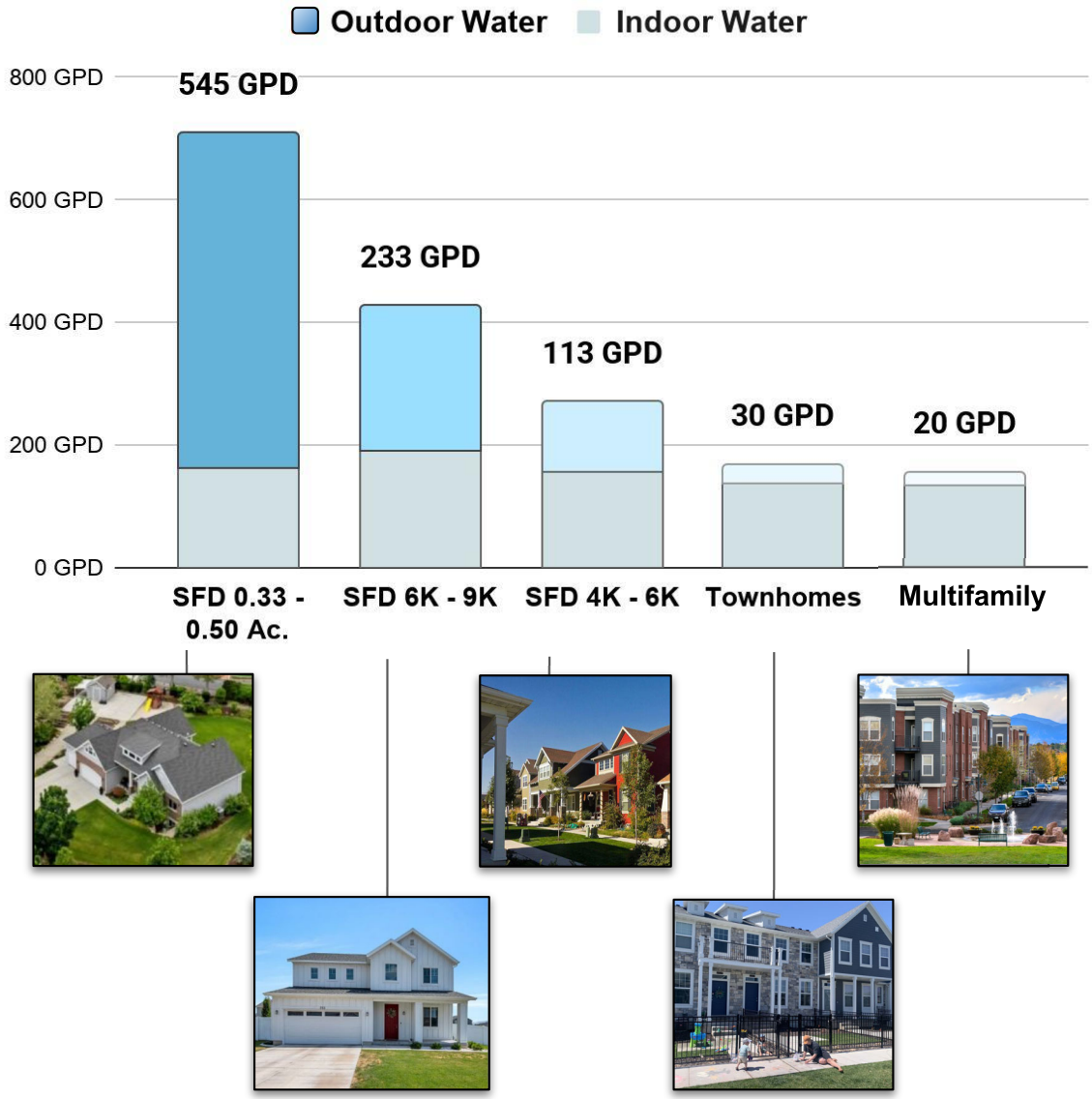
Envisionutah.org/tools:

Water Use Rule of Thumb #2:

- Indoor water is mostly borrowed. . .
- Outdoor water is mostly spent.



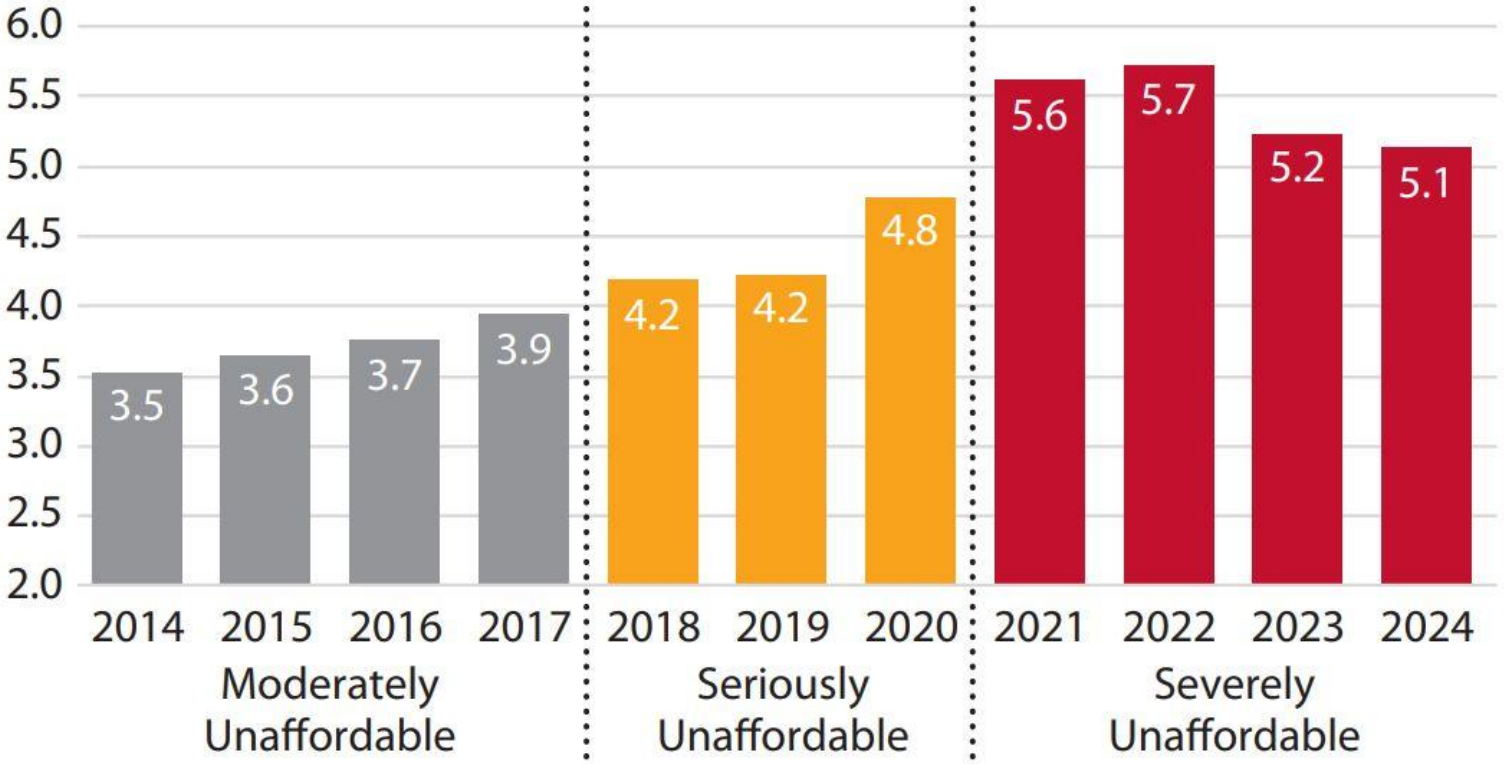
Water Use per Home



Outdoor Water Use per Acre



Figure 4: Utah's Median Multiple, 2014-2024

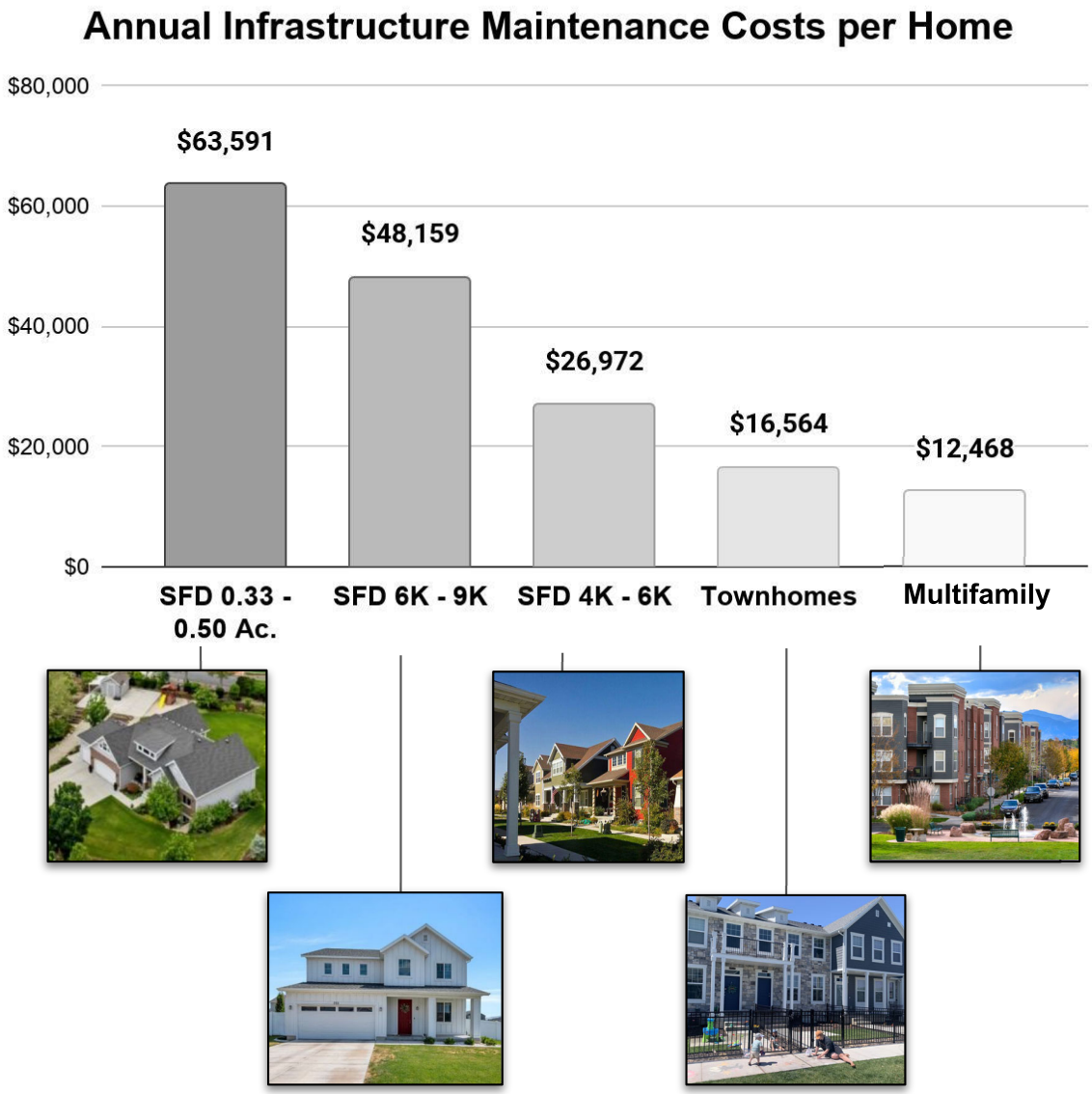


Source: U.S. Census Bureau, American Community Survey and UtahRealEstate.com

Infrastructure Costs per Home



Annual Infrastructure Maintenance Costs per Home



Retail Generation per Acre



Sales & Property Tax Revenues / Acre.



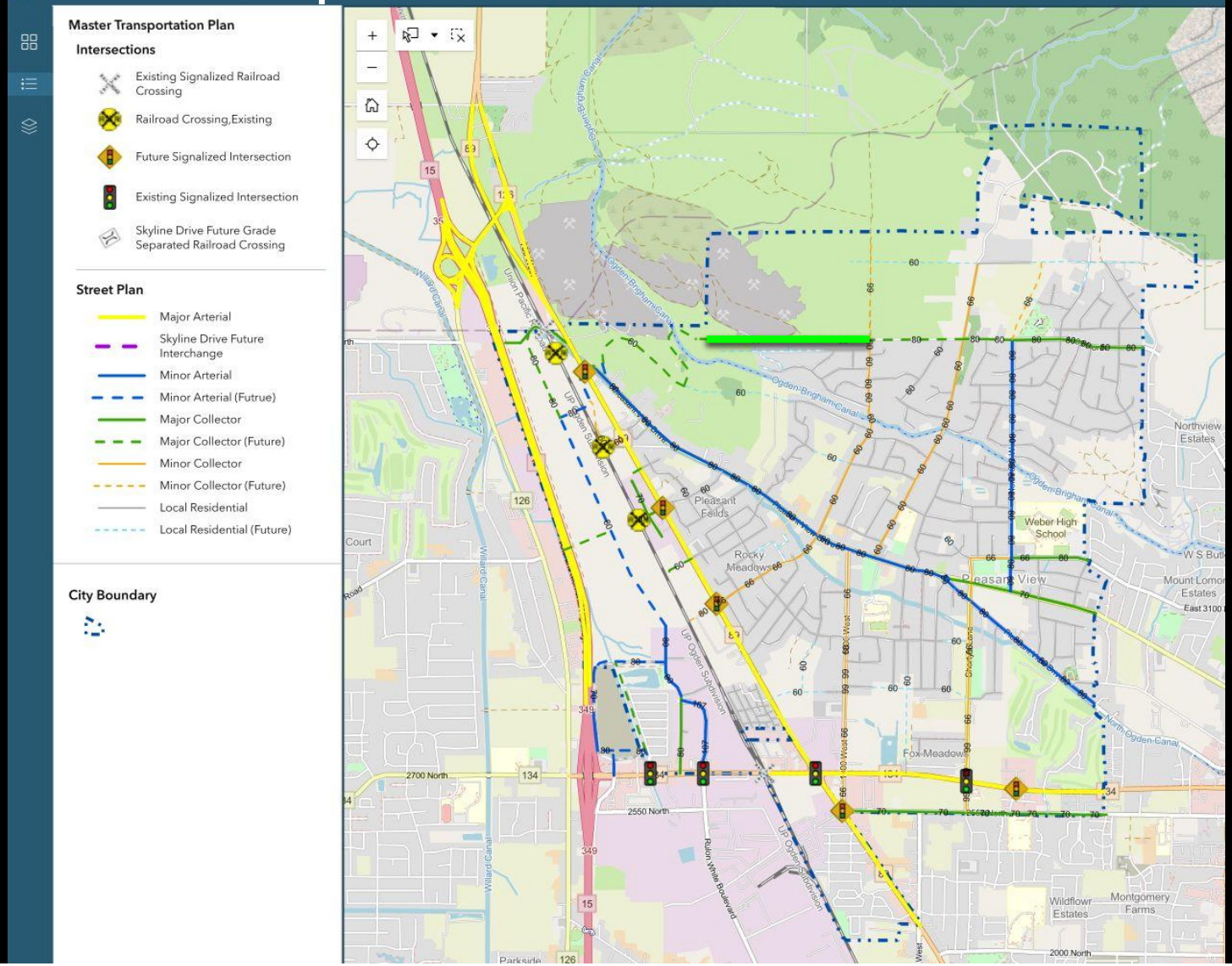

NOW OPEN
H&M



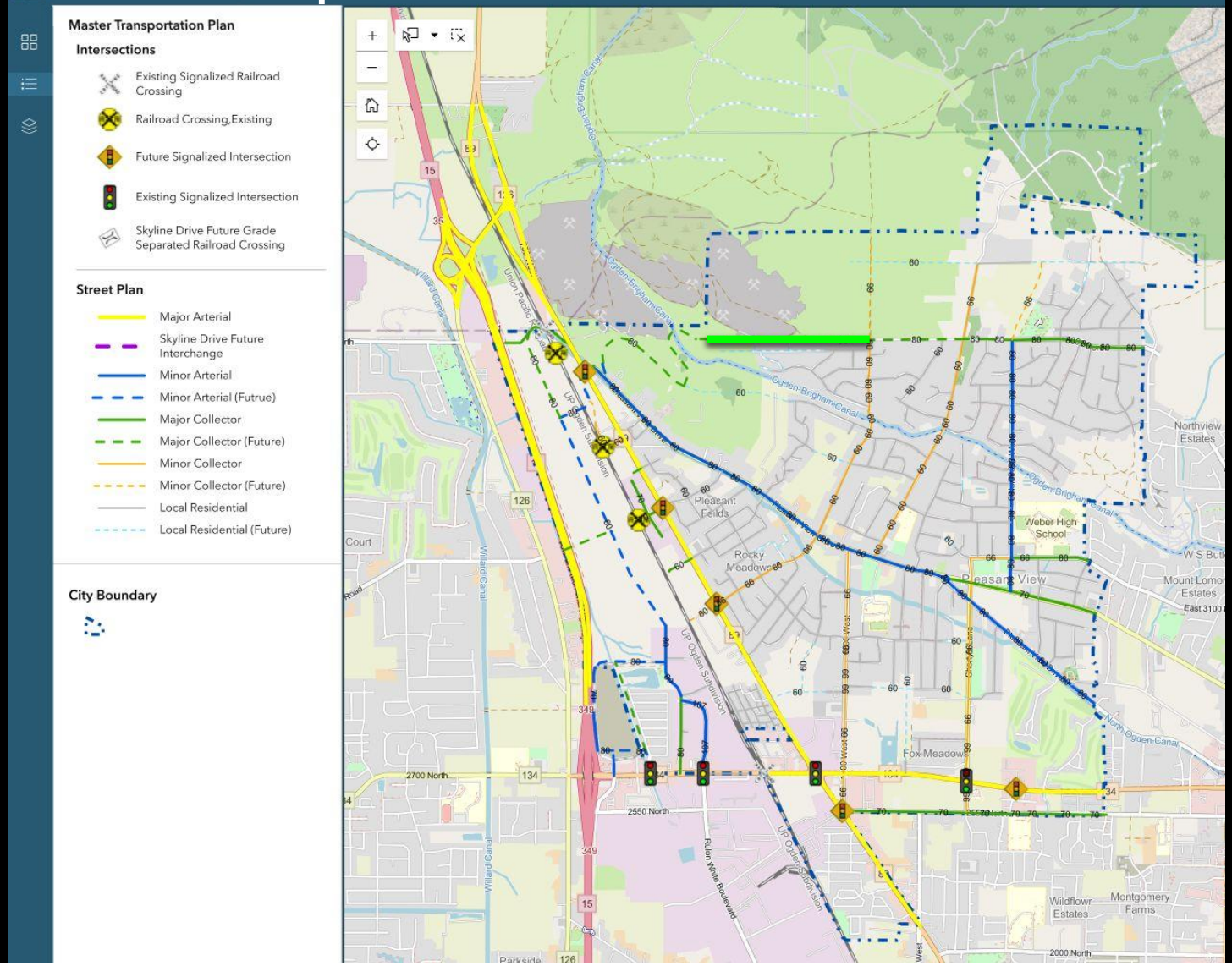



MILLCREEK COMMON

Master Transportation Plan

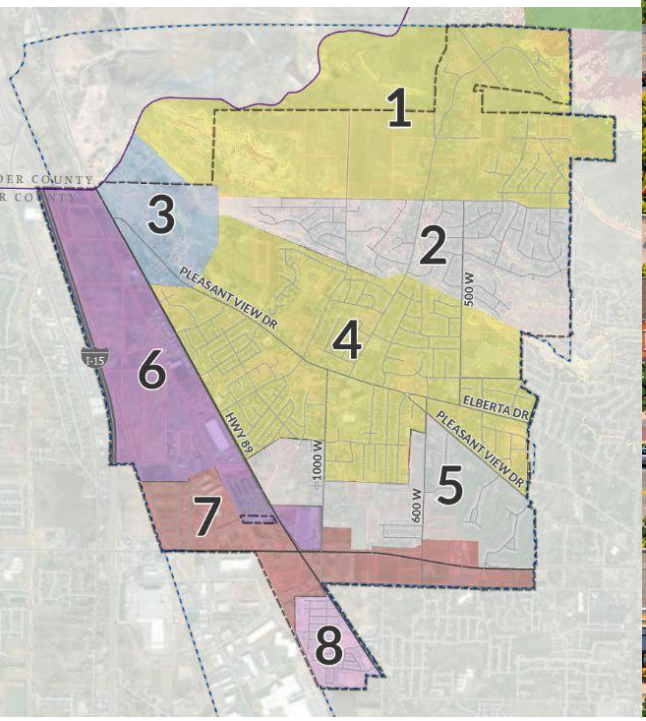


Master Transportation Plan



Where can you envision a Town Center (mix of Residential, Office, Retail, & Public Space)?







Quick Slido . . . .

Top of Mind Planning Topics

- Commercial sales revenues
- Access to jobs
- **Access to Employment (local and regional)**
- **Transportation choices**
- Next generation housing costs
- Water supply / water use
- Impacts of Data Centers
- Natural hazards (fire, flooding)
- Access to parks & recreation
- Other

PLEASANT VIEW, UT

Planning Together for a Stronger Future

These are important topics that shape our community.
Your input helps guide a shared vision for Pleasant View.

COMMERCIAL SALES REVENUES

A strong local economy supports quality services, public investments, and community vitality.



ACCESS TO JOBS

Good access to local employment centers strengthens households and reduces commute times.



ACCESS TO EMPLOYMENT (LOCAL AND REGIONAL)

Connections to regional employment hubs expand opportunities and support long-term economic prosperity.



NEXT GENERATION HOUSING COSTS

Attainable, diverse housing options help next generations live, work, and thrive in our community.



WATER SUPPLY / WATER USE

Sustainable water supply and responsible use protect our quality of life today and for the future.



NATURAL HAZARDS (FIRE, FLOODING)

Preparing for and reducing risk from wildfires, floods, and other hazards builds a safer, more resilient community.



TRANSPORTATION CHOICES

Multiple ways to get around—driving, transit, biking, walking—create a connected, efficient, and accessible community.



ACCESS TO PARKS & RECREATION

Parks, trails, and open spaces enhance health, bring people together, and make our community a great place to live.



OTHER

What other topics should we consider? Your ideas help shape our community's future.



Do not edit
How to change the design

Join at slido.com
#4048243

Presenting with animations, GIFs or speaker notes? Enable our Chrome extension

slido

Project Website . . .
QR Code . . . .

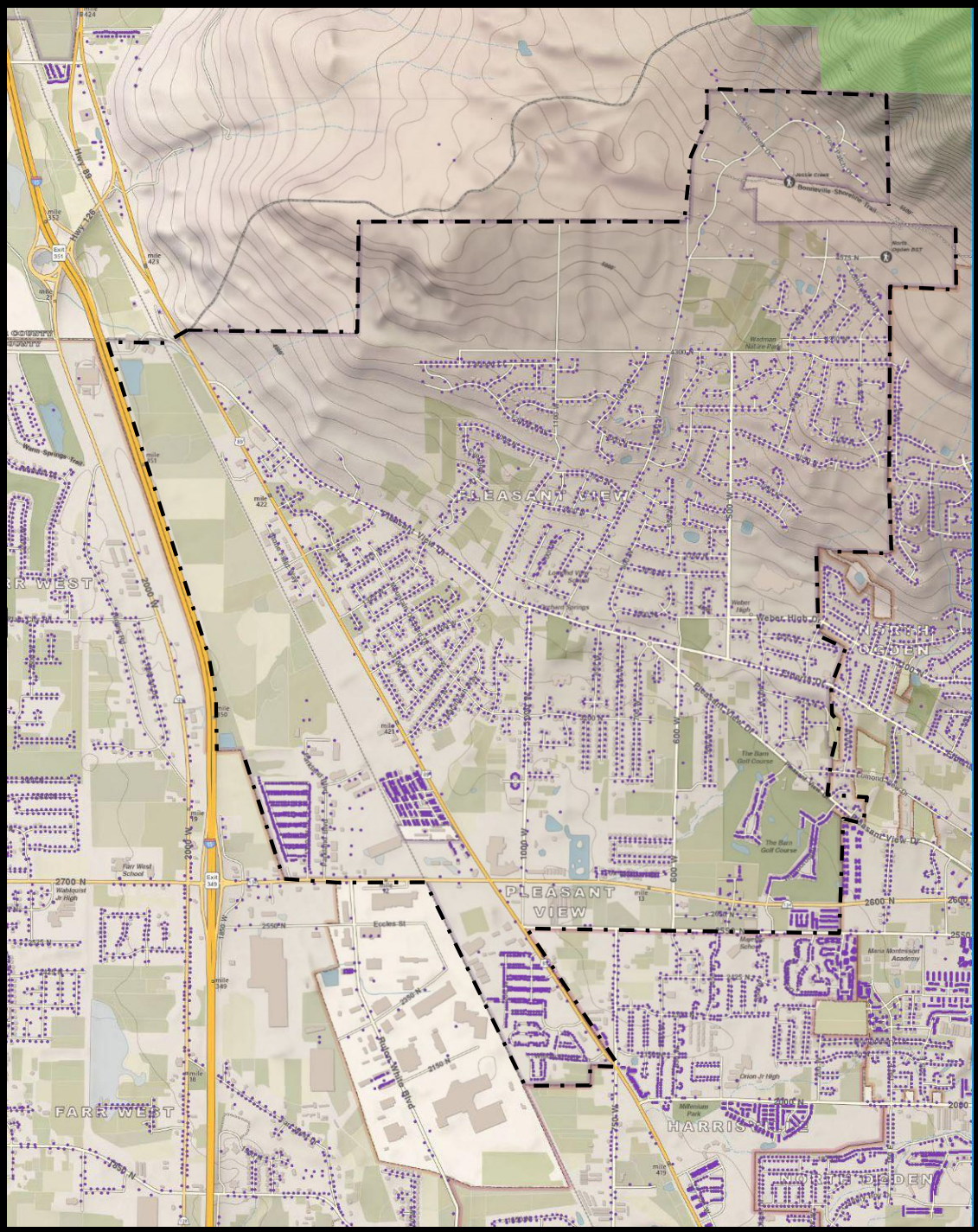
Tell your friends & neighbors . . .

Map of city . . .

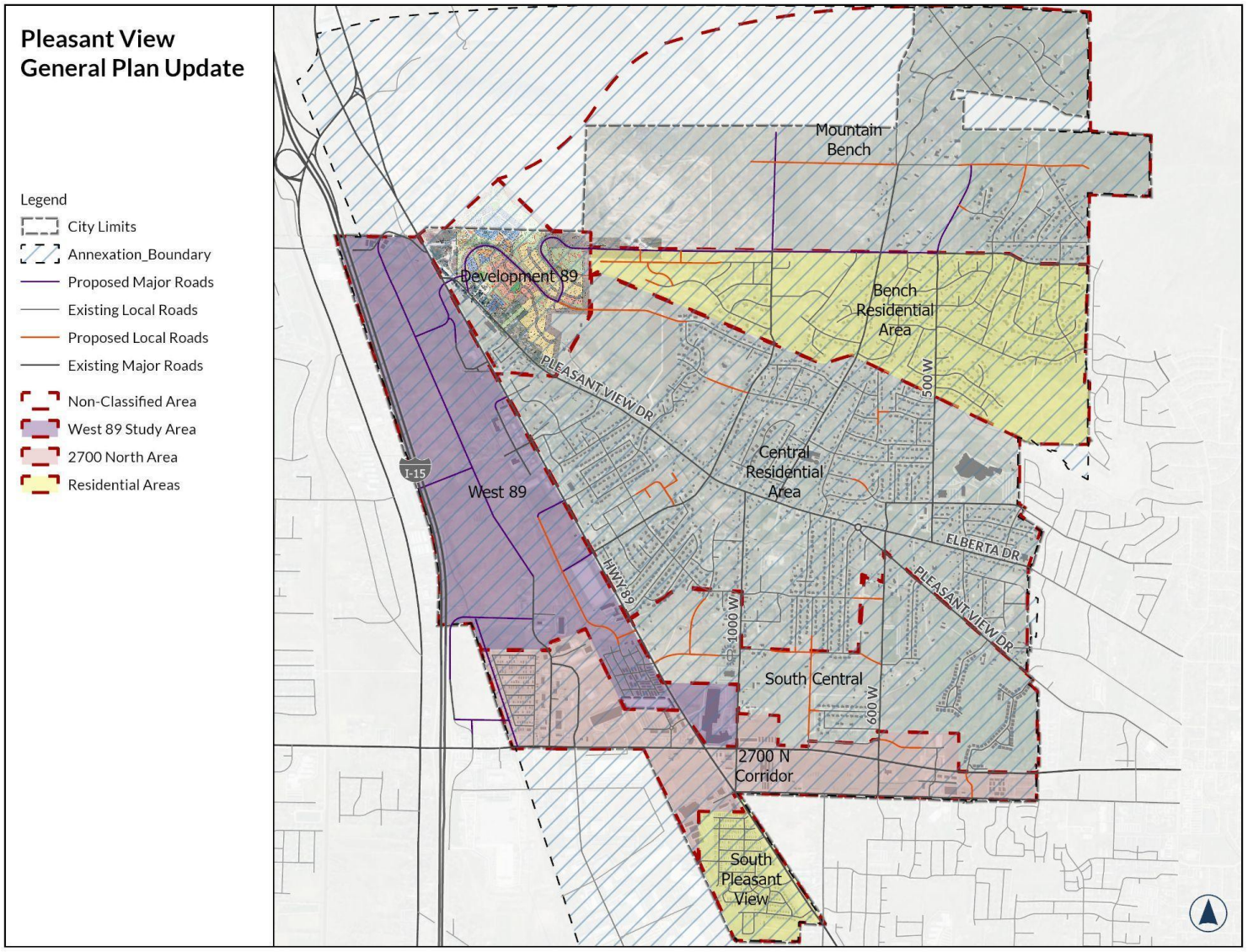
- Current land use . . .
- What is a general plan
- How can you engage?
    - Upcoming meeting
    -

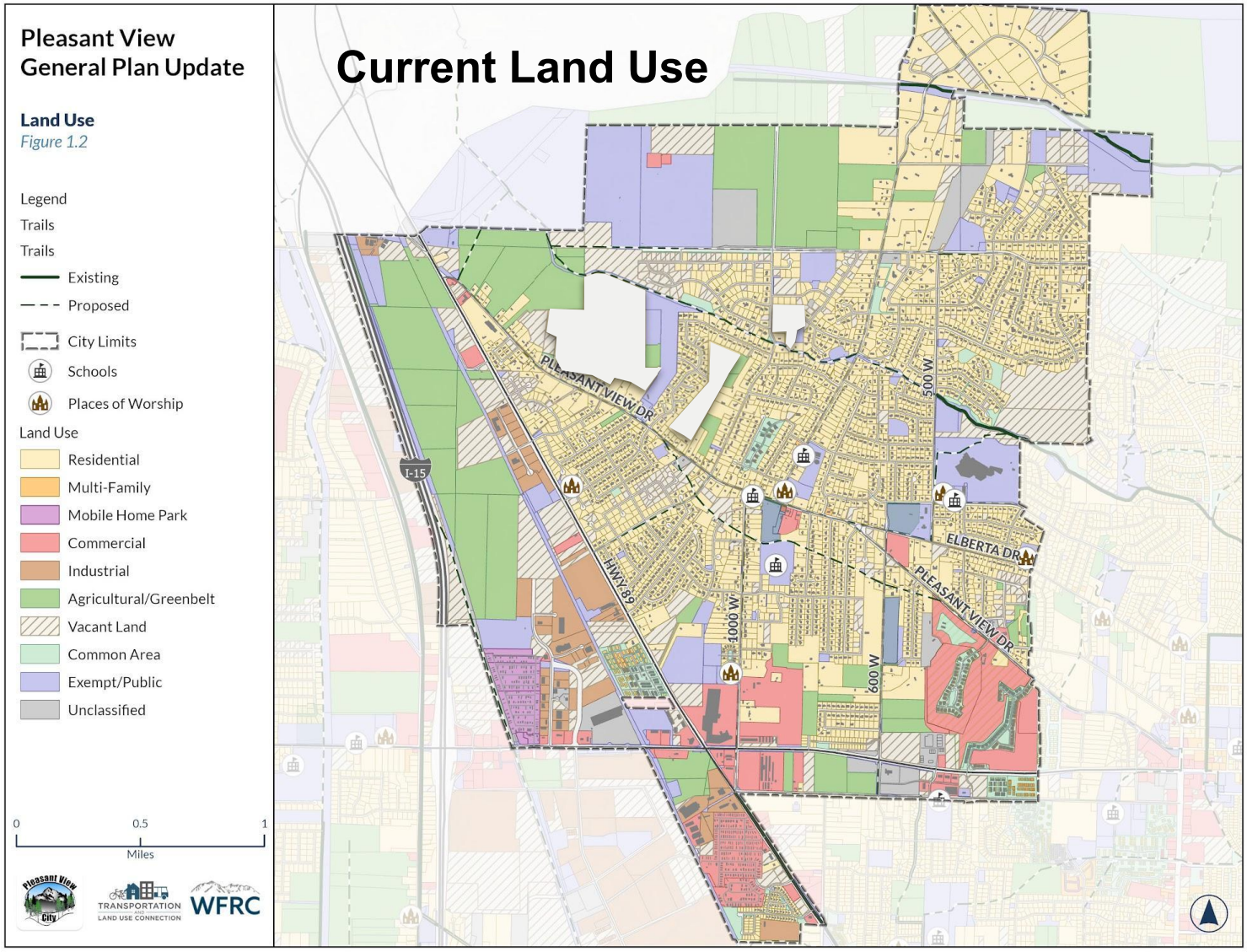
Subscribe . . . . ! Join our contact list to stay informed of future meetings and updates!
First, Last, Email

(select all that apply)
[ ] I live in Pleasant View
[ ] I work in Pleasant View
[ ] I own property in Pleasant View
[ ] I work outside of Pleasant View
[ ] I live outside of Pleasant View


PLEASANT VIEW
FARR WEST
HARRISVILLE
NORTH OGDEN
Hwy 89
Hwy 126
2700 N
2600 N
2550 N
2000 N
1000 W
600 W
Eccles St
Farr West School
Wahlquist Jr High
Weber High
Orion Jr High
Mana Montessori Academy
Millennium Park
The Barn Golf Course
Bonneville Shoreline Trail
Warm Springs Trail
Pleasant View Dr
Eastwood Blvd
Harrisville Rd
Washington Blvd

Pleasant View General Plan Update




Pleasant View
General Plan Update
Land Use
Figure 1.2
Legend
Trails
Trails
Existing
Proposed
City Limits
Schools
Places of Worship
Land Use
Residential
Multi-Family
Mobile Home Park
Commercial
Industrial
Agricultural/Greenbelt
Vacant Land
Common Area
Exempt/Public
Unclassified
0
0.5
1
Miles
Current Land Use
PLEASANT VIEW DR
I-15
HWY 89
1000 W
600 W
500 W
ELBERTA DR
PLEASANT VIEW DR
TRANSPORTATION AND LAND USE CONNECTION
WFRC

Do not edit
How to change the design



Top of Mind Planning Topics

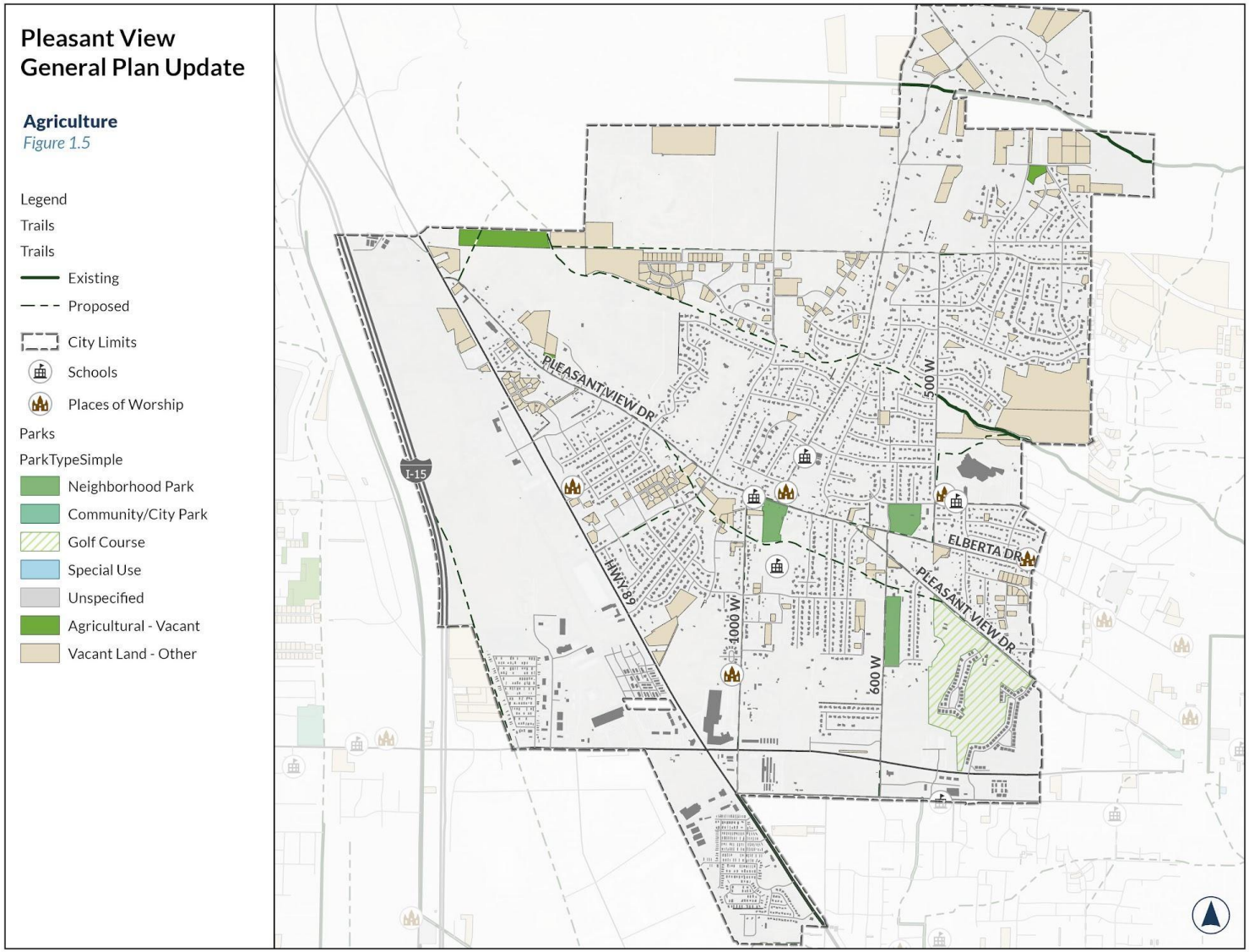
Presenting with animations, GIFs or speaker notes? Enable our Chrome extension

slido

Pleasant View General Plan Update

Agriculture

Figure 1.5



General Plan Elements . . . .

1. **Existing Current Land use**
   Land use & housing
   - Vacant areas
   - Yellow Single Family Dwelling (SFD)
   - Orange Towns / MF & Mobile Home Park
   - Red Commercial
   - Violet Color

   (Map - shows the predominance of SF
   (general location of MF
   (where commercial is
   (where vacant land is

Building footprints?

School & church Icons
Civic icons

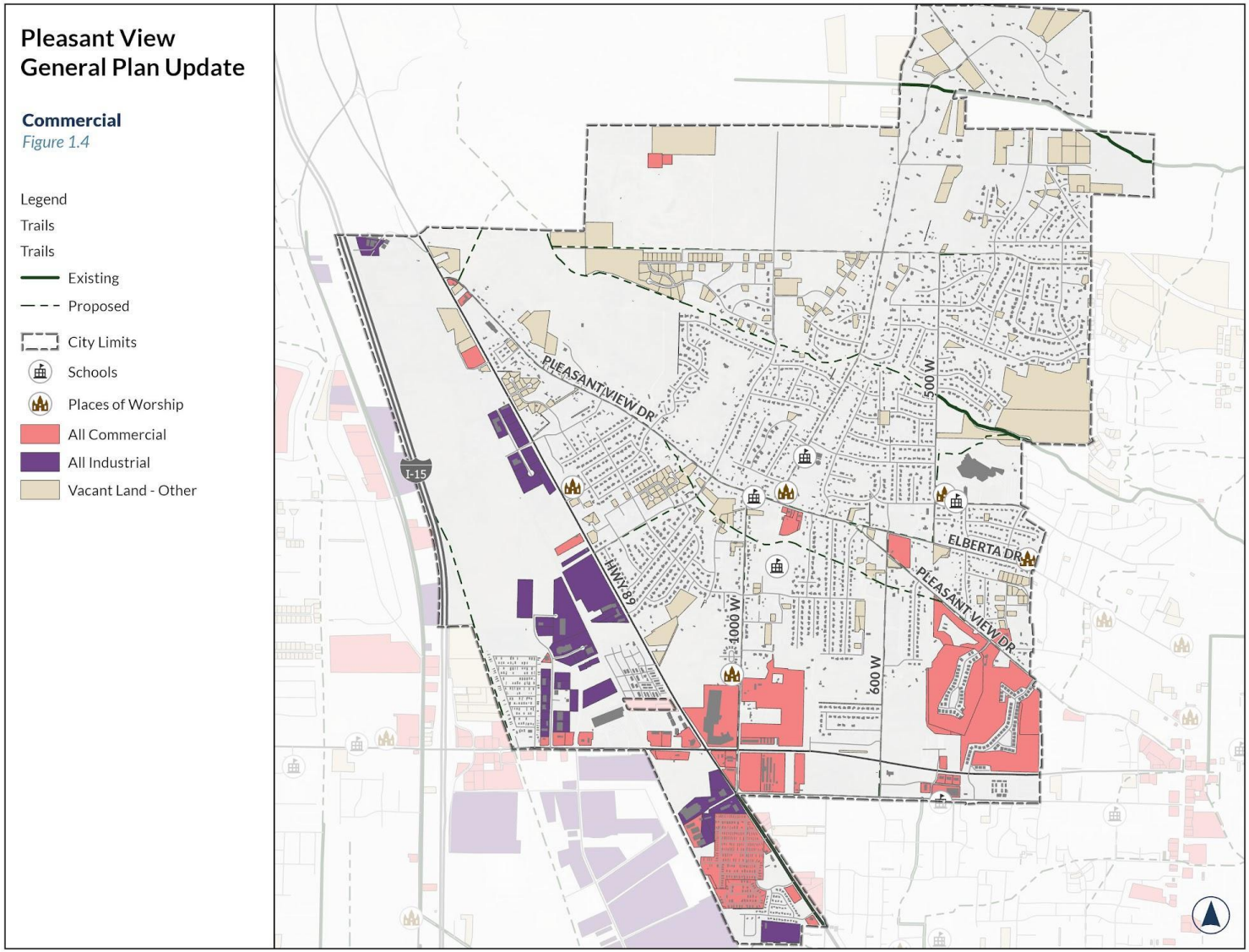


One or two spots that are not public . . . .

Pleasant View General Plan Update

Commercial

Figure 1.4



Pleasant View General Plan Update

Transportation + Connectivity

Figure 1.6

Legend

- RTP Roadway Projects

RTP Roadway Projects

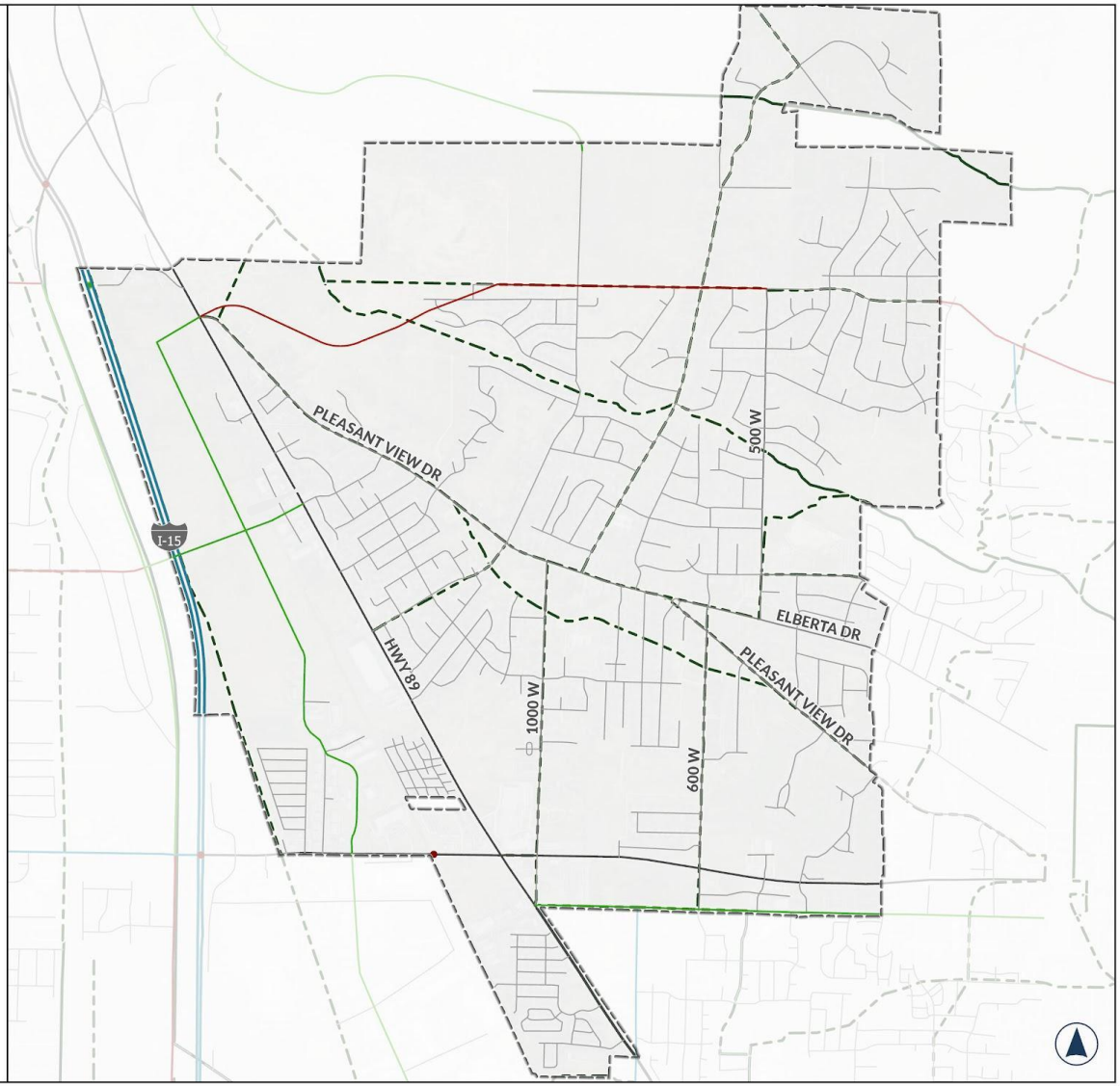
Phase Needed

- Phase 1 (2019-2030)
- Phase 2 (2030-2040)
- Phase 3 (2040-2050)

Trails

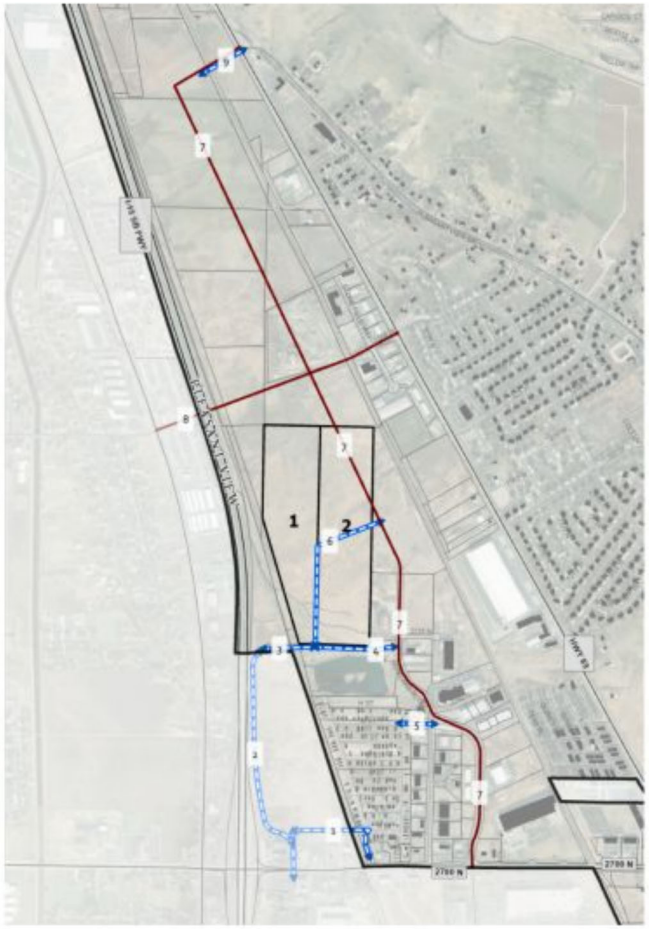
- Existing
- Proposed

City Limits



Master Transportation Plan

Reference 3. West Commercial Area Planned Connectivity



Parcels 1 & 2. Property owners interested in business park / tilt-up building development.

1. Street connection / canal bridge between Farr West (left) and Pleasant View (right) to be completed by commercial developers.

2. New street connection (1900 W / Woodsonia Ave) in Farr West is under construction to serve new commercial development, including a new Target store.

3. New bridge over the canal will connect Farr West to Pleasant View at Parcel 1.

4. & 6. Future E/W connection(s) to support future light industrial development of parcels 1 and 2.

5. Required street connection between residential mobile home park private road (Wasatch View Dr) and existing 1600 W Street.

7. Potential N/S street connection (shown on WFRC Regional Transportation Plan (RTP))

8. Potential E/ W street, overpass, and RR Xing between Pleasant View and Farr West (shown on WFRC Regional Transportation Plan (RTP).

9. City-proposed HWY 89 connection and consolidated RR Xing. Waiting for RR approval (see Reference 5, Attachment 2).

Three Core Strategies

for a High-Performing Transportation System



BUILD

Add more capacity and choices to the system



INNOVATE

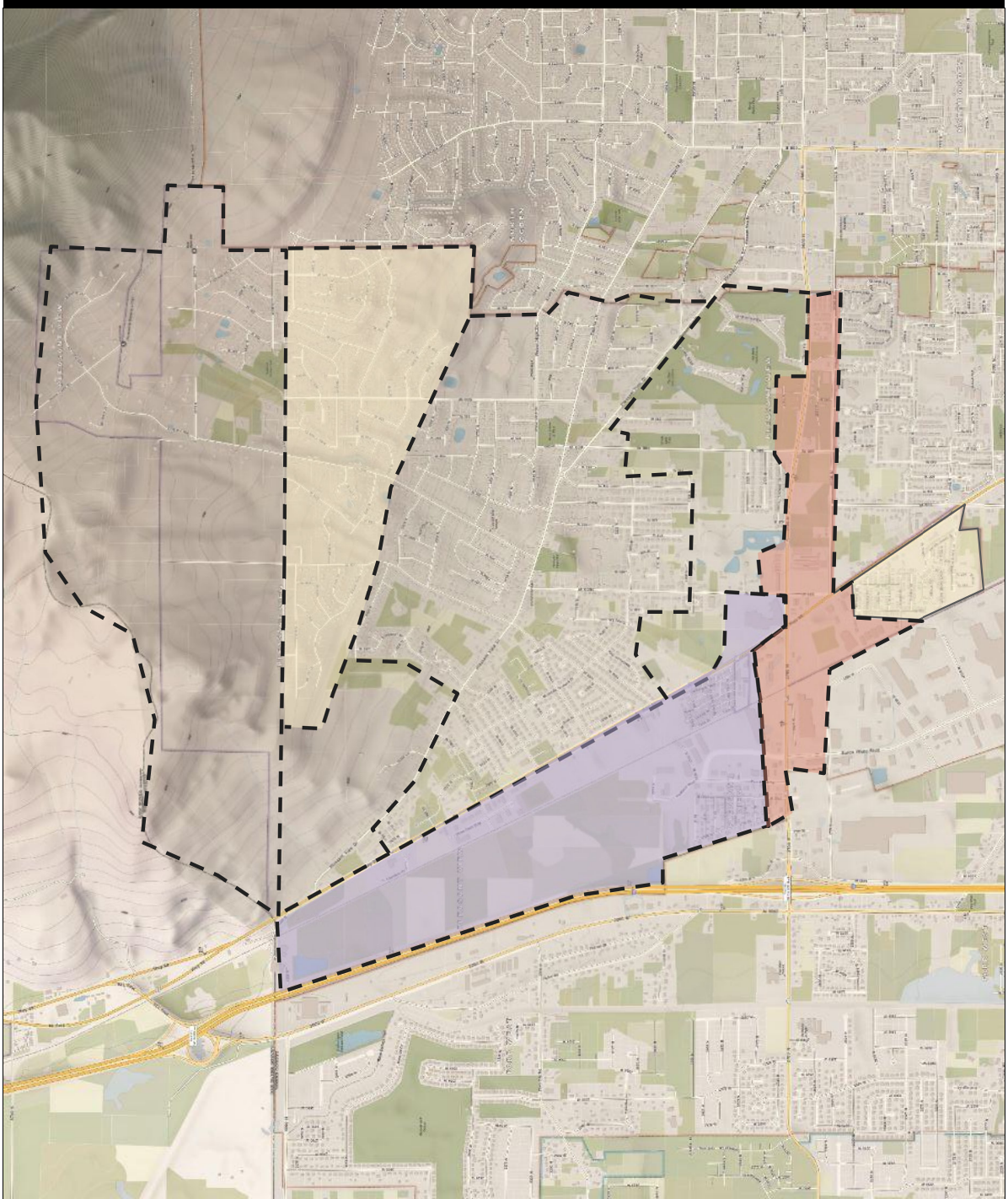
Optimize the system through innovation and technology



BALANCE

Bring more homes and jobs closer together

WASATCH FRONT REGIONAL COUNCIL



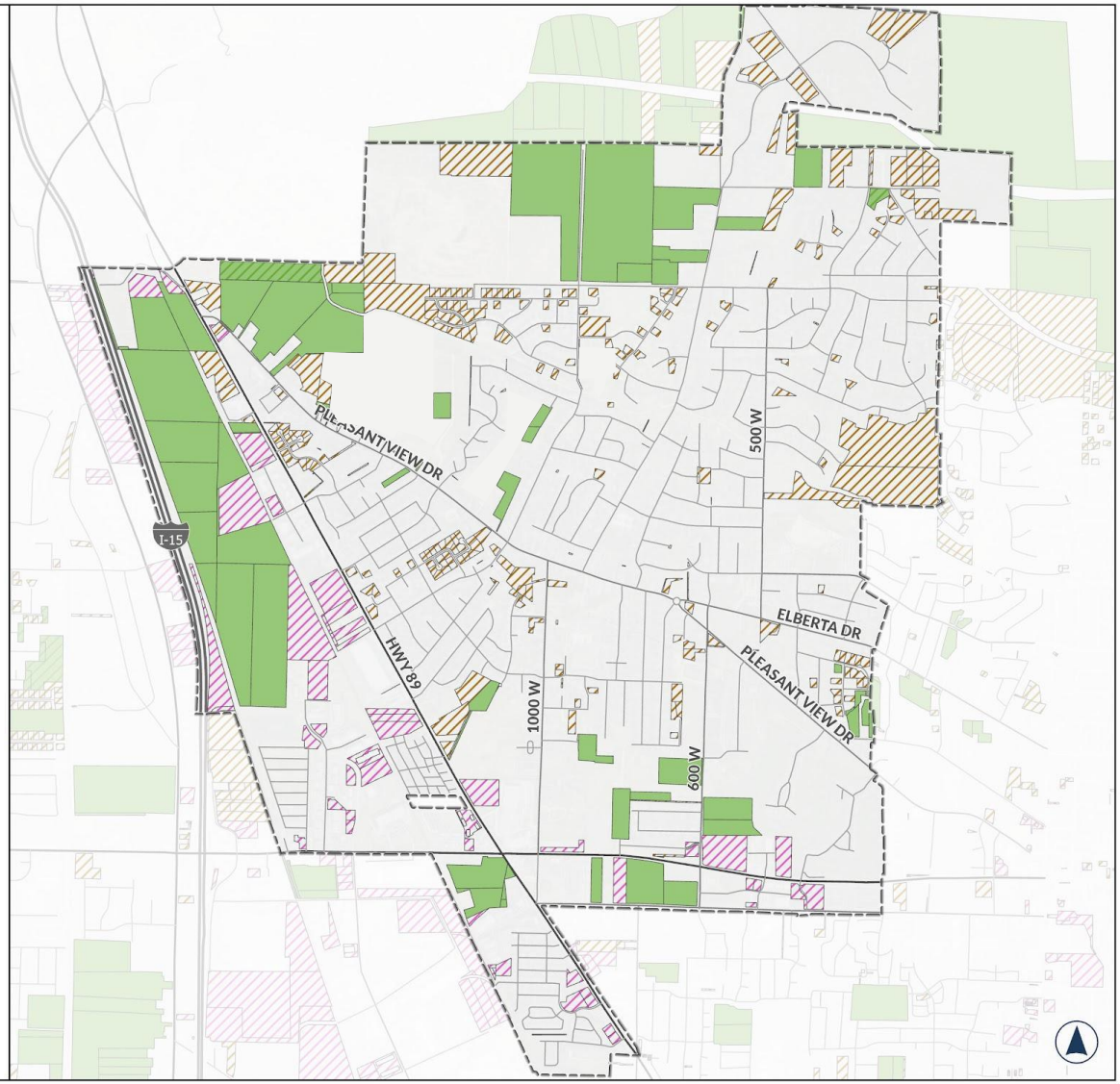
Pleasant View General Plan Update

Agriculture + Vacant Land

Figure 1.5

Legend

- City Limits
- All Agricultural
- Commercial/Industrial - Vacant
- Agricultural - Vacant
- Vacant Land - Other



Pleasant View General Plan Update

Natural Hazards
Figure 1.8

Legend

City Limits

Slope Percent Rise Value

- <10%
- 10-15%
- 15-20%
- 20-25%
- 25-30%
- 30-35%
- 35-40%
- >40%

