



North Ogden City General Plan Update
&
Downtown Plan



General Plan Update
and
Downtown Plan
North Ogden City, Utah
August 28, 2014
Proposal Provided by
Civil Solutions Group & Team Members

Exhibits A and B



civilsolutionsgroup inc.



Submitted to: Rob Scott, City Planner
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Exhibit A- Scope of Work

C - General Plan Strategy and Implementation Plan

C 1.1 Data Gathering and Review. CSG Team will review the following:

1. North Ogden City's 1997 General Plan
2. 2008 Transportation Master Plan
3. North Ogden City – Economic Development Plan
4. Zoning Map
5. Other important City Documents
6. The CSG Team will also review recent building trends, population growth, current and past demographic, projections and make an evaluation of North Ogden's previous goals.
7. Land-use Survey

C 1.2 Steering Committee Involvement. The CSG Team will closely work with the North Ogden City Steering Committee, Planning Commission, and City Staff throughout the project. The CSG Team will meet a minimum of once a month with the North Ogden Steering Committee during the planning process. The CSG team will have ongoing communication with North Ogden City planning staff.

The CSG Team will meet monthly with the Steering Committee.

The CSG Team will provide monthly email updates and drafts to the Steering Committee.

C 1.3 Outreach Strategy and Citizen Involvement.

The CSG Team proposes

1. The first component of the Outreach Strategy is the advertising of the General Plan and the Downtown Plan. The following methods will be used to make citizens aware of the planning and request input.
2. The CSG will work with North Ogden City to use the **North Ogden News** as much as possible for letting citizens know about the General Plan/Downtown Plan meetings, neighborhood meetings, online survey, plan drafts and etc.
3. The CSG Team will also invite **North Ogden Economic Development Committee** to participate in the General Plan/Downtown Plan. Businesses will be invited to meetings and be asked to post schedules of meetings. The Ogden/Weber Chamber will be included in this part of the process.
4. Social Media is an incredible tool in making people aware of the planning meetings, events and surveys and also a great way to get input from the public. **The CSG Team will use YouTube, Facebook and other social media tools during the planning process.**
5. The CSG Team will incorporate input from the Outreach and Citizen Involvement Process into the General Plan and Downtown Plan. The Outreach and Citizen Involvement methods include the following:



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Public meetings, this including City Council, Planning Commission and specific meetings for General Planning and Downtown Planning.

The CSG Team will also host 2-3 specific Focus Group meetings before a public meeting.

The CSG Team will carefully work with the steering committee in preparing an online survey.

The CSG Team will prepare and manage a Design Charrette for the Downtown and selected areas of the General Plan or North Ogden City. The Charrette will take place at the city office or other appropriate location.

C 1.4 Neighborhood Planning. Our proposal includes developing distinct plans for the various neighborhoods in North Ogden City. The goals for the neighborhood meetings will be:

1. **Establish a clear identity for each neighborhood.**
2. Create a **specific plan** for each neighborhood. It is expected that the topics of the neighborhood plan include: character preservation, transportation related elements (streets, walks, bike lanes, transit and etc), future new growth, future re-development, city parks and trails, and unique needs for each neighborhood.
3. **We will involve each neighborhood in the overall General Plan.** The input will be provided via personal discussion with a professional planner and or survey questionnaire.
4. **We will involve each neighborhood in the Downtown Plan.** It is very important that each Citizen has a connection with their Neighborhood and **their downtown.**
5. **Conduct a city-wide contest for a new North Ogden logo and brand.**

Deliverables:

1. **Neighborhood land-use plan.**
2. **Transportation and street sections plan per neighborhood.**
3. **Parks and trails plan update per neighborhood.**
4. **Neighborhood character preservation or creation.**
5. **Specific issues pertaining to each neighborhood.**

A professional planner from the CSG Team will meet with each North Ogden City Neighborhood twice. **The first meeting will be to gather input and the second meeting will be to provide input on a Draft Neighborhood Plan.**

C 1.5 Economic Development Element.

It is essential to understand North Ogden’s existing economic conditions before evaluating the potential for future economic development and devising goals and objectives for economic growth.

Key tasks are outlined as follows:

1. Identification of Key Commercial Nodes
2. Review of Commercial Market Absorption in Weber County



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3. Employment and Industry Analysis
 - a. Including Office and Industrial Development
4. Retail Analysis including home occupation trends
5. Retail Cluster Analysis
6. Regional Buying Power Analysis

The above tasks will lead to the creation of economic goals and objectives for the City and CSG will provide specific strategies to enable the City to reach its economic development potential. Information gathered will rely on previous studies provided by Mathew Godfrey and lead to specific goals regarding the density of commercial development, types of development that would be feasible, potential for mixed use development, and overall amount of commercial development that should be reflected in the City’s Land Use Plan. A strong economy is based on a balance of: nearby residents (housing), jobs (office, tech, service, industrial), retail (restaurants, shopping, and etc.) and entertainment. The CSG Team will work with North Ogden City to develop a new General Plan that best meets their goals.

Deliverables:

1. The deliverable will be **the Economic development element of the General Plan.** The economic portion of the General Plan will be developed by the CSG Team and the downtown portion by Zions Bank sub-consultant.

C 1.6 Moderate Income Housing Plan.

The existing Housing Plan will be updated and incorporated into the General Plan. CSG’s role will be to present the already prepared Moderate Housing Plan to the City Council, assist in adoption and incorporate housing plan into general plan.

Deliverables:

1. **Including newly created housing plan in General Plan.**
2. **Providing presentation of moderate income housing plan to city council.**

C 1.7 Transportation Element. Early in the project the general plan and transportation master plan will be evaluated in depth. Policies, selected street cross-sections, and project programming will all be evaluated using a complete streets philosophy.

A complete streets policy matched to North Ogden’s unique needs will be developed and designed for easy incorporation into the city’s ordinances. A discussion of various recommended traffic calming devices and their usage will also be included, along with suggested locations for implementation based on previous accident data. **The previously proposed roadway network will be evaluated for its compatibility with the revised land-use plan with special attention being given to regional connectivity and adjacent municipalities.** Policies for infill projects encouraging high roadway connectivity will also be explored. Opportunities for the expansion of



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transit service, and or the construction of park-n-ride facilities, will be coordinated with the land-use and economic elements of the general plan.

During the transportation study the CSG team will coordinate with UTA regarding bus and rail services and how they relate with the transportation element.

Deliverables:

1. Report with review of street design standards and updated street design sections.
2. Complete streets policy.
3. Recommendations derived from Neighborhood Plans and public meetings.
4. Transportation Planning to support General Plan and Downtown Plan.
5. Suggested future transportation projects and funding sources.

C 1.8 Parks and Trails. Planning this trail system well will prove an invaluable asset to North Ogden now, as well as a legacy to future residents. Mapping, trail cross sections, and a comprehensive discussion of potential funding strategies will be included. Input will be solicited during Neighborhood and other Public Meetings. This planning will also review the city wide parks plan and trails plan. The CSG Team will look for opportunities to connect parks, downtown and other important destinations via trails. The CSG will also include the trails committee as part of the planning process and decision making.

Deliverables:

1. Trail policies including: mandatory vs incentives (to development).
2. Trail standards and connectivity with parks, development and other destinations.
3. Review of park plans and new park suggestions (CSG Team will meet with Parks Department).
4. Incorporate existing trails map.

C 1.9 General Plan Update Outline.

Below is proposed outline for the final document. This outline may change according to the suggestions of the Steering Committee. The CSG will review the Elko Nevada plan as recommend for formatting.

Proposed Plan Outline

1. Introduction
 - a. Purpose of General Plan
 - b. Future changes to the Plan
 - c. General Plan Update Process
 - d. The Vision for North Ogden
2. Plan sections
 - a. History



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- b. Residential including a summary of the Moderate Income Housing Plan
 - c. Commercial
 - d. Housing
 - e. Natural Environment
 - f. Transportation including the master road plan, complete streets, etc.
 - g. Land Use areas – Specific examinations of various areas within the community including neighborhoods, corridors, and potential town centers. A specific vision will be created for each identified neighborhood. These visions will be coupled with goals and strategies to accomplish neighborhood character preservation and enhancements
 - h. Economic potential
 - i. Parks, open space, and trails
 - j. Green Infrastructure/sustainability
 - k. Place Making
 - l. Urban form
3. The North Ogden/Washington Blvd. town center
- a. Market potential
 - b. Vision – will address how a corridor can become a center
 - c. Case studies for change
 - d. Plan suggestions that will anticipate a new zoning ordinance and include:
 - i. Access, blocks, walkability, and streetscapes
 - ii. Districts and sub-districts
 - iii. Proposed uses
 - iv. Proposed building types
 - v. Proposed open spaces
 - vi. Sketches and graphics to visualize the recommendations
 - e. Priorities and strategies

Appendices

Existing Conditions

- a. Demographics
 - i. Trends, current conditions
- b. Economics/employment/attractions
 - i. An assessment of economic development readiness
 - ii. Areas where change is likely
 - iii. Potential for infill and redevelopment
- c. Natural Environment
 - i. Geographic setting, critical lands
 - ii. Air and water quality protection
 - iii. Minimizing the impacts of growth
- d. Built Environment
 - i. Land use mapping



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- ii. Housing
- iii. Public Services and Facilities
 - 1. Parks and recreation
 - 2. Transportation
 - 3. Water and sewer capacities
 - 4. Storm water system
 - 5. Budget trends
 - 6. Sales tax/property tax assessment
- iv. Education/schools
 - i. Broadband infrastructure
 - ii. Moderate Income Housing Plan
- 2. Projections
 - a. Population - local, regional
 - b. Land use/economics, regional growth

General Plan goal format – defined and prioritized after visioning processes.

- 1. Clear policy direction and objectives.
- 2. Plan implementation strategies for each goal/objective
- 3. Assign responsibilities
- 4. Consider partnering and development opportunities
- 5. The CSG team will suggest and outline necessary ordinance updates
- 6. The CSG team will suggest budget tools
- 7. Provide recommend timelines

C 2.10 General Plan Schedule.

The CSG Team will complete the planning process and document within 8 months of official start date. Adoption schedule will depend on city council.

C – Downtown Plan (immediate area surrounding Washington/2600 North and Washington/2000 North)

C 1.1 Data Gathering and Review. This step involves reviewing North Ogden City’s General Plan, Economic Plan(s) and other relevant documents.

C 1.2 Site Inventory and Analysis.

- 1. The first step in the site analysis is **defining the specific desired boundary for the 2 nodes within the downtown** study. Items to be reviewed in the Site Inventory & Analysis Include:
 - a. **Current Zoning**
 - b. This study will **assess the approximate population in the downtown area** and within **walking, biking and driving distance** of downtown.



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- c. **Buildings: types**, locations, age, usage, approximate sizes, historical significance (if any), architectural styles, value and etc.
- d. **Walkability and bike-ability study**: this includes showing the pedestrian sheds, cross walks, location of sidewalks, bike lanes, trails, and existing mobility for walking.
- e. **Transportation Analysis**: this study includes examining existing ROWs, intersection location, bus lines, parking lots, connectivity to surrounding neighborhoods and North Ogden and future transportation. The CSG Team will discuss with UDOT the current role of Washington Blvd and 2600 N in the regional transportation plan. This will include design options for these roads.
- f. The CSG Team will **inventory existing Open Spaces**: including parks, natural areas, agriculture areas, and others to determine their current and future possibilities including parks, town squares or courtyards.
- g. **Cultural Analysis**: this item includes interviewing residents and business owners/managers of the downtown area to understand what their **current view point is of the downtown area**. We will also survey them to understand what they would like to see in a North Ogden Downtown.
- h. The CSG Team will also **review the history of the downtown area**. A historical summary will be provided.
- i. The Inventory and Analysis will be organized into a chapter of the Downtown Master Plan Document.

An **economic analysis** will be performed by the finance consultant. Market demand and the appropriate mixes of land-use for the commercial area will be studied. The consultant will focus on the two nodes suggested for town center development as opposed to the entire corridor. The consultant suggests the following:

Housing Demand

A review of Better City data shows only historic residential building permits pulled for North Ogden and surrounding cities. We propose looking at employment projections in North Ogden and within varying radii to estimate the potential to capture future housing growth in North Ogden's downtown. This information would be supplemented with interviews with surrounding cities regarding projects in the pipeline and prominent local developers.

Summary of Tasks:

- *Review of historic building permits for single-family and multi-family units, by unit type in North Ogden and surrounding cities*
- *GIS analysis and mapping of employment projections within varying radii*
- *Capture rate analysis of number of households based on employment projections*
- *Interviews with surrounding cities regarding projects in the pipeline and with local developers and Homebuilder's Association*
- *Summary of potential absorption, unit types and densities in North Ogden*



2. Office Demand

Office demand in North Ogden will be partially based on a capture rate of average historical absorption in Weber County. North Ogden has good potential for future office development because of its demographics. The City is an attractive place to live for executives and these decision makers generally prefer to locate their office space close to their homes.

Capture rates are also dependent on infrastructure, access, visibility, availability of public transportation and the availability of land in areas with supporting amenities (i.e., lunchtime eating, personal services, etc.).

A review of the Better City data did not show any relevant office market information.

Summary of Tasks:

- *Review of historic office absorption, rent rates, vacancy rates and CAP rates in Weber County by type of space (i.e., Class A, B and C)*
- *Review of Workforce Services employment projections by industry type for regional area*
- *Interviews with brokers re market conditions and competitiveness of site(s)*
- *Summary of potential absorption*

3. Retail Demand

The Better City report included a study on retail market demand that uses broker data for lease rates and market trends (Cushman Wakefield) and ESRI MPI ratings to identify potential retail outlets. We suggest that this information could be tailored further to North Ogden by conducting a sales leakage analysis, as well as a retail market share analysis as compared with surrounding cities.

Summary of Tasks:

- *Retail sales leakage analysis*
- *GIS analysis of current and future growth in buying power within varying radii*
- *Retail market share analysis and trends*
- *Market segmentation targeted for North Ogden demographics and household characteristics*

The CSG Team will also do the following:

C 1.3 Stakeholder Tour. This will be a tour of interesting downtowns in the region. Invited will be the stakeholder group, city council members, mayor, city planning commission members, and other key individuals. We will visit various downtowns and discuss the specific desirable qualities of the downtowns.

C 1.4 Downtown Kick Off Meeting and Charrette. This will be a public meeting to review the Inventory and Analysis, review city economic plans, establish Guiding Principles for the



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Downtown, **identify constraints and opportunities** and establish goals for the Downtown planning process. The Charrette will be one full day and consists of:

1. Tour of area (walk, bike or drive)
2. Review of opportunities and constraints
3. Review of previous general and economic planning
4. Develop vision and establish goals
5. Generate concepts for problem solving
6. Generate concept policies and economic drivers
7. Provide follow up deliverable (later by consultant)

C 1.5 Online General Plan/Downtown Survey and Visual Preference Survey.

The CSG Team will work with the stakeholder group to prepare a survey to understand the most important questions for North Ogden residents regarding the downtown. The survey will be made available online and all reasonable methods will be used to encourage residents to take the online survey (see 2.3 of this document).

C 1.6 Scenario Modeling. The CSG Team will prepare 3 distinct scenarios for the downtown area. The scenario modeling will use GIS ET + and graphic scenarios. The Wasatch 2040 Choices ET + GIS software is the latest develop. This scenario modeling tool will help North Ogden evaluate the results of different development types and scenarios.

C 1.7 Business and Development Community Workshop. This will be a specific meeting dedicated to understanding the needs and suggestions from the business and development community of North Ogden. Business owners, managers and developers will be specifically invited to this meeting.

C 1.8 Consensus Building and Decision Making Meetings. The CSG Team will provide the steering committee with an update to downtown draft document, which includes: inventory and analysis, tour results, survey results, scenarios, business/developer workshop results and summary of planning to date. During this meeting(s) the CSG Team will work with the Steering Committee to consider the pros and cons of the different options on the table and make decisions.

C 1.9 Regulating Plan. Based on input from the Consensus Building the CSG Team will prepare a Regulating Plan for North Ogden or pre-zoning plan.

C 1.10 Downtown Graphic Plan and 3D Plan. The CSG Team will prepare both a plan view and digital 3D model of the proposed and future North Ogden Downtown plan. This will be shown using Sketch up 3D model.

1. Open Space or Plaza
2. Existing and proposed buildings types.
3. Existing and proposed parking areas.
4. Existing and proposed walking and biking infrastructure.
5. Transportation corridors and complete streets.
6. Gateways or entrances to the downtown.
7. Implementation of Wasatch Choice 2040 Tools.



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C 1.11 Complete Streets. This CSG Team will meet with both UDOT and North Ogden City to discuss options and methods for transforming Washington Boulevard and other streets into compatible complete streets working with the newly planned downtown.

C 1.12 Downtown Plan Adoption. The CSG Team will work with North Ogden City to resolve any concerns and prepare to adopt the Downtown Plan. It is anticipated that this will coincide with the General Plan Update Meetings.

C 1.13 Presentation of Downtown Plan. The CSG Team will present the Downtown Plan to North Ogden City in a public meeting. Handouts will be available and also a digital copy. This will also coincide with the General Plan Update Presentation.

C 1.14 Downtown Plan Deliverables. The following list represents the deliverables that be included during the process and official North Ogden Downtown Plan:

1. **Data Gathering Summary**
2. **Site Inventory and Analysis**
3. **Minutes and Summaries of Meetings**
4. **Summary of Downtowns Tour**
5. **Visual Preference Survey Results**
6. **Scenario Models and Results (GIS, ET Plus and Concept Plans)**
7. **Results from Business and Developer Meeting**
8. **Business Friendly Suggestions on Policies and Ordinances**
9. **Results from Consensus Building**
10. **A Vision Statement**
11. **Regulating Plan and Building Typologies**
12. **Visual Plan both 3D and Plan View**
13. **Ordinance Recommendations**
14. **Complete Streets Recommendations and Concepts.**
15. **Recommendations on implementation tools such as RDAs, EDAs, and CDAs.**

E - 6.0 Fee Proposal

Task – General Plan	Project Budget
Data Gathering & Analysis	\$ 2,000.00
Community Outreach	\$ 2,000.00
Neighborhood Planning (all 6 listed in RFP)	\$ 15,000.00
Economic Development	\$ 2,000.00
Moderate Income Housing Plan	\$ 1,000.00
Transportation Element	\$ 3,800.00
Parks and Trails	\$ 2,200.00
Public Meetings	\$ 7,500.00



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Document Preparation	\$ 7,000.00
Printing	\$ 300.00
General Plan Maps	\$ 1,200.00
Sub Total	\$ 44,000.00

Task – Downtown Plan	Project Budget
Data Gathering & Analysis	\$ 500.00
Site Inventory & Analysis	\$ 2,000.00
Downtown Economic Development	\$ 8,500.00
Downtown Kick Off & Charrette (1 day)	\$ 3,000.00
Stakeholder Tour	\$ 1,200.00
Online Survey	\$ 700.00
Scenario Modeling	\$ 2,600.00
Business Community Workshop	\$ 1,000.00
Consensus Building	\$ 1,000.00
Regulating Plan	\$ 1,000.00
Downtown Graphic & 3D Plan	\$ 3,000.00
Downtown Transportation Planning	\$ 2,500.00
Public Meetings	\$ 2,000.00
Document Preparation	\$ 2,000.00
Sub Total	\$ 31,000.00

\$ 75,000.00

Exhibit B- Hourly Rates

If additional work beyond the scope of work (Exhibit A) is requested by North Ogden City the CSG team will be available to do the work under hourly rates. This work will be approved as described in the contract. All billed hourly work will include a description of the work performed, time to complete the task and rate.

Hourly Rates (For additional work):

Principal Civil Engineer	\$95/hr.
Senior Planner	\$100/hr
Planner or Project Manager	\$90/hr.
Staff Engineer	\$80/hr
Staff Technicians	\$50/hr