

North Ogden City Downtown Plan Scope of Work

1. Overview

North Ogden currently does not have a readily identifiable downtown. The current city complex - comprised of the city hall, county library, public safety building, and senior citizen's center - is located as part of a commercial corridor that stretches from 1700 North to 2700 North along both sides of Washington Boulevard.

The existing North Ogden downtown consists of an auto oriented, strip-type commercial corridor that extends from 1700 North to 2700 North. A new development has stirred some excitement about the future of this area. A new Smith's Market Place complex is being built just south of the existing Smith's grocery. Other vacant properties are being marketed. Now is the time to refine the city vision for this area.

In addition to attracting new businesses, the potential for encouraging residential development in a mixed use Main Street / City Center is something that needs to be studied and a market analysis performed.

The North Ogden downtown has the potential to become the center place for the city where there are community events, places to work, shop, recreate, walk, and live. The City desires to consider how to establish a true downtown with an urban design to include a mixture of commercial, institutional, and residential uses resulting in a Main Street / City Center.

2. Tasks / General Topics

This project is a hands on urban design project that takes advantage of the work done by the Wasatch Choice 2040 Plan. It will include being responsive to community input and market forces. The plan will create geographic boundaries for the downtown, establish a community identity, create design guidelines, and identify appropriate land uses and standards to create a Main Street / City Center.

- Wasatch Choice 2040 Plan: The Wasatch Choice 2040 plan will be used in this effort to formalize the Main Street / City Center, i.e., market information, design tool box, etc.
- Neighborhood Element: North Ogden City has a diverse set of neighborhoods. It is time to establish a downtown neighborhood district with an identified location, vision for its potential land uses, and urban design approaches. Because of its special nature the downtown requires that additional resources and efforts be given to establish the North Ogden Downtown District.
- Economic Development Element: As part of the North Ogden General Plan update economic data and analysis will be performed that will provide a foundation for this project. (See North Ogden City General Plan Update Grant Application)
- General Plan Implementation Strategies: A set of Downtown Plan Implementation Strategies will be developed as part of this project to give direction on implementing the plan.

3. Deliverables

- Become familiar with the existing North Ogden City General Plan document.
- Create a detailed land use map from aerial photography of the downtown.
- Incorporate Wasatch Choice 2040 plan information into this project.
- Do a market analysis of this area to determine the appropriate mix of land uses and assist in identifying a boundary for the downtown district.
- Create alternative urban design scenarios for the Main Street / City Center.
- Conduct a stakeholder process to review the city's vision of the city through a city wide survey and other outreach – such as town hall meetings, planning charrettes, etc. Conduct meetings with a Steering Committee, City Council, Planning Commission, citizens, business owners, public agencies, and other interested stakeholders.
- Based upon the stakeholder process incorporate the stakeholder input into the General Plan.
- The North Ogden General Plan update project is creating complete streets and traffic calming policies. It will be important to take this information and incorporate it into the Main Street / City Center design.
- Provide written materials, downtown map, building elevation guidelines, integrated street cross sections, multi-modal designs, other maps as needed, and Downtown Plan Implementation Strategies.

4. Schedule of Project Services (Tasks)

- March, 2014- Submit Local Planning Resource Planning Grant application.
- April, 2014 - Local Planning Resource Program Grant awarded.
- April, 2014 - Host joint City Council Planning Commission work session to review the existing General Plan assessment of accomplishments, work with the Planning Commission and City Council to identify any additional issues they would like addressed in the Downtown Plan project.
- May, 2014 - Incorporate the identified list of issues from the Planning Commission and City Council into General Plan assessment.
- May, 2014 - Prepare a RFQ / RFP to be addressed by potential consultants and advertise
- May, 2014 - Review RFQ / RFP submittals by a review team conduct interviews of consultants and make a selection.
- June, 2014 - Draft contract and have it approved by the City Council.
- June, 2014 – City Council appoints a Steering Committee for the project made up of a cross section of stakeholders.
- July, 2014 – Consultant begins project with a kick-off meeting with the Steering Committee
- July, 2014 – Consultant reviews existing General Plan and other necessary information. The project will need to incorporate the Economic Element information from the General Plan update project and Wasatch Choice 2040 Toolbox information.

- August, 2014 – Consultant works with General Plan amendment consultant to have appropriate questions included in the city wide survey dealing with the Downtown. Information is posted on the city website.
- August – September, 2014 – Consultant conducts market analysis for the Downtown, reviews the market analysis and reports findings to the Steering Committee. The consultant holds periodic update meetings with the Steering Committee, Planning Commission, and City Council.
The consultant prepares a recommended boundary for the downtown and reviews it with the Steering Committee, Planning Commission, and City Council. The consultant prepares various alternative urban designs that are inclusive of buildings and streetscapes, and recommends land uses.
- October, 2014 – Draft Downtown Plan is presented to the city for review.
- November, 2014 – City Planning Commission conducts public hearing and makes recommendation to the City Council.
- January, 2015 – City Council conducts public hearing and adopts Downtown General Plan.

5. Budget

The budget for the North Ogden Downtown Plan is proposed to consist of City funds, Local Planning Resource Program funds, and in-kind city staff and volunteer efforts.

North Ogden City has budgeted \$25,000 for this project and is requesting a grant of \$25,000 from the Local Planning Resource Program. In addition North Ogden City staff will contribute at least 50 hours to this project with tasks that include but are not limited to project research, public outreach, document development, mapping, and planning coordination, public meetings, and coordination with community stakeholders.