

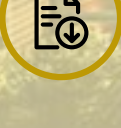


SOUTH OGDEN

CITY CENTER MASTER PLAN

JULY
2026

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ACKNOWLEDGEMENTS

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

ADVISORY GROUP

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

CITY COUNCIL

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

PLANNING COMMISSION

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

CONSULTANT TEAM



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



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



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

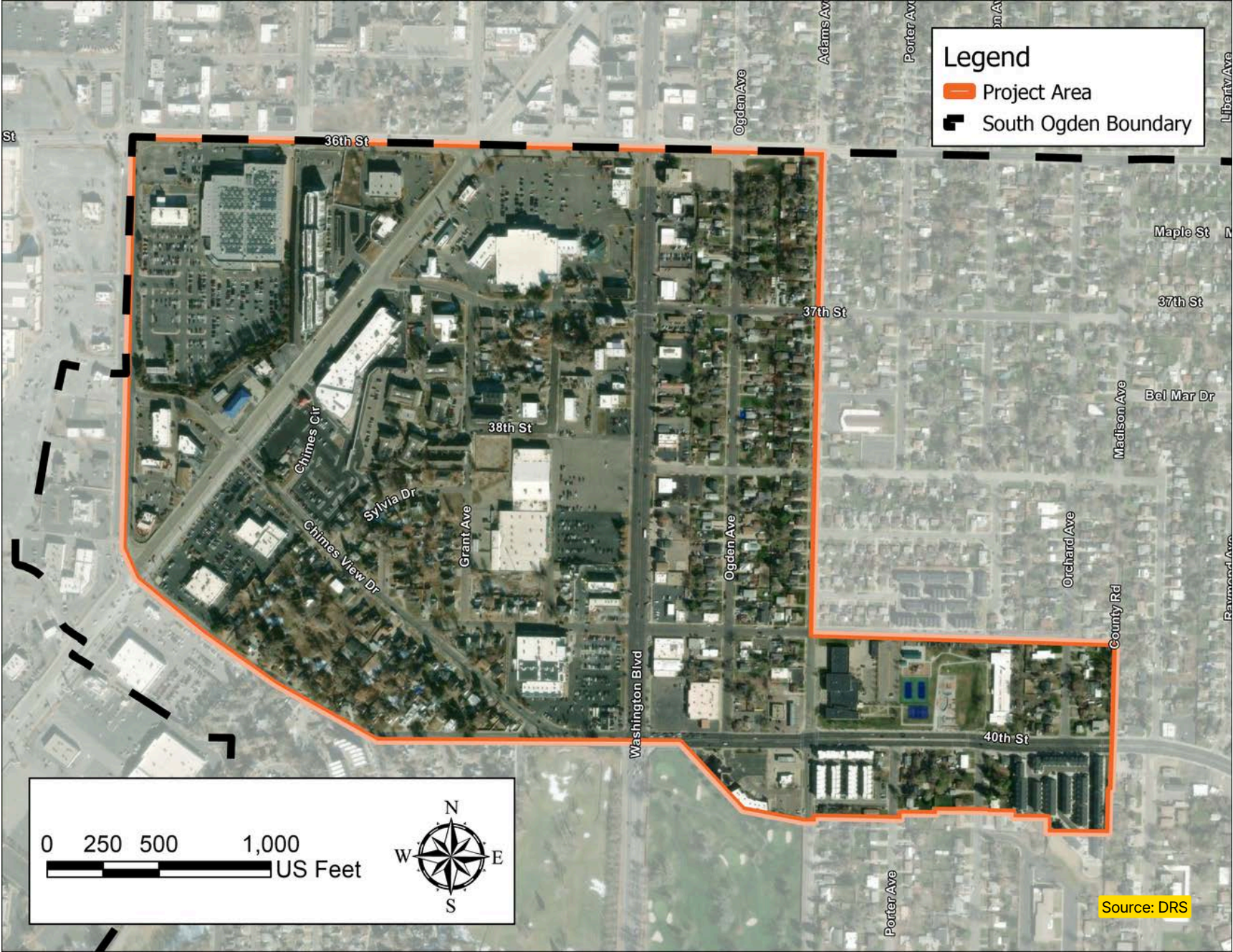


- Tim Watkins, WFRC

01

INTRODUCTION

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



02

PREVIOUS PLAN REVIEW

2023 General Plan Update

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

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

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



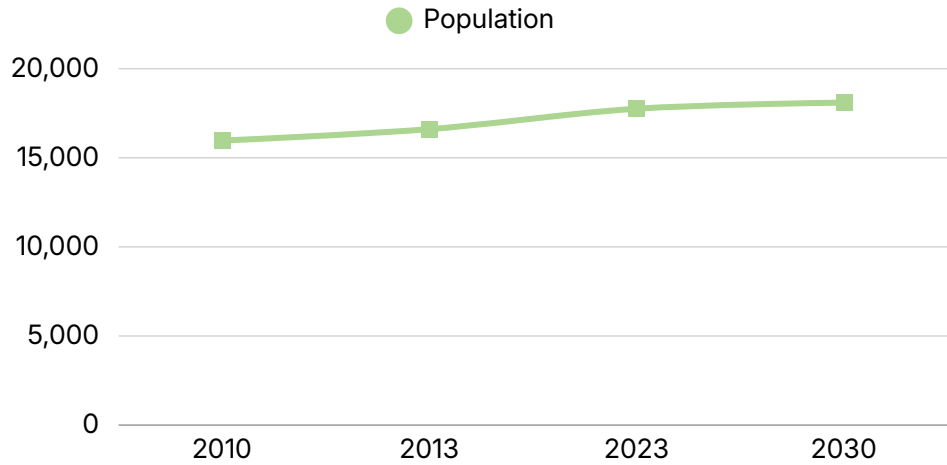
DEMOGRAPHIC ANALYSIS

Population Summary

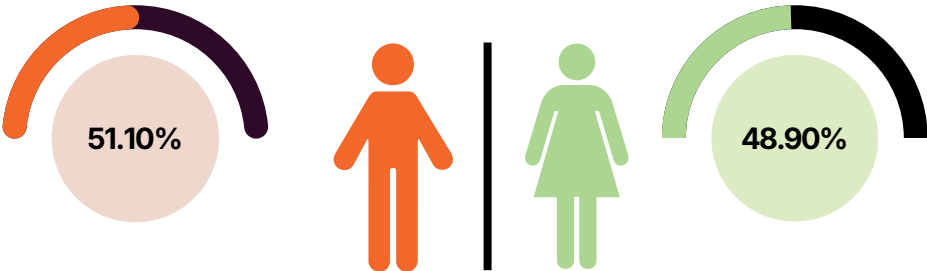
South Ogden’s population in 2023 was estimated at 17,758 people; this number has increased over the past decade from 16,612 in 2013. This continued growth in population suggests that South Ogden is looked at as a favorable place to move to and will continue to be in the near future.

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

Table X: South Ogden City Population Growth



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



Age Distribution

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

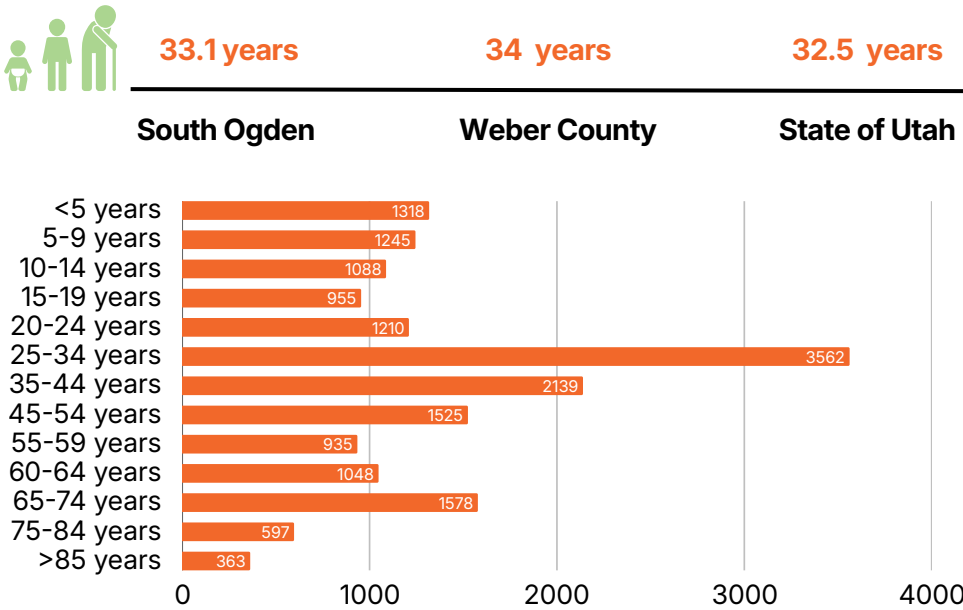


Table X: South Ogden City Age Distribution

Income Comparison Analysis

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

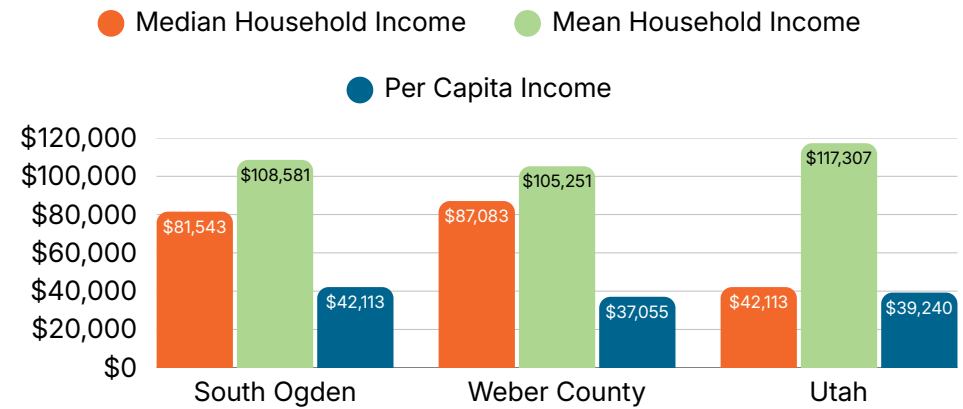


Table X: South Ogden City Income Comparative Analysis

Poverty Rate Comparative Analysis

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

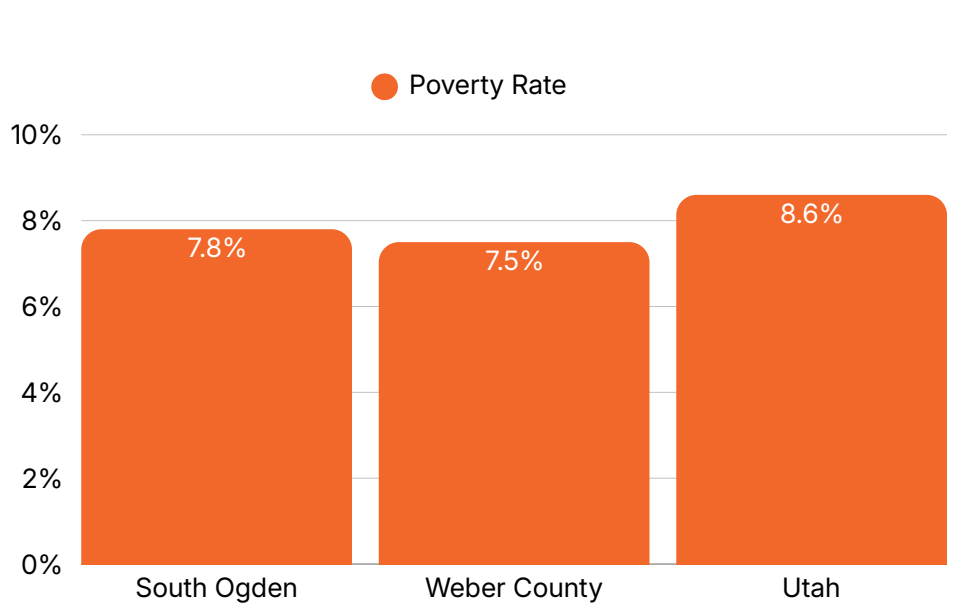


Table X: South Ogden City Poverty Rate Comparative Analysis

Cost Burdened Households

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

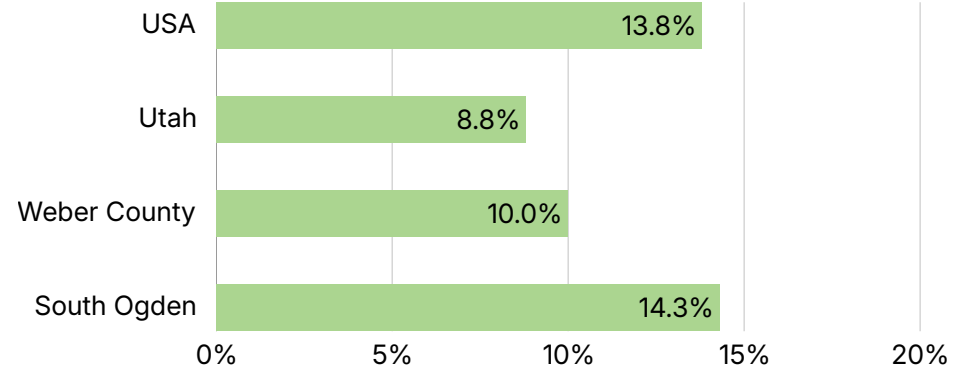


Table X: South Ogden City Cost Burdened Households Comparative Analysis

EXISTING CONDITIONS ASSESSMENT

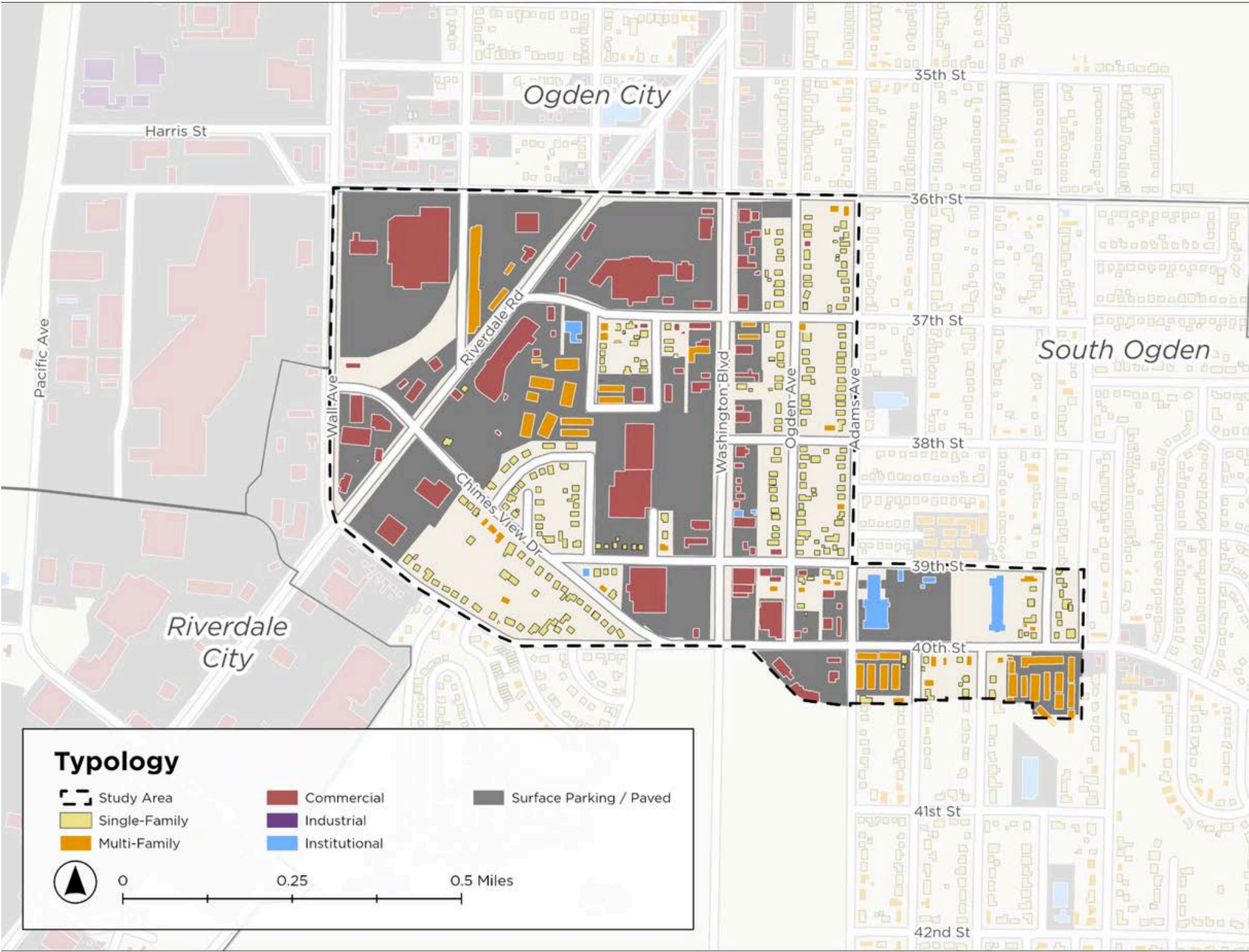


Figure X: Building typology and surface parking area

Physical Conditions

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

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

EXISTING CONDITIONS ASSESSMENT



Figure X: Current Transit Service

Transportation & Mobility

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

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

EXISTING CONDITIONS ASSESSMENT

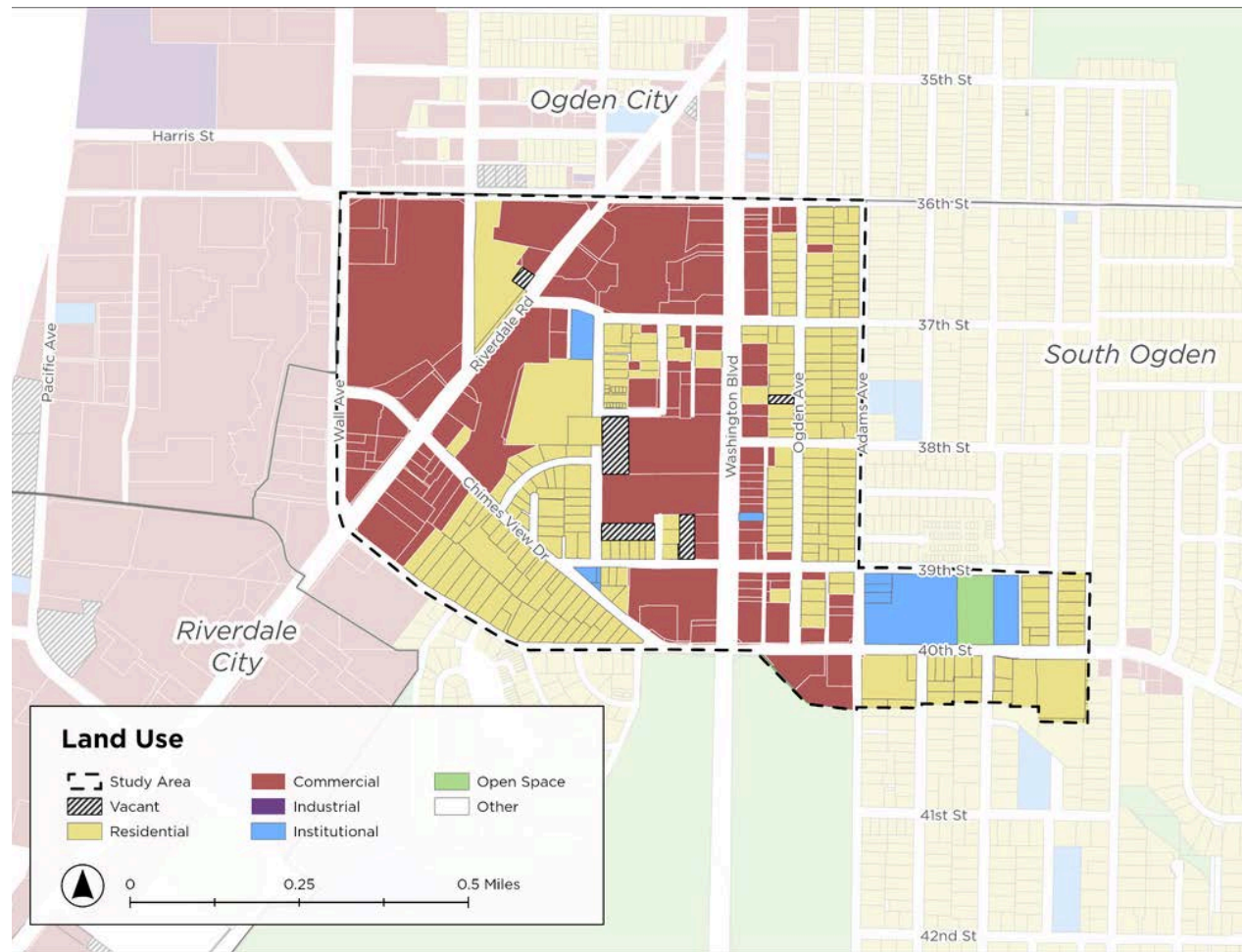


Figure X: Parcels by land use and vacancies.

Land Use

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

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

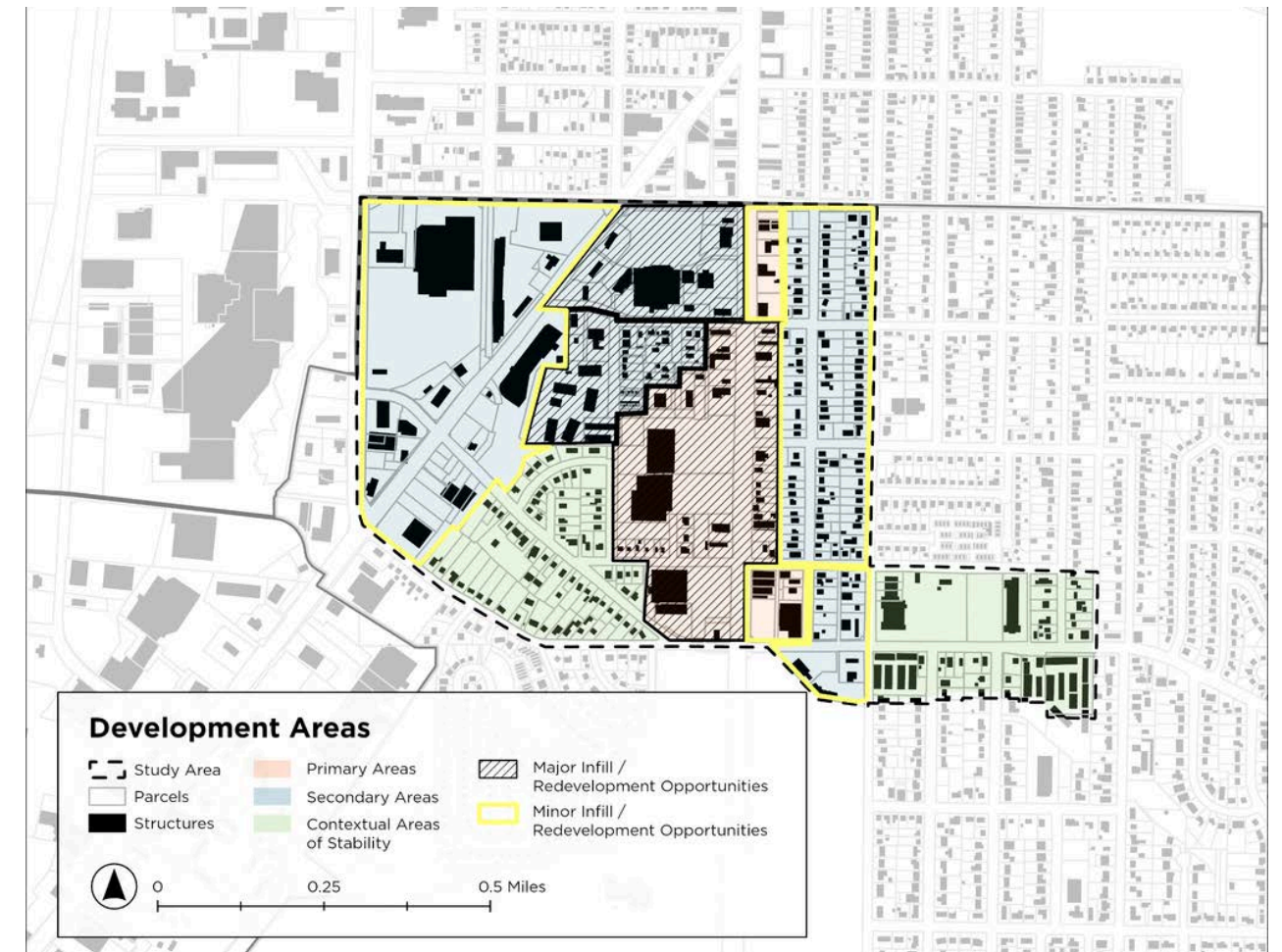


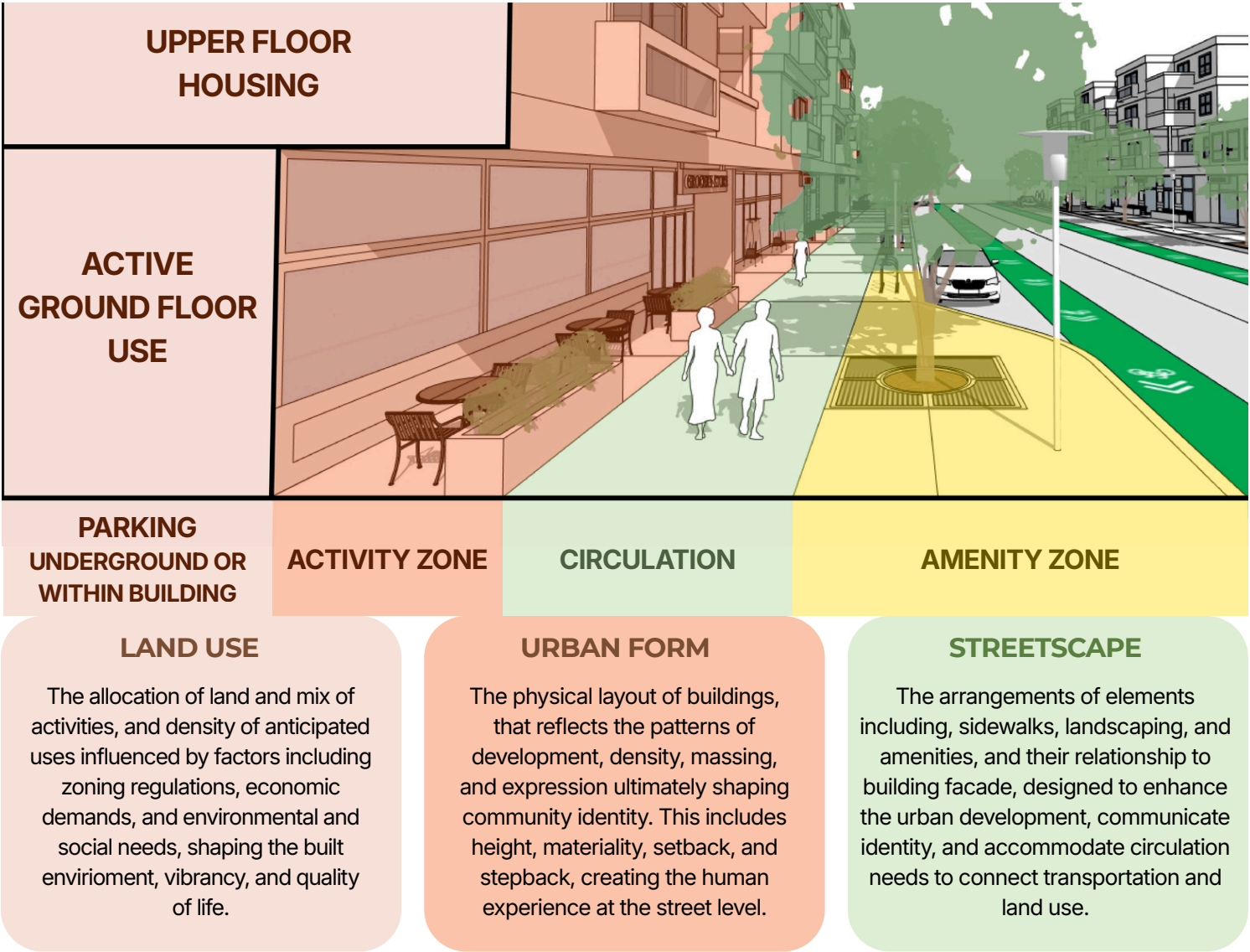
Figure X: South Ogden City Center potential areas for infill and redevelopment

Development Opportunities

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

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

EXISTING CONDITIONS ASSESSMENT

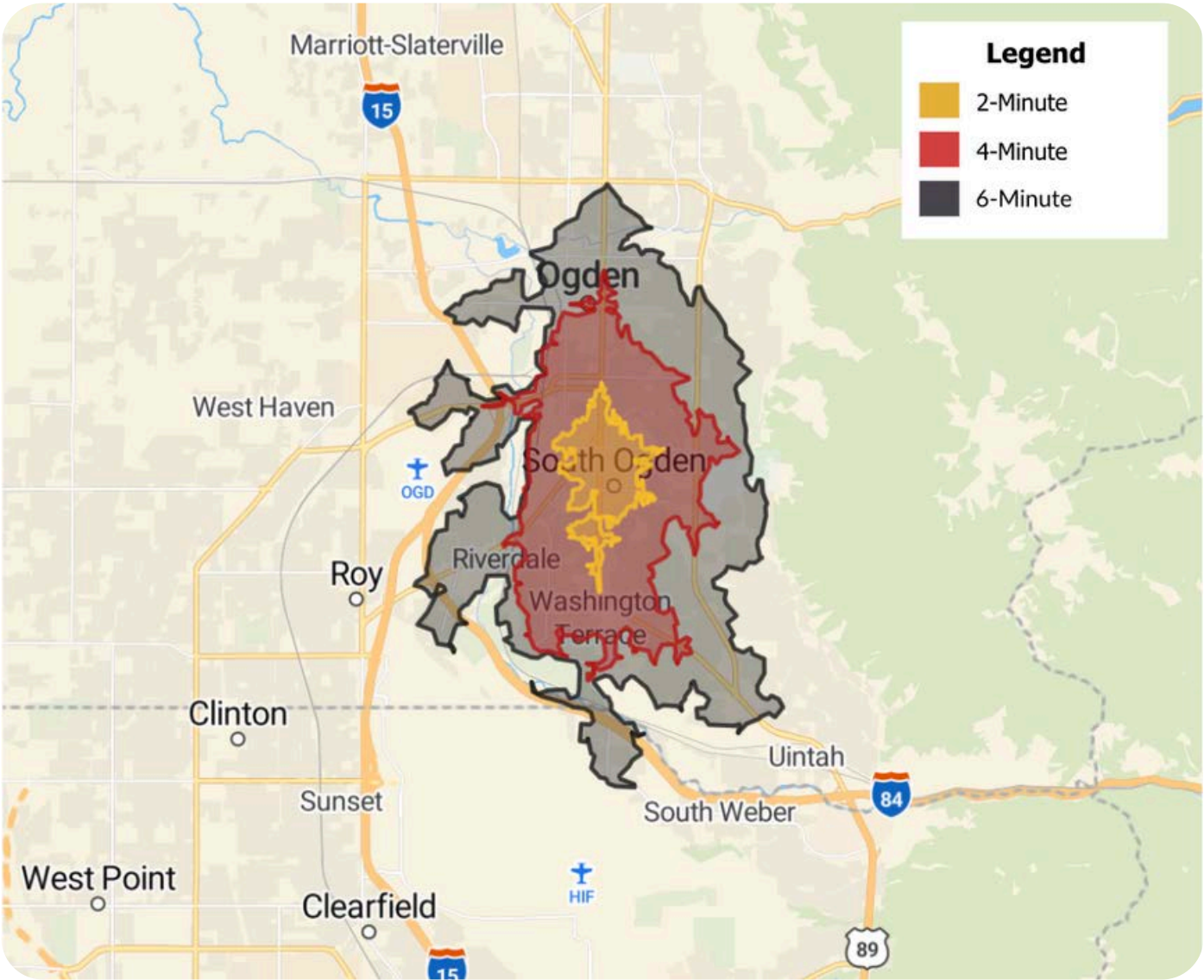


Architectural Character & Identity

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

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

05 MARKET ANALYSIS



Target Market Area

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

- 2 Minute**
The core trade area in central South Ogden comprises neighborhoods that provide a consistent customer base for local businesses, with residents frequently making routine trips for everyday needs like food, services, and shopping.
- 4 Minute**
The zone encompasses Washington Terrace, Riverdale, and Ogden, creating a competitive market with access to larger commercial corridors and regional retail centers, offering residents more shopping and dining choices.
- 6 Minute**
This broader trade area reaches further across Weber County and includes a more regional resident base that is less likely to rely on South Ogden for daily or routine needs due to the availability of larger retail centers closer to their homes.

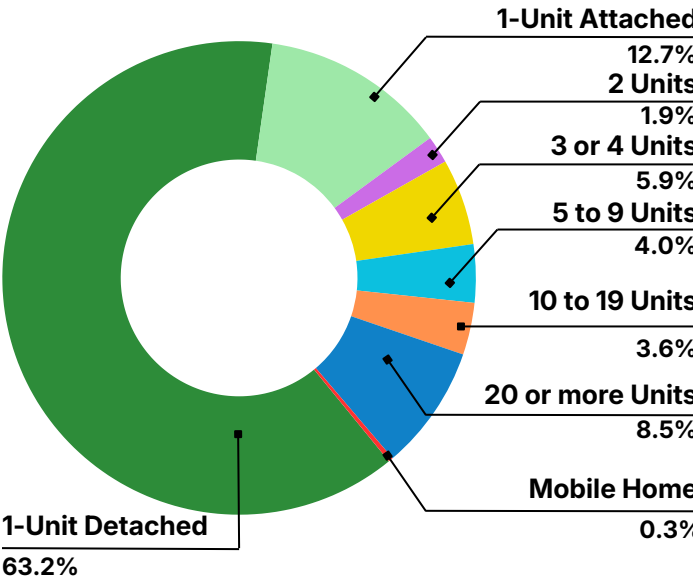
MARKET ANALYSIS

Housing Analysis

Existing Housing Conditions

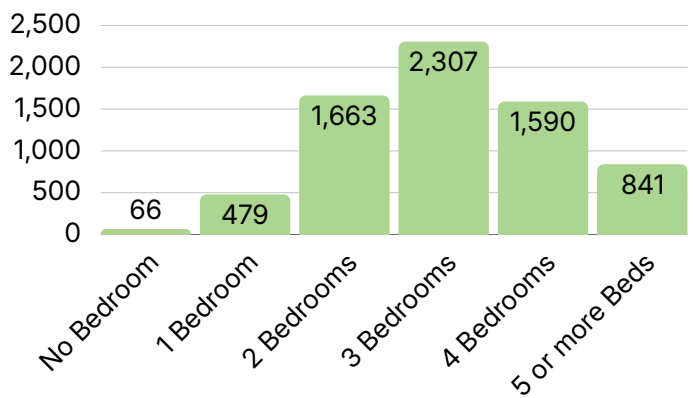
South Ogden’s housing stock is primarily made up of single-family detached homes, which make up 63.2% of the total housing supply in the city. The average number of bedrooms is 3.1, reflecting that the housing market in South Ogden is geared toward medium to large households.

Housing Units by Dwelling Type



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

Housing Units by Bedroom Count

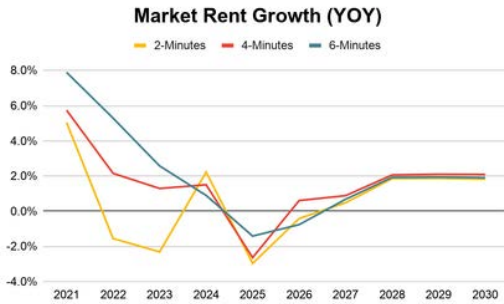


Multifamily Trends

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

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

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



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

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

Office Analysis

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

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

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



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



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

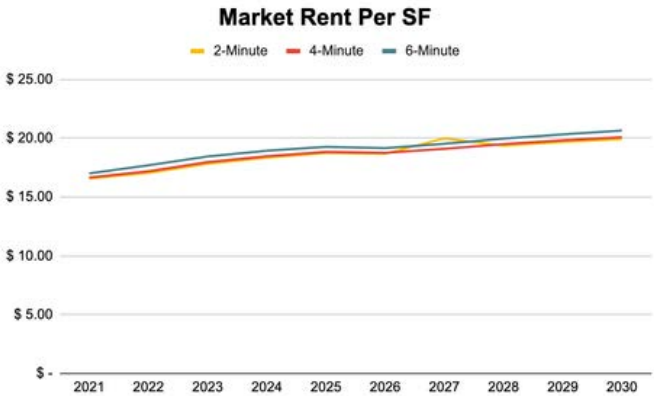
MARKET ANALYSIS

Retail and Services Analysis

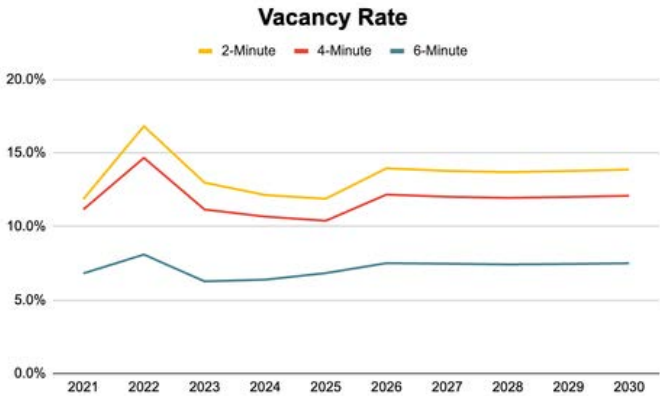
This retail analysis examines existing market conditions and consumer demand within South Ogden’s City Center and surrounding trade areas using Costar and Claritas data. This review highlights opportunities to strengthen the City Center’s role as a neighborhood-serving commercial district.

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

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



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



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

Absorption by Square Footage

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

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

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



MARKET ANALYSIS

Retail and Services Opportunity Gaps

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

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

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

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

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



MARKET ANALYSIS

Growth Opportunities

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

Restaurant Opportunities

Limited-Service Restaurants

(NAICS 722513)



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

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

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

Snack and Non-Alcoholic Beverage Bars

(NAICS 722515)



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

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

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

Retail Opportunities

Sporting Goods, Hobby, and Musical Instrument Stores

(NAICS 4511)



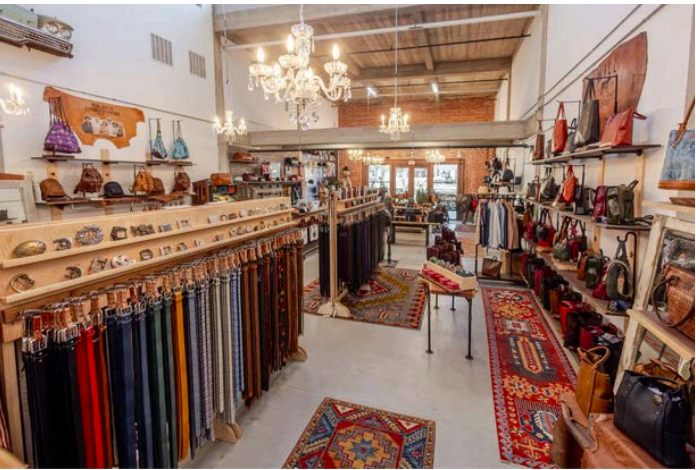
Example of an Outdoor Recreation Store | Source: Zion Guru

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

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

Jewelry, Luggage, and Leather Goods Stores

(NAICS 4483)



Example of a Leather Goods Store | Source: PaperCity Magazine

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

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

EXISTING CONDITIONS ASSESSMENT

Shoe Stores

(NAICS 4482)



Example of a Shoe Store | Source: Yelp

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

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

Family Clothing Stores

(NAICS 44814)



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

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

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

Specialty Food Stores

(NAICS 4452)



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

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

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

Plant Store

(NAICS 4442)



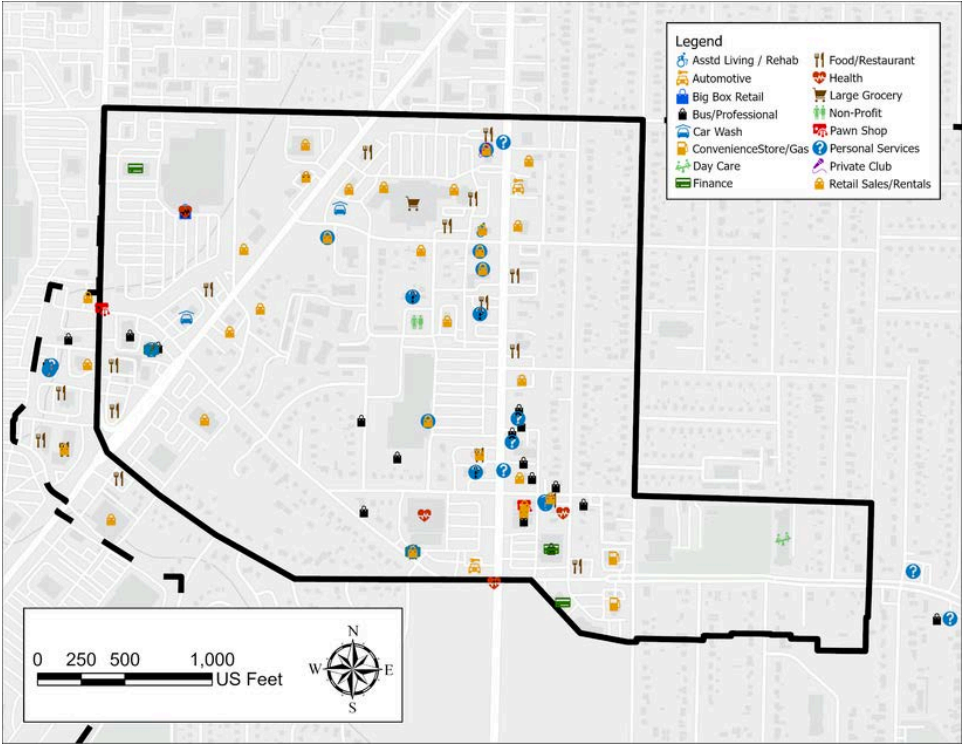
Example of a Plant Store | Source: Terra Planted

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

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

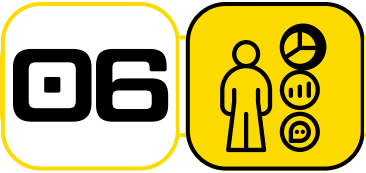
EXISTING CONDITIONS ASSESSMENT

Existing Business Conditions

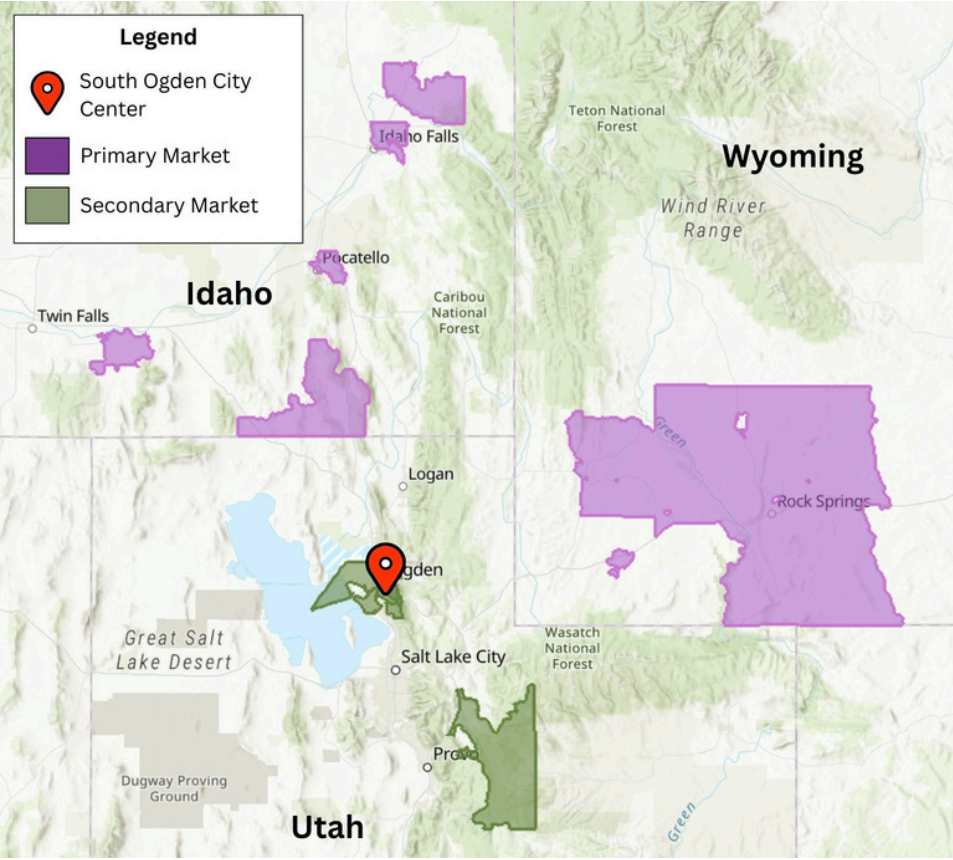


The South Ogden City Center study area has 158 active businesses, mostly concentrated along Washington Boulevard and Riverdale Road, that consist of retail sales and rentals, personal services, food and restaurant businesses, and a range of commercial and service businesses. Smaller professional businesses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

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



VISITOR ANALYSIS



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

PRIMARY VISITOR MARKET

1. Salt Lake City Market

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

The 5 ZIP codes that visitors originated from most include:

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

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

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

Experiential Focus

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

VISITOR ANALYSIS

SECONDARY VISITOR MARKETS

2. Southern Idaho Market

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

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

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

3. Southwestern Wyoming

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

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

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

Experiential Focus

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

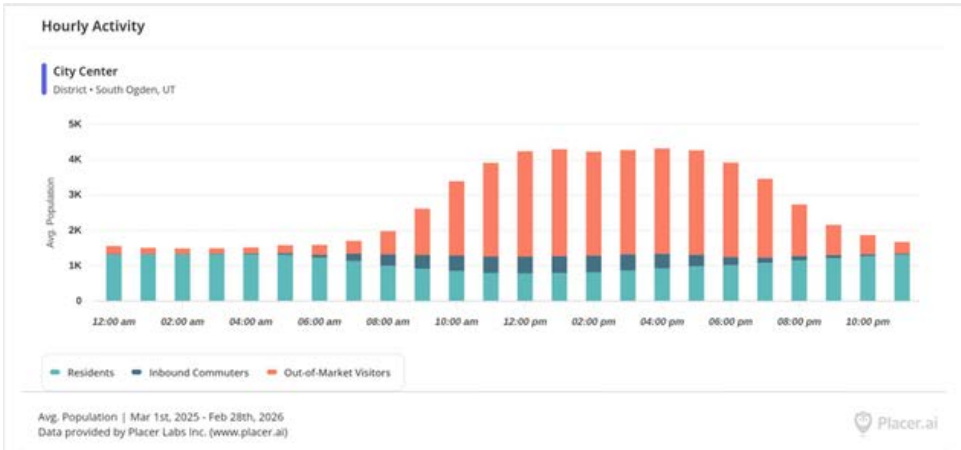
Visitation Patterns

Weekly Visitation

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

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

Daily Visitation



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

Key Visitor Takeaways

Strengths

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

Opportunities

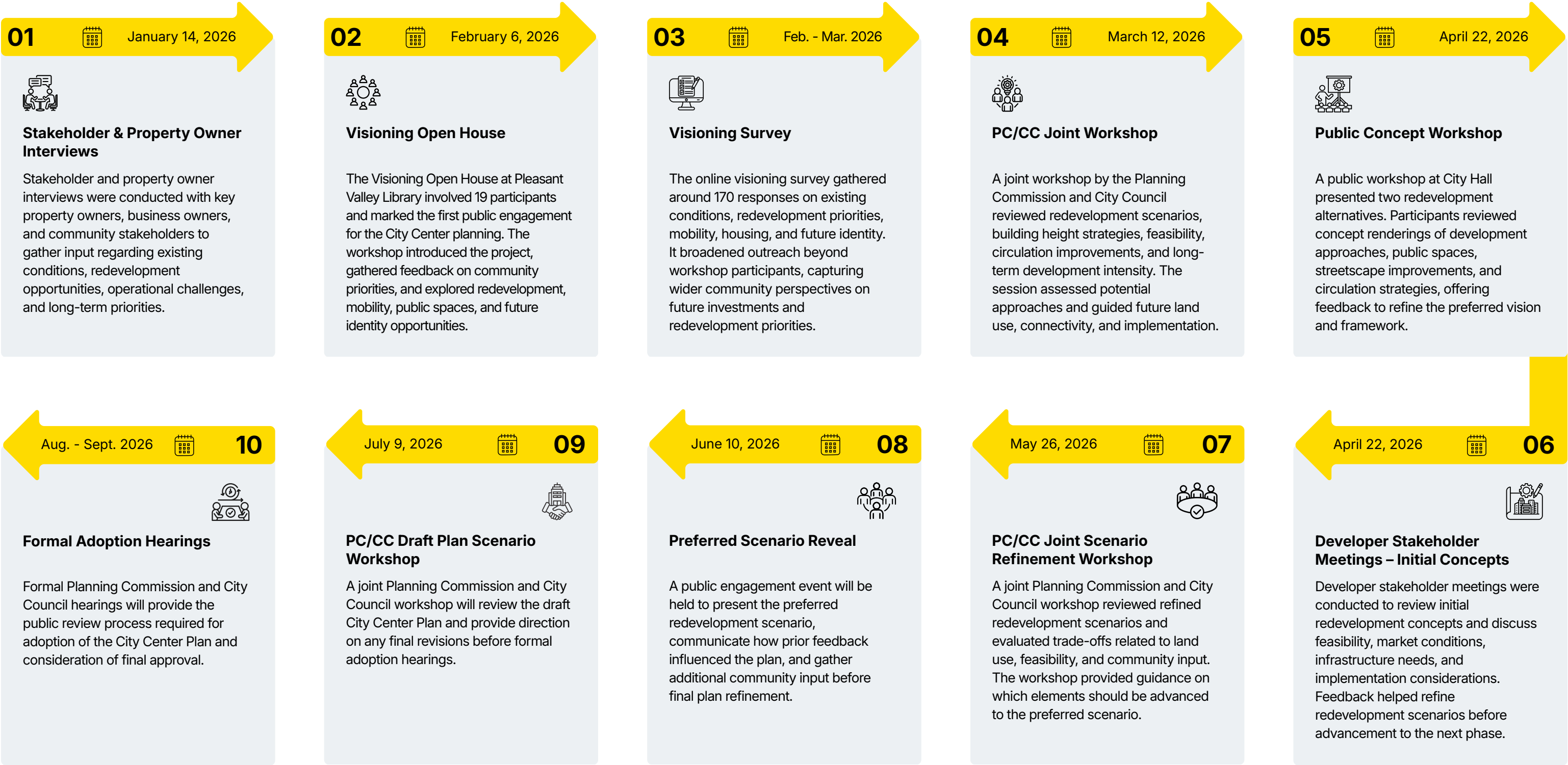
- ✓ Create a complete visitor experience by connecting destinations, events, and amenities within the City Center.
- ✓ Capture additional visitor spending through increased activity during evening hours.

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



PUBLIC ENGAGEMENT SYNOPSIS

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



PUBLIC ENGAGEMENT SYNOPSIS

08



CITY CENTER VISION

ENVIRONMENT & DEVELOPMENT



Opportunities

☒

Support mixed-use housing, dining, entertainment, and pedestrian-oriented spaces.

☒

Make Washington Boulevard a key target for moderate to higher intensity development.



Constraints

☒

Building height and massing need to be compatible with adjacent residential neighborhoods.

☒

Larger catalyst projects can experience issues with financing and long-term feasibility.

MOBILITY, STREETScape & CONNECTIVITY



Opportunities

☒

Improve pedestrian safety and comfort along Washington Boulevard

☒

Create stronger walking and bicycle connections between community destinations



Constraints

☒

Washington Boulevard and Riverdale Road are difficult corridors for pedestrians.

☒

Existing street layouts and auto-oriented site designs limit connectivity and walkability.

PUBLIC SPACE, CHARACTER & IDENTITY



Opportunities

☒

Create a stronger “heart of the city”

☒

Build on existing community assets and preserve mountain views



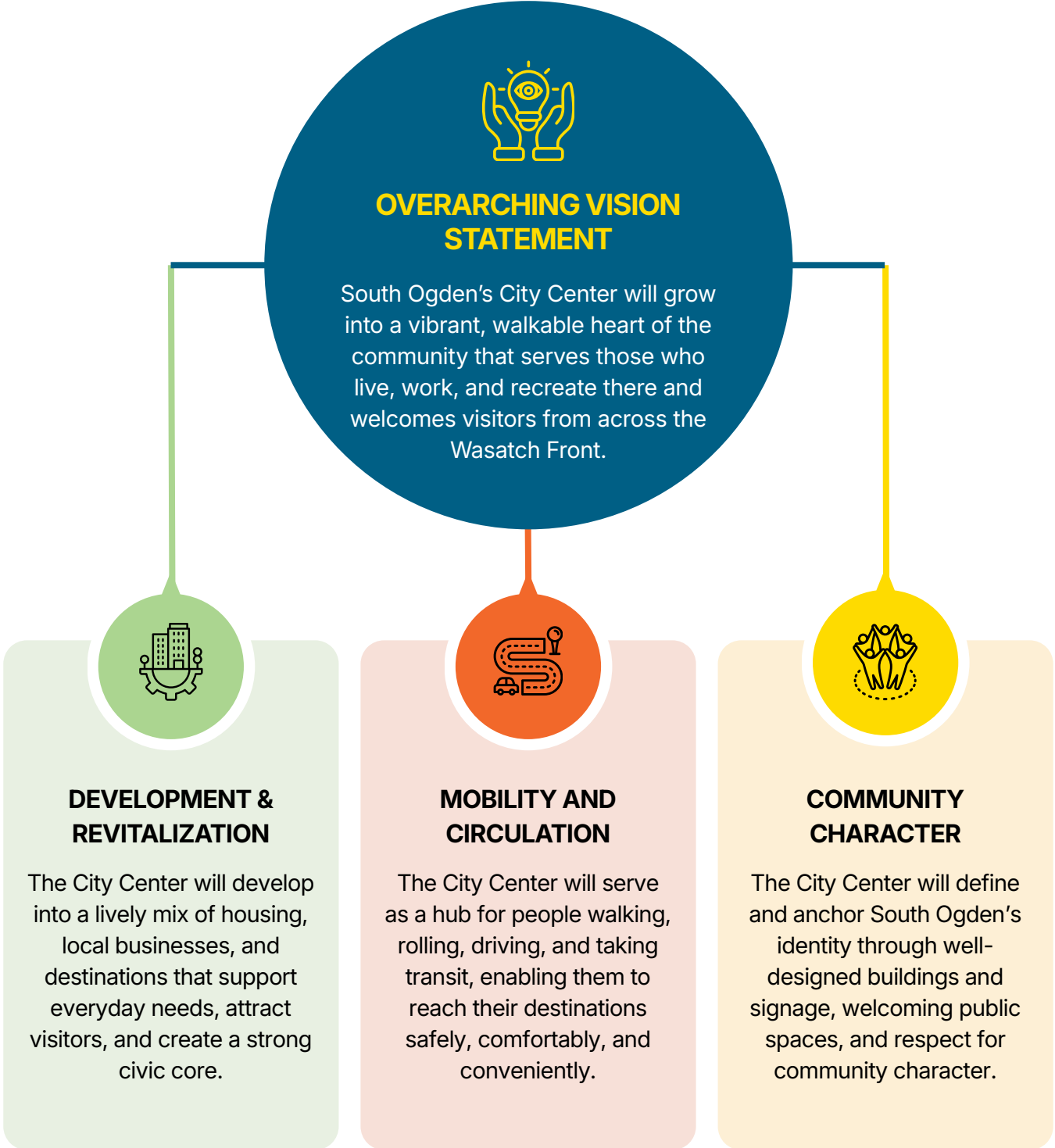
Constraints

☒

New development could weaken the city’s existing character

☒

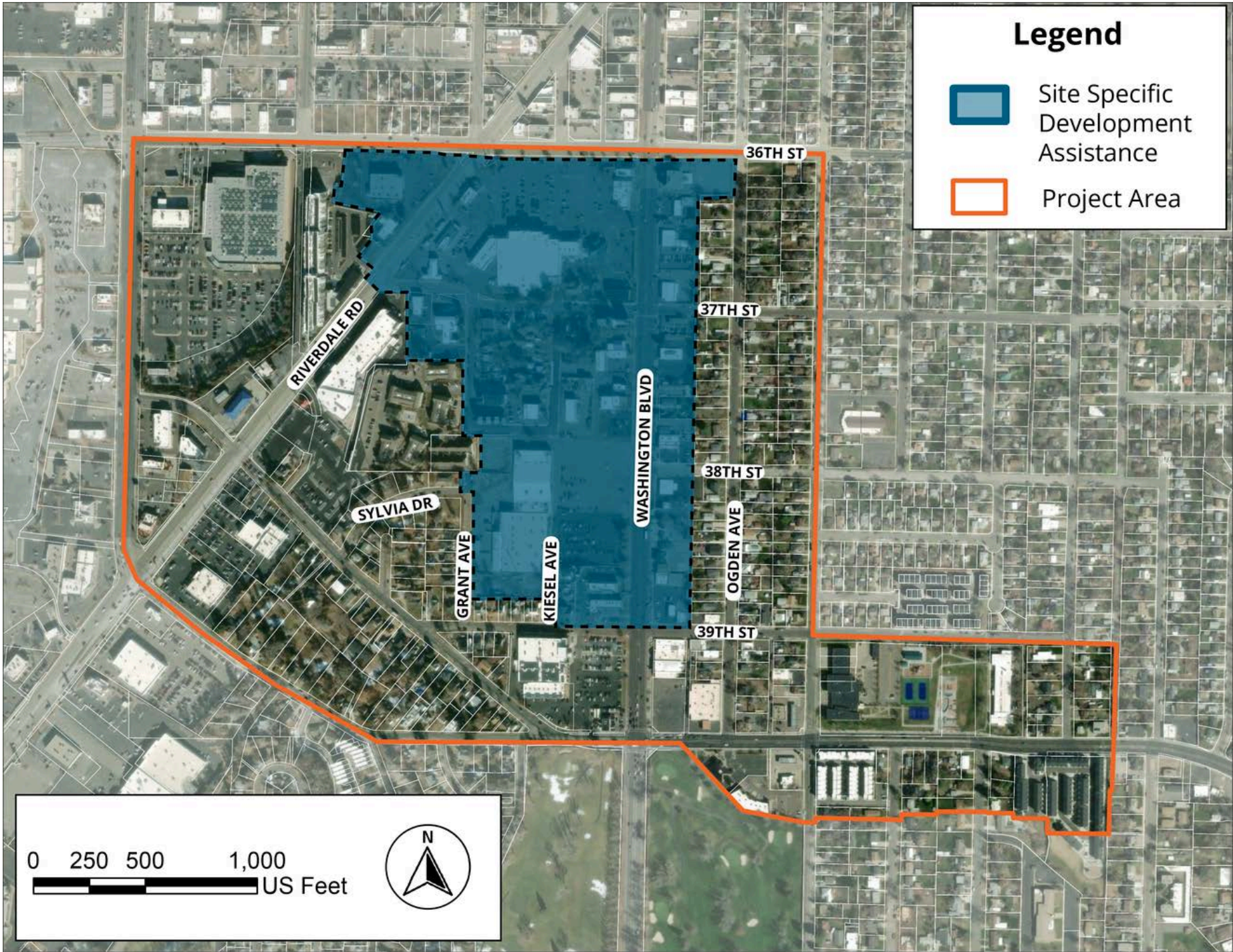
Limited distinctive landmarks and gateway features weaken the sense of arrival



CITY CENTER VISION

Preferred Scenario Planning

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



Key Components:

Mixed-Use City Center:

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

Washington Blvd:

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

Improved Transportation:

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

Central Civic Plaza:

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

Kiesel Avenue Shared Street:

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

Distinct Community Identity:

Coordinated gateways, wayfinding, branding, and placemaking.

By The Numbers:



1,000
Residential Units



380,000 G.S.F
Of Commercial Space



75,000 G.S.F
Of Office Space

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



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



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



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



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

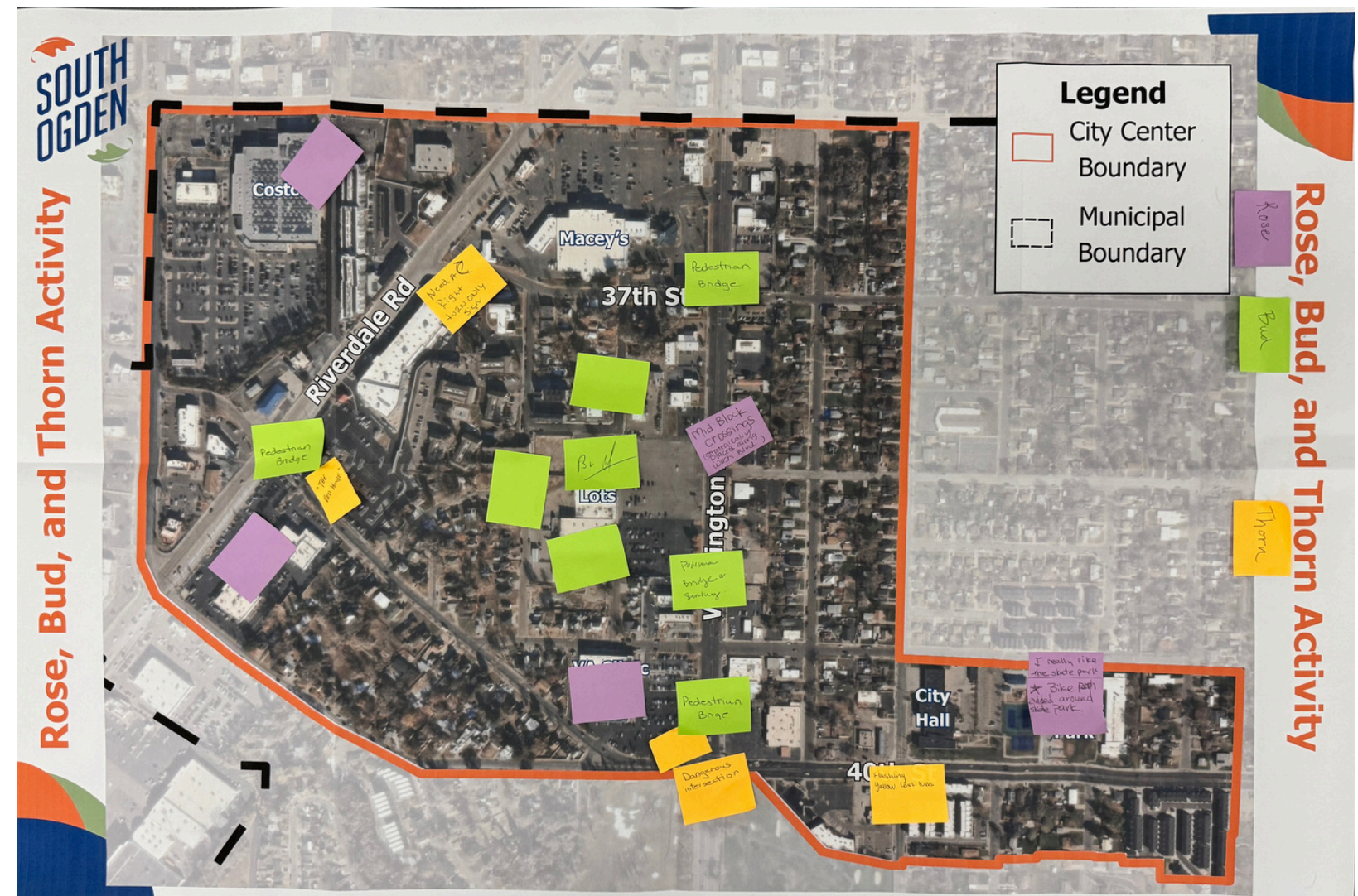


CITY CENTER VISION

City Center Block By Block



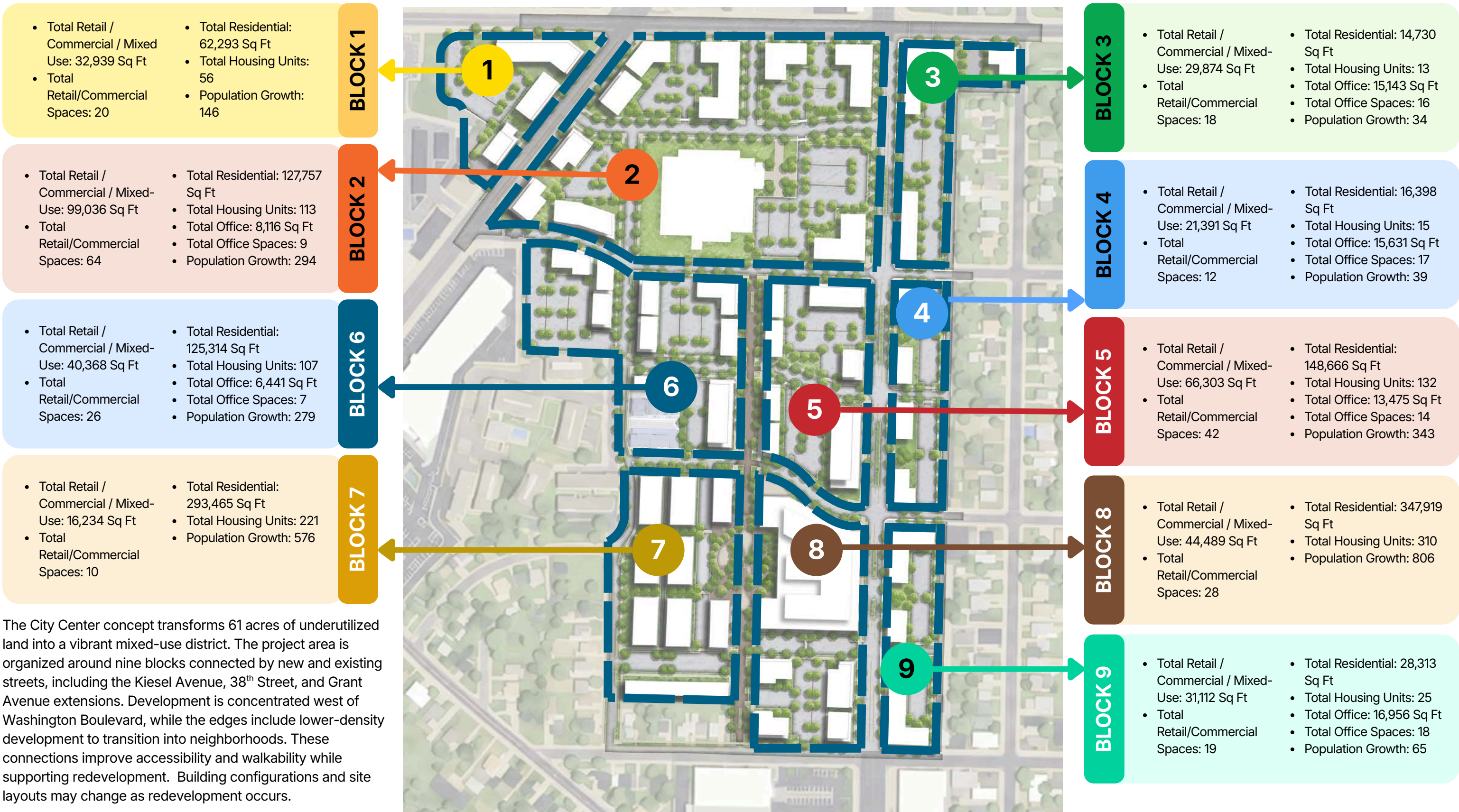
Figure X: Site Plan of the City Center Core



Stakeholder Feedback

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

CITY CENTER VISION



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

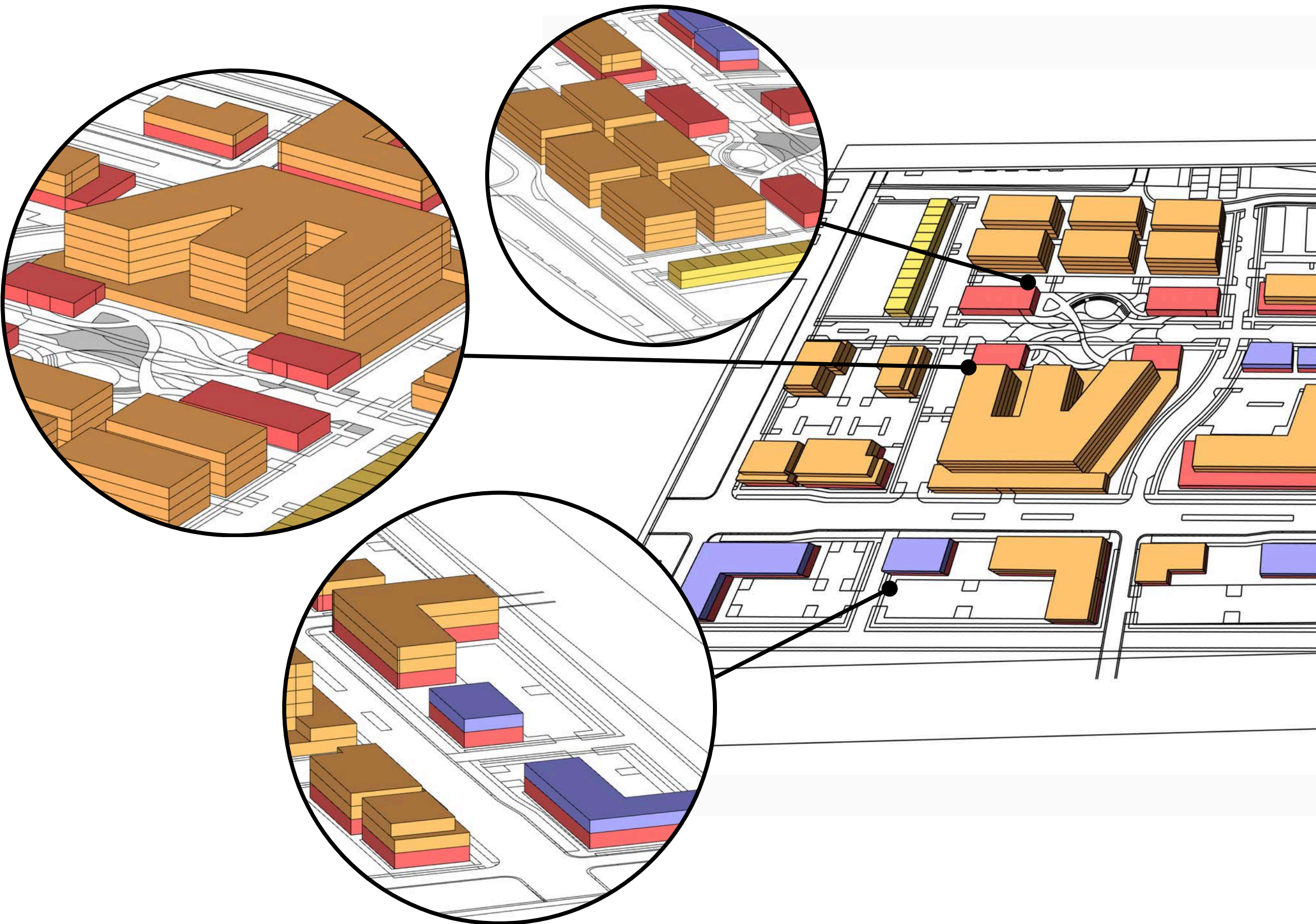
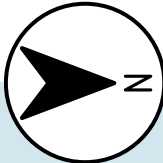
CITY CENTER VISION

SITE PROGRAMMING MAP

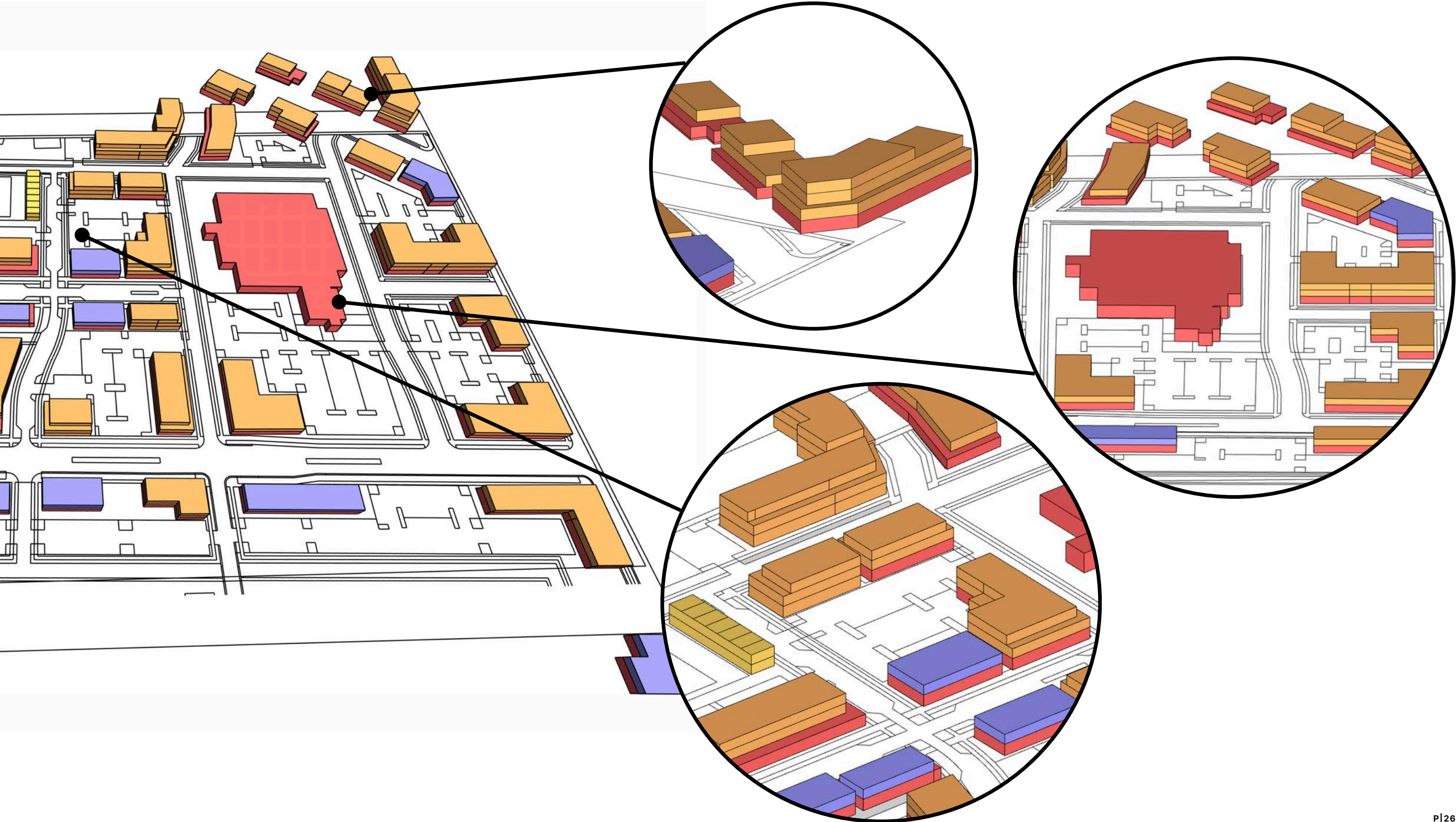
The City Center should be a mix of development types, with mixed-use development on the majority of the first floor and lining Kiesel Avenue and residential development above ground floors. There is some opportunity for ground-floor residential, particularly on away from Kiesel Avenue, 38th Street, Washington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

Legend

- Commercial
- Multifamily Housing
- Townhomes
- Office



CITY CENTER VISION



CITY CENTER VISION

The City Center Central Plaza

Public Plaza



33,742
Sq. Ft

Approx. Public
Space

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

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

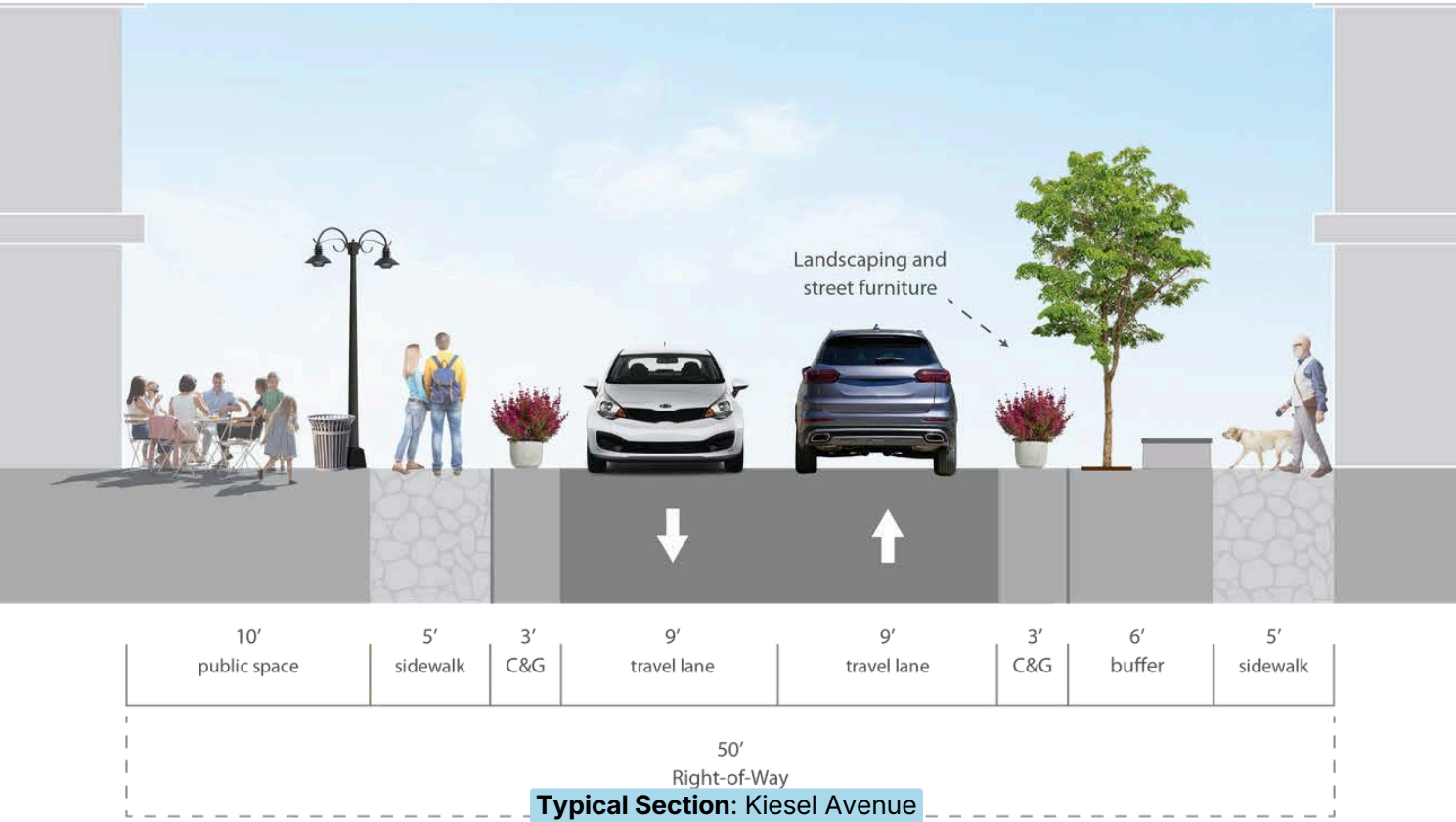
The conceptual plaza encompasses approximately 33,742 square feet of public space. Based on comparable civic plaza projects and planning-level cost assumptions, the plaza is estimated at approximately \$400 per square foot, resulting in a total project cost of approximately \$13.5 million. This estimate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

CITY CENTER VISION

Kiesel Avenue



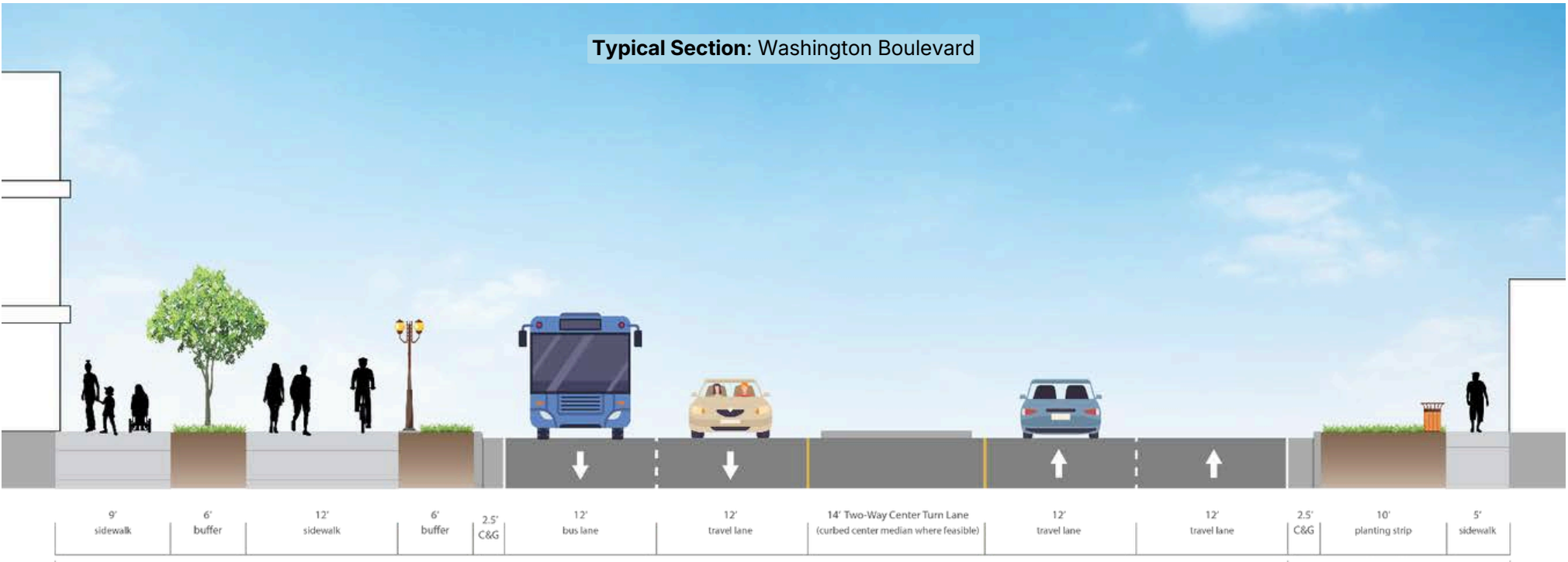
Streetscape and Roadways



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

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

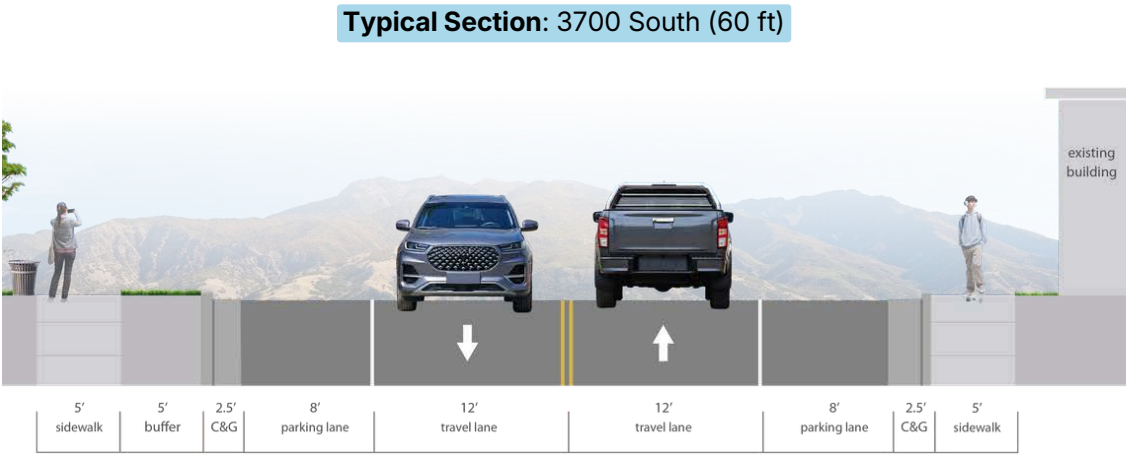
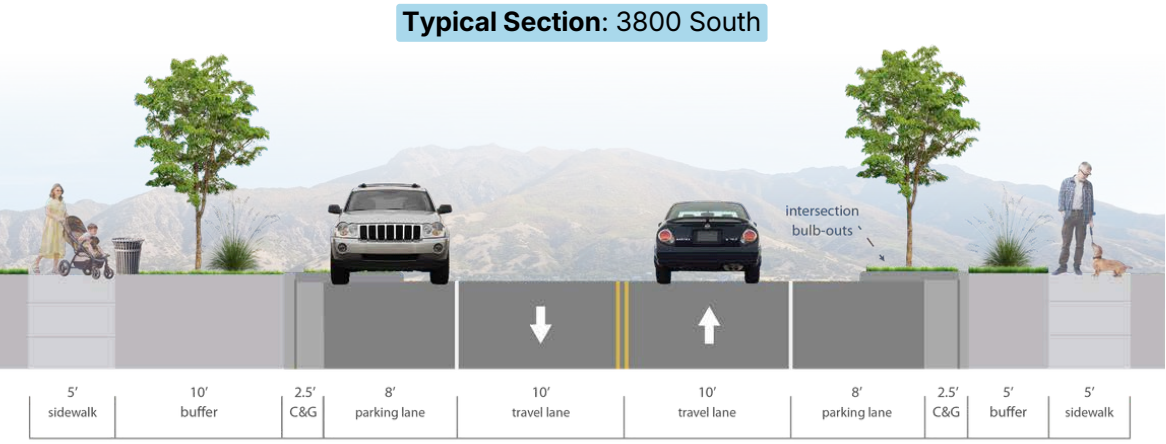
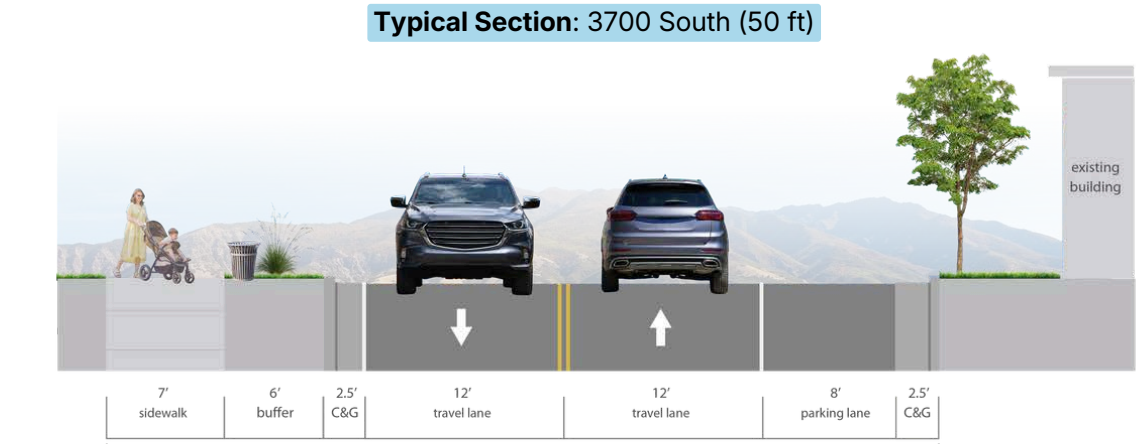
CITY CENTER VISION



Other roadways in the City Center area

Washington Boulevard

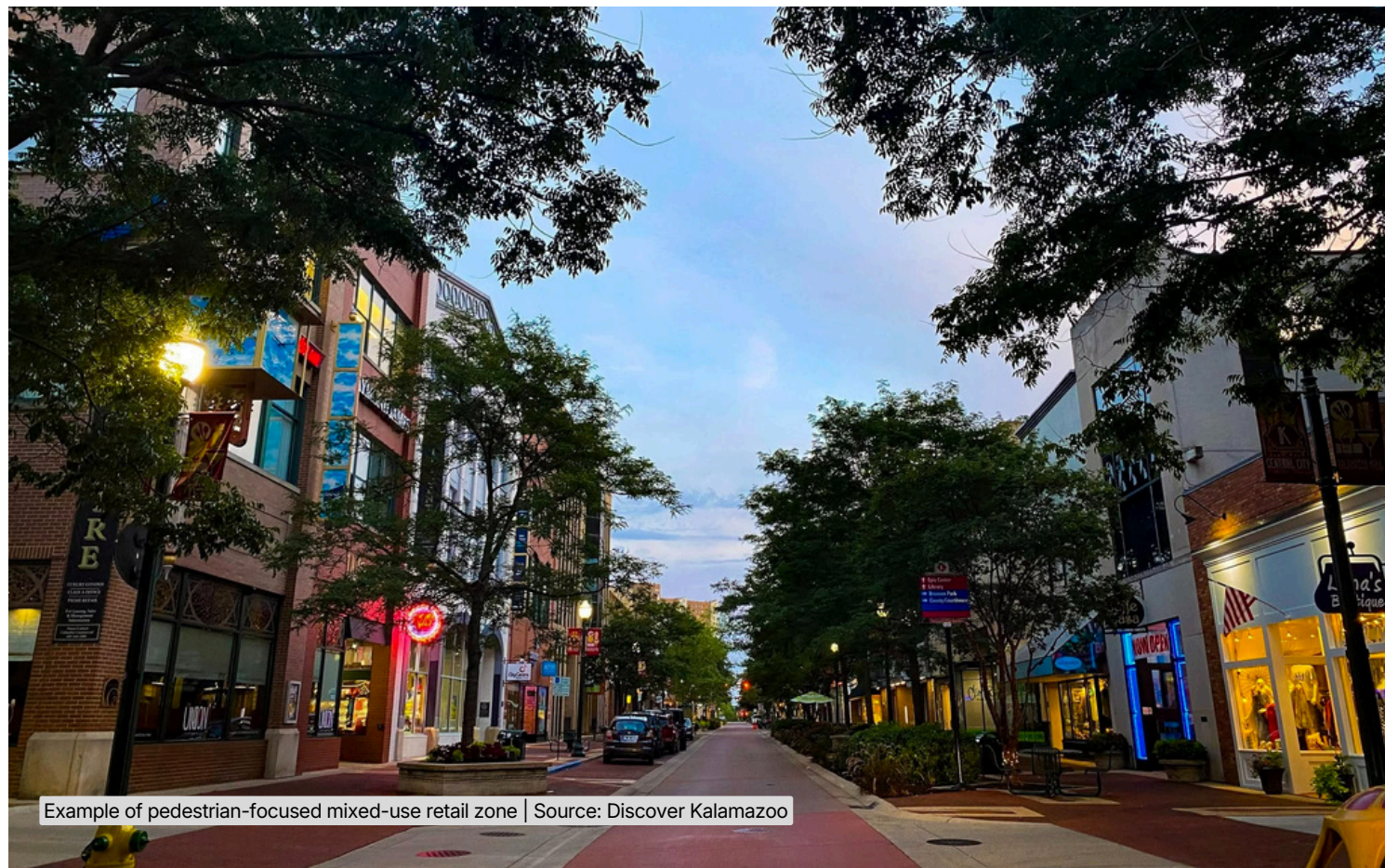
This vision for Washington Boulevard reimagines it as a high-comfort, multimodal corridor that meets its vehicle capacity needs while accommodating high-frequency transit and reserving space for pedestrians and cyclists. Dedicated 5–9-foot sidewalks and a continuous 12-foot shared-use path on the west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



3800 South and 3700 South

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

CITY CENTER VISION



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

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



Example of shared pedestrian street | Source: VTA



Example of pedestrian amenities | Source: VTA



Example of short crosswalk distance | Source: streets.mn



Example of outdoor dining | Source: The Planet D

Forming/Massing

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



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



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



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



Better integration of pedestrians into retail.



Increased space utilization for housing and non-commercial uses.



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

Storefronts will primarily be mixed-use developments along the Kiesel corridor with windows facing the street wherever possible. Buildings in this style are modest in height, often ranging from 2 to 6 stories, to maintain a sense of intimacy and walkability. The massing reflects rectilinear patterns, with continuous rows of storefronts or townhouses, creating a cohesive and orderly streetscape. The massing also emphasizes accessibility and avoids overpowering the street, creating a welcoming environment for pedestrians. Buildings will use simple, subdued colors that provide variety and a sense of cohesive identity. Buildings will also include double-loading (front and rear) entrances, where possible.

CITY CENTER VISION

Architectural Design & Styles

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

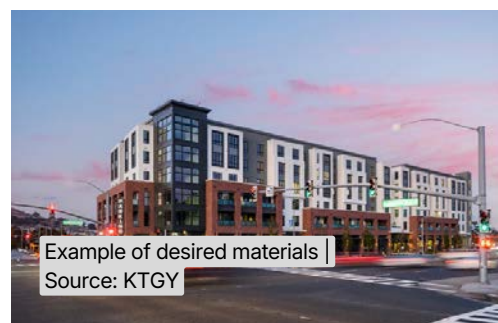
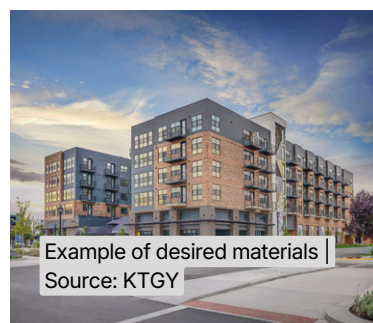
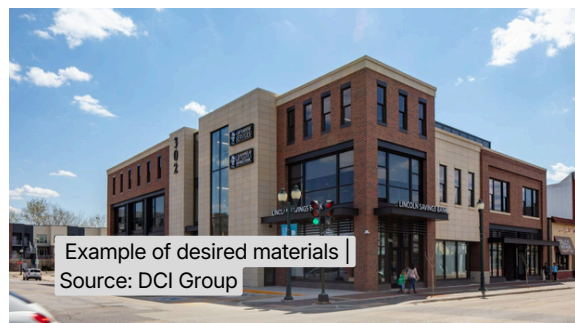
PEDESTRIAN MALL/MAIN STREET



CITY CENTER VISION

Facades and Appearance

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



Sample Materials

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



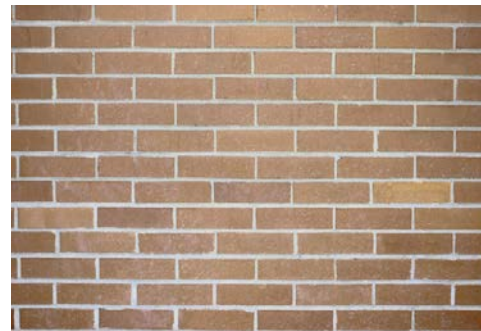
Shale Grey Stone



Brown Wood Panel



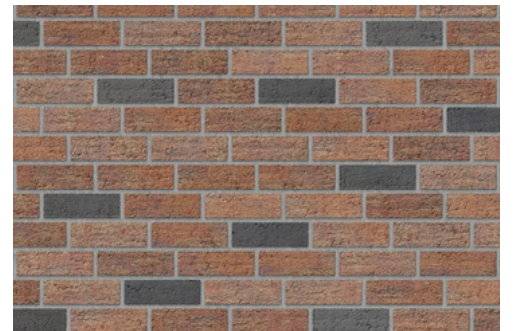
Brown Shiplap



Brown Brick



Beige Natural Stone



Weathered Red Brick



Black metal frame storefront | Source: binswangerglass



Aluminum frame storefront | Source: Insight Glass

CITY CENTER VISION

Signage and Placemaking

Signage

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

Simple and Standard Elements

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



Building-Mounted Signage | DRS



Blade signage | Source: Rent.com



Sidewalk Signage | Source: Studio 3 Signs



Example of placemaking mural | Source: Standard Examiner



Building-Mounted Signage

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



Blade Signage

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



Sidewalk Signage

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



Example of street furniture | Source: DRS

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

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

CITY CENTER VISION

Key Concepts in Action

From these principles, actionable design concepts were identified:

ARCHITECTURAL STYLE AND CHARACTER

MIXED USE MAIN STREET

HOUSING

Live-Work Units

Mixed-Use Apartments

Townhomes

1

Apartments

✓

Incorporation of high-density mixed-use residential, townhome, and live-work housing that transitions smoothly into neighboring residential zones. This will lead the overall design of the city center and be a guiding model for the area.

✓

A "Main Street" design emphasizing mixed-use development with local shops and strategic placement of destination spaces. The mixed-use buildings lining Kiesel Avenue would take the most inspiration from this design.

✓

Architectural elements are drawn from a mix of modern mixed-use structures and angular architectural styles incorporating materials such as muted natural stones, brown and weathered red brick, and wood panels.

OPEN SPACE

PLAZAS & PARKS

FLEXIBLE FESTIVAL STREET

AMENITIES

2

PUBLIC ART

PUBLIC GAMES

✓

Proposed features include an open plaza park, flexible festival streets, public art, interactive art, and pocket parks. This would lead the main corridor to be lined with green space.

✓

Conceptualized elements include a central community gathering space, pocket parks throughout the area, and tree-lined streets with seating. The community gathering space could serve multiple purposes.

✓

Pocket parks include play structures for all ages that are made with natural materials. Other proposed structures are bouldering rock climbing walls in the parks.

STREETSCAPES AND ROADWAYS

STREETSCAPE AMENITIES

SIGNAGE

ROADS

3

TREES & SEATING

OUTDOOR DINING

HANGING SIGNS

STREET SIGNS

SHARED PEDESTRIAN STREET

✓

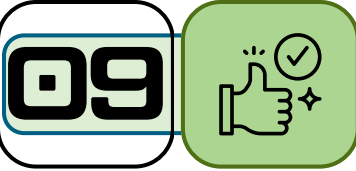
Features include a shared street that gives priority to the pedestrian, gateway signage, unique crosswalks, and outdoor dining spaces, to enhance walkability. This promotes safer driving and further distinguishes this new city center from its nearby areas.

✓

Focus on creating a pedestrian-friendly environment with a Main Street-style layout.

✓

Buildings will be built facing outward towards the right-of-way, with double-loading entrances where applicable to enhance circulation by allowing access from multiple sides

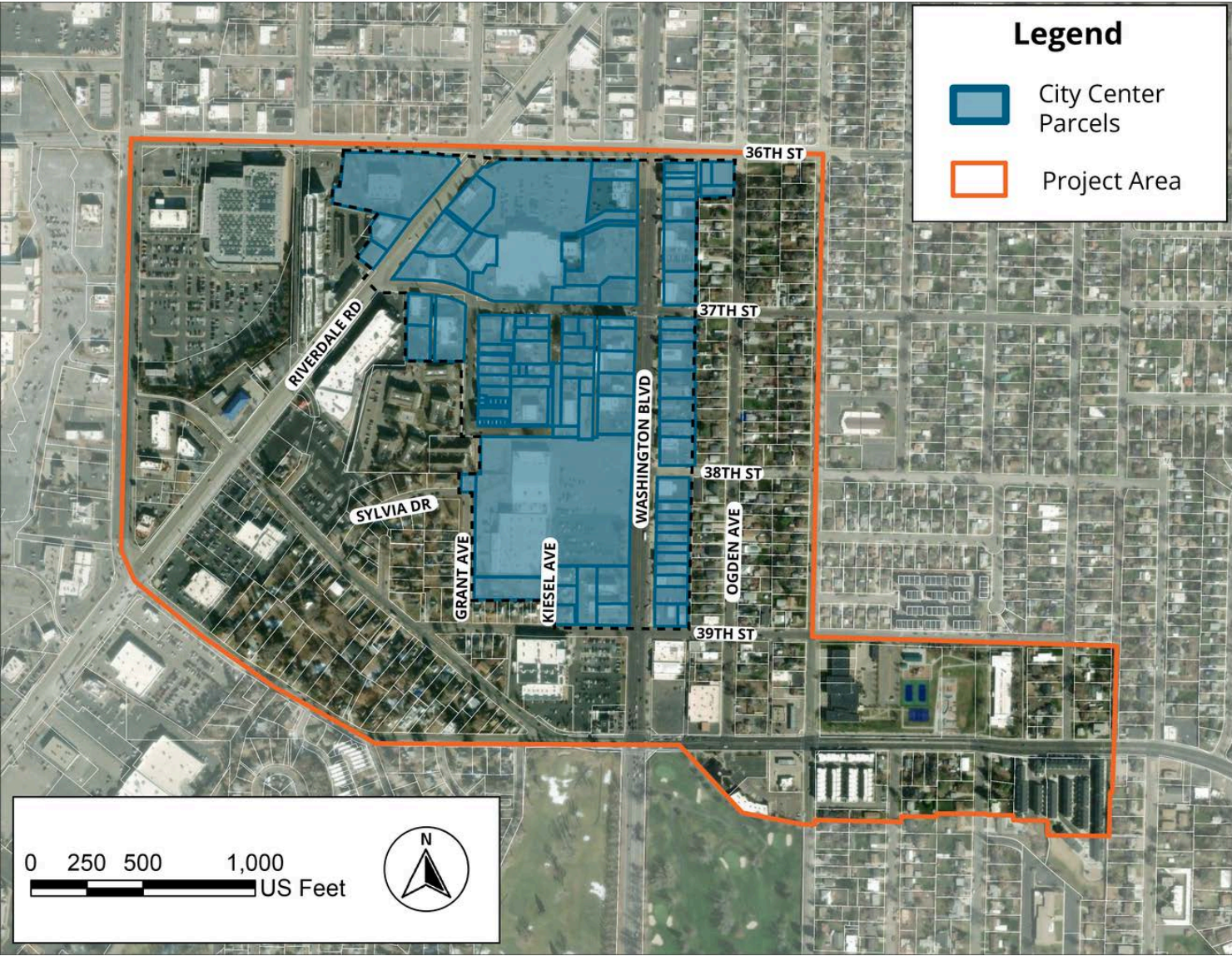


CITY CENTER CORE RECOMMENDATIONS



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

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



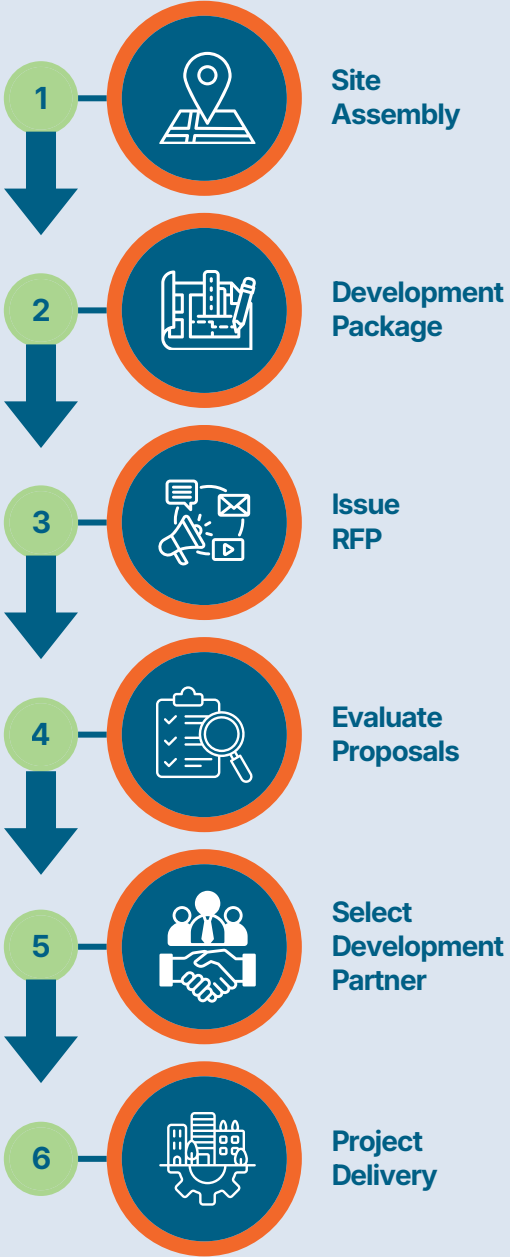
Many of the redevelopment opportunities identified in the preferred scenario span multiple properties and owners. Without site assembly, it will be difficult to implement the desired street network, public spaces, development pattern, and infrastructure improvements envisioned for the City Center.

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

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

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

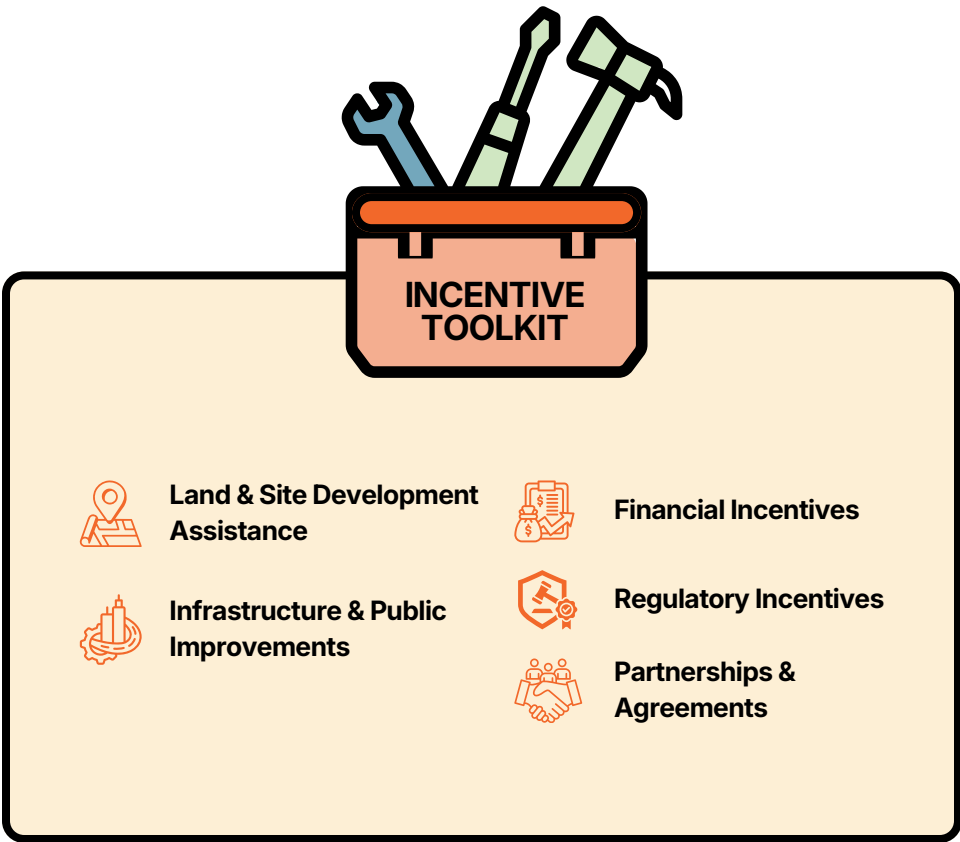
DEVELOPMENT RFP PROCESS



CITY CENTER CORE RECOMMENDATIONS

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

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

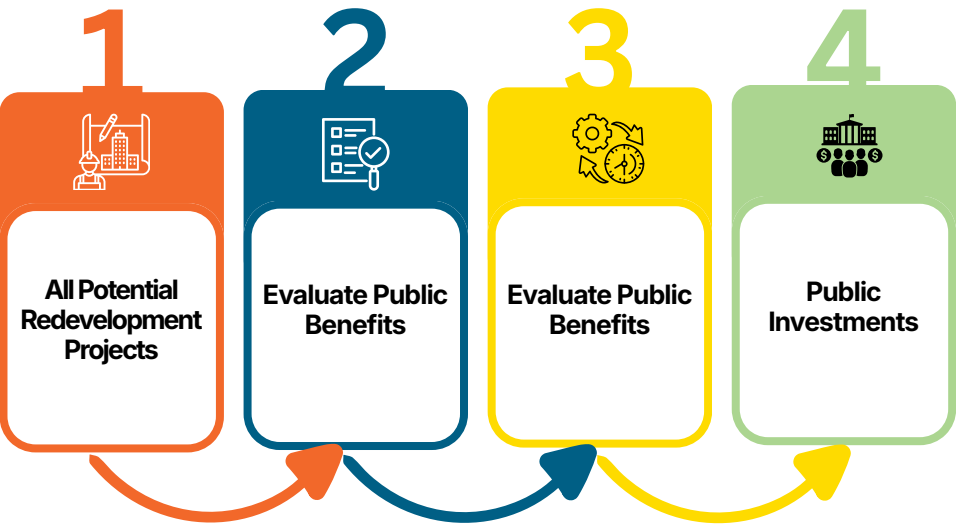


Objective 1.4: Utilize redevelopment incentives, CRA resources, and public-private partnerships to advance catalytic redevelopment projects within the City Center Core.

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

- Financial Tools**
 - Development gap financing
 - Development agreements
- Partnership Tools**
 - Public-private partnerships
 - Land assembly
 - Master development agreements
- Public Investments (CRA resources)**
 - Public space improvements
 - Streetscape improvements
 - Infrastructure upgrades
 - Public parking funding
- Regulatory Tools**
 - Height incentives
 - Streamlined approvals
 - Form-based code amendments

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



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

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



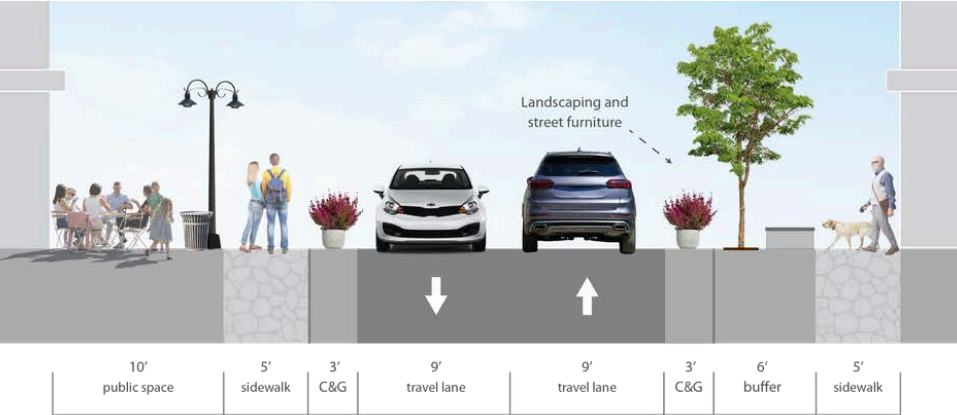
CITY CENTER CORE RECOMMENDATIONS

GOAL 2



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

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



Typical Section: Kiesel Avenue

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

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

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

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



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

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

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



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

GOAL 3



This map illustrates the proposed transit and street improvements for the Washington Boulevard and Adams Avenue project area in St. Louis. The map includes a legend, a scale bar, and a north arrow.

Legend:

- Project Area
- New Vehicular Street Connection
- Upgraded Vehicular Street
- New Pedestrian Street Connection
- New Alley Connection with Sidewalks
- Existing Frequent Transit Route
- Proposed Frequent Transit Route
- Proposed Regular Transit Route
- Proposed Shared-Use Path
- Signalized Intersection if Warranted
- Proposed Mobility Hub
- Existing Traffic Signal
- Overhead Pedestrian Flashing Beacon
- Rectangular Rapid Flashing Beacon

Map Features:

- Streets:** Wall Avenue, Riverdale Road, Grant Avenue, Kiesel Avenue, Sylvia Drive, Chimes View Drive, Washington Boulevard, Adams Avenue, Jefferson Avenue, 36th Street, 37th Street, 38th Street, 39th Street, 40th Street.
- Transit Routes:** Existing Frequent Transit Route (dashed blue line), Proposed Frequent Transit Route (solid blue line), Proposed Regular Transit Route (dashed pink line), Proposed Shared-Use Path (dashed green line).
- Intersections:** Signalized intersections are shown at 36th Street, 37th Street, 38th Street, 39th Street, and 40th Street. A proposed mobility hub is located at the intersection of Grant Avenue and 38th Street.
- Beacons:** Overhead Pedestrian Flashing Beacons are shown at 36th Street, 37th Street, 38th Street, 39th Street, and 40th Street. Rectangular Rapid Flashing Beacons are shown at Adams Avenue and Jefferson Avenue.

Scale: 0, 250, 500, 1,000 US Feet.

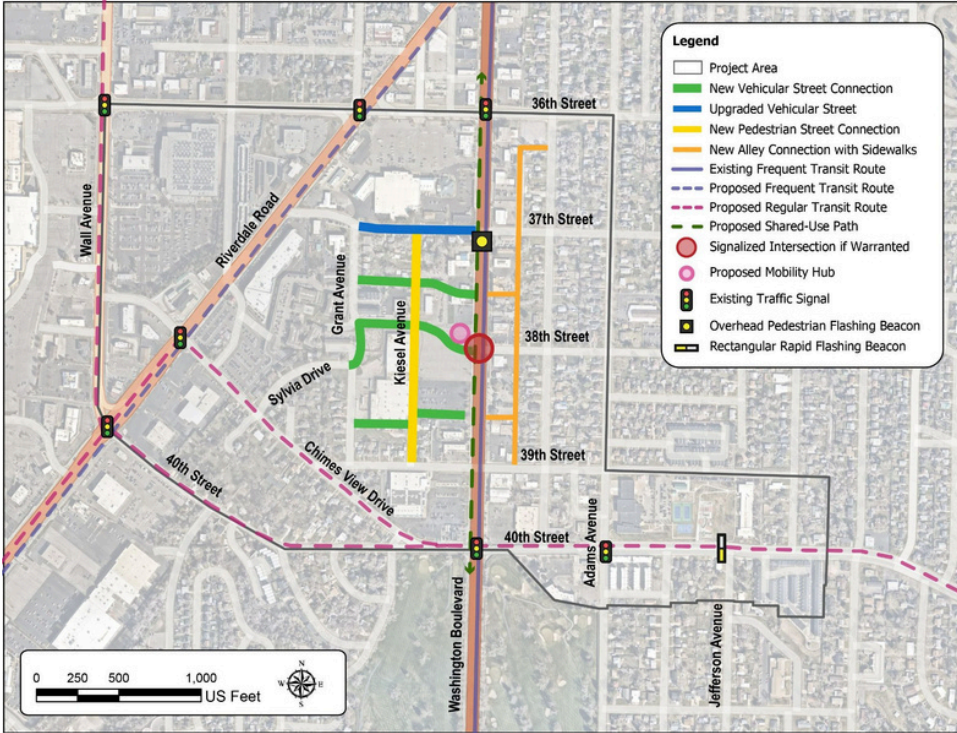
North Arrow: N, S, E, W.

Typical Section: Washington Boulevard

CITY CENTER CORE RECOMMENDATIONS

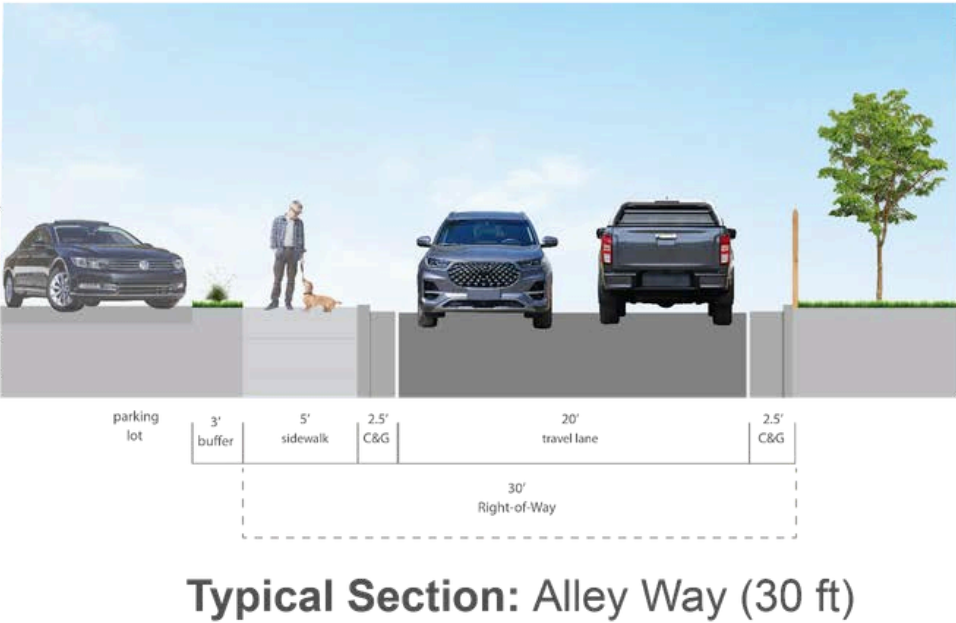
Objective 3.3: Implement preferred circulation framework intersection, access, and traffic control improvements in coordination with UDOT.

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



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

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



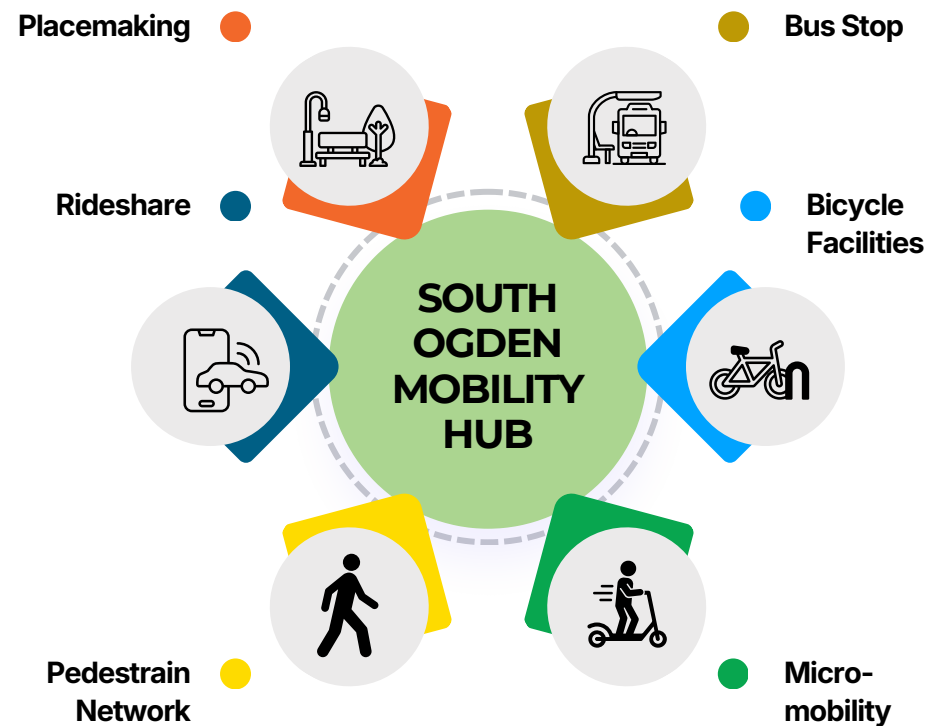
CITY CENTER CORE RECOMMENDATIONS

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

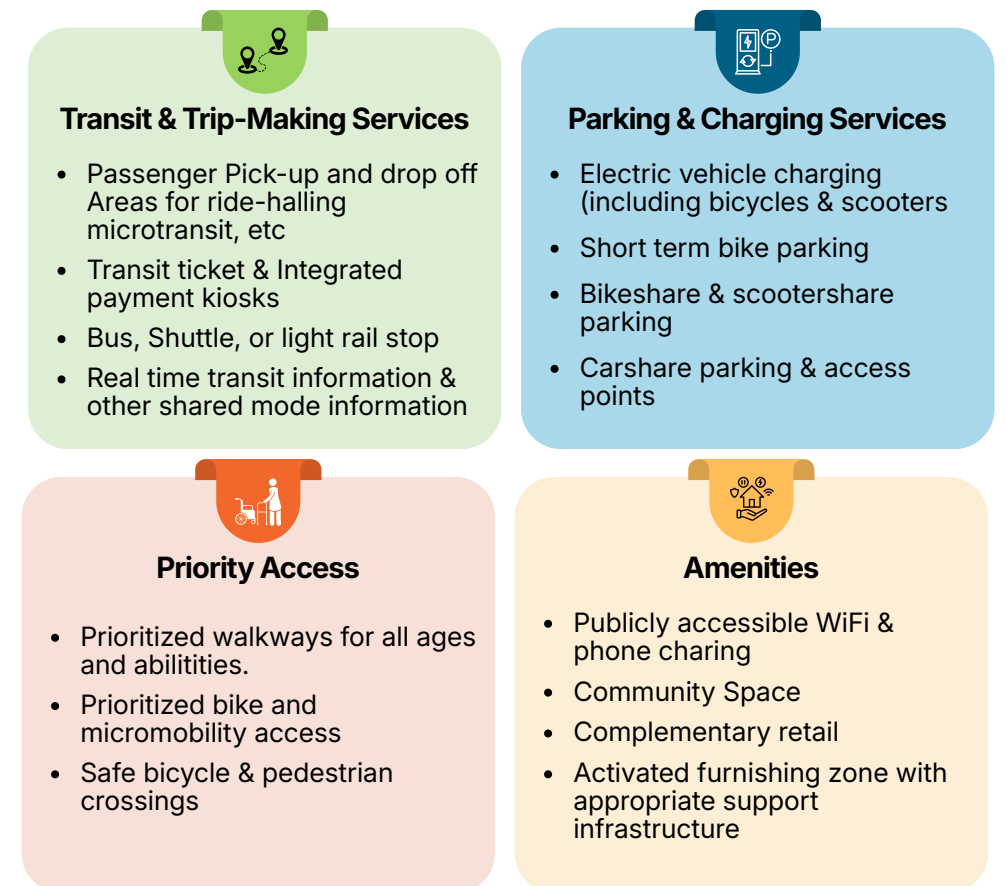
Surface parking lots currently occupy some of the most valuable redevelopment sites within the City Center and limit opportunities for new development, public spaces, and pedestrian activity. As redevelopment occurs, the City should work with property owners to establish shared parking facilities and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

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

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

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

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



CITY CENTER CORE RECOMMENDATIONS

GOAL 4



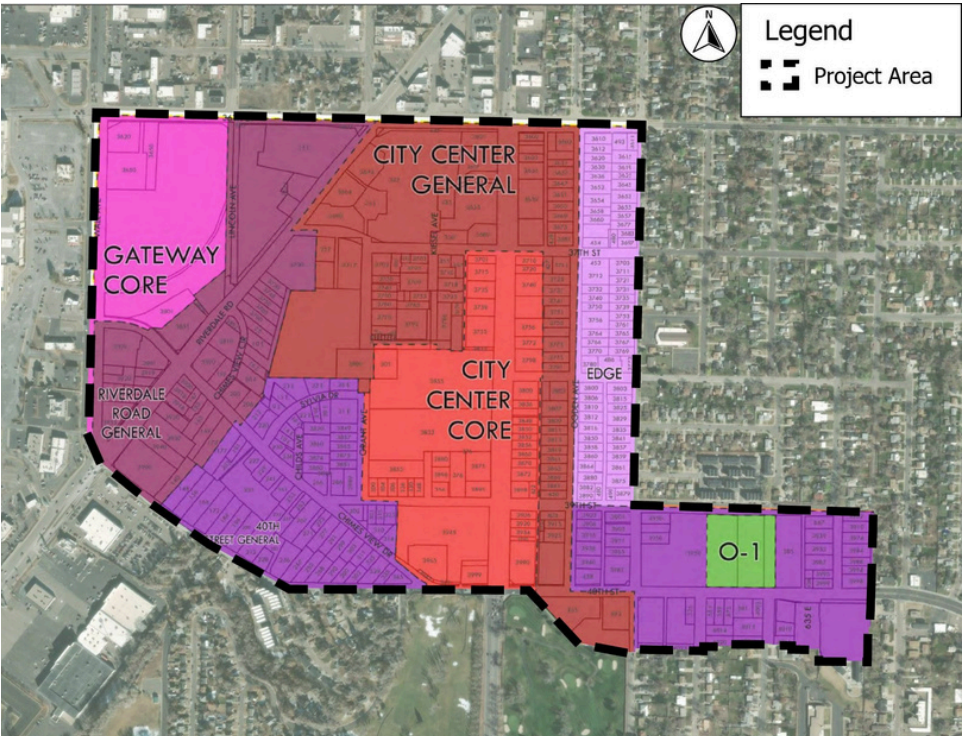
Support new, long-term development while transitioning to existing neighborhoods

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



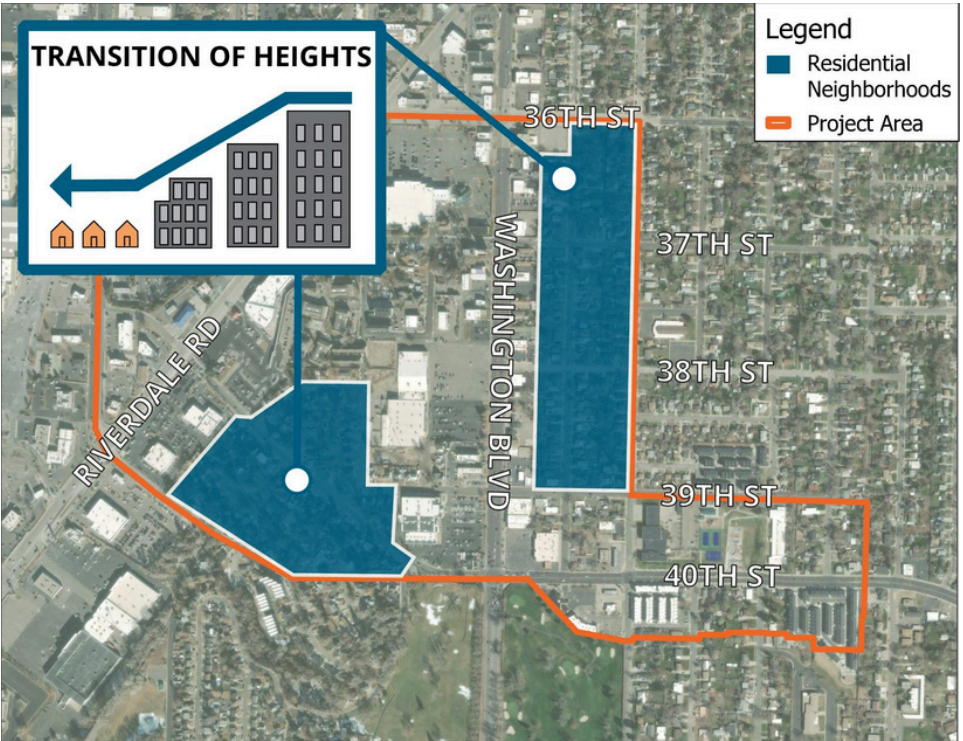
The existing Form-Based Code should be updated to implement the development pattern envisioned in the preferred scenario. Amendments should address land uses, building form, frontage design, active ground-floor requirements, streetscape standards, parking placement, and pedestrian-oriented development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

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



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

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



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

CITY CENTER CORE RECOMMENDATIONS

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

GOAL 5



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

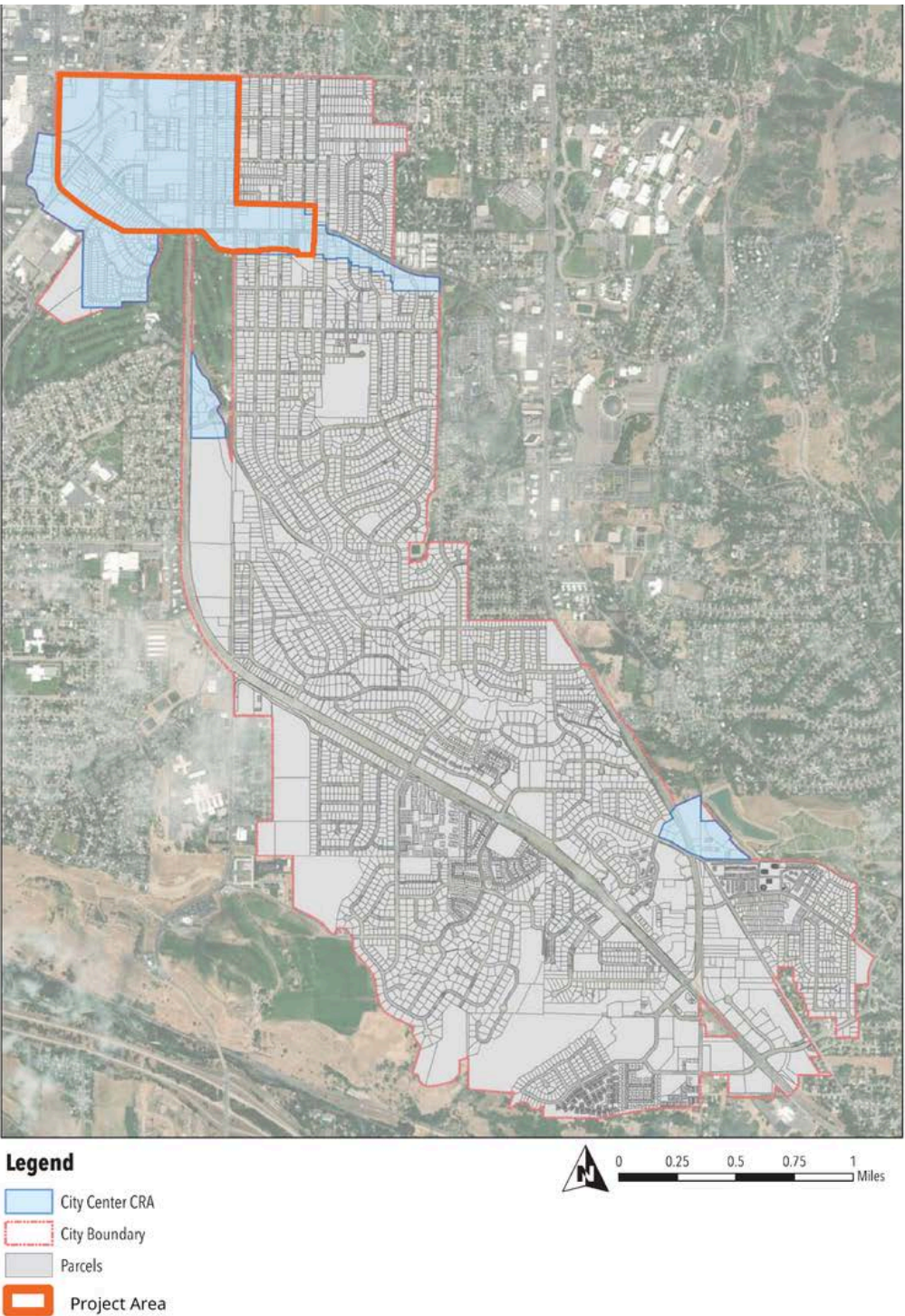
Redevelopment of the City Center will require consistent public investment in streets, utilities, public spaces, pedestrian improvements, land acquisition, parking facilities, and other infrastructure that supports redevelopment. The City should utilize CRA funding and prioritize City Center projects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

IMPLEMENTATION FUNDING PIPELINE



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

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



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

CITY CENTER CORE RECOMMENDATIONS

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

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

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

- ☒ **WFRC Transportation & Land Use Connection Program**
Planning studies, implementation planning, code updates, redevelopment strategies, and transportation and land use coordination
- ☒ **UDOT Funding**
Washington Boulevard corridor improvements, intersection upgrades, traffic calming, pedestrian crossings, streetscape improvements, and safety projects.

- ☒ **Utah Department of Workforce Services**
Workforce housing, affordable housing, mixed-income housing, and residential redevelopment projects.
- ☒ **Utah Governor’s Office of Economic Opportunity, Rural and Community Development Programs**
Provides targeted grants, loans, and incentives to address infrastructure, broadband access, and Main Street revitalization to encourage local investment, entrepreneurship, and job creation outside of major urban areas
- ☒ **South Ogden City Community Reinvestment Agency Funds**
Public infrastructure, site assembly, structured parking, public spaces, redevelopment incentives, and gap financing.

- ☒ **Federal Transportation Grants**
Roadway improvements, multimodal facilities, bicycle and pedestrian infrastructure, and mobility hub investments

- ☒ **Private Developers and Public-Private Partnerships**
Mixed-use development, structured parking, public plazas, streetscape improvements, housing, and commercial redevelopment.

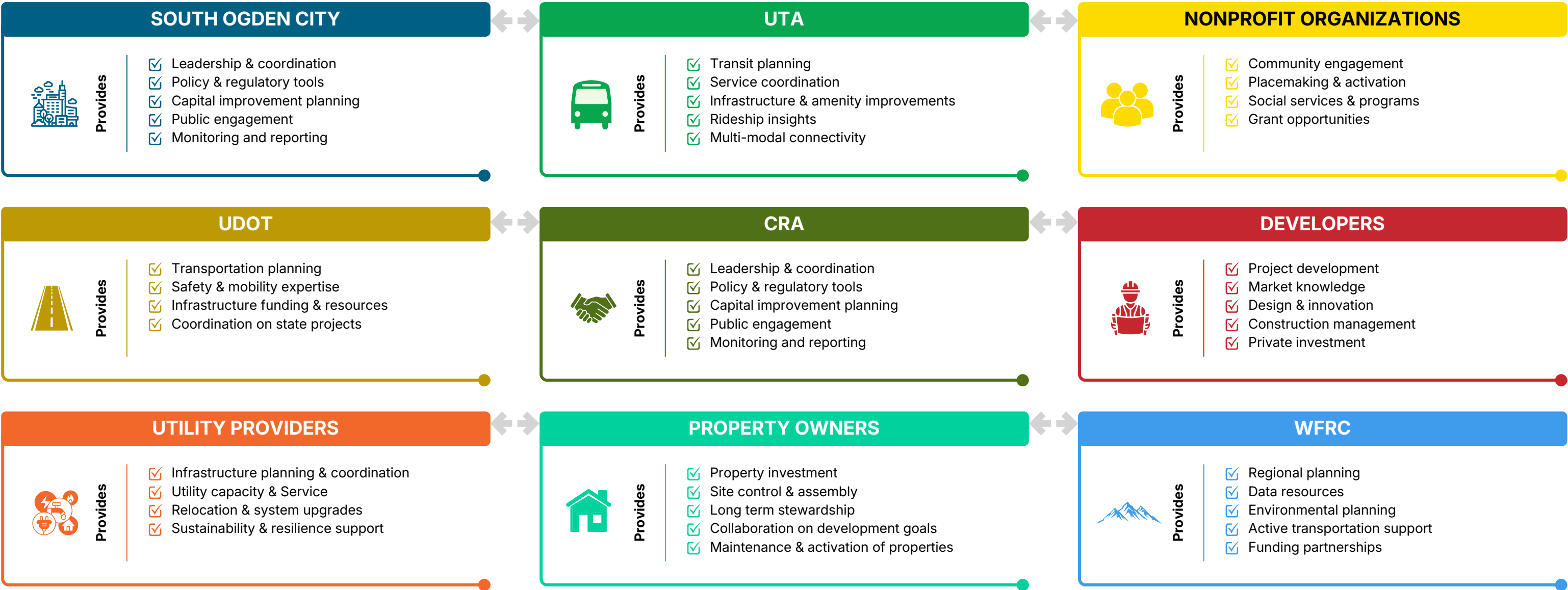
- ☒ **Federal Community Development Programs**
Public facilities, neighborhood improvements, accessibility projects, and community development initiatives

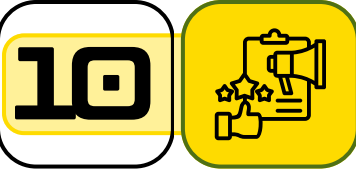


CITY CENTER CORE RECOMMENDATIONS

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

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





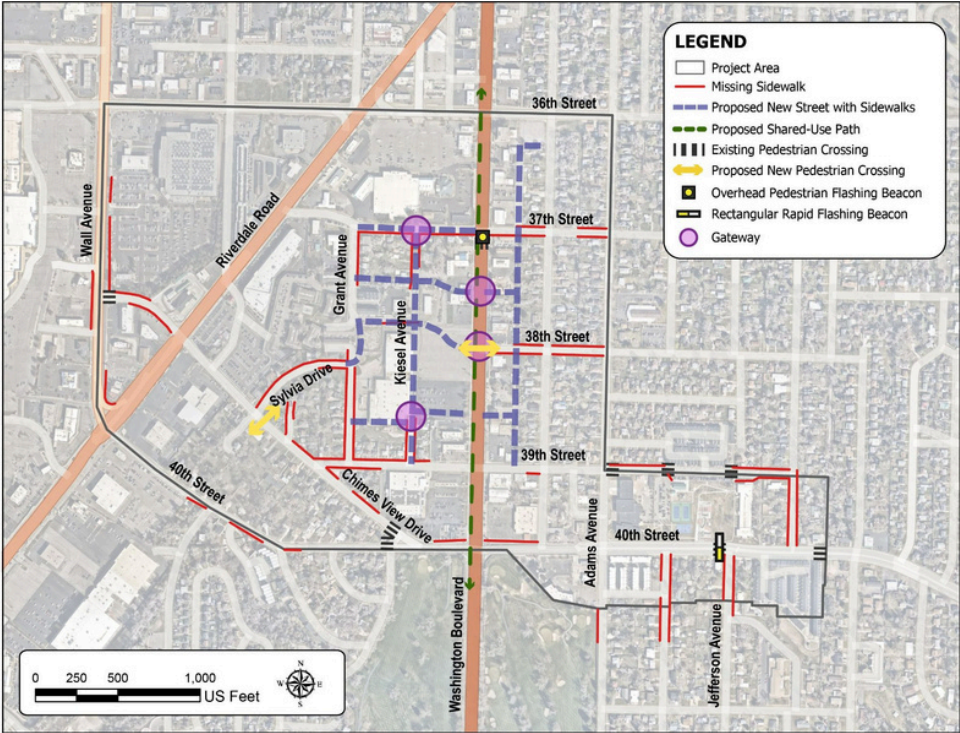
STUDY AREA RECOMMENDATIONS



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

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

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



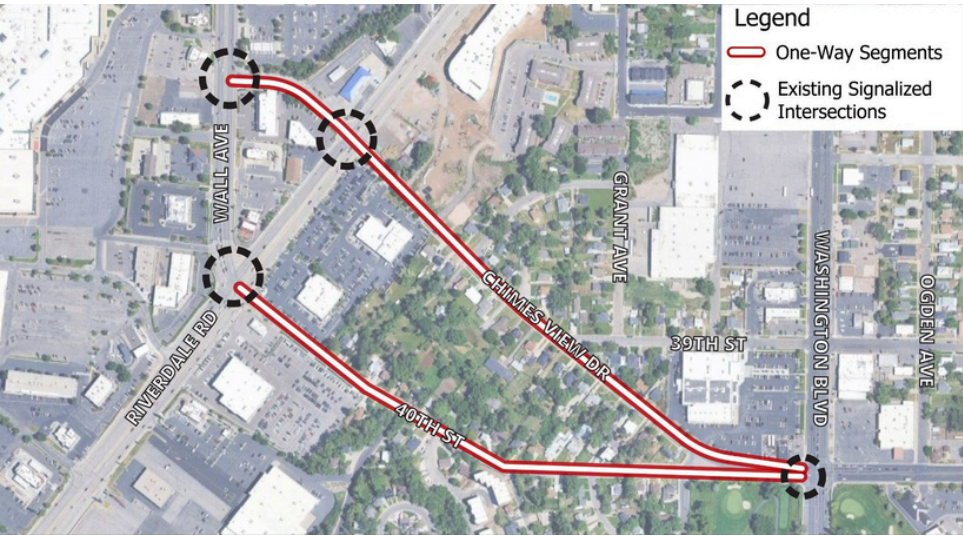
Objective 1.2: Partner with UDOT to implement the Utah Trail Network along Washington Boulevard.

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



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

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



STUDY AREA RECOMMENDATIONS

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

GOAL 2



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

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



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

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



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

GOAL 3



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

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



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

STUDY AREA RECOMMENDATIONS

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



Before and after facade improvements | Source: Independenceia.gov

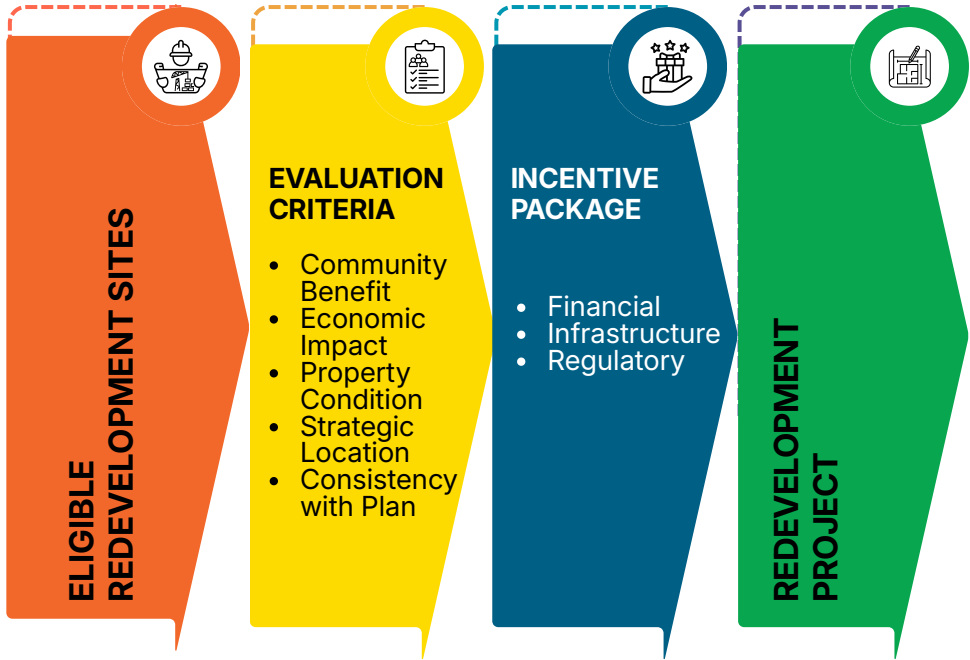
The condition of commercial properties plays an important role in how residents, visitors, and businesses view the City Center. Well-maintained buildings, landscaping, signage, and parking areas help create a positive impression and encourage investment. The City should review its existing property maintenance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

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



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

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



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

STUDY AREA RECOMMENDATIONS

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

GOAL 4



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

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



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



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

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

GOAL 5



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

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



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



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

SOUTH OGDEN

CITY CENTER MASTER PLAN

2026 JULY

