Modifications to the General Plan and Zoning

Modifications to the General Plan are defined as any change in the purpose, intent, or text and maps of the currently adopted General Plan. Any changes in zoning and annexation must be consistent with the General Plan and appropriate modifications must be made to the General Plan prior to making changes in zoning policy, the zoning map, and the official Annexation Declaration of the North Ogden. The Council and Planning Commission have substantial discretion since changes in the plan are a legislative act.

Changes to the General Plan may be suggested in writing and submitted to the Planning Commission or planning staff through an application. Suggestions will be studied and placed on the agenda of the Planning Commission for formal consideration. If the proposed modification to the General Plan is determined to have legitimate and sufficient merit, the Planning Commission will study the matter and make a recommendation to the City Council. The City Council will hold a public hearing and approve, modify, or deny by ordinance the proposed modification. If the proposed modification to the General Plan is denied by the Planning Commission, that is still considered a recommendation to the City Council.

General Plan changes and zoning changes may be considered concurrently.

Zoning and Land-Use Policy

The following policy consists of general statements to be used as guidelines. Such guidelines may on occasion conflict, when several are compared. In such cases, the Planning Commission will prioritize the guidelines as they pertain to the specific parameters of the issue which is pending. All zoning requests should first be evaluated for their compliance with the General Plan.

General Guidelines:

- A definite edge should be established between types of uses to protect the integrity of each use, except where the mixing of uses is recommended in the General Plan.
- Zoning should reflect the existing use of property to the greatest extent possible, unless the area is in transition or is in conflict with the General Plan.
- Where possible, properties which face each other, across a local street, should be the same or a similar zone. Collector and arterial roads may be sufficient buffers to warrant different zones.
- Zoning boundaries should not cut across individual lots or developments (i.e., placing the lot in two separate zones). Illogical boundaries should be redrawn to follow property or established geographical lines.
- The primary frontage and land use should be considered when establishing zoning boundaries on corner lots.
- The Planning Commission may choose to use mixed use, multiple family, or professional office zoning as a buffer between commercial and residential uses.
- Any non-residential zone abutting residential zones should be a mixed use, or planned zone (e.g. CP-2, MP- 1) to help minimize the impacts on residential zones. Transitions between uses should be carefully thought through.

Residential Guidelines:

- Avoid isolating neighborhoods.
- Encourage appropriate management of higher density developments. This includes project size sufficient to warrant on site management and assurances of professional site and tenant management.
- Require excellence in design.

- Consider development agreements to assure higher quality development.

Commercial Guidelines:

- Generally commercial zones should be located along Washington Blvd. and 2700 North streets, avoiding local streets which serve residential zones. Access to commercial zones should avoid local streets within residential zones.
- Adhere to the General Plan recommendations for the Downtown and Southtown.
- If compatible with the General Plan, existing businesses on collectors and arterials should be allowed to expand while providing an adequate buffer with adjacent residential zones.
- Encourage commercial uses to be developed with a focus toward walkable streets, with buildings approaching the sidewalk, rather than as standard strip commercial with parking adjacent to the road.
- Consider development agreements to assure higher quality development.
- Promote mixed use developments.

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North Ogden
General Plan – Housing
Preliminary Data - REVISED
January 20, 2015

Agenda

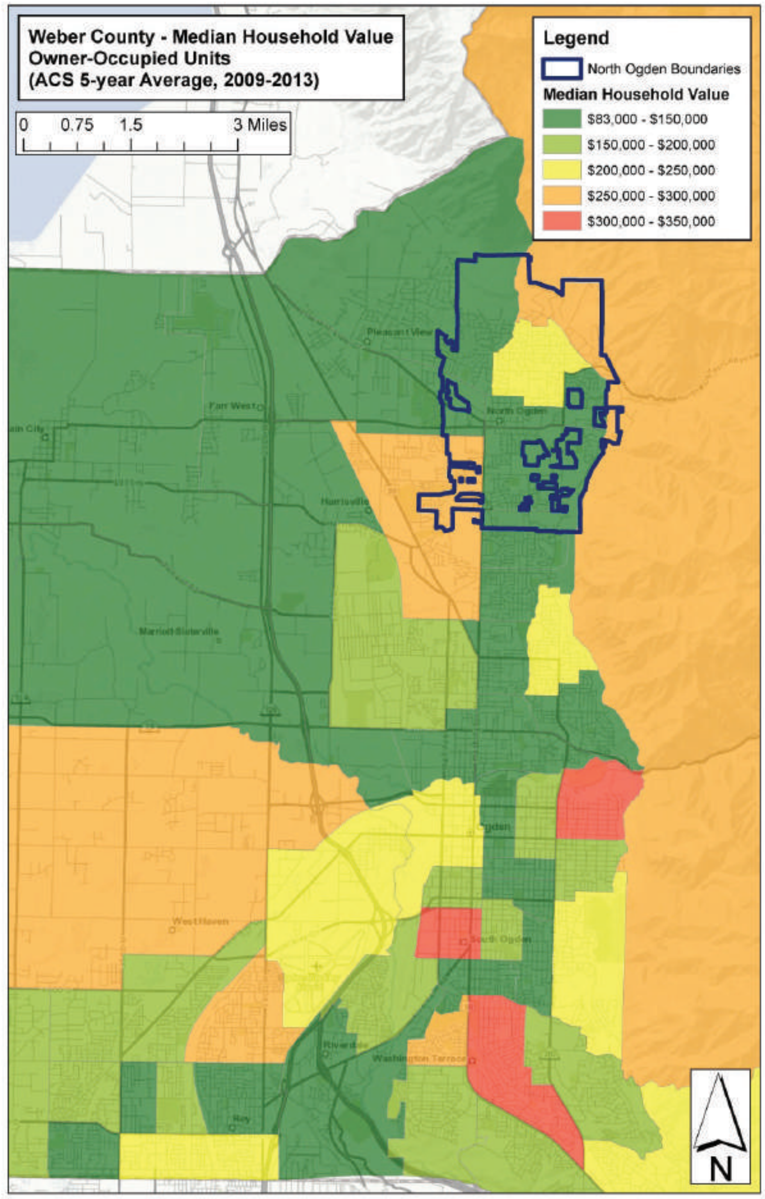
ZIONS BANK PUBLIC FINANCE

- Current Housing Supply
- Historical Housing Construction
- Housing Demand
- Senior Housing
- Retail and Office
- Conclusions

Current Housing Supply

Current Housing Supply

Median Household Value	
Harrisville	$171,800
North Ogden	$211,800
Ogden	$131,200
Pleasant View	$264,600
Weber County	**$170,000**



Current Housing Supply

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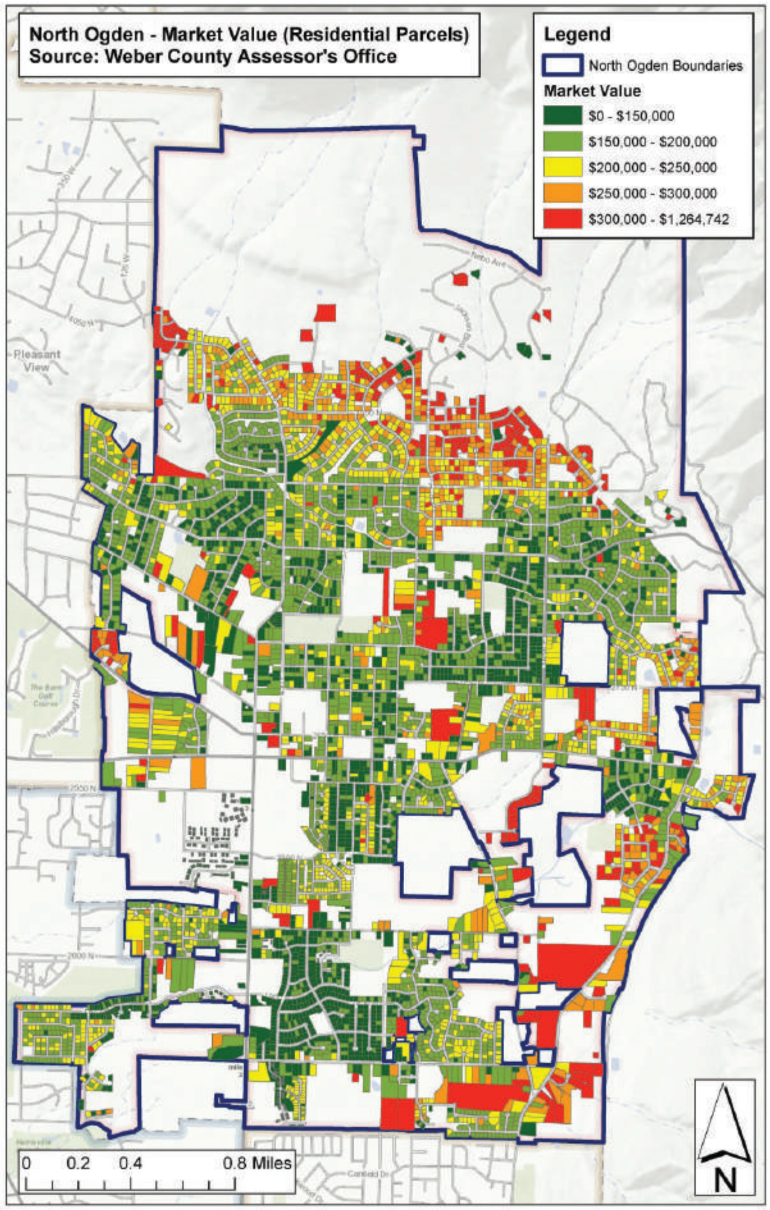
Percent of Owner-Occupied Homes by Home Value

Home Values	North Ogden	Weber County
Less than $50,000	2%	6%
$50,000 to $99,999	1%	9%
$100,000 to $149,999	11%	23%
$150,000 to $199,999	31%	25%
$200,000 to $299,999	37%	23%
$300,000 to $499,999	16%	12%
$500,000 to $999,999	3%	2%
$1,000,000 or more	0%	0%

56 percent of owner-occupied homes in North Ogden are valued at more than $200,000, with only 11 percent valued between $100,000 and $149,000.

Source: ACS 5-year Average (2009-2013)

Current Housing Supply



Current Housing Supply

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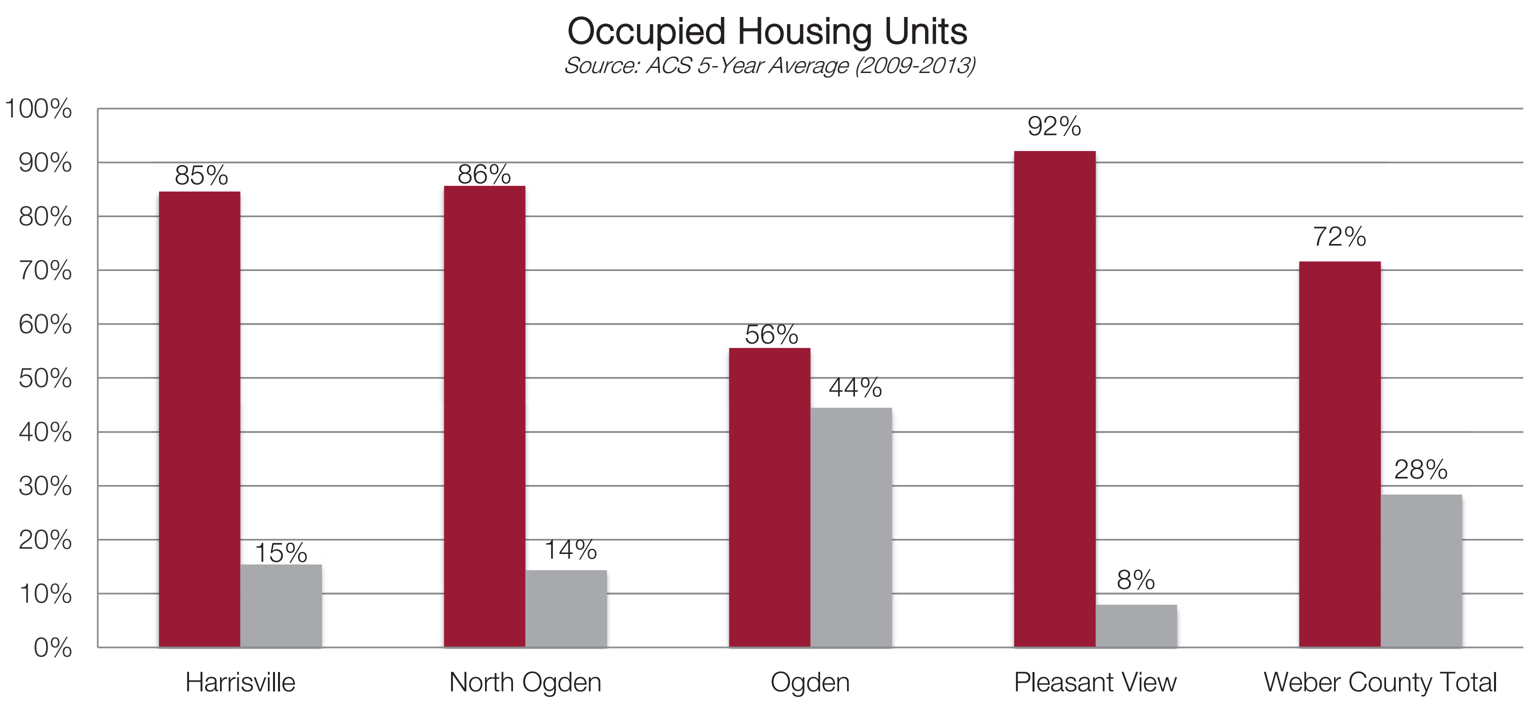

Current Housing Supply

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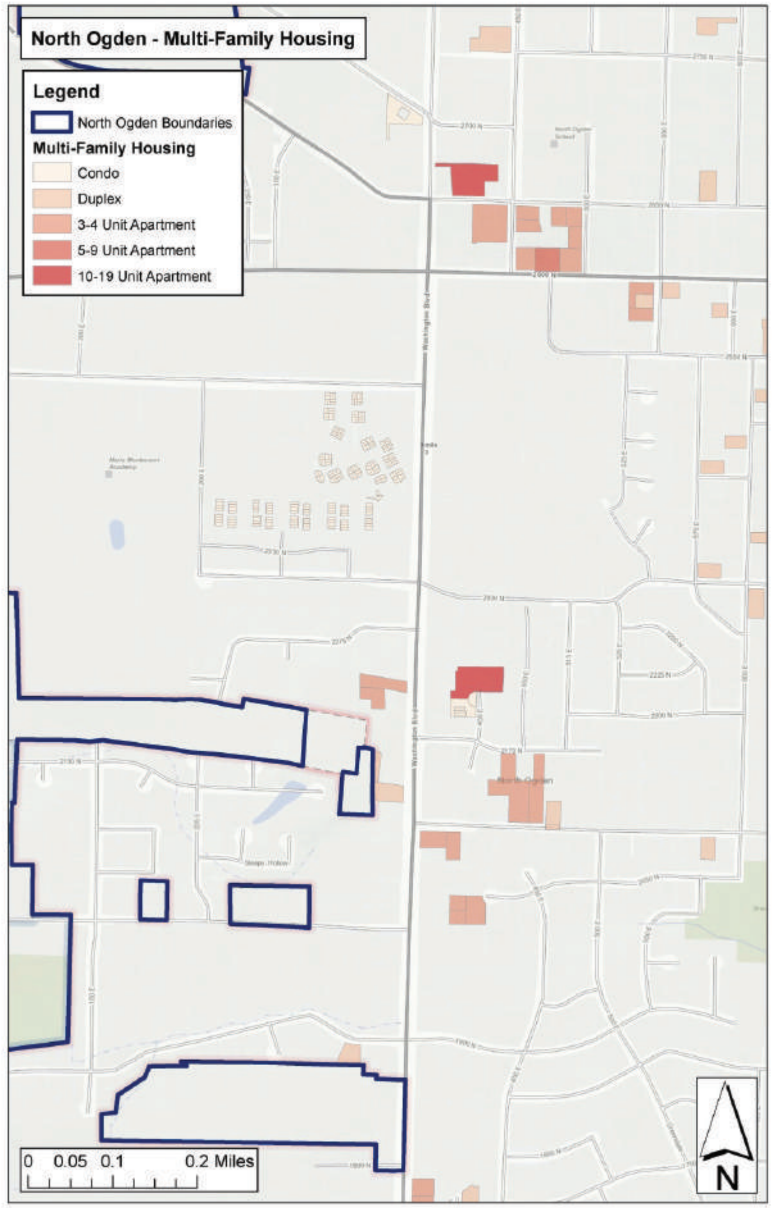
Housing Tenure

Source: ACS 5-year Average (2009-2013)

	Hooper	Plain City	Pleasant View	Farr West	Huntsville	North Ogden	Harrisville	Roy	Marriott-Slaterville	Uintah	West Haven	Weber County Total	Riverdale	South Ogden	Washington on Terrace	Ogden
% Owner Occupied	98%	98%	92%	92%	92%	86%	85%	84%	83%	80%	75%	72%	70%	67%	62%	56%
% Renter Occupied	2%	2%	8%	8%	8%	14%	15%	16%	17%	20%	25%	28%	30%	33%	38%	44%

Current Housing Supply

Unit Type	Number of Complexes	Approx. Number of Units
Condo	2	190
Duplex	46	92
3 or 4	25	100
5 to 9	1	8
10 to 19	2	24
20 +	0	0
Total	**76**	**414**



Historical Housing Construction

Historical Housing Construction

New Residential Building Permits by City

	Total 2004-2013	Total 2004-2008	Total 2009-2013	Total 2012-2013
Farr West	614	456	158	72
Harrisville	570	422	148	54
Huntsville	7	6	1	1
North Ogden	640	432	208	96
Ogden	1574	1179	395	203
Plain City	537	321	216	83
Pleasant View	854	499	355	207
Riverdale	176	127	49	14
Roy	532	312	220	73
South Ogden	497	428	69	29
Uintah	44	36	8	2
Washington Terrace	50	42	8	4
West Haven	496	186	310	114
Average	507	342	165	73

North Ogden Averages

2004-2013: 64 permits per year

2009-2013: 42 permits per year

Source: Bureau of Economic and Business Research (BEBR), University of Utah; ZBPF

New Multi-Family Building Permits (Units) by City

	Total 2004-2013	Total 2004-2008	Total 2009-2013	Total 2012-2013
Farr West	33	7	26	4
Harrisville	349	259	90	21
Huntsville	0	0	0	0
North Ogden	112	96	16	0
Ogden	742	536	206	136
Plain City	8	8	0	0
Pleasant View	149	29	120	93
Riverdale	40	32	8	2
Roy	40	4	36	9
South Ogden	165	147	18	4
Uintah	5	4	1	0
Washington Terrace	16	14	2	0
West Haven	216	145	71	5
Average	144	99	46	21

North Ogden Averages

2004-2013: 11 permits (units) per year

2009-2013: 3 permits (unit) per year

Source: Bureau of Economic and Business Research (BEBR), University of Utah; ZBPF

Percent of Total New Multi-Family Units by City

	Total 2004-2013	Total 2004-2008	Total 2009-2013	Total 2012-2013
Farr West	2%	1%	4%	1%
Harrisville	19%	20%	15%	8%
Huntsville	0%	0%	0%	0%
North Ogden	6%	7%	3%	0%
Ogden	40%	42%	35%	50%
Plain City	0%	1%	0%	0%
Pleasant View	8%	2%	20%	34%
Riverdale	2%	2%	1%	1%
Roy	2%	0%	6%	3%
South Ogden	9%	11%	3%	1%
Uintah	0%	0%	0%	0%
Washington Terrace	1%	1%	0%	0%
West Haven	12%	11%	12%	2%

In 2012-2013, 92% of new multi-family units were built in neighboring communities (Ogden, Pleasant View, and Harrisville)

North Ogden could potentially compete for new development in the area

Source: Bureau of Economic and Business Research (BEBR), University of Utah; ZBPF

Historical Absorption

	Annual Change in Occupied Units (2000-2010)	% Renter Occupied (2000-2010)	Annual Rental Absorption (2000-2010)	Annual Owner Absorption (2000-2010)
Harrisville	79	10%	8	71
North Ogden	115	11%	12	103
Ogden	225	41%	91	134
Pleasant View	70	6%	4	65
Weber County	1,305			

Annual absorption based on change in occupied units (US Census) multiplied by the % of renter occupied units (ACS 5-year average)

Rental absorption of 12 units is close to historical absorption of 11 building permits per year (2004-2013)

Sources: BEBR; US Census; ZBPF

Housing Demand

Projected Population *(Source: Governor's Office of Management and Budget; ZBPF)*

	2010 Baseline	2020	2030	2040	2050	2060
Weber County	231,236	258,423	300,477	349,009	398,699	449,053
Farr West	5,928	6,835	7,238	8,163	9,479	11,593
Harrisville	5,567	6,314	7,741	7,146	8,428	9,782
Hooper	7,218	8,967	13,989	21,640	28,691	36,586
Huntsville	608	666	727	688	698	692
Marriott-Slaterville	1,701	2,003	2,741	4,826	5,895	7,054
North Ogden	17,357	19,927	25,351	36,923	43,802	51,103
Ogden	82,825	90,971	100,123	102,059	105,457	106,934
Plain City	5,476	6,431	8,727	10,694	13,492	16,572
Pleasant View	7,979	9,204	11,876	15,626	18,860	22,337
Riverdale	8,426	9,093	9,365	9,694	9,544	9,409
Roy	36,884	39,979	41,890	43,876	44,739	44,618
South Ogden	16,532	17,941	18,885	19,387	19,387	19,399
Uintah	1,322	1,502	1,851	1,749	2,072	2,415
Washington Terrace	9,067	9,857	10,446	13,456	13,567	13,358
West Haven	10,272	13,121	21,731	32,674	44,760	58,405
Balance of Weber County	14,074	15,613	17,796	20,408	29,826	38,798

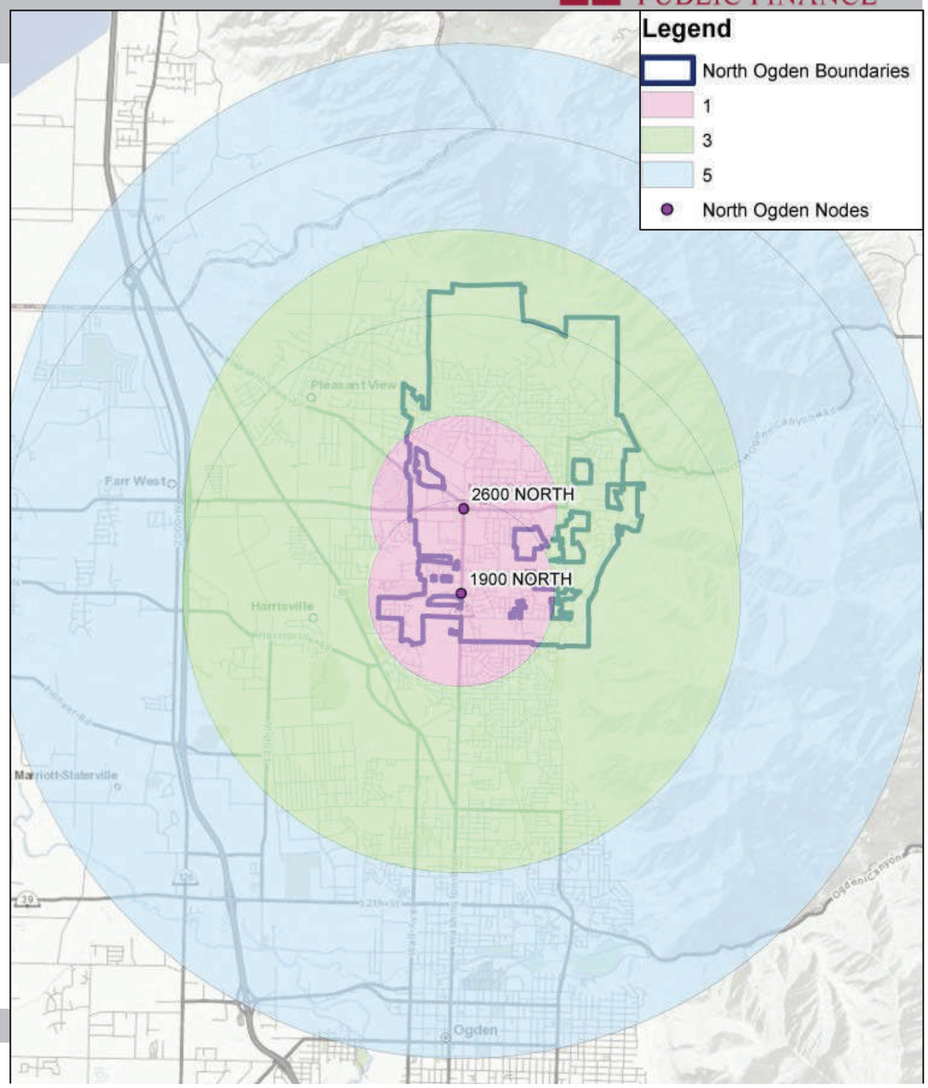
Projected Households* *(Source: Governor's Office of Management and Budget; ZBPF)*

	2020	2030	2040	2050	2060
Per Decade	796	1,679	3,583	2,130	2,260
Per Year	80	168	358	213	226
Households by Type**					
Renter Occupied	11	24	50	30	32
Owner Occupied	68	144	308	183	194

**Based on North Ogden average of 3.23 persons per household*
*** Based on 86% owner-occupancy rate , ACS 5-year Average (2009-2013)*

Projected Population and Employment Projections within 1, 3, and 5 mile radius

(Source: TAZ Projections; WFRC, ZBPF)



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Projected Population *(Source: TAZ Projections; WFRC, ZBPF)*

	2015	2020	2030	Additional Households 2015-2020*	Additional Households 2020-2030*
2600 North					
1 mile	8,835	9,147	10,076	107	321
3 miles	41,190	43,653	49,678	849	2,077
5 miles	77,236	82,101	93,385	1,678	3,891
1900 North					
1 mile	8,850	9,350	10,754	172	484
3 miles	49,430	51,784	58,274	812	2,238
5 miles	92,874	99,320	113,269	2,223	4,810

**Based on County average of 2.9 persons per household*

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Projected Employment *(Source: TAZ Projections; WFRC, ZBPF)*

	2015	2020	2030	Additional Households 2015-2020*	Additional Households 2020-2030*
2600 North					
1 mile	1,729	1,793	2,130	74	389
3 miles	12,870	13,713	16,458	974	3,171
5 miles	27,600	29,508	35,419	2,204	6,829
1900 North					
1 mile	2,032	2,067	2,403	40	389
3 miles	16,969	17,802	20,909	962	3,589
5 miles	45,896	52,135	61,716	7,208	11,068

**Based on County average of 1.2 jobs per household*

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Projected Additional Households per Year *(Source: TAZ Projections; WFRC, ZBPF)*

	Population		Employment	
	Additional Households 2015-2020*	Additional Households 2020-2030*	Additional Households 2015-2020*	Additional Households 2020-2030*
2600 North				
1 mile	21	32	15	39
3 miles	170	208	195	317
5 miles	337	389	441	683
1900 North				
1 mile	34	48	8	39
3 miles	162	224	192	359
5 miles	445	481	1,442	1,107

Housing Demand

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Data from Developer Interviews – Multi-Family Residential

Note: Not a significant sample size (partial data from 7 developers)

		Average	Range
New Units per Acre		19	12 - 30
New Units Constructed per Year		105	100 - 300
Units Absorbed per Month		13	12 - 14
Units Absorbed per Year		156	144 - 168
Square Feet		1,086	700 - 1,500
	1 bedroom	733	700 - 800
	2 bedroom	1,083	900 – 1,200
	3 bedroom	1,300	1,100 - 1,500
Rents		$933	$600 - $1,250
	1 bedroom	$675	$600 - $700
	2 bedroom	$938	$800 - $1,150
	3 bedroom	$1,188	$1,100 - $1,250
Mixture			
	1 bedroom	25.0%	15% - 35%
	2 bedroom	57.5%	45% - 70%
	3 bedroom	17.5%	10% - 20%
Stories		3	2 - 5
Cost per Door		$137k	$110k - $160k

*Not sustainable over time; **One developer claims a market study indicates a need for 300 units

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Rental Rates – Weber County *(Source: EquiMark 2014 Report)*

Rental Rate Comparison	2011		2012		2013		Developer Interviews	
	Per Unit	Per Sq. Ft	Per Unit	Per Sq. Ft	Per Unit	Per Sq. Ft	Per Unit	Per Sq. Ft
1 Bed 1 Bath	$579	$0.82	$587	$0.82	$638	$0.82	$675	$0.92
2 Bed 1 Bath	$629	$0.72	$681	$0.73	$662	$0.71	NA	NA
2 Bed 2 Bath	$766	$0.73	$774	$0.72	$820	$0.71	$938	$0.87
3 Bed 2 Bath	$807	$0.71	$837	$0.73	$869	$0.64	$1,188	$0.91
Overall	$655	$0.75	$684	$0.75	$678	$0.73	$933	$0.90

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Data from Developer Interviews - Townhomes

	Average	Range
New Units per Acre	11	6-18
Square Feet	1,275	1,200-1,350
Cost per Door	$180k	$170-190k

Comments:

- Attractive area (better schools, less crime, lower density, same rent as Ogden)
- People live in this area because they want to get out of the city
- If growth continues at 2600 North, buyers won't want to buy a townhome there; rental properties would be a better option there

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Housing Demand Comparison

Source	Number of Units
Renter/Multi-Family	
Change in Occupied Rental Units per Year (2000-2010, US Census)	12
North Ogden Multi-Family Building Permits per Year (2004-2013, BEBR)	11
Population Projection (2010-2020, GOMB)	11
Population Projection (2020-2030, GOMB)	24
All Units	
Change in All Occupied Units (2000-2010, US Census)	115
North Ogden Single- and Multi-Family Building Permits per Year (2004-2013, BEBR)	64
Population Projection (2010-2020, GOMB)	80
Population Projection (2020-2030, GOMB)	168
Population Growth 2015-2020 (1-5 miles)	21-430
Employment Growth 2015-2020 (1-5 miles)	15-1,442
Developer Interviews	154
Beds for Individuals Over 65 Living in Senior Housing	
Senior Population Projection (2015-2020, GOMB)	17
Senior Population Projection (2020-2030, GOMB)	40

Senior Housing

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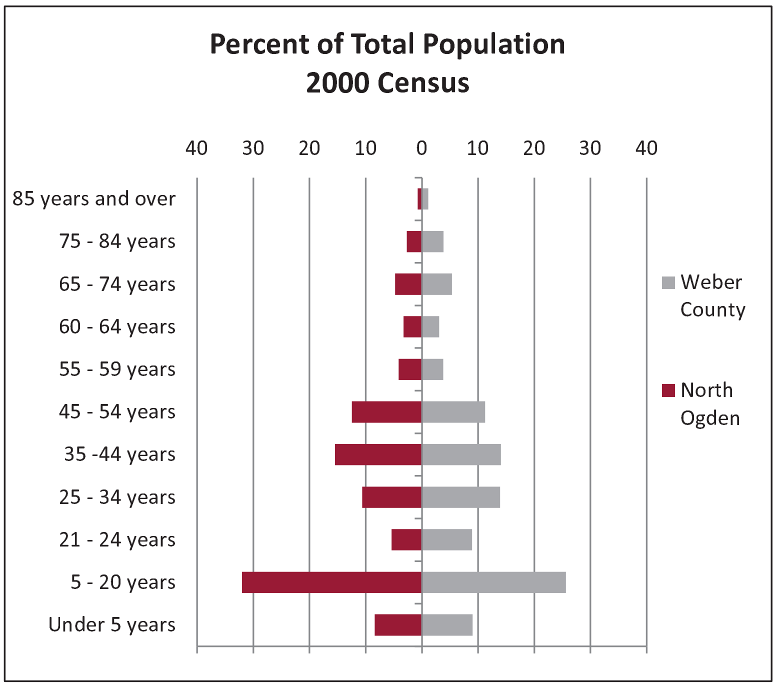
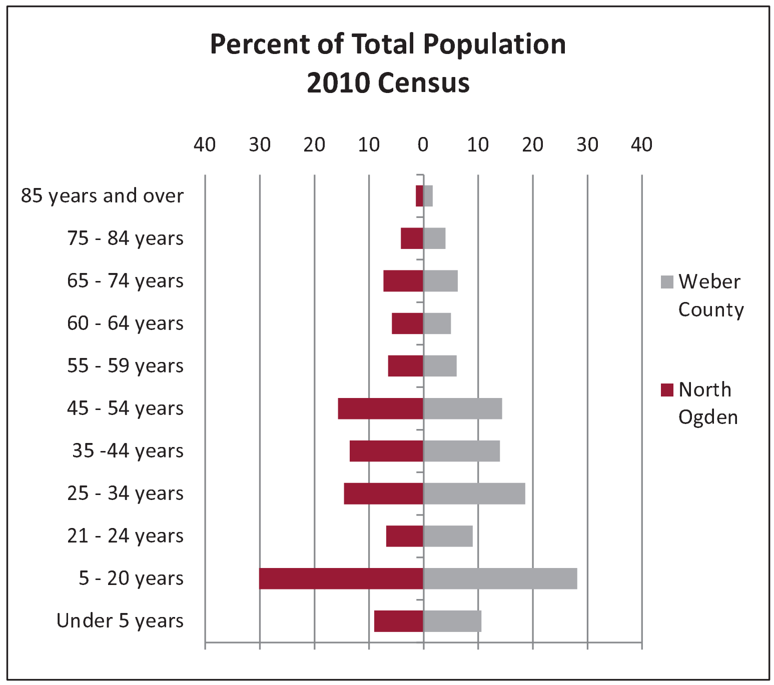
Aging Population





Population growth for age groups 65 and older in North Ogden between 2000 and 2010

Aging Population

Population growth for age groups 65 and older in North Ogden and neighboring communities between 2000 and 2010

	North Ogden		Pleasant View		Ogden		Harrisville		Weber County		Utah	
Percent of Total	2000	2010	2000	2010	2000	2010	2000	2010	2000	2010	2000	2010
Under 5 years	8.4%	7.9%	7.6%	7.2%	9.8%	9.7%	8.9%	9.7%	9.0%	9.0%	9.4%	9.5%
5 - 20 years	32.0%	26.1%	30.6%	28.5%	24.7%	21.8%	35.8%	26.3%	25.7%	23.9%	28.9%	25.3%
21 - 24 years	5.4%	6.0%	5.3%	5.1%	8.8%	9.5%	4.8%	6.9%	8.9%	7.6%	8.1%	8.2%
25 - 34 years	10.6%	12.7%	10.0%	10.2%	15.9%	17.5%	13.0%	17.7%	13.9%	15.8%	14.6%	16.1%
35 -44 years	15.5%	11.8%	14.3%	12.1%	13.2%	11.6%	17.6%	12.5%	14.0%	11.9%	13.4%	12.0%
45 - 54 years	12.5%	13.6%	12.3%	15.1%	10.1%	11.5%	11.1%	11.9%	11.3%	12.2%	10.6%	11.1%
55 - 59 years	4.1%	5.6%	5.5%	5.1%	3.4%	4.9%	2.8%	4.6%	3.8%	5.1%	3.6%	4.8%
60 - 64 years	3.3%	5.1%	4.4%	5.0%	2.8%	3.9%	1.7%	3.3%	3.1%	4.2%	2.8%	3.9%
65 - 74 years	4.7%	6.4%	6.8%	6.8%	5.3%	4.7%	2.3%	4.1%	5.4%	5.3%	4.5%	5.0%
75 - 84 years	2.7%	3.6%	2.8%	4.0%	4.5%	3.2%	1.7%	2.2%	3.8%	3.4%	3.0%	2.9%
85 years and over	0.8%	1.2%	0.5%	0.9%	1.5%	1.6%	0.5%	0.9%	1.1%	1.4%	1.0%	1.1%

Senior Housing Availability

Name	Address	City	Number of Beds
Quail Meadow Assisted Living	2100 N 289 E	North Ogden	27
Prominence Point *(Proposed)*	1700 N 2 East	North Ogden	145
Emeritus Estates	1340 N Washington Blvd	Ogden	126
Seasons Assisted Living *(Under Construction)*	1979 N Heritage Dr	Farr West	24
Gardens Assisted Living	1450 E 9th Street	Ogden	74
George E Wahlen Veteran's Home	1102 N 1200 W	Ogden	120
Beehive Homes	931 E 1225 N	Ogden	12
5-mile Area Subtotal			528
Legacy House of Ogden	5526 S Adams Ave	Ogden	91
Stoney Brooke	4390 S 700 E	Riverdale	16
Peach Tree Place	4607 S Midland Dr	West Haven	64
Mountain Ridge	1885 E Skyline Dr	South Ogden	119
Lotus Park	2639 W 3520 S	West Haven	32
The Harrison Regent	4481 Harrison Blvd	Ogden	90
Beehive Homes	2547 Valley Jct Dr	Eden	30
County Total			970

Retail and Office

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Sales Leakage - 2013

	2013 Leakage	2013 Capture Rate
General Merchandise Stores*	-$41,878,141.98	11%
Motor Vehicle and Parts Dealers	-$36,518,950.42	10%
Food Services and Drinking Places*	-$18,160,748.60	38%
Building Material and Garden Equipment and Supplies Dealers	-$17,725,649.17	0%
Miscellaneous Store Retailers	-$11,928,006.07	3%
Clothing and Clothing Accessories Stores	-$10,796,447.43	16%
Accommodation	-$10,429,989.40	0%
Gasoline Stations	-$7,533,278.02	0%
Sporting Goods, Hobby, Book, and Music Stores	-$7,434,434.07	5%
Repair and Maintenance	-$6,705,991.95	17%
Electronics and Appliance Stores	-$6,480,916.49	1%
Furniture and Home Furnishings Stores	-$6,028,006.10	2%
Health and Personal Care Stores	-$3,243,923.27	8%
Amusement, Gambling, and Recreation Industries	-$2,829,214.41	9%
Non-store Retailers	-$2,557,637.57	38%
Personal and Laundry Services	-$1,978,373.37	21%
Performing Arts, Spectator Sports, and Related Industries	-$897,729.34	0%
Museums, Historical Sites, and Similar Institutions	-$219,017.85	0%
Food and Beverage Stores	$11,162,177.72	137%
TOTAL	-$182,184,277.79	27%

** Does not include new businesses from 2014, including Café Rio and Smith's Marketplace*

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Retail and Office Absorption – Weber County

	2004	2009	2013	Average Growth per Year
Office				
Class A	869,450	1,182,326	916,547	Negative Growth Occurring for Office Space
Class B	1,142,711	962,158	758,594	
Class C	218,228	395,079	392,226	
Total Square Feet	**2,230,389**	**2,539,563**	**2,067,367**	
Retail				
Regional Mall	726,729	726,729	726,729	-
Regional Center	968,413	1,690,403	1,690,403	80,221
Commercial Center	1,270,644	1,447,731	1,904,695	70,450
Neighborhood Center	1,030,592	1,033,718	846,004	(20,510)
Anchorless Strip	463,949	851,458	792,935	36,554
Total Square Feet	**4,460,327**	**5,750,039**	**5,960,766**	**166,715**
County Population	210,418		231,236	
Retail Square Feet per Capita	21		26	
Office Square Feet per Capita	11		9	

Retail growth shows potential for additional retail in North Ogden

Potential Retail Absorption Based on Population Growth

Source: (GOMB Population Projections; ZBPF)

**Based on assumed 26 square feet of retail space per capita as calculated on previous slide*

	2020	2030	2040	2050	2060	Average
Additional Retail Space Per Decade	66,813	141,042	300,860	178,865	189,824	175,481
Additional Retail Space Per Year	6,681	14,104	30,086	17,887	18,982	17,548
Capture Rates						
100%	6,681	14,104	30,086	17,887	18,982	17,548
90%	6,013	12,694	27,077	16,098	17,084	15,793
80%	5,345	11,283	24,069	14,309	15,186	14,038
70%	4,677	9,873	21,060	12,521	13,288	12,284
60%	4,009	8,463	18,052	10,732	11,389	10,529
50%	3,341	7,052	15,043	8,943	9,491	8,774

Conclusions

- Higher home values suggest the need for more moderate-priced homes which need could be met through the construction of attached units
- Population, employment, construction growth, and developer interviews indicate potential for additional housing in North Ogden
- Projections and developer interviews do not suggest that 1,000 additional units is reasonable in the short term, rather approximately 100 units per year of both single-family and multi-family units
- Present demand of 304 beds of senior housing for aging population
- Potential for an average of 8,774 square feet of additional retail space per year through 2060 (3,341 per year for the next five years), based on a 50 percent capture rate (up from 27 percent)

Appendices

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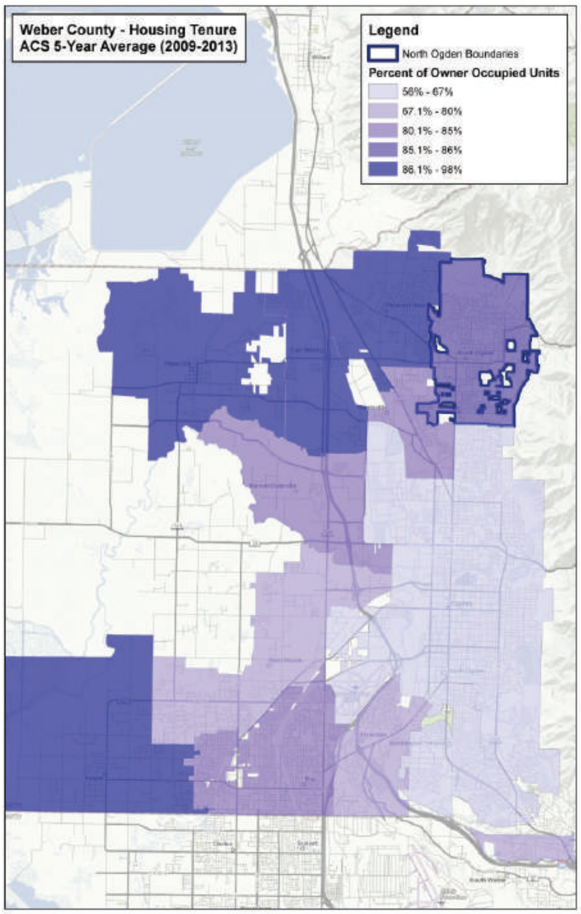
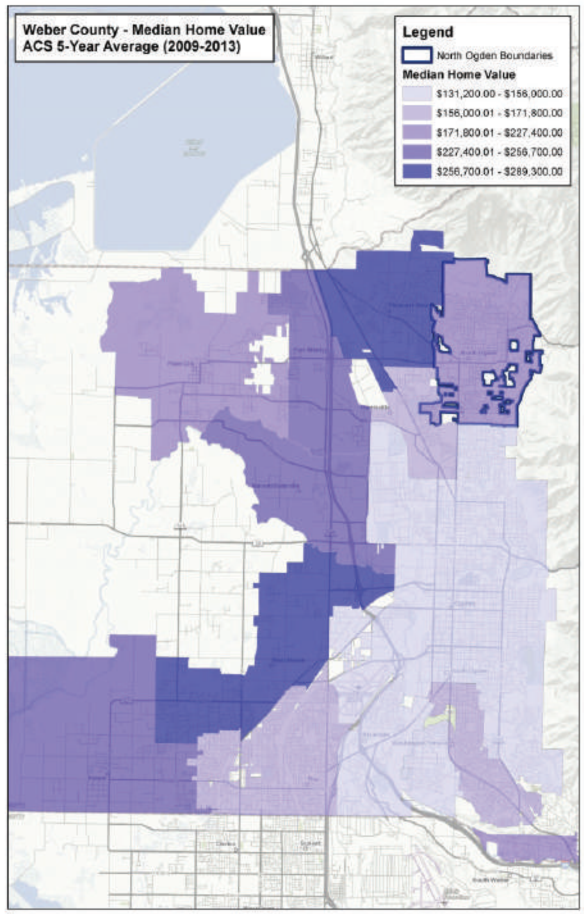
Demographic Characteristics

	Farr West	Harrisville	Hooper	Huntsville	Marriott-Slaterville	North Ogden	Ogden	Plain City	Pleasant View	Riverdale	Roy	South Ogden	Uintah	Washingt on Terrace	West Haven	Weber County
Median age (years)	32.5	29.2	31.7	46	37.3	31.8	30.2	31.1	34.4	33.3	30.5	32.5	32.6	33.1	27.7	31.3
Average household size - owner-occupied unit	3.05	3.15	3.4	3.09	2.84	3.24	2.83	3.45	3.19	2.88	2.98	2.82	2.98	2.84	3.44	3
Average household size - renter-occupied unit	3.43	2.72	2.71	3.1	2.55	3.16	2.65	3.21	4.99	2.41	3.14	2.3	2.89	1.98	2.88	2.67
Per capita income (dollars)	$26,410	$21,467	$24,913	$27,579	$27,997	$25,865	$19,349	$24,322	$32,298	$22,247	$22,411	$24,910	$27,341	$22,990	$24,047	$23,106
Median household income (dollars)	$72,466	$56,274	$80,519	$85,278	$70,450	$74,666	$41,031	$83,448	$86,130	$52,961	$60,184	$53,012	$63,098	$47,566	$70,610	$54,974

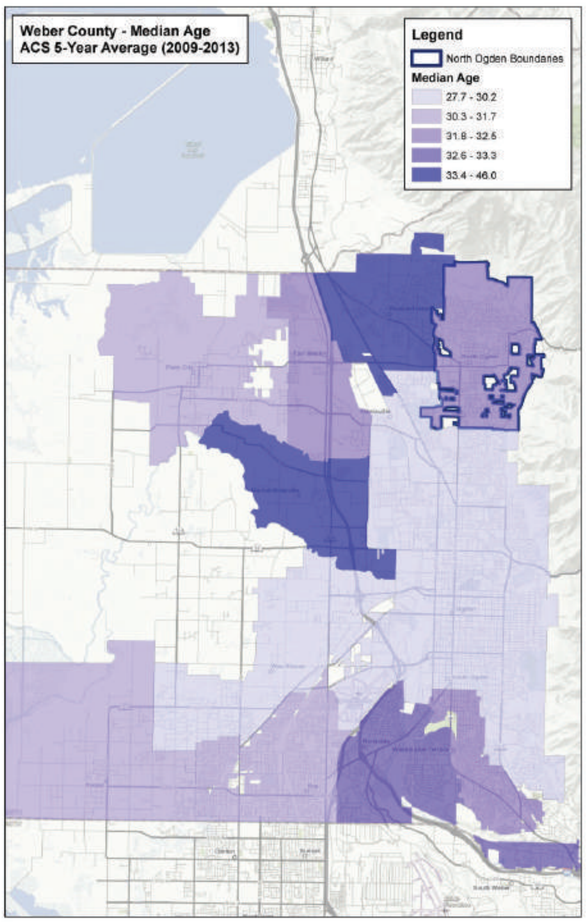
Maps

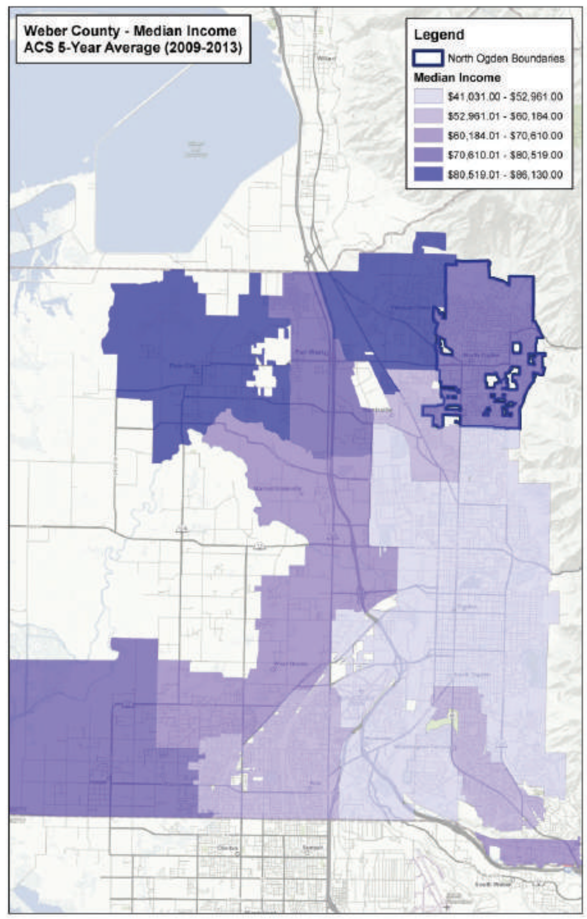
Demographics



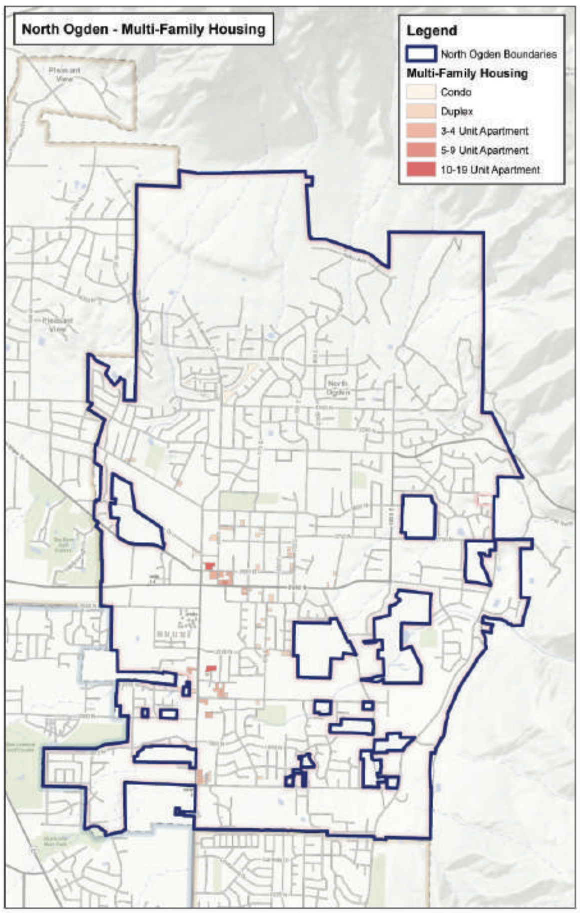


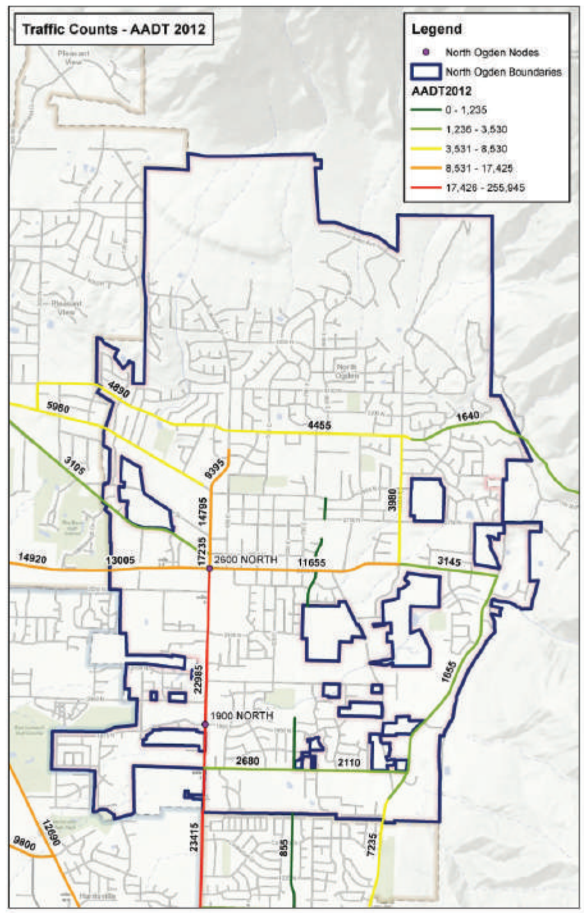
Demographics





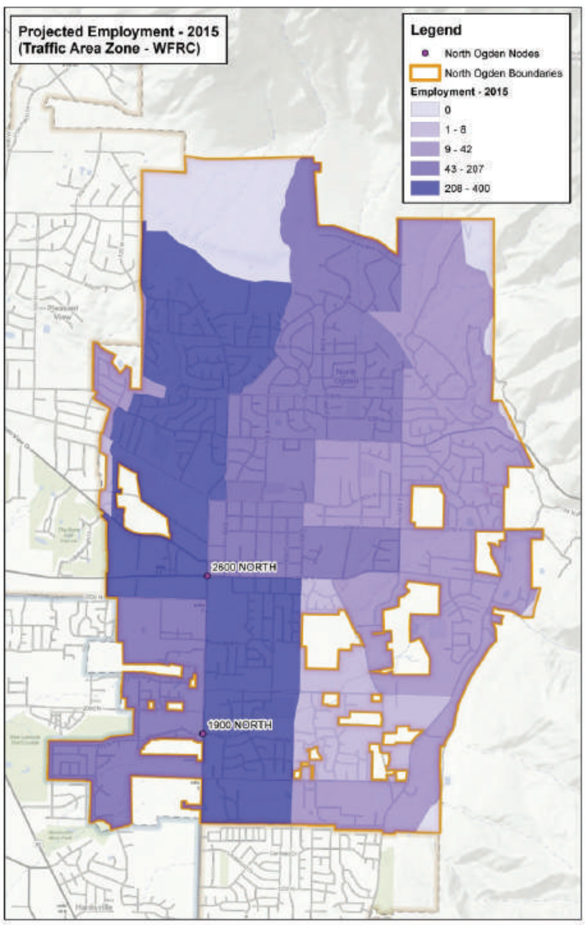
ZIONS BANK® PUBLIC FINANCE

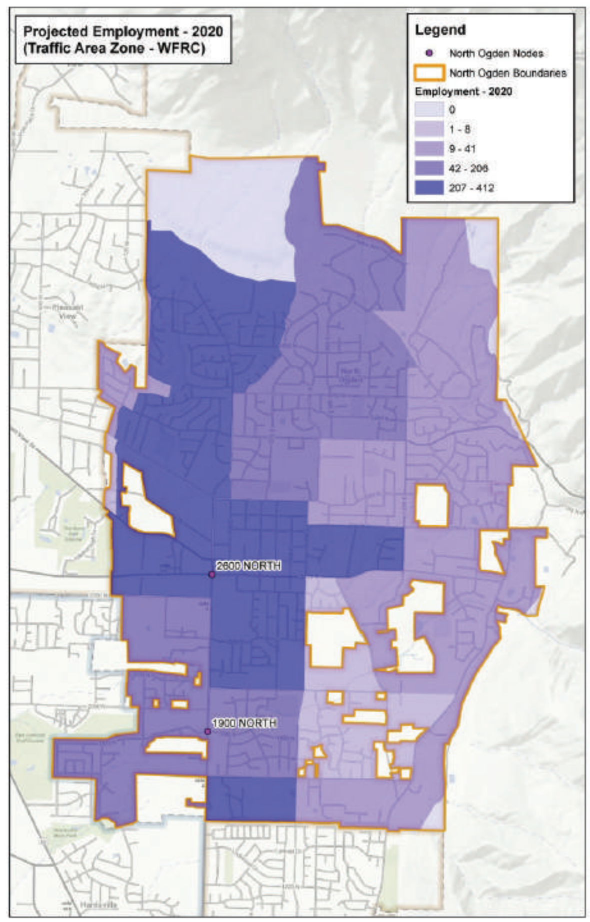




Projected Employment

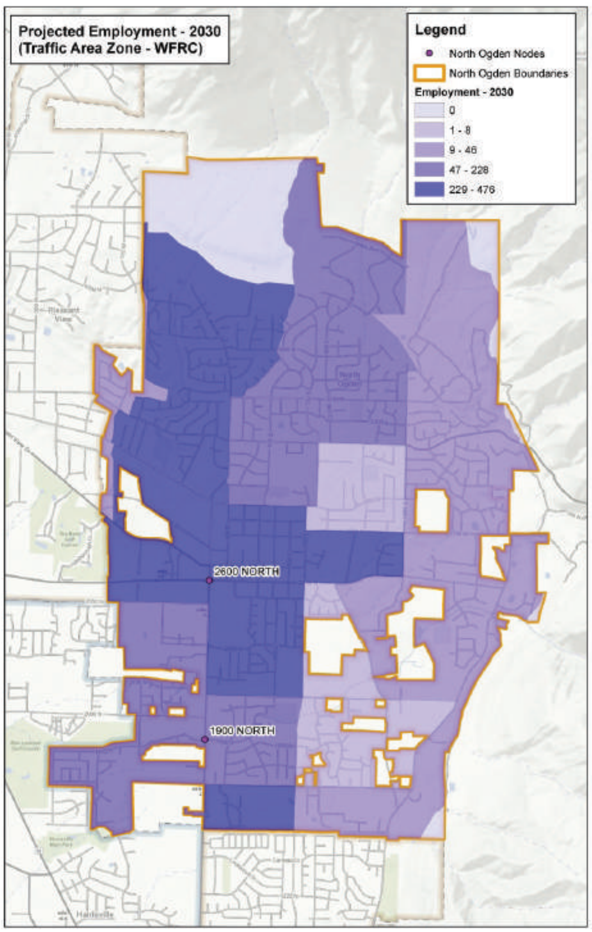
ZIONS BANK PUBLIC FINANCE

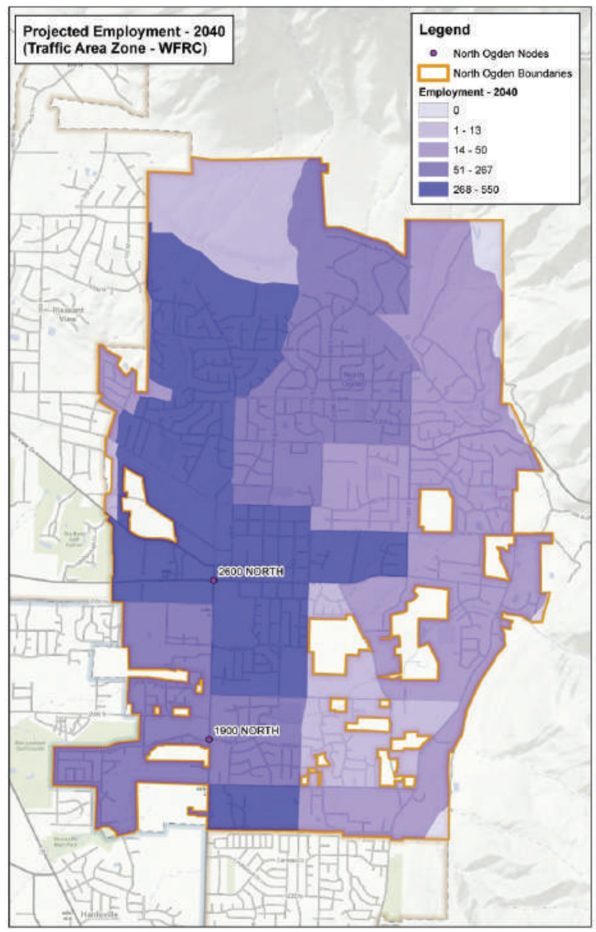




Projected Employment

ZIONS BANK PUBLIC FINANCE





Improvement Values

ZIONS BANK® PUBLIC FINANCE

Sales Leakage

Sales Leakage - 2013

	2013 Leakage	2013 Capture Rate
Motor Vehicle and Parts Dealers		
New Automobile Dealers	-$24,876,095	0.36%
Used Car Dealers	-$6,310,102	1.72%
Other Motor Vehicle Dealers	-$3,252,681	0.00%
Automotive Parts, Accessories, and Tire Stores	-$2,080,072	64.32%
Subtotal	-$36,518,950	9.76%
Furniture and Home Furnishings Stores		
Furniture Stores	-$4,656,514	0.00%
Home Furnishings Stores	-$1,371,492	6.65%
Subtotal	-$6,028,006	1.59%
Electronics and Appliance Stores		
Appliance, Television and Other Electronics	-$6,480,916	0.68%
Camera & Photographic Supplies	$0	0.00%
Computer & Software Stores	$0	0.00%
Subtotal	-$6,480,916	0.68%

Sales Leakage

	2013 Leakage	2013 Capture Rate
Building Material and Garden Equipment and Supplies Dealers		
Building Material and Supplies Dealers	-$17,185,563	0.30%
Lawn and Garden Equipment and Supplies Stores	-$540,086	0.00%
Subtotal	**-$17,725,649**	**0.29%**

Food and Beverage Stores		
Grocery Stores	$13,653,090	150.10%
Specialty Food Stores	-$316,726	63.15%
Beer, Wine, and Liquor Stores	-$2,174,187	0.00%
Subtotal	**$11,162,178**	**136.86%**

Health and Personal Care Stores		
Cosmetics & Perfume	-$891,966	0.00%
Optical Goods	-$215,705	48.28%
Other Health & Personal Care	-$1,644,925	5.11%
Pharmacies & Drug Stores	-$491,328	0.00%
Subtotal	**-$3,243,923**	**8.20%**

Sales Leakage

ZIONS BANK PUBLIC FINANCE

	2013 Leakage	2013 Capture Rate
Gasoline Stations		
Gasoline Stations	-$7,533,278	0.00%
Other Gas Stations	$0	0.00%
Subtotal	**-$7,533,278**	**0.00%**

Clothing and Clothing Accessories Stores		
Clothing Stores	-$9,013,998	16.25%
Shoe Stores	-$1,141,110	0.00%
Jewelry, Luggage, and Leather Goods Stores	-$641,339	31.68%
Subtotal	**-$10,796,447**	**15.94%**

Sporting Goods, Hobby, Book, and Music Stores		
Books, Periodical, and Music	-$872,144	19.41%
Hobby, Toys & Games	-$978,868	1.88%
Musical Instruments	-$341,210	0.00%
Sewing, Needlework & Piece Goods	-$159,819	0.00%
Sporting Goods	-$5,082,393	2.72%
Subtotal	**-$7,434,434**	**4.75%**

Sales Leakage

ZIONS BANK PUBLIC FINANCE

	2013 Leakage	2013 Capture Rate
General Merchandise Stores		
Department Stores	-$41,696,150	0.47%
Warehouse Club & Other General Merchandise Stores	-$181,992	96.64%
Subtotal	-$41,878,142	11.47%

Miscellaneous Store Retailers		
Florists	-$167,867	39.11%
Office Supplies, Stationery, and Gift Stores	-$2,016,429	2.92%
Other Miscellaneous Store Retailers	-$9,320,956	2.43%
Used Merchandise	-$422,754	0.00%
Subtotal	-$11,928,006	3.25%

Non-store Retailers		
Electronic Shopping and Mail-Order Houses	-$1,026,315	53.24%
Vending Machine Operators	-$221,633	26.09%
Direct Selling Establishments	-$1,309,690	20.86%
Subtotal	-$2,557,638	38.36%

Sales Leakage

ZIONS BANK PUBLIC FINANCE

	2013 Leakage	2013 Capture Rate
Performing Arts, Spectator Sports, and Related Industries		
Performing Arts, Spectator Sports & Related Industries	-$897,729	0.00%
Spectator Sports	$0	0.00%
Promoters of Performing Arts, Sports, and Similar Events	$0	0.00%
Agents and Managers for Artists, Athletes, Entertainers and Other Public Figures	$0	0.00%
Independent Artists, Writers, and Performers	$0	0.00%
Subtotal	-$897,729	0.00%

Museums, Historical Sites, and Similar Institutions		
Museums, Historical Sites, and Similar Institutions	-$219,018	0.00%
Subtotal	-$219,018	0.00%

Amusement, Gambling, and Recreation Industries		
Amusement, Gambling & Recreation Industries	-$2,829,214	8.76%
Subtotal	-$2,829,214	8.76%

Accommodation		
Bed & Breakfast & Other Accommodation	$0	0.00%
Hotels & Motels	-$10,161,240	0.00%
RV Parks & Recreational Camps	-240826.1877	0.00%
Rooming and Boarding Houses	-$27,924	0.00%
Subtotal	-$10,429,989	0.00%

ZIONS BANK PUBLIC FINANCE

	2013 Leakage	2013 Capture Rate
Food Services and Drinking Places		
Full-Service Restaurants	-$16,645,266	35.94%
Limited-Service Eating Places	$0	0.00%
Caterers & Other Special Food Services	-$761,717	69.86%
Drinking Places (Alcoholic Beverages)	-$753,766	5.99%
Subtotal	**-$18,160,749**	**38.05%**
Repair and Maintenance		
Automotive Repair and Maintenance	-$5,438,946	19.93%
Electronic and Precision Equipment Repair and Maintenance	-$175,796	11.14%
Commercial and Industrial Machinery and Equipment (except Automotive and Electronic) Repair and Maintenance	-$396,569	0.00%
Personal and Household Goods Repair and Maintenance	-$694,680	1.91%
Subtotal	**-$6,705,992**	**17.16%**
Personal and Laundry Services		
Personal & Laundry Services	-$1,436,675	24.34%
Private Households	-$4,148	0.00%
Religious, Grant making, Civic, Professional & Similar	-$537,551	8.72%
Other Personal Services	$0	0.00%
Subtotal	**-$1,978,373**	**20.61%**
TOTAL	-$182,184,278	27.48%

North Ogden – Next

Your Vision, Our Future

Downtown Visioning

North Ogden General Plan Steering Committee

Civil Solutions Group

civilsolutionsgroupinc.

NORTH OGDEN CITY INCORPORATED February 1st, 1934

North Ogden City

Downtown Plan

Economic Development
History and Future

Agenda

- **Past History:**
  - North Ogden's commercial history
  - 2011 Economic Development Plan

- **General Plan Update**
  - Purpose of the General Plan

- **Downtown Plan**
  - Creation of a unique, identifiable downtown
  - Drive commercial development along Washington Blvd. and 2700 North

Past History

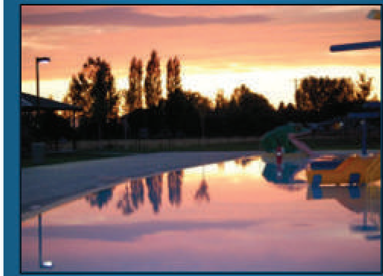
North Ogden Economic Development Plan

- North Ogden has a strong commercial focus in the early days to complement the residential areas
- A bedroom community focus emerged subsequently
- Growth of the North Ogden Business Alliance
- In 2009 we began a city-wide discussion about increasing commercial efforts
- This culminated in the formation of the Economic Development Committee in 2009 and the first North Ogden Economic Development Plan in 2011

Community decisions and focus areas, be it commercial growth, bedroom communities, strip commercial, multi-family, etc. all have various tax implications for a community. Both in terms of sales tax and property tax, the two primary ways to fund city operations.

Vision Statement: North Ogden 2020

An attractive, inviting, and well-planned City with peaceful bedroom-community neighborhoods, complemented by a thriving commercial district offering retail shopping, dining, entertainment, and professional services.

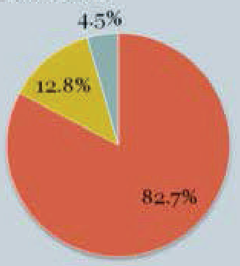


Sunset over North Ogden's world-class aquatic center

Overall Business Development Concept

Question #1

- Thriving Business District
- Bedroom Community
- No Answer

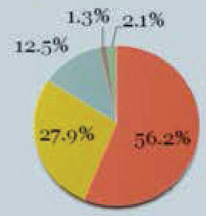


- **Given the arguments above, please mark which statement you <u>most agree</u> with:**
- ___ I want to see the City work to develop a thriving Business District along Washington Blvd. and 2700 North. I would like the City to have a stronger sales tax base in order to help keep property taxes lower. I believe that a strong Business District in a geographically limited area will not damage the unique aesthetics of North Ogden.
- ___ I want North Ogden to develop as a bedroom community. I like that our City does not have large business signs and other advertising. I would rather pay higher property taxes than see more business growth in our City.

Number of Businesses

Question #3

- Somewhat Too Few
- Far Too Few
- Just Right
- Too Many
- No Answer



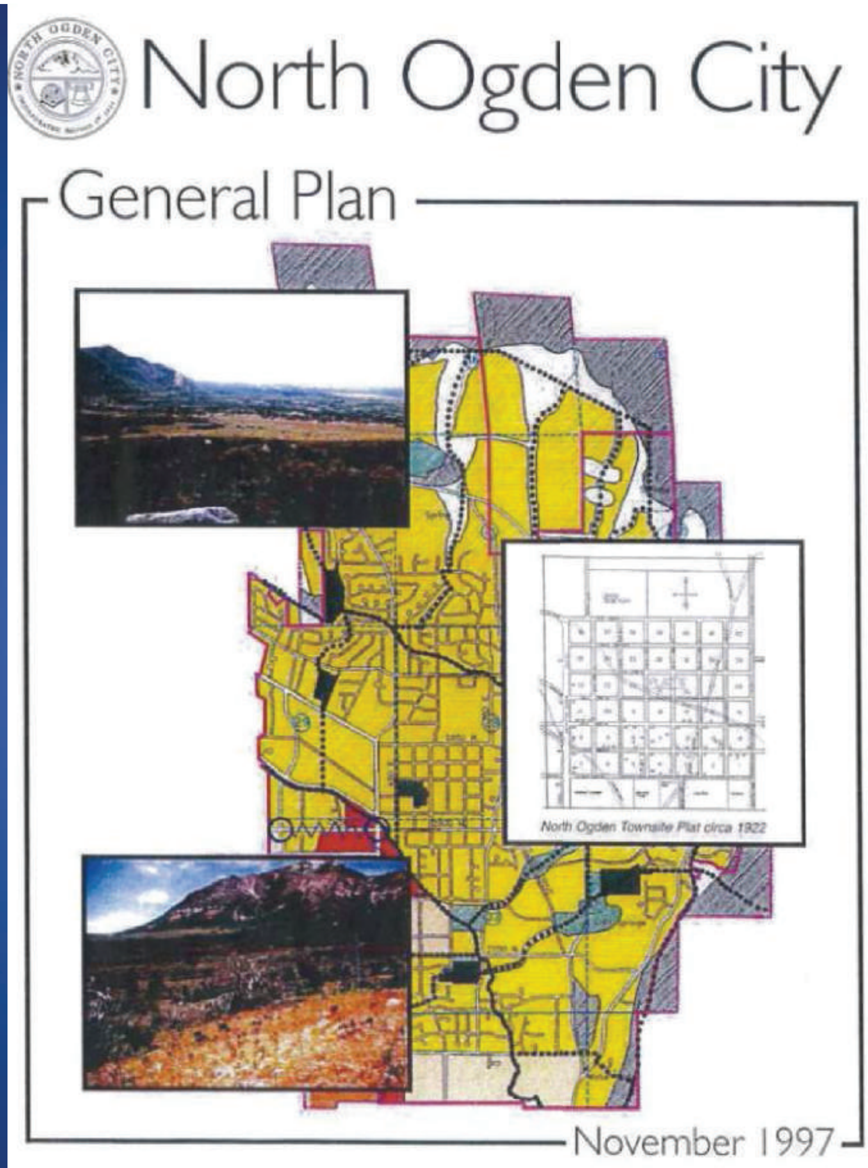
- **In general, do you feel that the total number of businesses in North Ogden is:**
  - Far too few
  - Somewhat too few
  - Just right
  - Too many

Sales Tax & Shopping Local

Question #4	Strongly Agree	Agree	Neither Agree or Disagree	Disagree	Strongly Disagree	No Answer
a. Shopping local is important to me so North Ogden gets the sales tax revenue and I support local business.	56.2%	32.9%	7.1%	1.1%	0.6%	2.1%
b. I often leave North Ogden to shop because of limited shopping in North Ogden.	43.8%	40.3%	9.0%	4.3%	0.8%	1.8%
c. I would shop more often in North Ogden if there were more shopping options.	58.1%	27.6%	8.2%	3.5%	1.4%	1.1%

Attracting New Business

Question #7	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	No Answer
North Ogden should actively encourage business development by creating a "business friendly" climate	50.9%	33.2%	7.7%	4.3%	1.9%	1.9%
North Ogden should market the City to potential businesses	42.7%	37.1%	10.0%	5.0%	2.9%	2.4%
North Ogden should participate in the Chamber of Commerce to attract new businesses	38.7%	33.1%	18.0%	4.7%	2.9%	2.7%
I support the use of financial incentives to bring new businesses	20.9%	26.2%	26.3%	14.4%	8.7%	3.5%


North Ogden City
General Plan
North Ogden Townsite Plat circa 1922
November 1997

General Plan Update

- The General Plan is sometimes called the "master plan" for a community, and guides development in a city, with special focus on items such as transportation & roads, neighborhoods, multi-family housing areas, commercial zones, etc.

- The General Plan is the single most important document a city has, and guides development and zoning over a period of 10-15 years.

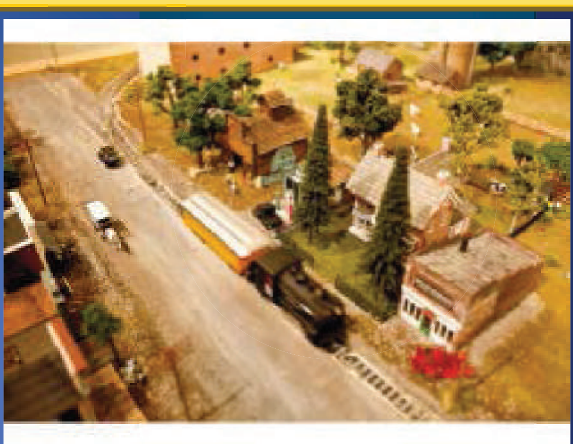
- Our latest version of the General Plan is from 1997 and needs to be updated.

Citizen input into the General Plan process is the most important part of the process.

This is <u>your</u> General Plan! Please get involved in it!

Downtown Plan

- North Ogden used to have a very identifiable downtown
- The downtown has been very mixed and blended with residential
- We want to plan for an orderly development that meets the desires of North Ogden citizens and landowners



North Ogden's "downtown" in the early 1900's included a dummy line train, the cannery buildings, and several shops and restaurants.

Photo: North Ogden Historical Museum

Downtown Plan

- Concepts for downtown discussion:
  - Walkable/bikeable
  - Identifiable/memorable
  - Traffic/transportation
  - Fiscal/tax implications of various choices

- Commercial/Retail Element: Discuss retail and office development potential

- Housing: Consider the rooftops to retail demand relationship

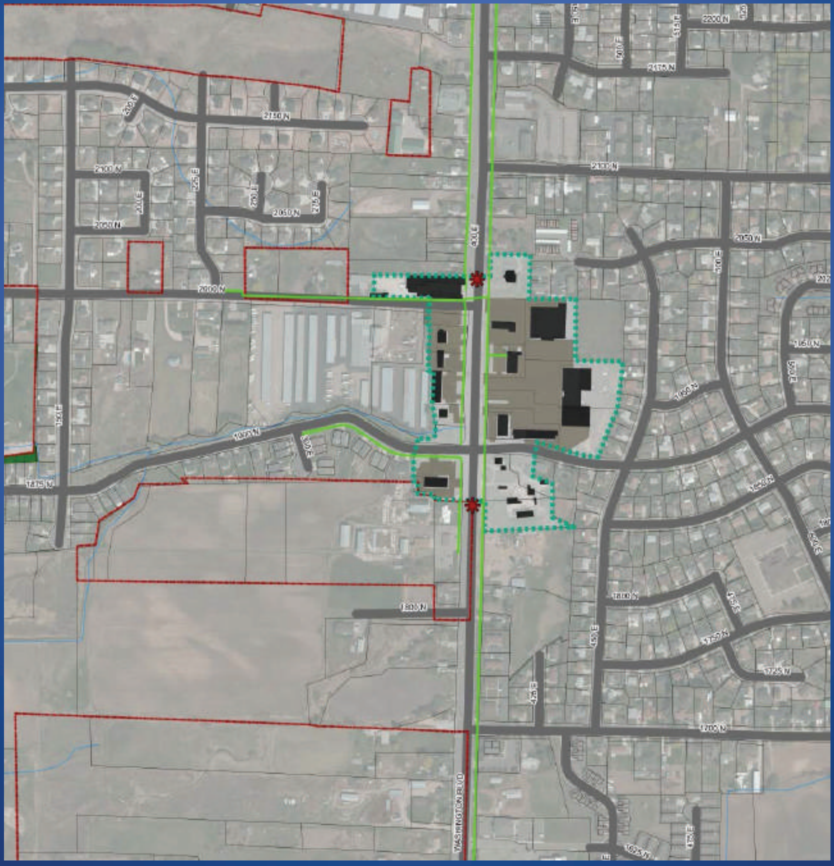
- Purpose: Provide input to the General Plan and for potential zoning changes

NORTH OGDEN CITY
INCORPORATED February 1st 1934

A Downtown Plan will guide development in the downtown area—the question is: "what will it look like?"

North Ogden downtown area

North Ogden south commercial area (near Kirts)



Concepts to consider tonight

- What is a balanced community?
- Does North Ogden need an identifiable center?
- More rooftops equals more commercial potential
- What are the components of downtown?
- Times are changing
- Road is controlled by UDOT and is the biggest barrier to a “connected” downtown
- Are we satisfied with the function and appearance of Washington and 2600 N?

Population Growth and Density

Geography	2000 Population	2010 Population	% Growth from 2000 to 2010	Area (Square Miles)	2010 Persons/ Square Mile
Farr West	3,094	5,928	91.6%	5.9	1,005
Harrisville	3,645	5,567	52.7%	3.0	1,856
Marriott-Slaterville	1,425	1,701	19.4%	7.4	230
North Ogden	**15,026**	**17,357**	**15.5%**	**7.3**	**2,378**
Ogden	77,226	82,825	7.3%	27.1	3,056
Plain City	3,489	5,476	57.0%	12.1	453
Pleasant View	5,632	7,979	41.7%	7.0	1,140
Weber County	196,533	231,236	17.7%	-	-
Source: U.S. Census Bureau and Utah Automated Geographic Reference Center (AGRC)					

Population Projections

Geography	2010 Population	2040 Population	Area (Square Miles)
Farr West	5,928	7,859	5.9
Harrisville	5,567	7,435	3.0
Marriott-Slaterville	1,701	5,021	7.4
North Ogden	**17,357**	**38,416**	**7.3**
Ogden	82,825	106,186	27.1
Plain City	5,476	11,126	12.1
Pleasant View	7,979	16,258	7.0
Weber County	231,236	363,671	-
Source: U.S. Census Bureau, Wasatch Front Regional Council and AGRC			

Characteristics of Shopping Centers

Type of Center	Leading Tenant	Typical GLA (Square Feet)	General Range in GLA (Square Feet)	Usual Minimum Site Area (Acres)
Neighborhood	Supermarket	60,000	30,000-100,000	3-10
Community	Supermarket, drugstore/pharmacy, discount department store, mixed apparel	180,000	100,000-400,000	10-30
Regional	One or two full-line department stores	600,000	300,000-900,000	10-60
Super Regional	Three or more full-line department stores	1,000,000	600,000-2,000,000	15-100 or more
Source: ULI Retail Development Handbook, Fourth Edition				

Trade Area Guidelines for Shopping Centers

Type of Center	Radius	Driving Time	Approximate Minimum Population Support Required
Neighborhood	1.5 miles	5-10 minutes	3,000-40,000
Community	3-5 miles	10-20 minutes	40,000-150,000
Regional	8 miles	20 minutes	150,000 or more
Super Regional	12 miles	30 minutes	300,000 or more
Source: ULI Retail Development Handbook, Fourth Edition			

Existing Grocery Competition