



NORTH LOGAN CITY CENTER

MASTER PLAN



@DTRedevelopment
Salt Lake City, UT |
Pittsburgh, PA
Akron, OH



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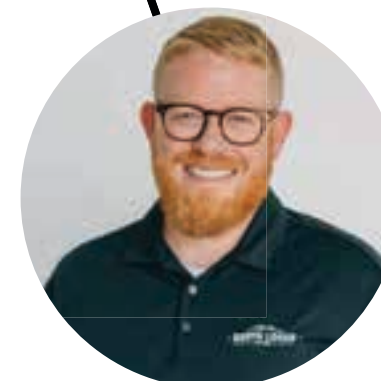
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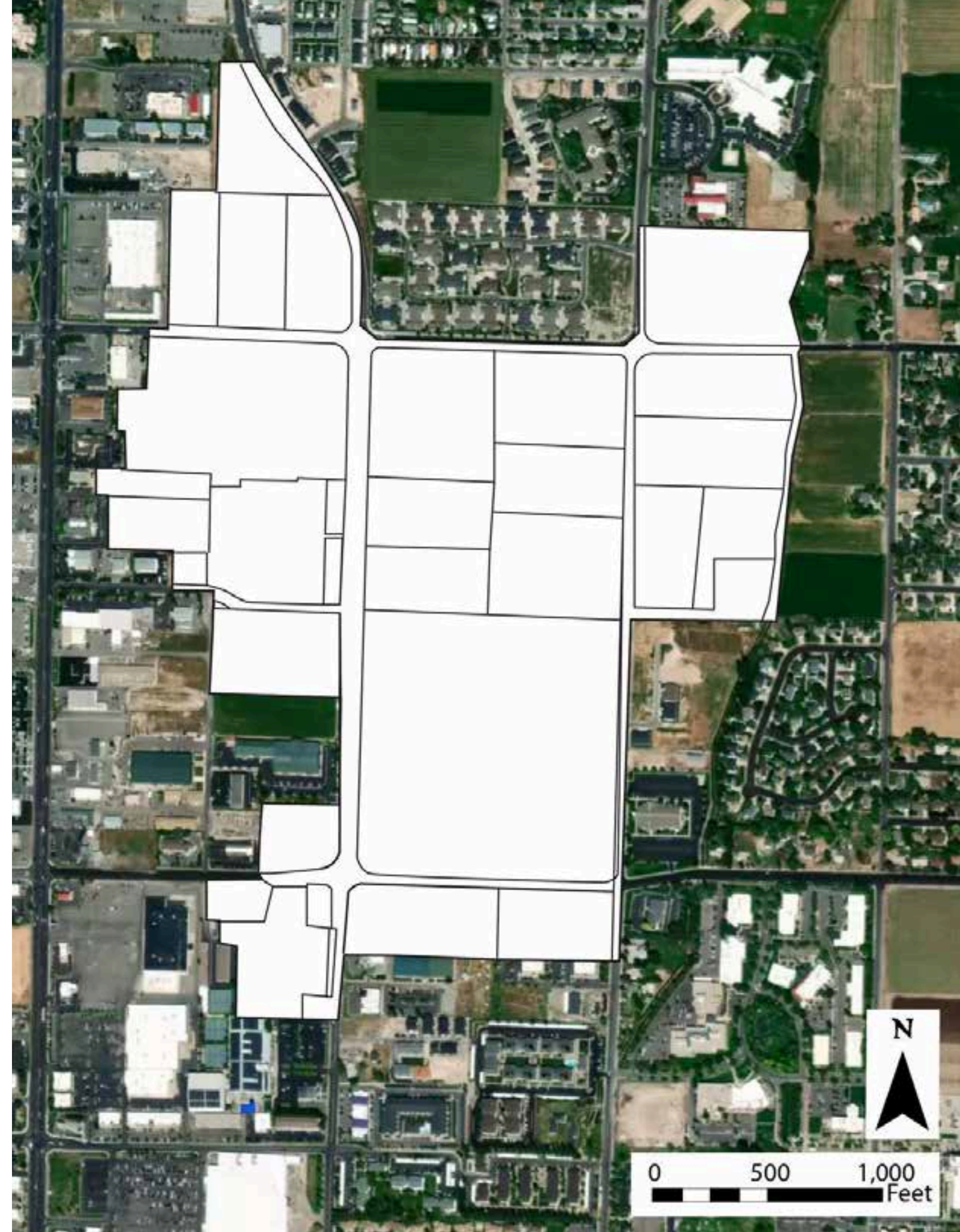


PREMISE OF THE PROJECT



HISTORY OF THE LAND

- ✓ The City Center Master Plan (CCMP) area has long been a point of planning and visioning exercises, yet to this date, it has remained agricultural.
- ✓ Following property ownership changes and recent development in the last five (5) years, which were primarily focused on residential, the City decided to take a proactive stance and create an implementable vision for the area.





PURPOSE FOR REDEVELOPMENT

This plan was meant to be both visionary and specific, focusing on implementability and market feasibility. The overarching goals for the plan are as follows:

01

Prepare an easily identifiable location that's distinctly North Logan.

02

Promote a sustainable and attainable future for one of the most extensive tracts of land left.

03

Balance out the tax base through retail and office expansion.

04

Promote additional density in housing in a centralized location, preserving large single-family and agricultural areas on the periphery.

05

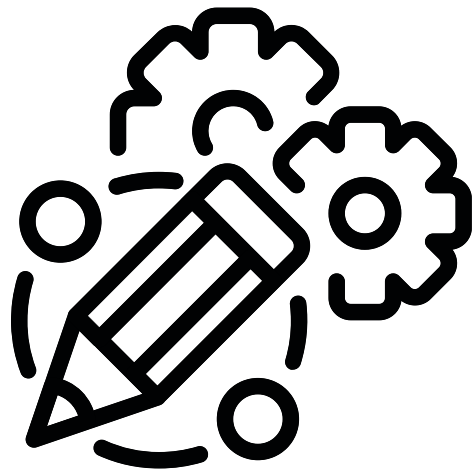
Build on previous efforts, driving for a successful plan that is walkable, friendly, and overall inviting.



CREATING THE RFP & SELECTION

The process started with the release of a succinct and well-crafted RFP that helped identify a team based on qualifications, while providing adequate review for fee incorporation. The steps were as follows:






DESIGN PROCESS




ROOTED IN
LOCAL VALUES


A downtown design requires matching their past and future, creating a place that bridges the gap. To achieve this, our team used the following as our framework:

01 


Vision
documentation
and visual
preference voting

02 


Density and
massing
questions

03 

Materiality and
finish questions

04 

Purpose and use
analysis

05 

Communal
gathering space
prioritization

Through this process, our team created a vision document that was both graphic in nature and specific in content, preparing the frame for all future work in the project





RAPID REVIEW TO REFINE SCENARIO

Understanding the land use pattern is a critical first step. Our team did this through a rapid change process utilizing the urban footprint. In a 3-hour charrette, our team worked through three tile-based scenarios and twelve computer-generated options. The purpose of this process was to assess:

Land Use Viability

Impacts on the site

**Contextually
sensitive buffering**

**Infrastructure
demand**

**Connectivity &
accessibility (circulation)**

**Economic
impact**



MARKET FEASIBILITY

The goal is to match the proposed development to an attainable level of economic growth, balancing absorption with the regional and local markets. Elements completed included:

1.

Sales Tax Analysis

Identify high-performance sectors and document needs/opportunities.



2.

Supportable Square Footage Analysis

Review the local commercial real estate market, documenting national trends and matching them to the area through testing of the scenarios.



3.

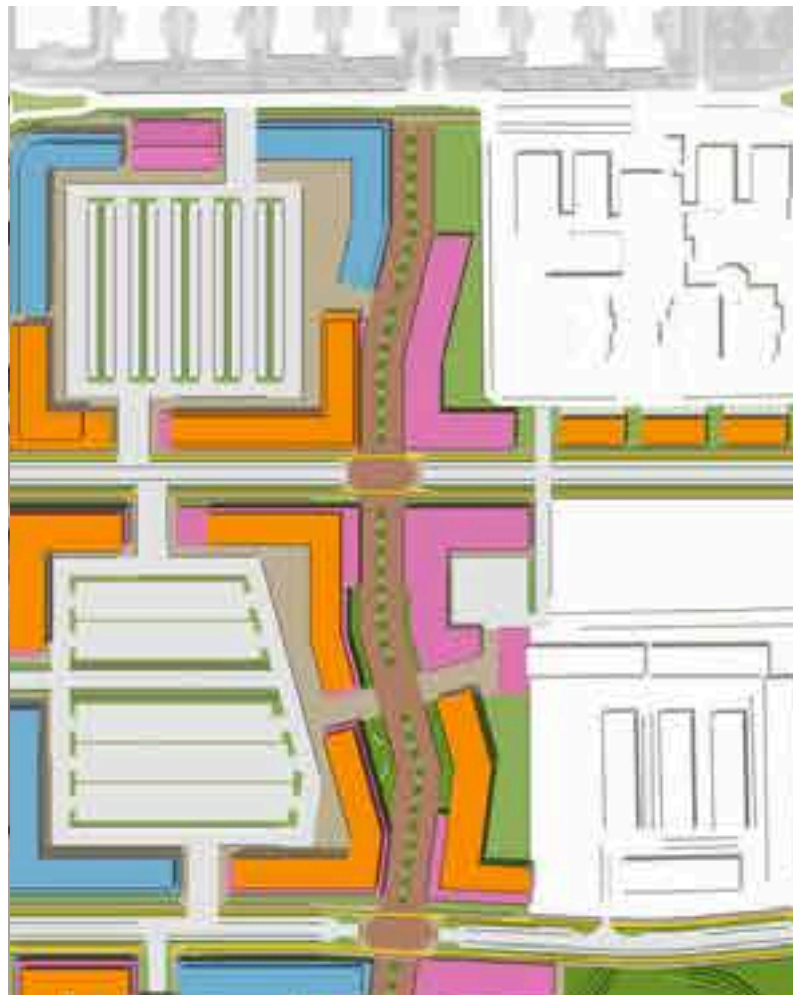
Fiscal Impacts Analysis

Calculating the economic impact North Logan would receive based on the proposed development.



Designing a place is about making the needs of a community fit into the overall character. To achieve this, our team took the land use scenarios and further refined them into:

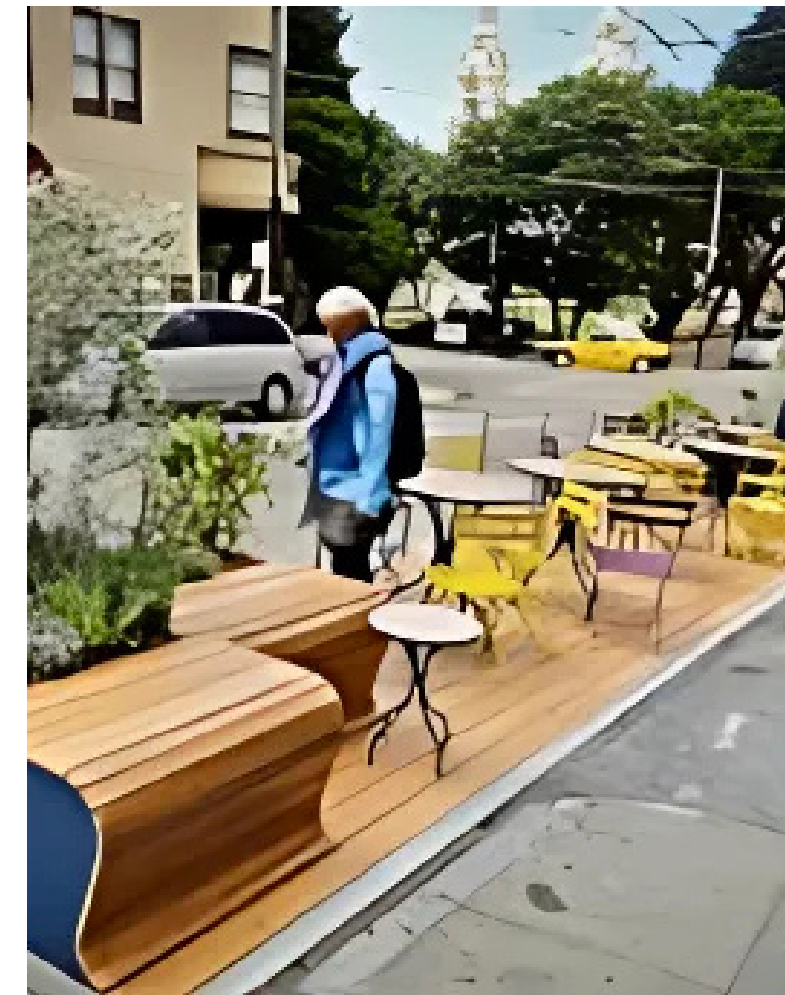
PLACE-BASED DESIGN



**Forming and massing
visuals**



**Style and element design
references**



**Appearance and fitting
visuals**



**Connectivity and finalized
land use scenarios**



STAKEHOLDER ENGAGEMENT

After the initial scenarios were prepared, it was time to field test them with local developers and property owners. This required:

Stakeholder Meetings



Property Owner Meetings



Major Landowner Coordination

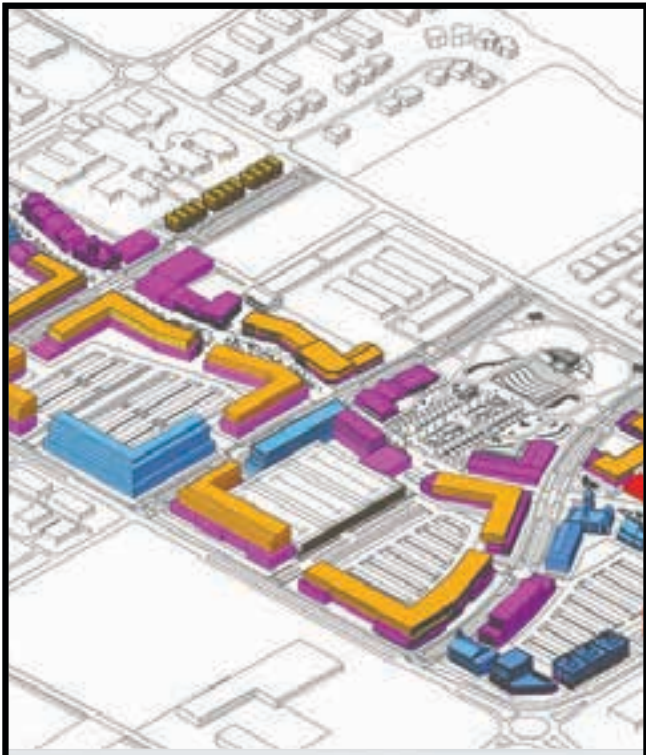


This step was critical for outlining viability and testing appetite for the proposed scale of development



After receiving feedback, it was time to start crafting more detailed visualizations of the essential areas. This included the preparation of the following:

VISUALIZATION



01

3D Modeling



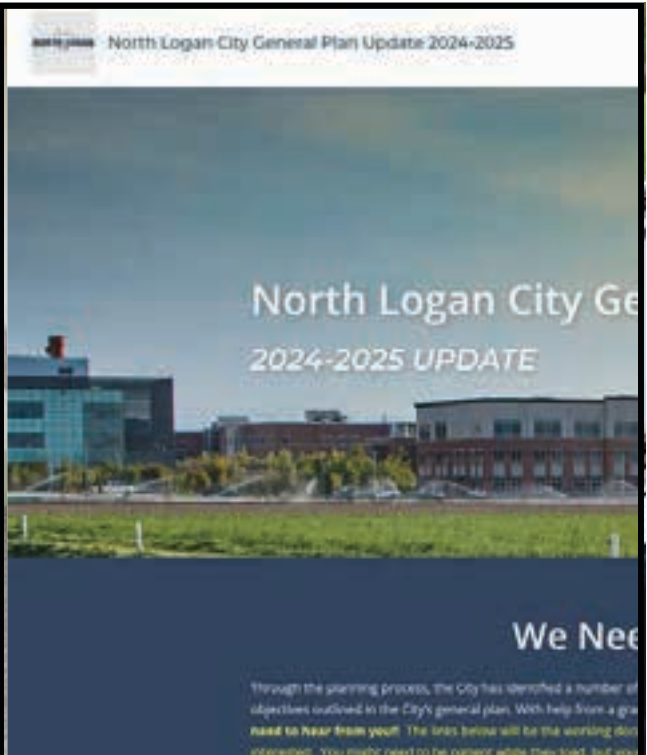
02

Detailed Views of the Pedestrian Malls



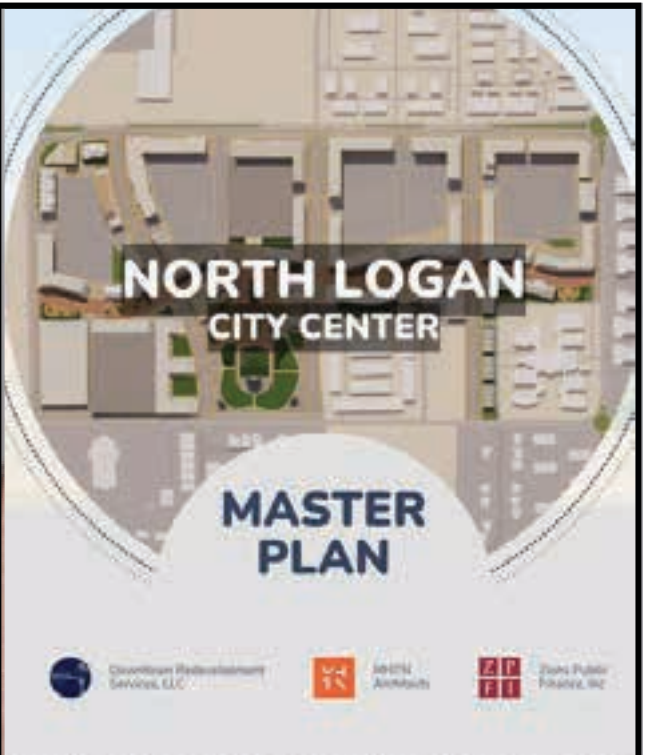
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Calculations and Documentation of Parking and Residential Units



04

Preparation of a Citizens' Guide (streamlined document)



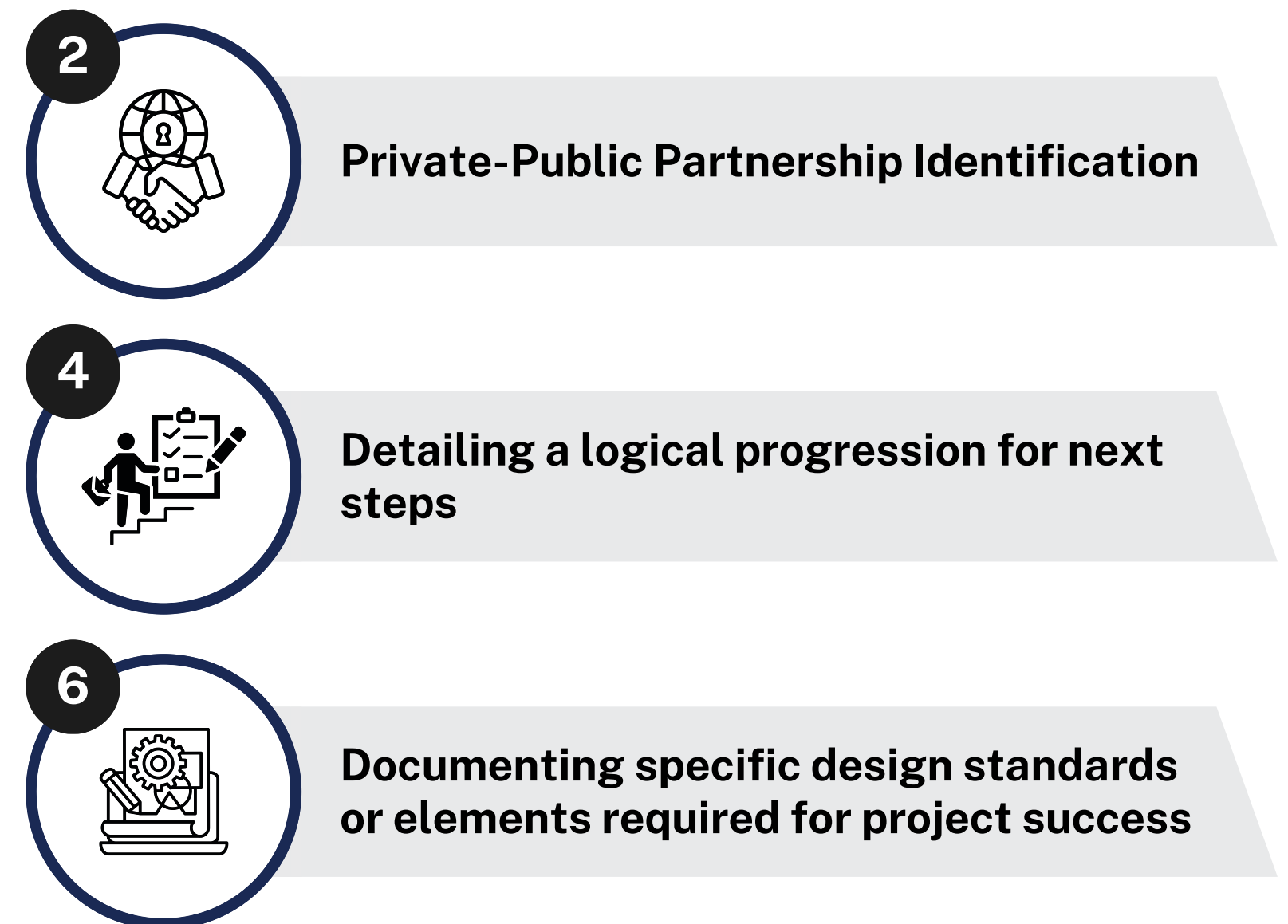
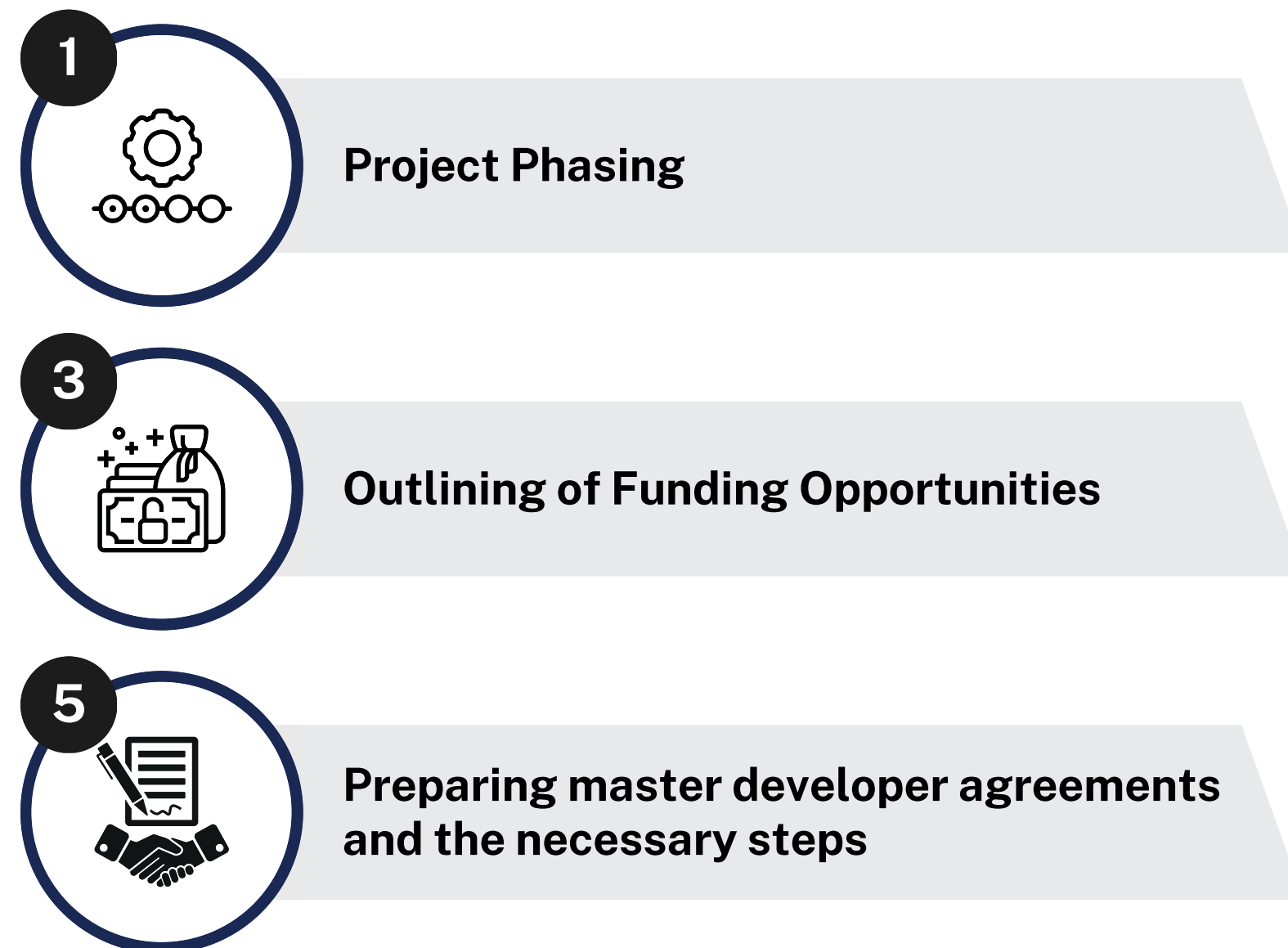
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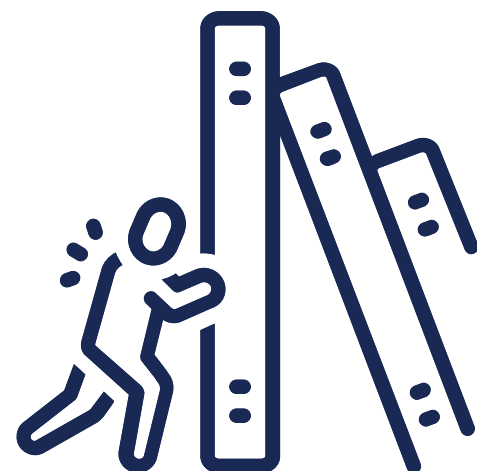
Preparation of Technical Report (for municipal use during implementation)



RUBBER MEETS THE ROAD

Visualizations and report language are just the starting point. Now is when our team began to prepare the implementation framework for the project, which included:





TRIALS & TRIBULATIONS

Every project is a learning experience, and programming/creating a downtown is no exception. Here are some items that were learned from the effort:



COMMUNITY ENGAGEMENT

Engagement is challenging,
but here is what we
performed, and what we
learned:



Talk to stakeholders often and early.



Talk in market-driven performance numbers, not pie in the sky - i.e., market analysis early).



Pull the information out of people; don't expect people to be forthcoming from the start.



There is no full approval. Remember that the majority rules.

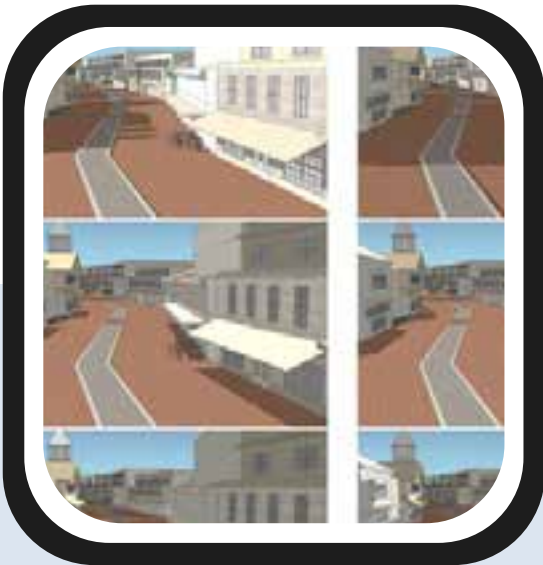


You can lead a horse to water, but can't make them drink it - don't stress over getting every voice. Do your best to raise awareness and ask for feedback. Municipalities cannot make someone respond.



The climate in North Logan is challenging in the winter and summer months. To achieve a year round design, the consultant team prepared:

SEASONAL
VIABILITY



1

**Sun/shade
Analysis**



2

**Defined Areas for
Seasonal Uses**



3

**Outlined Spaces
with Four-season
Design in Mind**



4

**Prepared
Vegetation and
Amenity Placement**
*to minimize winter
shade, while covering
them with canopies for
summer shade.*



PARKING, PARKING & MORE PARKING

“where will everyone park?”

This is the phrase heard over and over again. The short answer is that people will find a way. Here are the lessons we learned about parking:



1.

Parking is always a topic. Be prepared to discuss.



2.

Combat Park by perceptions with numbers, it's the only way to counteract emotion.



3.

Making a friendly space for people to talk.



4.

Creating a distinct and walk-friendly corridor encourages less parking



5.

Promoting parking in structures or non-street facilities



6.

Outline the numbers regularly, comparing them to other regional destinations (retail or otherwise)



A battle is brewing between owner-managed and lease format buildings. Add to this the political desires and public perceptions, and you have the making of a true roadblock. Here is what we did to manage the problem:

OWNER/RENTER STATUS



Structured defined spaces and quantities (square footages) for each type



Showed equitable access and primary locations for each



Provided integration of uses where applicable, ensuring it wasn't whole blocks of one or the other



INCORPORATING ALL VISIONS IS HARD

Visions are specific to a person or group. Getting everyone to agree to a vision is challenging. However, good design does that, so here is what we worked through:

01



Setting
expectations
about vision
elements

02



Incorporating as
much as possible

03



Prioritizing
necessary
elements

04



Compromising
between groups

05



Serving as a
community
divorce mediator



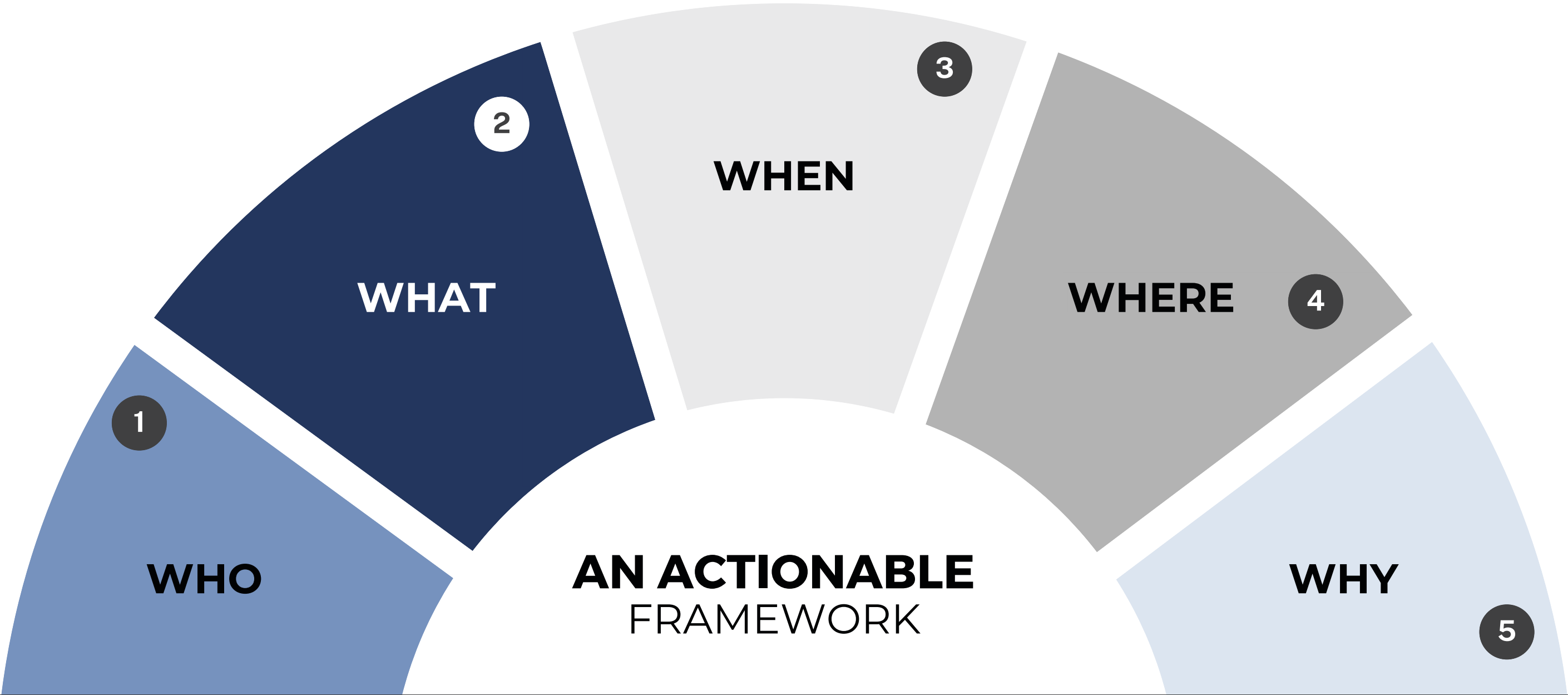


END PRODUCT



The project set up a framework for the city to follow, ensuring that forward momentum was not lost. This framework outlined necessary steps and action items, defined by timeframes, and documented who would complete tasks.

**AN ACTIONABLE
FRAMEWORK**



IDENTIFIABLE DESIGN

The design and characteristic elements of the site are unique, both in the fact that it is a bisected pedestrian mall, and in the use of New England style materials.

Some sample character elements were:

1



New England design and feel

3



Pedestrian walkway with at-grade crossings in bisecting roads

2



Pedestrian-scaled buildings

4

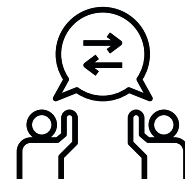


Communal gathering spaces that served a year-round purpose.



SUPPORTED DEVELOPMENT

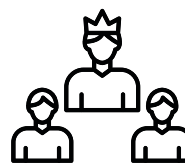
Support is often a hard-won item. However, this plan received support from all individuals or groups who owned land in the area. This was achieved through:



Regular communication.



Meeting to incorporate their necessary or hard “yes and no” items.



Working through a 3rd party moderator who can walk the line between conflicting entities.



Lyndsay Peterson
2022



SMART GROWTH

The product prepared a series of smart growth principles for the community to centralize development. The perks of this include:



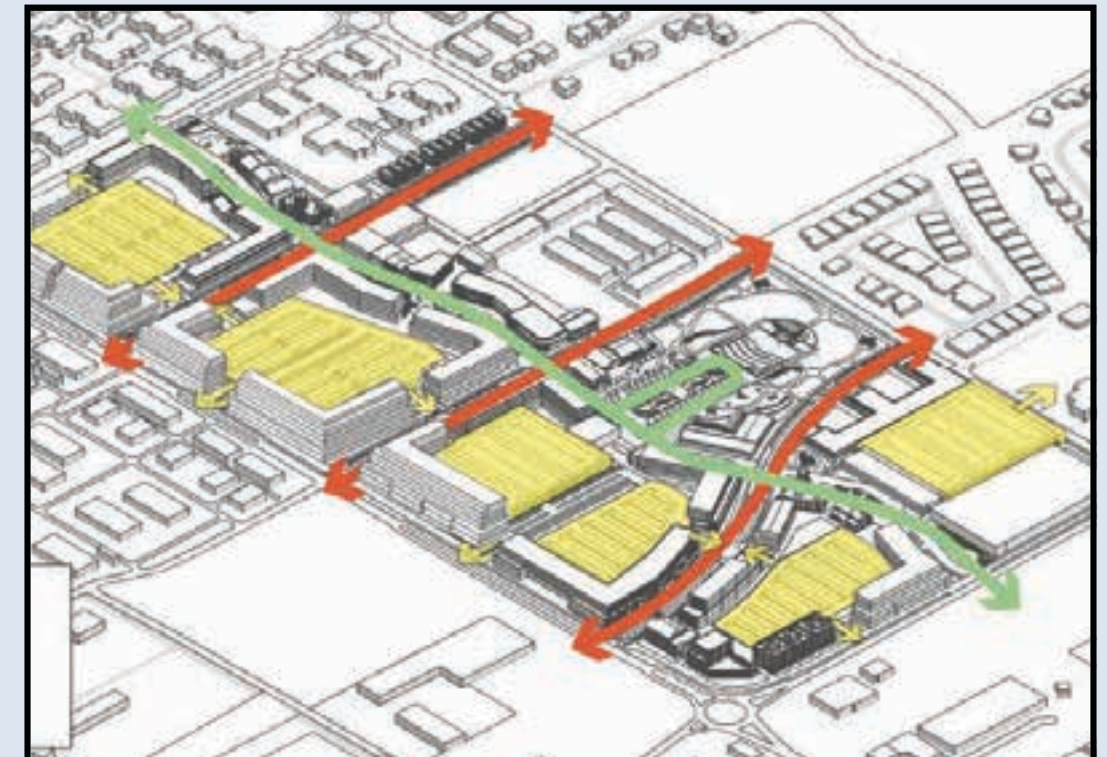
01

Preserving localized agricultural lands by adding new residential growth in a centralized location



01

Promoting adequate density in a proper context, instead of being spread throughout the community, ensures single-family neighborhoods have the best chance to stay that way.



01

Promoting principles that will help with moderate-income housing requirements.





IMPLEMENTATION



MOVEMENT TO FORM-BASED CODE

Needing to implement the design elements, the community undertook critical first steps, including creating a form-based code immediately following the CCMP.



CREATION OF MASTER DEVELOPMENT AGREEMENTS

Working with the property owners, a series of strategies and ideas for property development were created, paving the way for master developer agreements.

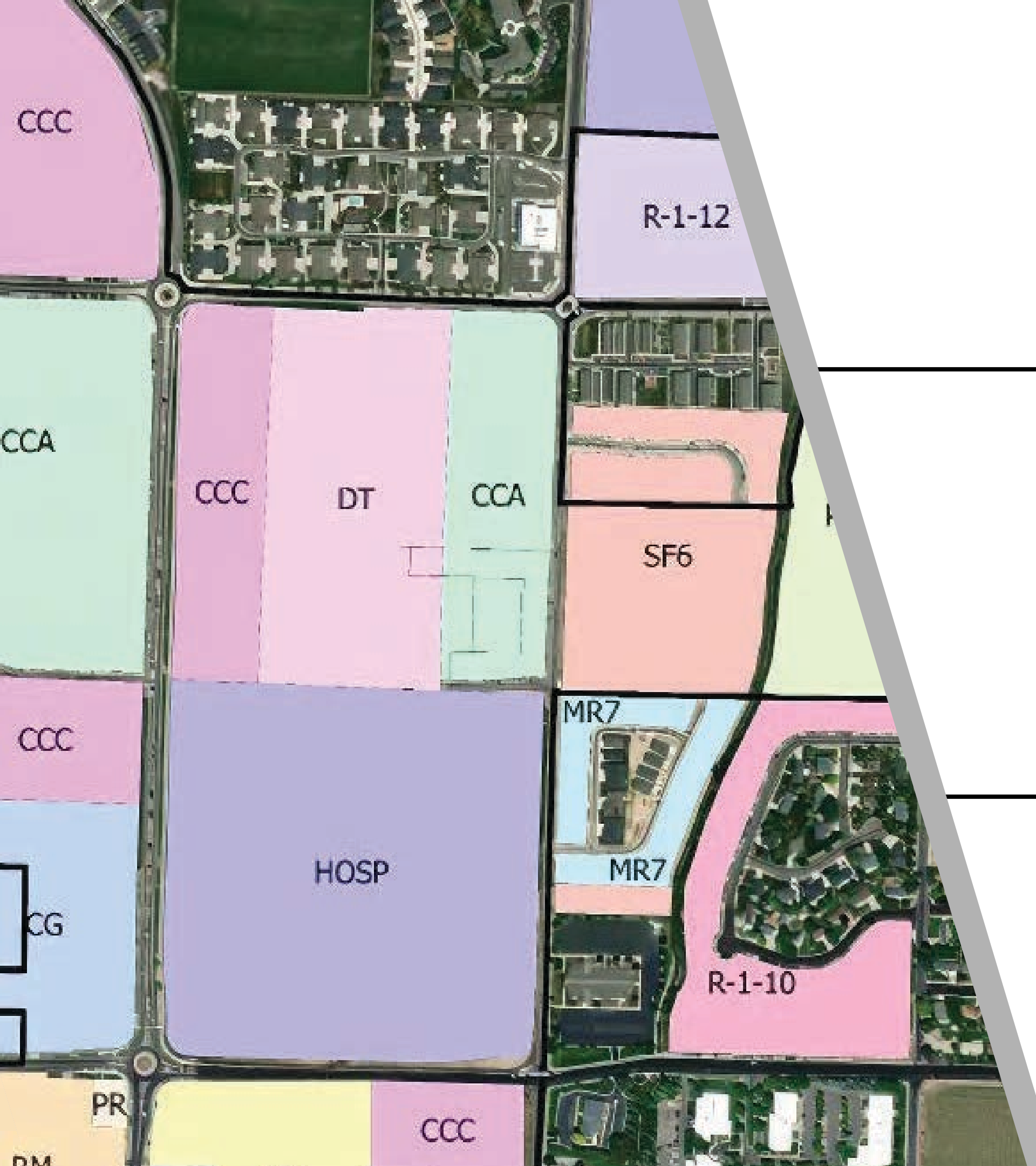
- ☒ **This process highlighted the integration of several corporations and large tract owners in a unique approach.**
- ☒ **The internal city team was critical for helping to develop “options” for everyone to review, setting expectations, and jump-starting conversations.**

PARTNERSHIPS

PROGRESS

Partnering with the property owners took considerable time and negotiations. Still, it has been critical to move from paper to implementation.





PROPERTY ASSEMBLAGE

The project necessitated property assemblage to ensure that the scale of development and primary methodology of the design were maintained. This was proposed to the property owners under the “options” as part of an MDA process.





Let's open this to a panel discussion.
What questions do people have?

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THANK YOU



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