

### A. Goal

Create a functional corridor along Wall Avenue, between 12<sup>th</sup> Street and 36<sup>th</sup> Street, that is economically viable, defines and supports the multi-segmented land use areas, and enhances the identity of Ogden.

### B. Overview

Wall Avenue is a unique corridor that reflects the economic changes that have occurred in Ogden City. Historically this corridor supported a railroad economy that thrived in the late 1800's and early 1900's. As the railroad industry declined, so did the economy along Wall Avenue. By the 1970's fewer commercial businesses were thriving along the corridor.

Today, Wall Avenue is poised for a revival with recent attention being devoted to its redevelopment. In March of 2001 a Corridor Study was completed for the portion of Wall Avenue beginning from 12<sup>th</sup> Street and ending at 36<sup>th</sup> Street. The study outlines important strategies for developing a "new vision" this section of the corridor.

This new vision is based upon principles found in context sensitive and urban design solutions that will help generate economic and social activity in the downtown core, preserve the Jefferson neighborhood, and support the other industrial and commercial use areas at either end of the corridor.

### C. Existing Conditions and Key Findings

Wall Avenue, between 12<sup>th</sup> and 36<sup>th</sup> Streets, contains multiple nodes of land uses serving many different functions. At the southern end it serves as part of the junction between Ogden City and Riverdale City. Car dealerships, big box retail, and the Newgate Mall are the

primary land uses of this area. The central portion, between 31<sup>st</sup> Street and the Ogden River, contains a mixture of commercial and residential uses, including the west side of the Downtown core. The northern end, between the river and 12<sup>th</sup> Street, is primarily industrial use with some commercial.

Because the corridor is segmented by several distinct and in some cases declining land use areas, the corridor lacks connectivity, definition, and a sense of place. Therefore, the corridor presents a negative first impression to the visitor from Interstate 15. However, the corridor does have significant economic strengths that provide opportunities to transform an underutilized and uninviting corridor into a statement of design and excellence for Ogden City

Although there are few universal strategy components for Wall Avenue, a "one size fits all" approach will not resolve problems in the corridor. For discussion purposes the following corridor segments were utilized so that objectives and strategies could be customized for select areas along the corridor.

**City Center/Urban Mixed Use Segment:** This segment along Wall Avenue functions as the west boundary of the Downtown Core. A walking environment should be the heart of this segment. A true environment conducive to walking must center on providing opportunities for people to accomplish basic tasks on foot. The objectives and strategies for this area are written to promote walking and public transit, allowing for mixed use developments, creating activity and common areas, and applying urban design principles to the built environment.

**Office/Mixed Use Segment:** There are two segments identified along Wall Avenue and are located on each end of the City Center/Urban Mixed Use Segment, beginning at the Ogden

River and ending at 28<sup>th</sup> Street. These areas should contain mixed-use development office/retail and residential. Ideally retail should be located on the ground level with office and/or residential located above. However, office should be emphasized to help invigorate the economy of the Urban Mixed-Use segment. Clear pedestrian linkages should be established with the sidewalk system and mid-block connections.

### **Commercial/Industrial Automobile Oriented**

**Segment:** Two types of these segments occur along Wall Avenue. The south end of the corridor is largely devoted to large, automotive oriented, commercial and retail sales. The north end consists of industrial and small retail businesses. The focus for these areas should be on moving traffic, provide adequate automobile access to businesses, defining the roadway with curb and gutter, creating a pleasing environment for the driver, and provide for pedestrian safety where needed.

**Residential Segment:** The quality of life for the Jefferson Community will be enhanced as the Wall Avenue Corridor evolves. Homes that front Wall Avenue in the area of the highway-widening project should be removed. Remaining homes east on [Pingree] Avenue should be buffered and protected from the high-speed traffic with a landscaped parkway. Residential areas along or adjacent to the corridor should be linked to the urban core with transit stops, bikeways, and sidewalks.

## **D. Objectives and Strategies**

The objectives and strategies for the element follow on page 16A.3.

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Create a functional corridor along Wall Avenue, between 12<sup>th</sup> Street and 36<sup>th</sup> Street, that is economically viable, defines and supports the multi-segmented land use areas, and enhances the identity of Ogden.

### Objective

#### 1. Develop a Strong City Center/ Urban Mixed-Use area in the Downtown Core along the Wall Avenue Corridor

*Background:* There are five basic principles of the Urban Mixed-Use area, each inter-related. These principles are:

- 1) **Multi-Modal:** All modes of transportation should be accommodated (autos, buses, bicycles, walking, and rail). The integration of these transportation modes is essential to the function of the segment.
- 2) **Walkability:** The pedestrian should be the central design focus in the Urban Mixed-Use segment. Development should offer practical destinations for pedestrians, such as convenience retail, housing, entertainment, and access to public transit. Buildings should be located and designed to create a “sense of place” for the pedestrian by framing the streetscape. A general rule is to build structures at a height equal to half the roadway width and incorporate architectural features or elements that are in scale with the human perception of space.
- 3) **Mixed-Use Development:** Mixed-use development is locating retail, office, and housing uses within close proximity to or integrated with one another as a single project. Mixed-uses should be provided in new and re-use developments within the urban core.

### Strategies

- 1.A. Allowing the development of integrated land uses consisting of places to work, live, shop, dine, play and stay.

*Implementation: Mayor, City Council Planning Commission, and Planning Staff*

- 1.B. Creating gathering or plaza areas at the Inter-modal Hub Center, Union Station, mid-block between Wall Avenue and Lincoln, and other appropriate locations.

*Implementation: Mayor, City Council Planning Commission, Planning and Public Works Staffs.*

- 1.C. Permitting complementary uses around the gathering or plaza areas to encourage activity.

*Implementation: Mayor, City Council Planning Commission, and Planning Staff*

- 1.D. Establishing a pedestrian zone with continuous sidewalks, enhanced street crossings, and adequate crossing time at traffic signals.

*Implementation: Mayor, City Council Planning Commission, Planning and Engineering Staffs, and UDOT*

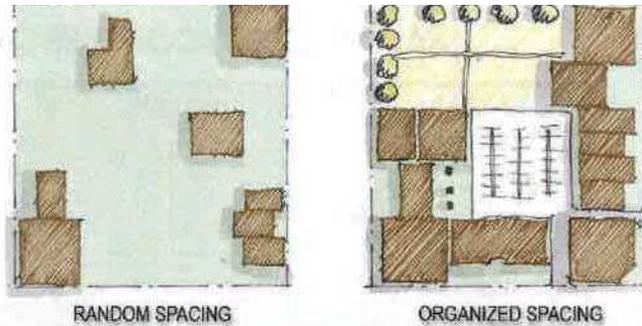
- 1.E. Supporting and expanding the role of bus, bicycle, and walking as transportation modes in the urban mixed-use area.

### Objective

#### 1. Develop a Strong City Center/ Urban Mixed-Use area in the Downtown Core along the Wall Avenue Corridor (cont.)

4) Community Areas: A pedestrian oriented area should include plazas, gathering, and waiting places for people. These should be places of activity, social interaction, or resting stations for the pedestrian. These common areas help contribute to the city's overall "sense of place."

5) Parking: Typical standard parking regulations discourage the social interaction of people. Excessive parking areas disrupt the urban fabric of the core and increase the travel distances to destinations. Mixed-Use development provides opportunities for shared or reduced parking arrangements to maintain a strong urban core.



**Figure 16A.1-Buildings organized to frame the street and define public space**

### Strategies (cont.)

*Implementation: Mayor, City Council  
Planning Commission, Planning and  
Engineering Staffs, UDOT*

- 1.F. Requiring build-to, minimum height, and design standards for new development to frame the streetscape.

*Implementation: Mayor, City Council,  
Planning Commission, Landmarks  
Commission, and Planning Staff*

- 1.G. Encouraging the retrofit of existing structures with design elements that contribute to enhancing the streetscape (e.g. facade treatments, awnings, and appropriate sign designs).

*Implementation: Mayor, City Council  
Planning Commission, Land marks  
Commission, Planning and Building  
Services Staffs*

- 1.H. Requiring parking areas to be located to the side or rear of buildings and allowing shared-use arrangements where appropriate.

*Implementation: Mayor, City Council  
Planning Commission, Planning Staff*

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### Objective

#### **2. Create Supportive Office/Mixed Use Areas to the North and South sides of the City Center/Urban Mixed Use Core.**

The Office/Mixed Use areas are to be supportive to the Downtown Core. Office uses should be emphasized to help invigorate the economy of the area. Clear pedestrian linkages should be established with the sidewalk system and mid-block connections to encourage interaction or activity between the two segments.

### Strategies

- 2.A. Promoting and encouraging the development of additional viable office space.

*Implementation: Mayor, City Council, Community & Economic Development Department*

- 2.B. Encouraging a mix of office, retail, and residential uses in new and re-use developments.

*Implementation: Mayor, City Council Planning Commission, Business Development and Planning Staffs*

- 2.C. Locating retail at ground level with office and residential above to encourage the building of multi-level structures (3-5 stories).

*Implementation: Mayor, City Council Planning Commission, Business Development and Planning Staffs*

- 2.D. Creating and enhancing pedestrian linkages with the street front and mid-block areas to the urban core area.

*Implementation: Mayor, City Council Planning Commission, Planning and Engineering Staffs, UDOT*

- 2.E. Creating land use patterns and locating development that encourages cross over activity between the office/mixed use segment and the Downtown Core.

*Implementation: Mayor, City Council Planning Commission, Business Development and Planning Staffs*

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### Objective

#### 3. Support and enhance the commercial/industrial areas at both ends of the Wall Avenue corridor.

The development patterns for these two segments (i.e. the vehicle sales, big box retail and Newgate Mall area to the south and the industrial area to the north) should support the use of the automobile. The focus should be on moving traffic, providing adequate access to businesses, defining the roadway, creating a pleasing environment for the driver, and providing for pedestrian safety where needed.

### Strategies

- 3.A. Developing and implementing quality landscaping and signing standards for auto-oriented commercial and industrial segments of the corridor.

*Implementation: Mayor, City Council Planning Commission, Planning Staff*

- 3.B. Providing curb, gutter, and parkstrip and street trees to define the street edge.

*Implementation: Mayor, City Council Planning Commission, Planning and Engineering Staffs*

- 3.C. Developing access control standards that will provide both entry to businesses and maintain adequate traffic circulation.

*Implementation: Mayor, City Council Planning Commission, Planning and Engineering Staffs, and UDOT*

- 3.D. Providing sidewalks or pedestrian linkages from retail areas to the transit stops or other appropriate locations.

*Implementation: Mayor, City Council Planning Commission, Planning and Engineering Staffs, UDOT, and UTA*

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### Objective

#### 4. Improve the neighborhood setting for the Jefferson Community

The quality of life for the Jefferson Community should be enhanced as the Wall Avenue Corridor evolves. Homes should be buffered from the high-speed traffic and encroachment of strip commercial development. However, supportive neighborhood services should be provided to the community. The residential areas along or adjacent to the corridor should be linked to the urban core with transit stops, bikeways, and sidewalks.

### Strategies

- 4.A. Developing a continuous landscaped parkway buffer on the eastside of Wall Avenue between 30<sup>th</sup> and 27<sup>th</sup> Streets, as a result of the road-widening project.

*Implementation: Mayor, City Council Planning Commission, Planning, Engineering, Parks and Recreation, and UDOT*

- 4.B. Linking the neighborhood with transit stops and provide sidewalk connections to the Urban Mixed-Use core.

*Implementation: Mayor, City Council Planning Commission, Planning and Engineering Staffs, UDOT, and UTA*

- 4.C. Allowing neighborhood retail to occupy corner properties along the residential segment.

*Implementation: Mayor, City Council Planning Commission, Business Development and Planning Staffs.*

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#### 5. Enhance the Wall Avenue Corridor through Context Sensitive Design Planning, Gateway Improvements, and Public Art.

Although a relatively new concept, context sensitive design has become part of several projects in Utah, specifically state transportation improvements. Context sensitive design considerations include safety, environmental preservation, preservation of scenic, aesthetic, historic, and natural values of the area, and that the project is designed and built with minimal disruption to the community. Within context sensitive design there are several components that are considered for development that include its physical, social, economic, political relationships.

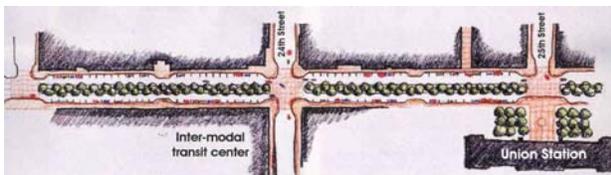


Figure 16A.2-Conceptual plan for a landscaped median (area shown 23<sup>rd</sup> to 25<sup>th</sup> Streets)

### Strategies

- 5.A. Working with the Utah Department of Transportation (UDOT) to ensure that changes to the roadway relates to the surroundings or environment the roadway transects.

*Implementation: Mayor, City Council Planning Commission, Planning and Engineering Staffs*

- 5.B. Utilizing context sensitive design solutions for roadway improvements such as enhanced crosswalks with bulb-outs in the urban core, pedestrian safety islands, additional lighting, reducing speed limits within the urban core, access control, landscaping or hardscaping, and planting street trees.

*Implementation: Mayor, City Council Planning Commission, Planning and Engineering Staffs*

- 5.C. Considering the installation of planted medians from 22<sup>nd</sup> to 27<sup>th</sup> Streets.

*Implementation: Mayor, City Council Planning Commission, Planning and Engineering Staffs, and UDOT*

- 5.D. Considering a change to the touch down location of the 24<sup>th</sup> Street Viaduct from Lincoln Avenue to Wall Avenue.

*Implementation: Mayor, City Council Planning Commission, Planning and Engineering Staffs, UDOT, UTA Light Rail, and the Railroad Companies*

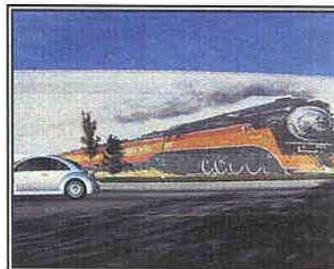
## Strategies (cont.)

### Objective

#### 5. Enhance the Wall Avenue Corridor through Context Sensitive Design Planning, Gateway Improvements, and Public Art. (cont.)



**Figure 16A.3-Example of developing a gateway on Wall Avenue at 36<sup>th</sup> Street.**



**Figure 16A.4-Example of painted mural on a building wall (American Nutrition).**

- 5.E. Analyzing and, where appropriate, rezone the areas along the corridor to reflect the desired land use orientation of each segment.

*Implementation: Mayor, City Council Planning Commission, Planning and Engineering Staffs*

- 5.F. Creating and developing the gateway areas of Wall Avenue:

- Riverdale Rd./Wall Ave Entry
- 30/31<sup>st</sup> Street Corridor
- 24<sup>th</sup> Street Corridor
- Ogden River Crossing
- 12<sup>th</sup> Street Corridor.

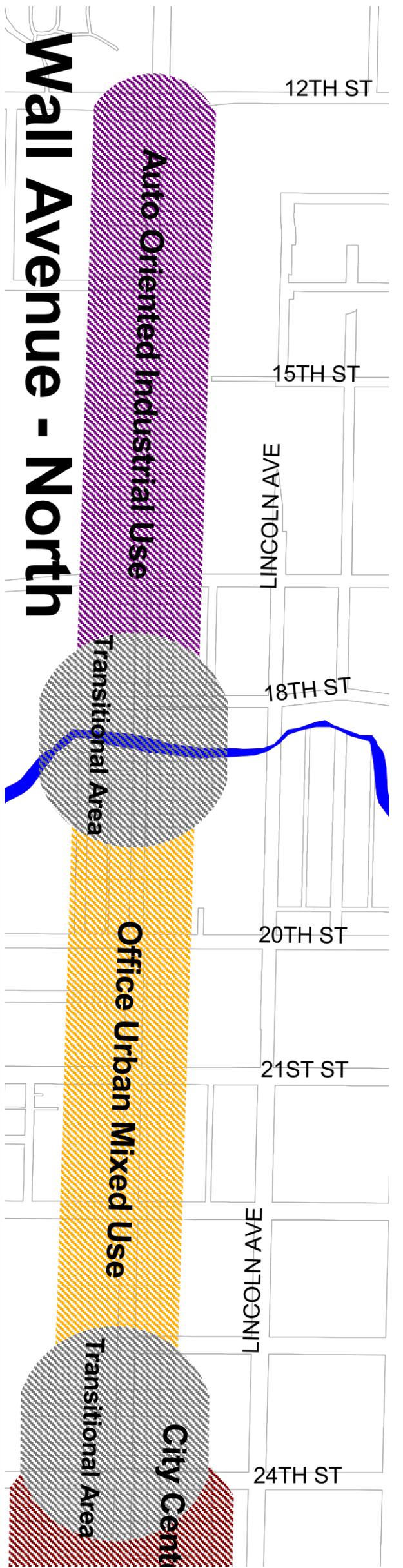
*Implementation: Mayor, City Council Planning Commission, Planning and Engineering Staffs and UDOT*

- 5.G. Incorporating public art in public improvement projects along the corridor and in community areas such as plazas or gathering places.

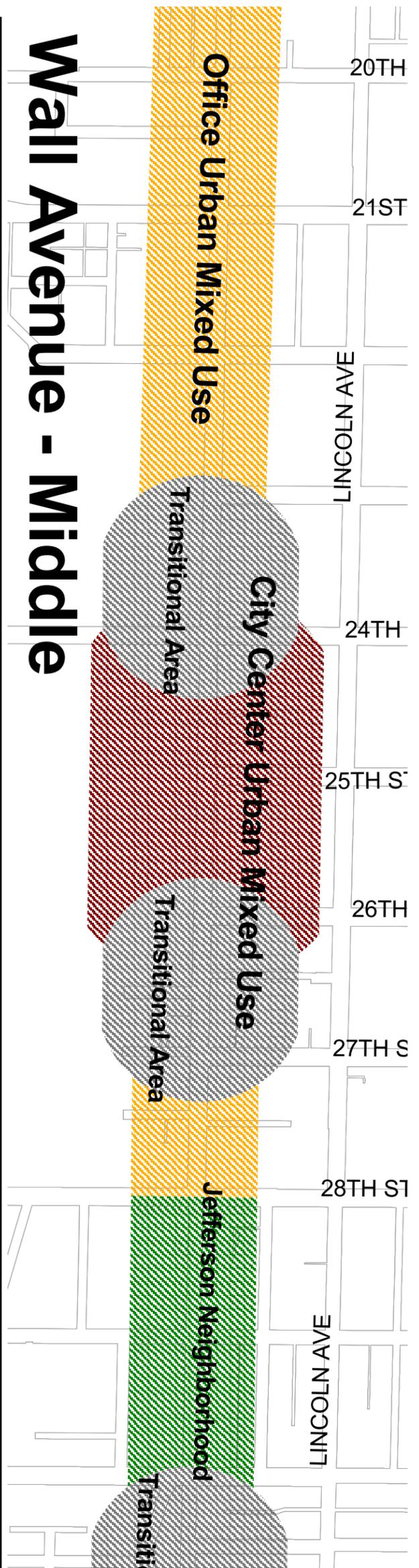
*Implementation: Mayor, City Council Planning Commission, Planning Staff, Public Works Department, Ogden City Arts, and UDOT*

- 5.H. Considering the use of public art in the form of murals to break up the mass of large buildings along Wall Avenue.

*Implementation: Mayor, City Council Planning Commission, Ogden City Arts, and Planning Staff.*



# Wall Avenue - North



# Wall Avenue - Middle



# Wall Avenue - South

## Wall Avenue Corridor

-  City Center Urban Mixed Use
-  Auto-Oriented Commercial
-  Office Urban Mixed Use
-  Transitional Area
-  Jefferson Neighborhood
-  Ogden River
-  Auto-Oriented Industrial

