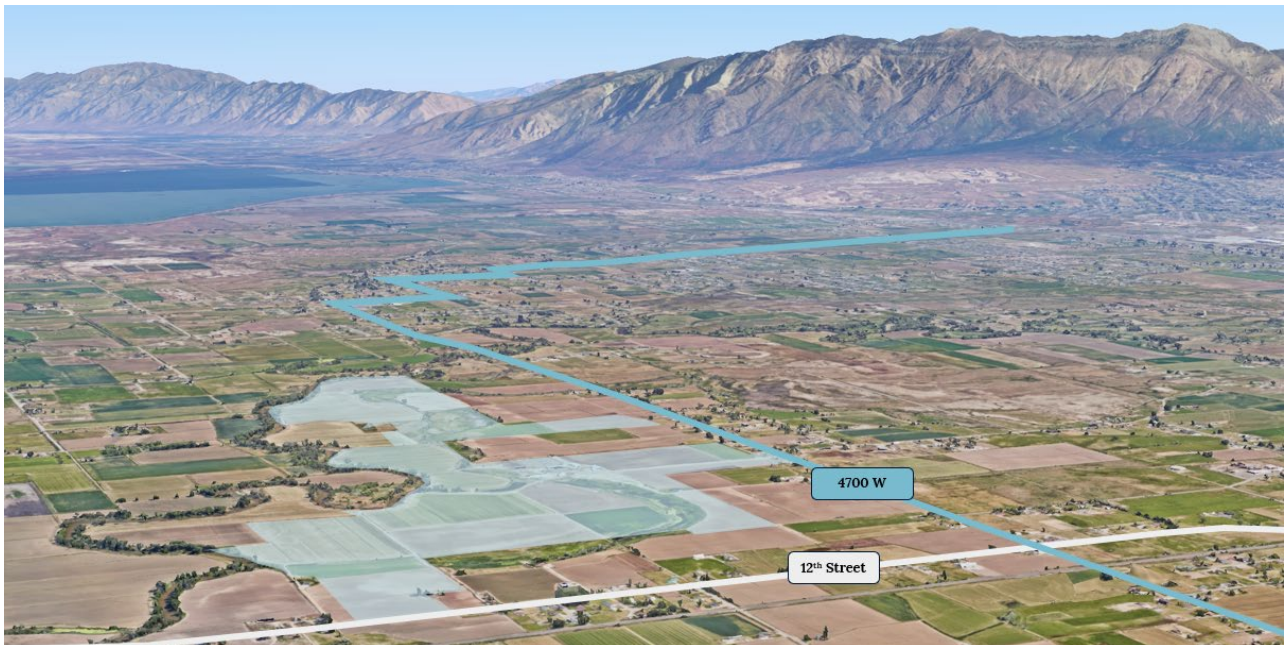




August 5, 2024

Weber County General Plan Amendment Application

Project Name: *West Weber Master-Planned Community*



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Project Narrative

On August 16, 2022, the Weber County Commissioners approved a new Western Weber General Plan (WWGP) with considerable thought and foresight focused on community and economic growth to support the needs of Western Weber County. Situated in the heart of the West Weber planning area between the intersections of 12th Street, 4700 West, and the Weber River is the largest contiguous acreage on 12th street immediately ready for development. Per the General Plan, the future designated use for this site is a mix of vehicle oriented commercial, mixed-use commercial, mixed-use residential and rural agricultural lots. BlackPine, an Ogden based real estate development group, desires to develop this area into a community-oriented traditional neighborhood. Given immediate proximity to in-place infrastructure, natural river amenities, and large contiguous size, the area presents the unique opportunity for an immediate master-planned development consistent with the goals set forth in the WWGP.



How is the change in compliance with the General Plan?

The residents and stakeholders of West Weber have clearly articulated their vision for the identity and character of the Community through the following vision statement, found in the General Plan.

*“While the pressure to grow and develop will persist, there is a clear desire for growth to be carefully and deliberately designed in a manner that **preserves, complements, and honors the agrarian roots of the community**. To do this, Weber County will promote and encourage the community’s character through public space and street design standards, open space preservation, and diversity of lot sizes and property uses that **address the need for places for living, working, and playing in a growing community.**”*



In studying communities that possess this strong sense of identity and character sought after in the WWGP, a clear difference can be observed between those guided by principles of “Traditional Neighborhood Development” (TND) versus those that follow “Conventional Neighborhood Development” (CND) practices.

Most CNDs are characterized by an auto-centric, disconnected environment. Land uses remain separate and at low intensities. Living, working, and playing all happen at independent locations and usually require driving from one location to the next. This environment is not typically conducive to the sense of place and community that is described in the WWGP.

Alternatively, TNDs provide a more community-oriented approach, aligned with the goals and principles found in the WWGP. These communities are typified by pedestrian-oriented neighborhoods, a mix of commercial and residential uses, a variety of housing types, and public places, parks, and open space where people have opportunities to interact with each other in a variety of environments. These neighborhoods still accommodate automobiles but are no longer centered around them. Successful examples of TNDs can be found across the Country in neighborhoods like [Norton Commons, Kentucky](#); [Kentlands, Maryland](#); [Seaside, Florida](#); and [Serenbe, Georgia](#).

Norton Commons – Louisville, KY



BlackPine is requesting an amendment to the General Plan to enable this type of TND to be developed in the heart of West Weber. The proposed project (“The Project”), will be designed in a way that both honors and compliments the historic and ongoing agrarian community, while also provides much needed housing and commercial amenities to serve a diverse and growing range of households and businesses. The WWGP has already established the foundational goals and principles required for a community of this nature to be successful, and the location and size of The Project presents a unique opportunity to now implement this vision in reality.

WWGP: Land Use Goal 1 (pg. 51)

“As residential growth occurs, a goal of Weber County is to ensure it is deliberately and thoughtfully planned in patterns that support efficient organization of infrastructure and services, provide for a



variety of housing options and familial situations...”

WWGP: Land Use Goal 2 (pg. 56)

“In areas planned for mixed-use commercial, provide zoning or other regulatory tools that enable the creation of a community village that offers a wide variety of multi-family housing and commercial opportunities, and focuses on attractive building, site, and street design more than land uses.”

Why should the present zoning be changed to allow this proposal?

The uses currently planned for the land in and surrounding The Project, as shown in the future land use map of the WWGP, are a combination of Mixed-Use Residential, Mixed-Use Commercial, Vehicle Oriented Commercial, and Agricultural. BlackPine is proposing that the future land use map of the WWGP be modified to expand and relocate the mixed-use residential and mixed-use commercial areas to accommodate a large-scale TND, as shown in **Exhibit A: The Project Land Use Map**.

While this type of TND is both wanted and needed to accommodate future growth in West Weber, there are several challenges to implementation. Many areas of West Weber lack the surrounding transportation and utility infrastructure to allow for near-term development of such projects. Additionally, significant size and scale is required to implement all the WWGP “Smart Growth Principles” in a cohesive and uniform manner. Finding land that is controlled at this scale by one contiguous owner is difficult.

The Project is unique in that its size and location present solutions to these challenges. The surrounding transportation infrastructure along 12th Street and at the 4700W intersection is in the process of being upgraded to a 3-lane road and a lighted intersection. Many aspects of the utility infrastructure surrounding the project are being improved through the development of the adjacent Promontory Commerce Center business park. The size and scale of The Project allows for a master-planned approach to planning and design of this area, which is supported in the WWGP. The plan states:

“Working with landowners to master plan large swaths of land provides community benefits that due to the economy of scale cannot usually be realized for smaller subdivisions. The county should encourage master-planned communities that create a distinct sense of place and provide for all stages of life and family situations.”

The combination of these factors suggests that the modified land use map as proposed by BlackPine in **Exhibit A: The Project Land Use Map** would result in more immediate and impactful benefit to West Weber and better fulfill the intent of the WWGP than what is currently planned for this area.

How is the change in the public interest?

When considering an area development, the WWGP establishes two public interests as top priorities: first to provide sufficient housing supply for incoming residents, and second to preserve the current resident’s desire for openness. While CNDs often accomplish one of these goals, they rarely succeed at both. Further, CNDs tend to diminish a neighborhood’s sense of community and age diversity by grouping housing types together by location. A neighborhood development that best serves the wider public interest could, therefore, be



characterized as one that sufficiently provides housing for new residents in all stages of life while also preserving desired openness.

TNDs serve the interest of future residents by providing sufficient housing for a diverse and growing range of households while enhancing community feel. A residential street block in a traditional neighborhood would typically feature a wide variety of housing types together on the same street including large mansion homes, connected patio homes, quadplexes, and townhomes. Guided by TND principles, these streets and buildings adhere to consistent architectural and thematic design thus accomplishing the goal to provide needed homes while creating a strong sense of place.

Second, TNDs serve the public interest by preserving openness through the improvement of public places, parks, trails and open space.

Weber County is situated in the path of growth along the Wasatch Front as evidenced by 7.5% population growth over the last 5-years. Additionally, the Kem C. Gardner Policy Institute projects over 37,300 new household formations in Weber County by 2044. Both current and future Weber County residents stand to benefit from the development of traditional neighborhoods consistent with the WWGP’s goals as the region continues to experience rapid growth.

“Currently, there are more families than available housing across the Wasatch Front region. This scarcity, in turn, has created an affordable housing crisis in the planning area. Providing sufficient supply to balance the supply and demand forces will contribute to providing a better balance of housing affordability in the area... One type of housing that is especially missing -- known as the “missing middle” -- is the type between higher density apartments/condos and single-family residences. Townhomes, connected patio homes, du-/tri-/quadplexes, and similar housing styles may provide a more palatable option for families who cannot afford a single-family residence, but do not want the lifestyle of a higher density apartment complex.”

Strong Economic Trends in Weber County



1. FRED, 2024 2. BLS IQ24



What conditions and circumstances have taken place in the general area since the General Plan was adopted to warrant such a change?

Since the adoption of the General Plan in 2022, the barrier to home ownership has increased at a rate greater than that of population growth, expediting the need for readily available master-planned communities consistent with the principles found in the WWGP.

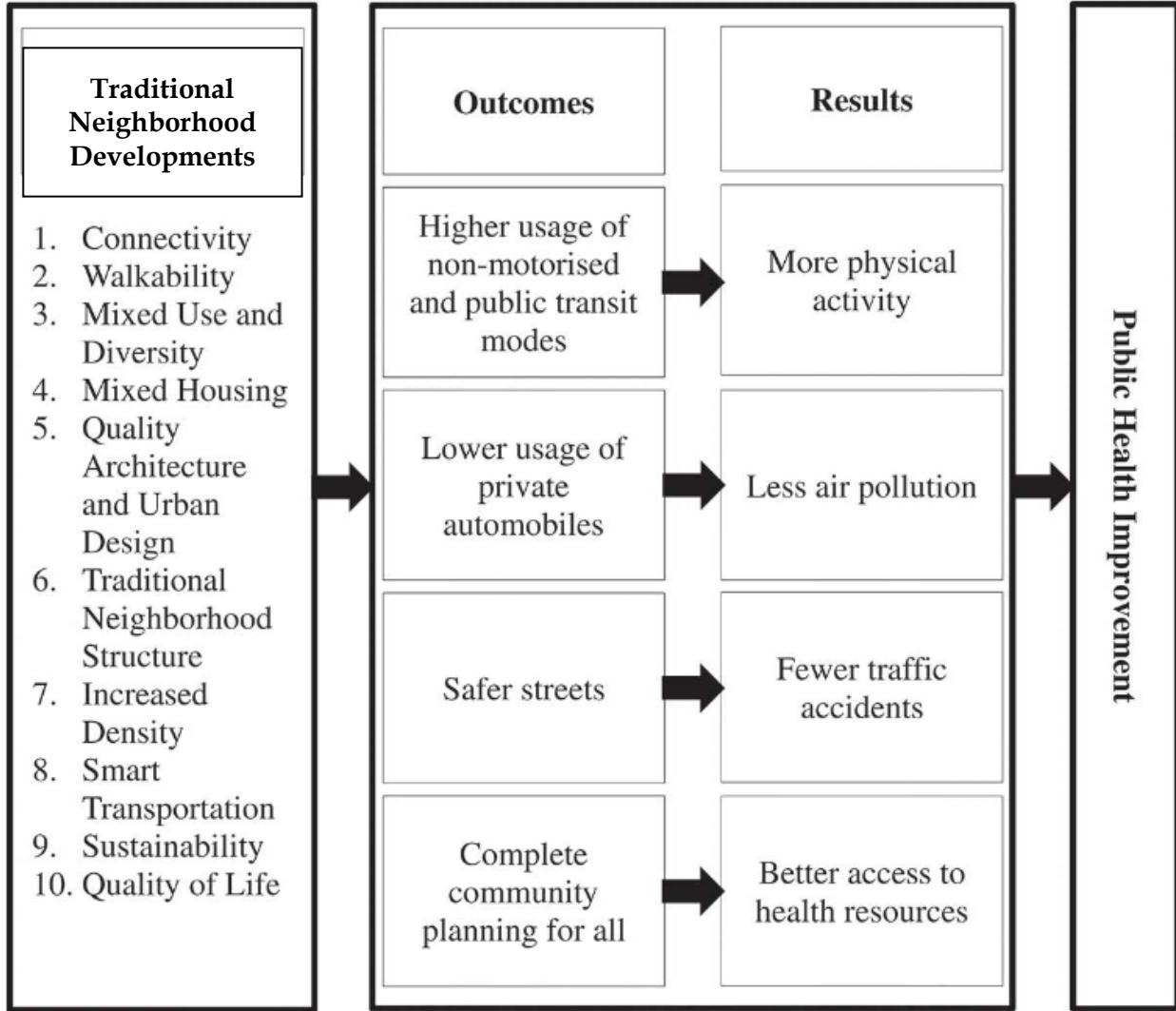
Additionally, an unforeseeable opportunity to implement the goals and principles of the WWGP on a large contiguous piece of property has recently become available. While this opportunity does require altering the Land Use Map in the WWGP, the goals and principles represented therein are unchanged and even strengthened by what is being proposed through The Project.

How does this proposal promote the health, safety, and welfare of the inhabitants of Weber County?

Health: TNDs provide health-related amenities and resources within walking distance of resident homes.

Safety: Traditional neighborhoods greatly reduce the need for automobiles while catering to safer forms of travel to and from work, school, and play including walking and cycling.

Welfare: Resident welfare and quality of life increase within traditional neighborhoods where people can work, play, shop, and recreate within walking distance of where they live.



Source: <https://www.cnu.org/publicsquare/2019/02/04/health-benefits-new-urbanism>

Describe the Project Vision

The Project is envisioned to be a vibrant, walkable, and interconnected community available to all ages and demographics. Located at the heart of West Weber, this area will be crucial in defining the identity and character of the broader community. BlackPine feels confidently that a TND in this location would benefit future generations of West Weber for years to come, providing a safer, healthier, and happier way of living.