



Promontory Commerce Center: Project Narrative

On August 16, 2022, the Weber County Commissioners approved a new Western Weber General Plan with considerable thought and foresight focused on community and economic growth to support the needs of Western Weber County. As part of the future vision of the Western Weber General Plan, the Planning Commission and Commissioners identified a 355+ acre area on 12th Street and 5900 W (currently known as the Wadeland Farm & Dairy) as a key contributor to the economic growth and employment for Weber County. Per the General Plan, the zoning of this site contains a mix of industrial/manufacturing, business/office/tech, and medium sized residential lots. BlackPine, an Ogden based real estate development group, is pursuing the development of a business park on this property referred to throughout this application as the *Promontory Commerce Center*. A preliminary site plan for *Promontory Commerce Center* is shown in **Exhibit A: Preliminary Site Plan**.

How is the change in compliance with the General Plan?

BlackPine is seeking to rezone the subject land from its current agricultural use to a mix of business/office/tech and industrial land use. This proposed change is in line with the land uses proposed for this approximate area in the recently adopted West Weber General Plan. The proposed zoning change will greatly assist the County in achieving Land Use Goal 3 of the General Plan. The goal is as follows:

“Land Use Goal 3, Business, Tech, and Industry: As part of the County’s economic growth strategy, the County will pursue options to bring basic sector jobs to the area. In appropriate locations, Weber County will strive to attract a diversity of basic sector jobs, including tech, innovation jobs, industrial, and manufacturing jobs.”

As this site is one of the largest contiguous areas available on 12th Street, it provides the County with a unique opportunity for the development of a blended business and industrial park that is projected to yield over **3,600 direct jobs and over 6,400 indirect jobs** per an economic impact study performed by Newmark. The size of the subject site would also foster continuity of a pleasant and harmonious look and feel throughout the project. The combination of size, location, proximity to both I-15 and the future Legacy Corridor, proximity to rail line, and access to one of the nation’s most qualified workforces makes this site a prime candidate for economic growth, job creation, and industrial land use in Weber County.

The Western Weber General Plan states the following about land use related to the proposed business/office/tech zoning:



Business/Office/Tech – *“Business, tech, and innovation parks, where land uses rarely occur outdoors, are generally a low-intrusive use on their neighbors as long as traffic impacts and site design, architecture, and landscaping are addressed to provide a pleasant and harmonious built environment. A business or tech park can provide significant contributions toward onsite public recreation and green-space investments that can tie adjoining land uses or neighborhoods together through the park’s campus.”*

Industrial/Manufacturing: *“Weber County desires this area to build-out as an industrial, manufacturing, innovation, and tech mega site that provides jobs for current and future residents of Weber County, especially the growing population of the Western Weber Planning Area. Attract diverse employers that offer a wide range of jobs and salaries, the area should be designed in a manner that is attractive and well kempt; similar to Ogden City’s newer BDO facilities.*

The area should have a layout that is truck-traffic friendly, but that also provides opportunities for employees to walk...or enjoy the outdoors during breaks.”

BlackPine is working in detail with design architects, landscape architects, and traffic and civil engineers to ensure that the development meets the mandate of providing a pleasant and harmonious built environment, particularly along any street frontage. All buildings facing 12th Street will be Business/Office/Tech oriented, providing an attractive buffer between this major corridor and any larger industrial buildings. Please see **Exhibit B: Preliminary Renderings** for preliminary renderings of the proposed Business/Office/Tech buildings. The design of larger, industrial focused buildings will be governed by predetermined CC&R’s to ensure a consistent, harmonious look and feel throughout the park. The project also plans to provide significant contributions towards green-space investments, as shown in **Exhibit C: Trails & Open Space Renderings**.

Building footprints at the Promontory Commerce Center will vary in size to accommodate a variety of tenants and use scenarios, accomplishing the General Plan mandate to “attract diverse employers that offer a wide range of jobs and salaries”. BlackPine is also investigating the possibility of a “Foreign Trade Zone” designation for this project, creating further economic benefit for the County. A mix of Business/Office/Tech buildings, trails and open space, and industrial buildings will create an “area that is truck-traffic friendly, but that also provides opportunities for employees to walk...or enjoy the outdoors during breaks.”

The General Plan places a heavy emphasis on the development of an industrial mega-site past 8300 West. The proposed industrial buildings at the Promontory Commerce Center will be synergistic to the future development of the mega-site, helping to expedite tenant interest, infrastructure, and job creation as development continues to push westward.



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

With the adoption of the new West Weber General Plan, the subject site is no longer planned for agricultural use. The zoning changes requested for the *Promontory Commerce Center* will foster land and economic development in West Weber County in accordance with the well-defined growth strategies described in the General Plan.

BlackPine recognizes that Weber County has a desire to have buffers between dissimilar land uses, as stated below in the General Plan:

“Land Use Action Item 1.5.1, Residential: As provided on the Future Land Use Map, provide land use buffers between dissimilar uses. Commercial areas should be buffered from single-family residential areas with mixed-use residential. Heavier commercial or manufacturing uses should be buffered from residential uses with uses that gradually increase in intensity.

In the proposed zoning change for *Promontory Commerce Center*, these buffers are provided by existing and planned infrastructure, along with natural amenities that help to separate different land uses. The southern portion of the site is separated naturally by the Union Pacific Railroad. The Weber River and Little Weber Creek provide natural buffers on the eastern and western edges of the proposed zoning. The existing and planned minor collector roads of 5900 W and 200 S serve as natural zoning divisions on the western and northern boundaries of the site. Extending the industrial zoning north allows for contiguous land use through the entire site and creates a natural buffer between the industrial use and residential neighborhoods.

Additionally, the *Promontory Commerce Center* would allow for utilization of the adjacent rail line to further economic development and employer interest in Weber County. The adjacent rail line is one of the only shared rail lines between Union Pacific and BNSF in the state of Utah, which makes it an ideal option for transportation of goods and materials from manufacturing and industrial users. Re-zoning this land from the designated use of residential to industrial would allow Weber County to capitalize on this unique advantage for prospective industrial tenants. BlackPine has engaged with short line and rail switch operators to discuss the feasibility of servicing tenants through the rail.

How is the change in the public interest?

Accepting this zoning change would also allow for expedited development of industrial space in Weber County, for which there is extremely high demand. Vacancy for industrial space in Ogden remains at historically low levels of 1.5%, with over 15.2 million square feet of tenant demand shopping in the market. BlackPine has engaged one of the top industrial leasing brokers in Utah to ensure that high quality tenants and jobs are brought to the *Promontory Commerce Center*. Through an economic



impact study performed by Newmark, it is estimated that the *Promontory Commerce Center* would generate over 3600 direct and 6,400 indirect jobs, approximately \$1.7B in annual GDP, and over \$350M of annual employee compensation for the area. These jobs, revenue streams, and income streams to local citizens would contribute greatly to the planned vision of economic growth along the 12th Street corridor.

Approving this zoning change and allowing the *Promontory Commerce Center* to progress would also expedite improvements to the surrounding infrastructure, allowing for faster development of other land uses along the 12th Street corridor. Initial utility and infrastructure improvement plans can be seen in **Exhibit D: Utility Master Plans**. BlackPine is planning to make large offsite improvements to the surrounding sewer and water utility lines which will also benefit to future developments along the 12th Street corridor.

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

As the updated West Weber General Plan was adopted relatively recently, zoning on the subject site has not yet been changed to align with the current General Plan designations. The proposed zoning changes are congruent with these recently adopted designations.

Additionally, since the adoption of the General Plan, BlackPine has received several inquiries from equity partners, lenders, and tenants for investment in the *Promontory Commerce Center*. Much of this interest is fueled by the positive growth trends and strong tenant demand for industrial space, supporting the request for expanded industrial zoning on the site.

Weber County's employment base, location, and manufacturing specialty makes it an attractive market for potential tenants. Over the last 5 years, Ogden's population has grown by 8.3%, providing new businesses with available laborers to fill open positions. Even amidst a 7.4% job growth rate over the last 5 years, Weber County's unemployment rate remains historically low at 2.3%, speaking to the quality of the local labor force. Weber County's cost of living is also approximately 4.4% lower than other nearby major metros, making it an attractive option for employees seeking refuge from inflated cost of living. Weber County's national connectivity through interstate and rail infrastructure makes it a natural candidate for large, national tenants who are looking to expand. Roughly 40% of Weber County's labor force works in industrial related industries, producing over \$3.2B of manufacturing exports annually. All of these drivers suggest an opportunity and need for further development of space similar to what would be offered in *Promontory Commerce Center*.



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

Health: BlackPine is exploring multiple environmentally conscious development initiatives that would promote the overall health of the surrounding geographic area (solar energy, environmentally friendly building materials, etc.). The approval of this proposal also would allow for major infrastructure improvements that would allow for easier and cleaner access to culinary water, secondary water, and sewer for the inhabitants of West Weber. From a more high-level perspective, the employees of *Promontory Commerce Center* would need to be serviced with basic healthcare, pharmacies, and other life-supporting auxiliaries. As these services are built out in the surrounding areas, all inhabitants of West Weber County will benefit.

Safety: BlackPine's proposed zoning for *Promontory Commerce Center* promotes increased safety for the surrounding inhabitants by creating natural buffers and barriers to the surrounding residential uses. By approving the proposed zoning, there would be a natural buffer (Weber River, Little Weber Creek) or infrastructure buffer (minor collector roads, railroad, etc.) on nearly the entire perimeter of the subject site. BlackPine has also engaged traffic consultants to perform a Traffic Impact Study, ensuring that the development is planned in a way that facilitates responsible traffic patterns to promote safety throughout the development.

Welfare: The *Promontory Commerce Center* is expected to create over 6,400 direct and indirect jobs, approximately \$1.7B in annual GDP, and over \$350M of annual employee compensation for the area. This amount of economic growth and development will dramatically impact the inhabitants of West Weber County in a positive way.

Describe the project vision

The *Promontory Commerce Center* is envisioned to be an exciting and vibrant economic hub for Weber County. With a variety of business, office, tech, industrial, and manufacturing uses, businesses of many types and functions will be able to call the *Promontory Commerce Center* home. Tenants will approach the park along the 12th Street corridor, being met by a buffer of several smaller, attractive business/office/tech buildings at each entrance. After entering the park, tenants and visitors will find the buildings, landscaping, and roads to be well maintained and well designed. The park will be “designed in a manner that is attractive and well kempt; similar to Ogden City's newer BDO facilities”, as requested by the recently adopted General Plan. Examples of this design can be seen in **Exhibit B: Preliminary Renderings**.

Employees and visitors of the *Promontory Commerce Center* will be able to enjoy a variety of outdoor trails, open space, and landscaped areas throughout the park. Trails running along the bank of the Weber River will connect users to a larger trail system located on the west side of the park. Tenants



will enjoy a stunning backdrop of the Wasatch Mountain range while utilizing the outdoor amenities available to them.

This vision has been brought together by a plethora of contributors, all seeking to develop a top-tier economic hub for Weber County. The development of the *Promontory Commerce Center* would spur significant economic and residential growth and serve as a major employment center for the surrounding inhabitants.