

## Overview

*Gibbs Planning Group was commissioned by the City of Logan's Economic Development Department to participate in a three-day downtown planning workshop. The goal of Logan City is to create a vibrant, mixed-use town center that preserves the existing character of the downtown area. Strategies to reach the proposed objectives include: improved parking; downtown connectivity; pedestrian friendly; traffic flow; preserve historic resources; incentives for downtown development; and keep government downtown.*

## 2000 Planning Grant Summary

|                   |                             |
|-------------------|-----------------------------|
| Grant Amount:     | \$15,000                    |
| Matching Dollars: | \$42,143 (\$48,663 in-kind) |
| Match:            | \$90,806                    |
| Project Cost:     | \$105,806                   |

# City of Logan-Future of Downtown Logan

## Local Responsibility

The workshop focused on gaining insight on issues by various stakeholders from the Logan area, including: property owners, retailers, residents, city staff, Utah Department of Transportation, Utah State University, and historical preservationists.

## State Leadership

The Quality Growth Commission awarded the City of Logan with a grant in the amount of \$15,000.

## Economic Development

General recommendations to be included in the new Master Plan for Logan and the CBD include: expand and relocate the existing farmers market into the CBD area; assist in the development of the proposed 30,000 sf conference facility; and encourage additional downtown development by creating a master plan and removing hurdles such as limited zoning, land assemble and parking shortages. Additional recommendations include beginning a business retainment and recruitment program, as well as attract regional and national urban developers to Logan.

## Infrastructure Development

It is recommended that the City of Logan hire a downtown business manager to serve as an advocate for the retailers, businesses, property owners and pedestrians.

## Housing Opportunity

It is recommended that Logan retain and restore important historic buildings and spaces. In addition, they are to encourage additional market rates and affordable housing in the downtown area.

## Conservation Ethic

This was not a component of this project.

*"The Quality Growth Commission grant represented about 20% of the total funds required to complete the plan. Even more importantly, the granting of funds sent a message of state endorsement and support that had a positive influence on participants in the process."*

*Jay Nielsen-Community Development Director*

## Implementation

The planning document has been in use by the planning staff, the Logan Downtown Alliance, the Municipal Council, and the Planning Commission for almost 2 years. The Planning Commission has recommended that the Council formally adopt the plan the Council will take action by Dec. 2003.

## Promoting Intelligent Growth

The plan is a framework for future development within the downtown. The plan establishes many opportunities for growth and expansion and also sets standards of quality to guide growth. The major emphasis of the plan promotes the following purposes: Make downtown a thriving center of living where people can work, shop, eat, play, and reside. Develop downtown to be a year round destination, preserve historic character and qualities of downtown, create a lasting and outstanding appearance for downtown, and complete restructuring and revitalization of the Downtown Merchants association. Previously the association had an active membership of about 25 businesses. Now the group has been reorganized into The Logan Downtown Alliance. Membership now exceeds 100 and growing rapidly.

## Accomplishments

**Projects under construction or completed as a result of commitments to downtown:** Cache County Administration Building; Restoration of Cache County Courthouse; Six retail businesses improved historical facades and upgraded space; Relocation of Cache County Jail outside of downtown to allow new development in downtown; Release of a competitive RFP to develop retail, office, hotel, conference center, and residential projects in the Downtown (due 24 Oct. 03). A successful, working partnership has been established with Logan City and the Downtown Alliance. Downtown Manager hired and in very successful management of downtown activities, promotions, and business development activities. Membership in the Utah Main Street Program and rapidly becoming a leader in the organization. Construction to begin in early 2004 for streetscape improvements funded largely by business owners

## Benefits

The Quality Growth Commission grant represented about 20% of the total funds required to complete the plan. The grant was a critical addition to the funding need. More importantly, the granting of funds sent a message of state endorsement and support that had a positive influence on participants in the process.