

## **Development Of A “Town Center”**

In June 1999 a report was completed by the West Jordan Design Assistance Team (DAT), through a program sponsored by the American Institute of Architects, which was intended to provide ideas and recommendations for the physical redevelopment and revitalization of the West Jordan’s “town center”. The DAT Report identified the town center as the area in the general vicinity of the intersection of 7800 South and Redwood Road. The following goals and policies are derived from the DAT Report.

**GOAL:** ***TO CREATE A TOWN CENTER IN THE VICINITY OF 7800 SOUTH AND REDWOOD ROAD THAT INCLUDES A MUTUALLY SUPPORTIVE MIX OF USES INCLUDING GOVERNMENT, RETAIL COMMERCIAL, OFFICE, RESIDENTIAL, AND RECREATION COMPONENTS.***

**Policy 1:** The town center should build on the differences between this area of West Jordan and other commercial centers in surrounding communities, take advantage of its unique assets, capitalize on its ability to serve retail, commercial, and residential markets that are either not served or underserved, and create a physical setting that is unique in its character and image.

### **Implementation Measures.**

1. Focus on recapturing the primary trade area demand for neighborhood-based retail and office services.
2. Strive to establish a town center that is an ongoing, thriving and vital expression of today’s community vision – a “village center” where people can live, work, shop, and play.
3. Encourage existing uses to stay and continue to invest in the area.
4. A master plan for downtown West Jordan should be developed, in cooperation with downtown business and property owners, which will detail alternatives for growth and expansion, improved circulation, and general improvement of that area. This Plan should:
  - Emphasize a variety of service uses.
  - Integrate public open spaces.
  - Develop a theme or image through the promotion of consistent architecture, landscaping, and/or emphasis on the City’s historic heritage.
  - Establish the area as the center for the City’s cultural and social activities.
  - Promote the area to attract businesses appropriate to a service/cultural center.

## **Transit Oriented Development**

The following introduction to transit-oriented development is borrowed from “Wasatch Front TOD Guidelines” published by Envision Utah, 2002.

Transit-Oriented Development (TOD) concentrates jobs, housing, and daily conveniences around transit stations. By creating high-intensity, mixed-use land use patterns with pedestrian-friendly design at strategic points along regional transit systems, TOD allows people to use their cars less, walk, bicycle, and ride transit more, and use services within walking distance of their homes and local transit stations. The basic components of Transit-Oriented Development are:

- **Compact development** built at greater densities than exclusively auto-oriented development.

TODs are built compactly within walking distance (approximately 1/4 to 1/2 mile) of transit stations so as to provide a user base to support the transit system. To maximize the number of residents and workers within walking distance of transit, TODs contain higher residential and employment intensities but should not be out of context with surrounding areas. For example, a minimum residential net density of 30 units per acre is preferred in more urban areas. In suburban areas, densities may be on the order of 8-12 units/net acre. These intensities create a critical mass of people to use the TOD's streets and public spaces. People are also more inclined to use transit if it is within convenient and comfortable walking distance to where they live, work, play, or shop. Relatively lower intensities, though still higher than typical new suburban density, are appropriate for areas outside the 1/4 mile core of the TOD, enabling people to walk, bike, take the bus, or be dropped off at the transit station. Intensity should be gradually reduced farther away from station so as to be compatible with the scale of existing neighborhoods.

- **A diversity and mix of uses**, with daily conveniences and transit at the center.

Conventional zoning traditionally separates uses into discrete areas. These areas are generally used only part of the day or week (for example, office areas shut down after working hours and on weekends) and people are forced to drive to all activities and destinations. By contrast, TODs include diverse and complementary uses such as retail, professional services, housing, and employment adjacent to transit. This mix of activities and uses permits residents and employees to run errands on foot, without relying on a car. Uses within a TOD may include convenience retail and services, small offices, day care, and civic amenities such as libraries and post offices. Apartments or other multi-family housing types are also appropriate, often above ground-floor retail uses. A mixed-use environment creates the vitality and round-the-clock activity associated with active urban environments and reinforces the vibrancy of shopping and employment destinations. Residential uses are vital to TOD cores in order to provide use of the area at all times of the day and week.

- **Pedestrian-friendly design** that encourages and facilitates walking and bicycling and reduces auto dependency.

TOD creates a vibrant pedestrian-scale urban landscape which incorporates pedestrian-friendly features, walkable street design, and human-scale architecture. Building and site design in TODs should create pleasant and enjoyable urban places that make walking an attractive, preferred travel option. Traffic calming devices such as curb bulb-outs can also help to create a feeling of pedestrian safety and comfort, and emphasize pedestrian needs in a way that many contemporary suburbs neglect. TODs also incorporate an interconnected network of streets that enhance accessibility between transit stops or station areas and adjacent commercial, community, and residential areas. Interconnected streets minimize walking and cycling distances, and help distribute traffic thereby reducing traffic congestion. In combination with compact development and a mix of uses, pedestrian-friendly design represents a land use/transportation solution that can

reduce automobile use and support transit systems.

### **Transit Oriented Development Goals and Policies**

***GOAL. TO INCORPORATE TOD CONCEPTS INTO FUTURE DEVELOPMENT AND REDEVELOPMENT ALONG MAJOR TRANSIT CORRIDORS.***

**Policy 1.** Encourage the development of mixed-use projects at appropriate locations within a quarter mile of light rail stations to create a livable, walkable urban environment.

#### **Implementation Measures.**

1. The Transit-Oriented Development (TOD) designation should be applied to areas in close proximity to planned light rail stations as shown on the Future Land Use Map. These districts should include a concentration of jobs, housing, and daily convenience services near these stations.
2. Provide a mix of medium to high density housing and commercial uses within one-quarter mile of TRAX stations and adjacent to the town center to provide a resident population for the town center, support the image of a vital economically dynamic district, and help reduce dependence on automobiles in the area.
3. Integrate the proposed TRAX corridor into the overall downtown urban design and extract the maximum benefit from this facility through the adjacent location of retail commercial, offices, and housing.
4. Encourage the development of affordable housing units within a half mile of light rail stations.
5. The following distribution of land uses is recommended for TODs:
  - 1/3 Residential with Floor Area Ratios (FAR) ranging from .50 to 2.0;
  - 2/3 non-residential with an FAR ranging from 1.0 to 3.0;
  - 10% public parks, plazas, and open land.
6. At light rail stations in TOD districts, establish a centralized core of land uses that support transit ridership. Anchor transit centers with land uses that act as destination points.
7. Encourage a variety of commercial uses that share the same clientele and patrons. For example, movie theaters provide a clientele that also patronizes restaurants, arcades, and retail businesses.
8. Create an incentive program in TOD zones to attract suitable businesses.

**Policy 2.** Encourage increased transit ridership to help reduce automobile use in the City.

**Implementation Measures.**

1. Strategically locate parking lots, parking structures, and park-and-ride facilities near light rail stations.
2. Encourage businesses to promote transit ridership and support employees who want to use it.
3. Promote the use of all forms of alternative transportation, including light rail, buses, biking, walking, shuttles, and car-pooling.

**Professional Office Land Use**

The Professional Office designation is applied to areas where professional and business offices, laboratories, studios and other office-related facilities may be located in a park-like setting. Uses which produce loud noises, excessive vehicle traffic, excessive parking needs, objectionable odors, storage of large amounts of hazardous substances, or the outside storage of inventory or equipment are not appropriate in these areas. Professional Office use is considered to be an ideal buffer between commercial or manufacturing uses and residential uses.