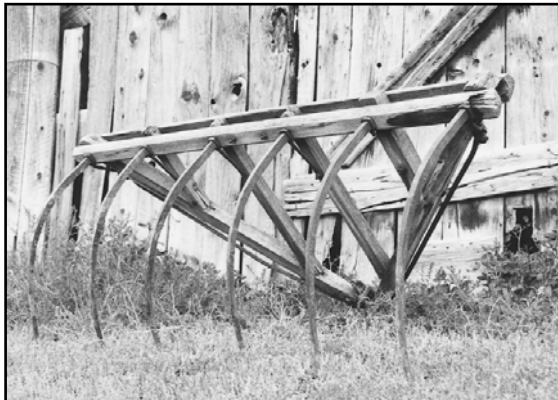


Community Identity and Urban Design Element



NARRATIVE

Community identity is not a required element for general plans, as outlined in the Utah State Code. However, goals and policies in regards to how a city 'looks' and how the City is perceived by residents and the outside world can be a great impetus in helping create a quality community. This element has been merged with the previous Urban Design Element, but is largely a new element to the City's General Plan. This Plan element will prove useful in putting proper context to other goals and policies contained in the Plan.



The overall goal of the Community Identity Element is to preserve and enhance the legacy of the community by protecting the City neighborhoods, maintaining and enhancing natural and scenic resources, preserving the community's cultural and historical heritage while promoting responsible economic development. This can be accomplished by focusing on the following areas: managing growth, creating a sense of place, a sense of entry, a sense of

arrival, a sense of safety, establishing city icons, protecting natural features, preserving historic heritage, creating appropriate streetscapes, agriculture/rural preservation, city 'branding,' building community pride, etc. In doing so, the attributes that contribute to the City's unique character and distinguish it from other communities in the region can be enhanced. Good community identity is also a boon for economic development and sustainability in the City.

Questions that should be answered in regards to community identity include: What makes our community unique? How can the identity of the City be further enhanced to help differentiate it from other communities along the Wasatch Front? What are the elements of the community that should be preserved and accentuated? How can the City image as a quality place be improved in the eyes of its citizens and the public at large?

It has been said that a quality community can be found in the following equation: $QP=(L,G,C)$, wherein a Quality Place equals Lean, Green, and Clean. 'Lean' means that the community is efficient in design, physical layout, and the provision of City services. 'Green' means that the community practices sustainability in regards to such things as energy conservation, water conservation, etc. 'Clean' means that the community has a fresh and prosperous look which promotes economic development and that helps create a sense of safety wherein City

streets, facilities, and amenities are properly maintained

SENSE OF PLACE

South Jordan is a rapidly growing City with a long history. Its roots are in the agrarian economy and it was settled early in the development of the Salt Lake Valley. The City has already benefited from a sense of place based upon its site, situation, and history. William R. Ferris, Chair of the National Endowment for the Humanities, said this in 1996: *Each of you carries within yourself a 'postage stamp of native soil,' a 'sense of place' that defines you. It is the memory of this place that nurtures you with identity and special strength...and it is to this place that each of us goes to find the clearest, deepest identity of ourselves.* Residents develop emotional ties and feelings toward their community based upon its quality of life, identifiable components and focal points that evoke 'hometown' attachment.

This attachment is often tied to physical and land use attributes of a particular neighborhood or area of the City. These attributes may include physiographic and man-made landmarks, housing stock and style, vegetation, water features, public facilities, open space and recreational facilities, transportation nodes and corridors, and unique activity centers. Each resident creates their own 'mental map' which reflects his or her own image of the community. This public image is honed and hopefully enhanced as a whole as residents interact with each other as individuals, families, and neighbors.

Sense of Entry Every great community has 'gateways' wherein the traveler receives

cues as to their physical location, signaling the entrance into a different community, along with its values and physical attributes, both natural and man-made. South Jordan has a number of critical 'gateway' entrances that could be further enhanced by signage, landmarks, landscaping, etc. The following major City gateways should be considered:



- I-15 at 10000 South, 10600 South, and 11400 South
- Redwood Road and Bangerter Highway at 9400 South and 11800 South
- Mountain View Corridor and U-111 at 10200 South and 11800 South
- Major 'entrance' intersections on Bangerter Highway and Mountain View Corridor
- Mid-Valley Trax Line entrance to the City at 10200 South.

A good sense of entry builds community identity, both with visitors and residents as they return from traveling outside the City. A recently completed study entitled: 'Entry & Departure Features Master Plan,' will be used as guide in recognizing and enhancing the importance of gateways into the City.

Sense of Arrival Memorable cities typically have a center spot which can be identified as a location within the city that evokes a 'sense of arrival.' These locations provide a focal point for each community wherein residents can interact and identify with each other—a 'gathering place.' The Daybreak Town Center is being planned to fill this need for the Daybreak community and is likely to become a reality based upon the plan and the land use controls available to Kennecott Land.

The future of the South Jordan Towne Center (Redwood Road) may be more problematic. However, with City Hall, the Plaza and Fountain areas and the addition of anchor uses and more intensive development in the area the center could become the focal point or gathering place for the City. Policy and ordinance changes can be effected which will help the town center idea come to fruition. Building a community identity landmark structure, attracting additional activity generating anchors to the area, focusing on mixed use zoning (with substantial emphasis on new 'roof tops'), more intense use of the land (such as raising the building height to five or six stories, parking terraces), and adopting architectural guidelines or architectural theme (i.e. architectural components that evoke pioneer or mining feel to the area), are all steps that can be taken to make a town center for South Jordan City a reality.

This is even more important when considering the continued intensity of development of the South Towne Area and the future development of the Daybreak Town Center. The enhancement and redevelopment of the South Jordan Towne Center is critical in the preservation of the City's long term community identity.

A focus on upgrading key intersections on Redwood Road at 10400 South and at Towne Center Drive are also important steps in creating a viable town center. These two intersections are arguably the most important in the City in regards to protecting and enhancing the identity of the 'original' area of South Jordan.

COMMUNITIES and NEIGHBORHOODS

Neighborhoods and other unique areas within the City can also have their own special identity. Care must be taken that such areas are not emphasized to the point of overwhelming the identity of the City at-large, however, enhancing local neighborhood identification can greatly affect how residents feel about their community.

Naming/Branding A common theme in many communities involves City 'branding.' This process can involve a variety of things that the City can do to further enhance community identity. The City's logo or other City identification on street furniture, signage, structures, etc. is just one way this can be done. The naming of streets, parks, schools, neighborhoods, etc. to reflect local history and tradition will help improve the identity of the overall City. The City is rich in local names which can help create a local sense of place: Gale, White Faun, Lampton, Glenmoor, Daybreak, The District, etc.

LANDSCAPE and STREETScape

Landscaping is a vital element of the urban environment because of its visual effects and environmental benefits.

Unique and strategically placed landscaping can help create a 'sense of place' for various areas of the City. Water-wise landscaping should be encouraged, whether it is on residential, commercial, or public lands. This will more effectively present a green touch to the sometimes sterile urban/suburban hardscape environment.

The planting of both coniferous and deciduous trees should be encouraged. Tree planting, and street tree planting within parkstrips in particular, add greatly to the visual urban forest. Trees shade the planted landscape which helps conserve water and meet other environmental goals of the City. An effective urban forest program can mollify or soften the otherwise visual shortcomings of typical urban development. This program should include the pursuance and achievement of 'Tree City USA' status for the City.

*(The complete **Streetscape Plan for South Jordan**, including additional detail and justification for tree planting, will be referenced under a separate cover in an appendix of the **South Jordan General Plan**.)*

HISTORIC PRESERVATION

It has been said that preserving history is one way of finding courage to face the future. South Jordan has a rich history with the settling of the area as an agricultural community. Area historic structures and sites should be considered for preservation. Where significant historic structures still exist, preservation should be pursued with national historic registry obtained, as appropriate. For historic sites where structures do not exist, appropriate memorials, monuments,

or markers should be placed. Historic properties should be documented and inventoried, as part of the City's history and legacy to current and future generations. Historic murals on building walls around the community should be encouraged as a way to help preserve the past and enrich the lives of City residents.



QUALITY OF THE BUILT ENVIRONMENT

Proper urban design policies can help to promote and maintain an attractive, sustainable, and unique quality of life. High development standards have helped create the City's current identity and distinguish it as a highly desirable place to live, work, and recreate. Development standards and ordinances should be evaluated from time to time to ensure that the quality of the built environment is being enhanced. These standards include, but are not limited to, site plan design and standards, minimum floor areas, roof pitch, garage requirements, construction materials, building relationship to the street, and C.P.T.E.D. (Crime Prevention Through Environmental Design). The latter will help reduce crime and the perception of crime as these principles are incorporated into site design. It will also enhance personal safety in the City by focusing on 'natural surveillance,' 'natural access control,'

‘territoriality,’ and ‘maintenance’ when designing buildings and environs.

Flexibility in the use of construction materials should be such that a proper balance between rich architecture and affordability is maintained. The primary focus should be looking at each project and building on a case by case basis, rather than adhering to stringent, pre-set mandated architectural design or building materials, especially in regards to non-residential structures. The City recognizes that economic development and market trends must be considered in building a sustainable community. Acknowledging that most of the City’s development improvements are a result of private sector actions, the City should still guide and direct those actions to help fulfill the City’s vision as a community (creating a greater sense of place) while still allowing market forces and free enterprise to flourish. Guidelines for such include:

1. Seek a high quality standard of development and design which preserves and enhances ‘sense of place.’
2. Foster a business friendly atmosphere in expediting review processes and finding the ‘middle ground’ wherein high quality development can occur and still be economically viable.
3. Be open minded to new development concepts, new uses or combination of uses, unique or flexible designs, new materials and development innovations that will enrich the lives of residents and visitors.
4. Require materials to be long lasting and maintain their intended appearance over time with new materials being considered based upon experience, manufacture

warranty, and the review of such in other locations.

5. Encourage development that adds to the City’s overall economic development, business diversity, and financial stability.
6. The practice of long flat roof lines and wall surfaces, as well as blank walls without windows, doors, or architectural variance should be minimized.
7. Projects with multiple buildings should be required to have a design theme, including building materials, signage, and landscaping.

Architectural Review Committees The use of ARC’s (Architectural Review Committees) should be used judiciously to ensure quality architecture. The intent of quality architecture is to enhance the appeal of individual buildings while still encouraging compatibility with other buildings and the uniqueness of each site.

The committee structure should be comprised of the following to help ensure an understanding of how to grow a sustainable community through proper architectural design:

- Community Development Director or City Planner and planner assigned to the project
- City Building Official or Plans Examiner
- City Manager or designee
- Member of the Planning Commission
- Member of the City Council
- Two citizens of the community with architectural or building background or interest

The City Council is responsible for the appointment of a representative from

the Planning Commission, the City Council, and the two citizen members. Terms of appointment shall be staggered for two

year periods. Assigned City staff shall serve without term.

GOALS & POLICIES

Goal CIUD-1 *Improve ‘Community Identity’ and ‘Sense of Place’ in the eyes of City residents, visitors, and outsiders.*

- Policy CIUD-1.1 ‘Brand’ the City by using the City logo and other identification for gateways, parks and other open spaces, community facilities, Frontrunner, Trax, bus stops, street signs, trash receptacles, etc.
- Policy CIUD-1.2 Encourage and promote the creation of art pieces in public spaces.
- Policy CIUD-1.3 Approach and offer incentives to local artists to produce art for public spaces.
- Policy CIUD-1.4 Encourage pedestrian plazas for the holding of public events.
- Policy CIUD-1.5 Using the study on ‘Entry & Departure Features,’ continue to acquire or lease key locations for the installation of gateway signage and landscaping.
- Policy CIUD-1.6 Consider the following locations for major City gateways with appropriate signage and landscaping: I-15 at 10000 South, 10600 South, and 11400 South, Redwood Road and Bangerter Highway at 9400 South and 11800 South, Mountain View Corridor and U-111 at 10200 South and 11800 South, major ‘entrance’ intersections on Bangerter Highway and Mountain View Corridor, and the Mid-Valley Trax Line entrance to the City at 10200 South.
- Policy CIUD-1.7 Consider the following locations for minimal entry signage: 1300 West at 9400 South and 11400 South, 2200, 2700, 3200 and 4000 West at 9400 South and 11800 South, and 3600 West at 11800 South.
- Policy CIUD-1.8 Consider upgrading the following intersections with urban design and landscape features: South Jordan Parkway at Jordan Gateway, 1300 West, Redwood Road, and Mountain View Corridor, 11400 South at Jordan Gateway, 1300 West and Redwood Road, Bangerter Highway at 9800 South, 10400 South and 11400 South, Mountain View Corridor and 11800 South.

- Policy CIUD-1.9 Improve neighborhood identity by encouraging local names for the identification of schools, parks, trails, community facilities, etc. and by using tree species and other urban design features to help distinguish areas of the City.
- Policy CIUD-1.10 Consider using local and historic names to further create a sense of-place within the City, i.e. Lampton, White Fawn, Gale, Jordan Ridge, Temple View, Palisades, Country Roads, Glenmoor, The District, Harvest Village, Glenmoor, Daybreak.
- Policy CIUD-1.11 Implement urban design elements and strategies to create intermittent landscaped medians on major streets within the City with appropriate tree planting and ground covers.
- Policy CIUD-1.12 Adopt CPTED (Crime Prevention Through Environmental Design) requirements for new development, including natural surveillance ('eyes on the street'), natural access control, territoriality, and maintenance.
- Policy CIUD-1.13 Work towards becoming a 'destination' city by providing the goods and services of a 'full service' community.
- Policy CIUD-1.14 Enhance the safety and image of the City by promoting walkability and the energy efficient accessibility of needed goods and services by City residents.

Goal CIUD-2 *Implement high quality and distinctive architectural design throughout the City.*

- Policy CIUD-2.1 Continue to require minimum masonry construction for dwellings and encourage low maintenance exteriors.
- Policy CIUD-2.2 Continue to encourage masonry or masonry-like construction in commercial buildings.
- Policy CIUD-2.3 Require appropriate garages or other covered parking for all dwellings.
- Policy CIUD-2.4 Continue to require relief in large building surfaces and variation in rooflines of commercial and institutional buildings.
- Policy CIUD-2.5 Provide opportunities for street-side, pedestrian oriented building placement in commercial areas.

Goal CIUD-3 ***Promote a balance between the necessity of commercial signage and its impact on community aesthetics.***

- Policy CIUD-3.1 Continue to require high standards of design, compatibility and materials for commercial signage.
- Policy CIUD-3.2 Limit the use of temporary signs.
- Policy CIUD-3.3 Require multi-tenant signs to use project place names, with the name of the development as the prominent sign copy.
- Policy CIUD-3.4 Require ‘icon’ or ‘landmark’ type sign structures for larger projects that help create and enhance ‘sense of place.’
- Policy CIUD-3.5 Encourage painted murals on larger building elevations, particularly those that tie to the City’s historical events and places.

Goal CIUD-4 ***Facilitate and promote tree planting to increase the City’s ‘urban forest’ and to enhance the City’s aesthetics and image.***

- Policy CIUD-4.1 Require appropriate tree plantings as part of the development review process, including parkstrips, landscape buffers, and parking lots.
- Policy CIUD-4.2 Reconsider parkstrip widths to ensure proper intermittent landscaped medians on major streets within the City with appropriate tree planting and ground covers.
- Policy CIUD-4.3 Improve the character of the City by encouraging general tree planting by developers, residents, and civic groups.
- Policy CIUD-4.4 Use effective tree planting and tree species as a way to increase the City’s tree cover and to help create a ‘sense of place,’ and to help achieve environmental goals (see Environmental Element Goals and Policies).
- Policy CIUD-4.5 Pursue and achieve ‘Tree City USA’ status for the City, with appropriate tree planting programs, maintenance, and funding support.
- Policy CIUD-4.6 Consider locations, designs, and funding sources to create intermittent landscaped medians on major streets within the City with appropriate tree planting and ground covers.
- Policy CIUD-4.7 Consider recognition for quality landscaping of commercial and residential properties through a beautification awards program.

Goal CIUD-5 Enhance ‘Community Identity’ and image of the City through improved streetscape design.

- Policy CIUD-5.1 Update the City’s Streetscape Plan for major streets within the City and re-adopt the Plan as a reference document that can be updated as tree species types, planting designs and methods evolve.
- Policy CIUD-5.2 Require parkstrips and appropriate street tree planting for all development plans and capital improvement projects, in conformance with the South Jordan City Streetscape Plan.
- Policy CIUD-5.3 Re-assess fencing requirements on local and collector streets with the intent of requiring fencing that evokes a ‘country feel’ to the community.
- Policy CIUD-5.4 Promote the proper maintenance of street park strip plantings and fencing, by both public and private entities. Use GPS technology to inventory and track tree species and maintenance activities.
- Policy CIUD-5.5 Better coordinate street tree design with utility companies.
- Policy CIUD-5.6 Coordinate with utility companies to minimize the visual impacts of utility boxes through screening requirements, undergrounding, or other utility placement, for a ‘cleaner’ street design.
- Policy CIUD-5.7 Coordinate with Rocky Mountain Power to underground power lines, whenever possible, and to minimize the visual impact of new lines and replacement lines through alternate location or design.

Goal CIUD-6 Preserve and enhance the City’s history through programs that recognize historic structures and sites, and that enhances the cultural heritage of the community.

- Policy CIUD-6.1 Identify, inventory, and document historic sites and structures within the community, including possible intensive level surveys and National Historic Registration status.
- Policy CIUD-6.2 Implement the protection and/or restoration of specific structures and sites that will help preserve the City’s history and identity, i.e. Aunt Mame’s.
- Policy CIUD-6.3 Identify and prioritize locations within the City for historical monuments, dioramas, or other historical site information.

Policy CIUD-6.4 Identify a funding source to produce a brochure for residents, school groups, and visitors that chronicles the City's history, identifies historic locations for the accommodation of on-site visits and education.