



South Jordan Sub Areas Plan

REDWOOD ROAD CORRIDOR + JORDAN RIVER GATEWAY

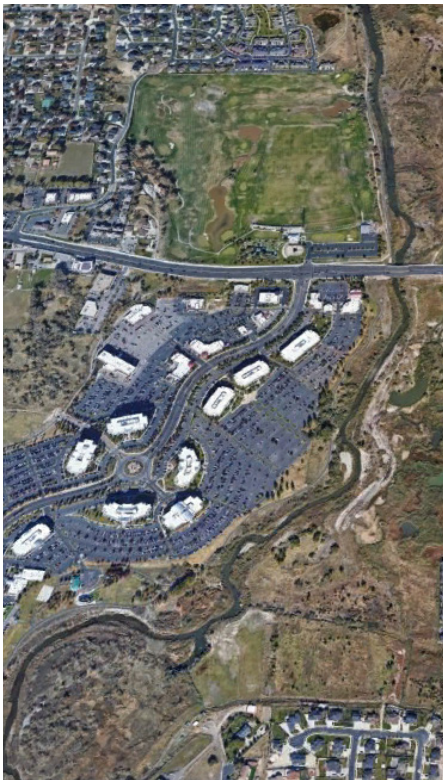
SUB AREAS OVERVIEW

Through the General Plan process, completed in early 2020, it became apparent that there was a need for a closer look at two sub areas, the Redwood Road Corridor and the Jordan Gateway. The South Jordan General Plan includes chapters dedicated to How We Move, Where We Live, Where We Work, Where We Gather, Where We Play, and How We Grow. This plan reflects the values and goals of the General Plan and should be used alongside it.

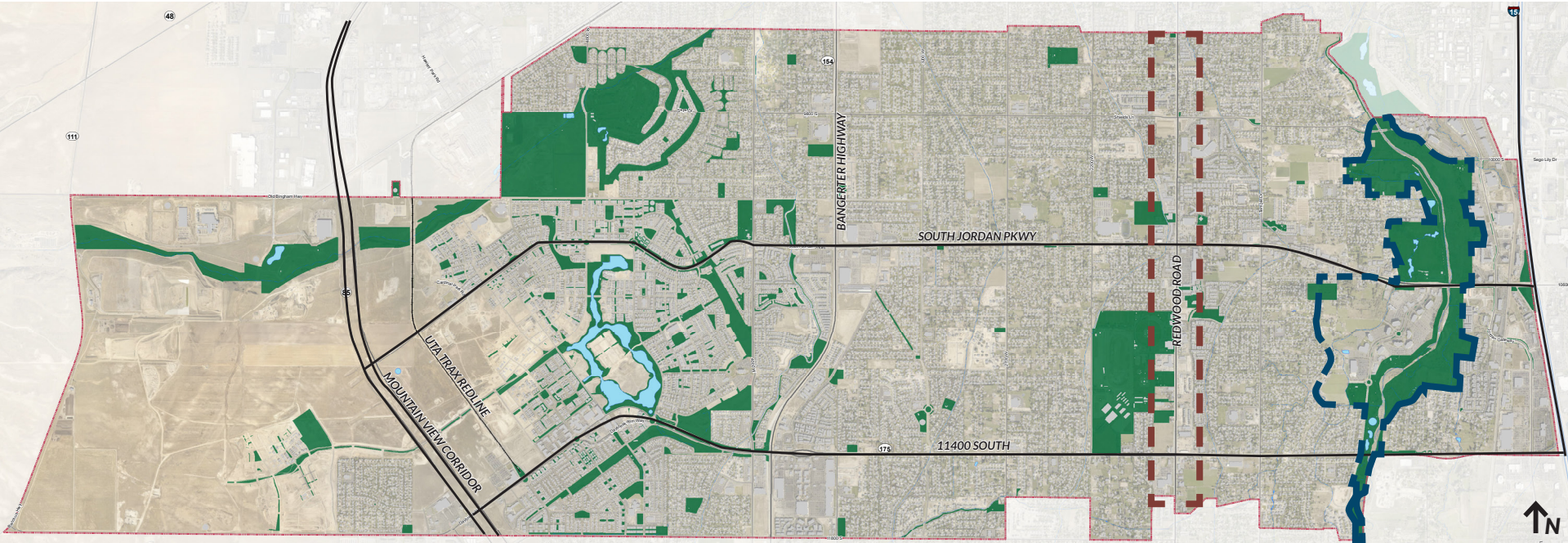
The map to the right illustrates the subarea boundaries and general orientation of the site. A more in-depth look at the future of these areas, including detailed area of change maps, is in the following pages of this chapter.



The two sub areas were chosen because they are unlike any other part of the City. Both areas, unique as they are, are seen as entrances to the City, employment and economic hubs, and major transportation corridors. Each needed further evaluation and attention on potential future design, land use scenarios, goals and policies, and potential new projects. This sub area plan also called for additional outreach, coordinating closely with staff, elected officials, property and business owners, and the general public.

This plan went through multiple sets of revisions from City staff and major stakeholders in the area to confirm specific visions for the future and ensure that the goals, policies, and ideas are consistent with the ideas and values of the City and property owners.



SUB AREA BOUNDARY MAP



-  REDWOOD ROAD CORRIDOR
-  JORDAN RIVER GATEWAY



THE REDWOOD ROAD CORRIDOR

BACKGROUND & EXISTING CONDITIONS

Redwood Road is a major transportation corridor and economic center. At over 25,000 average annual daily trips, it lacks the human-scaled, walkable environment and appropriate mix of land uses to support this vision. A focus on key intersections at the South Jordan Towne Center will be important in moving the City toward a more vibrant corridor and center. As a UDOT roadway, South Jordan City does not have significant control over the streetscape. Therefore, improvements will likely center on redevelopment, expansion, and densification of land uses.

AREA ASSETS

The Redwood Road Corridor is at the heart of South Jordan. Major points of interest along Redwood Road include City Hall and the Towne Center, City Park, City Public Works Building, City Public Safety Building, Salt Lake County Recreation Center, Merit Medical, South Jordan Community Center/Senior Center, Salt Lake County Equestrian Park, and two major grocers and housing facilities. The area has potential to become a vibrant corridor that serves many needs for South Jordan residents.

The corridor has been part of many planning/revitalization studies, but those studies have failed to be fully implemented due to complications regarding state right-of-way ownership, and general lack of overall, cohesive and agreed-upon vision for the area.

AREA CHALLENGES

Along with its assets, Redwood Road has many challenges to overcome in order to become the vibrant and lively corridor it could be. The road is owned and controlled by Utah's Department of Transportation (UDOT), leaving South Jordan limited control over the design on the right-of-way. South Jordan does, however, have control over the land uses and design on either side of the road.



VISION

Redwood Road Corridor’s distinct character is unmistakable with unique branding and consistent site design. The corridor is a vibrant stretch of employment and restaurants supported by strategically-placed residential. Although the corridor is efficient for vehicular travel, it is accessible and safe to navigate on foot, with trail connections to surrounding neighborhoods and inviting public spaces.



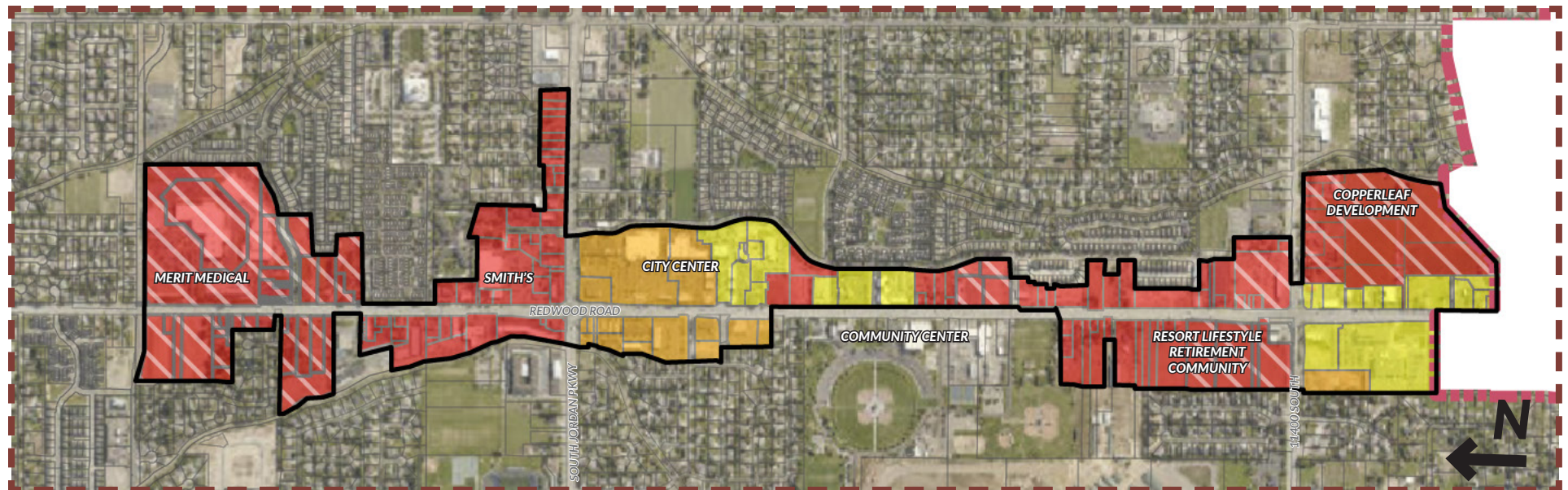
AREAS OF CHANGE

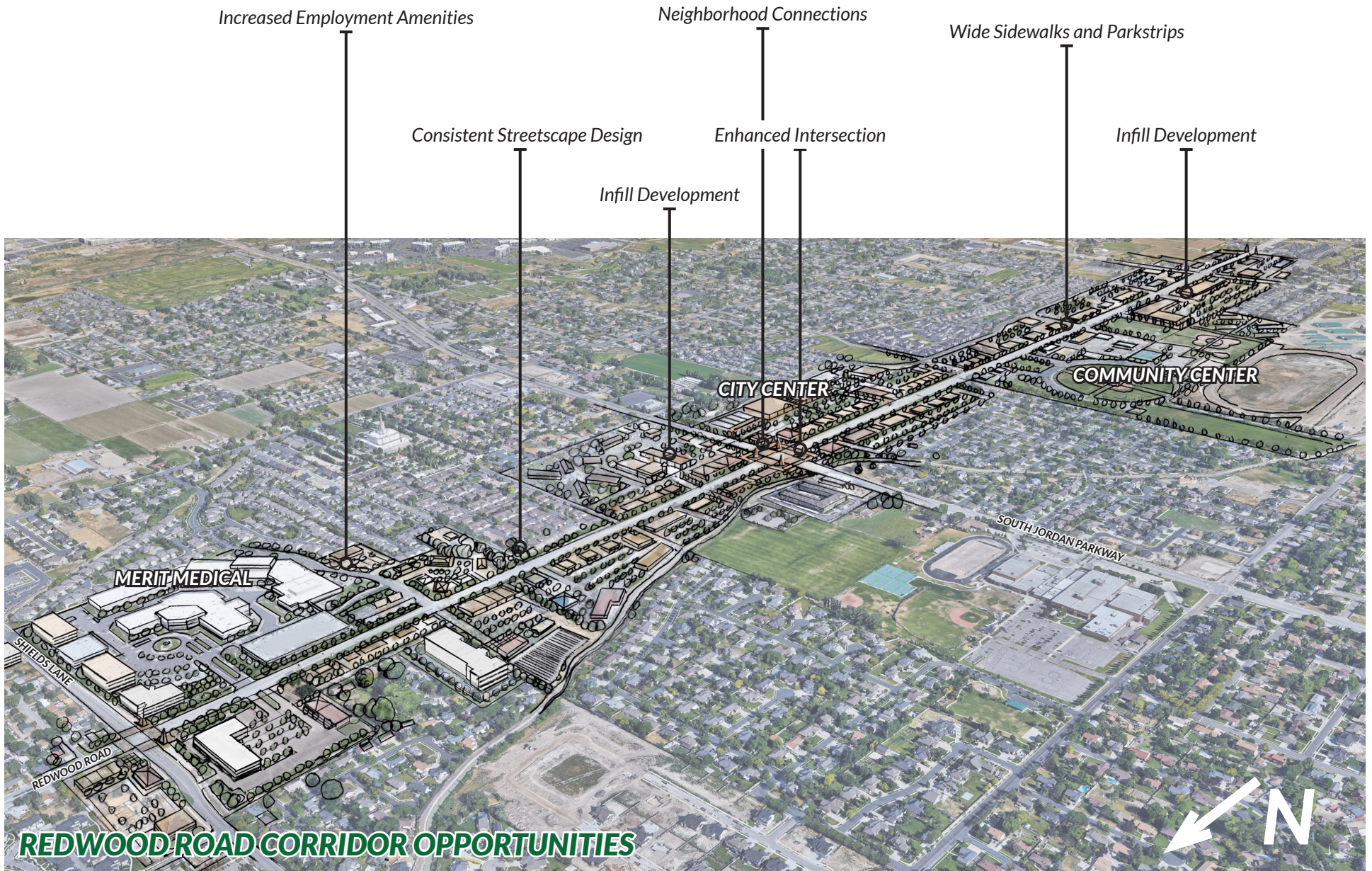
The map below indicates properties within the sub area that have the potential to change. This map was put together using the county’s assessor parcel data to determine parcels that are vacant or parcels that have a higher property value than building value.

This information was combined with the City Planning Department’s existing proposals, insight, and projects.

- SOME POTENTIAL FOR CHANGE:** These areas may change slightly over time to match the vision for the sub-areas, but it’s unlikely that they will change in character or use.
- MODERATE POTENTIAL FOR CHANGE:** These areas have several indicators of change. It’s likely that they will redevelop in the next 10-20 years

- HIGHLY LIKELY TO CHANGE:** These areas are most likely to change. No plans are developed, but it is highly anticipated that these areas will undergo changes in land use and character over the next 10-20 years due to their location and land use.
- PLANNED TO CHANGE:** These areas are already on their way towards change. There may be plans circulating City Hall, construction started, or discussions underway on the future of these areas.







THE GOALS

The goals and strategies in this document are intended to provide South Jordan City with the necessary steps forward in making the vision for the Redwood Road Corridor a reality. The goals in this document are broad, big picture items and the strategies underneath are more specific actions the city can take.

These strategies have been organized below in a table to show intended timeline, type of strategy, and anticipated funding.

TIMELINE

SHORT-TERM: These strategies could be accomplished now

MID-TERM: These strategies will take further coordination and planning, but still have a relatively low level of effort

LONG-TERM: These strategies are either ongoing, but could be started now, or are seen as long-term options

COST

\$: These strategies can be accomplished without additional City staff members or changes to city budget

\$\$: These strategies will need to be planned for within City budget, but will not need an outside funding source, these strategies may require additional City staff

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TYPE

REGULATORY REFORM: These strategies can be accomplished through updates to existing development regulations and standards

COLLABORATION OR PARTNERSHIP: These strategies may require additional analysis and direction at a more detailed level than within this plan or will require close coordination and collaboration with local agencies, groups, and/or developers

CAPITAL PROJECT: These strategies involve major infrastructure investments and should be considered in conjunction with other capital improvements to determine priorities, project efficiencies, and timing of expenditures

Redwood Road Corridor Goals

Strategy	Timeframe	Cost	Type
1.1	Short-Term	\$\$\$	Capital Project
1.2	Short-Term	\$\$\$	Capital Project
2.1	Mid-Term	\$	Regulatory Reform
2.2	Mid-Term	\$	Regulatory Reform
2.3	Mid-Term	\$	Collaboration or Partnership
3.1	Short-Term	\$\$\$	Capital Project
3.2	Long-Term	\$	Collaboration or Partnership
3.3	Mid-Term	\$	Regulatory Reform
3.4	Short-Term	\$	Regulatory Reform
4.1	Long-Term	\$	Regulatory Reform
4.2	Mid-Term	\$\$\$	Capital Project
4.3	Long-Term	\$	Regulatory Reform
4.4	Long-Term	\$\$	Regulatory Reform
4.5	Short-Term	\$	Regulatory Reform
5.1	Short-Term	\$\$	Collaboration or Partnership
5.2	Mid-Term	\$\$	Collaboration or Partnership

GOALS FOR THE REDWOOD ROAD CORRIDOR

GOAL 1: Brand Redwood Road area as a corridor

- 1.1 Install gateway elements at north and south terminus of Redwood Road
- 1.2 Install unique, consistent accents to street lights and wayfinding in the right-of-way, encourage interactive public art, unique furnishings, and other valuable placemaking elements in developments along Redwood Road

GOAL 2: Promote employment opportunities

- 2.1 Encourage new development to include office or commercial flex space on the ground level
- 2.2 Encourage redevelopment and infill development at the Smith's (northeast corner of South Jordan Parkway and Redwood Road) and Towne Center sites to provide office space
- 2.3 Encourage redevelopment of sites surrounding the intersection of Redwood Road and South Jordan Parkway to provide more employment opportunities

GOAL 3: Create places for people to gather along Redwood Road

- 3.1 Enhance and build on plans for the public space in and around the Towne Center to encourage informal recreation and gathering in the plaza-like space with additions such as enhanced crosswalks per the Redwood Road Design Guidelines herein
- 3.2 Encourage and support the South Jordan Arts Council in the installation of public art in public spaces
- 3.3 Encourage surrounding residential development to include off-street paths that lead residents to retail, restaurants, employment, and entertainment
- 3.4 Develop requirements for shared parking between office and retail to reduce the footprint of surface parking in Redwood Road Mixed Use Zones

GOAL 4: Promote consistent forms and design elements

- 4.1 Require all new development or redevelopment to install streetscape elements per the Redwood Road Design Guidelines herein
- 4.2 Upgrade major intersections as new development occurs with urban design and gateway features per the Redwood Road Design Guidelines herein
- 4.3 Require all parking to be located at the side or rear of the building leaving space between the building and sidewalk for landscape
- 4.4 Require all new development or redevelopment along Redwood Road to bury overhead utilities
- 4.5 Develop a palette of acceptable site furnishings

GOAL 5: Engage in a study of the intersection of Redwood Road and South Jordan Parkway

- 5.1 Perform a traffic study to identify inefficiencies
- 5.2 Work with property owners along South Jordan Parkway to provide pedestrian connectivity between Bingham High School and the Redwood Road area

REDWOOD ROAD DESIGN GUIDELINES

These guidelines are in place to guide future development along Redwood Road. Some of the guidelines are already required by code, others are not requirements, but rather elements that the public, City staff, and officials support and desire in this area. For the Redwood Road Corridor there are four sections of guidelines: buildings (1), sidewalks/parkstrips (2), Street Furnishings (3), Intersections (4).





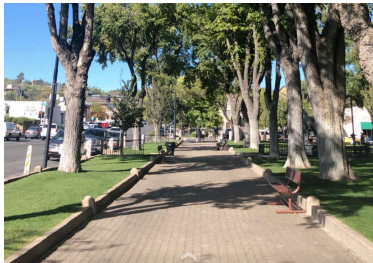
BUILDINGS (1)

- All buildings should include vertical and horizontal articulations to break up building mass
- Non-residential buildings should have a minimum of 60% transparency on the ground floor where the building faces Redwood Road
- Non-residential buildings should include at least one pedestrian entrance per use accessible from Redwood Road
- Multi-family residential buildings should include balconies or patios with a minimum size of 60 sq.ft. for all units
- Multi-family residential buildings should be constructed using a mixture of high-quality materials with variations in facades and roof plains to break up the massing of buildings over 50' long and two stories tall



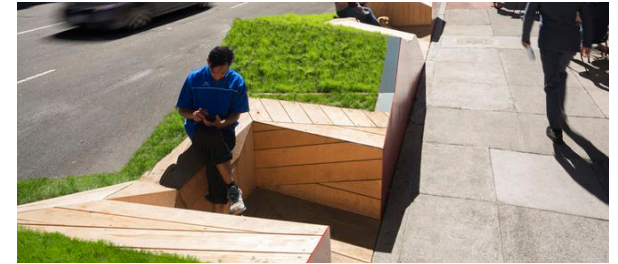
SIDEWALKS AND PARKSTRIPS (2)

- Sidewalks along Redwood Road should have a minimum of 8 feet for a clear walkway
- Parkstrips separating sidewalks from Redwood Road should be 12 feet wide from the back of curb to the sidewalk edge
- Parkstrips should include at least 50% planted or living materials
- Plants in parkstrips should be grouped by hydrozone and use drip irrigation systems to minimize water usage
- Parkstrips should include trees and raised planters to further separate pedestrians from the street
- Shade-type street trees should be installed a minimum of every 40 feet in parkstrips along Redwood Road



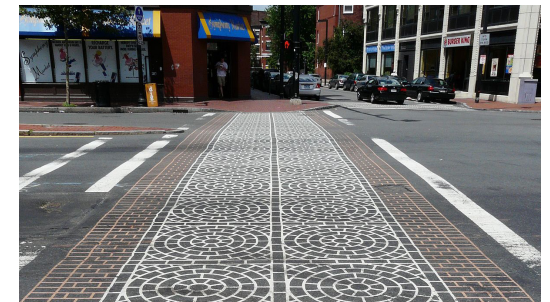
SITE FURNISHINGS (3)

- Benches and trash and recycling receptacles should be placed near pedestrian crossings and at transit stops, not to exceed 800 feet between groupings of furnishings
- Developments along Redwood Road should provide bike storage for employees, visitors, and residents
- Developments along Redwood Road should strive to provide unique and interactive furnishings to compliment district and gateway elements similar to those pictured herein



INTERSECTIONS (4)

- Corners at each intersection on Redwood Road should include specialty paving, unique furnishings, and/or unique landscaping
- Crosswalks intersecting Redwood Road should be a minimum of 8 feet wide
- Where crosswalks stretch across 6 or more lanes, a pedestrian refuge island should be installed in Redwood Road





MARKET ANALYSIS

OVERVIEW

This market analysis, completed by Zions Public Finance, considers which uses would be financially feasible in the market and, of importance to the City, what fiscal impacts would be generated to South Jordan by each property type. Understanding the fiscal impacts (primarily property taxes, sales taxes, and population distribution in this analysis) of future developments is critical in planning for implementable uses. The fiscal impact analysis also showed what the site is currently generating, and what sales generation could be achieved from a variety of retailers. Total needs for each of the proposed property types (office, retail, and residential) were shown considering parking requirements, likely floor plate sizes, and total building heights that are feasible in the local market.

PROFIT TABLE DESCRIBED

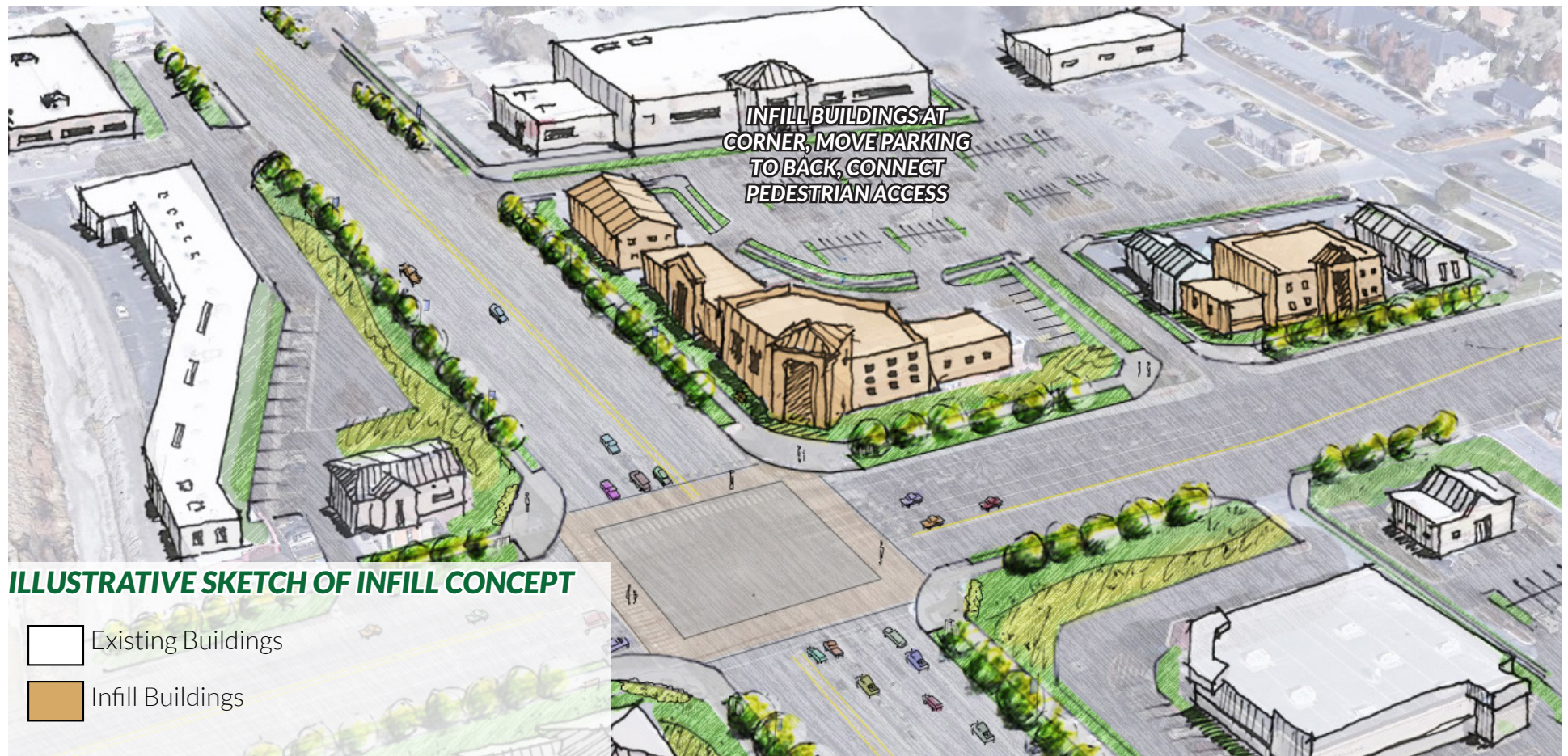
The “achievable profit” shows results of highest and best use studies that were performed specifically for the Redwood Road and 104th South site. Consideration was made for achievable rents, operating expenses, required investment returns, and total construction and land acquisition costs for a variety of use types. Available profit (the spread between anticipated value and total construction and land costs) is shown as a percentage of value. The “required profit,” as dictated by the market, is shown in the associated column. This highlights the return the market would need in order to undertake that type of development. If “achievable profit” is less than “required profit,” then construction will likely not occur unless some incentives are provided in order to bridge the value and profit gap.

Redwood Road and 104th South			
Use	Achievable Profit	Required Profit	Feasibility
Office (25,000 sq ft)	10.1-18.0%	17-22%	Potentially – incentives would be necessary for covered parking. If tenant is in tow, or build-to-suit scenario, then feasibility increases
Residential (75 Units)	17.6-22.8%	15-20%	Yes – incentives should be considered for specific design characteristics – i.e., covered parking, heights, architectural appeal, amenities
Retail (7,500 sq.ft.)	9.7-17.1%	18-22%	Not likely unless incentives provided, tenant in tow, or low land cost basis

CONCLUSION OF THE MARKET ANALYSIS

Given the economic climate at the time of this report, as well as the information provided in the market analysis, the highest and best use for the property at the northeast corner of Redwood Road and South Jordan Parkway is to keep the Smith’s Grocery Store in operation.

Planning for infill development on the four corners of the intersection could increase the availability of small office for employment opportunities and enhance pedestrian amenities to encourage a more vibrant space. Below is an illustrative sketch representing an example of how this design concept could look in the future.





A VISION FOR THE JORDAN RIVER GATEWAY

BACKGROUND & EXISTING CONDITIONS

The Jordan River Gateway provides key, regional, north-south connectivity by way of Interstate 15, the Jordan River Trail, and FrontRunner Commuter Rail. The Jordan River Parkway Trail serves over 45 miles in Salt Lake County alone, providing a connection from the Great Salt Lake to Utah Lake for pedestrians, cyclists, and more. The FrontRunner Commuter Rail runs from Pleasant View to Provo and provides a link to several TRAX and local bus routes providing access to many of the region's major employment, entertainment, education, recreation, and living opportunities. South Jordan City owns many of the parcels directly west of the Jordan River; the majority of the parcels to the east of the river, which are home to several sensitive bird species, have conservation easements and are either owned federally, by the State of Utah, or by the

AREA ASSETS

The Jordan River, Mulligans Golf and Games, the RiverPark Corporate Center, and UTA's FrontRunner are all major regional assets. Having a stop along the FrontRunner route serves as a huge asset to the City, providing convenient access to residents and visitors.

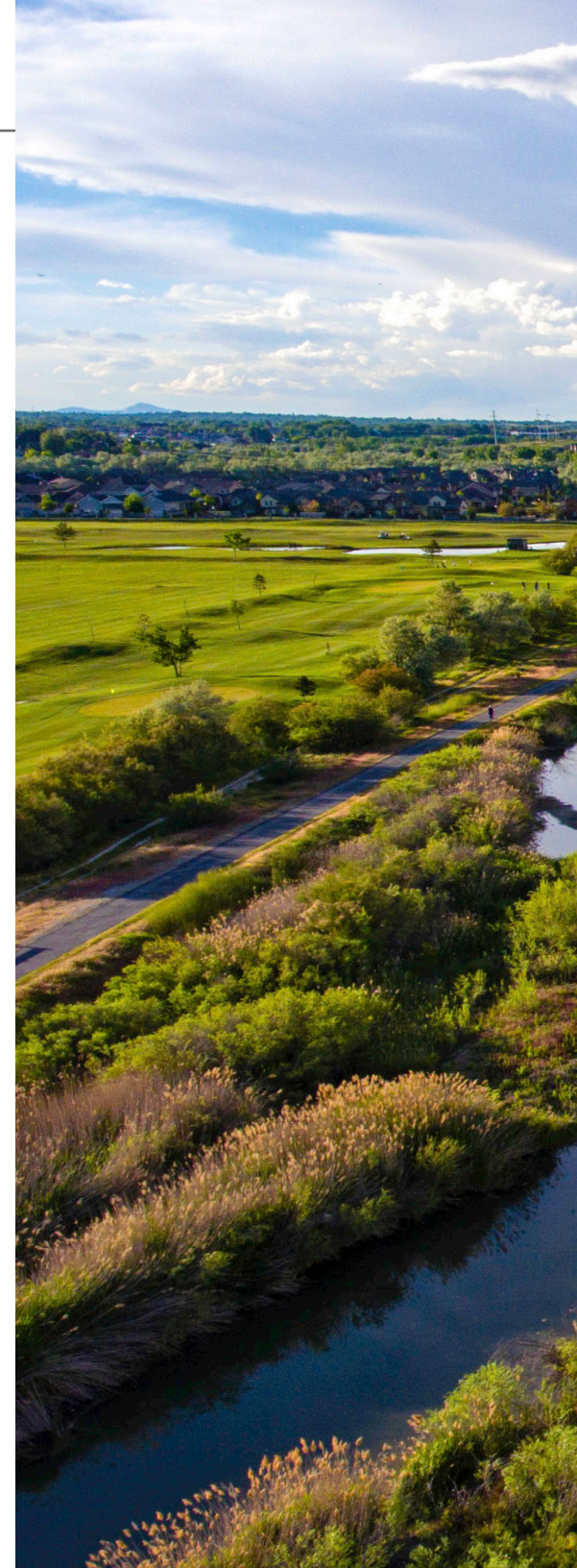
The Jordan River is also an incredible asset for its recreational and environmental properties. The river is home to an expansive trail as mentioned above, and serves as an oasis of natural wetlands and parks to all who visit.

city with some private ownership. This document is to be used alongside Blueprint Jordan River. In 2010 the Jordan River Commission was created to serve as a resource to local communities, implement the living document *Blueprint Jordan River*, and provide a forum for coordination on planning, restoration, and development along the entire Jordan River Corridor.

Anchored by the historically and environmentally significant Jordan River, this subarea is not living up to its potential as either a transit oriented corridor or a natural feature to celebrate the river. This study focuses on creating a vibrant, pedestrian oriented area of a mix of uses including high density housing and commercial development balanced with the right amount of preservation and recreation opportunities along the river.

AREA CHALLENGES

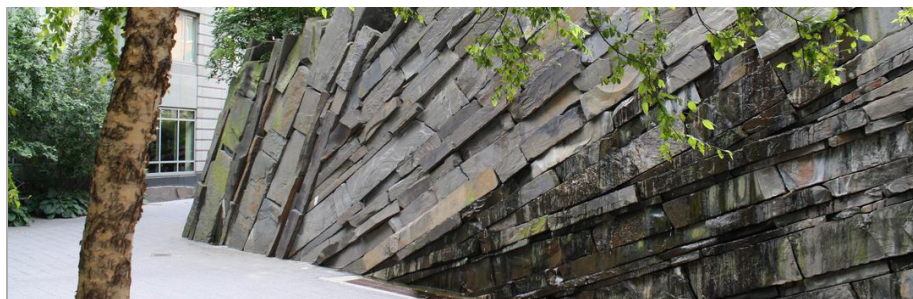
Along with its assets, this corridor has its challenges. As one of the last areas with large lots left on the eastern half of South Jordan, there is increasing development pressure. It will be important moving forward to determine a careful balance of development, recreation, and natural habitat in this area.





VISION

The Jordan Gateway is where South Jordan’s rural heritage and urban lifestyle meet. With public transit, freeway access, and regional trail connections, this area is accessible for all, making it a City-wide gathering destination. This area is a careful balance of natural open space preservation and economic amenities that highlights our unique blend of land use.



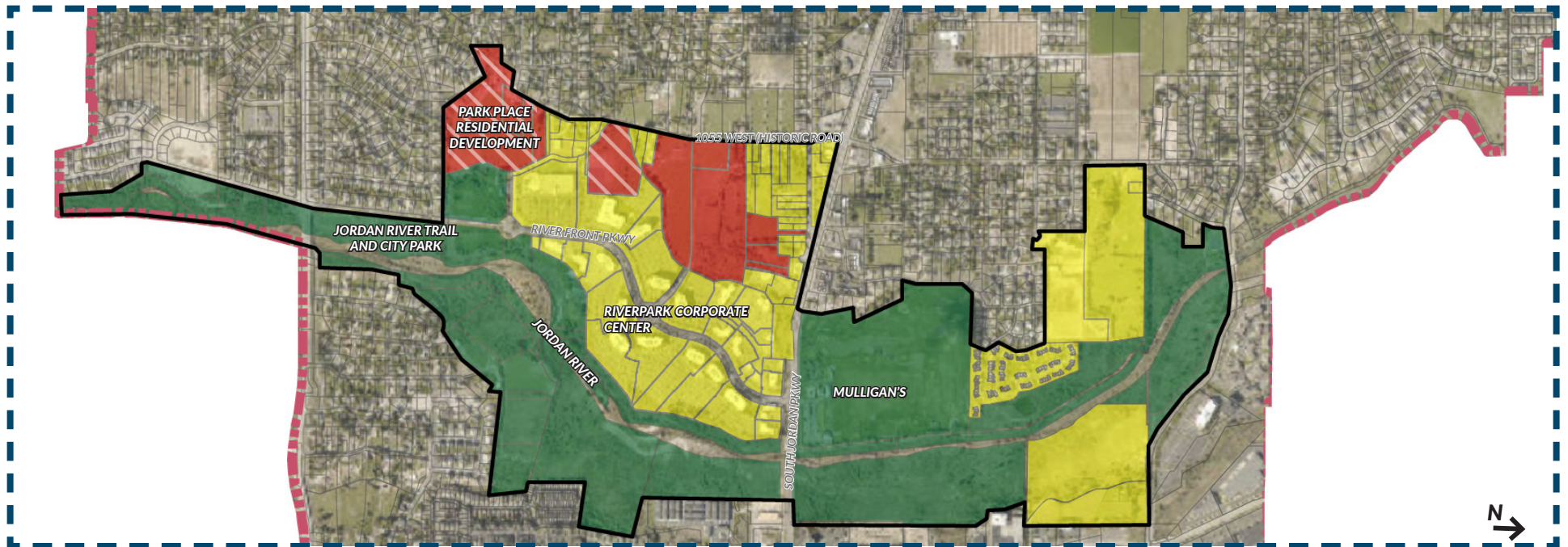
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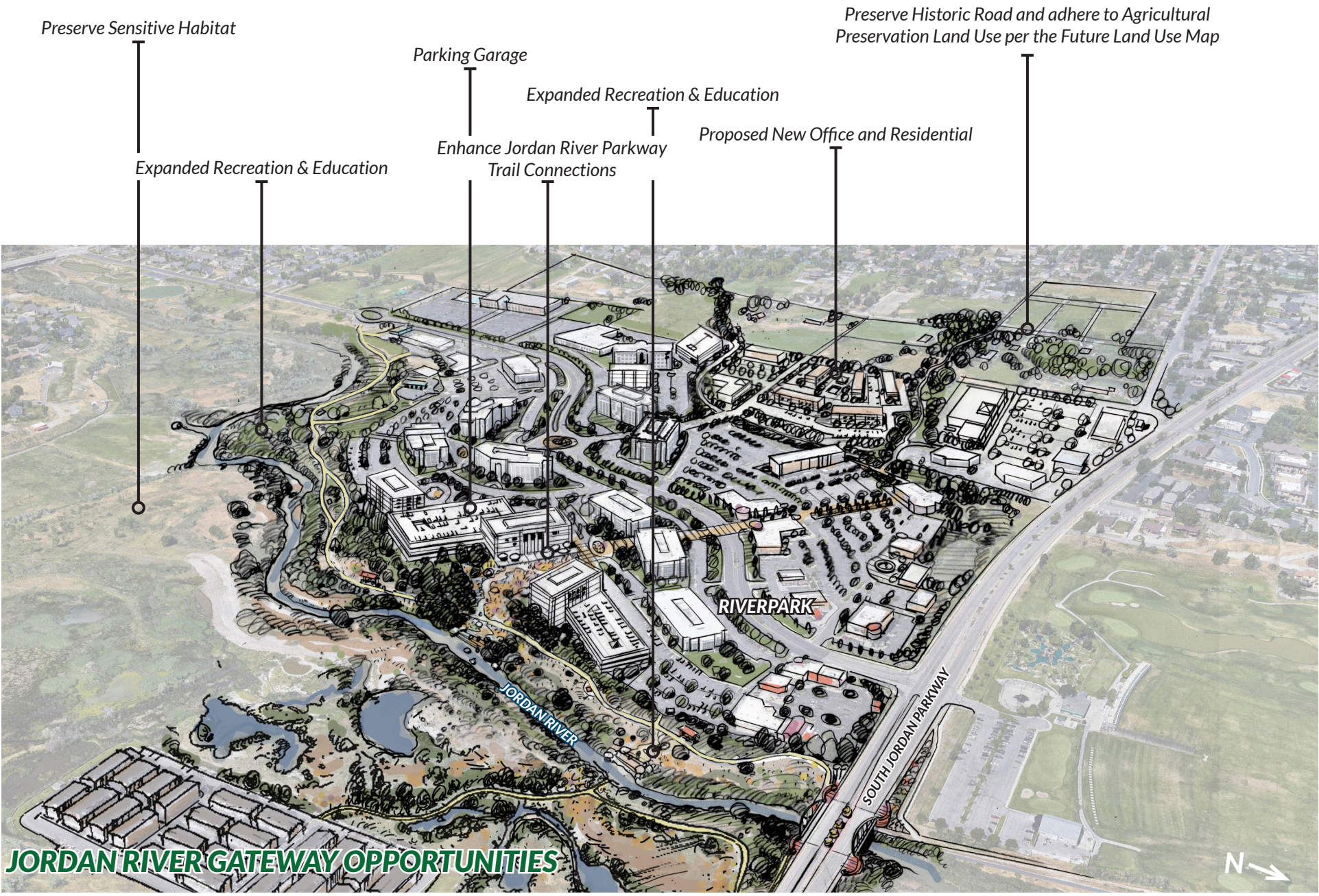
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that have a higher property value than building value. This information was combined with the City Planning Department’s existing proposals, insight, and projects.

- **PRESERVE:** These areas contain sensitive habitats and/or valued open spaces and should be carefully preserved.
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JORDAN RIVER GATEWAY OPPORTUNITIES





THE GOALS

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Jordan River Gateway Goals

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1.2	Short-Term	\$	Regulatory Reform
1.3	Long-Term	\$	Regulatory Reform
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3.1	Long-Term	\$	Regulatory Reform
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4.1	Short-Term	\$\$\$	Capital Project
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4.5	Mid-Term	\$\$	Capital Project
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6.1	Mid-Term	\$	Regulatory Reform
6.2	Long-Term	\$\$	Capital Project
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7.1	Mid-Term	\$\$\$	Capital Project
7.2	Long-Term	\$	Regulatory Reform
7.3	Mid-Term	\$\$\$	Capital Project
7.4	Long -Term	\$\$	Capital Project

GOAL 1: Promote infill development consistent with existing character and rural heritage

- 1.1 Develop an incentive program to encourage the development of parking structures
- 1.2 Develop an incentive program to encourage infill development in River Park that blends the existing River Park character with the rural character of the 1055 W roadway corridor
- 1.3 Encourage mixed use development west of River Park
- 1.4 Incentivize additional office and retail buildings and increase the average Floor Area Ratio of River Park

GOAL 2: Preserve the edge of S 1055 W (historically designated road) with agricultural preservation land use

- 2.1 Consider creating an overlay zone district along 1055 W to preserve agricultural and historic character
- 2.2 Promote uses consistent with the Future Land Use Map and Historic Road Designation

GOAL 3: Promote preservation of the natural areas associated with the Jordan River

- 3.1 Ensure development adjacent to the Jordan River minimizes impacts to water quality and natural habitat (i.e. permeable pavements, bioengineered ponds and wetland, bioswales, oil separators, greenroofs, and rain gardens similar to Mystic Springs)
- 3.2 Promote a buffer consistent with the Jordan River Commission Best Practices Guidelines between the Jordan River and adjacent buildings and parkway
- 3.3 Identify properties adjacent to the Jordan River to preserve as natural habitat and work with property owners and local groups to preserve them

GOAL 4: Highlight opportunities for interaction with the Jordan River that are consistent with Blueprint Jordan River

- 4.1 Provide low-impact boardwalk-style trails near the river for wildlife viewing and interpretive educational signage
- 4.2 Allow for small classroom-style seating areas near the river for educational groups
- 4.3 Determine a location for kayak access along the River
- 4.4 Explore opportunities for additional amenities along the Jordan River Parkway Trail such as GreenBikes or additional parking and trailheads
- 4.5 Promote a feeling of safety for trail users by incorporating appropriate lighting and street visibility

GOAL 5: Encourage educational opportunities along the Jordan River to celebrate the history and habitat significance of the Jordan River

- 5.1 Provide educational signage in parks and natural areas where appropriate to promote awareness of the cultural and natural significance of the area
- 5.2 Incorporate the Jordan River's natural and cultural history into park elements, landscaping, and public art installations in developments adjacent to the River

GOAL 6: Encourage people to spend more time in the Jordan River area

- 6.1 Encourage a mix of uses in the River Park area, creating an overlap in uses and thus, lengthening the hours of the day people spend time in the area
- 6.2 Host public events that celebrate both the unique qualities of the Jordan River and the agricultural heritage of the 1055 roadway corridor area
- 6.3 Encourage coordination between the Jordan River Commission, the City and local businesses on events and initiatives



GOAL 7: Encourage the use of public and active transportation

- 7.1 Create convenient, obvious, and safe routes from the River Park development to the South Jordan Station
- 7.2 Require all new development in this area to provide off-street connections to surrounding amenities such as the river, retail and restaurants, other trails, and public transportation
- 7.3 Enhance the trailheads along the Jordan River Trail and allow them to become hubs for micromobility elements such as bike-share
- 7.4 Continue to improve the Jordan River Trail as an essential active transportation corridor

