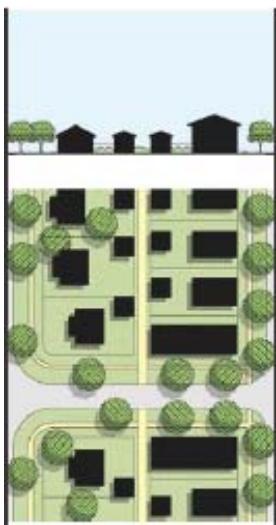


District 22: Southern Highway 89

Priority: Manage Growth Responsibly

The Southern Highway 89 district is identified as a Town Commercial district in the Future Land Use Plan and is an appropriate area for responsible growth. The district is characterized by locally-oriented light industry, residential, and commercial uses. It is divided into four areas with distinct character types: (1) South Highway 89 gateway, (2) Gregory Lane, (3) South Park Loop Road, and (4) Hidden Ranch.



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The Southern Highway 89 and South Park Loop Road areas are classified as Mixed-Use Local Orientation in the Future Land Use Plan. Areas along South Highway 89 and South Park Loop Road are transitional commercial corridors. South Highway 89 is a gateway corridor into the Town of Jackson and therefore should begin to develop a pattern that provides an attractive street frontage. The town will focus on properties fronting South Highway

89 to enhance the visual image in both the built environment and public right-of-way. The current uses will continue to include locally-oriented commercial and limited business park uses. The town will continue to encourage residential uses on upper levels and to the rear of properties. In addition, as redevelopment occurs, the two-story buildings fronting the street could convert to three-story buildings at the rear as an opportunity to provide workforce housing. Parking should be located behind buildings and be screened from the public road views. Single use and one-story structures are discouraged.

The community recognizes that significant improvements to the public realm will also be necessary in order to transform this area into a community gateway. Specifically, this should include a redesign of Highway 89 according to the Complete Streets concept.

The Gregory Lane area is classified as Light Industry with the existing uses and pattern of development maintained in the Future Land Use Plan. The area will continue with light industrial and accessory residential uses to support our local economy. Due to limited opportunities to expand or add additional light industrial areas, the town will protect these existing areas against encroachment of retail uses. Because of its location and use, design sensitivity in this area is low.

THEME PRIORITIZATION IN THIS DISTRICT

RESPONSIBLE GROWTH

- Continue retail and light industrial uses in this district to meet local community needs.

TOWN AS HEART

- Encourage upgrades to this gateway district as a component of Town as Heart.

TRANSPORTATION

- Redesign South Highway 89, South Park Loop Road and High School Road as Complete Streets.
- Increase public transit frequency all year round.

WORKFORCE HOUSING

- Appropriate location for workforce housing.
- Consider density bonuses for workforce housing.

BALANCED COMMUNITY/ECONOMY

- Protect the Gregory Lane area as a location for light industrial uses to support our construction and service economy.
- Support local retail and office uses along the Highway 89 corridor and South Park Loop Road

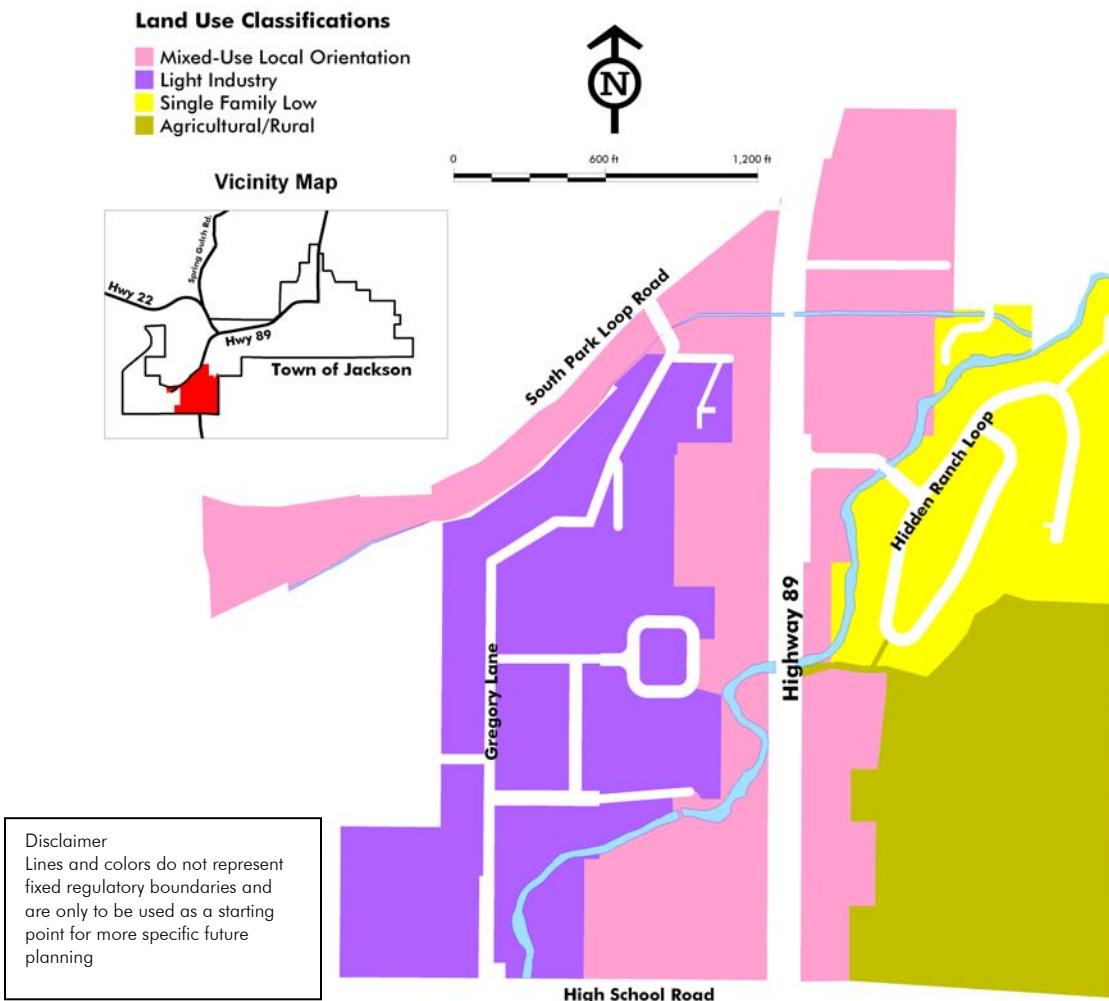
WILDLIFE AND NATURAL RESOURCES

- Development will be sensitive to wildlife permeability at the periphery of the district.
- Development will be sensitive to hillside areas located in this district.

COMMUNITY FACILITIES

- Consider locating community facilities in this district.

Conceptual Future Land Use Map



Properties along South Park Loop Road will be of similar use and urban design to those described for along Highway 89. However, design sensitivity is lower than for those properties located within the gateway.

The Hidden Ranch neighborhood and adjacent areas are classified as Single Family Low and Agriculture/Rural in the Future Land Use Plan, which is consistent with current uses. This area will maintain the current single family low density use and development pattern that exists today. Future development of the undeveloped area south of Hidden Ranch will be sensitive to the hillside and wildlife.