



HIGHWAY COMMERCIAL DESIGN MANUAL

The City of Jordan
EXECUTIVE SUMMARY

OVERVIEW

The City of Jordan's Highway Commercial Design Manual Acts to provide direction to decision makers, design professionals, and the public regarding improvements to existing buildings and sites, and to guide and encourage development of new construction in the Highway Commercial District.

APPLICABILITY

The Highway Commercial Design Manual looks at Highway Commercial areas located along Highway 21 and U.S. Highway 169, which serve as gateways into the City.

PURPOSE

The purpose of the Highway Commercial District is to provide appropriate locations for a broad range of commercial activities which are primarily oriented to highway users and which are designed to serve local and regional customers, as well as vehicular and non-vehicular traffic. The principal purpose of design standards is to convey a sense of the preferred quality for a place. These standards seek to achieve compatibility among developments as well as establish minimum standards for the design and construction of Jordan's Highway Commercial District. The design standards focus on offering solutions which are expansive and flexible, allowing property owners to work in cooperation with the City of Jordan to arrive at a design which protects the integrity of the Highway Commercial District, and assists in achieving the overall vision for the City of Jordan.

DETAILS

The Design Manual goes into detail on Site Design, which states the City's intent for each section as well as detailed information on:

- Building Setbacks
- Parking
- Landscaping
- Public Spaces
- Fencing and Walls
- Lighting
- Streetscape Furniture and Elements
- Pedestrian and Bicycle Access
- Placement and Screening of Services, Loading and Storage Areas

The Design Manual also guides Building Design and Architectural elements which are considered in the review of building plans. The section includes intent and standards for:

- Proportion and Scale
- Placement and Orientation
- Building Height
- Building Details and Façade
- Fenestration
- Building Entries, Overhangs, Awnings, and Canopies
- Materials
- Colors
- Roof Design and Materials
- Corporate and Franchise Design

ADDITIONAL INFORMATION

These guidelines provide a framework for the City's design review process and policies. The document provides information on the application and review process, current opportunities within the City, and Goals and Objectives for Highway Business Development. It provides a glossary of terms used as well as references for developers, decision makers, and design professionals to further clarify the development process and future vision for the City of Jordan.

CONCLUSION

The Highway Commercial Design Manual will aid in achieving the goals and objectives for highway business development in Jordan and create a smooth transition from the unique character and integrity of downtown to the Highway Commercial areas.