



welcome to Moab and the Spanish Valley

Moab/ Grand County North Corridor Gateway

A General Plan Amendment

prepared by
Four Corners Planning, Inc.
in association with
Charles Zucker and Gene Moser

April 4, 2001

CITY OF MOAB/ GRAND COUNTY
NORTH CORRIDOR GATEWAY PLAN – A GENERAL PLAN AMENDMENT

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CITY OF MOAB/ GRAND COUNTY NORTH CORRIDOR GATEWAY PLAN

I. INTRODUCTION

The natural environment and the character of development along the Highway 191 "North Corridor" entrance to the City of Moab provide visitors with their first and lasting impressions of the Moab/Grand County community. Therefore, the type and style of permitted development is of concern to all citizens. This Plan presents the community vision regarding land use preferences and development design standards related to streetscape appearance, rather than to specific architectural design.

Authority

The Utah Code authorizes cities and counties to plan their communities as provided in Title 10 and 17, respectively, of the Utah Code Annotated 1953, as amended, and more specifically in:

Municipalities

Title 10, Chapter 9, Land Use Development and Management, Utah Code, which was revised in 1991 and became effective on July 1, 1992

Counties

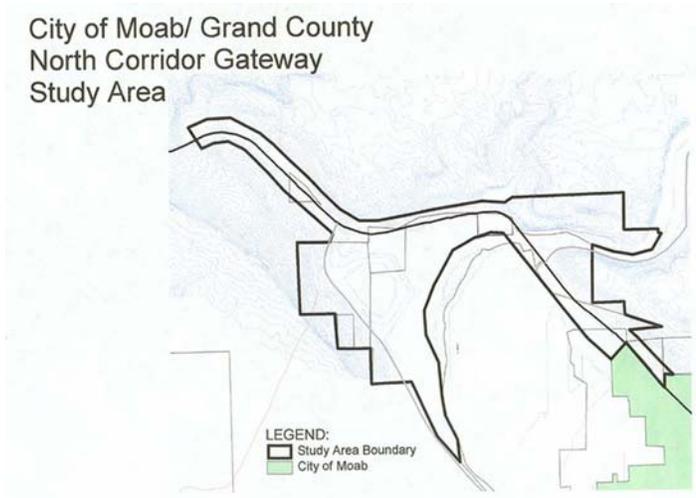
Title 17, Chapter 27, Land Use Development and Management, Utah Code

Applicability

The North Corridor Gateway Plan applies to lands along Highway 191 North as shown on the map below, including but not limited to:

- (1) Lands within 500 feet of the highway;
- (2) Parcels or portions of parcels with highway frontage between the entrance to Arches National Park and Moab city limits; and
- (3) The Atlas properties.

The Plan shall not be interpreted to support additional development on lands with slopes in excess of 30% or on top of the surrounding escarpments



Why Plan?

Land use planning is a means of achieving community goals through citizen participation and rational decision-making, consistent with a desired community image. It is fiscally responsible to base public and private finance decisions on land use planning. Both public and private investment can yield greater benefits where there is an orderly, reliable program for development. The North Corridor Gateway Plan is intended to provide guidance for investment decisions that must be made by UDOT, local service providers, and individual landowners.

Planning occurs with or without a coordinated, community planning effort. All land use decision-making, whether accomplished by individuals or as a community, constitutes "planning" -- these decisions affect everyone in the community. Planning affects people's homes and investments, their peace and enjoyment, the cost of living, and overall quality of life. With effective, coordinated planning, a community can achieve its preferred future. Without effective, coordinated planning, the future of a community is determined solely through individual decision-making that may seek to achieve personal goals without necessarily considering community interests or those of the neighbors.

The Planning Process

The North Corridor Gateway Plan was developed based on the results of a corridor planning study, completed through an intensive, two-day public participation process -- October 25-26, 2000. Consultants Charles Zucker, an Urban Designer from Washington, D.C., facilitated the project with assistance from Gene Moser of the Utah Local Governments Trust and Richard Grice of Four Corners Planning. The Consultants used urban design processes and public participation to resolve area planning issues. The public sessions were well attended by the City and County officials, the general public, property owners, and citizens with design interests and/or training. Citizen participation records are included as Appendix "A".

The Draft Plan was initially reviewed in a joint City/County Planning Commission meeting held on December 6, 2000, as a prelude to the public hearing adoption process.

Community Identity and Vision Statement

Moab is not just another tourist town -- it is both a community and a tourist hub. Moab is a people place, a "base camp", and an oasis offering refuge from the somewhat hostile surrounding environment. People come here primarily for what is around it. It has a diversity of people and views, and uniqueness of characteristics and scenic features that distinguishes it from other places. Linkages between Moab -- the "Hub" -- and the surrounding outdoor opportunities via paths, bike trails, roads, streets and highways are key to the area's identity.

Moab is an uncommon and unknown place that newcomers often feel they have somehow "discovered". Some stay and call it their own, only to later discover that it is not a place without problems. There is a pronounced imbalance between salaries, housing costs and the cost of living -- the needs of service workers often go unmet. The diverse opinions held by its citizens make it difficult to establish a common vision for the community. Heavy truck traffic through the heart of the City makes it somewhat less friendly than it might be to pedestrians (residents and visitors alike). Some find the built environment to be somewhat sterile and unimaginative -- it has been described as a "hodge-podge". Others relish the mix of styles for the diversity and self-expression it represents.

Even so, the characteristics of the gateway corridor that are attractive to the community citizens tend to be somewhat the same as those that are attractive to visitors. This Plan focuses on improving the attractiveness of the community to support the quality of life for long-term residents and all aspects of the local economy.

The following statement summarizes the community vision for the corridor:

MOAB/ GRAND COUNTY NORTH CORRIDOR GATEWAY VISION STATEMENT

As the primary gateway to Moab – the community and the resort -- the north corridor should be welcoming and friendly to pedestrians, bikers, residents, and visitors alike. The built environment should protect and complement Moab’s unique character, promote economic opportunity, demonstrate community pride and offer a positive first impression, without inhibiting design creativity.

II. EXISTING CONDITIONS

Base Economy: Hospitality

In the last decade since the closing of many mining operations, the economic base of the City of Moab and Grand County has gone through a transition from more emphasis on a strictly resource extractive based economy to one that now includes a small regional service based economy. According to the *City of Moab General Plan* and the *Grand County General Plan*, in the last 10 years the local economy has transformed into a tourism community. According to the *Moab General Plan*:

The City has become the hub for visitors to stay while they visit the wealth of beautiful scenic attractions and recreation sites such as Canyonlands and Arches National Park.

The Setting

North of the River

The character of lands in the study area north of the river is predominantly rural in nature, despite the presence of a post-industrial site, and a few campgrounds and outfitters. North of the Colorado River, a highway traveler senses the approach to Moab while enjoying long views of Moab and the Spanish Valley, the LaSal Mountains in the distance, the East and West Portals of the Colorado River and the adjacent escarpments. However, it is not until one reaches the Colorado Bridge that there is a sense of arrival.

South of the River

In contrast, a developing tourist and accommodations area characterize lands south of the river. Several new motels and recreational facilities, including a water slide and a scenic tram, are already present and/or under construction. It seems clear that vacant areas between new developments will soon see additional tourist accommodations, services and facility development.

Front Door – The First Impression

The North Corridor Gateway may be accurately described as the “Front Door” to the City of Moab and the Spanish Valley of Grand County. Communities are not unlike individual homeowners in that both generally seek to put their best forward and to create a positive first impression by making their front yard and front door as attractive as possible. This is particularly true when the base economy is hospitality.

The current condition of the North Corridor Gateway offers considerable opportunity for improving the first impression of our community. The quality of the corridor experience is diminished by the presence of a series of broken windowpanes -- to continue the analogy to a home and a homeowner. The good news is that most of these problems may be easily repaired.

Consider the following observations, some of which apply to areas already included in the City:

A. Atlas tailings

Soon after passing the entrance to Arches National Park, residents and visitors alike are treated to a spectacular, escarpment-framed view of Moab and the Spanish Valley, with the La Sal Mountains in the distance. Unfortunately, the view is marred by the intrusion of the atlas tailings pile. As this area is reclaimed, screening of some sort will be needed. Landscaping, perhaps with a picnic area, could solve this problem.



B. Atlas mill site

Next the traveler is treated to a panoramic view – the oasis of Moab and the Spanish Valley. Again the scene is flawed by the presence of the Atlas Mill Site, another screening opportunity.



C. Hill of dirt

Approaching the Colorado River and one of the Valley's most prominent geologic features, the east portal, we find an RV Park that is busy planting trees and making the parks as attractive and desirable as possible. However, adjacent to the highway, piles of dirt occupy the foreground and there is a large sign in the background. Landscaping, perhaps with a picnic area, could solve this problem.



D. Signage blocking portal

Closer still to the river and the portal, signage looms large, partially blocking view of the portal. A lower and somewhat smaller sign in this location would seem more appropriate. Perhaps, a monument-style sign built on a base of sandstone would better fit into the environment. At a minimum signage should not block views of the area's assets.



E. Colorado river bridge

The bridge serves as a distinctive focal point and provides a sense of arrival. Opportunities exist to make the bridge more of a celebration, more eye-catching. This could be accomplished with landscaping on either end, flags along the bridge, and/or monuments of some sort on each side at either end of the bridge, etc.



F. Intersection w/S.H. 128

Arriving at the intersection with State Highway 128, travelers find a stark intersection – no landscaping, no welcome signs, no directions, no kiosk, nothing. A spot that could be finished to create a special sense of place is instead just another intersection.



G. Power lines

Next, power lines assume the prominent visual perspective and interrupt view of the west wall and the west portal. Varied roof lines on the existing motel help to break up its mass. Power lines were recently relocated at great private expense and may be impossible to underground, given the fact that they are high voltage lines. Nonetheless, opportunities for removing anything that blocks principal views should be pursued when possible.



H. Light industrial use

Light industrial uses are best located away from the front door. Abundant land dedicated to light industrial use is available south of Moab along Highway 191 in the County's HC District. While relocation of this facility is desirable, it may not be practical. Again, an opportunity exists for screening.



I. More power lines & dirt

Notice the new motel with unfinished landscaping -- it could also use some awnings around windows and doors to add visual distinction. Again power lines clutter the view. Also, notice the sidewalk located directly adjacent to the highway travel lanes. Except for downtown commercial areas, sidewalks and trails are best separated from the travel lane by green space. Pedestrians are safer and feel more comfortable using segregated walkways.



J. Final approach & un-defined access

As one makes the final approach to the City and the primary pedestrian area, an open gravel-parking apron is presented on the left. Gravel parking areas without access control to the door of commercial uses tend to be among the least attractive of commercial streetscapes. Ingress and egress should be defined and limited, and a landscaped strip (15' wide and 3' high) should be added parallel to the highway.



Physical Constraints

The study area is generally bounded geographically by escarpments and by the physical constraints posed by the 100-year floodplain and/or high ground water. Growth in the study area is limited by these physical constraints. In addition little opportunity for growth is available to the north, past the tailings, due to lack of private property. South of the Colorado River, development of properties along the southwest side of Highway 191 is constrained by the presence of a high groundwater table, which is encountered to the rear or along the west side of these properties.

“Grand-fathered” Uses and Signs

There are a few light industrial-type uses in the area and some relatively large signs that are inconsistent with Moab/ Grand County North Corridor Gateway Vision Statement. Light industrial uses tend to be incompatible with residential and tourist accommodations uses, and they are better located south of the City along Highway 191 South where a substantial neighborhood of similar uses has developed. Where relocation is impractical, screening may be needed. Also, there are a number of signs along the corridor that partially obscure or otherwise detract from the area’s principal scenic assets – the escarpments, east portal, and long views.

Utah state law places severe limitations on the ability of local governments to phase out non-conforming signs. If a city or county prevents a billboard company from maintaining, repairing, or restoring a billboard, the actions constitute acquisition by limited domain.¹ In other words, the sign owner must be financially compensated for the loss of the sign.

¹ Utah Code, Title 17, §17-27-407(3) and Title 10, §10-9-407(3).

Public Facilities and Services

Alternative service providers

Public service alternatives available include the City of Moab, Grand County, and the Grand Water and Sewer Service Agency. The City of Moab provides a full complement of public services, including: street maintenance, water and sewer services, police protection, parking and traffic control, parks and recreation, planning and zoning, building inspections, and etc. Sales taxes and user fees fund City services.

Grand County provides road maintenance, limited police protection and traffic control, planning and zoning, building inspections and etc. Property taxes, impact fees and user fees fund county services.

Grand Water and Sewer Service Agenda provides sewer services, pursuant to a treatment agreement with the City of Moab, and water services to lands within its service area. Property taxes and user fees fund the agency.

UDOT traffic study

Heavy truck traffic through the corridor and the City of Moab is a major impediment to pedestrianism and the development of a strong retail sales tax base. The negative impact of the truck traffic on the local economy should not be underestimated. Communities across the country have found that in order to create a successful people-place, it is important to create an environment that is friendly to pedestrians -- the creation of an environment conducive to pedestrian-related activities is the key to economic success. The traffic study should consider any and all feasible alternative solutions (e.g., truck by-pass, underpass) to this problem as well as possible disincentives (e.g., tolls, weigh station, restrictive speeds). If trucks are rerouted around the City, it will be critical for land use along the route to be tightly controlled in order to avoid creating commercial competition. Commercial uses and commercial zoning should be reserved for people places.

UDOT highway bid, pending

UDOT is currently soliciting bids for the reconstruction of Highway 191, between the City of Moab and the Colorado River Bridge. A two-lane highway would require a 58-foot right-of-way; however, a four-lane highway would require 84-foot right of way. This Plan provides an opportunity for the Moab/ Grand County community to influence the type of improvements selected for the highway corridor.

G.W.S.S.A.'s federal grant

Grand Water and Sewer Service Agency has received a federal grant for \$1.75M to fund water and sewer extension to Arches National Park. An additional \$1.5M will be required to fund services for private properties along the corridor. Applications for the remaining loans/grants needed are pending before the Utah Division of Water Quality and U.S.R.A. Rural Development. G.W.S.S.A. is currently looking for a water source and will rely upon an amended agreement with the City of Moab for sewer treatment capacity -- the City is willing to accept wastewater from the District provided the District pays its proportionate share of the service costs.

Arches visitor's center and access relocation

Arches National Park is working on a plan to relocate its visitor's center, as park visitation has exceeded capacity of the present facility. Along with the relocation of the visitor's center, plans are underway to relocate the principal access to a location somewhat closer to the City of Moab. The new access point may make alternate transportation between the City and the Park more feasible.

Existing Zoning Pattern

Current County zoning in the study area is defined according to the *Grand County Land Use Code*, and includes:

- LI, Light Industrial, applicable to the Atlas Mill and Tailings Site;
- HC, Highway Commercial, applicable to the RV Parks north of the Colorado River and properties south of the Colorado River within 500 feet of the Highway; and
- RG, Range and Grazing, applicable to fringe areas around the above areas.

III. GOALS AND OBJECTIVES

Toward the attainment of the Vision Statement, a number of goals and objectives are outlined below. These goals are all equal, meaning that no one goal has priority over any other goal. Although they are stated separately for clarity and convenience, collectively and along with the Future Land Use Plan map (Attached as Appendix "B") they present a mosaic in text and graphic form of the Moab/ Grand County North Corridor Gateway Plan's vision.

Goals and objectives are defined as follows:

GOAL: A broad statement of the ideal relative to a particular issue that the community wishes to obtain.

OBJECTIVE: A more detailed or specific description of the ends that support the goal or steps that may be taken to achieve the goal.

A. Land Use Goal: Create a positive first impression and economic opportunity.

Very different development patterns and land use character areas have developed area north and south of the immediate vicinity of the Colorado River Bridge. The Plan recognizes and seeks to maintain, build-on, and complement the established, distinctive character areas. To these ends the bridge serves as the front door entry to the corridor and the primary demarcation line between rural character and the developing hospitality zone.

The role of the bridge as the corridor entrance should be accentuated through design modification and development of landscaped plazas at either end of the bridge with linkages to the Colorado River. Bridge modification could be as simple as the addition of brightly colored flags along the bridge every 30-feet, or as complicated as bridge reconstruction to incorporate sandstone monuments and other distinctive features to create a sense of drama.

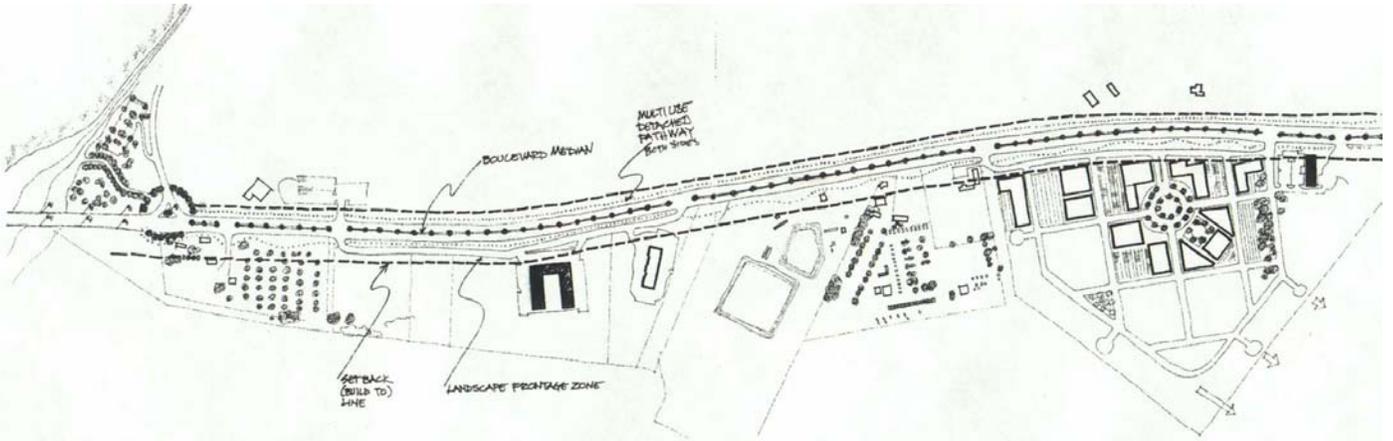
South of the bridge, the Plan seeks to create a positive first impression and unique sense of place while accommodating high-quality tourist accommodations and facilities, and mixed uses.

Objectives:

1. Preserve the rural character north of river, beyond developed areas in the immediate vicinity of the Colorado River Bridge.
2. Encourage hospitality accommodations and mixed-use (tourist-oriented retail services and other commercial uses integrated with residential uses) development south of river.
3. Discourage light industrial and other incompatible use.
4. Discourage use of corporate building design prototypes and images.
5. Screen existing incompatible uses.
6. Encourage integration of planned open spaces.
7. Promote land use compatibility, including complementary site and building design between and among properties.

B. Corridor Design Character and Quality Goal: Make the north corridor gateway a people place – welcoming and accommodating.

Principal design elements needed to achieve this goal include: mandatory build-to setbacks to create a unifying front building line, a landscaped frontage zone along the corridor, lower and smaller signage that does not interfere with the view of scenic attributes, landscaped boulevard median (if four-lane), "front door" gateway design elements for the bridge and its immediate vicinity, detached grade-separated pathways on both sides of the highway, and landscaped parking areas or "car parks".

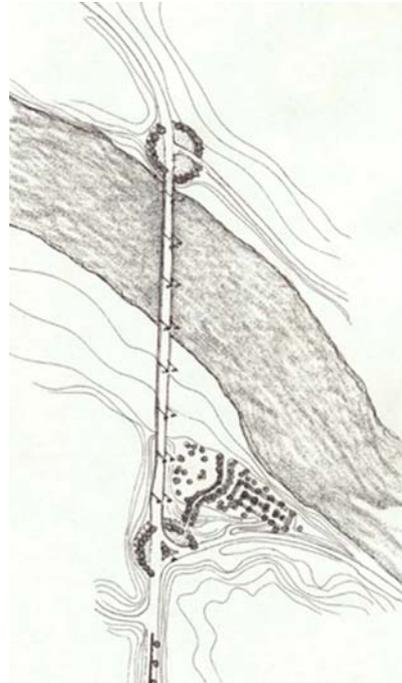


The entire corridor south of the Colorado River Bridge, including 4-lane highway with the principal design elements -- a people place

Objectives:

1. Accentuate natural features
 - a. Open lines of sight.
 - b. Eliminate visual obstructions to lines of sight.
 - c. Maintain visual connection with the rim.
 - d. Promote pleasing night lighting.
 - e. Protect sensitive lands, including escarpments and ridgelines.
2. Create entrance experience and feeling.
 - a. Slow traffic by lowering speed limits and narrowing the view corridor with landscaping.

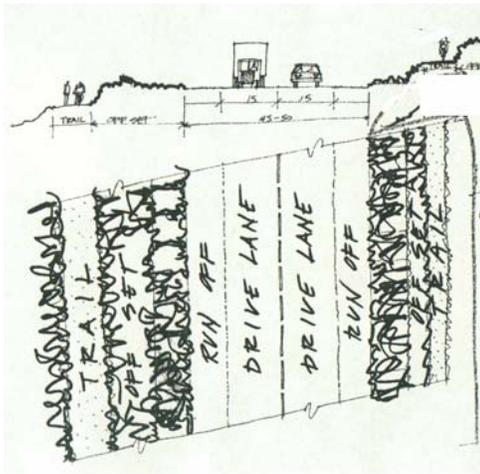
- b. Create a positive gateway experience by landscaping and otherwise enhancing the S.H. 128/ Highway 191 intersection and on both sides of the Colorado River Bridge to create a distinctive sense of place and arrival.



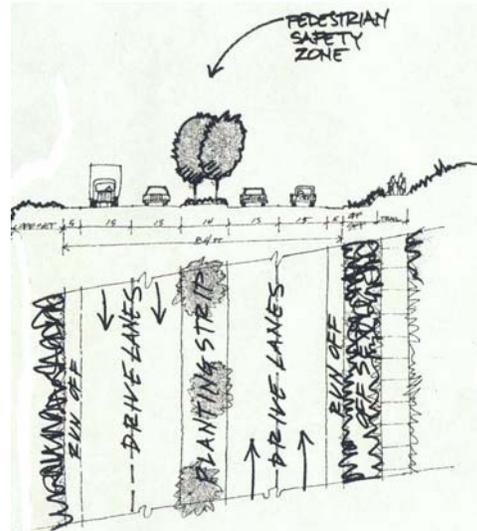
- c. Provide access to river (e.g. beach by lions park and downstream along north side of river).
 - d. Incorporate open spaces in reclaimed tailings area plan.
 - e. Screen tailings clean up project and other incompatible uses.

III. Goals and Objectives

3. Enhance alternate transit modes and establish new connections.
 - a. View Moab a transit hub.
 - b. Create distinctive multi-use pathways and connections.
 - c. Ensure safety.
4. Establish a sense of visual coherence.
 - a. Create a landscape frontage zone through corridor with due consideration to water conservation – tall native grasses may be used effectively.
 - b. Include a median that will serve as pedestrian safety zone if the highway is developed as a four-lane highway.



Two-lane cross-section

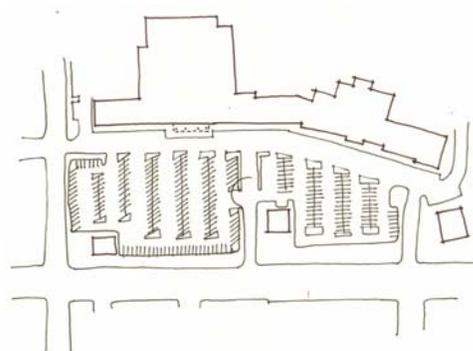


Four-lane cross-section with landscaped median

- c. Adopt building setback (build-to lines) that promote consistent front building lines.
- d. Establish parking lot location and design criteria that promote corridor development as a people-place rather than a car-place.



Design parking along highway like this.



Not like this.

- e. Subdivide parking lots into smaller elements.
- f. Screen incompatible uses.
- g. Clean-up clutter and disturbed sites.
- h. Work with sign owners to promote conformance.
- i. Relocate/underground power lines.

5. Maintain environmental quality.
 - a. Limit impervious surfaces, excavation and disturbance.
 - b. Treat street and parking lot runoff.
 - c. Protect adjacent wildlife and conservation area.
 - d. Protect historic drainage patterns.
 - e. Mitigate construction impacts.
 - f. Protect water resources, including sources.

C. Public Facilities and Services Goal: Provide adequate and affordable public facilities and services that are compatible with city infrastructure.

Adequate and affordable public facilities and services are critical to the success of the Plan. The area must be served by central sewer facilities and culinary water. The land area available is simply not sufficient to accommodate individual sewage disposal systems ("ISDS") systems serving an intensive urban land use pattern over the long term. Use of such systems threatens ground water quality and the delicate ecosystem of the adjacent wetlands and preserve.

The County and the special service district cannot provide the same level of public services that can be provided by the City, which has sales and lodging taxes as an additional funding source.

Objectives:

1. Establish uniform infrastructure standards, regardless of jurisdiction
2. Encourage cross or through-access connections to adjacent areas, where possible.
3. Participate, actively, in UDOT corridor and traffic planning.

D. Communication, Coordination and Cooperation Goal: Achieve the goals and objectives of this Plan through communication, coordination and cooperation.

Considerable cooperation will be needed for the community to reach its goals -- cooperation by and among stakeholders (i.e., landowners and interested citizens) and local governments. Communication is usually the key to understanding, dispute resolution, cooperation, and coordination. Accordingly it is recommended that a non-legislative task force -- the Gateway Task Force -- be appointed to include landowners, city and county government representatives, and citizen representatives. The Gateway Task Force should meet regularly and take a primary responsibility for implementation of this Plan. The Task Force could provide regular progress reports to the City and County Planning and Zoning Commissions during regularly scheduled joint Commission meetings.

Objectives:

1. Continue joint planning.
2. Create a non-legislative stakeholders group to serve a communications hub.
3. Address current issues collaboratively, including:
 - a. Tailings -- removal and reuse,
 - b. New Arches visitors center and access road,
 - c. UDOT traffic study, and
 - d. UDOT corridor planning options.

IV. FUTURE LAND USE PLAN

Introduction

North Corridor Gateway Area's future land use pattern is intended to preserve the area's distinctively different established character – north and south of the Colorado River Bridge. Open spaces, range lands, low-density residential, reclamation activities, and minimal services will continue to characterize the area north of the bridge. A tourist hospitality zone, include accommodations and related facilities will dominate areas south of the bridge. Thus, the Future Land Use Plan (attached as Appendix "B") is based in large part on historic land use patterns, with a view to the future. In addition, a suggested *Maximum Density* of dwelling units is recommended per given quantity of land area. In all cases, the impact of allowable uses should be relative to that of the maximum allowable residential density.

Implementation of the Plan may be achieved through the use of a two (2) future land use categories, which will serve as the guide to the creation of new zoning categories:

Tourist Commercial (TC) Future Land Use Category

The "TC" Future Land Use Category shall be applied to specific areas so designated on the Future Land Use Plan. *Permitted Uses* in the "TC" Future Land Use Category may include small foot-print, tourist-oriented commercial uses and services such as the following and similar uses: motels and hotels, restaurants, sporting goods stores, book/card/gift shops, small grocery stores, gasoline service stations, general merchandise, museums and galleries, art or photography studios, bakeries, ice cream shops, bed and breakfasts, multi-family dwellings, home occupations; business and professional offices, and mixed uses as well as customary accessory uses. *Conditional Uses* in the TC Category may include the following and similar uses: outfitters and guides as well as customary accessory uses. *Uses on Review* in the TC Category may include the following and similar uses: outdoor recreational uses as well as customary accessory uses. *Maximum Density* of dwelling units shall not exceed 15 units per acre. *Maximum Density* of all other land uses shall be limited based on a formula that ensures the intensity of land use on a given site will be similar to that of the allowable residential development.

Specially Planned Area (SPA) Future Land Use Category

The "SPA" Future Land Use Category shall be applied to specific areas so designated on the Future Land Use Plan. Prior to the transformation of Grand County into a hospitality-based economy, lands in this area were used for mining or mining-related activities. The lands currently contain unsightly tailings piles, an abandoned mill site, and other remnants from the mining era. These visually prominent areas along the "rural" entry to Moab and the Spanish Valley are no longer appropriate for mining, industrial activities, or other relatively high impact uses.

Plans are underway to remove the large tailings piles and to cleanup the mill site; however, these reclamation and remediation activities are expected to take up to 15-20 years. During the cleanup period, it will be important to screen these activities from view along the highway. Given the long time frame projected for the cleanup, it is impossible to accurately identify future community needs and appropriate land uses for these properties. Under these circumstances future land use planning is premature. Allowable uses shall be designated for the SPA Category that permit a minimal, interim economic use for the land, and accommodate the anticipated reclamation and remediation activities. More specific land uses should be determined following site-specific future land use planning as part of a General Plan amendment.

In the interim, land uses in the "SPA" Future Land Use Category may include the following and similar uses: single-family dwellings, home occupations, parks and open space, as well as customary accessory uses. *Conditional Uses* in the SPA Category may include the following and similar uses: reclamation and remediation activities, outdoor recreational uses, and customary accessory uses. *Maximum Density* of dwelling units shall not exceed one (1) dwelling unit per five (5) acres of land -- this density is based on the minimal residential density permitted in other County districts and on adjacent lands rather than on preferred land use. Community preference, at this time, is that the land be restored to a relatively natural state and preserved as open space. Mandatory PUD clustering of all such residential density will be required on the 20 percent of the property that is least visible from high public use areas.

V. NEXT STEPS

A. Broken “window panes”

1. The minor scenic corridor problems identified in Existing Conditions may be repaired relatively easily. It will require local governments and citizens working cooperatively with individual landowners.
2. The City and County may have a financial role to play -- perhaps the City and County could budget a small amount of funds on an annual basis for scenic improvements to the North Corridor Gateway.

B. Entrance features around bridge and S.H. 128/ Highway 128

1. Hire a landscape architect to review alternatives and prepare a specific plan to:
 - a. Enhance and make the bridge and intersection to make them more interesting,
 - b. Create a distinctive sense of arrival and place, and
 - c. Connecting the bridge and the river to landscaped plazas at each end of the bridge as a part of intersection enhancements.
2. UDOT may be able to help pay for part of these improvements. Likewise, the Moab Chamber of Commerce or the Grand County Travel Council may be possible funding sources. Area landowners may also be interesting direct or financial assistance.

C. Non-conforming buildings and signs.

It will be important to help owners of non-conforming uses and signs to understand the adverse effects that these uses have on surrounding properties and the community in general. Owners should be encouraged to voluntarily take the necessary steps to bring non-conforming uses into compliance with this community plan. Utah state law places limits options available for local government to deal with non-conforming sign issues. It may be necessary in some instances to compensate landowners who give up non-conforming signs.

D. Rezoning of the study area

1. **SPA, Specially Planned Area District.** Rezone the LI, Light Industrial area north of the bridge and as shown on the Future Land Use Map to the new zoning category of SPA, Specially Planned Area.
2. **TC, Tourist Commercial District.** Rezone the HC, Highway Commercial area north and south of the bridge, and lands in the city that are currently zoned C-4 to the new zoning category of TC, Tourist Commercial, as shown on the Future Land Use Map.

E. Options for slowing traffic and enhancing corridor appeal

1. **Reduce speed limit.** Options for slowing traffic through the corridor include working with UDOT to lower the speed limit.
2. **Boulevard.** Add a landscaped pedestrian “safety zone” median to the highway if it is to be four-lane highway. The addition of median would tend to slow traffic and provide a safety zone to make it easier for pedestrians and bikers to cross the highway.
3. **Landscape frontage zone.** Use multiple lines of extensive landscaping, between road and pathway sections, to create a sense of enclosure along the corridor -- like entering into a long room. Travel speeds tend to decrease when a road is visually narrowed with landscaping and/or a median. Plant selection for the frontage zone should emphasize xeriscape or low water use plants. The landscaping does not necessarily have to include trees; although trees may be effective provided sufficient water is available. Alternatives to trees include large, decorative grasses and boulders.

- F. Pathways.** Connect the area to Moab via grade- and horizontally-separated multi-use paths or trails along both sides of the highway, along the river, and throughout the study area as shown on the future land use maps. The form or surface finish of the path or trail may change along the corridor, or it may remain the same, depending on community preference. Frequent highway crossings, from one side of the highway to the other, should be provided as well as linkages between trails.
- G. Site development standards.** Promote human scale, pedestrian- and bike- friendly development.
- 1. Mass and scale.** Break up mass and scale with varied rooflines, wall offsets at frequent intervals, and variation in color.
 - 2. Setbacks.** Avoid a suburban feel on the south side of the Colorado River and create a sense of connectedness by maintaining a uniform front, build-to, building line – 150 feet from centerline on southwest side of highway and 100 feet from centerline on the northwest side. North of the Colorado River, minimum setbacks should be increased to perhaps as high as 200 feet in keeping with the goal of preserving rural character .
 - 3. Landscaping.** Establish landscaping standards for new buildings and parking lots in order to soften building mass and to make parking lots more people friendly – more like “car parks” than parking lots.
 - 4. Outdoor lighting.** Outdoor lighting should be limited to that necessary for the intended purpose – no more and no less. All such lighting should utilize full cut-off fixtures. Lighting that *screams* and overwhelms the night and the night sky will not be permitted.
 - 5. Signage.** Establish sign standards that provide reasonable land use identification and illumination without blocking views of the landscape or adversely affecting the night sky.
- H. Significant current issues.** Current issues with potentially broad-reaching implications include: the UDOT Corridor Improvements Bid Process, the UDOT Traffic Study, Arches National Park Visitors Center and Access Relocation, and the Arches National Park Water and Sewer Service Extension. City and County officials are encouraged to become actively involved in these decisions with a view toward promoting the community preferences described in this Plan.
- I. Public services alternatives.** City and County officials need to work with the landowners and G.W.S.S.A. to establish common infrastructure design standards and to ensure adequate and affordable services and facilities.
- J. Gateway task force.** Finally, it is recommended that a non-legislative Gateway Task Force be appointed to include landowners, city and county government representatives, and citizen representatives. The Gateway Task Force should take a lead role and serve as a catalyst for implementation.

VI. BIBLIOGRAPHY

- A.** *Planning for Prosperity: Building Successful Communities in the Sierra Nevada*, Sierra Business Council, 1997.
- B.** *Dealing with Change in the Connecticut River Valley: A Design Manual for Conservation and Development*, Professor Bob D. Yaro, December 1990, Massachusetts Department, Lincoln Institute of Land Policy and the Environmental Law Foundation.
- C.** *Visions For A New American Dream*, Anton Clarence Nelessen, APA Planners Press, Chicago, Illinois and Washington, D.C., 1993.

VII. APPENDICES

A. Citizen Participation Records

The two-day public participation phase of the planning project was well attended by community members and property owner. While few persons were able to attend all sessions, participants included the following:

Bill Love	Genny Carlson	Karla Hancock	Nate Knight
Brent Williams	Hans Weibel	Katherine Hunter	Paul J. Morris
Constance Janke	J.J. Wang	Kim Schappert	Petra Hegger
Corky Brewer	Jeff Sovich	Kyle Bailey	Phil Giranlish
D.L. Taylor	Jeff Whitney	Laurin Johnson	Rex Tanner
Dale Pierson	Jennifer Redding	Lillian Makeda	Richard B. Robertson
Dave Olsen	Jerry McNeely	Lisa Church	Rob Sweeten
Dave Wood	Jim Farrell	Mackay Edwards	Rocky Barresan
Debbie Gilger	Jim Webster	Marian Delay	Rory Tyler
Donna Metzler	Joseph McNeal	Max Young	Roscuy Bonreson
Franklin Seal	Judy Carmichael	Melissa Miller	Russ Van Koch
Gary Carmichael	Kaiki Hunter	Michaelene	Susanne Mayberry
Gary Devalle	Kalen Jones	Pendleton	Susie Harrington
Gary Walters	Karen Robinson	Murry Tyler	Virginia Carlson

B. Future Land Use Plan Map (attached)