

Promoting a Western Character Downtown

Motto “Kanab; A Western Classic”

How to Accomplish this goal.

Bob Nicholson

Maintaining & Enhancing the Western Character

- Strategies;
- 1. City install certain streetscape improvements such as hitching posts, rail fencing, specific landscape projects, etc.
 2. Implement Downtown Design Standards to guide applicants and city officials when planning & reviewing new projects.
 - A. Where feasible, buildings should be located near the front sidewalk with setbacks used for sidewalks, plazas, street furniture, landscaping and outdoor eating areas, but not for parking. Parking is in the rear or side.
 - B. Street trees planted in front (within the R of Way or private lot area).
 - C. Primary pedestrian entry facing the street where possible.
 - D. Building exteriors to have at least two approved materials which include window glass, stone stucco, metal, brick or related materials. Ground floor façade have at least 25% window area. Also variations in wall plans and roof lines are encouraged.
 - E. Awnings are encouraged, but not shiny or glossy awning.
 - F. Inform applicants that the city encourages a western theme.







Crescent Moon
THEATER

WRINKLE IN TIME PG
FRI 7:30 SAT 1 7:30 WED THURS 7:30

WESTERN
MOVIE
WED 7

Street furniture & landscaping













COMFORT
SUITES



KANAB
UTAH

Deadwood, South Dakota



*Old Town
Scottsdale*



Durango, CO



Oatman, AZ



ODINGS
LIE

LOCAL ARTIST ART GALLERY
OUTLAW WILLIE

OUTLAW WILLIE'S

COLD DRINKS



CD'S
CD'S

Wickenburg, AZ









Fun things for kids



Some Thoughts on Creating Better Cities & Towns; Focus on most important things.

1. Protect the city's special natural features (hillsides, floodplains & major washes, lava fields, etc)
2. Beautify streets with landscaping, primarily trees, in both residential & commercial zones.
3. Limit signage, particularly free-standing signs, in terms of size and number.
4. Protect / celebrate important cultural resources such as historic buildings, trees.
5. Limit cul-de-sacs; require street connectivity throughout the city.
6. Allow / encourage a mix of residential lot sizes through lot-size averaging, etc.
7. Apply principles of street Access Management; driveway spacing and shared access.
8. Promote walking and cycling with paths, sidewalks, bike lanes, etc.
9. Simplify Zoning code; don't need 5-6 residential zones, focus on what is most important.

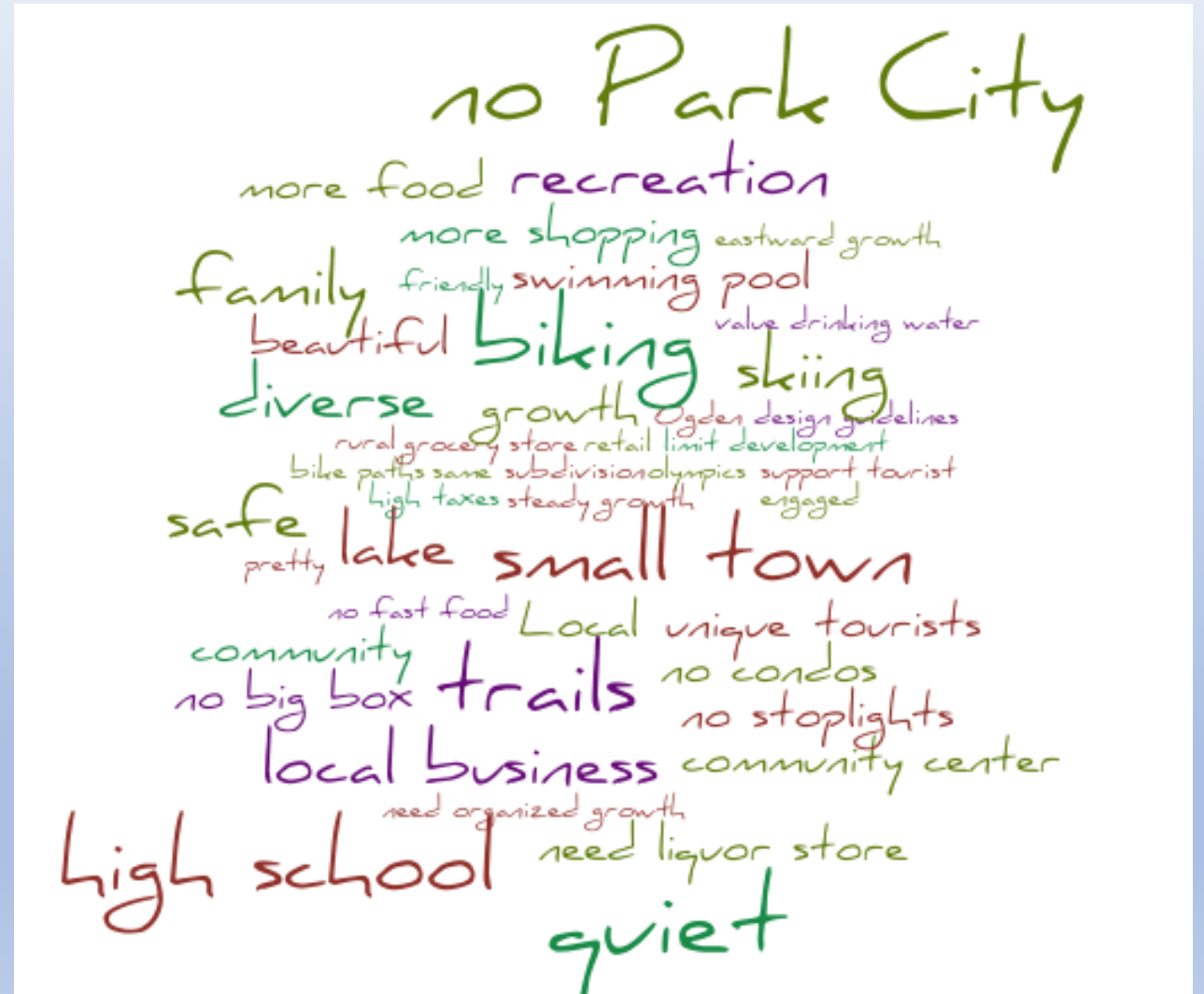
Rural Community Character

John Janson, AICP



What Contributes to Community Character?

- Features of your Town that the community recognizes are:
 - Defining
 - Important
 - Commonly recognized
 - Valued
 - Worth preserving
- Character defining features can be:
 - Natural environment
 - Built environment
 - Social environment
 - A combination



Visioning for Character



Vision must focus on desired character:

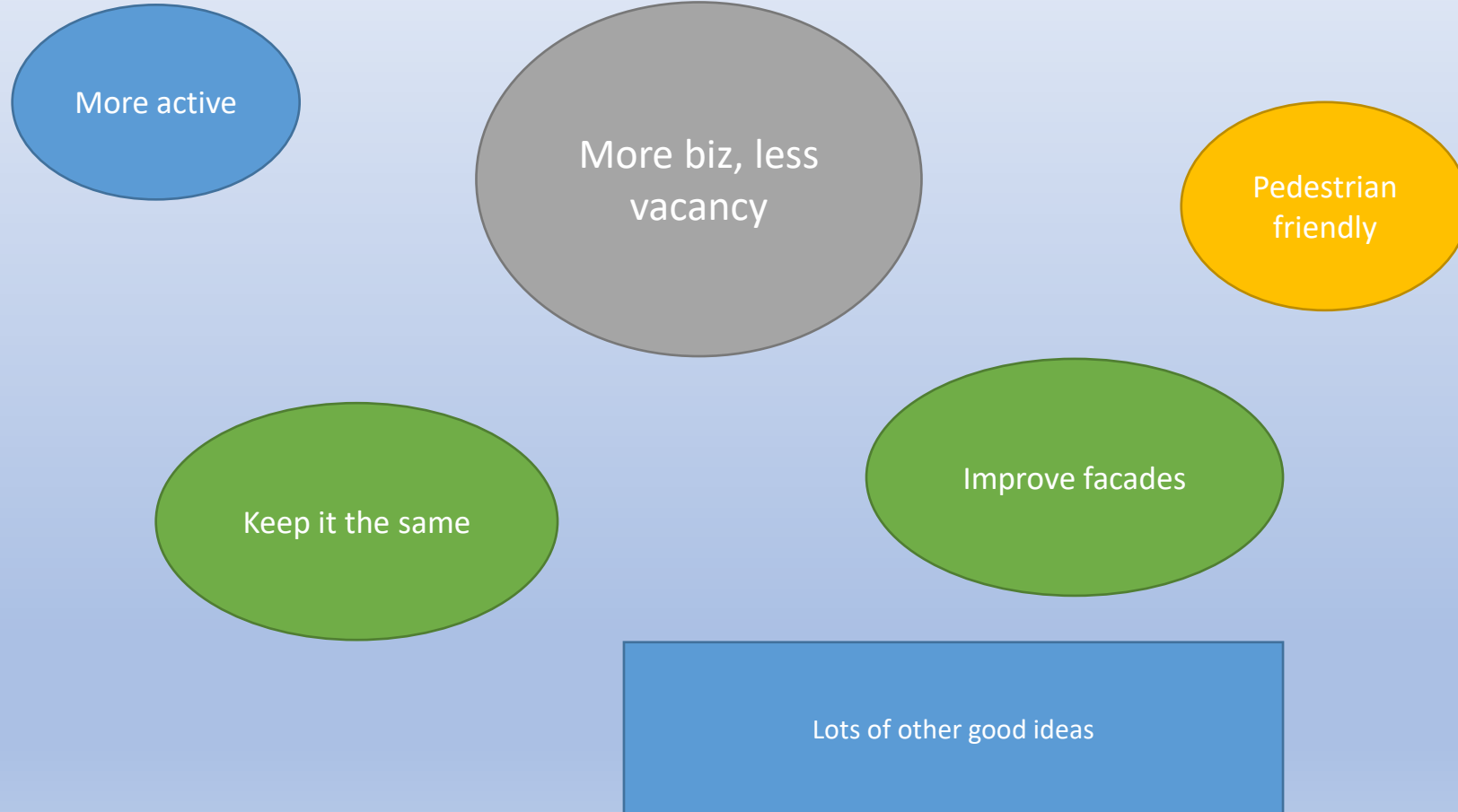
- What does the Community Value?
- Possible survey
- Understand the changes that are happening and what could happen over the next 5 to 10 years
- An ongoing conversation

Character features might be “obvious”, but have you ever really defined them?

- Small Town feel?
- “Rural”
- Friendly
- Beautiful views
- Quiet neighborhoods
- Convenient shopping
- Easy to get around
- Lots of trees

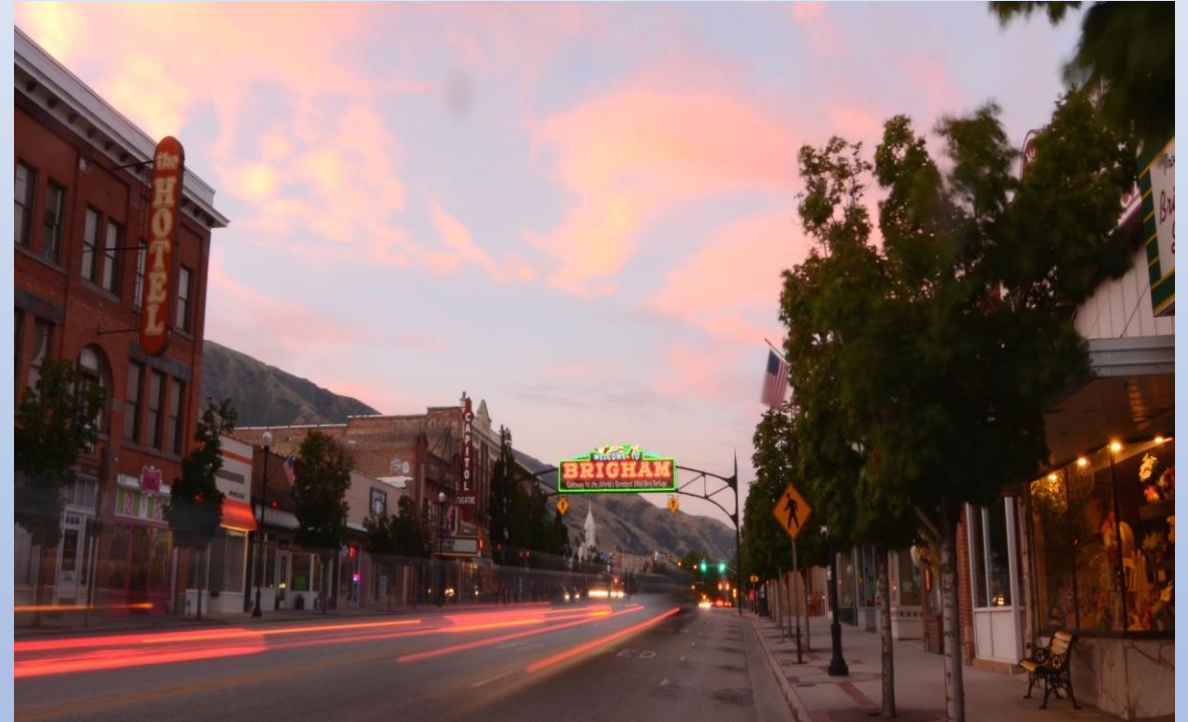


Values might be “obvious”, but have you ever really defined them?



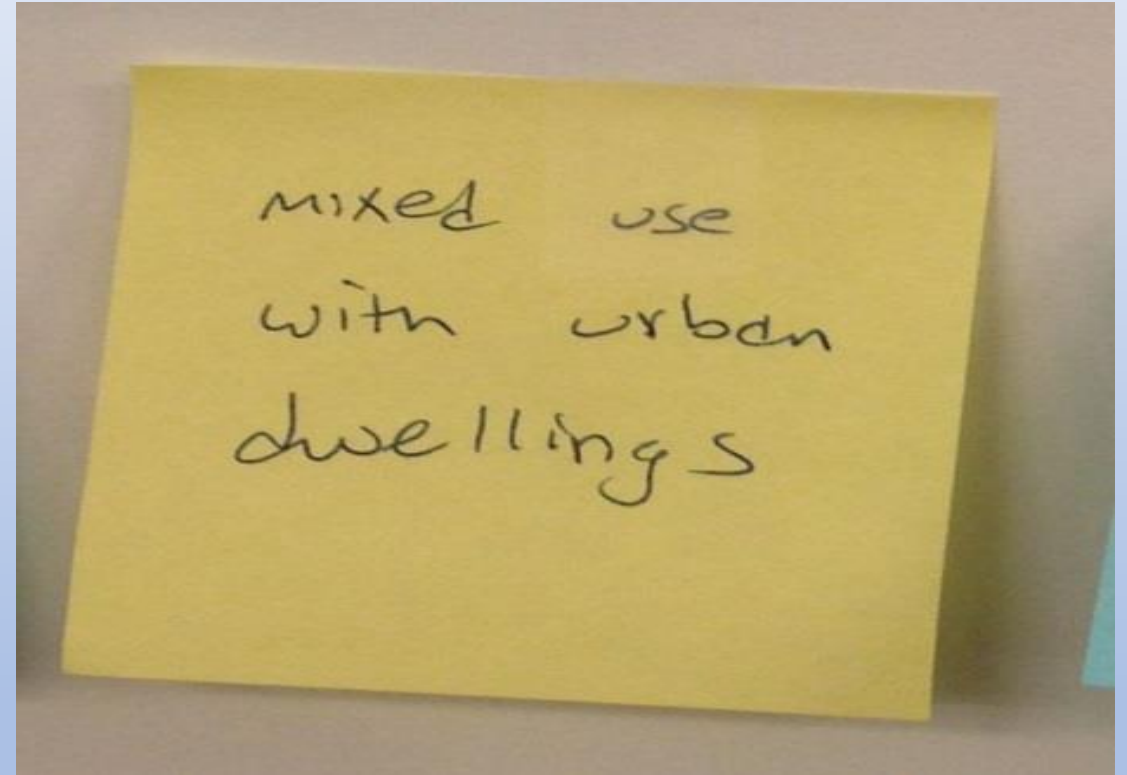
Brigham City Exercise to get at Values

1. Time machine
2. What features of BC makes you want to stay forever?
3. What makes BC different from other cities?
4. What do you wish there was more of?
5. What do you wish there was less of?



Values steps

- Survey route
- Open house
 - Post-its
 - One answer per Post-it
 - Place on the wall
 - Group them by topic
 - Review them with the audience



So, what does “rural or small town feel” mean to you?

- Views?
- Housing types?
- Minimal traffic?
- Agriculture?
- Horses, Cows?
- Open spaces?
- Trees?



How about “Small town feel” and “Easy to get around”?

- Inviting to walk around?
- Interesting buildings?
- Landscaping/shade?
- Convenient parking?
- What else?



What makes “Rural” work?

- Areas with no sidewalks, roadside swales paths instead?
- Pastures as open space?
- Clustering and site design?
- Building materials, sizes and lot coverage?
- Do we need incentives to keep the farm?



Translating the information

- Vision statements
 - Community stories
 - Topics to address in your GP
 - Features to emphasize in your ordinances
-
- Point: you learn and understand the values and make a plan of action



My advice “old guy thoughts”

- Create a General Plan based on your values (no copying of some other town’s plan!)
- Take steps to implement that plan
- Find tools to help you do that
 - Character – Main Street ordinance updates with a theme, slow the traffic down (Loa), active spaces, more events
 - Open space – flexible ag zones, Ag protection zones, TDR, PDR, Sensitive Lands
 - Update your zoning code
- Econ
 - Create your niche – look to Helper
 - Expand work from home opportunities – Broadband grants
 - Allow for supportive housing near the town center – some workforce housing



What makes Main Street work?

- Building siting, height, materials, windows, signs, outdoor seating
- Small business
- Sidewalk widths, textures
- Active Public Spaces
- Parking in back, some on-street
- Traffic calming
- Bike lanes
- Landscaping (shade trees)
- Reasons to return!



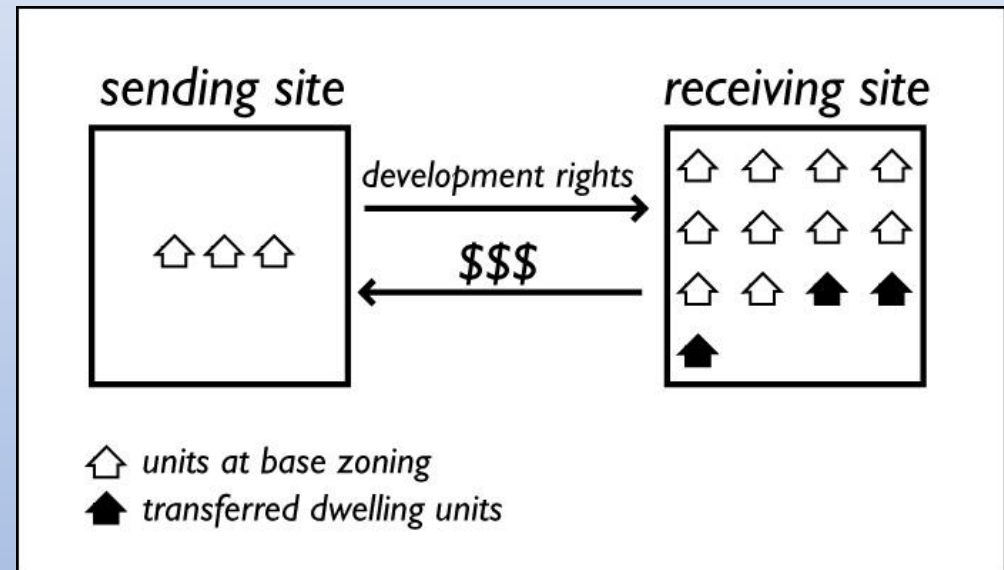
Open Space Preservation techniques

- Conservation easements
- Transfer of Development Rights
- Purchase of Development Rights
- Bonding, Crowd Sourcing
- Flexible Agricultural zoning (10 plus acres)
- Collaboratives – seek grants
- Open space separations via zoning or clustering
- Main Street ordinances with mixed use (allow some density downtown!)



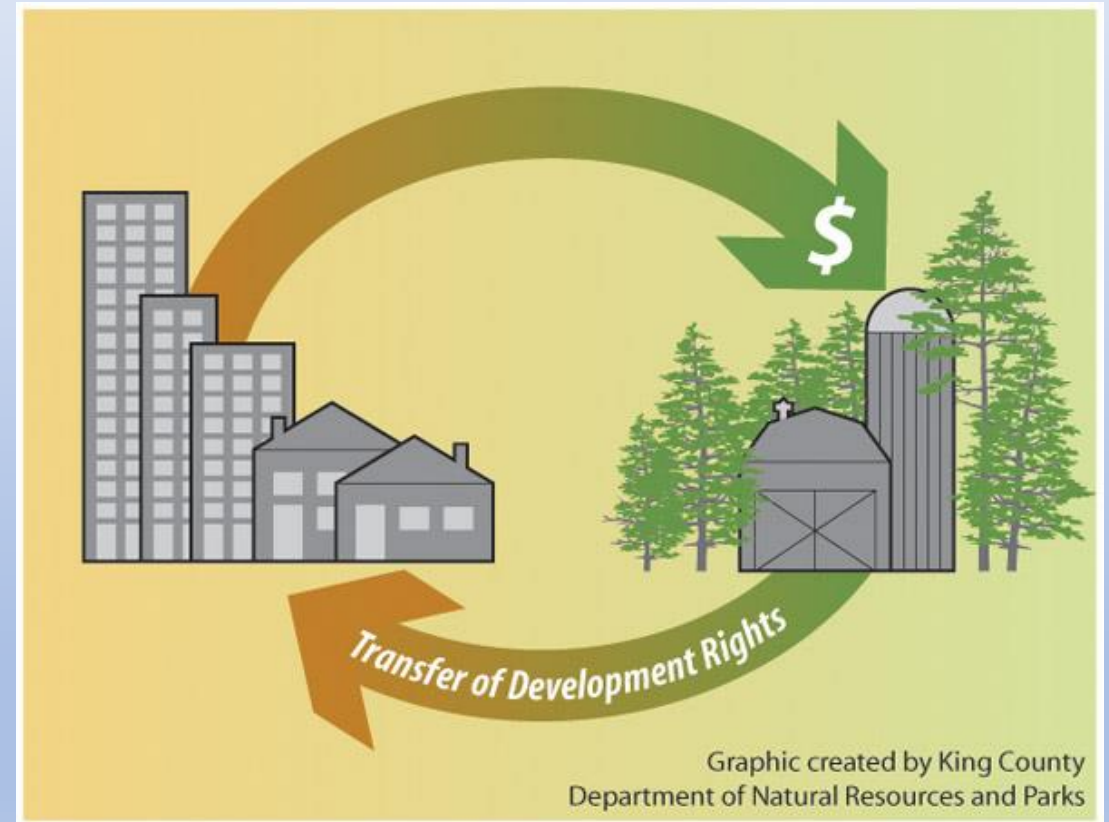
TDR Systems

- ***Sending Areas*** (Example: productive agricultural land not proximate to existing development)
- ***Receiving Areas*** (Example: areas contiguous to centers or development clusters)



Challenges for TDR

- Gaining consensus on growth and conservation areas
- Consider the need to set some conservation priorities
 - *Are some areas more important than others?*
 - *Which areas do we value the most?*
- Understanding the potential market
- Develop draft ordinance
 - developers and landowners need incentives to participate
- Public and community buy-in



An aerial photograph of a town, likely in the Rocky Mountain region, with a range of snow-capped mountains in the background. The town is spread out across a valley, with numerous houses, trees, and open fields. The sky is a soft, hazy blue, suggesting a clear day.

Questions?

Thanks!

John M. Janson AICP

801-232-3778

J_Janson@comcast.net