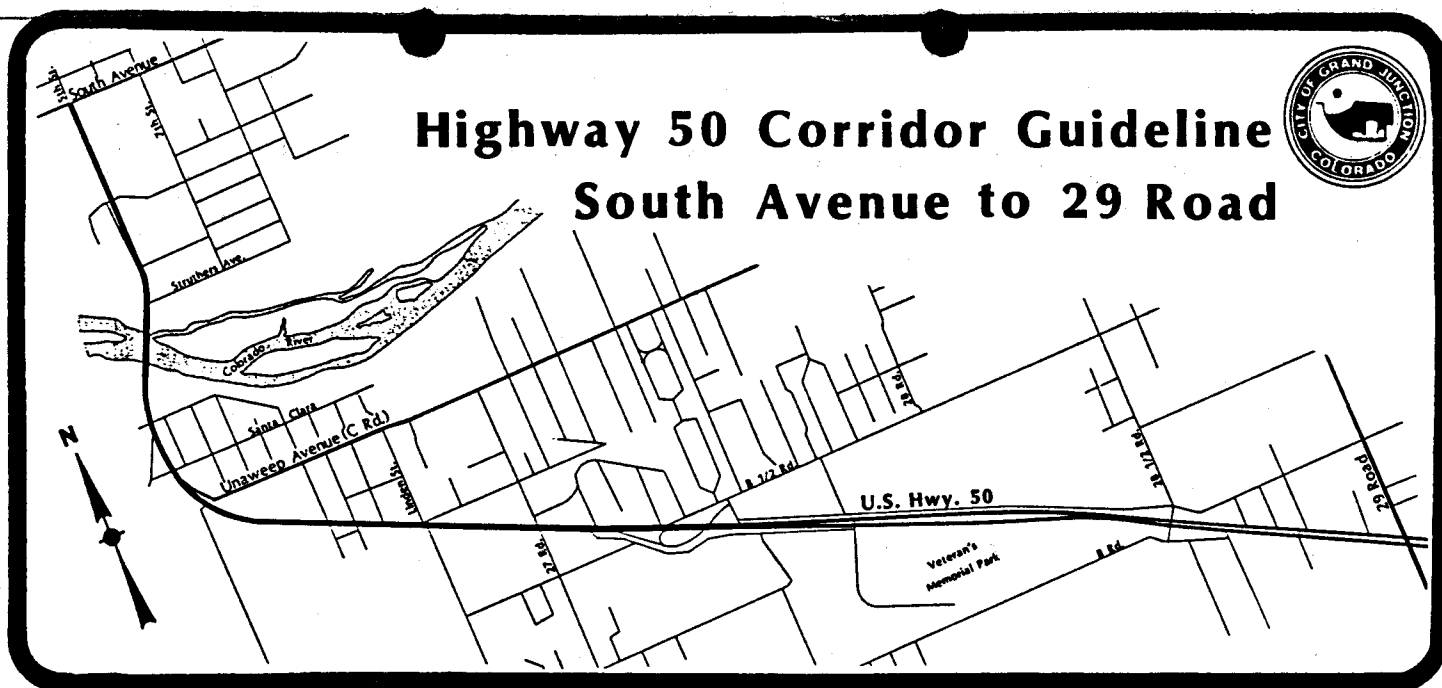




Highway 50 Corridor Guideline South Avenue to 29 Road



U.S. Highway 50 Status

According to the Functional Urban Classification System, U.S. Highway 50 is classified as a major arterial.

This means:

- As a major arterial it requires 100 feet of right-of-way.
- It provides primary access into the City and downtown from the south.
- It will have limited driveway access.

For this corridor guideline, Highway 50 is split into two sections:

- 1) South Avenue to Unaweep (C Road) - primarily commercial and industrial uses.
- 2) Unaweep Avenue to 29 Road - primarily retail and commercial uses, with areas of residential between B 1/4 and 29 Roads.

HIGHWAY 50 CORRIDOR GUIDELINE SOUTH AVENUE TO 29 ROAD

Intent: The intent of this corridor guideline is to address the existing and future land uses along Highway 50, which serves as a major entry into the City from the south.

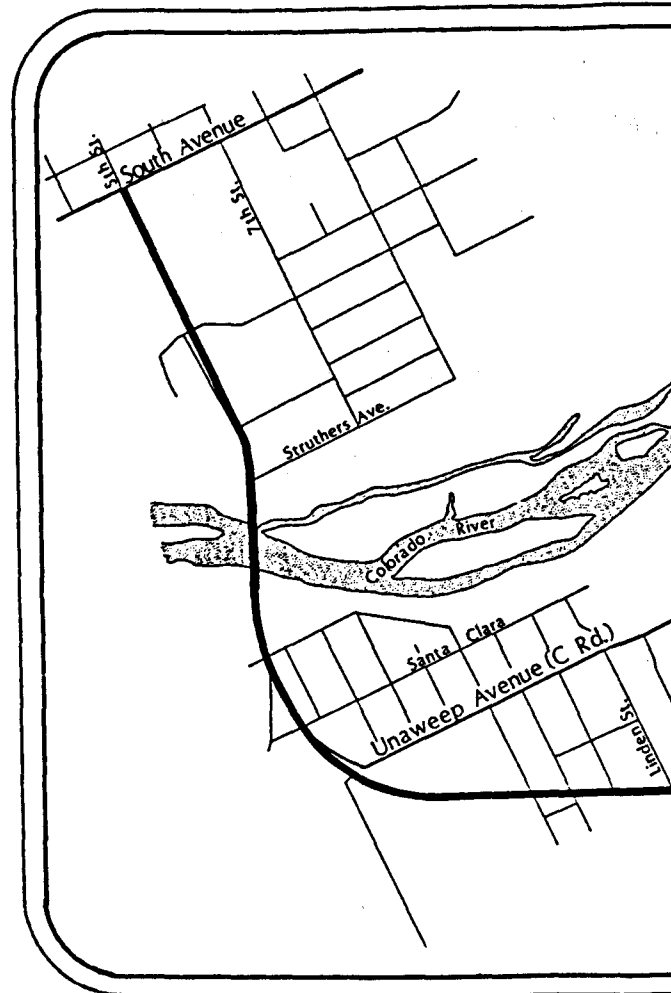
Goal: As a major entry into the City, the goal is to minimize traffic hazards and encourage a positive community image through landscaping, compatible land uses and development of vacant lands.

Policy: The policy is to ensure consistency in decision making for new development and redevelopment requests, and consider the most appropriate and compatible uses.

General Guidelines

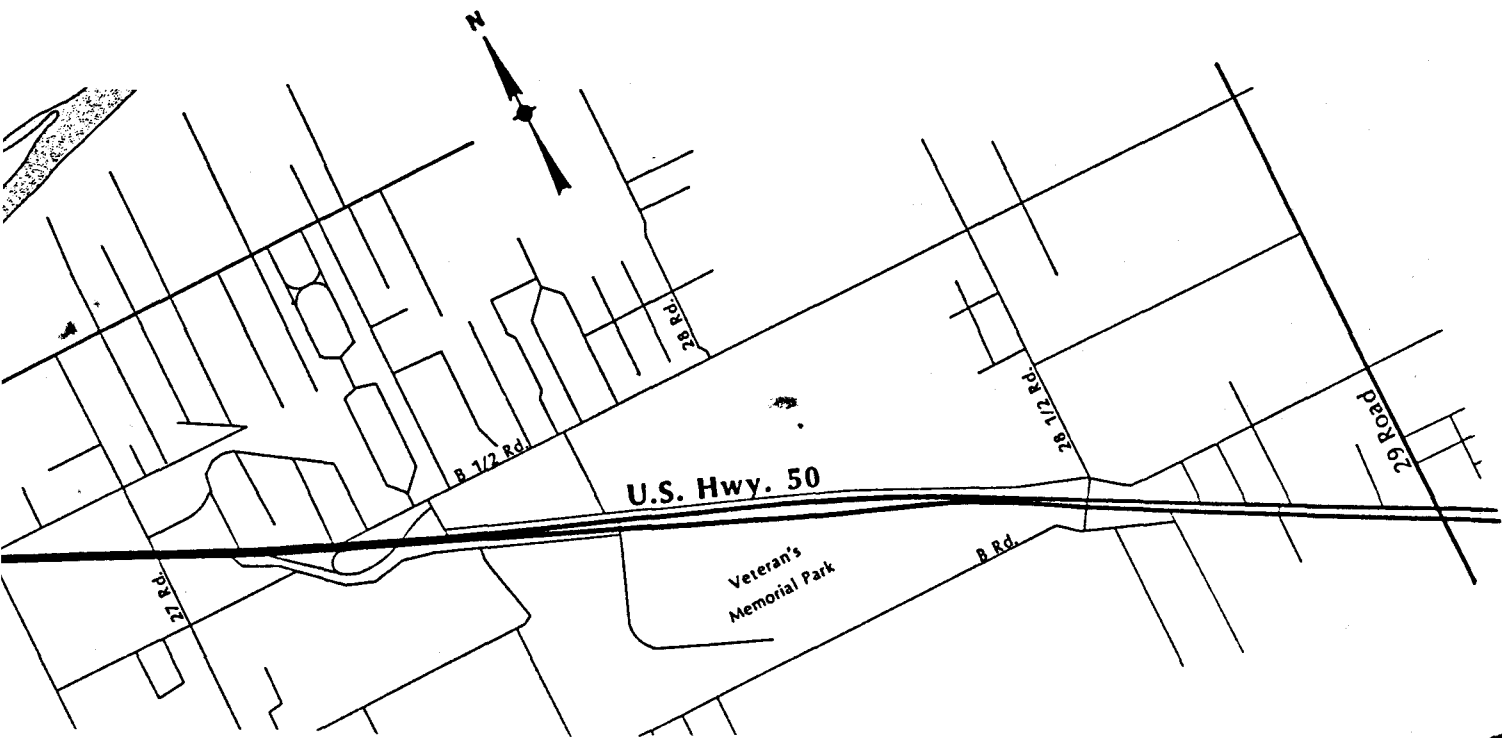
Anywhere along Highway 50, regardless of the type or scale of development, projects should accommodate the following:

- 1) Development should be done in a planned development context (Highway Oriented - H.O. or Planned Development - P.D.) to maximize potentials for good site planning.
- 2) Where parcels have frontages on streets in addition to Highway 50, those frontages will be preferred access points whenever possible.
- 3) Curb cuts and access points on Highway 50 should be limited and consolidated to encourage shared access for proposed and future development. Wherever possible, new accesses should be aligned with existing accesses on the opposite side of the roadway to minimize traffic hazards and help the flow of traffic entering the roadway.
- 4) Access points should be designed to maintain a clear site distance for vehicular, bicycle, and pedestrian traffic safety.
- 5) Adequate walkways and bikeways should be provided to encourage and accommodate the pedestrian and bicycle uses along Highway 50.
- 6) Since Highway 50 is a major entry into the City, this guideline encourages upgrading the image of the corridor by the following:
 - As development occurs, landscape agreements with the City and State for landscaping the frontages and medians within the public right-of-way is encouraged.
 - The concept of screening and landscaping to help buffer the adverse impacts of noise, dust and lighting, and to provide a more positive image is encouraged.
- 7) This corridor guideline encourages spot improvements and intersection improvements along Highway 50 to



help minimize traffic hazards and create better traffic flow. The frontage roads should be used for service access to new development. Where frontage roads exist, direct access onto Highway 50 is discouraged.

- 8) New non-residential development is encouraged to use alternative accesses that do not encroach on the existing residential areas adjacent to the corridor.
- 9) Development should provide adequate setbacks for structures from the public right-of-way, to be used in part for landscaping. The intent is to provide attractive surroundings for motorists, pedestrians and tenants throughout the corridor. Within the setbacks, landscaping amenities such as berms, buffers and streetscapes are encouraged.



South Avenue to UnawEEP Avenue

The intent of this section of the corridor is to provide a positive community image for residents and visitors through careful planning and upgrading of the Colorado River/5th Street Bridge area.

- The City has determined Highway 50 to be aesthetically important. As a major entry into the City from the south, this section of the corridor between South Avenue and the Colorado River should be considered for more appropriate riverfront development, including the concept of an industrial park redevelopment area.
- The existing zoning and uses from the 5th Street Bridge to UnawEEP Avenue are appropriate. New residential development in this section is discouraged because of the existing commercial uses.

- 10) Neighborhood discussion is encouraged with the petitioner for those projects which may encroach into the existing residential areas.
- 11) Undergrounding of utilities is encouraged where feasible along this corridor.
- 12) Drainage considerations to adequately accommodate runoff should be addressed with all new developments.
- 13) Support for the Downtown Development Authority's Strategy Plan adopted by the City for the area between South Avenue and the Colorado River is encouraged.
- 14) Other corridor guidelines may also be applicable and should be considered in the review of new development.

- Existing commercial and industrial sites should be encouraged to use landscape and streetscape amenities to improve the aesthetic value of the corridor as an entrance to the City.
- New non-residential development should attempt to retain any existing mature landscaping when considering site layouts.
- This corridor guideline encourages the State Highway Department to consider intersection improvements along Highway 50, between the 5th Street Bridge and UnawEEP, to help minimize traffic hazards and create better traffic flow.
- The Colorado River floodplain should be adequately addressed with any new development to ensure sufficient drainage, avoid encroachment into this floodplain, and to protect adjacent properties from flood damage.
- The 5th Street Bridge area should be considered for redevelopment and upgrade by:
 - * Working with the Downtown Development Authority and other economic development groups to consider alternative uses for this area.
 - * Encouraging the concept of the Colorado River as an amenity for open space and park land, complementing the redevelopment area.
 - * Encouraging the improvement of the visual image of existing uses with better screening, buffering and landscaping.

UnawEEP Avenue To 29 Road

The intent of this section of the corridor is to provide a positive community image for residents, tenants and visitors. This area also serves as a major retail and

commercial center for Orchard Mesa. Non-residential development is encouraged to provide adequate buffering to the existing residential areas.

- The existing non-residential uses fronting on Highway 50 are appropriate between UnawEEP and B 1/4 Road.
- New residential development fronting on Highway 50 between UnawEEP and B 1/4 Road is discouraged because of the existing highway oriented uses.
- Further upgrading of the Veterans Memorial Park is encouraged.
- The area on Highway 50 between B 1/4 Road and 29 Road is in transition. Thus:
 - * Existing residential uses should be respected and protected.
 - * New non-residential development may be appropriate at the intersection of Highway 50 and 29 Road, if 29 Road is improved.
 - * Proposed uses in this section should be considered on a site-specific basis.



NOTE:

It is important to note that goals, objectives, policies and guidelines are informational in nature and represent only one of the many factors which must be considered in the decision making process. The Planning Commission and City Council shall determine the applicability of any goal, objective, policy or guideline to any specific development situation.

Review Agencies for 25, 24, 29 Roads, North Ave. & Hwy 50 South

County Engineering

MPO

State Hwy Dept.

County Planning

City Engineering

DDA Hwy 50 South only

GJPC

3-25-86

Rec. of Approval

development summary



File # #10-86
#11-86 Name Corridor Guidelines Date 4-3-86
#12-86
#13-86
#108-78

PROJECT LOCATION: 25 Road Corridor; 24 Road Corridor; Hwy 50 Corridor; 29 Road Corridor; North Avenue Amended

PROJECT DESCRIPTION:

REVIEW SUMMARY (Major Concerns)

POLICIES COMPLIANCE	YES NO *		TECHNICAL REQUIREMENTS	SATISFIED NOT SATISFIED *	
	YES	NO *		SATISFIED	NOT SATISFIED *
Complies with adopted policies			Streets/Rights Of Way		
Complies with adopted criteria			Water/Sewer		
Meets guidelines of Comprehensive Plan			Irrigation/Drainage		
			Landscaping/Screening		
			Other: _____		

* See explanation below

These drafts reflect the final form recommended by the Planning Commission on the remaining five corridor guidelines. The maps and graphics will be added following recommendations, revision and final approval by City Council.

STATUS & RECOMMENDATIONS:

No public comments either for or against any of the guidelines.

Planning Commission Action

Recommended for approval in this draft form.