

# **Jamestown's Southwest Growth Area Conceptual Master Plan**

## **Conceptual Master Plan Summary**

### **What is a Conceptual Master Plan?**

A conceptual master plan, in the case of Jamestown's Southwest Growth Area, is a vision based on early, planning level information about the study area, which helps guide a community and a neighborhood in a general direction for zoning, subdivision, and development of that area. Although the concept illustrates land use designations, a roadway network, parks & open space, and storm water management areas, the concept should be considered very fluid, and subject to change once more specific data is collected (e.g. topographic survey information, power transmission line locations, etc.).

### **The Study Area**

The area chosen for the strategic master plan is southwest of Jamestown city limits, south of Interstate 94 and west of US Highway 281 and the Buffalo Mall area. As a highly visible gateway to the City of Jamestown, this area was selected by the Jamestown/Stutsman County Development Corporation and City officials. The study area contains over 800 acres, and presents some complex issues. A conceptual master plan for this area will help guide the City towards a well thought-out community and help maximize efficient development patterns. Furthermore, the study area contains a newly constructed, state of the art, medical facility; therefore, developing a conceptual master plan for this area will help continue the momentum of attracting developers and new development to the area.

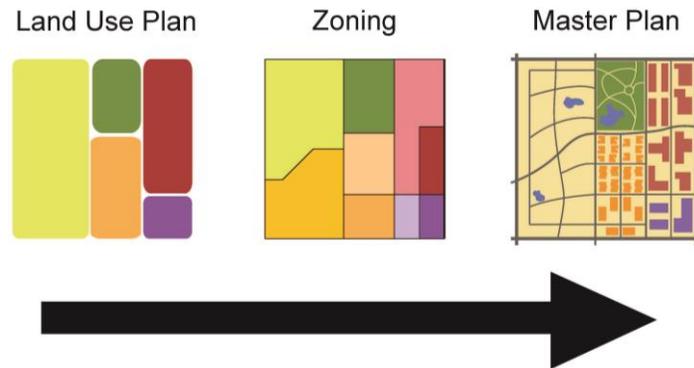
As mentioned above, a conceptual master plan is meant to be a vision/concept that helps lead a community towards efficient development. The proposed conceptual master plan is based on general observation, using numerous factors, such as:

- a general feel of the area,
- natural features (topography, surface water, drainage)
- existing land use patterns, and
- existing roadway network.

The proposed conceptual master plan does not take into consideration survey data, topographical information, storm water analyses, traffic impacts, or similar data. As survey data, storm water data, and other similar types of data become readily available, the configuration of the master plan area could change. Furthermore, the location of future utilities, for example power transition lines, could also alter the configuration of the master plan area, and as a result, affect the details of the subdivisions.

### **Relationship to Growth Management Plan**

The city's land use plan gives a broad overview of how land should be used. Exact land use boundaries are considered malleable, whereas zoning is more specific. In contrast, master planning depicts the most detail, and is uniform with the land use plan and zoning map. Typically, additional data is needed before the implementation of any development such as: survey data, topographical information, storm water data, etc. As previously explained, the location and impact of infrastructure could impact the alignment and design of the various subdivisions. In its current configuration, the proposed master plan is consistent with the future land use plan in the growth management plan.



### Breakout of Land Use Acreages

The recommended conceptual master plan includes the following breakout of approximate acreages:

- 165 acres of commercial land use  
As a general rule, commercial land use is capable of supporting a minimum of 10,000 square feet per acre. Some traffic-oriented uses, such as drive-through restaurants, will develop less square footage per acre, but many types of commercial uses can utilize land more efficiently. As a result, the conceptual master plan would yield a minimum of 1.65 million square feet of commercial development.
- 112.5 acres of medium to high density residential land use  
This acreage is likely to support approximately 675 to 1,350 dwelling units.
- 124.5 acres of low density residential land use  
This acreage is likely to support approximately 500 dwelling units.
- 25.5 acres of optional commercial or high density residential land use  
If the entire area is developed as commercial land use, the area could support, at a minimum, an additional 255,000 square feet in commercial development. If developed as high density residential, it could support approximately 300 dwelling units.
- 66 acres of public and institutional land use  
In this study area, public and institutional acreage consists of the medical center, the adjacent Anne Carlsen Center property, and a conceptual location for a future school site.
- 138 acres of green/open space/wetlands/parks  
In this concept, much of the park area surrounds a surface water feature that would retain some of the wetlands and drainage features of the study area. A storm water analysis will help define the amount of space needed to accommodate a feature of this nature.
- Street infrastructure – the remaining 15-20 percent of the acreage (approximately 150 acres) consists of street right of way. This is typical in an urban environment where approximately 20-25% of gross acreage is needed for streets and other infrastructure. Areas with large lots, such as the commercial land use area on the north side of the study area generally contain a lower percentage of streets, while residential areas have a higher percentage of streets due to the smaller lot sizes and tighter street system.

**Influential Features**

The presence of 20<sup>th</sup> Street SW along the south edge of the Jamestown Medical Center and 25<sup>th</sup> Street SW between the Buffalo Mall and Wal-Mart played a significant role in the alignment of the collector street that is shown curving through the property from east to west. This corridor is expected to serve as a major access to commercial land uses and the medical center, and as such, it will experience significant traffic volumes and become a focal point for the community. Designing this street with a sweeping curved alignment, rather than a jogged alignment with corners, is strongly encouraged. A landscaped median or enhanced boulevard landscaping features will set the tone for this area and make this roadway a "signature corridor" of southwest Jamestown.

The project area contains a considerable network of wetlands, which played a critical role in the development of the conceptual master plan. The network of wetlands also slightly affected the alignment of the street described above.

Lastly, the network of wetlands and connecting drainage channels in the study area was retained as surface water for various reasons. These water features provide for an interesting and adventurous park network that adds to the quality of life within a neighborhood. The connected open space along the drainage way creates the opportunity to provide a network of trails. These areas can also provide locations for additional recreational activities. The use of the wetlands and drainage areas as a park and open space network is one potential way of handling needed capacity for storm water management. Finally, in most real estate markets, residential lots and dwellings adjacent to a continuous greenway and park system command a significantly higher price than other lots within a subdivision due to the desirability of living adjacent to an open space with easy access to walking trails and parks.