

PRISAP Committee
Meetings and Public Outreach
Review and Adoption

COMMUNITY PARTICIPATION

2 COMMUNITY PARTICIPATION

The PRISAP planning process includes regular committee meetings, during which City Planning staff and committee members discuss, recommend, and participate in development activities for the future of the Polkville Road Interchange study area. Public participation includes public open houses that are held to explain research findings and to discuss future development and transportation ideas.

POLKVILLE ROAD INTERCHANGE SMALL AREA PLAN COMMITTEE

The PRISAP committee serves as an advisory team for the City of Shelby on matters related to the Polkville Road Interchange study area. The committee is to assess the transportation and development needs of the study area and suggest recommendations to address these needs and issues.

Thirteen representatives were invited by Mayor O. Stanhope Anthony III to serve on the committee. These thirteen members, as well as any members who join the committee throughout the planning process, represent property owners, businesses, developers, the City of Shelby, Cleveland County, and the North Carolina Department of Transportation. PRISAP committee members were asked to commit time by participating in meetings and related public participation correspondences.

Committee meetings are held at the Shelby-Cleveland County Regional Airport on the 4th Wednesday of every month during the planning process, except when scheduling conflicts occur.

Along with the committee members, the PRISAP committee is staffed by three City of Shelby planning staff members. Planning staff analyzes data, presents information, manages committee meetings, facilitates community outreach events and communication, and drafts the small area plan.

Polkville Road Interchange Small Area Plan Committee Members

- Christa Aldinger
- John Allen
- Stuart Hair
- Roger Holland
- Max Hopper
- Rick Howell
- Johnny Hutchins
- David Keilson
- Ben Kittrell
- Bill McCarter
- Julie McMurry
- Marlene Peeler
- Jordan Tubbs
- Rick Washburn



FIGURE 2.1:
Committee members during the June committee meeting discussing the draft plan.

MEETINGS AND PUBLIC OUTREACH

October 22, 2014: PRISAP Committee Meeting - Kick-off Meeting

The first official meeting for the PRISAP committee. Attendance included seven of the initial thirteen PRISAP Committee members and two City Planning staff.

Key meeting points:

- Discussed the following:
 - Small area plans, planning process, and plan implementation.
 - PRISAP committee purpose and responsibilities.
 - Timeline and scope of small area plan.
 - Public engagement opportunities and open houses.
 - Study area description and overall bypass framework.
- Presented and reviewed existing conditions of the study area:
 - Location.
 - Demographics.
 - Aerial and Context.
 - Existing Land Uses.
 - *Comprehensive Land Use Plan* Future Land Uses.
 - Zoning.
- Requested information on environmental features, transportation, and existing and proposed utilities.

November 19, 2014: PRISAP Committee Meeting - Topic Development

A new committee member was introduced to better represent the real estate community within the study area. Attendance included nine of the fourteen PRISAP committee members and two City Planning staff.

Key meeting points:

- Presented and reviewed environmental features, transportation, and existing and proposed utilities.
- Facilitated an open discussion about strengths, weaknesses, opportunities, and threats within the study area. See Figure 2.3 for further details.
- Developed recommendation topics:
 - Land Use.
 - Transportation.
 - Utility Services.
 - Community Character.
- Discussed expanding the study area to include the area between the Brushy Creek and Farmville Road.

December 9, 2014: PRISAP Committee Meeting - Land Use

Attendance included seven of the fourteen PRISAP committee members, a City of Shelby City Council member, and two City Planning staff.

Key meeting points:

- Reviewed and approved a study area expansion to include the area between the Brushy Creek, Farmville Road, and Barbee Road.
- Discussed public open house details including locations, invitees, advertisement, and committee member participation roles.
- Participated in a land use development activity.
- Committee members discussed and depicted future land uses within the study area on a large map.

FIGURE 2.2:
Committee members participate in a land use planning activity during the December committee meeting.



FIGURE 2.3:

Committee members describe the strengths, weaknesses, opportunities, and threats within the Polkville Road Interchange study area.

STRENGTHS

- Large tracts of land.
- NC 226/Polkville Road is primarily straight and flat.
- NC 226 designated as a byway scenic route.
- Utilities and possible expansions:
 - Fiber optics.
 - Duke electric.
 - City utilities.
- Rail access.
- Existing Commercial at Dixon/US 74.
- Proximity to US 74.
- Gateway into the City.
- Funnels people into the City.
- I-40 access in Marion NC.
- Borders First Broad River.
- Not many stoplights.
- NC 226 is a great motorcycle route.
- History and heritage.

OPPORTUNITIES

- Carolina Thread Trail and trailhead.
- Dover Mill redevelopment and continued interest in surrounding parcels (may include commercial uses as site develops).
- Commercial driveway access at the intersection of Polkville Road and US 74/Dixon Blvd is dangerous. Opportunity to become a welcoming intersection for the traffic from the new Bypass and to be made safe in the process.
- Historic landmark connections.
- Bypass completion will allow access for commercial uses.
- Scenic character.
- Increased traffic could lead to the possibility of widening opportunities for Polkville Road.
- Bypass and interchange landscaping.

WEAKNESSES

- NC 226/Polkville Road is a narrow 2 lane road.
- Lacks stormwater utilities.
- Development in the Critical Watershed Area is limited by 70/10 Watershed Allocation.
- Lack of sanitary sewer.
- Existing land uses lack supporting land uses.
- Seemingly abandoned buildings are not welcoming.
- Existing uses that have a negative image for the study area:
 - Nursery turned pawn shop.
 - Dover Mill (as it stands in 2014).
 - Empty buildings.
- Limited wayfinding signage.
- Overgrown landscaping where areas are not kept up and maintained.

THREATS

- Watershed issues/stormwater issues (70/10 Watershed development restrictions).
- Traffic increase with Bypass completion :
 - Bottlenecking possibilities at intersections (Barbee Road, Chatfield Road, etc.).
 - Existing narrow lanes for Polkville Road and surrounding local streets.
 - Lack of safety at intersections and along Polkville Road.
- More development could mean scenic character is lost.
- Lack of design guidelines that could help maintain scenic character.
- Lack of NC DOT plans for Polkville Rd and surrounding streets.
- Lack of landscaping plans for Bypass interchange.

**January 13, 2015:
PRISAP Open House #1**

Attendance included approximately 75 community members (study area residents, property owners, and other Shelby residents), eight of the fourteen PRISAP committee members, and two City Planning staff. The goal was to articulate what the community wanted the Polkville Road Interchange study area to be like at the end of a 20 to 30 year plan horizon.

This open house consisted of two sessions that residents could choose to come too. Each session included the same four activity stations:

- **Station 1:** Residents were asked to list out what they want and don't want in the study area.
- **Station 2:** Residents marked up maps to locate where they thought certain land uses should develop within the study area.
- **Station 3:** Residents described the strengths and weaknesses of the current conditions within the study area.
- **Station 4:** Residents designed the landscaping for the proposed interchange.

Comments and designs from each of these stations were used to develop future land use concept maps and goal recommendations. These comments can be reviewed in Figures 2.6 and 2.7. See the Vision and Recommendation sections for final concepts and recommendations developed during the open house.

Key open house points:

- To publicize the PRISAP open house, City Planning staff sent postcards to property owners within the study area and reminded City of Shelby Planning & Zoning Board and City Council of the opportunity to participate in the open house.
- Published news releases announcing the open house in The Shelby Shopper, Shelby Star, The Kings Mountain Herald, and What's Up Shopper. An announcement was also posted on the City of Shelby Facebook wall.
- Committee members and City Planning staff heard public concerns, explained research findings, and discussed future development and transportation ideas with property owners and community residents.
- Residents and property owners participated in the four stations and developed vision maps, designed landscaping, and voiced concerns about development and safety.

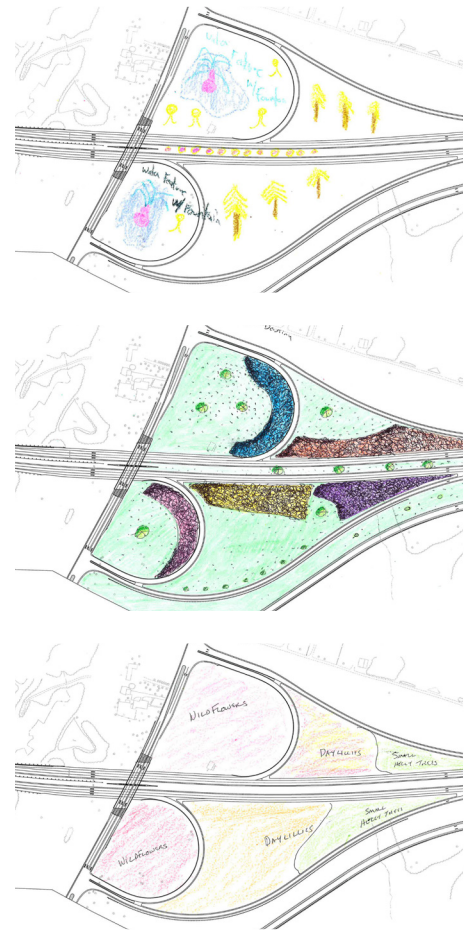


FIGURE 2.4: (TOP) Interchange landscape ideas from the January public open house.

FIGURE 2.5: (LEFT and RIGHT) Participants at the public open house in January.



FIGURE 2.6:

Specific wants and don't wants arose from residents at the public open house. As expected, these items often contradict each other. Some residents want to see the area stay the same, while others see the potential the Bypass will bring to this area for the City of Shelby and Cleveland County. These wants and don't wants include:

RESIDENTS WANT...

- Truck stop/gas station with a convenient store and restaurant.
- Nice sit down restaurants (Some sort of steak house, Cracker Barrel, Olive Garden, Outback).
- Fast food restaurants (Starbucks, Dunkin' Donuts).
- Shops and Retail (Small family stores, Small business center, Costco/Sam's).
- Motels.
- Gateway to Shelby.
- Traffic lights along Polkville Road and at the interchange to improve safety.
- Better traffic signage.
- Natural/low maintenance landscaping (trees, flowers, etc.) along Polkville Road and at interchange.
- Walking trails and a park area to create a walking friendly atmosphere.
- A sewer extension up 226 north to Zion Church Road and a sewer extension along Barbee Road on both sides on 226. Annex this area into city limits.
- Old Mill cleaned up and developed with residential areas and mixed use/PUD developments.
- Retirement facility.
- Industrial development bringing more jobs to city/county.
- More tax base.
- Commercial development contained to a certain distance from the interchange, instead of sprawling out and down/up Polkville Road.
- Scenic beauty/route preserved.
- Easy on/off access for US 74 Bypass and Polkville Road.
- Turning lane from Polkville Road on to Chatfield Rd.
- Widen Polkville Road from 2 lanes to 3 or 4 lanes from US 74/ Dixon Boulevard to the interchange, or possibly as far as Zion Church Road.
- Businesses that are camouflaged.
- Lower speed limits.

RESIDENTS DON'T WANT...

- Gas stations.
- Government housing/ apartments.
- Mobile homes/trailer parks.
- Salvage yards/junk yards.
- Apartments.
- Heavy industrial development.
- Car lots.
- Billboards along Polkville Rd.
- Higher speed limits.
- Large service stations.
- Toll booths.
- Any new development at the interchange.
- Shopping centers like along current US 74/Dixon Blvd.
- Junky interchange with a lot of franchises.
- Development restricted to a quarter mile around the interchange.

FIGURE 2.7:

Specific strengths and weaknesses for the existing conditions of the Polkville Road Interchange study area emerged from residents at the public open house. These include:

STUDY AREA STRENGTHS...

- Beauty and rural character of agricultural lands.
- Scenic bypass route designation/scenic beauty.
- Availability of infrastructure for future development.
- Great proximity to hospital.
- Development opportunities in “ghost town” area (Dixon to Grover Rd).
- No mass developments.

STUDY AREA WEAKNESSES...

- Projected traffic is too much traffic for these local roads to handle.
- Wal-Mart trucks will be traveling north of Grover Street to and from the bypass rather than south of Grover Street to Dixon Boulevard.
- Noise and light pollution from semi-trucks and Wal-Mart Distribution Center.
- Dangerous road conditions with narrow lanes and speeding traffic.
- Not pedestrian friendly.
- Dixon Boulevard to Grover Street is a ghost town.
- Poor and unsafe access to Ingles, CVS, and other commercial developments at Dixon Boulevard and Polkville Road intersection.
- Trucks park along Polkville Road.
- Insufficient parking at churches along Polkville Road.
- Unsightly business sites, since some properties not kept up.
- Bypass could cut off northern portion of Polkville Road, leaving residents with poor access to amenities.
- Poor and unsafe access to mailboxes. Some residents currently cross Polkville Road to get mail, unsafe as is. With extra traffic, conditions will become even more dangerous.
- Dangerous for school buses.
- Poor access to Polkville Road from side streets making it difficult to turn onto and off of Polkville Road.
- Traffic is horrible.
- Difficult and increasingly dangerous to turn out of driveways.
- Lack of traffic lights.

February 25, 2015: PRISAP Committee Meeting - Transportation

Attendance included nine of the fourteen PRISAP committee members and two City Planning staff.

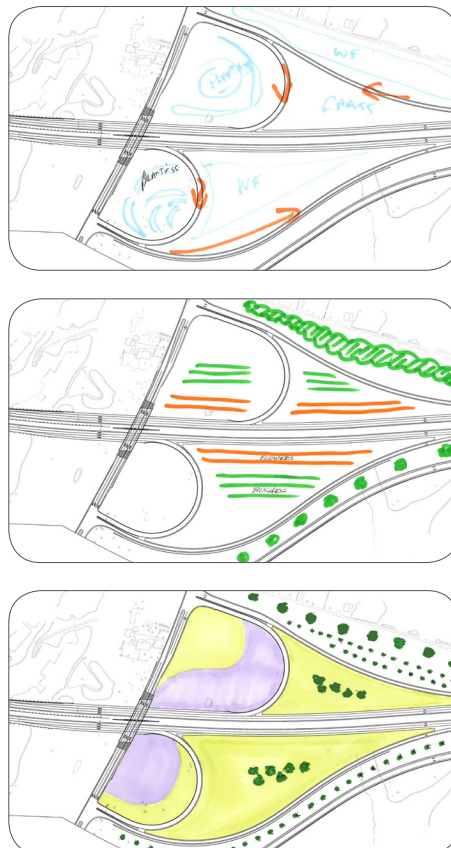
Key meeting points:

- Reviewed and amended the Committee's conceptual vision map (DRAFT) to better suit the overall ideas of the committee.
- Reviewed the public open house conceptual vision maps and key points from each concept. See the Vision section for conceptual maps and detailed descriptions.
- Discussed transportation concerns for the study area, including the projected traffic impacts for the study area as the Bypass is completed. For example, with the complete of the Bypass, traffic on Dixon Blvd/US 74 is projected to decrease by roughly 15%.
- Requested updated traffic counts and Level of Service designations.
- Discussed safety concerns for each intersection in the study area.
- Participated in an activity to design the interchange landscaping.
- Recommended constructing a turn lane to turn onto Chatfield Road at the Polkville Road and Chatfield Road intersection.
- Recommended relocating driveways and redirecting traffic accessing the shopping center at the Polkville Road and US 74/Dixon Boulevard

intersection.

- Recommended partnering with NC DOT on interchange landscaping design and maintenance.
- Recommended widening Polkville Road and to include pedestrian accommodations (sidewalks, protected areas, shared driveways, connected parking lots, etc.)

FIGURE 2.8:
Interchange landscape ideas from the February committee meeting.



March 25, 2015: PRISAP Committee Meeting - Community Character

Attendance included nine of the fourteen PRISAP committee members and a City Planning staff member.

Key meeting points:

- Reviewed PRISAP Vision Map and land use recommendations.
- Discussed NC DOT updated DRAFT deficiency maps (traffic counts and LOS) for the Polkville Road Interchange study area showing projections with and without the Bypass. Showed projected Level of Services getting better within the study area with the completion of the US 74 Bypass.
- Recommended NC DOT to study a traffic circle/round-a-bout at the Grover Street and Polkville Road intersection.
- Recommended using the existing bridge on the Carolina Thread Trail.
- Discussed utility services recommendations.
- Discussed comments and concerns related to community character and community image from the first public open house.
- Began community character discussion for design guidelines, signs, and landscaping/streetscaping.
- Discussed second open house details.

May 26, 2015: PRISAP Open House #2

Attendance included 24 community members (study area residents, property owners, and other Shelby residents), three of the fourteen PRISAP committee members, two City Planning staff, and a City Planning intern. The goal was to show how the ideas and input from the first public open house are being used in the Polkville Road Interchange Small Area Plan.

Key open house points:

- To publicize the PRISAP open house, City Planning staff sent letters to property owners within the study area and reminded City of Shelby Planning & Zoning Board and City Council of the opportunity to participate in the open house.
- Published news releases announcing the open house in The Shelby Shopper, Shelby Star, The Kings Mountain Herald, and What's Up Shopper. An announcement was posted on the City of Shelby Facebook wall.
- City Planning staff presented the public's vision for the study area based off of the findings from the January open house.
- Residents and property owners asked questions and reviewed the draft plan.

June 24, 2015: PRISAP Committee Meeting - Draft Plan

Attendance included eight of the fourteen PRISAP committee members, two City Planning staff, and a City Planning intern.

Key meeting points:

- Discussed the second public open house.
- Reviewed the draft Polkville Road Interchange Small Area Plan.
- Suggested the Polkville Road Interchange Small Area Plan should go to Planning & Zoning Board for further review, then to City Council for adoption.

REVIEW AND ADOPTION

The adoption process included the consideration of the Polkville Road Interchange Small Area Plan by the City of Shelby Planning and Zoning Board in their July meeting. The Planning and Zoning Board recommended the Plan to go to the City of Shelby City Council. The City Council held a public hearing for the consideration of adopting the Plan and officially adopted the Polkville Road Interchange Small Area Plan on August 24, 2015.

The plan should simultaneously go to the Cleveland County Planning Board for review. The Cleveland County Planning Board should recommend approval of the plan to the Cleveland County Board of County Commissioners, who should also consider approving and adopting the Polkville Road Interchange Small Area Plan.

FIGURE 2.9:
(LEFT & RIGHT) Community members discuss how the Polkville Road Interchange will affect their properties and daily lives.

