

POLKVILLE ROAD INTERCHANGE SMALL AREA PLAN

A Small Area Plan for the Future US 74 Bypass
City of Shelby, North Carolina
Adopted: August 24, 2015



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Special thanks to the residents and businesses of Shelby, government agencies, and other stakeholders who participated in the Polkville Road Interchange Small Area Plan planning process.

**Adopted by the
City of Shelby City Council on
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- US 74 Bypass
- What is a Small Area Plan?
- Relationship to Other Plans
- How will I be Involved in the Planning Process?
- How is a Small Area Plan Developed?
- Small Area Plan Timeline

INTRODUCTION

1 INTRODUCTION

The City of Shelby is preparing “Small Area Plans” for the corridor of the planned US 74 Bypass to implement the goals and recommendations of the *Shelby Strategic Growth Plan*, *Shelby Comprehensive Land Use Plan*, and *Cleveland County Land Use Plan*. The small area plans aim to identify appropriate land uses for the interchanges and surrounding areas, prepare for increased transportation needs, and plan for development near the new Bypass before pressure mounts.

US 74 BYPASS

The US 74 Bypass is a controlled access highway, in which development should occur at or near the interchanges. The current planned interchanges are: Washburn Switch Road, Polkville Road/NC Highway 226, Fallston Road/ NC Highway 18, Cherryville Road/ NC Highway 150, and Buffalo Creek. The current completion schedule for the entire US 74 Bypass is 2030; however, this could be accelerated or delayed as the other interchanges are funded. Washburn Switch and Polkville Road interchanges are scheduled to open for traffic from the west in 2018.

The Polkville Road Interchange Small Area Plan (referred to as PRISAP) is the second of five small area plans along the new US 74 Bypass, depicted in Figure 1.1. Each small area plan will focus on a defined study area that includes the interchange and surrounding areas. Currently, the Polkville Road Switch Interchange study area consists primarily of farmland, residential, and undeveloped.

WHAT IS A SMALL AREA PLAN?

A small area plan examines the local conditions and addresses a specific area's needs and opportunities with detailed recommendations. In the small area planning process, citizens and elected officials collaborate to improve their community and ensure a better future. This small area plan will work with the current policies of the *Shelby Strategic Growth Plan*, *Shelby Comprehensive Land Use Plan*, and *Cleveland County Land Use Plan*.

Small area plans recommend changes to currently adopted future land use maps as guidelines to assist in carrying out the community vision for the plans. They usually contain goals, recommendations, policies, and/or actions that help the City of Shelby and Cleveland County in making decisions on zoning, public investment, and private initiatives.

The following topics are typically addressed through goals and recommendations:

- Land Use/Zoning
- Transportation
- Infrastructure/Utilities
- Environmental Features
- Economic Development
- Community Design

Inclusion of a recommended project in the plan does not mean the recommended project, program, or research has funding. The recommendations in the plan are prioritized and considered by the appropriate governing body, along with other projects and programs for funding.

RELATIONSHIP TO OTHER PLANS

The Polkville Road Interchange Small Area Plan works with the *Shelby Strategic Growth Plan (2005)*, *Shelby Comprehensive Land Use Plan (2009)*, and *Cleveland County Land Use Plan (2005)* to guide City and County staff, City Council, and various appointed boards and commissions for the City and County in development decisions related to the Polkville Road Interchange study area.

Shelby Strategic Growth Plan

The *Strategic Growth Plan*, adopted in 2005, serves as a guide for City decisions and a source of information; it also reflects public participation and input. The policies within the *Strategic Growth Plan* are designed for regular use in guiding public decisions at the City level; as well as providing information for private decisions. City staff,

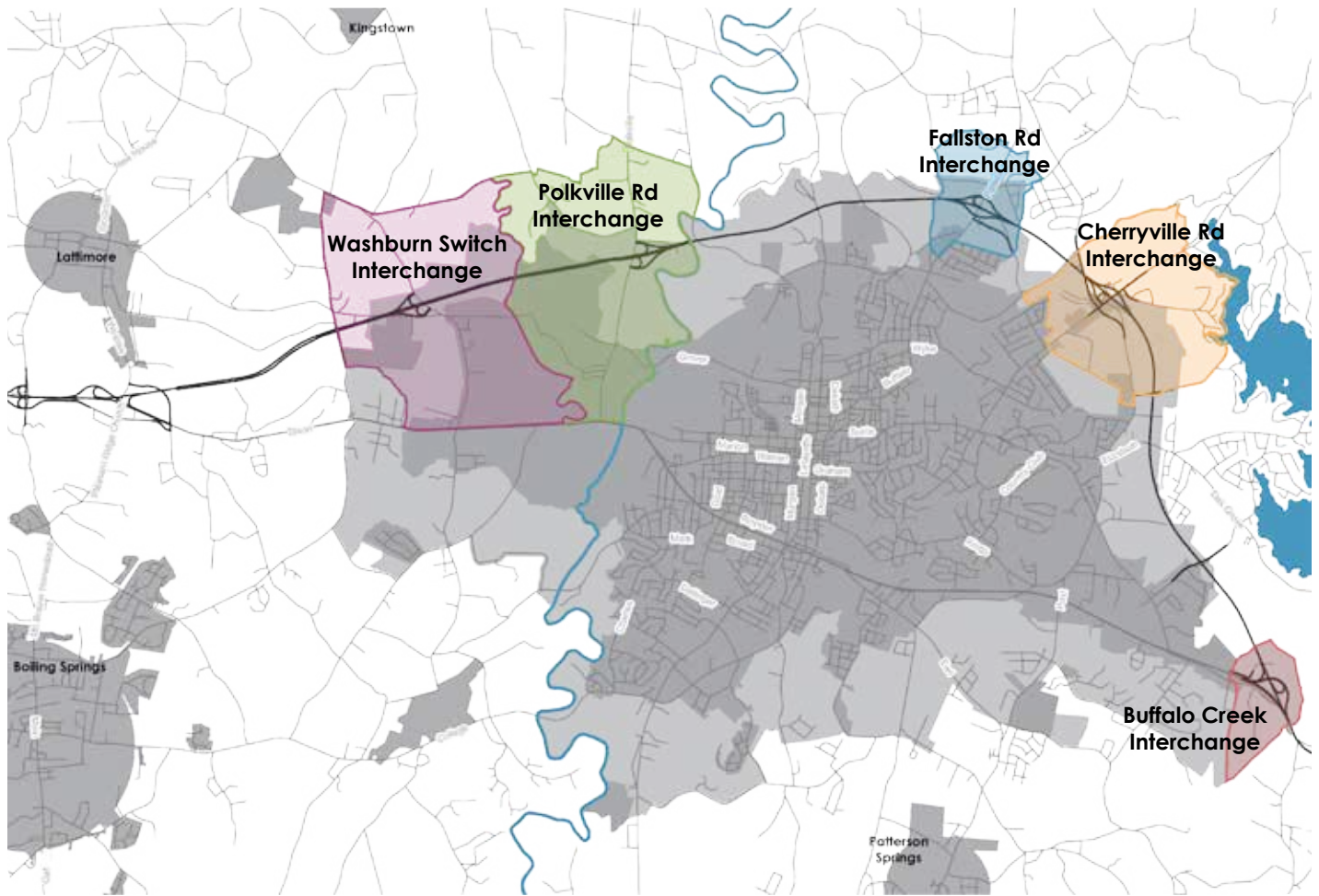


FIGURE 1.1:
Bypass Framework Map



Washburn Switch Interchange

Industrial with supporting uses.

Polkville Road/Highway 226 Interchange

Limited commercial or residential "gateway".

Fallston Road/Highway 18 Interchange

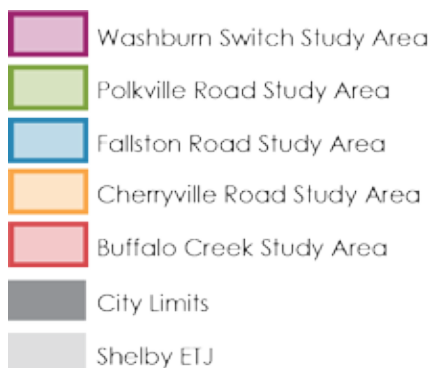
Mixed Use with emphasis on commercial and mid to high density residential.

Cherryville Road/Highway 150 Interchange

Limited commercial.

Buffalo Creek Interchange

City gateway.



*The depicted study areas are drafts that can change as each interchange study area planning process develops.

City Council, appointed boards and commissions, and the general public use the policies and recommended actions set forth in the *Strategic Growth Plan* as a foundation for decisions on City facilities, services, and growth management. The following actions are associated with the US 74 Bypass.

Action 1.5.1: Continue to push for completion of the new US 74 Bypass north of Shelby, as well as other key projects identified in the area Transportation Improvement Program.

Action 3.2.1: Prepare a special area plan for the corridor of the planned US 74 Bypass north of Shelby. Identify appropriate land uses, signage, landscaping and buffering, and other land use issues.

Action 3.2.2: Using the special area plan as a policy foundation, prepare

a special highway corridor overlay zoning district to implement design standards for developments near the new bypass. Do this before development pressures mount.

Shelby Comprehensive Land Use Plan

The *Comprehensive Land Use Plan*, adopted in 2009, provides guidance for the City as it continues to grow over the next 15 to 20 years. However, with the *Comprehensive Land Use Plan* being five years old, the adjusted timeframe is 10 to 15 years. This Plan serves as a policy guide that encourages decision makers to direct growth in a logical and environmentally sensitive way. It also provides a legal framework for the City to base regulatory decisions on. The *Comprehensive Land Use Plan* considers a number of all-encompassing issues, including land use, transportation, environmental features, and parks and recreation. The

following are policies and implementation strategies associated with the US 74 Bypass.

Policy 4C: Provide opportunities for industrial uses near the northwestern portion of the study area, near the future bypass and existing railroad.

Implementation Strategy 1: Coordinate with Cleveland County to amend the zoning ordinance and zoning map to reflect with Employment designation illustrated on the Comprehensive Land Use Plan Map.

Policy 11A: Control growth at the potential future Bypass interchanges by only allowing low-intensity uses such as agriculture, conservation development, and low-density residential.

Policy 11E: Discourage high-intensity uses around the proposed Bypass interchanges to reserve the access on and off the future Bypass. Especially

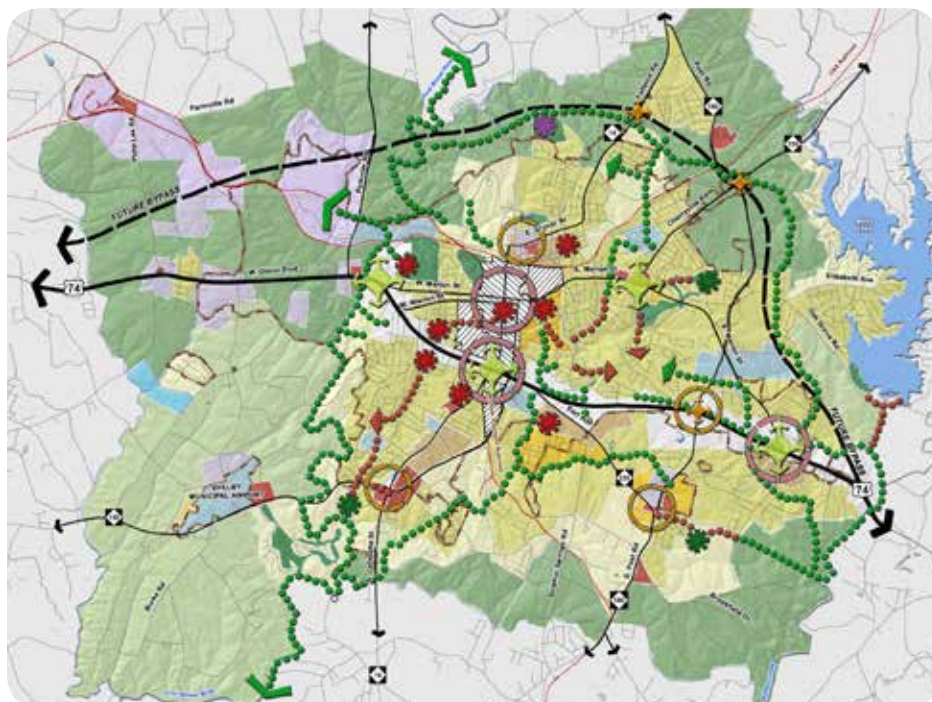


FIGURE 1.2: Future Land Use Plan Map from Shelby Comprehensive Land Use Plan



discourage uses such as big-box retail, strip commercial, and suburban development.

Policy 11A and 11E are policies the PRISAP, and small area plans for the remaining Bypass interchanges, looks to amend. The goal of the PRISAP is to create development opportunities around the Polkville Road interchange. The Comprehensive Land Use Plan "preserved" the Bypass corridor by limiting growth along it; however now that the Bypass is underway, development will happen.

Cleveland County Land Use Plan

The *Cleveland County Land Use Plan*, adopted in 2005, is a statement of the community's vision for its own future and a guide to achieve that vision through 2015. The County's future is shaped by local community values, the County's resources, and ideals and aspirations about the best growth management. It is a tool for managing change to achieve a desired quality of life. The following strategies deal with the US 74 Bypass.

STRATEGY Commercial-A1: Reexamine the County's zoning policies and focus future commercial development in nodes and development areas located along the following thoroughfares (or segments thereof) and other designated locations in the County, including US 74 Bypass interchanges.

STRATEGY Transportation-A4: Work closely with officials from

the City of Shelby for areas that lie at and near each of the proposed interchanges along the Shelby Bypass.

STRATEGY Open Space/ Greenways-A1: Develop a greenway master plan that comprehensively addresses the County's needs, expectations, costs and funding sources. Land for a potential greenway has been preserved by NC DOT in association with the Shelby Bypass project.

HOW WILL I BE INVOLVED IN THE PLANNING PROCESS?

Committee meetings and community open houses are designed to share current conditions to help the committee and residents envision the future. They allow residents and elected officials to share their opinions, and to develop a community vision, goals, and recommendations specific to the community needs.

Citizens within a small area plan study area are notified of community input opportunities. They are encouraged to attend meetings and actively participate. The ideas and comments from the public open houses are used to develop future land use concept maps and goal recommendations. See the Vision and Plan Recommendations sections for final concepts and recommendations developed during the committee meetings and public open houses.



FIGURE 1.3: From top to bottom: *Shelby Strategic Growth Plan (2005)*, *Cleveland County Land Use Plan (2005)*, and *Shelby Comprehensive Land Use Plan (2009)*.

FIGURE 1.4: PRISAP Open House Flyer



HOW IS A SMALL AREA PLAN DEVELOPED?

The small area plan process is broken down into the following eight steps.

Step 1: Research and data gathering.

Step 2: Data analysis.

Step 3: Stakeholder committee formed.

The primary role of the committee is to assist staff in identifying issues and opportunities and developing an overall vision, goals, and recommendations. Stakeholders include citizens, neighborhood associations, business owners, and City and County elected officials.

Step 4: Committee meetings and public input meetings.

The number of meetings is dependent on the issues and opportunities in the area and the individual planning process.

Step 5: Development of goals, recommendations, and an overall vision.

Step 6: Development of a draft plan.

Step 7: Finalization of plan.

Step 8: Adoption of plan.

Planning staff presents the plan to the Planning and Zoning Board for a recommendation. Afterwards, planning staff presents the plan to City Council for approval and adoption.

A successful small area plan is the result of an extended effort by a number of parties. The PRISAP key contributors in the planning process included City Council, Planning & Zoning Board, PRISAP Committee, and City Planning staff. The Planning staff worked extensively with the PRISAP Committee, which included representatives of property owners, businesses, City of Shelby staff, Cleveland County staff, and North Carolina Department of Transportation staff. A summary of the respective roles of each contributor is outlined in Figure 1.5.

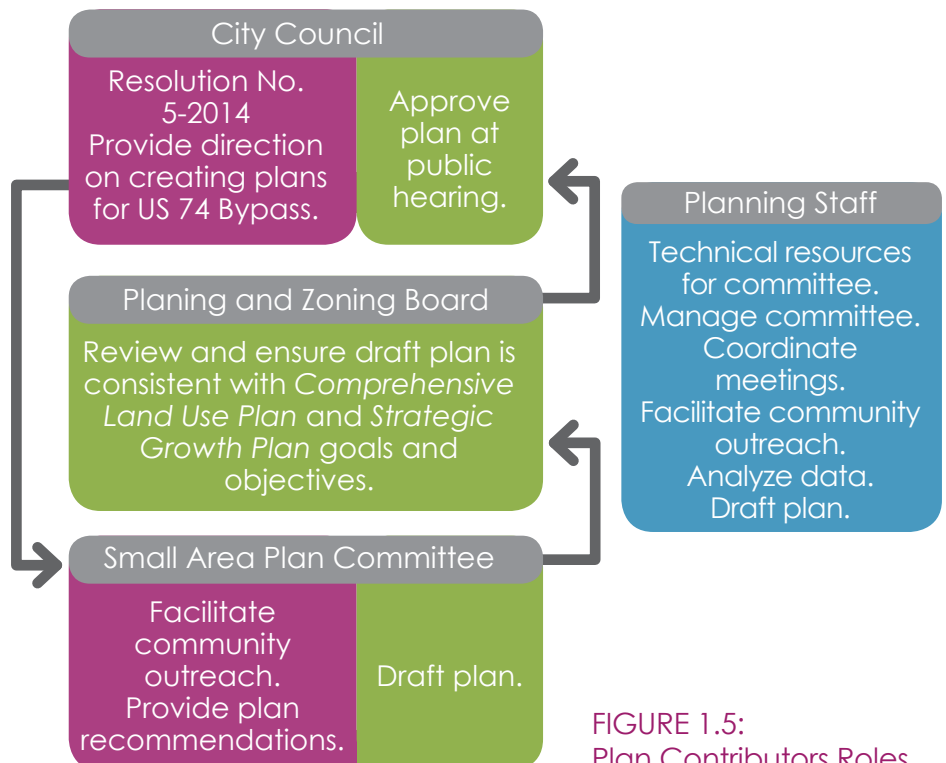


FIGURE 1.5:
Plan Contributors Roles.

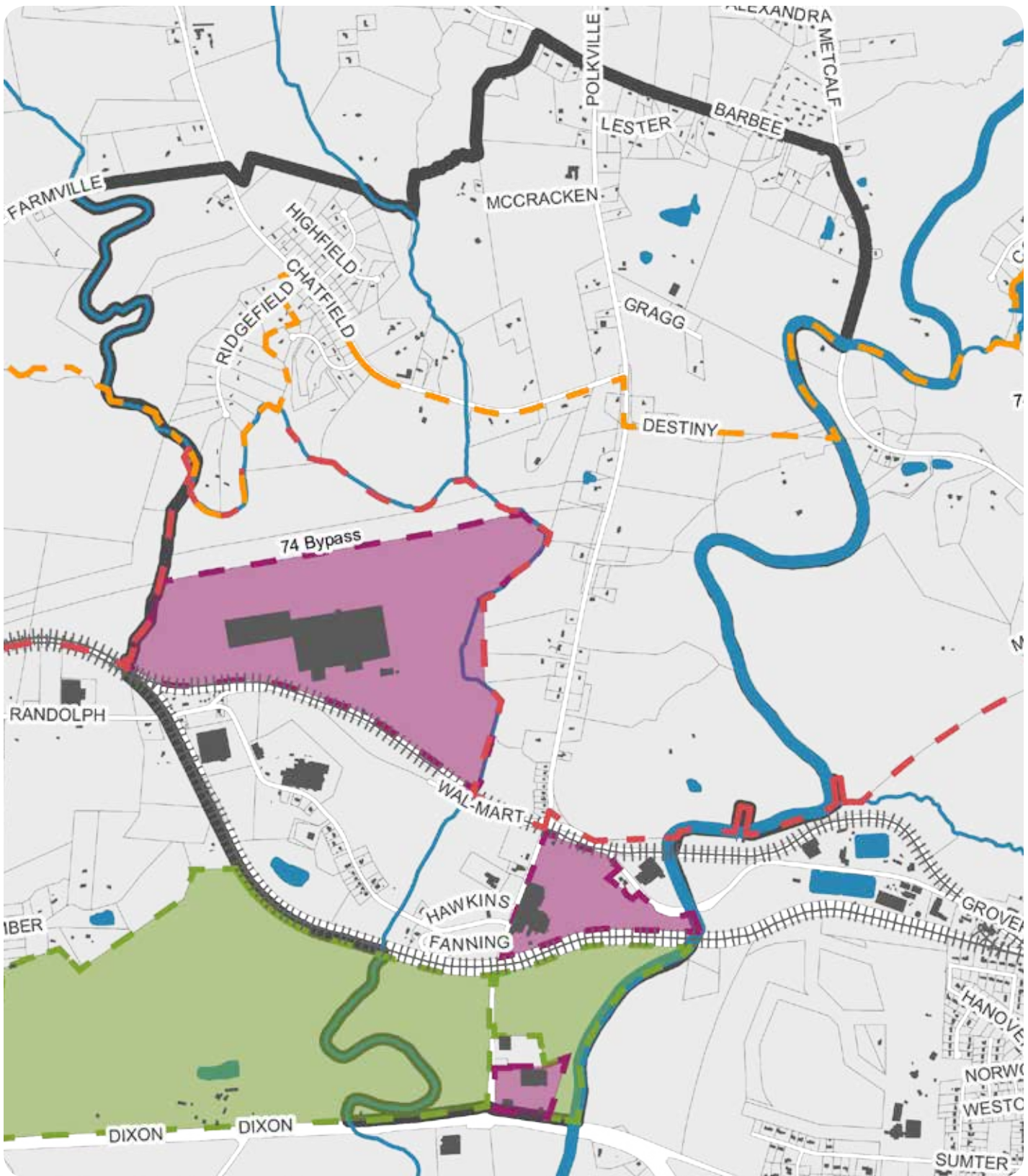


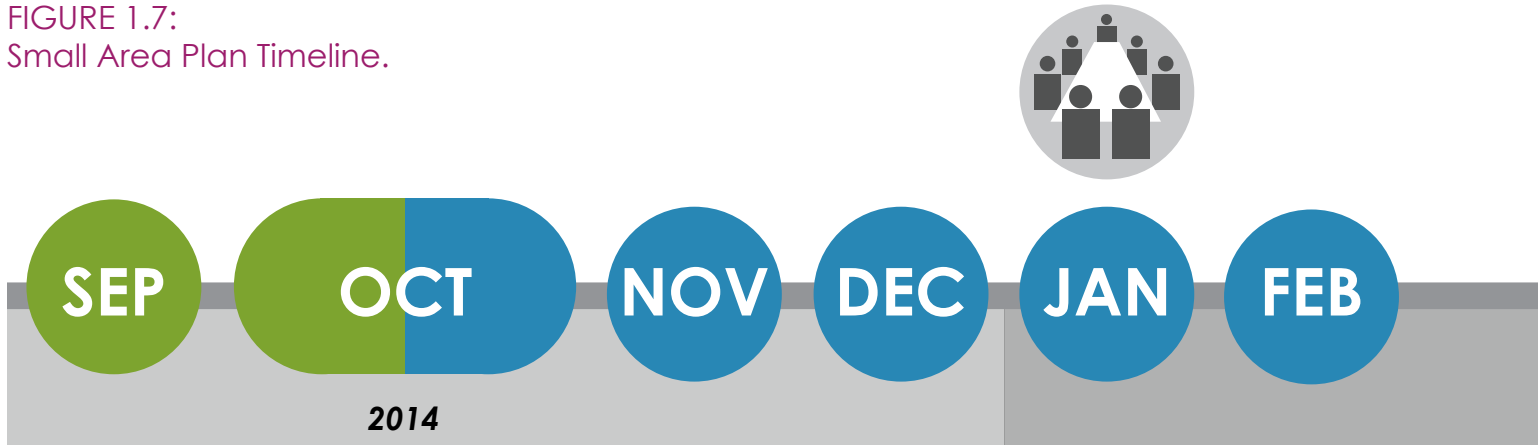
FIGURE 1.6:
Polkville Road Interchange Study Area Context Map

-  Study Area Boundary
-  Major Industrial/Commercial Areas
-  Major Agriculture Areas
-  Water
-  Shelby City Limits
-  Shelby ETJ

SMALL AREA PLAN TIMELINE

The City of Shelby anticipates an eleven month timeframe (September 2014 to August 2015) for the PRISAP, including background analysis, study area workshops, and plan drafting and finalizing. The approved timeline for the PRISAP may be modified from time to time where it has been determined by staff that such modification(s) would result in greater efficiency and improve the planning process.

FIGURE 1.7:
Small Area Plan Timeline.



BACKGROUND ANALYSIS

September to October

Data Collection
Base Maps
City Manager Approval

STUDY AREA WORKSHOPS

October

Committee Meeting:

- Form Small Area Plan Committee
- Small Area Plan Process and Existing Conditions

Public Announcement of PRISAP

November

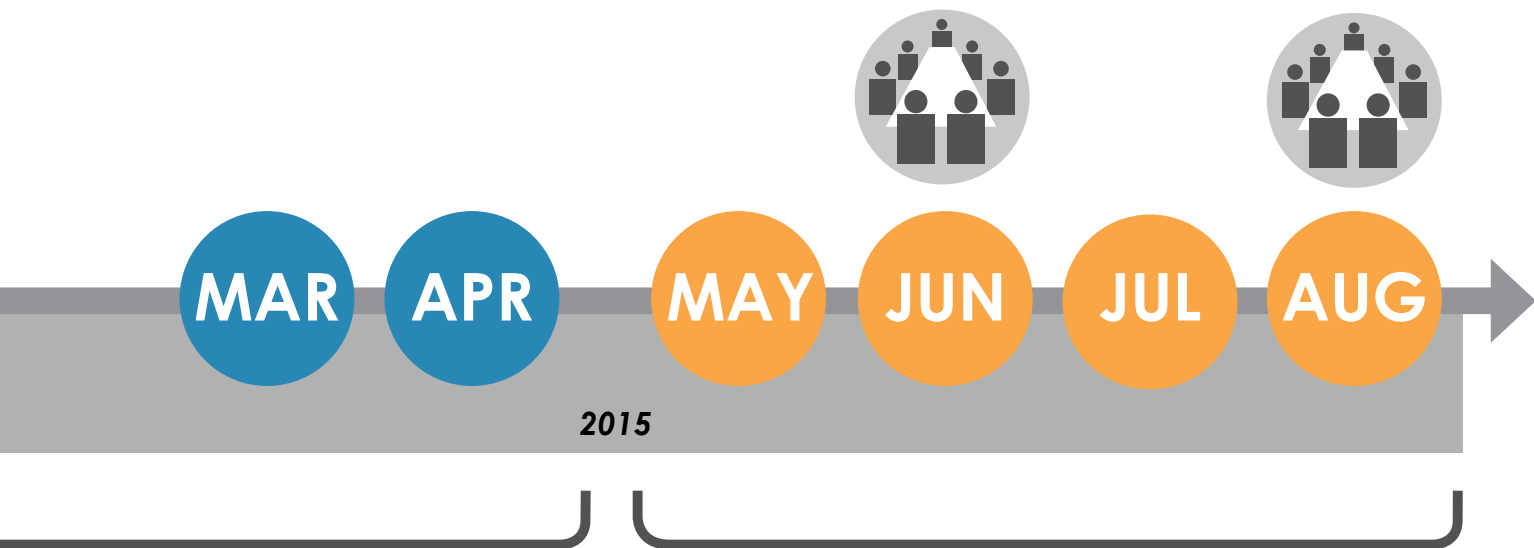
Committee Meeting:

- Identify Strengths, Weaknesses, Opportunities, and Threats of the Polkville Road Interchange Study Area

December

Committee Meeting:

- Form Land Use Recommendations



DRAFT & FINAL PLAN

January

Public Open House #1

February

Committee Meeting:

- Form Transportation Recommendations

March

Committee Meeting:

- Form Community Character Recommendations
- Finalize Recommendations

May

Draft Plan
Public Open House #2

June

Public Review Period
Committee Meeting:

- Approve Draft Plan

July

Planning & Zoning Board for Review*
Finalize Plan

August

City Council for Adoption

*The PRISAP should simultaneously go to the Cleveland County Planning Board for review. The Cleveland County Planning Board should recommend approval of the plan before it goes to the Cleveland County Board of County Commissioners.

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.

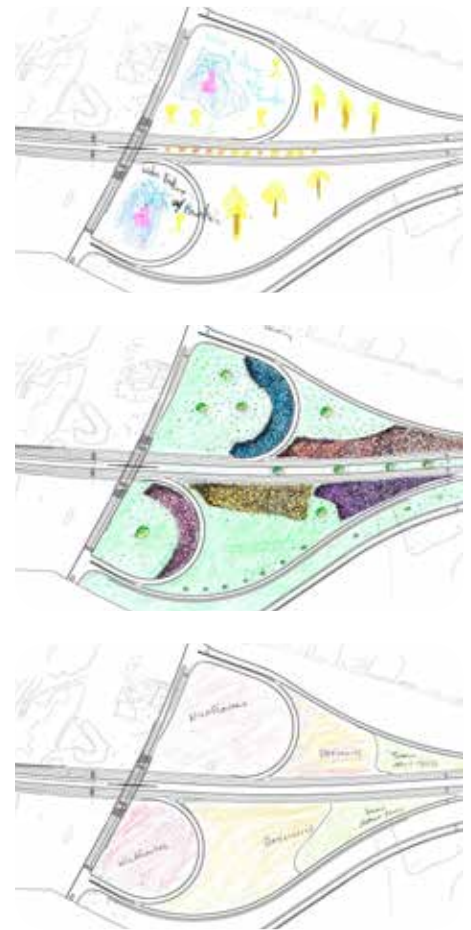


FIGURE 2.4:
(TOP) Interchange landscape ideas from the January public open house.

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.

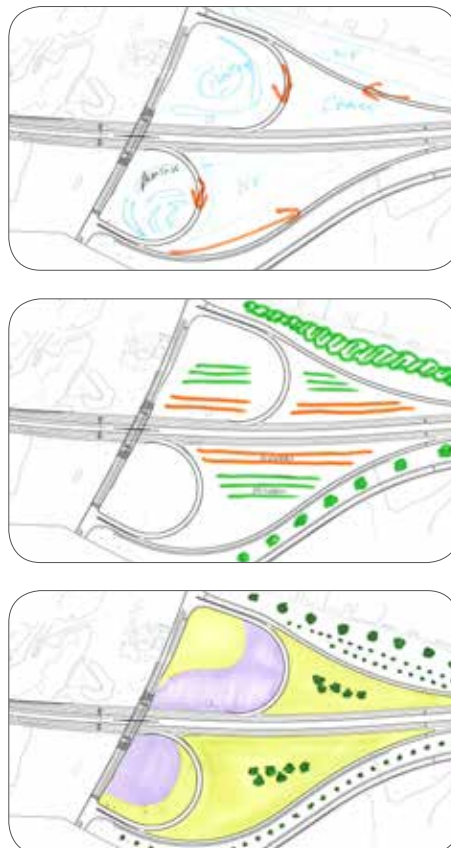
Key meeting points:

- 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 interception.
- 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.



3

Context
Demographics
Land Use
Zoning
Environmental Features
Transportation
Utility Services

EXISTING CONDITIONS

3 EXISTING CONDITIONS

This section of the PRISAP provides a base assessment of the study area's existing conditions. It is intended to help inform and direct the vision and plan recommendations throughout the planning process. The categories that are examined include study area context, demographics, land use, zoning, environmental features, transportation, and utilities.

CONTEXT

The Polkville Road Interchange study area is an area of approximately 2,139 acres (3.34 square miles) on the western side of the City of Shelby. The study area extends from Farmville Road and Barbee Road in the north, the First Broad River and Metcalf Road on the east, existing Dixon Boulevard/US 74 to the south, and the Brushy Creek in the west.

The study area is currently residential and rural in nature.

However, there are a few commercial/industrial sites within the study area. The most prominent industrial site, the Wal-Mart Distribution Center, is at the heart of the Polkville Road interchange study area. One of the more commonly known commercial sites include the Ingles shopping center at the US 74/Dixon Boulevard and Polkville Road intersection.

Uncertainty related to the completion of the new US 74

Bypass and accompanying development is a concern to residents of the study area and surrounding areas. Growth is likely to occur around the interchanges of the new Bypass, but the existing plans for the City of Shelby and Cleveland County do not specifically address plans for this growth.

FIGURE 3.1: Photos from throughout the Polkville Road Interchange study area.



The Wal-Mart Distribution Center off of Polkville Road.



The Ingles and CVS at the intersection of Polkville Road and Dixon Boulevard/US 74.



The Doran Mill Co., more commonly known as the Dover Mill, along Polkville Road.



A nursery now turned into a pawn shop on Polkville Road.

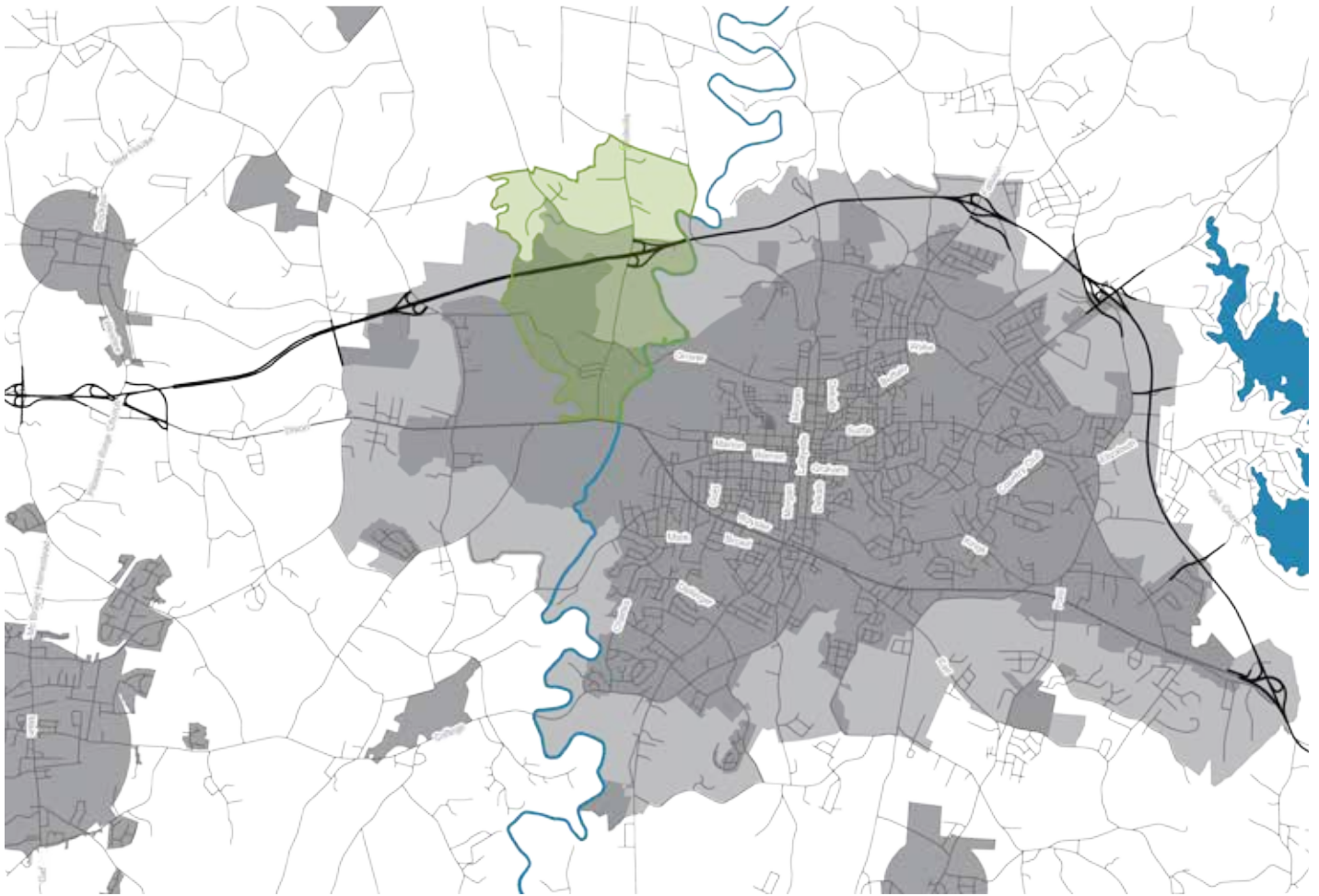


FIGURE 3.2:
Polkville Road Interchange Study Area Location Map

- Polkville Road Study Area
- City Limits
- Shelby ETJ



A residential property along Polkville Road.



One of the many churches along Polkville Road.



Salvage yard on Grover Street.

DEMOGRAPHICS

The Polkville Road Interchange study area is located within Census Block Group 951300-1. The demographic data cited in the PRISAP uses US Census information from the Census Block Group to maintain consistency and accuracy, rather than an estimate demographic data based on the study area boundary. A census block group is a geographic area defined by the United States Census Bureau. On average, a census block group has around 1,500 residents. Census block groups and census tracts are an excellent way to understand locations on a smaller scale. It should be noted the Census Block Group and the study area do not

share the same boundaries; however, the Polkville Road Interchange study area comprises approximately 22% of the Census Block Group land area. A detailed map of the boundaries is shown in Figure 3.3.

There are 1325 residents within Census Block Group (U.S. Census Bureau, 2010 Census Data), with approximately 289 residents inside the Polkville Road Interchange study area. The Census Block Group is largely Caucasian, with eighty eight percent (88%) Caucasian; eight percent (8%) African American, three percent (3%) Hispanic, and one percent (1%) other ethnicities. There are slightly more males

than females within the Census Block Group.

From the Cleveland County Economic Development Partnership (CCEDP) employment data, the largest employer within the Polkville Road Interchange study area is the Wal-Mart Distribution Center with 850 employees. However, the CCEDP does not have data on the other commercial uses within the study area.

Figure 3.4 and 3.5 demonstrate demographics related to the Census Block Group and Polkville Road Interchange study area.

FIGURE 3.3:
Census Block Group 915300-1 and Polkville Road Interchange study area Map.

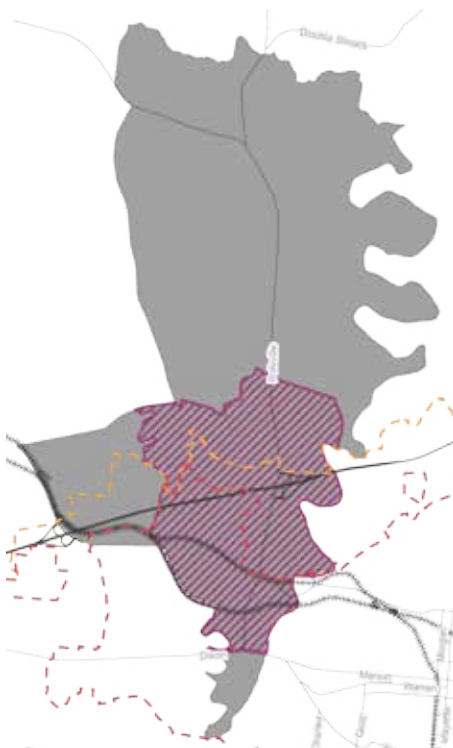


FIGURE 3.4:
Ethnicity of Census Block Group 915300-1.

Source: U.S. Census Bureau, 2008-2012 American Community Survey.

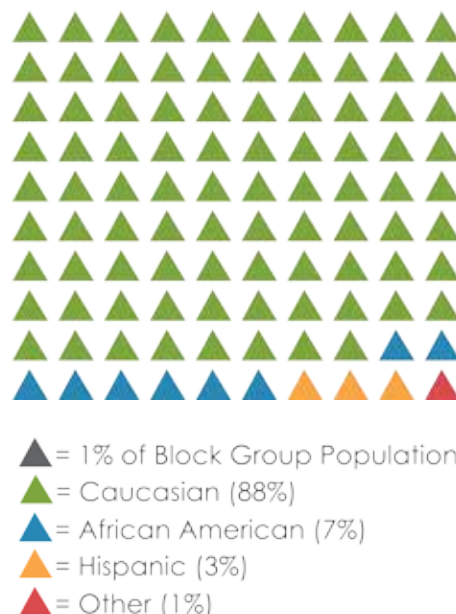
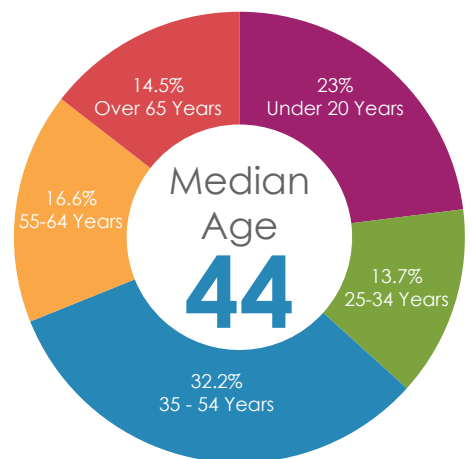


FIGURE 3.5:
Age Distribution of Census Block Group 915300-1.

Source: U.S. Census Bureau, 2008-2012 American Community Survey.



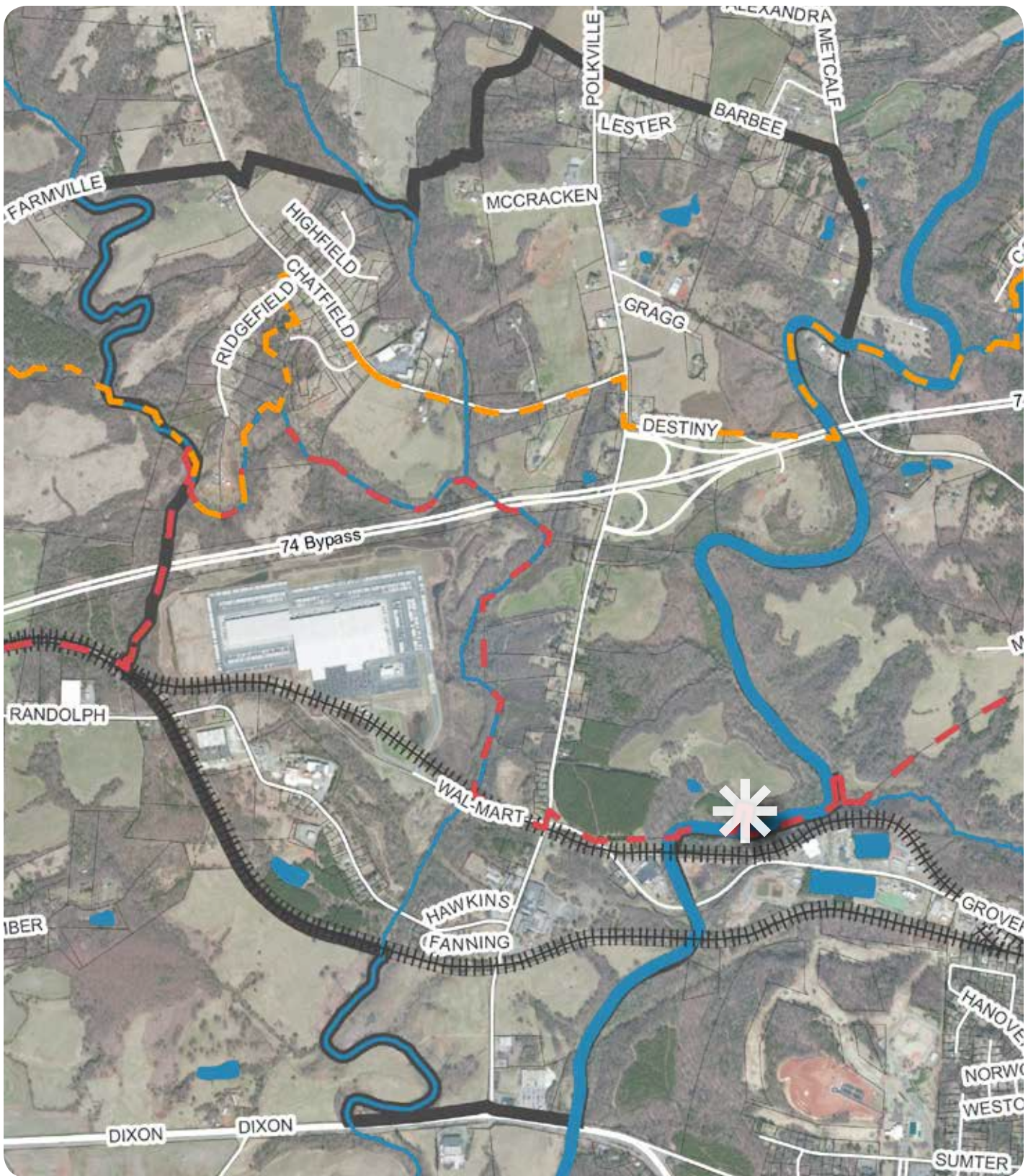




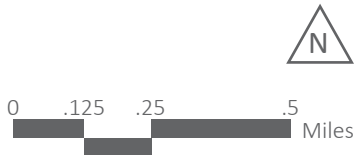


FIGURE 3.6:
Polkville Road Interchange Study Area Existing Conditions Aerial Map*

-  Study Area Boundary
-  Water
-  Shelby City Limits
-  Shelby ETJ

*Please note the aerial is from 2010. It may not depict exact current conditions in the study area.



LAND USE

Existing Land Use

The Polkville Road Interchange study area has many opportunities for development. Currently, the study area is primarily agriculture (39%) and undeveloped (22.9%).

Residential uses total sixteen point two percent (16.2%) of land within the study area with a majority being low density. Mobile homes make up approximately six percent (6%) of housing in the study area.

Industrial land uses total approximately 14 percent (14.2%).

Land needed to construct the Bypass takes up five point two percent (5.2%), approximately 105 acres, of land inside the Polkville Road Interchange study area.

The remaining land use in the study area consists of commercial uses, institutional uses and mixed uses, totaling roughly 1.6% of land within the study area.

Figures 3.7, 3.8 and 3.9 illustrate the existing land uses within the Polkville Road Interchange study area.

FIGURE 3.8: Polkville Road Interchange Study Area Existing Land Uses.

Land Use	Area (Acres)	% of Plan Area
Commercial	16	0.8
Mixed Use	2.5	0.1
Residential Land Uses	328.3	16.2
Low Residential	195.8	9.6
Med Residential	9.9	0.5
Mobile Homes	122.7	6.0
Institutional	31.5	1.6
Industrial	288.9	14.2
Transportation	104.7	5.2
Agriculture	792.0	39.0
Undeveloped	464.7	22.9
Study Area Total	2028.6	



Agriculture along Polkville Road.



Residential along Polkville Road.



Much of the undeveloped lands are forested areas within the study area.



The Wal-Mart Distribution Center is considered an industrial land use.

FIGURE 3.7: Examples of existing land uses in the Polkville Road Interchange Study Area.

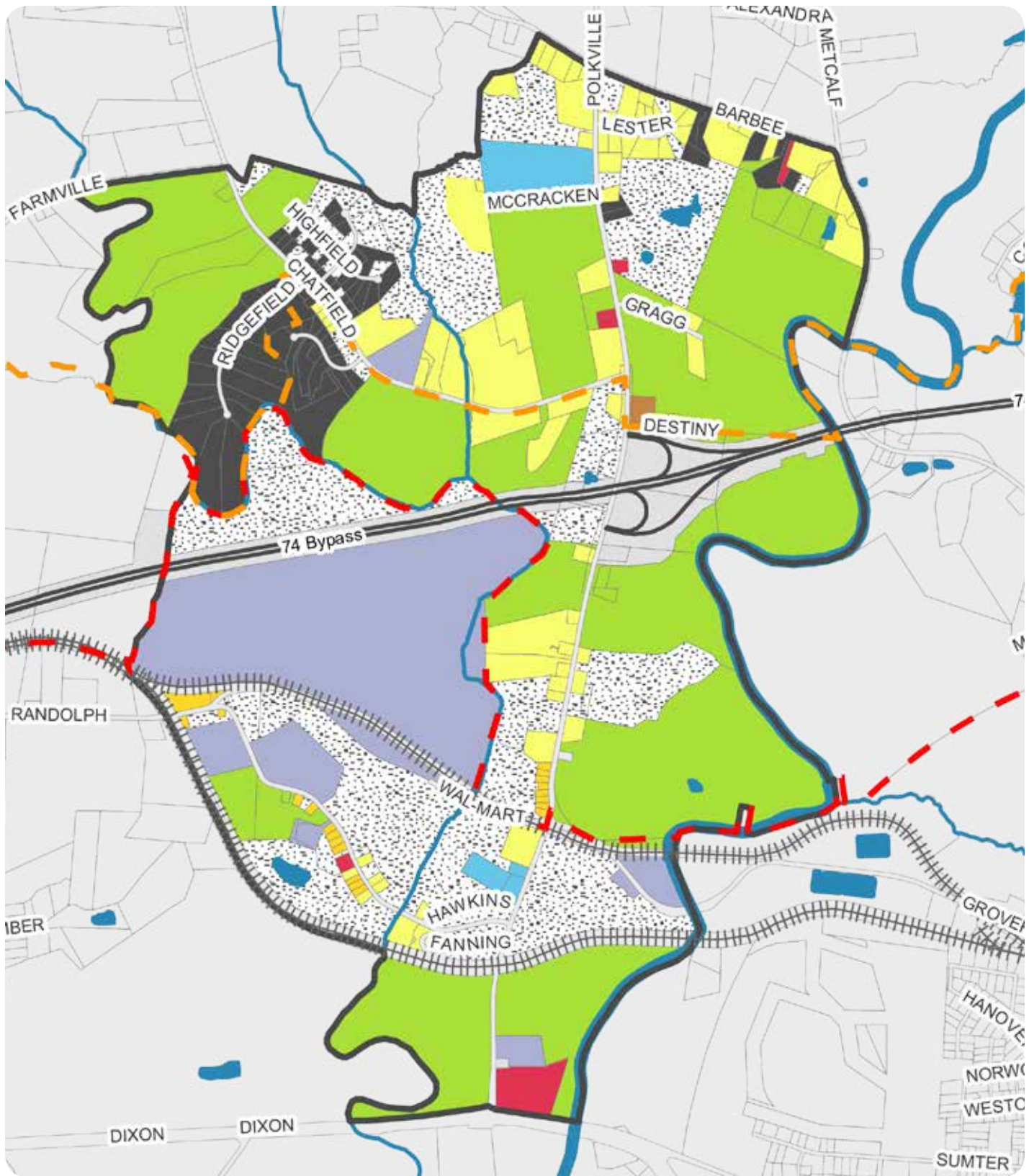


FIGURE 3.9:
Polkville Road Interchange Study Area Existing Land Use Map



Comprehensive Land Use Plan - Future Land Use

The *Comprehensive Land Use Plan's* Future Land Use Map depicts the area within the Polkville Road Interchange study area as mainly Conservation Development and Employment. The Plan preserved the land for the, at the time, future US 74 Bypass. This was the land that would have eventually been needed. With construction continuing, the surrounding lands can be developed as the Bypass is completed. Other designations within the area include Institutional and Commercial.

The Comprehensive Land Use Plan states that areas designated as conservation development are areas in which the number of lots permitted by a given zoning classification is allowed, but the development is encouraged to preserve an amount of open space in exchange for building the permitted number of residential units on smaller lots. The open space could be natural area, equestrian facilities, golf courses, or similar types of open space. For example, if a parcel of land

were entitled to build 100 1-acre lots under its current zoning classification, it would be allowed to build 100 1/2-acre lots in exchange for leaving half of the property in permanent open space. Conservation development is generally most applicable to 1/2-acre lots or larger.

The employment land use designation includes a broad range of land uses: office with supportive commercial services, office parks, light industrial, and heavy industrial. The zoning districts typically associated with these land uses are Central Business (CB), Corridor Protection District (CPD), General Business (GB), General Business 2 (GB2), General Industrial (GI), Light Industrial (LI), and the conditional use zoning districts of each district mentioned.

Institutional land uses include public and private schools, city and county government facilities, churches, colleges and universities, and similar non-commercial uses. Currently many zoning classifications

allow institutional uses; however, the Residential Office (RO) zoning district is most appropriate for these kind of uses.

Commercial land uses include services serving the needs of the surrounding neighborhoods. The City of Shelby has many zoning districts that commercial land uses can fall under. For the PRISAP, the Neighborhood Business (NB) zoning classification is an appropriate district for this land use in the study area.

Figure 3.11 shows the Polkville Road Interchange study area from the Future Land Use Map in the *City of Shelby Comprehensive Land Use Plan*. See the Appendix for a full description of land use classifications from the City of Shelby Comprehensive Land Use Plan.

FIGURE 3.10: Examples of the major future land use designations in the Polkville Road Interchange study area from the *City of Shelby Comprehensive Land Use Plan*.



Conservation Development



Employment

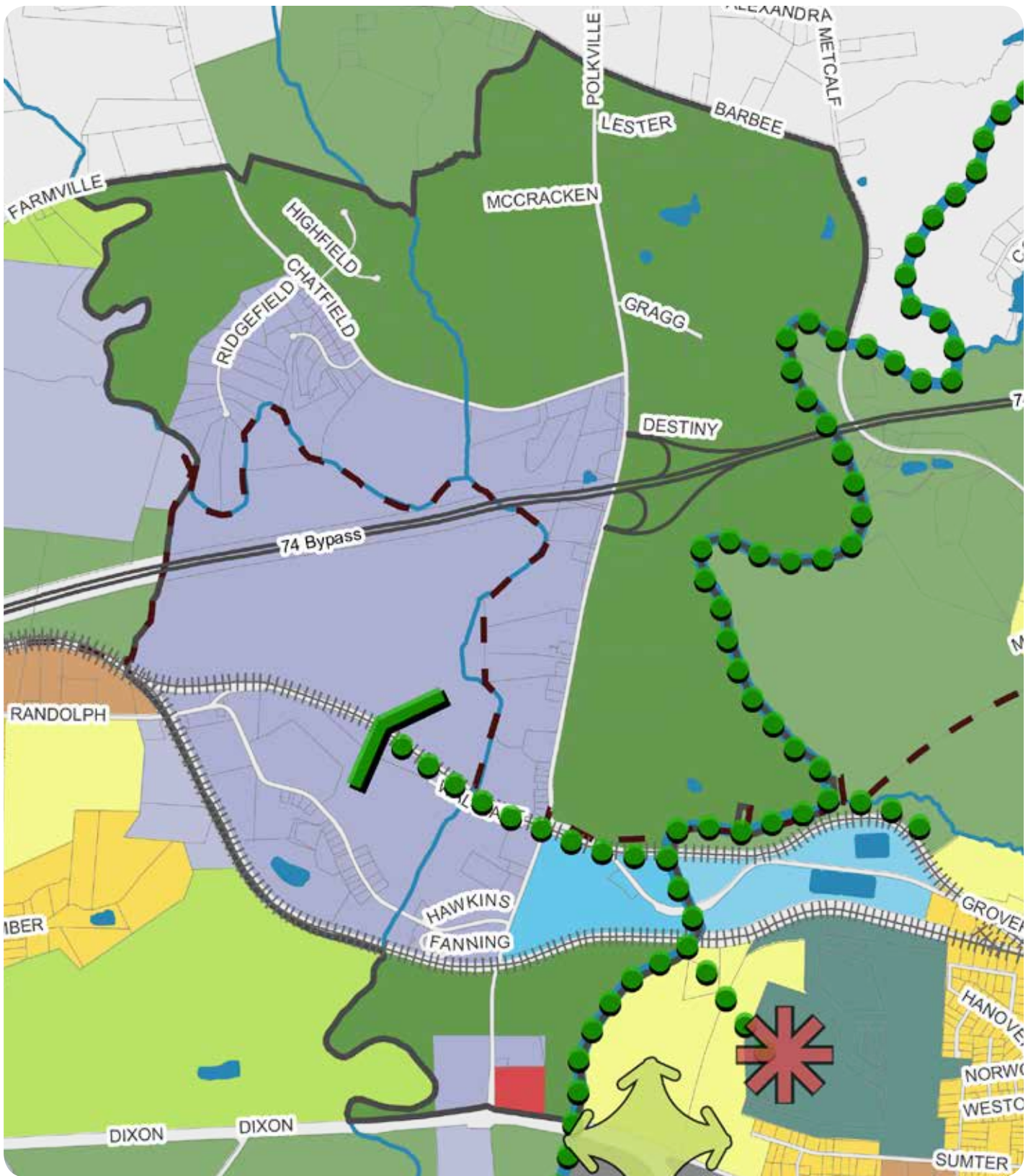


FIGURE 3.11: Polkville Road Interchange Study Area Comprehensive Land Use Plan Future Land Use Map



ZONING

The Polkville Road Interchange study area contains five of the City's 20 base zoning classifications. A majority of the study area is zoned Residential 20 (R20), Light Industrial (LI), and General Industrial (GI). Not all of the Polkville Road Interchange study area is within the City of Shelby zoning jurisdiction; about one fourth of the study area is in the Cleveland County jurisdiction. The area within the County is mainly zoned Residential (R) and Restricted Residential (RR).

City of Shelby Zoning Districts

The Residential 20 (R20) Zoning District is intended to accommodate very low density single-family dwellings, modular homes, two-family dwellings, and manufactured homes. Some nonresidential uses are permitted as well.

The Residential 10 (R10) Zoning District is intended to accommodate low density moderate density single-family dwellings and modular homes at a maximum density of approximately 4 dwelling units per gross acre. Some nonresidential uses are permitted within this district.

The General Industrial (GI) Zoning District is intended to accommodate a wide range of assembling, fabricating and manufacturing uses.

The Light Industrial (LI) Zoning District is intended to accommodate limited manufacturing, warehousing, wholesaling, and related

Zoning District	Area (Acres)	% of Plan Area
City of Shelby		
Commercial (NB & GB-CU)	17.3	0.8
Residential Zoning Districts	805.9	39.4
R20	628.2	30.7
R10	177.6	8.7
Light Industrial (LI)	462.1	22.6
General Industrial (GI)	10.2	0.5
Cleveland County		
Residential (R)	369.0	18.1
Restricted Residential (RR)	379.6	18.6
Study Area Total	2044.0	

FIGURE 3.12: Polkville Road Interchange Study Area Current Zoning.

commercial and service activities which have little or no adverse impact upon adjoining residential, business, and industrial properties.

The Neighborhood Business (NB) Zoning District allows small, limited retail services that provide goods and services primarily to surrounding residential neighborhoods. Some residential use are allowed in this district.

The General Business Conditional Use (GB-CU) Zoning District designation for the property located at 602 Polkville Road is to allow a machine shop.

Cleveland County Zoning Districts

The Residential (R) Zoning District is intended to accommodate low-density

single-family detached dwellings, modular homes, manufactured homes at a maximum density of two (2) dwelling units per acre, and some multi-family housing.

The Restricted Residential (RR) Zoning District is the most restrictive residential district intended to accommodate low-density single-family detached dwellings and modular homes at a maximum density of two (2) dwelling units per acre.

Figure 3.9 and Figure 3.10 depict current zoning based off of GIS data from the City of Shelby and Cleveland County. See the Appendix for a full description of City of Shelby and Cleveland County zoning district classifications.

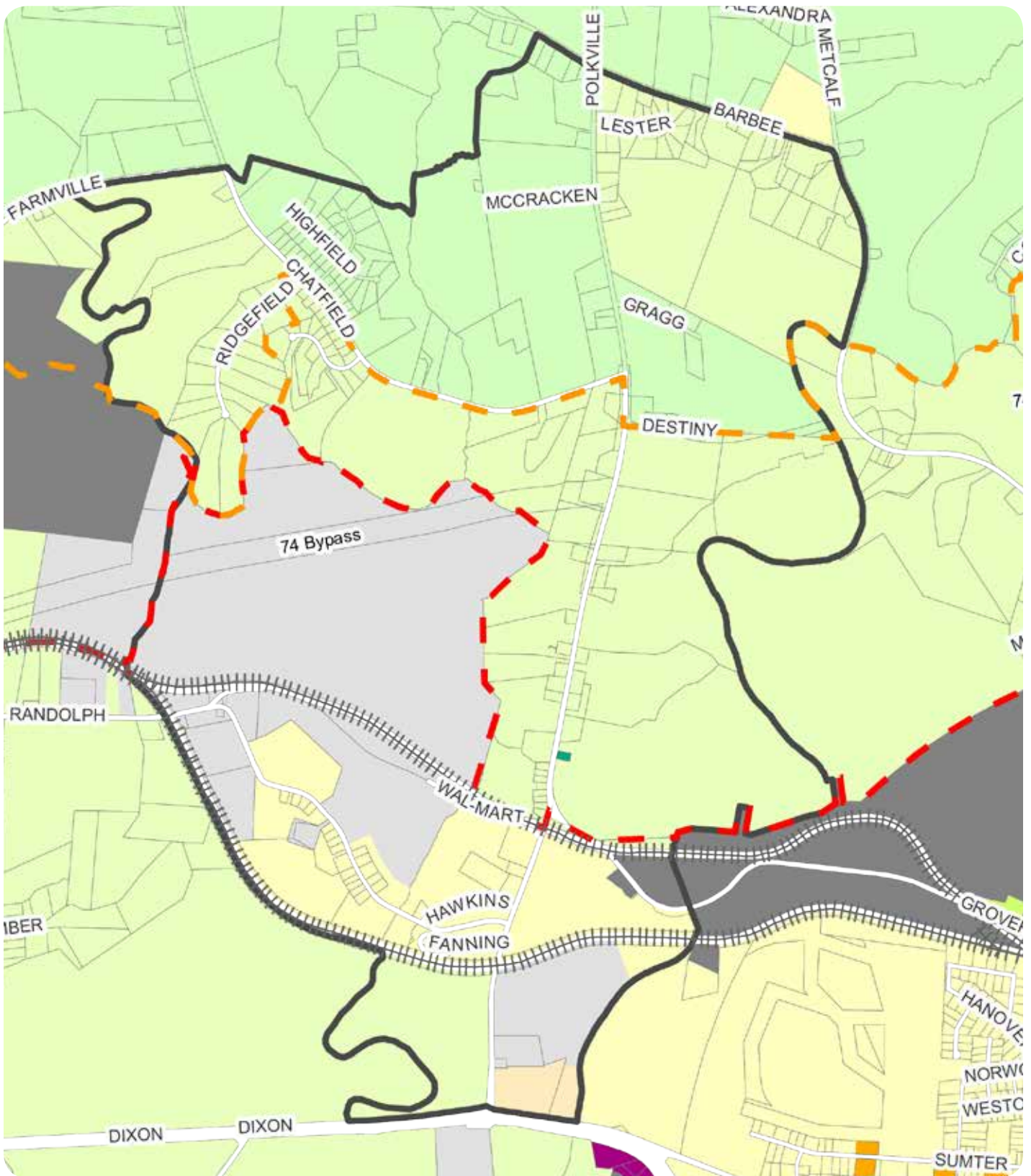
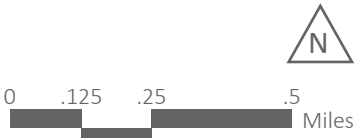
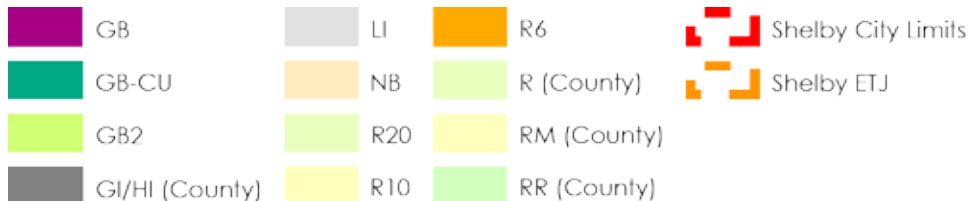


FIGURE 3.13:
Polkville Road Interchange Study Area Current Zoning Map



ENVIRONMENTAL FEATURES

Watershed areas are designed to protect designated public water supply from activities which could degrade water quality by establishing regulations to protect public drinking water supplies. These watershed areas consist of two separate districts: the Critical Watershed Area and the Watershed Protection Area. Much of the Polkville Road Interchange study area falls within both of these watershed areas. Approximately 430 acres of the study area are within the Watershed Protection Area and approximately 156 acres are within the Critical Watershed Area. Developments in these watershed areas should minimize built-upon surface area, direct stormwater away from surface waters, and incorporate stormwater best management practices to minimize water quality impacts.

The City of Shelby water intake supplies the City's drinking water. It is located on West Grover Street along the First Broad River and is adjacent to the Polkville Road Interchange study area. The Critical Watershed Area is located here because of the City's water intake.

In the Critical Watershed Area, single-family residential with public sewer uses may not exceed a maximum density of two dwelling units per acre and no lot should be less than 20,000 square feet in area. However, where public sewer service is not available, lots must be a minimum of 40,000 square feet for each single-family residential

lot. All developments, other than single-family development, are allowed a 24% built-upon area.

In the Watershed Protection Areas, single-family residential uses must not exceed a maximum density of two dwelling units per acre. For projects without curb and gutter, a maximum of three dwelling units per acre is allowed. No single-family residential lot shall be less than 20,000 square feet or 14,500 square feet for projects without a curb and gutter street system, unless located within an approved cluster development. However, where public sewer service is not available, a minimum of 40,000 square feet in lot area is required for each single-family residential lot. All developments, other than single-family development, are

allowed at a maximum 24% built-upon area or 36% built-upon area for projects without a curb and gutter street system.

Properties within the general Watershed Protection Area are eligible for a special permit from the City of Shelby City Council, which allows for a nonresidential development to be developed with a maximum of 70% built-upon area. However, only 10% of the total land area of the general Watershed Protection Area may receive such a permit. Therefore, it is important for the City of Shelby to be mindful of the locations these permits are granted.

See the Appendix for a map of the contours for the Polkville Road Interchange study area.



FIGURE 3.14: First Broad River in the WS-IV Critical Area Watershed along the eastern side of the Polkville Road Interchange study area.

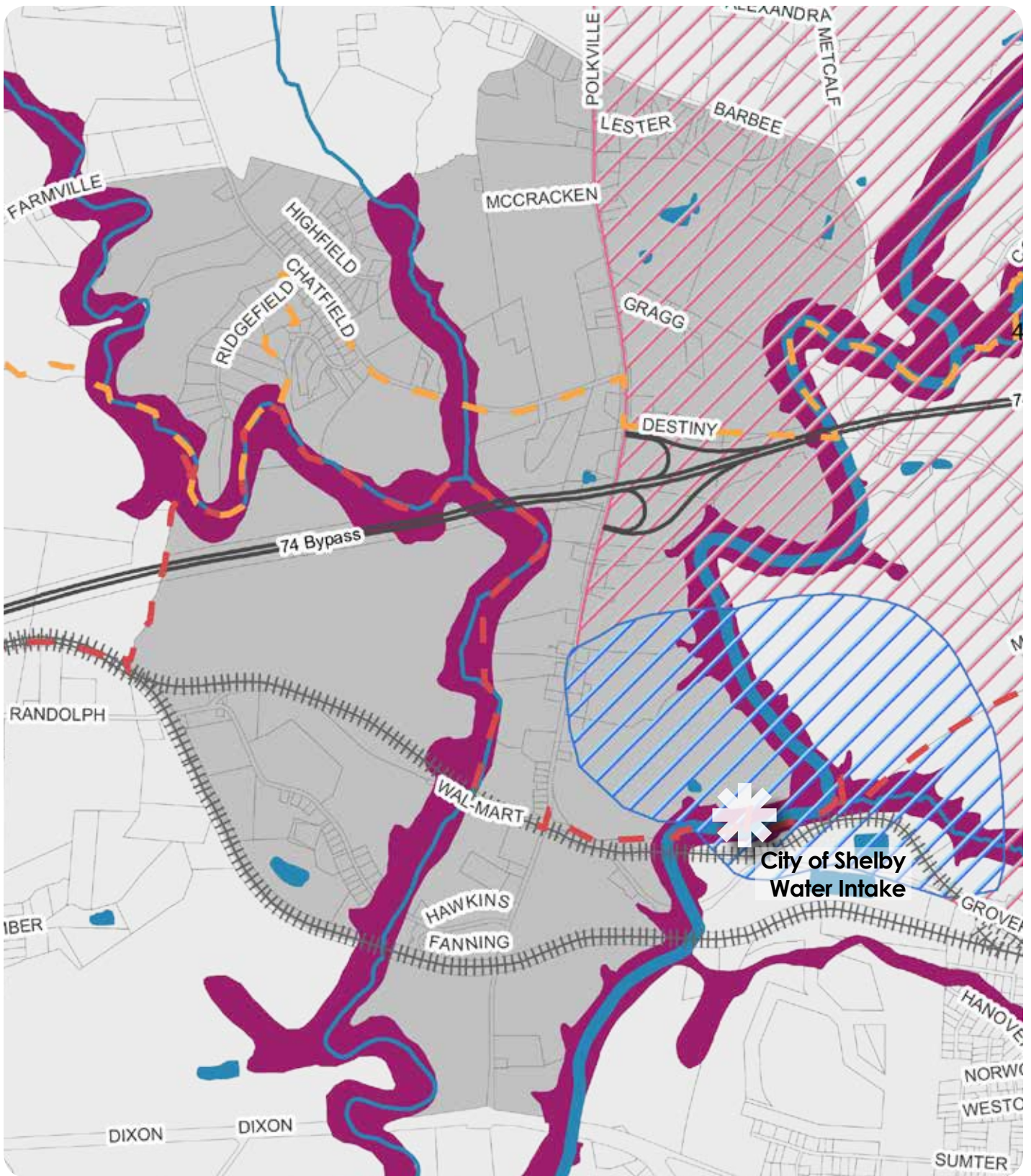


FIGURE 3.15:
Polkville Road Interchange Study Area Environmental Features Map



TRANSPORTATION

The Polkville Road Interchange study area's transportation system is a fairly connected network. The local streets branch off of the major streets within the study area. With the completion of the US 74 Bypass, there will be a stronger east/west connection to the greater area.

The major streets in the study area are Polkville Road/NC 226, Randolph Road, West Grover Street, Chatfield Road, Barbee Road, Metcalf Road, Dixon Boulevard/US 74 and US 74 Bypass. Each street in the study area is classified based on the purpose of the street. Figure 3.17 depicts the street classifications within the study area.

Major Thoroughfares:

- Dixon Boulevard/US 74
- US 74 Bypass (Future classification)

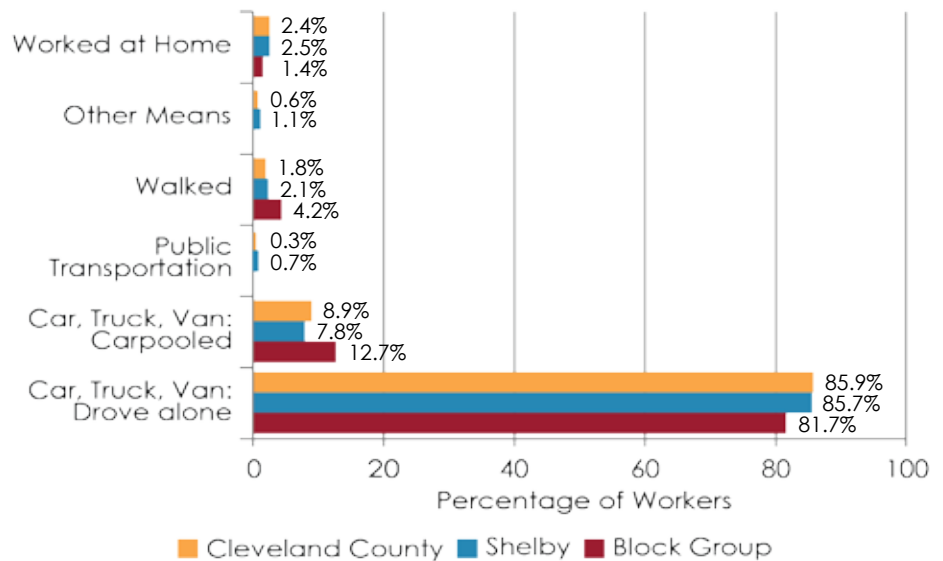
Collector Streets:

- Polkville Road/NC 226
- West Grover Street
- Metcalf Road

Local Streets:

- Randolph Road
- Barbee Road
- Wal-Mart Drive
- All other residential streets

With new developments and roadway improvements, Farmville Road is expected to become a collector street. A new bridge is currently under construction on Farmville Road and there are potential road improvements with the completion of the Bypass.



Source: U.S. Census Bureau, 2008-2012 American Community Survey.

FIGURE 3.16: Commute to Work Comparison (Cleveland County, Shelby, Block Group 951300-1).

See the Appendix for detailed information on street classifications.

Commuting Patterns

On average, approximately eighty two percent (81.7%) of residents in the Census Block Group commute by automobile (alone) and approximately thirteen percent (12.7%) commute by carpool. No residents commute by public transportation and less than five percent (4.2%) commute by walking or biking. See Figure 3.11 for commuting pattern information.

The average commute time for residents in the Census Block Group is 22.75 minutes. This means that many residents work outside of the Polkville Road Interchange study area or there is traffic. However, with there being very few employers in the study area, it

is more likely that residents work outside of the study area.

The commute pattern data cited in the PRISAP uses US Census information from Census Block Group 951300-1 to maintain consistency and accuracy.

Traffic Counts

Traffic in the Polkville Road Interchange study area varies significantly throughout the study area. Traffic is expected to increase over time, with Annual Average Daily Traffic (AADT) estimated to the year 2035.

See Figure 3.19 for further explanation of traffic in the Polkville Road Interchange study area.

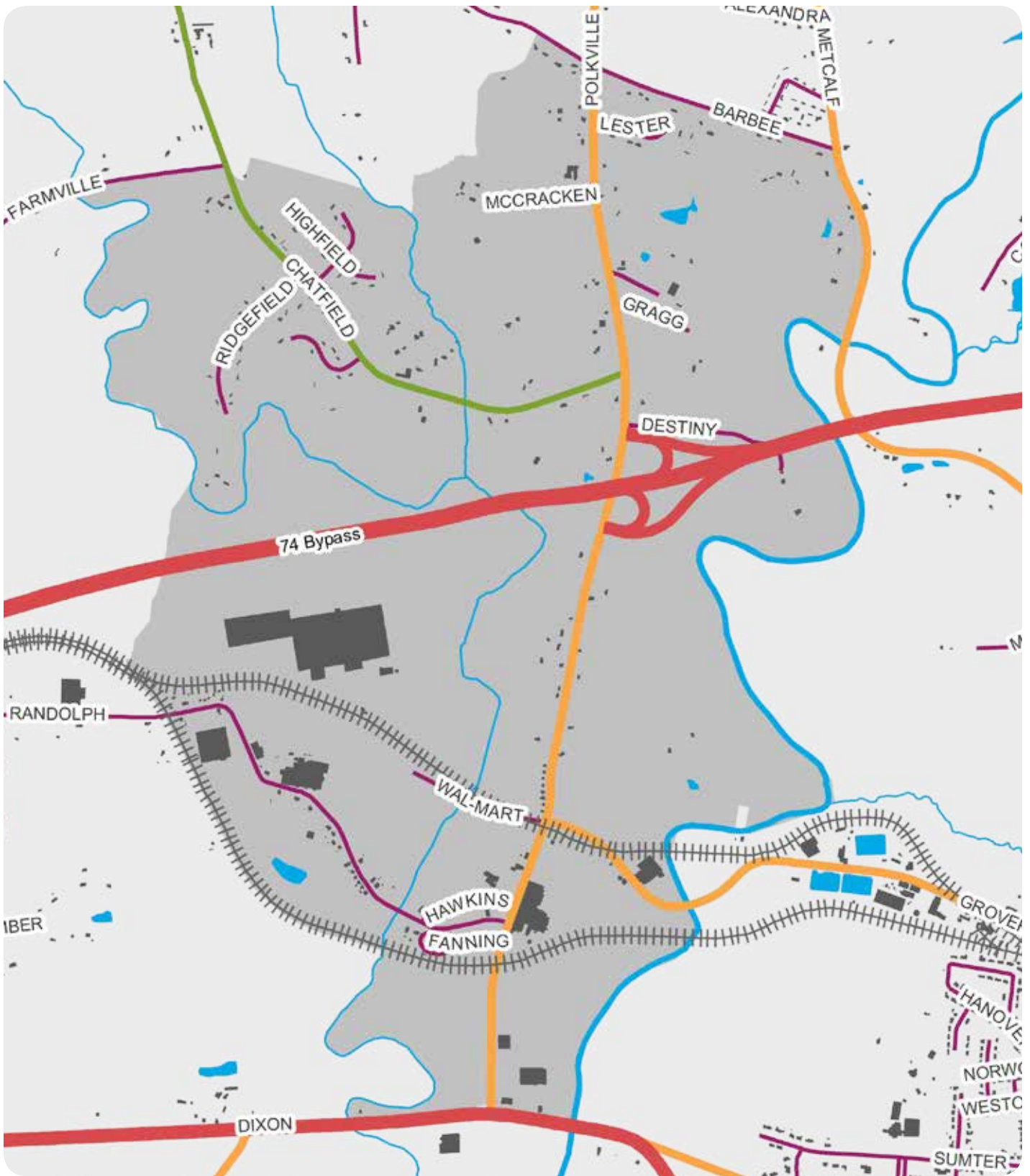


FIGURE 3.17:
Polkville Road Interchange Study Area Current Street Classification Map

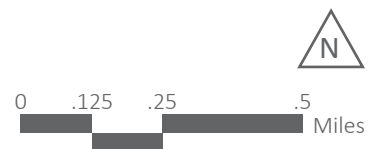


FIGURE 3.18:

Traffic on Polkville Road during the Wal-Mart Distribution Center 4 pm shift change at the Grover Road and Polkville Road intersection.



FIGURE 3.19:

Traffic Counts related to Polkville Road Interchange Study Area.

Level of Service Designations

A roadway level of service (LOS) is a grade based on the relationship of travel demand and the roadway capacity. There are six levels of service that identify possible roadway conditions. These designations range from LOS A, which represents the best roadway conditions, to LOS F, which represents the worst roadway conditions.

Of the roadways in the Polkville Road Interchange study area, the current Cleveland County Transportation Plan (2012) specifically designates Dixon Boulevard/current US

Location	Existing Capacity	AADT 2009	AADT 2012	AADT 2035 w/ E+C*	Proposed Capacity
US 74 Bypass (Dixon Blvd to Polkville Rd)	N/A	N/A	N/A	20,000	54,000
US 74 Bypass (Polkville Rd to Falston Rd)	N/A	N/A	N/A	26,500	54,000
Polkville Rd (US 74 Bypass to Shelby City Limits)	12,000	15,000	13,000	16,500	22,000
Polkville Rd (Shelby City Limits to Chatfield Rd)	12,000	11,000	7,300	16,500	40,000
Polkville Rd (Chatfield Rd to W Zion Church Rd)	13,000	9,000	6,200	16,000	40,000
W Grover St (Polkville Rd to Lee St)	12,000	6,500	5,900	9,000	12,000
Randolph Rd (Washburn Switch Rd to Southern Dr)	9,500	1,900	1,600	3,600	9,500
Southern Dr/Wal-Mart Dr (Wal-Mart Dr to Polkville Rd)	12,000	2,400	2,200	3,600	12,000
Metcalf Rd (W Zion Church Rd to Shelby City Limits)	11,000	3,500	1,900	6,400	11,000
Dixon Blvd, Averaged (Washburn Switch Rd to Charles Rd)	28,000	26,400	28,300	30,000	40,000

AADT = Annual Average Daily Traffic

*E+C: Estimate of the volume in 2035 with only existing projects and committed projects assumed to be in place.

Committed project are projects programmed for construction in the 2009-2018 Transportation Improvement Program.

Source: Cleveland County Comprehensive Transportation Plan, July 2012.

74 with a LOS C. the following LOS designations are from the 2040 Volumes and Capacity Deficiencies: Cleveland County Map from the Gaston-Cleveland-Lincoln Metropolitan Planning Organization.

- Level of Service E or F
 - Intersection of Polkville Road and West Grover Street
- Level of Service C or better
 - US 74 Bypass
 - Dixon Boulevard/US 74
 - Chatfield Road
 - Farmville Road
 - Polkville Road/NC 226

- West Grover Street
- Metcalf Road

Figure 3.20 illustrates roadways and traffic for each LOS designation.

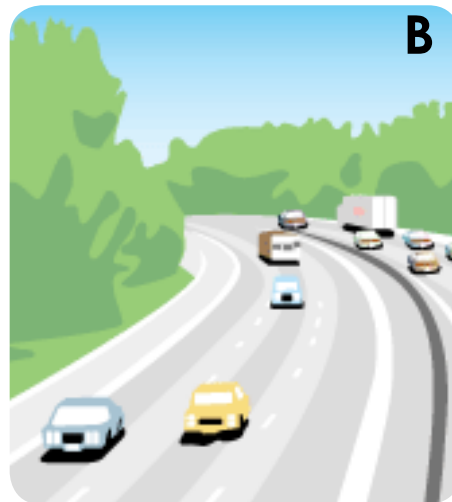
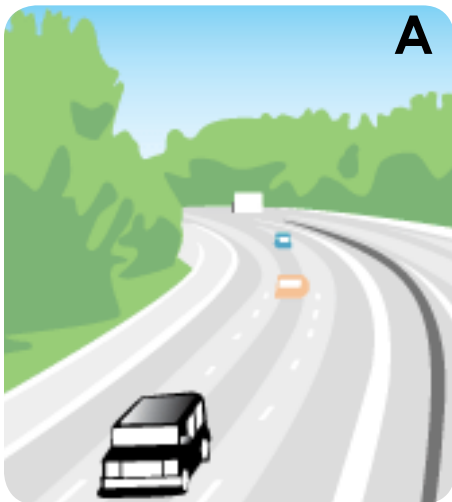
LOS E and F indicate that the travel operation is at capacity. LOS D indicates the “practical capacity” of a roadway, or the capacity at which the public begins to express dissatisfaction. The practical capacity was developed based on the 2000 Highway Capacity Manual using the NCLOS program and LOS tables. Recommended

improvements and overall design of the transportation plan were based upon achieving a minimum LOS D on existing facilities and a LOS C for new facilities. The City of Shelby strives to achieve a LOS C or better for City roads.

See the Appendix for detailed information on LOS.

FIGURE 3.20: Level of Service roadway and traffic examples.

Source: Level of Service from Maryland Transportation Authority, I-95 Express Toll Lanes.



UTILITY SERVICES

Electric Services

The City has an existing overhead 3-Phase 7.2/12.47 kV electric line along West Grover Street to Wal-Mart Drive and connects back to Randolph Road. The City substation serving these facilities is located in close proximity, approximately 1 miles east along Grover Street in Shelby.

In addition, Duke Energy supplies electric services within much of the Polkville Road Interchange study area.



Gas Services

Gas services are available in the Polkville Road Interchange study area in various pressures.

Sewer Services

City Council, in conjunction with Cleveland County, has appropriated funding for design engineering and permitting of the Brushy Creek Outfall Project. This project will consist of a large regional pump station located at the confluence of Brushy Creek and the First Broad River and meander north through the Brushy Creek Drainage basin. This project will allow for the future development of the Foothills Commerce Center, the Washburn Switch Business Park, and the Polkville Road Interchange study area.

Water Services

The City of Shelby provides water services for many residents and businesses within the city limits in the Polkville Road Interchange study area; while Cleveland County supplies water services for much of the residents in the ETJ and northern portion of the Polkville Road Interchange study area.

The Farmville Road/Polkville Road Loop Project is an addition to the Westside Water Project. The Farmville Road/Polkville Road Loop Project will provide a 16" ductile iron water line loop that will run up Polkville Road and Chatfield Road, and turn down Farmville Road and Washburn Switch Road.

See the Appendix for more detailed, individual Utility Services maps (Electric, Gas, Sewer, and Water) and proposed utility services extension maps.



FIGURE 3.21:
Examples of utility services located within the Polkville Road Interchange study area: Wal-Mart Distribution Center Lift Station and the City of Shelby Water Intake .

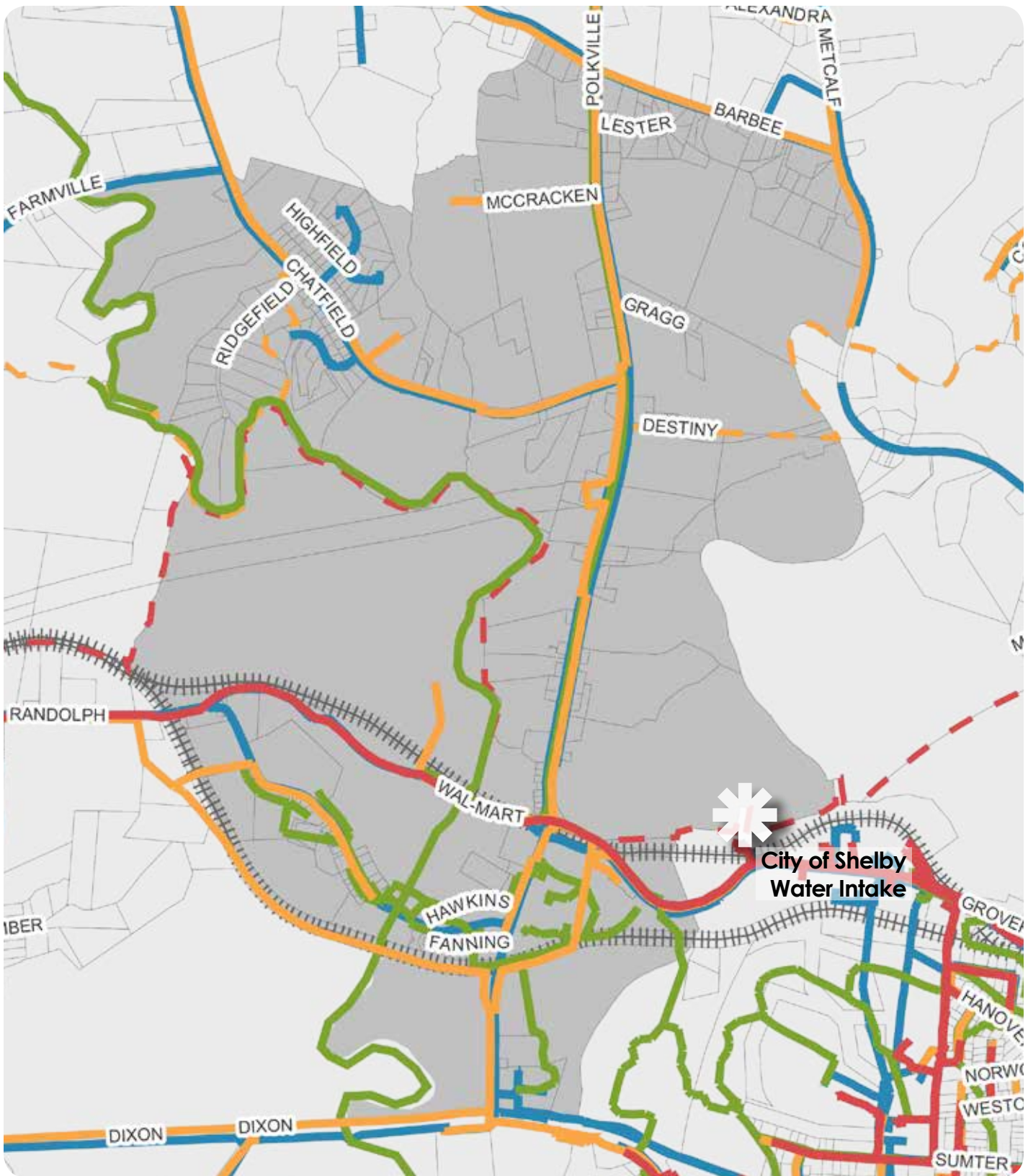


FIGURE 3.22:
Polkville Road Interchange Study Area Utility Services Map

- Electric Service Lines
- Gas Service Lines
- Sewer Service Lines
- Water Service Lines
- Shelby City Limits
- Shelby ETJ
- Study Area Boundary

4

Envisioning Polkville Road Interchange Study Area
PRISAP Committee Concept
PRISAP Open House Concepts
PRISAP Vision

VISION

4 VISION

The PRISAP Vision section is based on comments received from about 75 community members at a public open house held on January 13, 2015 and committee members from committee meetings throughout the planning process (more fully described in the Community Participation section of this plan). Committee and community members were asked to describe how they see the Polkville Road Interchange study area developing with the construction of the US 74 Bypass.

Envisioning the Polkville Road Interchange Study Area

During committee meetings and the January public comment open house, committee and community members were asked to describe how they see the Polkville Road Interchange study area developing with the construction of the US 74 Bypass. From their comments and land use suggestions, several different future land use patterns emerge. However, one commonality is commercial development within the study area.

The concept maps, shown in Figures 4.1, 4.2, 4.4, 4.6, 4.8, and 4.10 are conceptual diagrams developed from the open house and committee meetings. They are meant to illustrate how the committee and community conceptual vision of the Polkville Road Interchange study area.

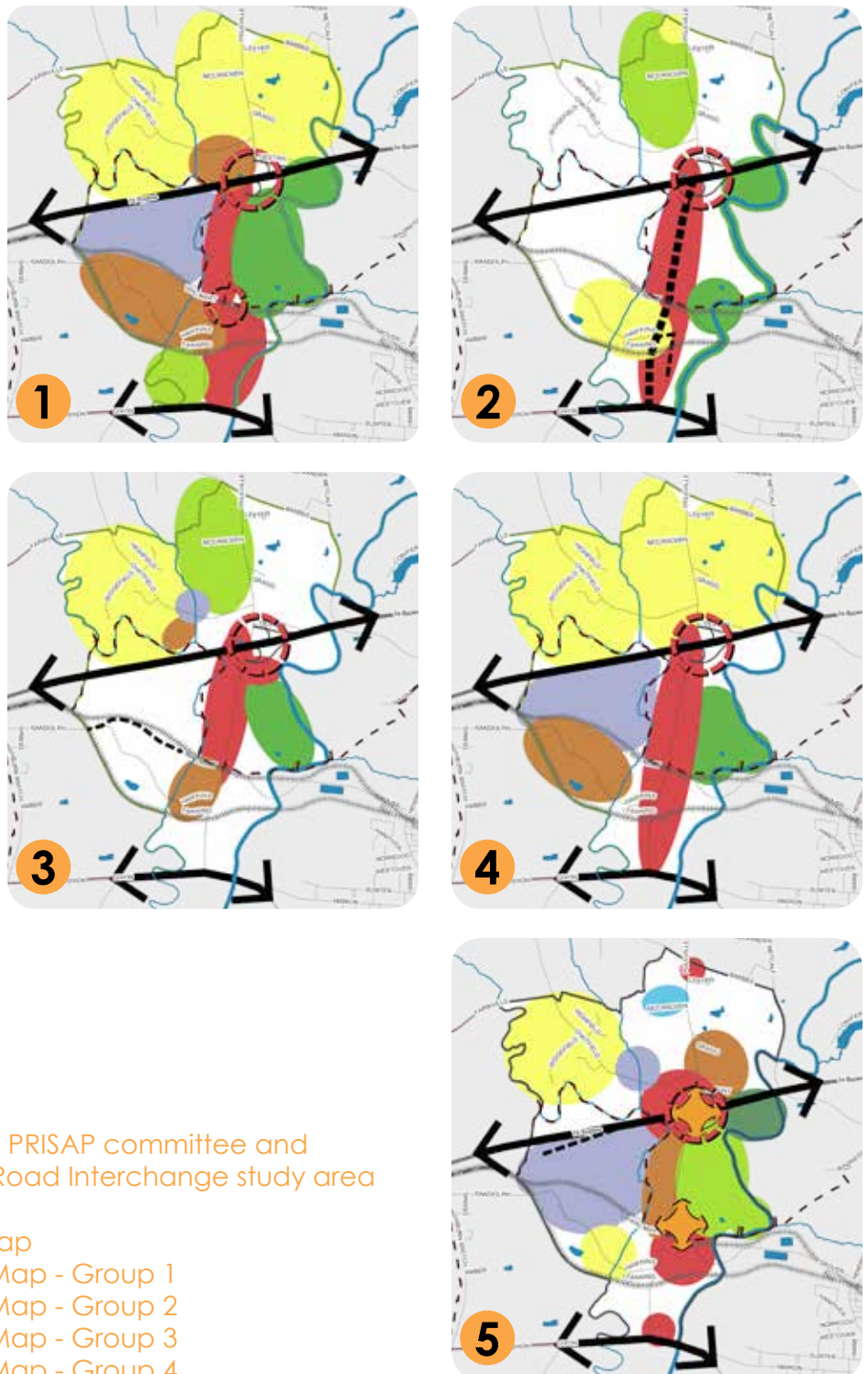
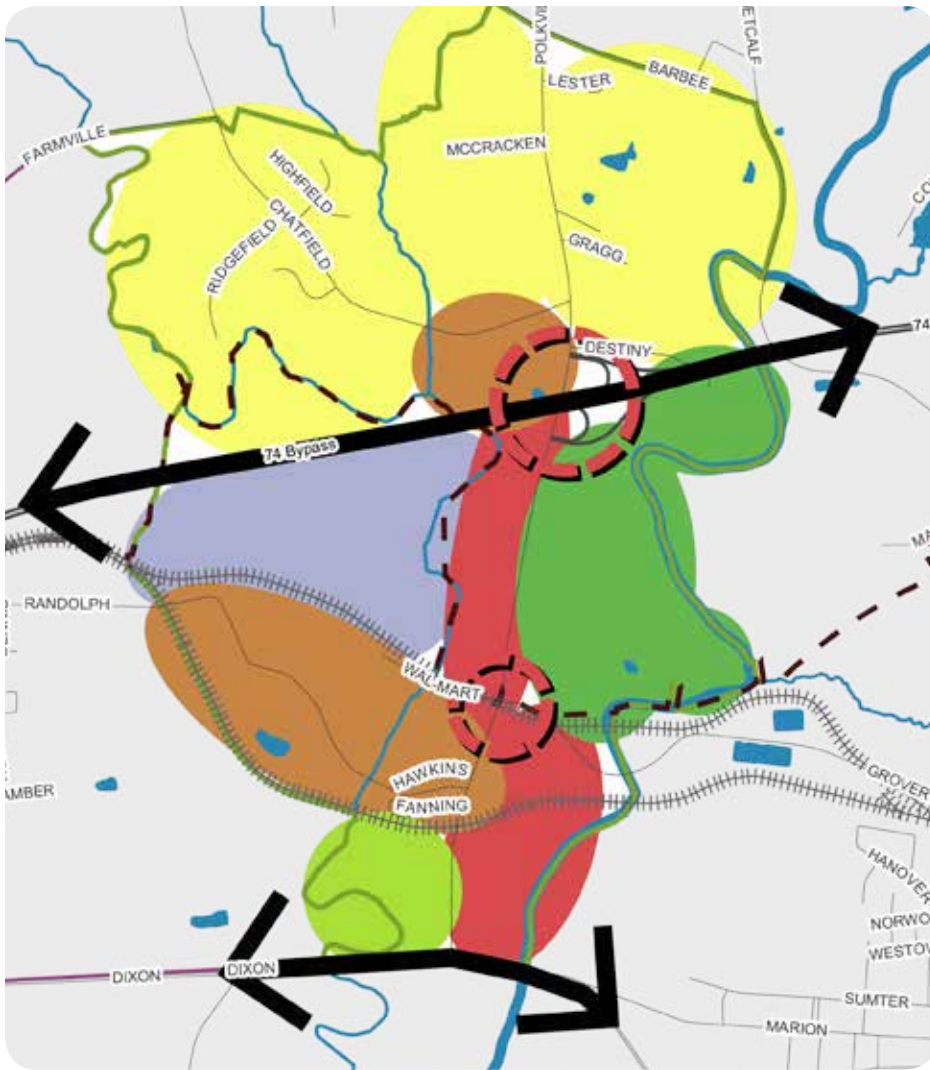


FIGURE 4.1: Conceptual diagrams of how the PRISAP committee and community envision the Polkville Road Interchange study area developing.

- 1: PRISAP Committee Concept Map
- 2: PRISAP Open House Concept Map - Group 1
- 3: PRISAP Open House Concept Map - Group 2
- 4: PRISAP Open House Concept Map - Group 3
- 5: PRISAP Open House Concept Map - Group 4



1: PRISAP Committee Concept Map

The PRISAP Committee Concept Map, shown in Figure 4.2, depicts the following ideas:

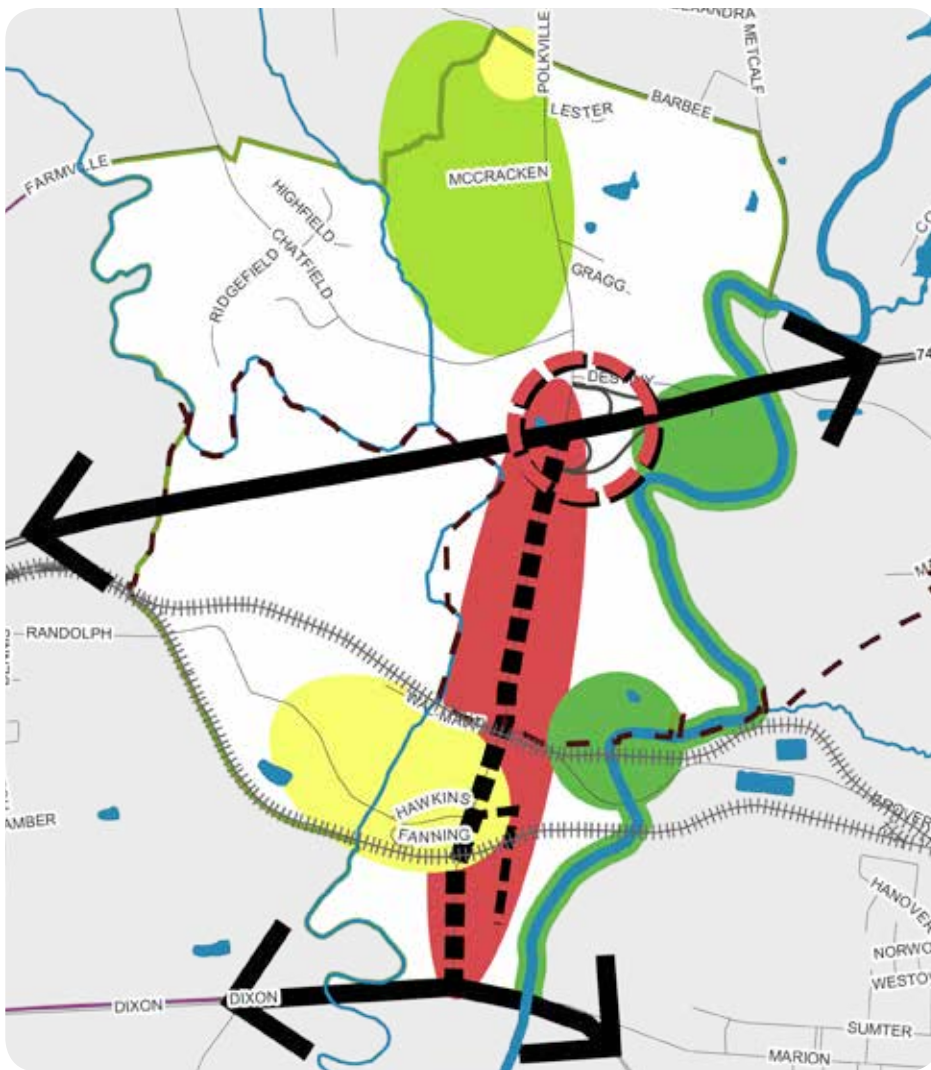
- Commercial Activity Center at the interchange and Polkville Road/Grover Street intersection.
- Commercial development along Polkville Road to Dixon Boulevard.
- Mixed Use and Low Density Residential uses north of the Bypass.
- Conservation Development in the Watershed IV and Watershed IV Critical Area (WSIV and WSIV-CA) south of the Bypass.
- Mixed Use along Randolph Rd to compliment Dover Mill redevelopment.
- Employment land use for industrial opportunities within the study area (Wal-Mart Distribution Center).
- Agriculture land use on Blanton Farm.

FIGURE 4.2: PRISAP Committee Concept Map



FIGURE 4.3: Conceptual example of development opportunities the Dover Mill area.





2: PRISAP Open House Concept Map - Group 1

Participants from Group 1 at the public open house developed the following ideas, shown in Figure 4.4:

- Commercial Activity Center at the interchange.
- Commercial development along Polkville Road to Dixon Boulevard.
- Widen Polkville Road from interchange to Dixon Boulevard..
- Conservation Development in the Watershed IV and Watershed IV Critical Area (WSIV and WSIV-CA) south of the Bypass and a conservation buffer area along the First Broad River within the study area.
- Maintain agricultural uses north of Bypass.
- Low density residential land uses in the old Dover Mill housing district.
- Connect Ingles and Dover Mill redevelopment.

FIGURE 4.4:
PRISAP Open House Concept Map - Group 1

Figure 4.5:
(Top) Current roadway conditions on Polkville Road.
(Bottom) Conceptual diagram of Polkville Road as a three (3) lane road with bicycle and pedestrian amenities.



3: PRISAP Open House Concept Map - Group 2

Participants from Group 2 at the public open house developed the following ideas, shown in Figure 4.6:

- Commercial Activity Center at the interchange.
- Conservation Development in the Watershed IV and Watershed IV Critical Area (WSIV and WSIV-CA) south of the Bypass and at the Carolina Thread Trail trailhead.
- Mixed use at the intersection of Randolph road and Polkville Road.
- Low density residential northwest of the Bypass with little mixed use.
- Employment or industrial at existing industrial locations.
- Agricultural uses along northern portion of the study area.

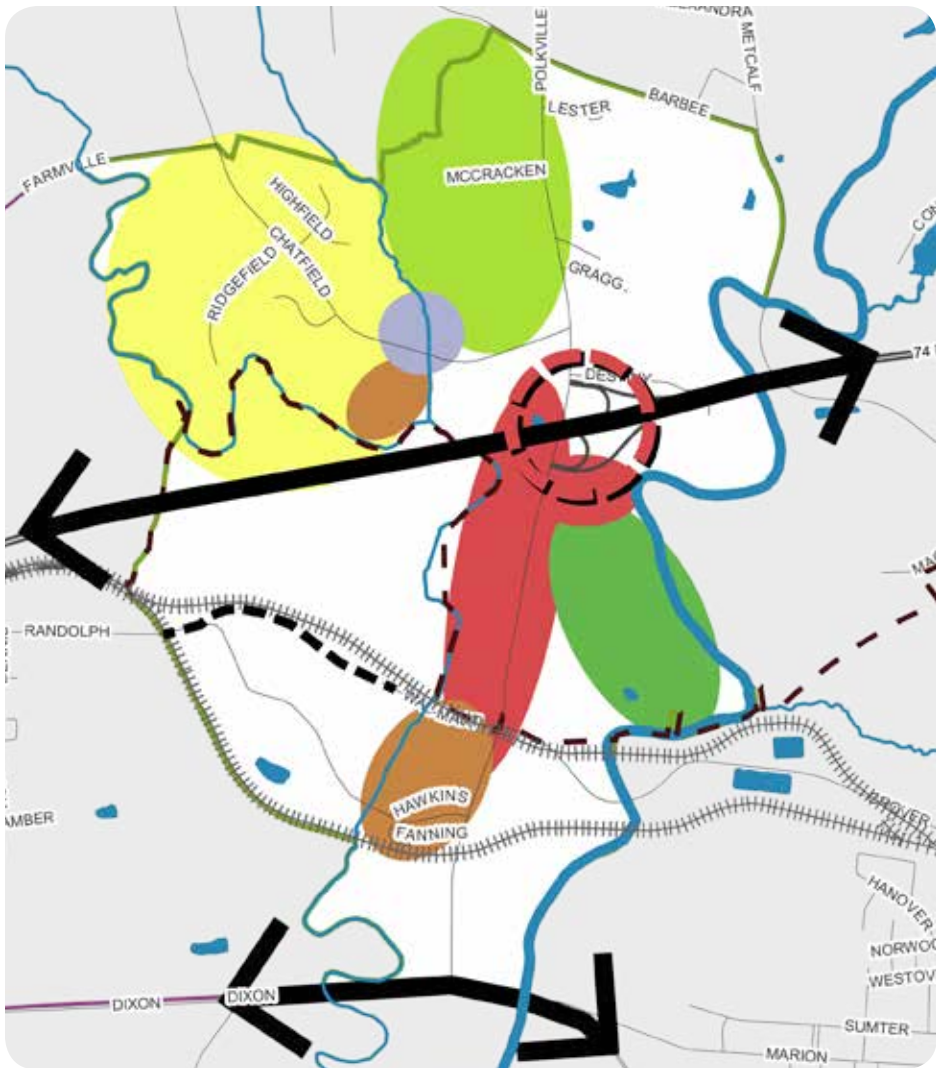


FIGURE 4.6: PRISAP Open House Concept Map - Group 2

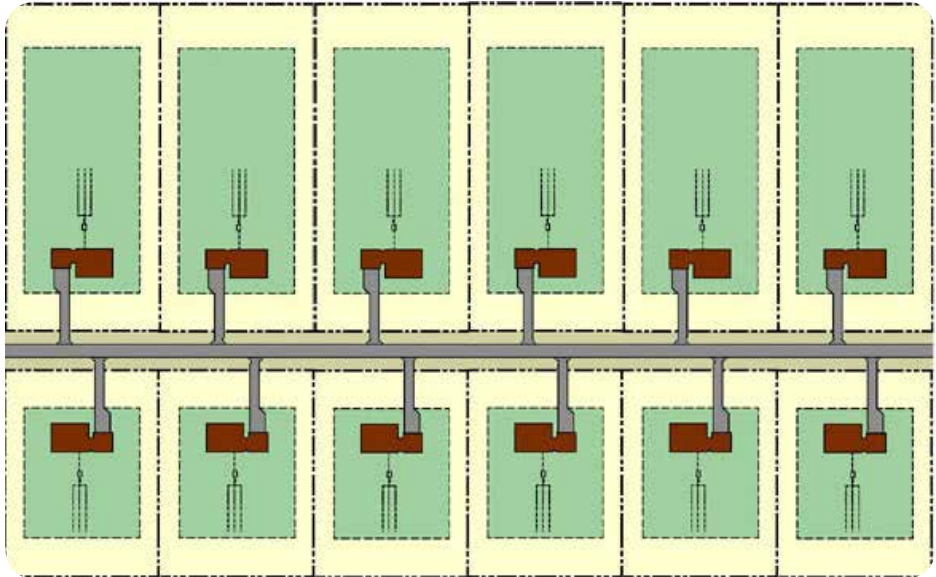


FIGURE 4.7: Example of a low density residential development.

Source: Residential Design from the Green Valley Institute.

4: PRISAP Open House Concept Map - Group 3

Participants from Group 3 at the public open house developed the following ideas, shown in Figure 4.8:

- Commercial Activity Center at the interchange.
- Commercial development along Polkville Road to Dixon Boulevard.
- Low Density Residential north of the Bypass.
- Employment or industrial at existing location of Wal-Mart Distribution Center.
- Mixed Use along Randolph Road with development opportunities at old mills.
- Conservation Development in the Watershed IV and Watershed IV Critical Area (WSIV and WSIV-CA) south of the Bypass.

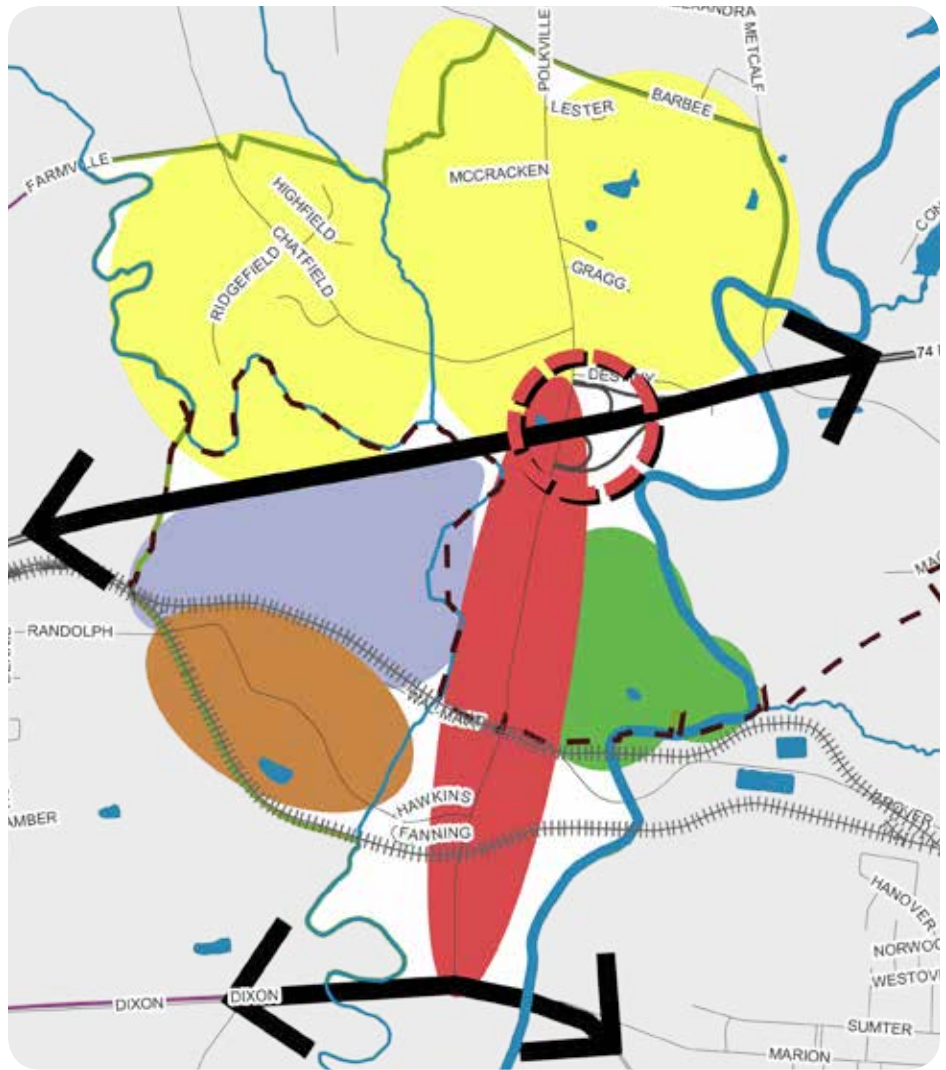
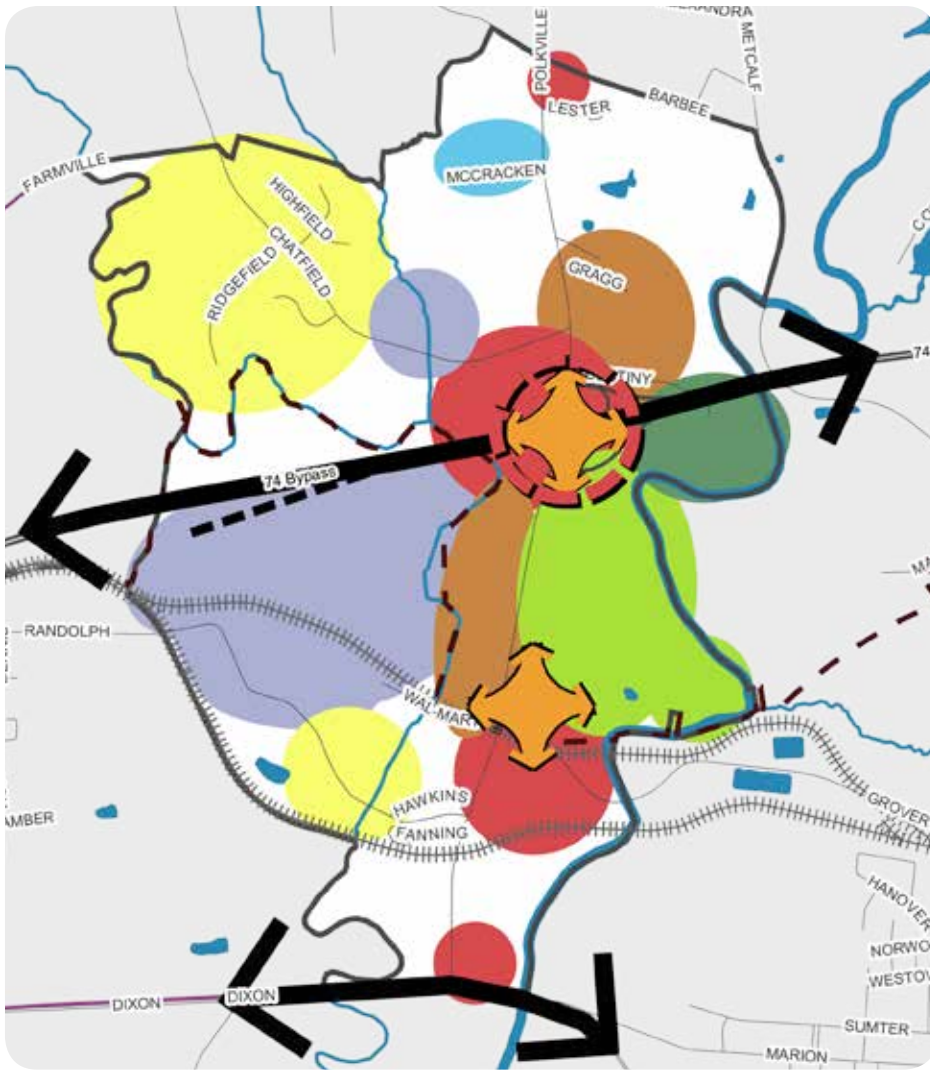


FIGURE 4.8:
PRISAP Open House Concept Map - Group 3



FIGURE 4.9:
Conceptual example of
development opportunities
along Randolph Road.



5: PRISAP Open House Concept Map - Group 4

Participants from Group 4 at the public open house developed the following ideas, shown in Figure 4.10:

- Commercial Activity Center at the interchange.
- Secondary Gateways at the interchange and
- Employment or industrial at existing industrial locations.
- Mixed Use on the west side of Polkville Road between Grover Street and the interchange.
- Commercial at the Dover Mill redevelopment site and intersections of Polkville Road/Dixon Blvd and Polkville road/Barbee Road.
- Low Density Residential along Randolph Road and in the northwest section of the study area.
- Mixed Use and Commercial development north of the interchange.
- Institutional uses at existing church locations throughout the study area.
- Agriculture and Open Space in the Watershed IV and Watershed IV Critical Area (WSIV and WSIV-CA) south of the Bypass.

FIGURE 4.10:
PRISAP Open House Concept Map - Group 4



FIGURE 4.11:
Example of a conceptual commercial activity center located in Apex, North Carolina.

Source: Kite Realty Group based in Indianapolis, Indiana.

PRISAP Vision Map

The PRISAP Vision Map, shown in Figure 4.12, portrays the best of both the committee and public open house visions. The Polkville Road Interchange study area will be limited commercial and residential “gateway” into the City of Shelby. From the committee and public open house concept maps, the following ideas transferred into the PRISAP Vision Map.

- Low Density Residential north of the Bypass.
- Employment or industrial at existing location of Wal-Mart Distribution Center.
- Commercial development along Polkville Road to Dixon Boulevard.
- Minor Activity Centers at certain intersections.
- Mixed Use along Randolph Road.
- Connect to the Carolina Thread Trail to create a greenway traveling west through the study area.

Since there are limited utilities north of the Bypass, low density residential fits best for this area. Low density residential designation is for single-family detached residential land uses which are approximately 2 units or less per acre. Typically, many low density residential developments are subdivisions or individual residential lots in Shelby and Cleveland County.

The employment land use designation covers a fairly broad range of industrial uses, such as salvage yards, concrete batch plants, and similar intensive manufacturing and processing

operations. Light industrial uses that include land and buildings used for the production of some type of goods with minimal outside storage such as electronics, manufacturing, products assembly, etc., are also allowed in areas designated employment. Light Industrial uses are relatively nuisance free.

The commercial land use designation allows a range of retail uses from neighborhood retail, urban retail, to regional retail. For the Polkville Road Interchange study area, neighborhood and urban retail are reasonable options for commercial developments.

The minor activity centers are the intersections of Polkville Road/Dixon Boulevard and Polkville Road/US 74 Bypass. These intersections are seen to have the most potential to become activity centers. The Polkville Road and Dixon Boulevard/US 74 intersection has the infrastructure and utilities needed to continue to develop.

The mixed use area is along Randolph Road with development opportunities at the old Dover Mill. Mixed use areas allow a broad range of uses to develop, including commercial, residential at any density, agriculture, industrial, etc. This mixed use typology is to be used for the Polkville Road Interchange study area and not to be used to define mixed use development associated with the rest of the Future Land Use Map in the *Comprehensive Land Use Plan*.

Greenways and trails are defined as linear parks. A linear park is an area developed for one or more varying modes of recreational travel such as hiking and biking. Often a linear park will be developed to connect recreational facilities, as well as schools and residential neighborhoods. The acreage and service area of a linear park varies and is subject to existing natural and man-made features, the existence of public right-of-way, and the public demand for this type of park. In some cases, a linear park is developed within a large land area designated for the protection and management of the natural environment, with recreation as a secondary objective.

The PRISAP Vision Map is considered the Future Land Use Map for the Polkville Road Interchange study area. It replaces the land uses on the Future Land Use Map in the *Comprehensive Land Use Plan* for the area within the Polkville Road Interchange study area.

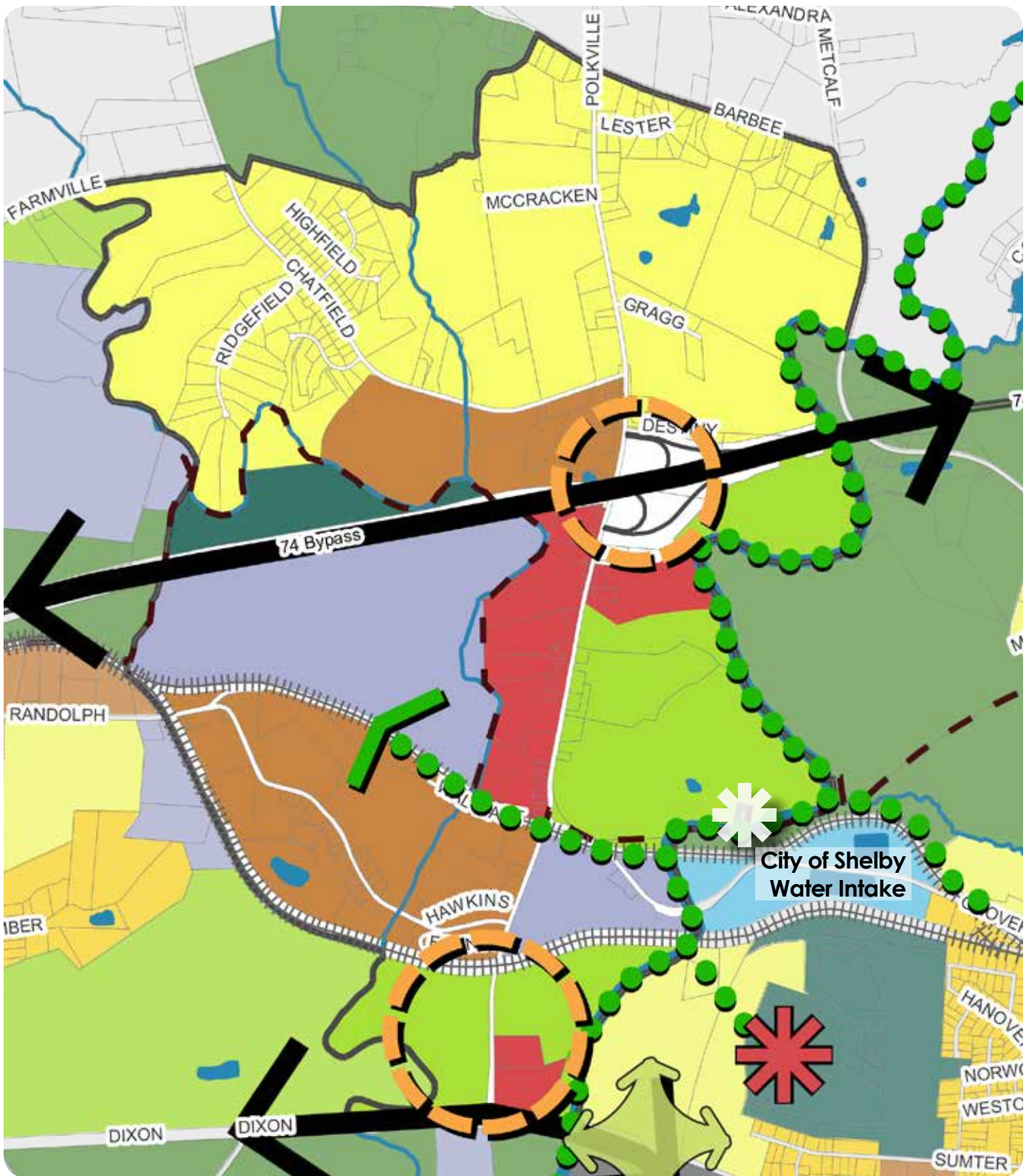


FIGURE 4.12:
Polkville Road Interchange Small Area Plan Vision Map



5

PRISAP Goals
LU-1: Land Use
T-2: Transportation
US-3: Utility Services
CC-4: Community Character

PLAN RECOMMENDATIONS

5 PLAN RECOMMENDATIONS

The Polkville Road Interchange Small Area Plan is a roadmap for future development which will occur over a time in response to interest from developers and other organizations. It is anticipated that a variety of development will occur - some immediately, some over the next few years, and some over the next 20 to 30 years - in response to the existence of the new US 74 Bypass.

This section identifies policy recommendations that should be pursued by the City of Shelby in collaboration with Cleveland County in order to plan for development associated with the Polkville Road Interchange and the US 74 Bypass in general. Based on the input from the committee meetings and the public open houses, policy recommendations were identified to meet the overall goals.

Goals

Goals are statements to guide public and private decisions on land use, transportation, utilities, and community character. Unlike recommendations that should be updated annually, goals reflect the actions, policies, and strategies from the *Shelby Strategic Growth Plan*, *Shelby Comprehensive Land Use Plan*, and *Cleveland County Land Use Plan*.

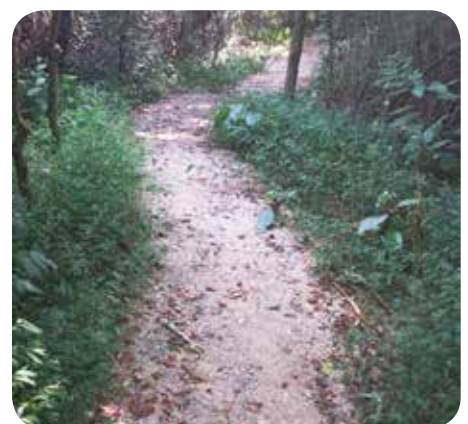
Recommendations

Recommendations are statements that support the goals. They should be periodically reviewed and updated without changing the balance of the Plan.

PRISAP GOALS:

- LU-1** Encourage land use uses in strategic locations with convenient transportation access and adequate facilities.
- T-2** Protect and enhance major routes as viable transportation corridors by ensuring their safety, capacity, and coordination with the adjacent land uses.
- US-3** Maintain high quality utility services within the Polkville Road Interchange study area.
- CC-4** Continue to create attractive entryways leading into the community with distinctive buildings, well-groomed landscaping, attractive signage, plentiful street trees, and roadsides free of clutter and litter.

FIGURE 5.1:
Examples of recommendations
from throughout the Plan
Recommendations section.



LU-1: LAND USE

Goal

Encourage land uses in strategic locations with convenient transportation access and adequate facilities.

Recommendation 1.1

Adopt the Polkville Road Interchange Small Area Plan Land Use Map, shown in Figure 5.1, to replace the depicted future land uses on the Future Land Use Map in the *Comprehensive Land Use Plan* for the area within the small area plan study area boundary.

Recommendation 1.2

Create policies to ensure sound barriers, landscaping buffers, and lighting standards are installed around industrial areas and US 74 Bypass to mitigate noise and light pollution.

Recommendation 1.3

Strategically rezone areas within the Polkville Road Interchange study area that promote sensitive conversion of vacant land to more urban uses; support development that is compatible with and enhances the visual attractiveness of the area; promote well-planned, economically viable development; ensure safe and efficient traffic flow; and avoid uncoordinated, strip development patterns.

Recommendation 1.4

Adopt the definition of Mixed Use used in the Washburn Switch Interchange Small Area Plan and the Polkville Road Interchange Small Area Plan to enhance the land use typology definitions in the *City of Shelby Comprehensive Land Use Plan*.

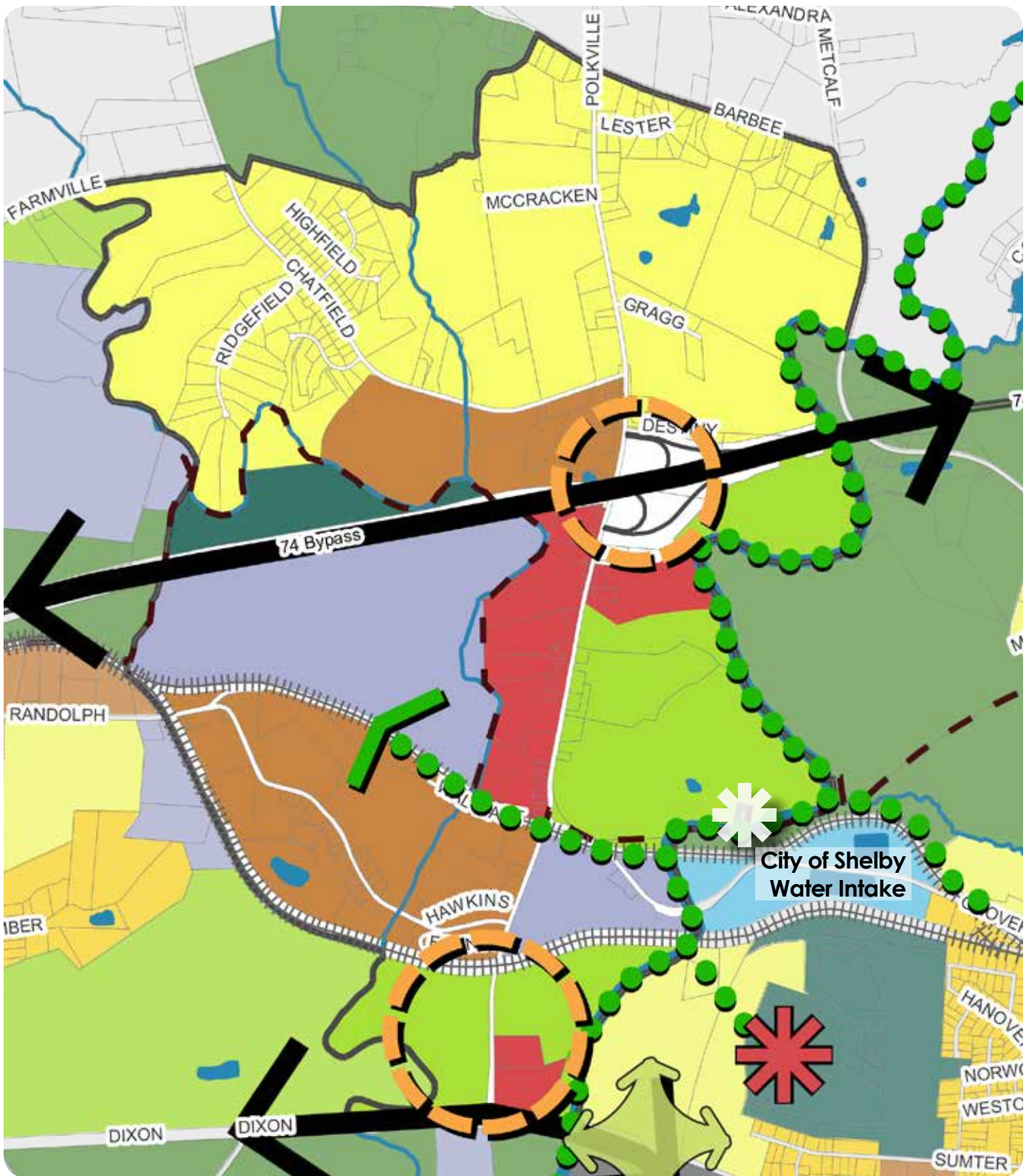


FIGURE 5.2:
Polkville Road Interchange Small Area Plan Vision Map



T-2 TRANSPORTATION

Goal

Protect and enhance major routes as viable transportation corridors by ensuring their safety, capacity, and coordination with the adjacent land uses.

Recommendation 2.1

Work with NC DOT to study intersections along Polkville Road to provide traffic relief at congested intersections.

Strategy 2.11

Construct a left turn lane to turn onto Chatfield Road at the intersection of Polkville Road and Chatfield Road.

Strategy 2.12

Implement signalized intersections at US 74 Bypass ramp entrances and exits as construction occurs.

Recommendation 2.3

Require shared driveways to limit the amount of curb cuts along Polkville Road to encourage internal connectivity between and within developments.

Recommendation 2.4

Set minimum driveway separation distances depending on the land use.

Recommendation 2.5

Widen Polkville Road from US 74/Dixon Boulevard to Chatfield Road. This could be widened in phases or as needed at shared driveways at the developer's expense.

Recommendation 2.6

Encourage the completion of the Carolina Thread Trail construction and use the existing trestle bridge to connect the Carolina Thread Trail with the minor activity center at the intersection of Polkville Road and Us 74/Dixon Boulevard.

Recommendation 2.7

Incorporate pedestrian accommodations as the area is developed (sidewalks, protected areas, shared driveways, connected parking lots, etc.).



FIGURE 5.3:
Location of intersections on Polkville Road that should be signalized as construction occurs on the US 74 Bypass.



FIGURE 5.4:
Diagram of shared driveways. One entrance for multiple developments encourages internal connectivity between destinations.

FIGURE 5.5.:
Pedestrian bridge under construction for the Carolina Thread Trail that crosses the First Broad River and a portion of the trail. With the completion of this bridge, there is an opportunity to expand the Carolina Thread Trail west of Shelby through the Polkville Road Interchange study area.



Figure 5.6:
Conceptual diagram of Polkville Road as a three (3) lane road with bicycle and pedestrian amenities.

US-3: Utility Services

Goal

Maintain high quality utility services within the Polkville Road Interchange study area.

Recommendation 3.1

Respond to utility needs with a strategically employed utilities services growth plan.

Strategy 3.11

Complete the Brushy Creek Outfall sewer services project.

Strategy 3.12

Complete the Farmville Road Loop water services.

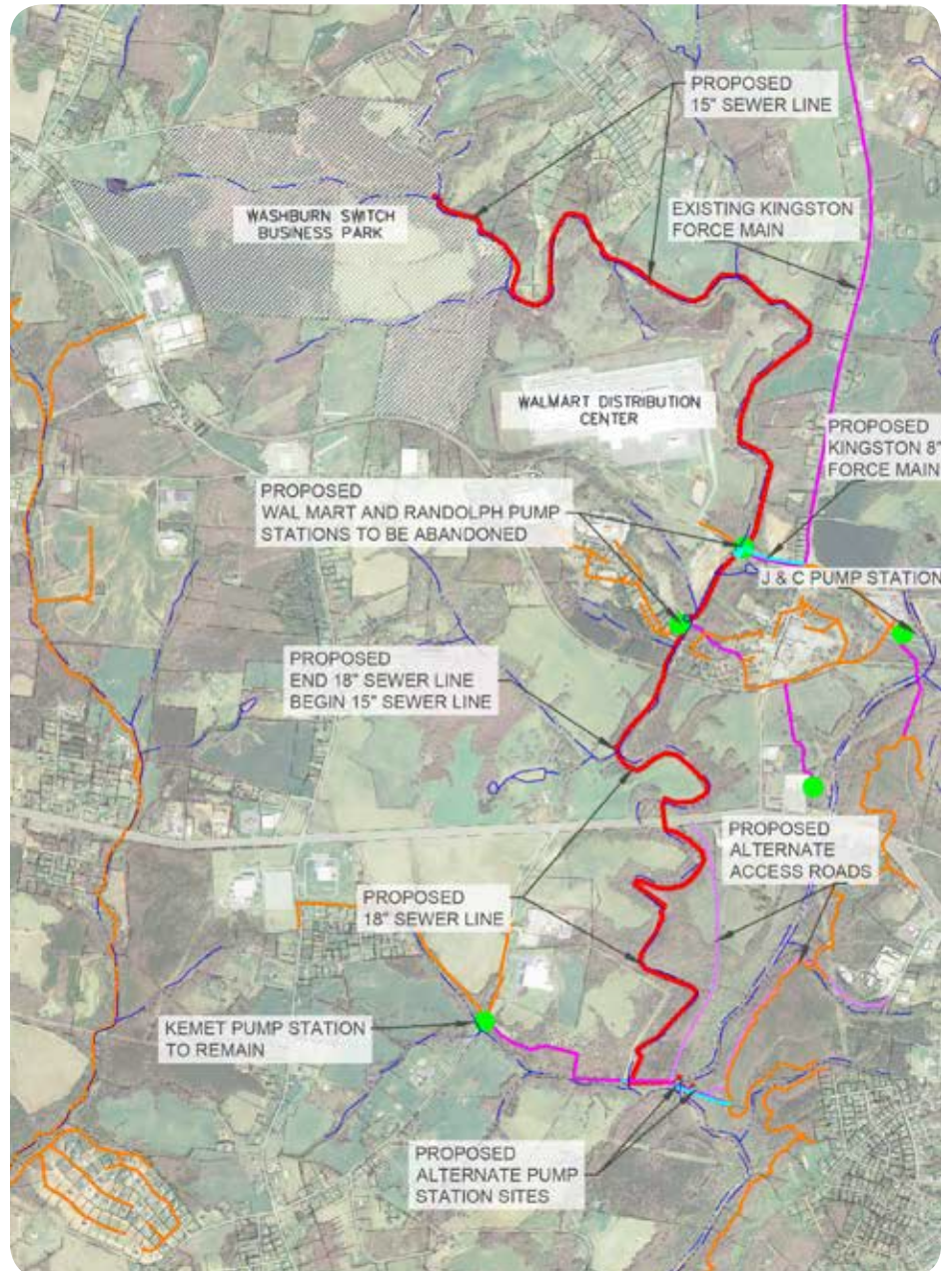
Recommendation 3.2

Continue to review parcels in the study area to ensure adequate emergency services.

FIGURE 5.7:
Brushy Creek Outfall Sewer Services Project Preliminary Map

Source: City of Shelby Utilities Department

- Existing Gravity Sewer Line
- Existing Pump Location
- Existing Force Main Sewer Line
- Proposed Gravity Sewer Line
- Proposed Force Main Sewer Line
- Proposed Alternate Access Roads



CC-4: Community Character

Goal

Insist on a better quality of development to continue creating attractive entryways leading into the community with distinctive buildings, well-groomed landscaping, attractive signage, plentiful street trees, and roadsides free of clutter and litter.

Design Guidelines

Recommendation 4.1

Update current design guidelines to include building orientation, signage, landscaping, and screening for mechanical equipment.

Recommendation 4.2

Create an overlay zoning district for site and building design guidelines, including transportation design guidelines.

Recommendation 4.3

Wayfinding/Directional Signs

The City of Shelby has begun implementation of the Wayfinding Signage System plan to coordinate a destination and directional signage system. Wayfinding signage provides guidance and navigation to numerous destinations throughout the City of Shelby for residents and visitors. As the Bypass is completed, wayfinding signs should be installed to build upon the existing signage already in place.

Interchange Landscaping/Streetscaping

Recommendation 4.4

Enter into a landscaping and maintenance agreement with NC DOT to create an attractive entryway into the City. The City of Shelby should provide the resources necessary to maintain the interchange at a high level of care.

Recommendation 4.5

Promote the use of the Wildflower Program through NC DOT to landscape the interchanges and along US 74 Bypass.



FIGURE 5.8:
(LEFT) Example of the City of Shelby Wayfinding Signs that are throughout Shelby. This sign is located on South Lafayette Street in front of the Planning & Development Services Office.



FIGURE 5.9:
(RIGHT) Examples of NCDOT's Wildflower Program from all over North Carolina.



Source: NCDOT Roadside Environmental Unit website.

6

Planning Terminology
Comprehensive Land Use Plan Land Use Typologies
City of Shelby Zoning District Classifications
Cleveland County Zoning District Classifications
Supporting Maps

APPENDIX

6 APPENDIX

This part of the Plan provides more information on certain topics from throughout the Plan. It defines terminology and provides maps associated with the Washburn Switch Interchange study area that were not discussed in the Plan.

PLANNING TERMINOLOGY

AADT -

Annual Average Daily Traffic.

Level of Service (LOS) -

A Level of Service (LOS) is a letter designation based on the relationship of travel demand and the roadway capacity. There are six levels of service that identify possible roadway conditions. These designations range from LOS A, which represents the best roadway conditions, to LOS F, which represents the worst roadway conditions. See the Cleveland County Transportation Plan for more information.

LOS A: Describes primarily free flow conditions. The motorist experiences a high level of physical and psychological comfort. The effects of minor incidents of breakdown are easily absorbed. Even at the maximum density, the average spacing between vehicles is about 528 ft, or 26 car lengths.

LOS B: Represents reasonable free flow conditions. The ability to maneuver within the traffic stream is only about 330 ft, or 18 car lengths.

LOS C: Provides for stable operations, but flows approach the range in which small increases will cause substantial deterioration in service. Freedom to

maneuver is noticeable restricted. Minor accidents may still be absorbed, but local decline in service will be great. Queues may be expected to form behind any significant blockage. Minimum average spacing is in the range of 220 ft, or 11 car lengths.

LOS D: Borders on unstable flow. Density begins to deteriorate somewhat more quickly with increasing flow. Small increase in flow can cause substantial deterioration in service. Freedom to maneuver is severely limited, and the driver experiences drastically reduced comfort levels. Minor incidents can be expected to create substantial queuing. At the limit, vehicles are spaced at about 165 ft, or 9 car lengths.

LOS E: Describes operation at capacity. Operations at this level are extremely unstable, because there are virtually no usable gaps in the traffic stream. Any disruption to the traffic stream, such as a vehicle entering from a ramp, or changing lanes, requires the following vehicles to give way to admit the vehicle. This can establish a disruption wave that propagates through the upstream traffic flow. Any incident can be

expected to produce a serious breakdown with extensive queuing. Vehicles are spaced at approximately 6 car lengths, leaving little room to maneuver.

LOS F: Describes a forced or breakdown flow. Such conditions generally exist within queues forming behind breakdown points.

Overlay Zoning District -

Overlay Zoning Districts establish certain area regulations that are in addition to those of the underlying general use or conditional use districts. Property within a designated overlay district may be used in a manner permitted in the underlying general use or conditional use district only if and to the extent such use is also permitted in the applicable overlay district. See the Unified Development Ordinance Article 9-1.6 for more information.

Street Classifications -

Major Thoroughfare Street:

Major thoroughfares consist of interstate, other freeway, expressway, or parkway links, and major streets that provide for the expeditious movement of high volumes of traffic within and through urban areas.

SHELBY COMPREHENSIVE LAND USE PLAN

LAND USE TYPOLOGIES

Minor Thoroughfare Street:

Minor thoroughfares collect traffic from collector, subcollector, and local streets and carry it to the major thoroughfare system. Minor thoroughfares may be used to supplement the major thoroughfare system by facilitating movement of moderate volumes of traffic within and through urban areas and may also serve abutting property.

Collector Street: A street whose principal function is to carry traffic between cul-de-sac, local, and subcollector streets, and streets of higher classification, but which may also provide direct access to abutting properties.

Subcollector Street: A street whose principal function is to provide access to abutting properties, but which is also designed to be used or is used to connect local streets with collector or higher classification streets.

Local Street: A street whose primary function is to provide access to abutting properties.

See the Comprehensive Land Use Plan Section 3.5 for more information.

Agriculture -

Agricultural uses include farming as the predominant form of activity. Working farms are active agricultural uses, generally 40 acres or larger. Some passive recreational activities, such as hiking trails, and passive parks, could be allowed under this use. Some residential uses, in the form of very low density residential, may be allowed under this use.

Commercial -

The Retail land use designation includes a range of retail uses:

- **Neighborhood Retail:** Neighborhood Retail provides services serving the needs of the surrounding neighborhoods, generally a trade area of approximately one mile. Neighborhood Retail businesses range generally from 1,000 square feet up to 250,000 square feet.
- **Urban Retail:** Urban Retail is set closer to the street and generally has shared or reduced parking standards. This retail product supports a street-level, pedestrian-oriented environment within a higher-density location. This use works well with adjacent Office and Mixed Use structures. Urban Retail structures can be either single-story or up to three-stories in height but frequently must be at least

two stories.

The City of Shelby's NB (Neighborhood Business District) zoning classification is an appropriate district for this use area.

- **Regional Retail:** Regional Retail serves a trade area of approximately five miles. Regional Retail businesses generally range from 250,000 square feet up to 2,500,000 square feet. Parking for regional retail is typically provided within the site. Regional retail uses can include some of the more intensive businesses such as hotels, auto dealerships, department and furniture stores, as well as banks, restaurants, large home improvement stores, etc. Entertainment uses might also be included in this designation.

The City of Shelby's GB (General Business District) zoning classification is an appropriate district for this use area.

Conservation Development -

Conservation development refers to a type of development in which the number of lots permitted by a given zoning classification is allowed, but the development is encouraged to preserve an amount of open space in exchange for building the permitted number of residential units on smaller lots. For example, if a parcel of land were entitled to build 100

1-acre lots under its current zoning classification, it would be allowed to build 100 1/2-acre lots in exchange for leaving half of the property in permanent open space. The open space could be natural area, equestrian facilities, golf courses, or similar types of open space. A density bonus could be granted to promote this form of development in Shelby. Conservation development is generally most applicable to zoning classifications of 1/2-acre lots or larger.

Corridor Revitalization -

Corridor revitalization areas are portions of heavily traveled corridors that either, have a large presence of automobile oriented retail uses or declining uses that leave these areas as blighted or under-utilized. Land uses in such areas could include a mix of retail, office, and residential with higher intensity uses close to the intersection of major roads.

The development form in these areas could respond to the surrounding conditions. A corridor going through an urban setting could be redeveloped as an urban arterial road with buildings fronting the street, sidewalks, and possibly on-street parking.

Employment -

The employment land use designation provides for office buildings with supportive retail and service uses intended primarily for occupants of such office buildings. It may also include an office park, which

is a tract containing multiple office buildings, support uses, and open space designed, planned, constructed, and managed on an integrated and coordinated basis.

The employment land use designation can also cover a fairly broad range of industrial uses, such as salvage yards, concrete batch plants, and similar intensive manufacturing and processing operations. Light industrial uses that include land and buildings used for the production of some type of goods with minimal outside storage such as electronics, manufacturing, products assembly, etc., could also be allowed under this use. Light Industrial uses are relatively nuisance free.

Corresponding City of Shelby's zoning classifications include LI (Light Industrial District) and GI (General Industrial District).

Greenways -

Greenways and Trails are defined as linear parks. A linear park is an area developed for one or more varying modes of recreational travel such as hiking and biking. Often the linear park will be developed to connect recreational facilities, as well as schools and residential neighborhoods. The acreage and service area of a linear park is variable and subject to existing natural and man-made features, the existence of public right-of-way, and the public demand for this type of park. In some cases, a linear park is

developed within a large land area designated for protection and management of the natural environment, with the recreation use a secondary objective.

High Density Residential (HDR) -

The high-density land use designation refers to single-family detached subdivisions of 7 units per acre and more. The multi-family residential use could also be allowed within this use. Multifamily use designation can refer to a variety of attached housing types, including townhouses, condominiums or rental apartments. As used in the Shelby Comprehensive Land Use Plan, this designation refers to developments of up to 19 units per acre, without implying a specific type of housing unit.

Corresponding City of Shelby zoning classifications include R6 Residential District.

Institutional -

Institutional land uses include public and private schools, city and county government facilities, churches, colleges and universities, and similar non-commercial uses. Most of above listed uses are currently present in Shelby. They range from public schools, county courthouse, and local colleges, to churches and hospitals.

Currently many zoning classifications allow institutional uses; however, RO (Residential Office) zoning district is most appropriate for these kind of uses.

Low Density Residential (LDR) -

The low-density residential classification is for single-family detached residential land uses which are approximately 2 units or less per acre. This classification is typical of many of the residential subdivisions in Shelby and in Cleveland County. It is also typical of many individual residential uses that are not in a formal subdivision.

Corresponding City of Shelby zoning classifications include RR (Rural Residential) and R20 (Residential District).

Medium Density Residential (MDR) -

Medium density residential represents single-family detached development of approximately 4 units per acre. This designation is typical of most of the residential subdivisions in Shelby and Cleveland County developed since the 1960s that are served by City/County water and sewer.

Corresponding City of Shelby zoning classifications include R10 and R8.

Mixed Use -

A Mixed Use Center is intended to concentrate a mix of higher-intensity commercial uses and higher-density residential around intersections of major thoroughfares.

A Mixed Use Center benefits both residential and commercial uses. The co-location of more intense uses

creates opportunities for a sense of place not possible in a more sprawling pattern of commercial uses along an arterial. The size of a Mixed Use Center could vary, but should remain within a half-mile radius of its center, or approximately a 10-minute walk.

The commercial core of a Mixed Use Center would include retail, office, entertainment, and public facilities (such as post offices and churches). The retail component would typically be a neighborhood center and include a supermarket, a drugstore, and convenience retail. Residential uses can be higher densities than the surrounding residential uses.

Some existing Shelby neighborhood centers, such as the hospital area and Cleveland Mall area have the potential to become the core of Mixed Use Centers.

There is not a zoning classification in the Shelby or Cleveland County ordinances specifically for a Mixed Use Center; however, a zoning classification that could fit within a Mixed Use Center could be Residential-Office (RO) in the Shelby ordinance.

Neighborhood Revitalization -

Neighborhood revitalization areas are older, declining neighborhoods that need stabilization and revitalization. Such areas have older housing stocks, which, in some areas need maintenance and in

other areas require selective removal of dilapidated houses. These areas will predominantly be residential with a mix of housing types and densities. This could include single family residential, townhomes, and multi-story apartments. The current density of these areas is between four to five dwelling units per acre. Future development densities could remain in the same range.

To support revitalization efforts, some additional complementary uses, such as parks, churches, schools, and other community services could be allowed.

Open Space -

Open space is large publicly or privately owned and managed land with a unique or special purpose. Conservation land is protected from future development for protection of a natural resource or unique environment. Regional parks preserve wooded or natural areas with some active uses such as trails or camping, but are largely undeveloped.

Parks

The park land use designation refers to a range of parks, including:

- **Mini-Parks:** Mini-Parks provide small open spaces within neighborhoods for a broad variety of purposes, ranging from simple seating areas to tot-lots. A minipark could be anywhere from 1/4 to 2 acres per mini park, or about the size of a single

CITY OF SHELBY ZONING CLASSIFICATIONS

family residential lot.

- **Neighborhood Parks:**

Neighborhood Parks are for both active and passive recreation activities geared specifically for those living within the service area. They serve an area of 1/2 to 1 mile radius, and can be anywhere from 7 to 15 acres.

- **Community Parks:**

Community Parks are focused on meeting the recreation needs of several neighborhoods or large sections of the community, as well as preserving unique landscapes and open spaces. They include both active and passive recreation activities. A desirable size is about 25 acres.

- **District Parks:** District Parks function as the major source of active recreation in the City, and include athletic facilities for league and possibly tournament play. They range from 75 to 200 acres, with about 100 acres being a desirable size.

Uptown -

The Uptown designation is a separate category for the traditional and distinctive Uptown of Shelby. It includes a mix of residential housing types with retail and restaurants, entertainment, both neighborhood and regional office and commercial uses as well as community facilities, such as government

offices, churches, schools and parks. Such uses could be developed in an urban setting that is suitable to the existing character of uptown Shelby. The previously adopted City Center Master Plan should be the guiding document for the future land uses, development and redevelopment of this area.

The City of Shelby's CB (Central Business District) zoning classification is an appropriate district for this use area.

See City of Shelby Unified Development Ordinance Article 9-1.1, 1.2, 1.3, and 1.4 for more information and a complete list of zoning districts.

R20 Residential District (R20) -

The R20 Residential District is primarily intended to accommodate very low density single-family detached dwellings, modular homes, two-family dwellings, and manufactured homes on individual lots in areas that generally do not have access to public water supplies and are dependent upon septic tanks for sewage disposal. Maximum densities within the R20 District are approximately 2 dwelling units per gross acre for single-family and two-family dwellings. Manufactured home parks are permitted within the R20 District by conditional use permit. Nonresidential uses permitted within this district include customary accessory, recreational, educational, and institutional land uses that are compatible with the low density residential character of the R20 District.

R10 Residential District (R10) -

The R10 Residential District is primarily intended to accommodate low density moderate density single-family detached dwellings and modular homes at a maximum density of approximately 4 dwelling units per gross acre. Public water and sewer service is generally available in areas zoned as R10. Nonresidential uses permitted within this district

CLEVELAND COUNTY ZONING CLASSIFICATIONS

include customary accessory, recreational, educational, and institutional land uses that are compatible with the low density residential character of the R10 District.

Neighborhood District (NB) -

The Neighborhood Business District is established as a district in which to allow small, limited retail service land uses that provide goods and services primarily to surrounding residential neighborhoods. Permitted residential uses include single-family detached dwellings, modular homes, apartments, townhomes, and condominiums. Residential uses are permitted at the same density and according to the same dimensional requirements as the R6 Residential District. The major objectives of this district are to encourage the location of convenience retail establishments, professional services, and professional offices so as to be as compatible as possible with surrounding lower density residential uses; discourage intensive land uses which require large amounts of land area; and limit the location of large vehicular traffic-generating uses to major streets.

General Business District (GB) -

The General Business District is established as a district in which to accommodate a wide range of retail; business, professional, and personal services; office; and limited wholesale and warehousing uses. Areas zoned as GB are generally located on the fringe of the central business district and along major highway corridors. Residential uses are

permitted at the same density and according to the same dimensional requirements as the R6 Residential District.

Light Industrial District (LI) -

The Light Industrial District is primarily intended to accommodate limited manufacturing, warehousing, wholesaling, and related commercial and service activities which have little or no adverse impact upon adjoining residential, business, and industrial properties. The preservation of land for light industrial use is a major objective of the LI District. The LI District is intended to provide appropriate locations for light industrial uses in areas that are not adversely impacted by general or heavy industrial uses. Other land uses allowed within the LI District should be limited to those uses that support light industrial uses. Generally, retail and heavy commercial uses should be avoided in the LI District.

General Industrial District (GI) -

The General Industrial District is primarily intended to accommodate a wide range of assembling, fabricating, manufacturing uses, and support retail and service uses. The GI District is established for the purpose of providing appropriate locations and development regulations for uses that may require special measures to ensure compatibility with adjoining residential or business properties.

See Cleveland County Code of Ordinances Section 12-121 for more information and a complete list of zoning districts.

Restricted Residential (RR) -

This district is the most restrictive residential, district intended to accommodate low-density single-family detached dwellings and modular homes at a maximum density of two (2) dwelling units per acre.

Residential (R) -

The purpose of this district is to accommodate low-density single-family detached dwellings, modular homes, manufactured homes at a maximum density of two (2) dwelling units per acre. Multi-family housing is also permitted in this district, but may be exempt from the density requirements depending on location.

Residential Manufactured Homes and Parks (RM) -

This district accommodates the widest variety of residential uses including low-density single-family detached dwellings, modular homes, manufactured homes and manufactured home parks.

SUPPORTING MAPS

On the following pages are the supporting maps from throughout the Polkville Road Interchange Small Area Plan. These include maps for environmental features, sewer services, water services, gas services, and electric services.

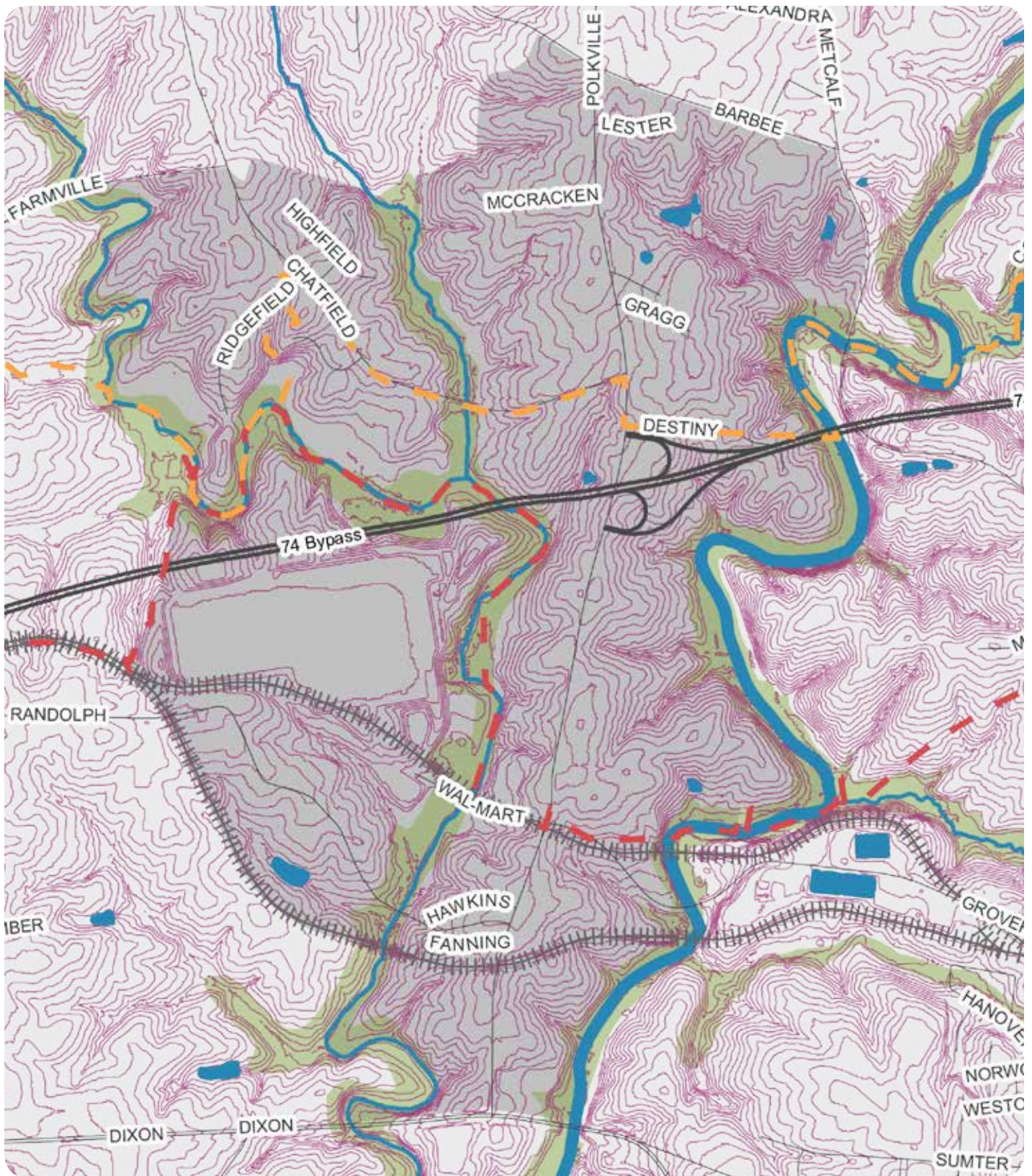


FIGURE 6.1:
Polkville Road Interchange Study Area Contours Map



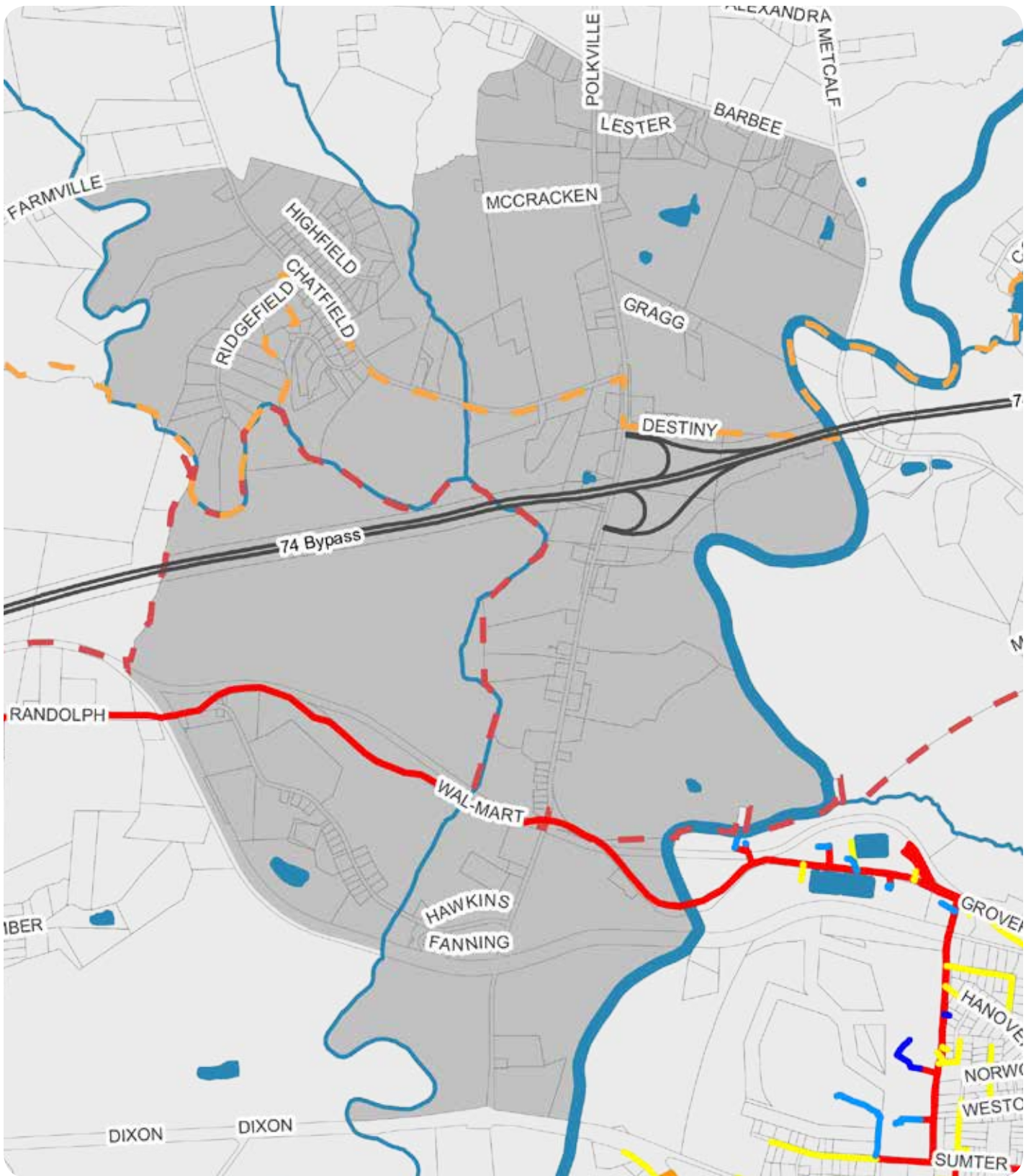


FIGURE 6.2:
Polkville Road Interchange Study Area Electric Services Map



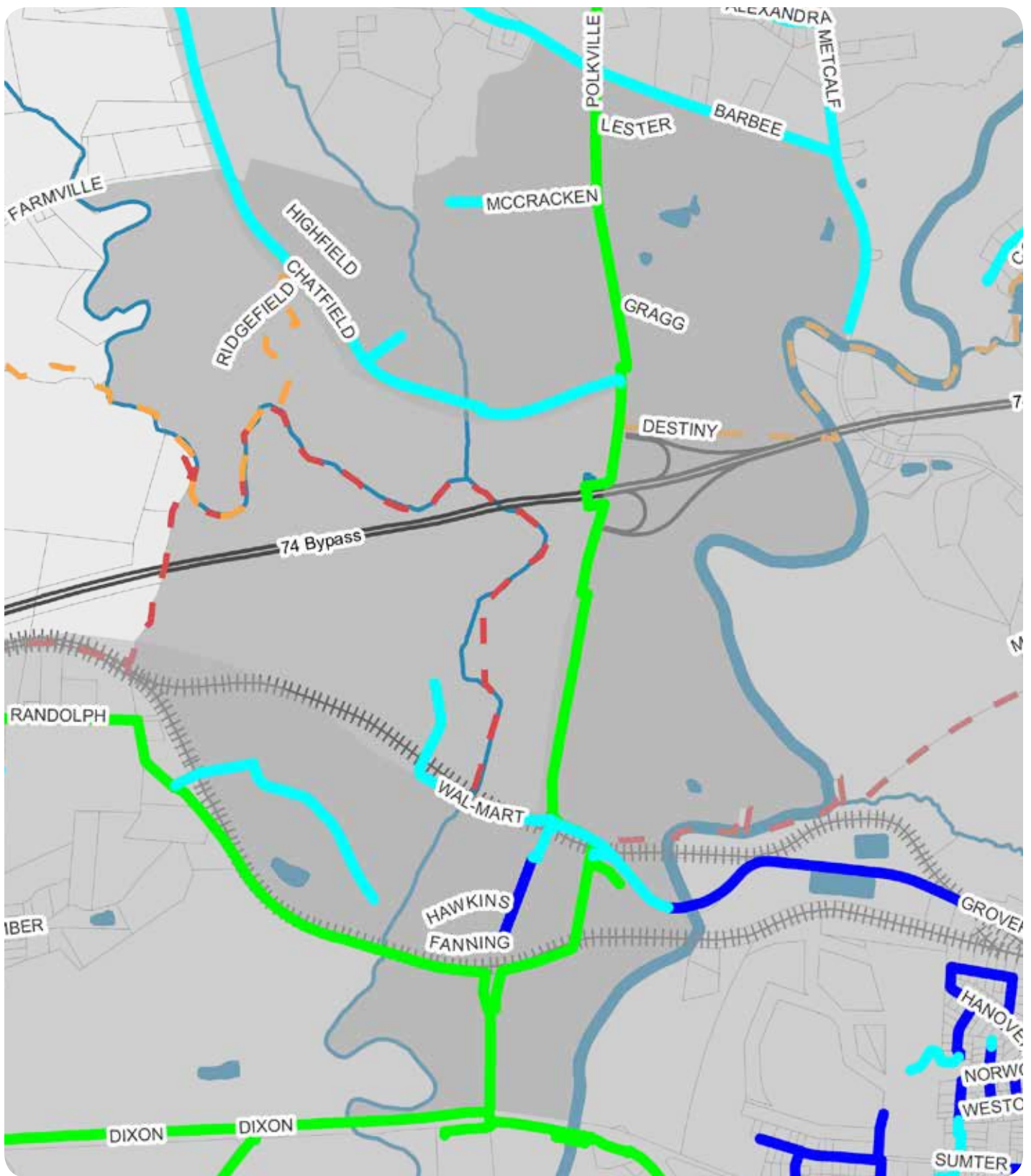
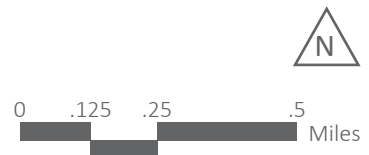


FIGURE 6.3:
Polkville Road Interchange Study Area Gas Services Map



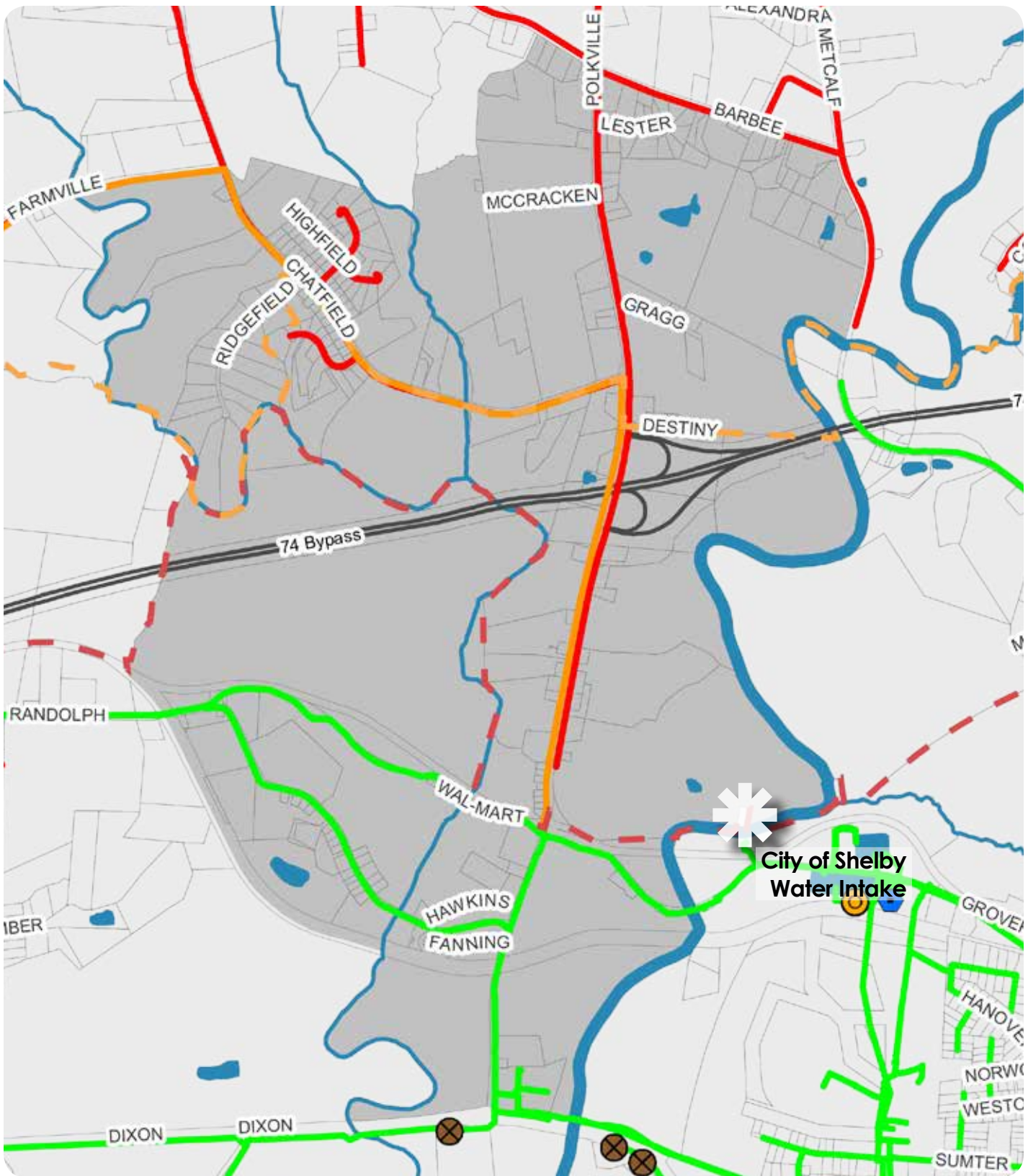


FIGURE 6.4:
Polkville Road Interchange Study Area Water Services Map



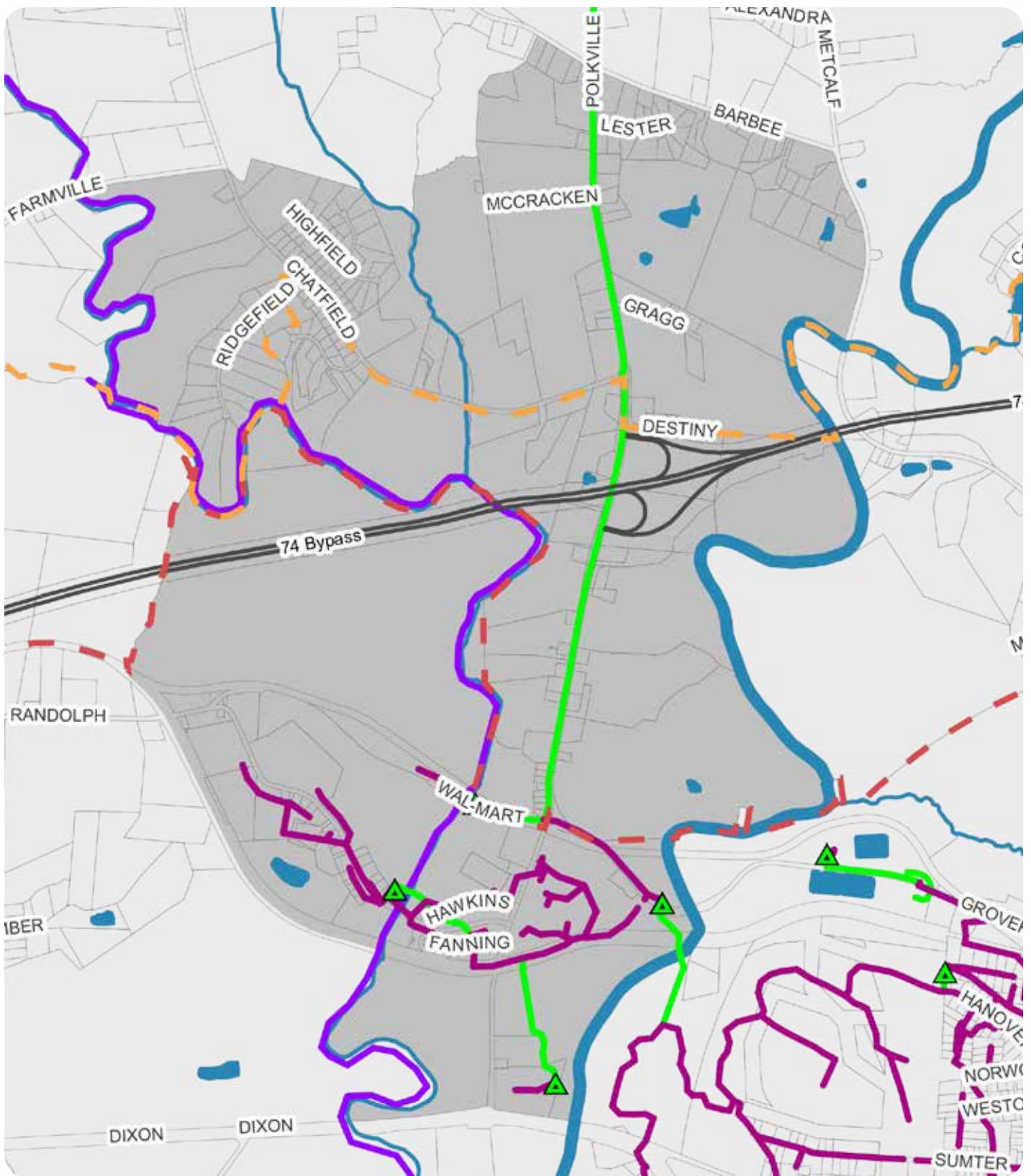
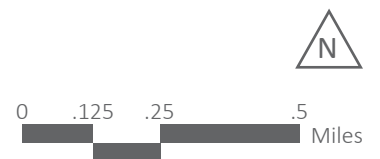


FIGURE 6.5:
Polkville Road Interchange Study Area Sewer Services Map



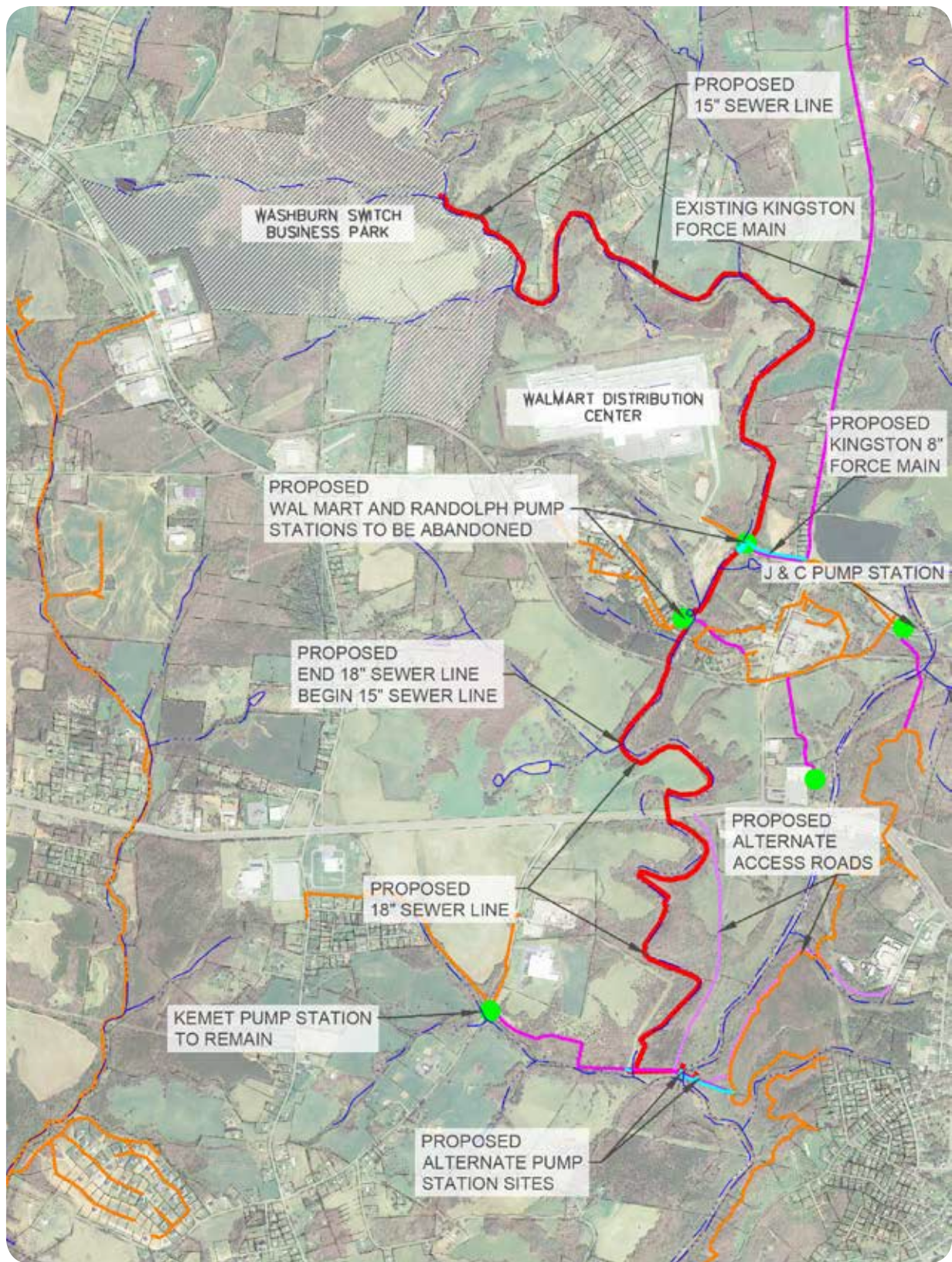
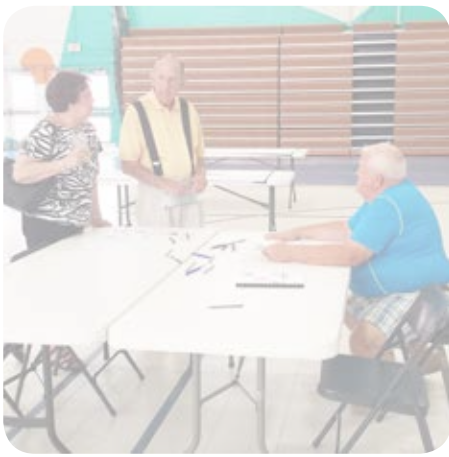


FIGURE 6.6:
Brushy Creek Outfall Project Preliminary Map

- Existing Gravity Sewer Line
 — Proposed Force Main Sewer Line
- Existing Pump Location
 — Proposed Alterate Access Roads
- Existing Force Main Sewer Line
- Proposed Gravity Sewer Line





For More Information

For more information on the Polkville Road Interchange Small Area Plan, please visit www.cityofshelby.com or contact the Shelby Planning & Development Services Department at (704) 484-6829.