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- 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*. These 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 at: 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 Washburn Switch Interchange Small Area Plan (referred to as WSISAP) is the first of five small area plans for interchanges 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. The Washburn Switch Interchange study area primarily supports industrial and agricultural land uses.

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. It is a collaborative process for citizens and elected officials to work together to improve their community and ensure a better future. This 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 can 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 make decisions on zoning, public investment, and private initiatives.

Topics typically addressed are:

- 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

Shelby Strategic Growth Plan (2005)

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, 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 and 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

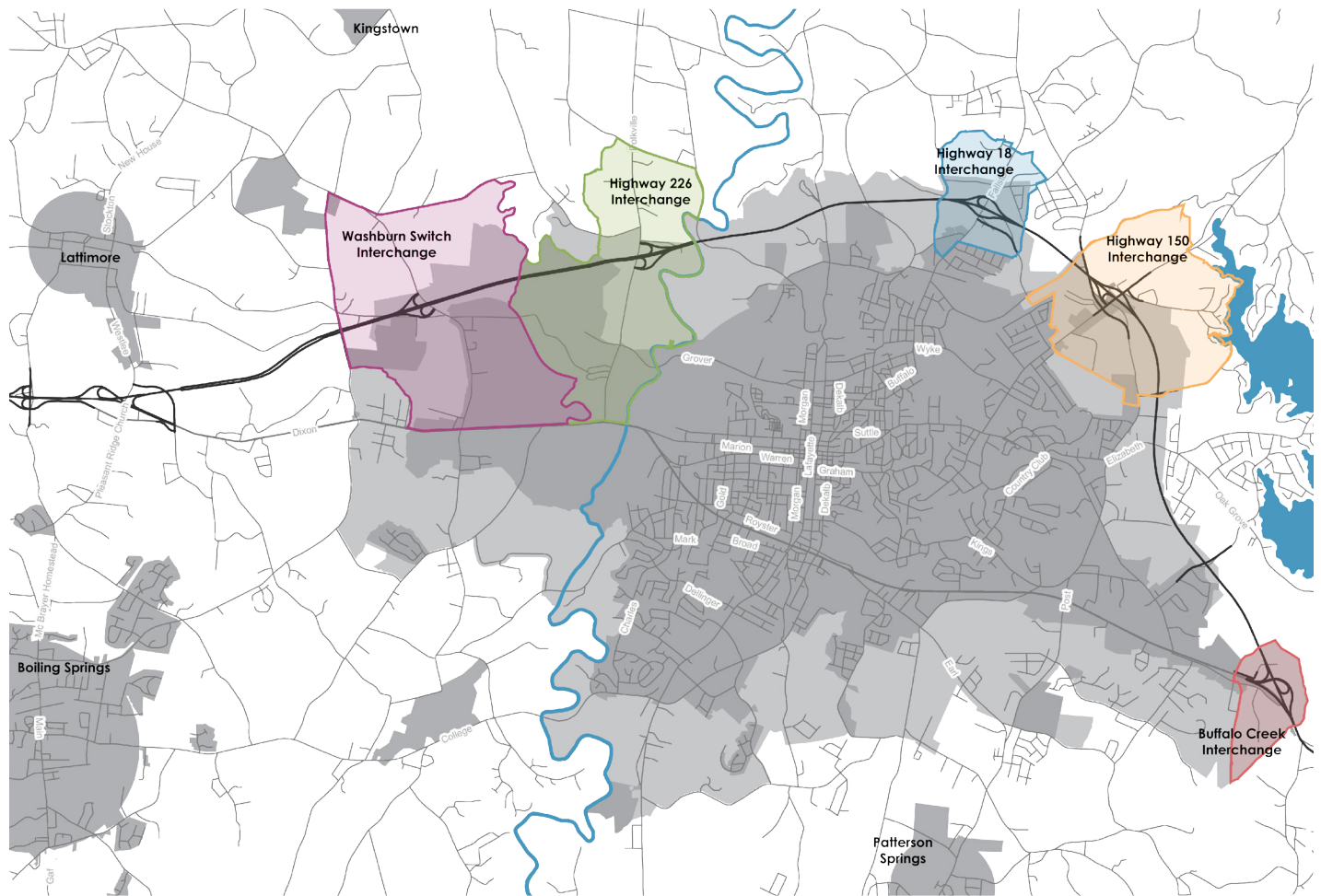


FIGURE 1.1:
Bypass Framework Map



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.

- Washburn Switch Study Area
- Highway 226 Study Area
- Highway 18 Study Area
- Highway 150 Study Area
- Buffalo Creek Study Area
- City Limits
- Shelby ETJ

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

Shelby Comprehensive Land Use Plan (2009)

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.

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.

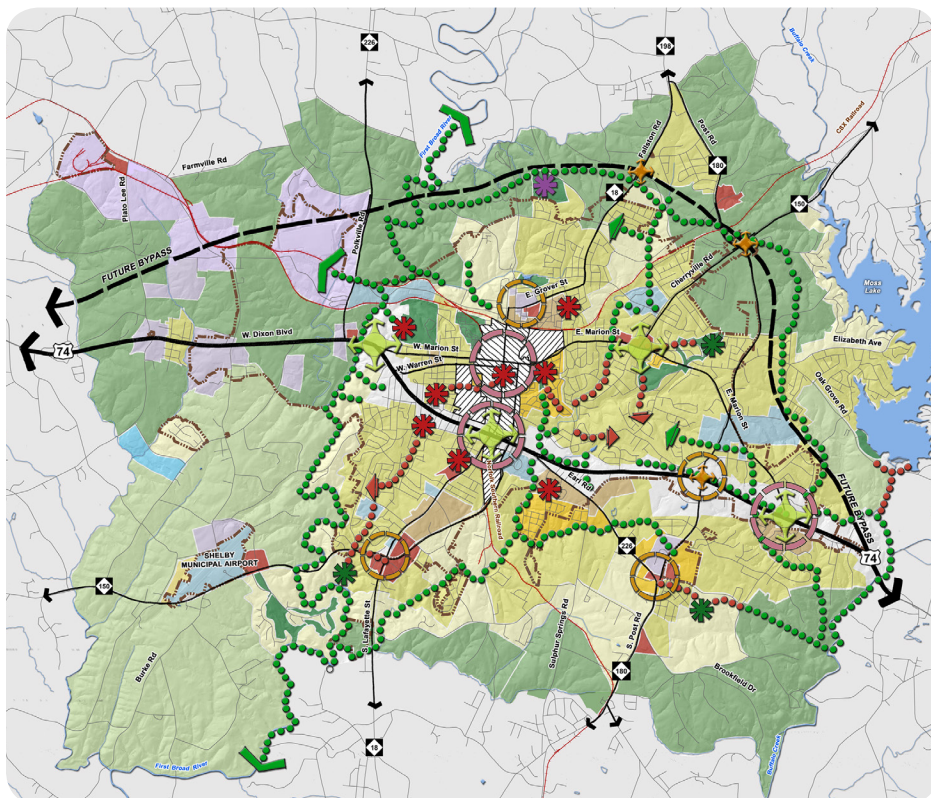
Implementation Strategy 1:

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

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



to reserve the access on and off the future Bypass. Especially discourage uses such as big-box retail, strip commercial, and suburban development.

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

Cleveland County Land Use Plan (2005)

The *Cleveland County Land Use Plan* is a statement of the community's vision for its own future and a guide to achieve that vision through the year 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 NCDOT in association with the Shelby Bypass project. A master plan for greenway expansions in the County, however, does not exist. Such a plan should be developed in order to prioritize greenway needs, costs and funding sources.

HOW WILL I BE INVOLVED IN THE PLANNING PROCESS?

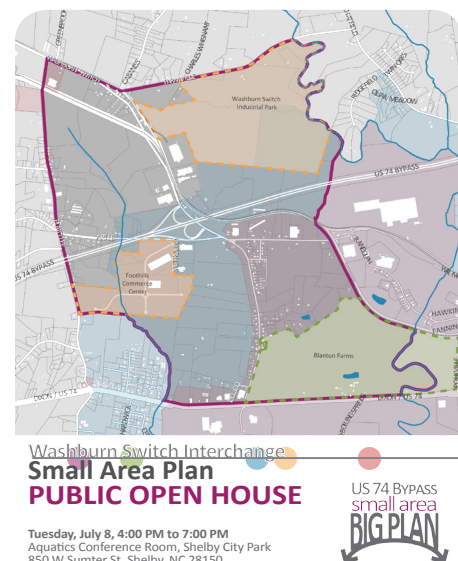
Committee meetings and community open houses are designed to share current conditions to help the committee and residents envision the future. They allow residents and elected officials to share their opinions, and to develop a community vision, policies, and actions specific to the community needs.

Citizens within a small area plan study area are notified of community input opportunities. They are encouraged to attend meetings and actively participate.



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: WSISAP 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.

Present to Planning and Zoning Board for recommendation and City Council for adoption.

A successful small area plan is the result of an extended effort by a number of parties. The WSISAP key contributors in the planning process included City Council, Planning & Zoning Board, WSISAP Committee, and City and Planning staff. The Planning staff worked extensively with the WSISAP 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.

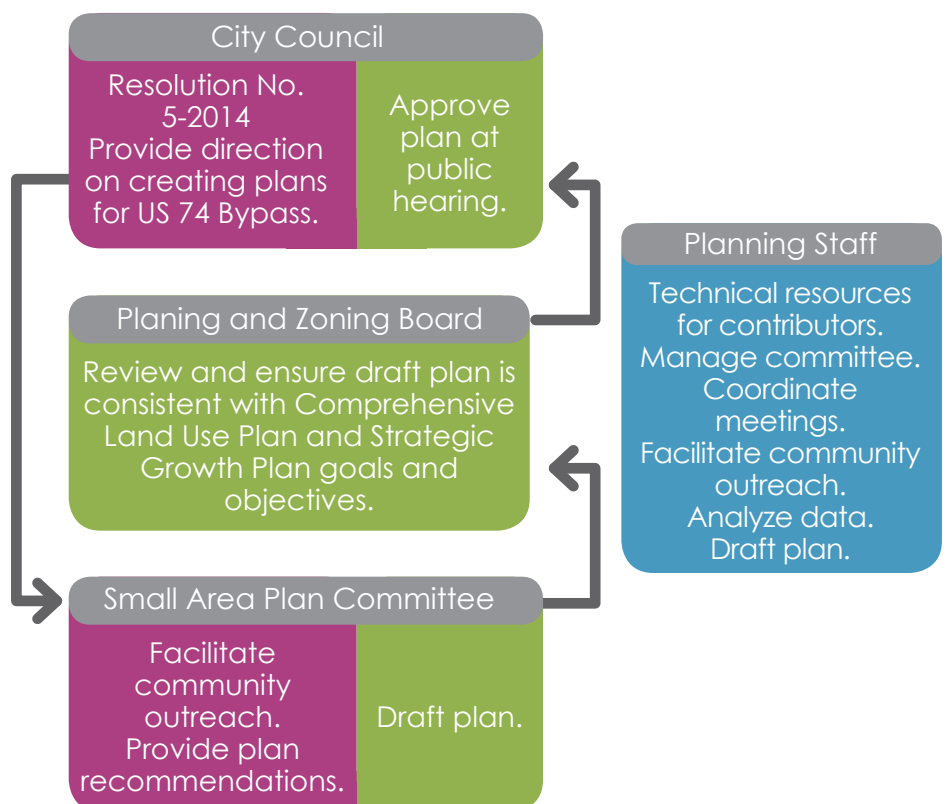


FIGURE 1.5:
Plan Contributors Roles

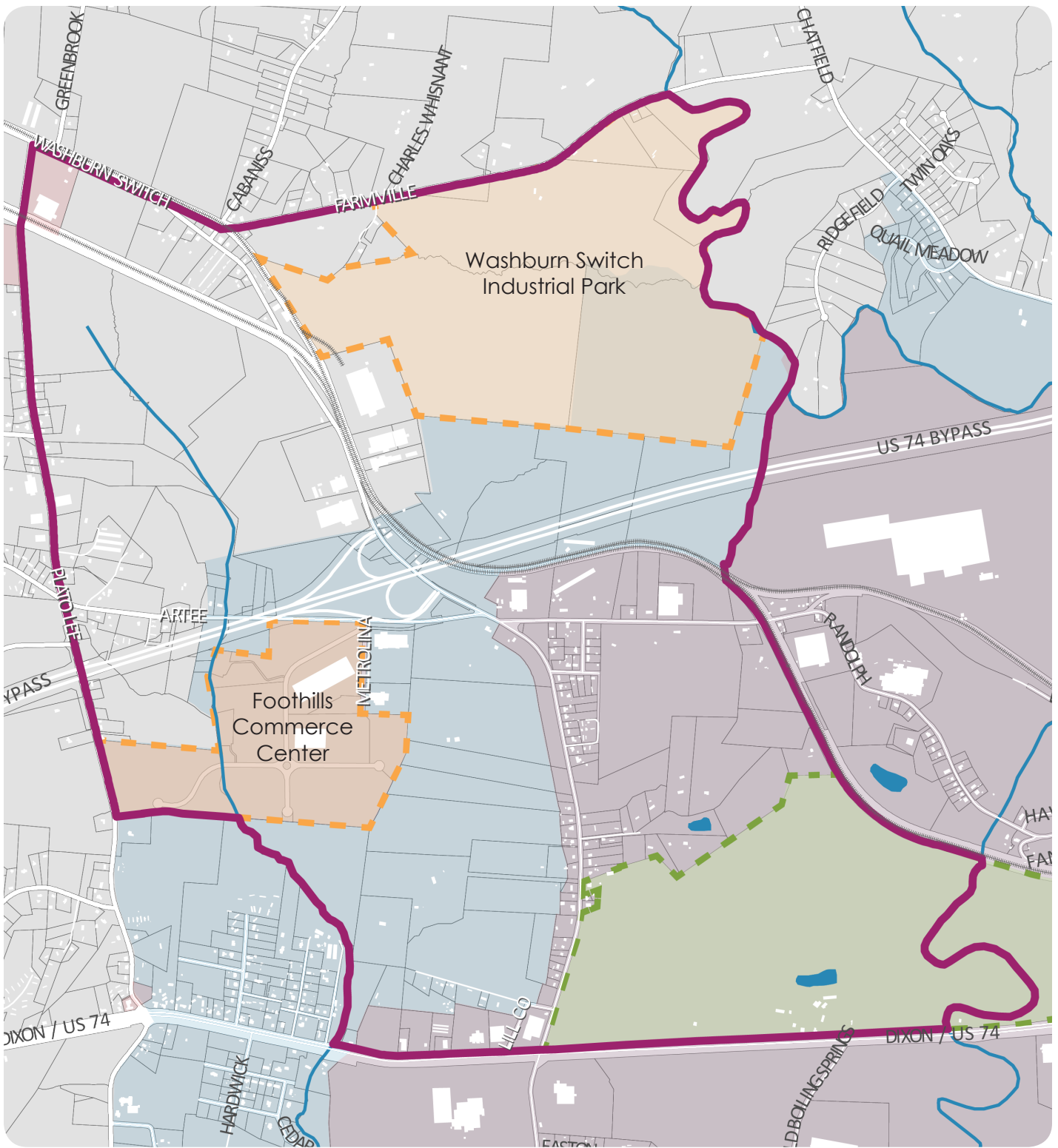
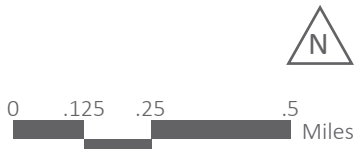


FIGURE 1.6:
Study Area Context Map

- Study Area Outline
- Shelby City Limits
- Water
- Shelby ETJ
- Industrial Parks/Centers
- Major Agriculture Areas

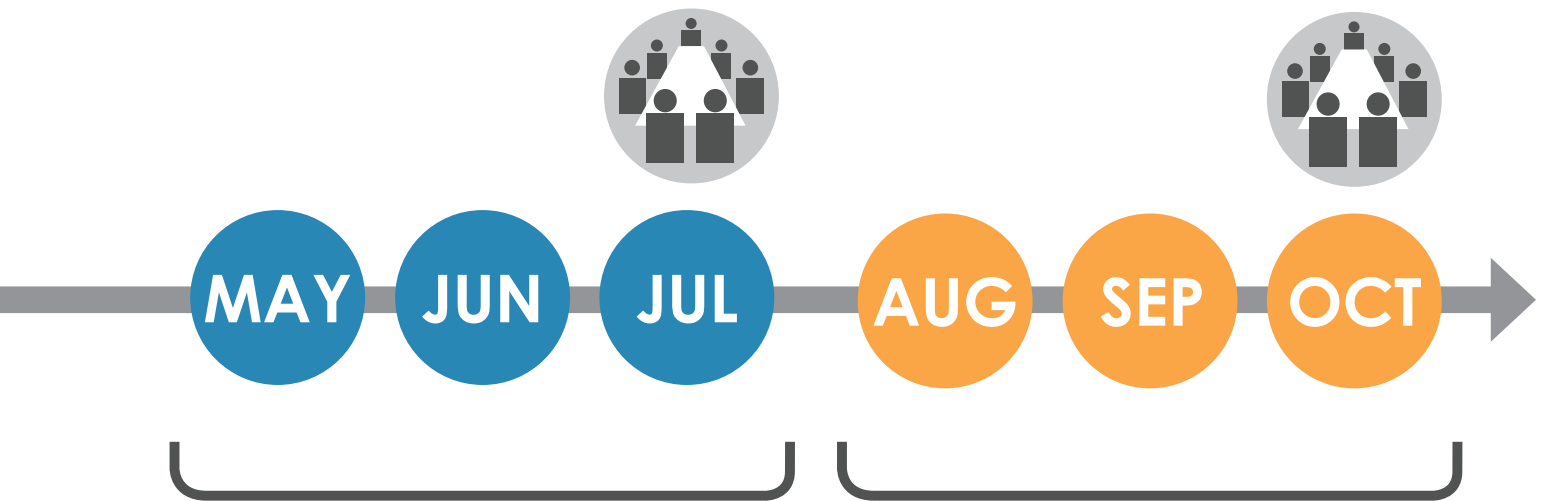


SMALL AREA PLAN TIMELINE

The City of Shelby and Planning staff anticipate a thirteen month timeframe (September 2013 to October 2014) for the WSISAP, including background analysis, study area workshops, and plan drafting and finalizing. The approved timeline for the WSISAP 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





DRAFT PLAN

May

Committee Meeting:
Form Recommendations

June

Committee Meeting:
Form Recommendations

July

Public Open House
Committee Meeting:
Finalize Recommendations / Draft Plan

FINAL PLAN

August

Draft Plan for Committee to Review
Finalize Plan

September

Planning & Zoning Board for Review
Finalize Plan

October

City Council for Adoption*

*The WSISAP 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.