

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

## PLAN RECOMMENDATIONS

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# 5 PLAN RECOMMENDATIONS

The Washburn Switch 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 part of the plan 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 Washburn Switch Interchange and the US 74 Bypass in general. Based on the information provided during WSISAP committee meetings, and input from residents at the open house, the following policy recommendations were identified.

## 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.

## WSISAP GOALS:

<b>LU-1</b>	Encourage employment uses in strategic locations with convenient transportation access and adequate facilities.
<b>T-2</b>	Protect and enhance major routes as viable transportation corridors by ensuring their safety, capacity, and coordination with the adjacent land uses.
<b>US-3</b>	Maintain high quality utility services within the Washburn Switch study area.
<b>CC-4</b>	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:  
Conceptual graphic of the WSISAP goals and recommendations.

# WS WASHBURN SWITCH INTERCHANGE

## SMALL AREA PLAN

### GOALS & RECOMMENDATIONS

WHAT **WILL** the AREA LOOK LIKE in the FUTURE?

The **BIG** PICTURE

**UTILITY SERVICES**  
 MAINTAIN HIGH QUALITY UTILITY SERVICES WITHIN THE WASHBURN SWITCH INTERCHANGE STUDY AREA.

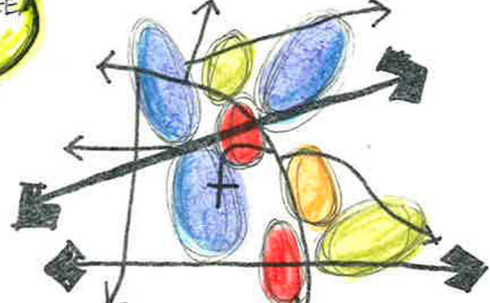
**TRANSPORTATION**  
 PROTECT AND ENHANCE MAJOR ROUTES AS VIABLE TRANSPORTATION CORRIDORS BY ENSURING THEIR SAFETY, CAPACITY, AND COORDINATION WITH THE ADJACENT LAND USES.



WIDEN WASHBURN SWITCH ROAD

**COMMUNITY CHARACTER**  
 CONTINUE TO CREATE ATTRACTIVE ENTRYWAYS LEADING INTO THE COMMUNITY WITH DISTINCTIVE BUILDINGS, WELL-GROOMED LANDSCAPING, ATTRACTIVE SIGNAGE, PLENTIFUL TREES, AND ROADSIDES FREE OF CLUTTER AND LITTER.

**LAND USE**  
 ENCOURAGE EMPLOYMENT USES IN STRATEGIC LOCATIONS WITH CONVENIENT TRANSPORTATION ACCESS AND ADEQUATE FACILITIES.



STRATEGIC LOCATIONS

**EMPLOYMENT**  
 WITH SUPPORTING **COMMERCIAL** USES



# LU-1: LAND USE

## Goal

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

### Recommendation 1.1

Adopt the Washburn Switch Interchange Small Area Plan Vision Map (shown in Figure 5.2) 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 foster the preservation of local active farms.

### Recommendation 1.3

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.

FIGURE 5.2:  
Concept drawing of an intersection in a commercial/industrial setting.



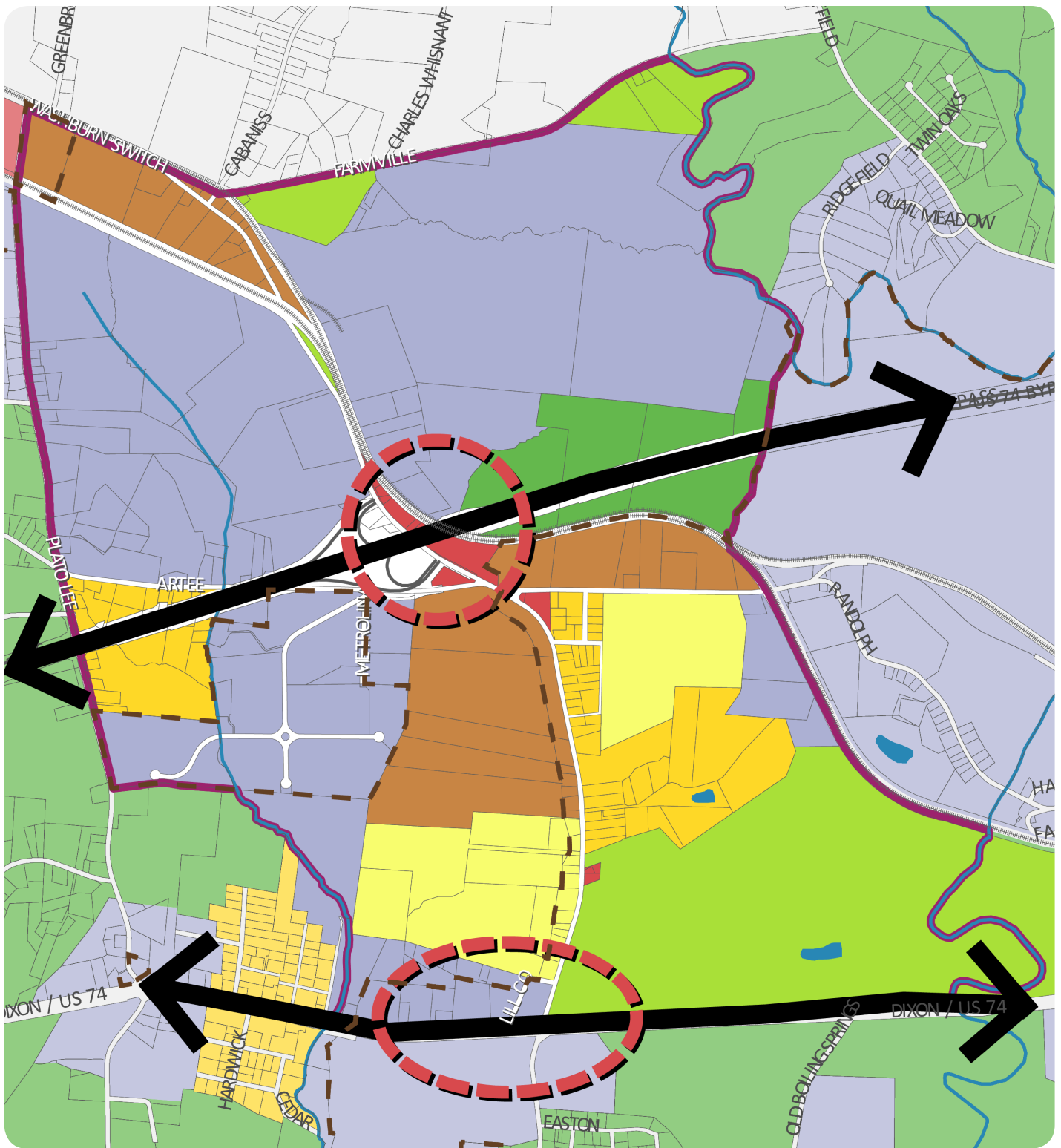
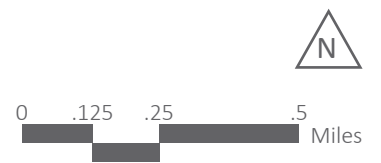
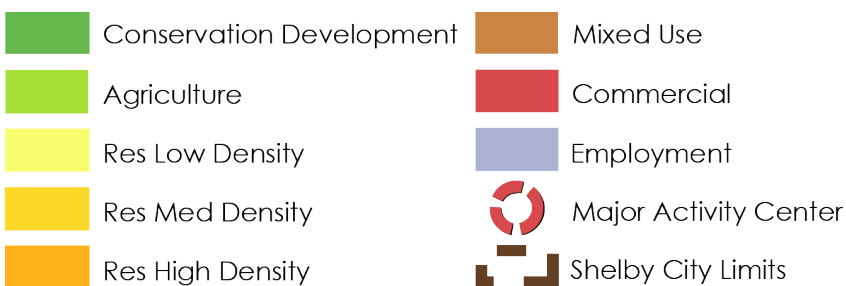


FIGURE 5.3:  
Washburn Switch Interchange Small Area Plan Vision Map



# 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 DOT to study Artee Road and Randolph Road intersections. Potential outcomes could be to realign the intersection, provide traffic relief, etc.

### Recommendation 2.2

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

### Recommendation 2.3

Set minimum driveway separation distances depending on the land use.

### Recommendation 2.4

Widen Washburn Switch Road from US 74 to Plato Lee Road. This could be widened in phases or as needed at shared driveways at the developer's expense.

### Recommendation 2.5

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

### Recommendation 2.6

Work with DOT to provide adequate U-turn access at the intersection on the westbound entrance/exit ramps and Washburn Switch Road. The design of this intersection includes a median on Washburn Switch Road, which blocks traffic from turning left out of 634 Washburn Switch Road, inevitably preventing traffic from heading back towards Shelby or travelling east on the Bypass.

### Recommendation 2.7

Create an overlay zoning district that regulates shared driveways and minimum driveway separation distances.

### Recommendation 2.8

Explore greenway opportunities for the unused railroad.

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

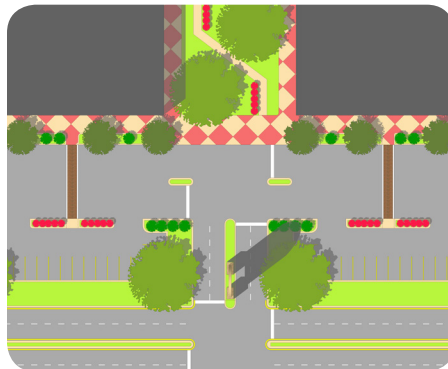
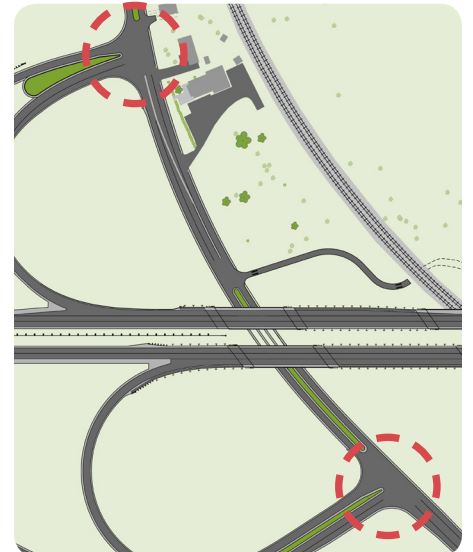


FIGURE 5.5:  
Location of intersections on Washburn Switch Road that should be signalized as construction occurs on the US 74 Bypass.



# US-3: Utility Services

## Goal

Maintain high quality utility services within the Washburn Switch study area.

### Recommendation 3.1

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

#### Strategy 3.11

Complete Brushy Creek Outfall project.

#### Strategy 3.12

Provide adequate utilities to Washburn Switch Industrial Park.

### Recommendation 3.2

Promote the use of alternative energy systems.

### Recommendation 3.3

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

FIGURE 5.6:  
(Right) Westside Sewer Project right-of-way through Foothills Commerce Center.

(Bottom Left) City of Shelby water tank built for the Westside Water Project.

(Bottom Right) City of Shelby electric station located in the Washburn Switch Interchange study area.



# 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, and screening for mechanical equipment.

#### Recommendation 4.2

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

#### Recommendation 4.3

### Signage

**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.

#### Recommendation 4.4

**Advertising Signs/Billboards.** Amend current advertising sign/billboard regulations to require a 1000 foot minimum separation from another advertising sign/billboard measured along the same side of the street and a 100 foot radius along an intersecting or adjacent street. See Unified Development Ordinance Article 12-1.5 A for more information on advertising signs/billboards.

#### Recommendation 4.5

**Commercial Signs.** Create a maximum sign area for wall signs based on the percentage of building frontage, rather than the current sign standards in the UDO for industrial zoning districts. See Unified Development Ordinance Article 12-1.5 C for more information on sign area.

#### Recommendation 4.6

**Commercial Signs.** Create a set standard maximum sign height for freestanding signs within industrial and commercial zoning districts.

#### Recommendation 4.7

### Interchange Landscaping/Streetscaping

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



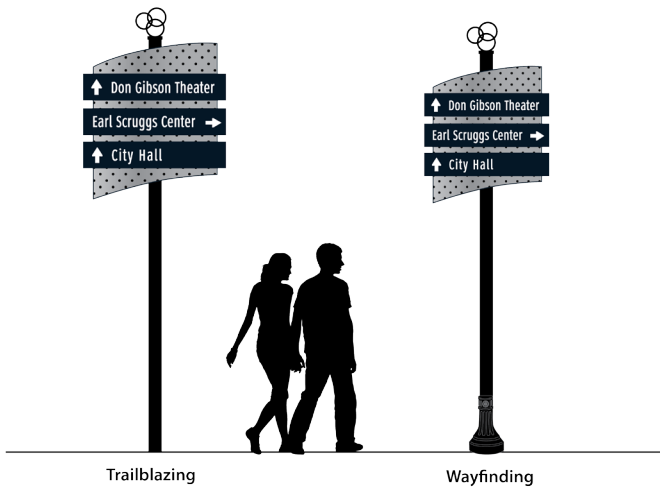


FIGURE 5.7:  
 (Top) Drawing of the City of Shelby Trailblazing and Wayfinding Signs produced by ACSM Inc.

(Right) Example of the City of Shelby Wayfinding Signs that are through Shelby. This sign is located on South Lafayette Street in front of the Planning & Development Services Office.



FIGURE 5.8:  
 A conceptual street cross-section of a street in an industrial/commercial setting in the Washburn Switch Interchange study area.

