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VISION



Vision

2

INTRODUCTION

The Shelbyville East End Study is intended to define future land use and growth of the East End; it is important to develop this area in a way that creates a sense of place, provides community identity, and promotes economic development while encouraging pedestrian activity. This plan also serves as a guide for decision makers on the location, quality, and quantity of future growth and its supporting infrastructure. Throughout the planning process, a variety of facilitated exercises with a cross-section of community stakeholders were utilized in developing this vision.

PLAN ELEMENTS

Based upon the feedback generated by the stakeholders and public groups, five key organizing elements were crafted that represent the issues, opportunities and expectations for the East End. These elements include:

- Land Use
- Public Spaces
- Transportation
- Community Development
- Programming

These five plan elements serve as the building blocks for this study and were used in developing the overall Master Plan. Each of the elements are reflected in the plan's goals and objectives but also further define the physical and non-physical elements of the overall plan. The layering of the five plan elements resulted in the development of an overall Master Plan which is illustrated in detail in Chapters 3 - 7.



The East End will be a place for shopping, dining, and entertainment

ILLUSTRATIVE MASTER PLAN

The East End Master Plan is illustrated in Figure 2-1 and depicts the relationship between buildings, parking, streets, and the pedestrian environment. A strong focus is placed on pedestrian and open space. This plan provides additional connections throughout the East End as well as to other destinations in Shelbyville through improved sidewalks, multi-use trails, and additional transit opportunities. The entertainment district is a large focus and destination within the future East End. Like today, civic uses will play an important role in the future character and use of this area.



The East End will be a place for family recreation, festivals, and fun

Vision

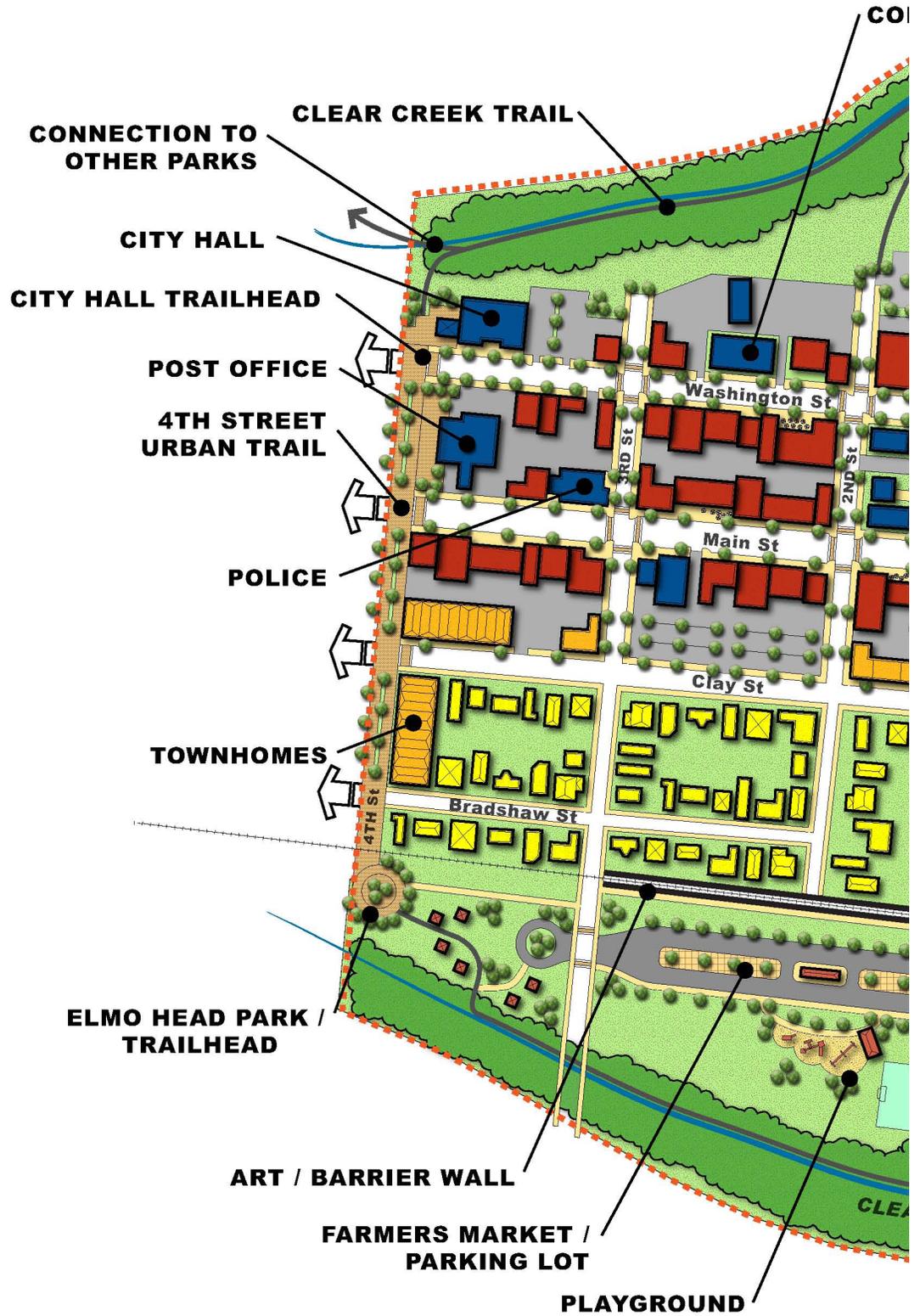
A vision is a broad statement which communicates where the City would like to be in the future. Goals, like vision statements, are broad in nature but usually provide a level of specificity which seeks to give purpose or define results. Goals are intended to be lofty but attainable within the planning horizon or timeline. The plan objectives provide a further level of specificity to each goal and often give specific tasks to reach the goals. Finally, implementation or action steps put the goals and objectives into motion and identify the specific tasks, responsible parties, and the appropriate timeframes to complete each step. The action steps for Shelbyville can be found in Chapter 8 of this document.

The following vision, goals and objectives were developed based on input gathered from a series of public workshops and Steering Committee meetings and serves as the foundation for decisions made during the planning process.

Vision Statement:

“Shelbyville’s East End will redefine the City by creating an exciting urban environment of entertainment, dining and recreation. It will embrace the rural heritage and community pride of Shelbyville while providing a safe place to dine, shop and live. The East End will be known for its live music, festivals and outdoor events; as a place where neighbors and families can walk to locally-owned sidewalk cafes, art galleries or farmers markets. The East End will emphasize a system of trails, parks and open spaces that will become a focus of the community. By sustainably redeveloping the East End, this area will become a destination for all ages.”

EAST END Illustrative Master Plan



COMMUNITY CENTER



SPORTS FIELDS

AMPHITHEATER

MIXED USE ENTERTAINMENT DISTRICT

TRAILHEAD

BRIDGE ENHANCEMENTS

GATEWAY FEATURE

GATEWAY FEATURE

ENHANCED FACADE / SHOPPING CENTER

SPLASH PARK

SPORTS FIELDS

ENVIRONMENTAL / NATURE TRAILS

Goals and Objectives

Shelbyville's East End *will...*

1. Guide Land Use

- Encourage locally-owned restaurants and cafes to include sidewalk dining.
- Provide a range of dining types including casual to fine dining.
- Provide for a variety of uses, densities, scales and materials in the East End.
- Provide sustainable development, where feasible, to reduce the impact of new development on the environment and Clear Creek.
- Use architectural and design guidelines to provide a unified streetscape design, maintain community identity and discourage development that distracts from the quality of life in the East End.
- Allow for live over work and lofts that create housing choices for both young professionals and families.
- Allow for mixed-use developments such as first floor retail and office / residential on the upper floors.
- Encourage townhomes and single-family housing in appropriate areas that provide for a range of housing prices.



2. Provide Public Spaces

- Create a trail system that connects the East End to other Shelby County parks and recreational facilities.
- Take advantage of the floodplain and Clear Creek by developing parks for recreation and entertainment.
- Provide reinvestment in the current parks in the East End through facility improvements.
- Create public plazas or open urban spaces that celebrate Shelbyville's history and culture.





3. Ensure a Functional Transportation Network

- Encourage access for all users and ages, allow for connectivity within and to the East End.
- Provide adequate pedestrian amenities including benches, signage, trees, trash receptacles and bicycle racks.
- Provide pedestrian access and connectivity through a safe and well maintained sidewalk network.
- Provide access to the East End for bicycle users through bike lanes, multi-use sidewalks and / or trails.
- Orient all users, including both pedestrians and vehicles, to key destinations and public parking with signage.
- Encourage a downtown trolley that would provide public transportation throughout the entire downtown and surrounding area.
- Encourage traffic calming measures to reinforce safety and a pedestrian friendly environment.



4. Promote Community Development

- Create an Urban Renewal and Community Development Agency (URCDA) to organize and assemble property for redevelopment in the East End.
- Create a Tax Increment Financing (TIF) district to allow reinvestment in the East End public infrastructure.
- Be an incubator for small, locally-owned businesses that will continue to reinforce Shelbyville's small town atmosphere.



5. Encourage Programming for all Ages

- Encourage an active lifestyle for residents through public outdoor recreational opportunities.
- Create public spaces for live entertainment, concerts, youth sports or festivals in the East End that focuses on the youth, young professionals and families.
- Encourage the development of a farmers market that showcases local agriculture and promotes agricultural tourism in Shelby County.
- Allow for local artists to feature work as public art or local galleries.

