

3 LAND USE





PLAN ELEMENT: Land Use 3

INTRODUCTION

Planning for how and where the East End will grow is one of the primary objectives of this plan. Implementing the vision of the East End is largely done through the land uses and their physical form. It is also important to establish the groundwork for decision makers on the Planning Commission and City Council to guide future land use decisions. Finally, the land use element is the foundation of the Master Plan as it identifies desired land use, character, and intensity of the East End.

FUTURE LAND USE AND INTENSITY

The East End is comprised of a variety of future land uses that aim to increase the quality of life within this area. As seen in Figure 3-1, future land uses provide a base for the Master Plan. Each use needs to complement each other and work collectively to achieve the long-term vision of the plan. The following describes the type and intensity of each land use.

Mixed-Use

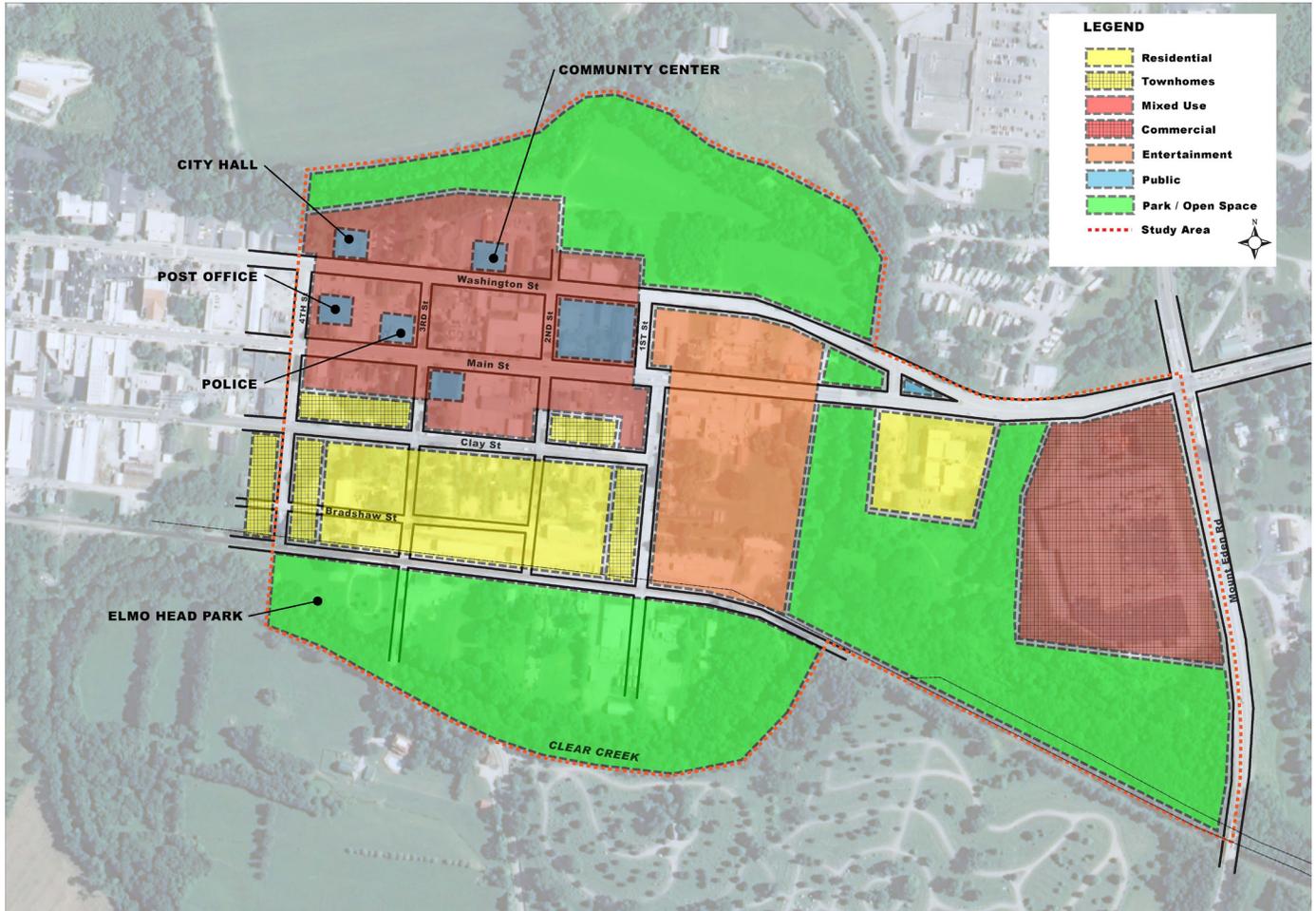
The overall goal of this area is to extend the current streetscape of downtown through First Street. Mixed-use development is concentrated along Main Street and Washington Street. These land uses should consist of commercial, retail, and office space on the street level and include such establishments as banks, restaurants, boutiques, and galleries. The upper floor(s) should include those uses allowed on the street level as well as living space, including lofts, condos and/or apartments.

The combination of commercial, retail, and residential is important in creating a vibrant and sustainable downtown. Residents provide a population base to support businesses in the area in addition to providing after hours street activity.



Example of mixed-use building

Figure 3-1: Land Use Plan Element Map



Mixed-use development should be oriented towards the street with parking either on-street or in the rear of the building. Unless providing space for sidewalk activity, buildings should be built to the front of the property line in order to create a pedestrian scaled streetscape that reflects a downtown. The maximum height should be three stories or +/- 36 feet.



Shelbyville City Hall

Public

Public uses are oriented toward governmental or civic space. This includes government offices including City Hall, Stratton Community Center, Post Office, Police Station, gateway area and churches. Shelby County has made an investment within the East End by constructing a Judicial Center just west of the study area on Fourth Street between Washington and Main Streets.

The scale of these structures should reflect the mixed-use district and the buildings should be oriented towards the major street with parking in the rear of the building. The overall form, including setback and massing, should reflect the mixed-use district.



Park / Open Space

The parks and open spaces within the East End will define the area in terms of recreational and civic activity. Three large public parks are shown in Figure 3-1 which primarily consist of flood prone or natural areas. Many large portions of these areas are already publicly owned. Parks and open space also include a trail system that connects the East End to the rest of the community. The development and programming of parks and the trail system are further discussed in Chapter 4, Public Spaces, and Chapter 7, Programming.

Entertainment

The entertainment district is new and unique to Shelby County. The focus is pedestrian oriented with land uses including dining, shopping, night-life, and family oriented activities. A possible boutique or small-scaled hotel could be included in this area. Vehicular access would be provided but would be submissive to the pedestrian.

The development within the entertainment district should be a maximum height of three stories or +/- 36 feet (with the exception of a potential small scale hotel). All buildings should be oriented towards a major roadway or the pedestrian focused arcades. Large sidewalks and unique paving will alert vehicles and pedestrians when they are entering this subdistrict.



Entertainment oriented development

A boutique hotel is a potential future use in the entertainment district.



Residential / Townhomes

Residential development is focused south of Clay Street between Fourth and First Streets; a smaller residential area is located near the current Coca-Cola Apartments on Main Street. Similar to the current residential use pattern, the future residential area is mainly single-family homes with multi-family proposed near the south end of the study area.

This plan encourages townhomes to be located in areas with close proximity to more intense land uses (such as the entertainment district or mixed-use areas). Apartments or higher density residential is suggested in the residential area on Main Street. The plan encourages single-family, detached residential in areas that are not directly adjacent to intense development.

Like all areas within the East End, residential development should be oriented towards the street. Building setbacks can be greater in this area than are as with more intense development, but should still reflect an urban nature with a maximum front setback ranging from 20 to 35 feet. The maximum building height for all residential, including townhomes, should be three stories or +/- 36 feet.



Example of residential townhomes

Shopping, dining with pedestrian amenities are all proposed within the entertainment district.





Commercial

A general commercial area is proposed at the corner of Mount Eden Road and Main Street. The suggested uses within this area are similar to existing land uses seen today including a shopping center and fast food restaurants; however, the physical form of development should be reconsidered to allow for a larger pedestrian focus. This area will act as a transition from the neighboring suburban development to the more intense downtown land uses.

More suburban in nature, this commercial area is focused inward rather than oriented toward major roadways. Landscaping should be required in all parking areas in addition to mandatory pedestrian sidewalks and crosswalks. The layout of the buildings should allow a visitor to safely and easily access all areas by foot. Outdoor commercial activities, such as dining, should also be encouraged. The maximum building height should be two stories or 24 feet.



Example of commercial development with angled parking and curb extensions.

While providing ample angled parking, retail areas are oriented toward the pedestrian in the entertainment district.



Tree cover, landscaping, and large public areas make walking from place to place more enjoyable.



Curb extensions, landscaped median, decorative pavement, and wide striped crosswalks increase safety for pedestrians.



