

IMAGINE Shelby

A Community Vision for the Future



Steering Committee #2

October 29, 2024

Project Team

IMAGINE Shelby
A Community Vision for the Future



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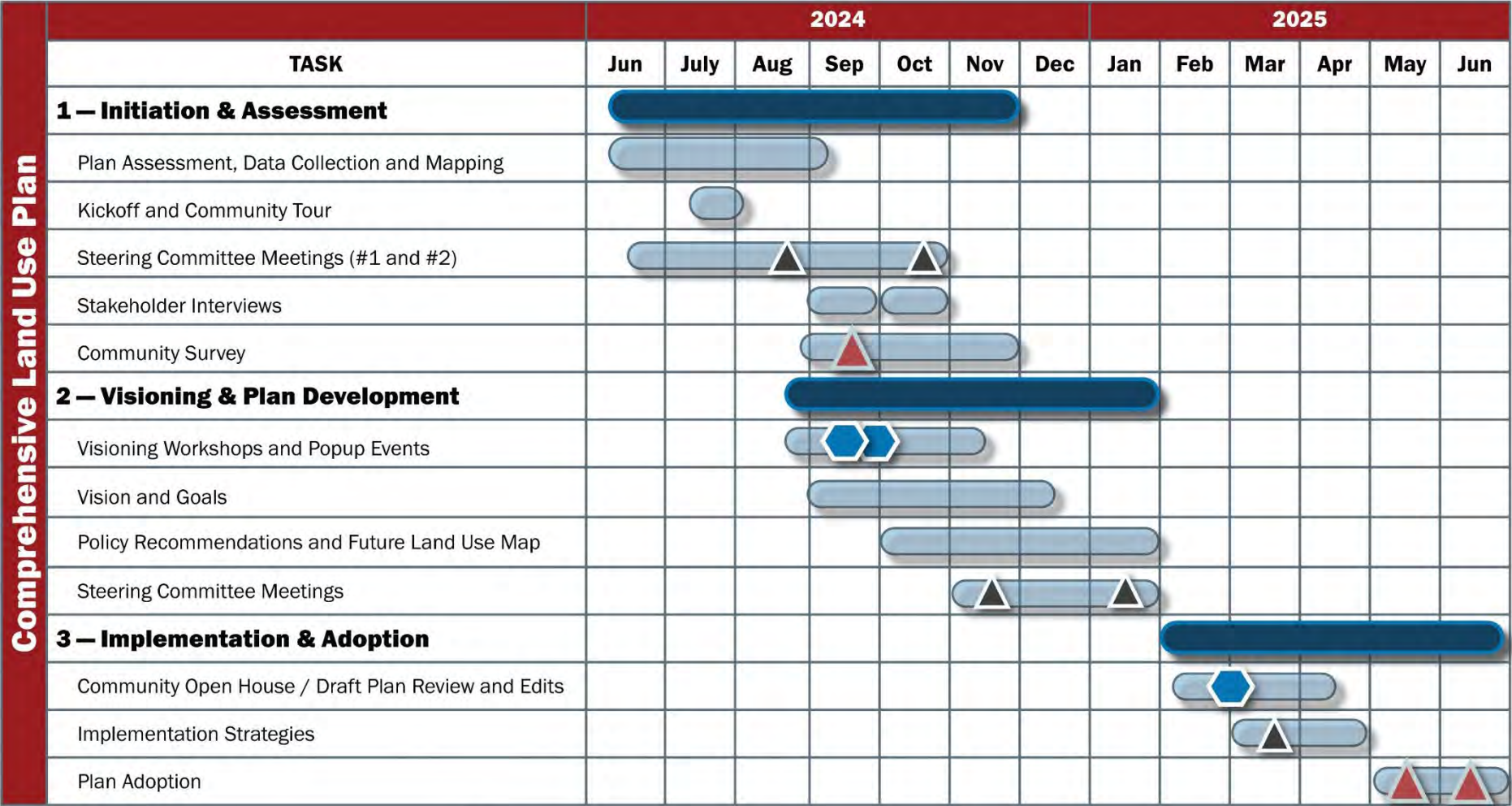


Agenda

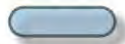
- Welcome
- Engagement Update / What We've Heard
 - Visioning Workshop
 - Stakeholder Interview
 - Survey Updates
 - Engagement Strategy and Schedule
- Visioning Exercise
- Community Profile Highlights
- Discussion and Next Steps



Schedule



Task



Subtask



Steering Committee



Elected or Appointed Board



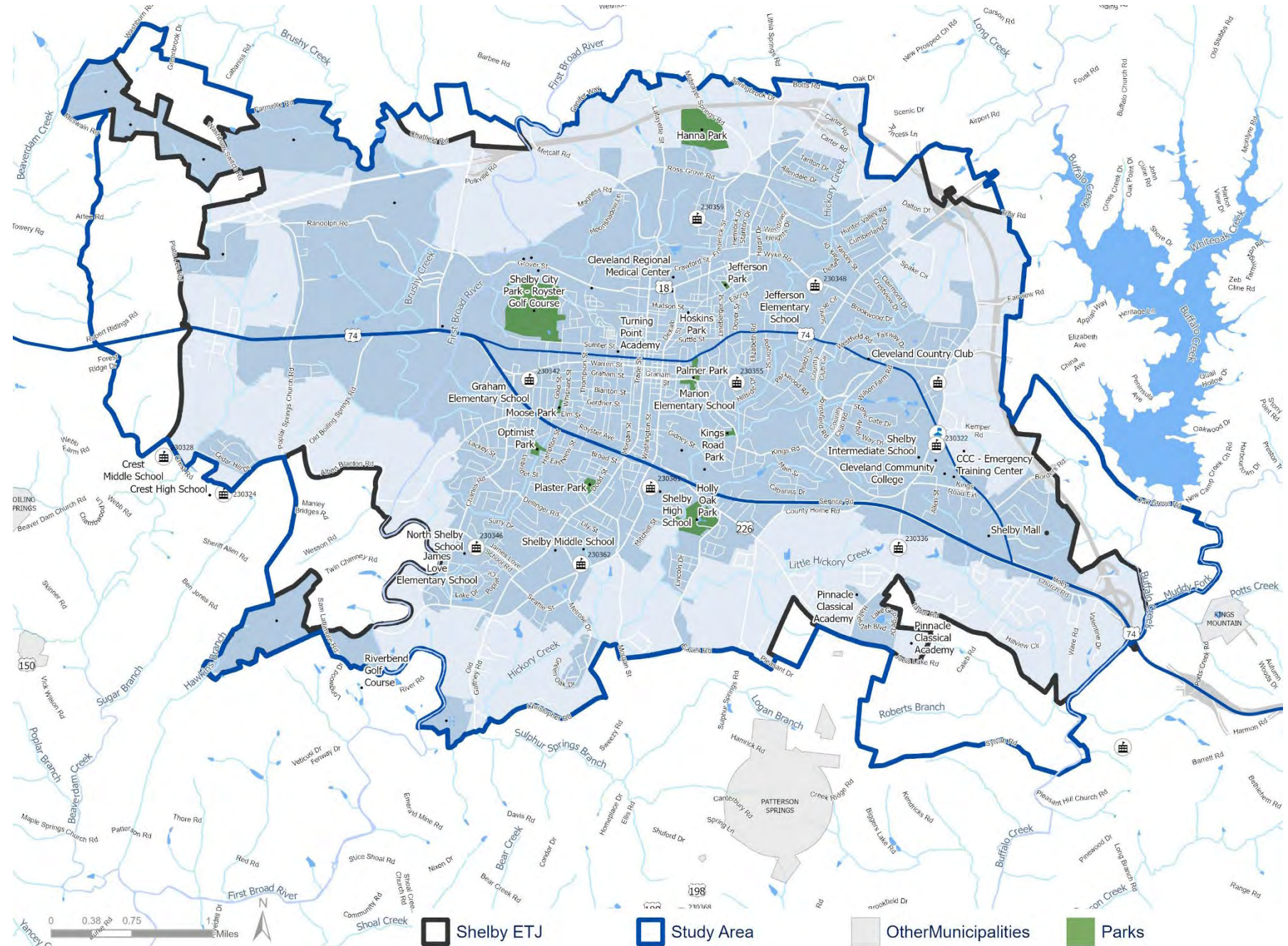
Public Meeting

Shelby

NORTH CAROLINA



Draft Project Study Area





What we have heard so far

Stakeholders: Real Estate and Developers

- **Utility infrastructure needs to keep up** with expected growth
- **Increasing interest in the Shelby** and Cleveland County market
- **City/County housing study** showed **need for housing of every type** and every price point. Uptown residential, rentals, single family homes, luxury, etc.
 - *City goals of attracting families discussed*
 - *Entry level housing is in high demand*
 - *No higher end products on the market (~\$500k)*
- **Areas of growth potential**
 - *The south side of Shelby*
 - *Existing 74 and new bypass*
 - *Infill and redevelopment - proximity to Uptown results in rapid home sales*
 - *Potential to renovate mills but challenging because of financing*



Stakeholders: Tourism and History

Assets

- *Wealth of Community Assets*
- *Community and Authenticity*
- *Uptown*
- *Local Venues (Earl Scruggs Center, Don Gibson Theater)*
- *Tourism Drivers (Liver Mush Festival, Sporting Events, Weddings and Family Events)*
- *Historic Structures*

Challenges & Opportunities

- *Uptown Expansion through Infill*
- *Continued Rehab and Reuse of Historic Structures*
- *Improved Multi-modal Access*
- *Diversity in Events (demographically)*
- *Targeted Marketing of Uptown and Shelby*
- *Build on Music Culture*



Stakeholders: **Students**

- **Description of Shelby:**
 - *Small community, sports-oriented, historic character/tradition*
- **Many plan to leave Shelby after graduation, citing**
 - *Lack of job opportunities, better retail and restaurant options, proximity to Charlotte*
- **Opportunities to improve**
 - *Add a sports complex, enclose pool*
 - *Add more year-round festivals and concerts*
 - *Finish rail trail and invest in non-football activities*
- **Safety and homelessness**
 - *Generally safe, but there are pockets of the City that are unsafe*
 - *Homelessness is increasing*



One Word – From Open House



A word cloud featuring various terms related to community vision. The words are arranged in a non-linear fashion, with some being significantly larger than others. The colors used for the words are blue, green, and dark red. The largest word is 'divided', followed by 'welcoming' and 'growing'. Other prominent words include 'community', 'possibilities', 'friendly', 'transition', 'dynamic', 'diversity', 'unbalanced', 'potential', 'home', 'prime', 'aspirational', 'proud', 'resilient', 'crisis', 'blind', 'overlooked', 'hope', 'forever', 'inclusion', 'uncontrolled', and 'progressive'.

prime home
unbalanced potential friendly
aspirational welcoming
proud crisis cusp transition
resilient divided dynamic
pleasant blind diversity
overlooked awesome
hope unified growing
forever possibilities people community
inclusion uncontrolled progressive

10 Year Vision

Inclusive Thriving Community

“Diverse. Thriving. Inclusive.”

“Opportunities, events, restaurants, reasons to stay in Shelby.”

“More diverse business.”



Enhanced Connectivity

“Walkable”

“More pedestrian and bicycle trails/byways”

“I want Shelby to have sidewalks, greenway trails”

Intentional Growth

“Better housing options.”

“...embrace potential and possibilities... leaving things as good enough will stagnate and weaken the city.”

“...bigger and more progressive”



Improved Connectivity

“More sidewalks and Bike Paths”

“All city streets have sidewalks”

“More bike lanes and sidewalks to improve walking”

Community Revitalization and Beautification

“Every under/unused building in Shelby is restored and put to good use—no littered lots”

“Conservation development baked into new large developments. Preserve open/green space”

Affordable Housing and Supportive Services

“More affordable housing for medium- to low-income citizens.”

“Support services for homeless and those in need—city/county partnership.”

“Affordable housing. Support existing residents to keep them in homes”



Cultural Resources

Preserving and Promoting Local Heritage

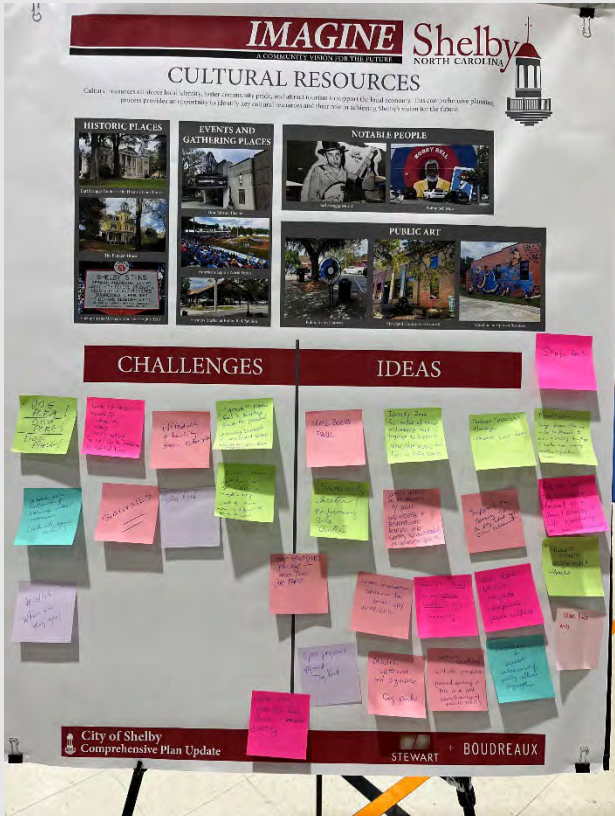
"Continue 'music city' heritage – promote local music"

Improving Accessibility and Awareness

"General public not aware of value of cultural resources"

Enhancing Venues and Events

"...more live music venues and music diversity."





Economic Development

Need for Affordable and Workforce Housing

"No homes or apartments for rent."

Job Creation and Economic Stability

*"Continue/increase trade work/education support for local industry.
Help young people here."*

Transportation and Infrastructure

"Transportation and bike pedestrian safety!!"





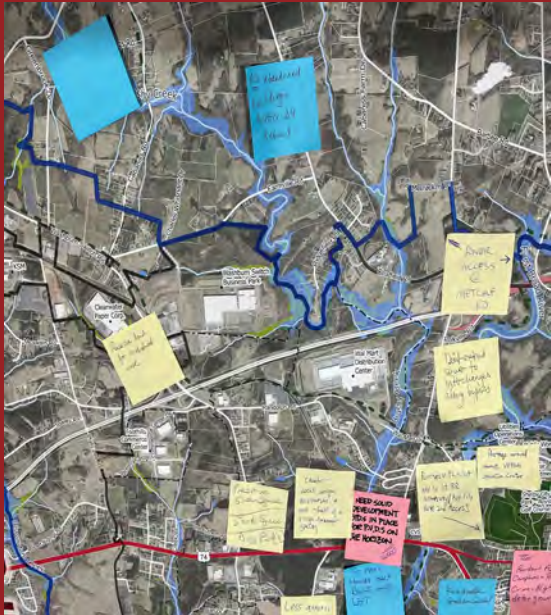
Map Comments

West / Northwest

- *Preserve greenspace*
- *Development standards for PUDs*
- *Preserve land for industrial use*
- *Unique businesses and maintain the village feel*
- *River access at Metcalf Road*

South / Southwest

- *Expand airport (bigger runway and more hanger space)*
- *Move fire station #2 to south of City near Dekalb*
- *River access points*
- *Greenway along First Broad River*





Map Comments

North / Northeast

- *More music venues*
- *Sidewalks (Wyke Road, Fallston Road)*
- *Love Hanna Park and Shelby City parks*
- *Toss (or Change): Cookie cutter housing, homeless situation*

South / Southeast

- *Improvements at Holly Oak Park (splashpad or pool, new community center)*
- *Sidewalks (Earl Road, Eaves Road, Peach Street)*
- *Traffic calming and greenways*
- *Affordable housing*

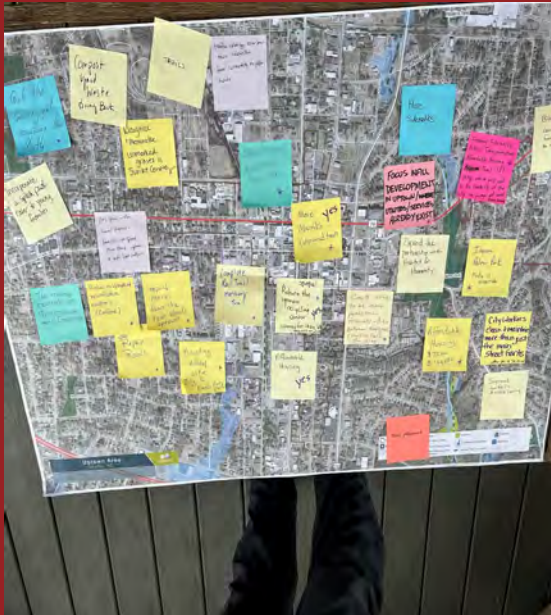




Map Comments

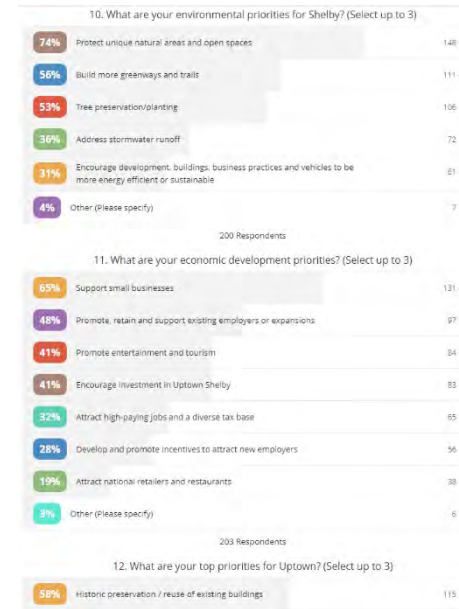
Uptown

- *Expand Uptown more than a few blocks*
- *Play space in social district*
- *Complete Rail Trail / Harmony Trail*
- *Make alleys more pedestrian friendly*
- *More murals*
- *Focus infill development Uptown*
- *Improve sidewalks, transit, affordable housing, trail!!*
- *Repair roads*
- *Affordable housing*
- *Park improvements (Palmer Park, Moose and Kings Road Park)*



Community Survey

- Began on September 16
- October 29: 463 Responses!
- Goal: 500(good) to 800 (great)
- Plan to end on November 30
- Response highlights so far...



The **community survey** is open!



We need your input!

One Word to Describe Shelby - Survey



Major Concerns or Top Priorities

IMPROVE PEDESTRIAN AND BIKE INFRASTRUCTURE

- **“Completion of the Harmony Trail”**
- **“Sidewalks for those without transportation to reach grocery stores and services.”**

REVITALIZE UPTOWN AND NEIGHBORHOODS

- **“More code enforcement for vacant and rundown houses”**
- **“No more new buildings until current ones are renovated.”**

SUPPORT FOR DIVERSITY

- **“Diversifying Uptown to be more inclusive of marginalized people”**
- **“More community activities for seniors”**
- **“Diversity- of people, businesses, events, vendors, etc.”**

MANAGE GROWTH AND DEVELOPMENT

- **“Traffic management”**
- **“We need housing desperately, but people deserve homes built with quality”**
- **“Access to sewer”**

AFFORDABLE HOUSING AND HOMELESSNESS

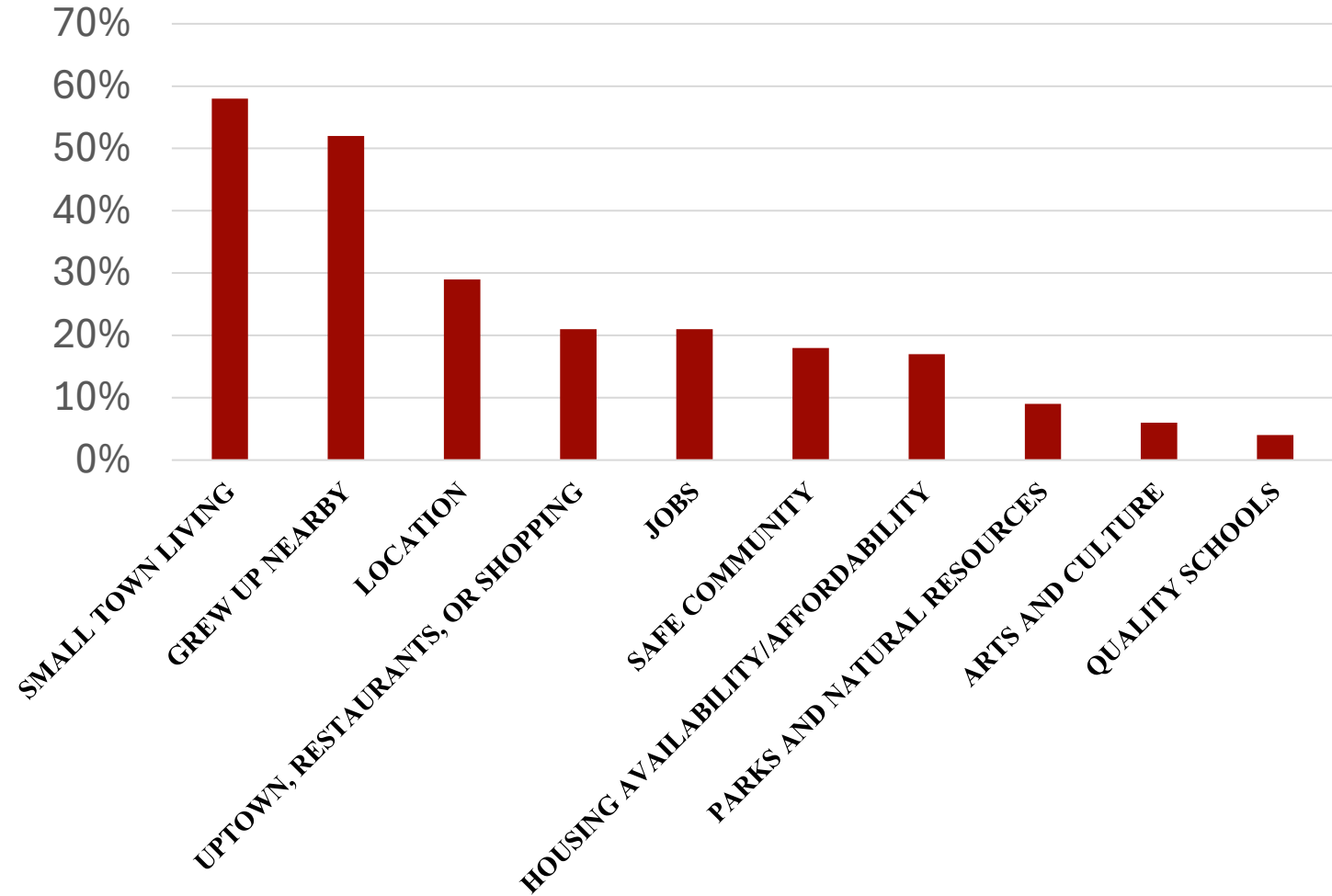
- **“Need more homeless shelters in town”**
- **“Too many housing developments. Affordability isn’t an option. We live paycheck to paycheck.”**

REASONS TO BE IN SHELBY

1. SMALL TOWN LIVING

2. GREW UP NEARBY

3. LOCATION



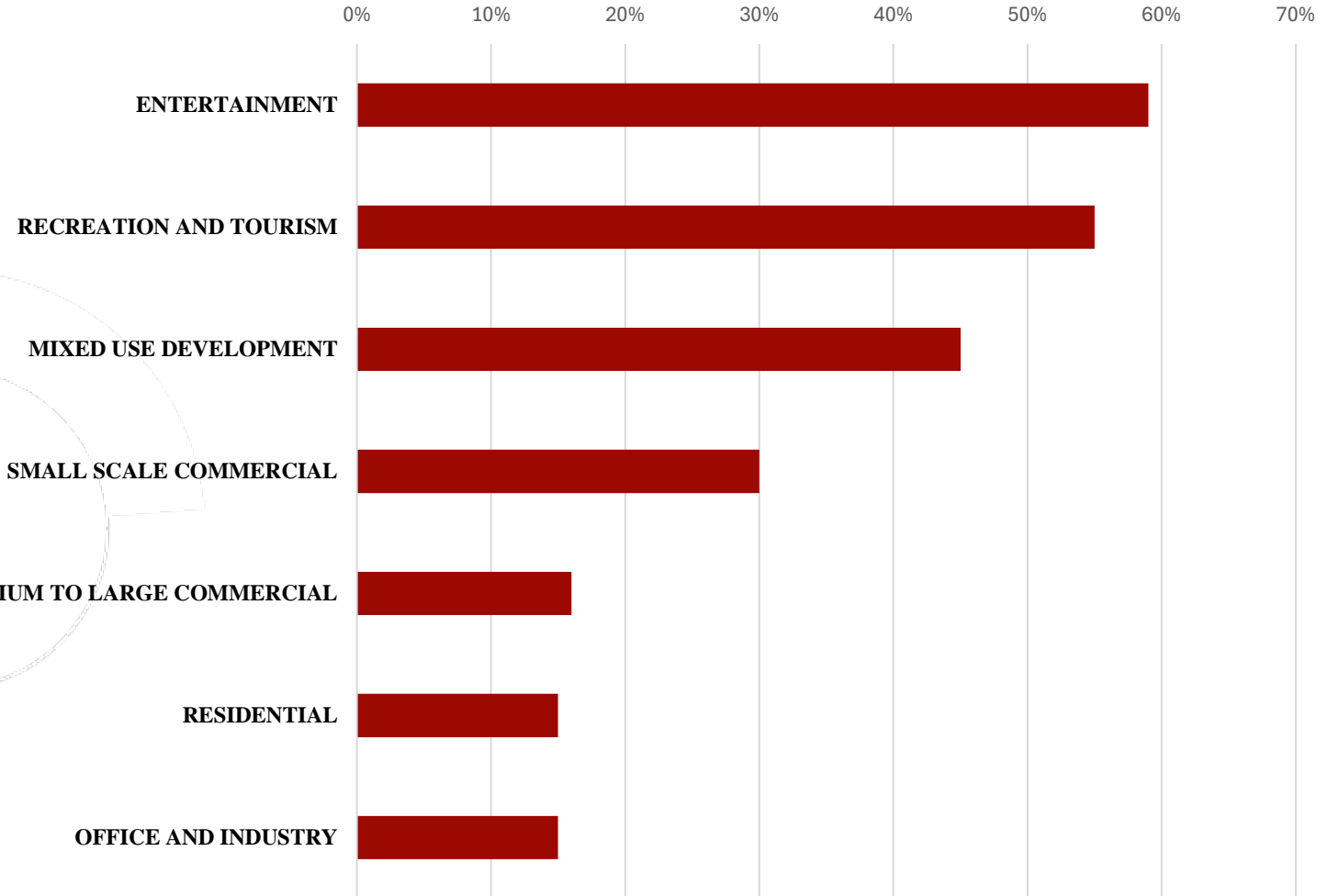
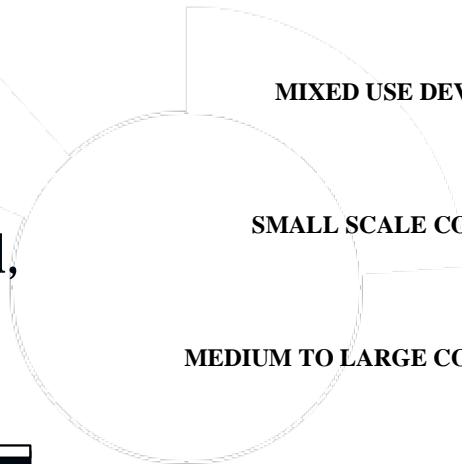
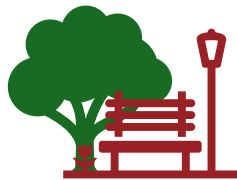
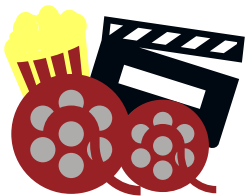
WHAT TYPES OF DEVELOPMENT?

TOP 3

1. Entertainment = bowling alley, theater, venues

2. Recreation and Tourism
= Parks, greenways, sports complexes

3. Mixed Use Development
= Combination of residential, retail and restaurants in a walkable area



WHAT TYPES OF DEVELOPMENT?

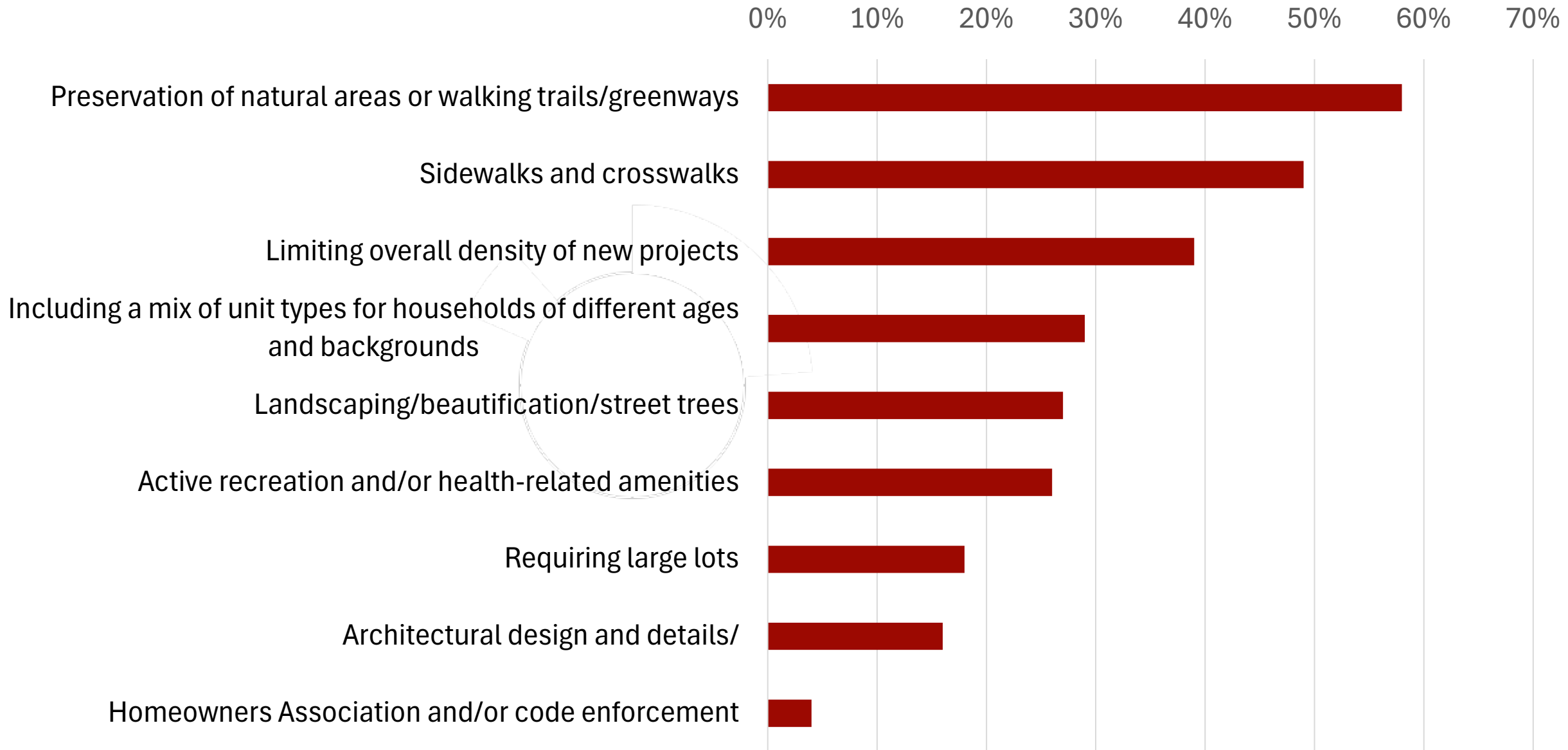
TOP 3

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Fountain Park
Rock Hill, SC

NEW NEIGHBORHOOD QUALITIES



PREFERRED HOUSING TYPES

Most Support

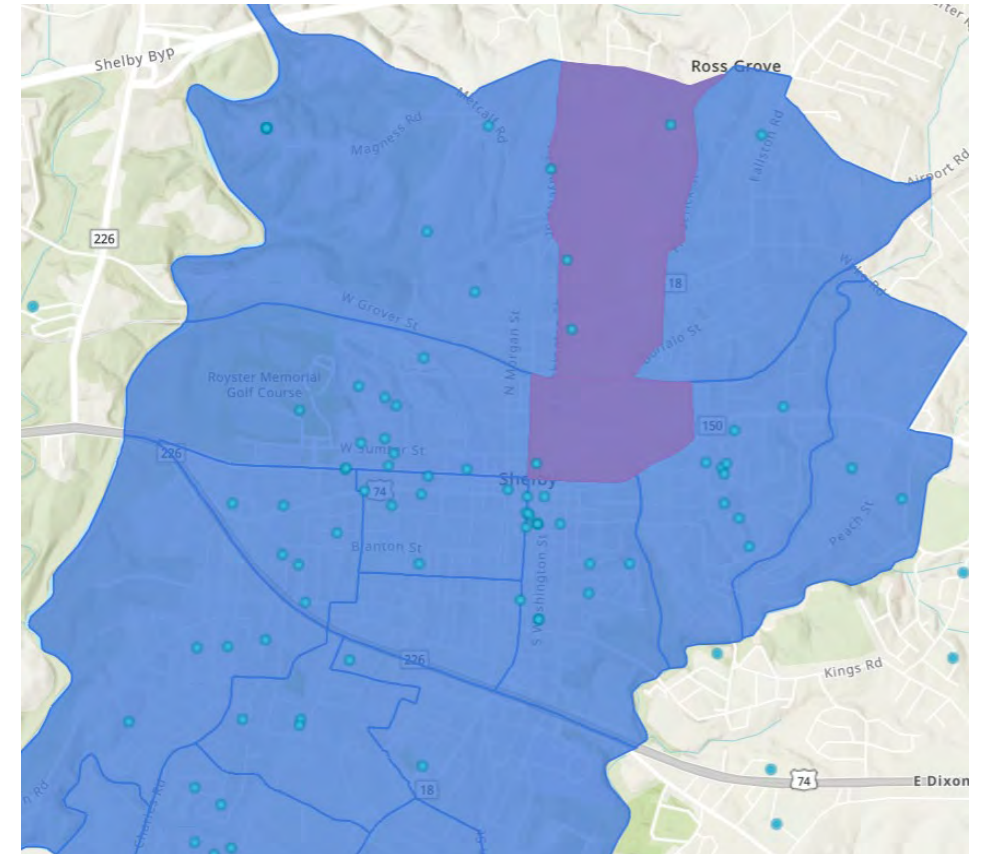
- Single Family (highest)
- Townhomes
- Small apartment buildings

Duplexes/triplexes and large apartment buildings are receiving the least support in the survey so far.



Survey Promotion

- Utility billing – October
- Promotion via Facebook and other platforms
- Boards and committees
- Targeted outreach
 - Council member contacts
 - Churches
 - Letter
 - Phone Calls
 - Neighborhood Targets
 - Equity mapping function of PI.com (80th Percentile Minority Census Tracts, Justice40 Disadvantaged Community Census Tracts)
 - Next Door
 - Non-profits?



- 80th Percentile Minority
- Justice40 Disadvantaged Community

Vision from 2009 Comp Plan

- *The City of Shelby should enhance the quality of life of its residents by preserving its history and natural beauty, strengthening its inner-core neighborhoods, and strategically planning for future growth.*

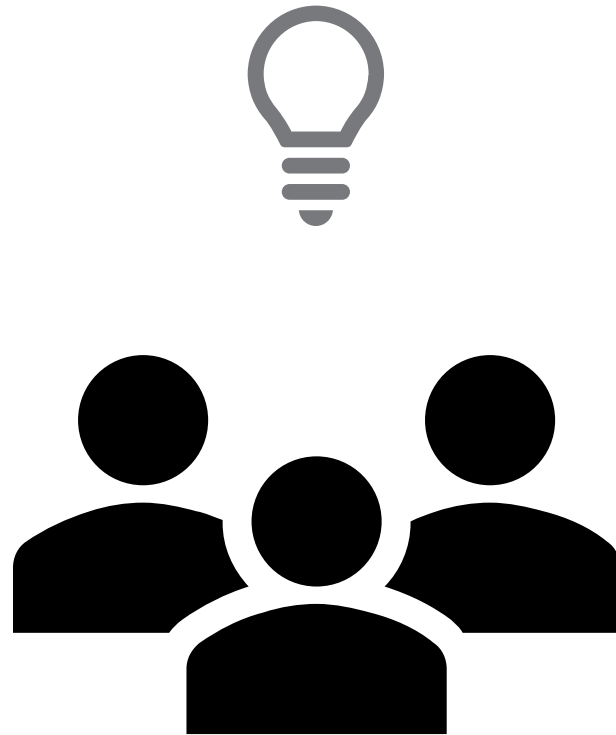
Goals from 2009 Comp Plan

1. Promote heritage tourism by preserving the historic identity and sense of community
2. Capitalize on the strategic location between Charlotte and Asheville, NC and Spartanburg, SC
3. Promote Shelby as a regional sporting center with new recreational facilities
4. Encourage employment uses in strategic locations with convenient transportation access and adequate facilities
5. Expand the economic base of Shelby and reduce the reliance on traditional manufacturing employment

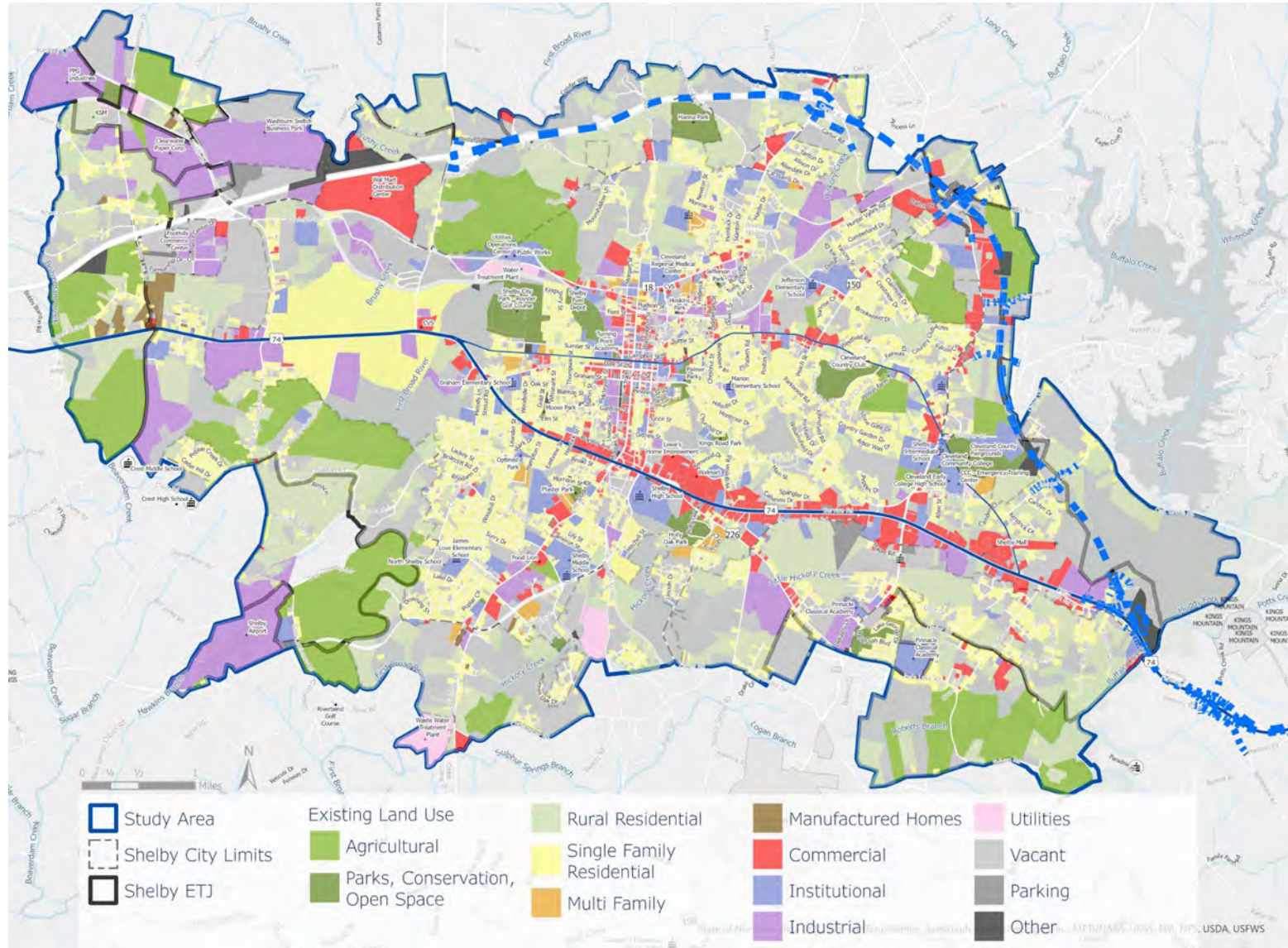
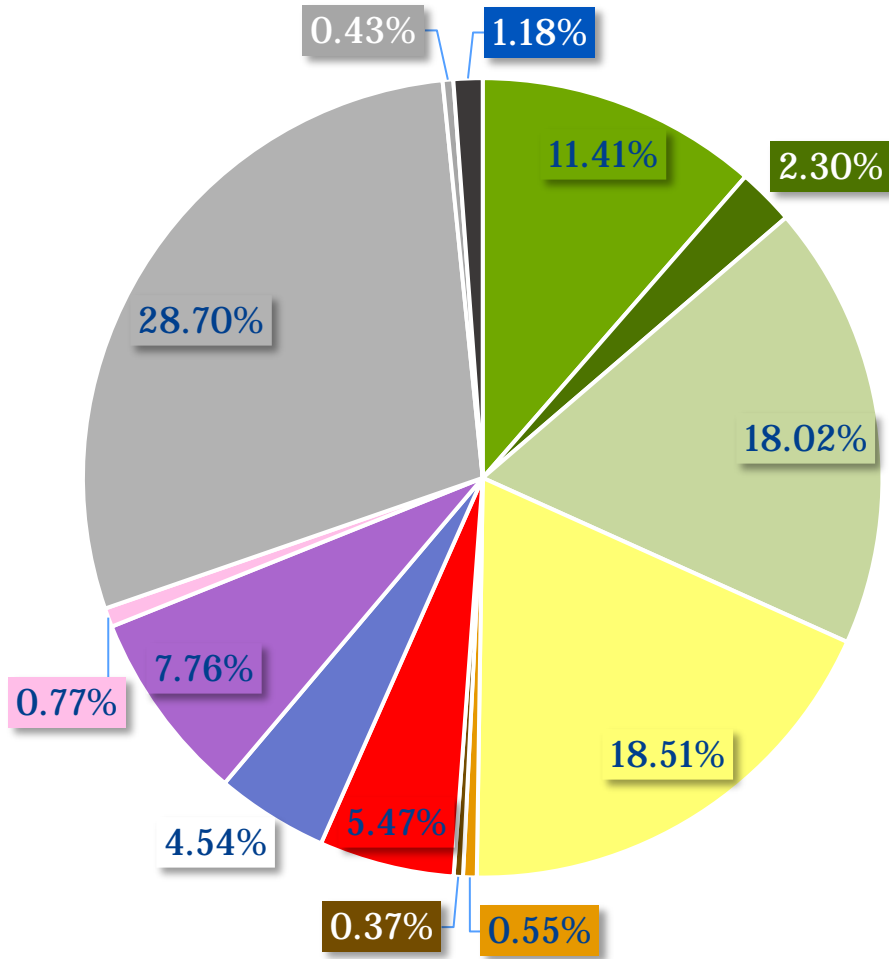
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4. Encourage employment uses in strategic locations with convenient transportation access and adequate facilities
5. Expand the economic base of Shelby and reduce the reliance on traditional manufacturing Employment
6. Protect and enhance major routes as viable transportation corridors by ensuring their safety, capacity, and coordination with the adjacent land uses
7. Encourage neighborhood commercial uses in key locations
8. Stimulate market interest in the adaptive reuse of vacant textile mills
9. Protect and revitalize the inner core neighborhoods
10. Promote and enhance the City of Shelby by encouraging quality high density residential and mixed use development
11. Maintain low intensity and low-density development patterns around the periphery of the city to minimize infrastructure cost

Vision and Goals Worksession



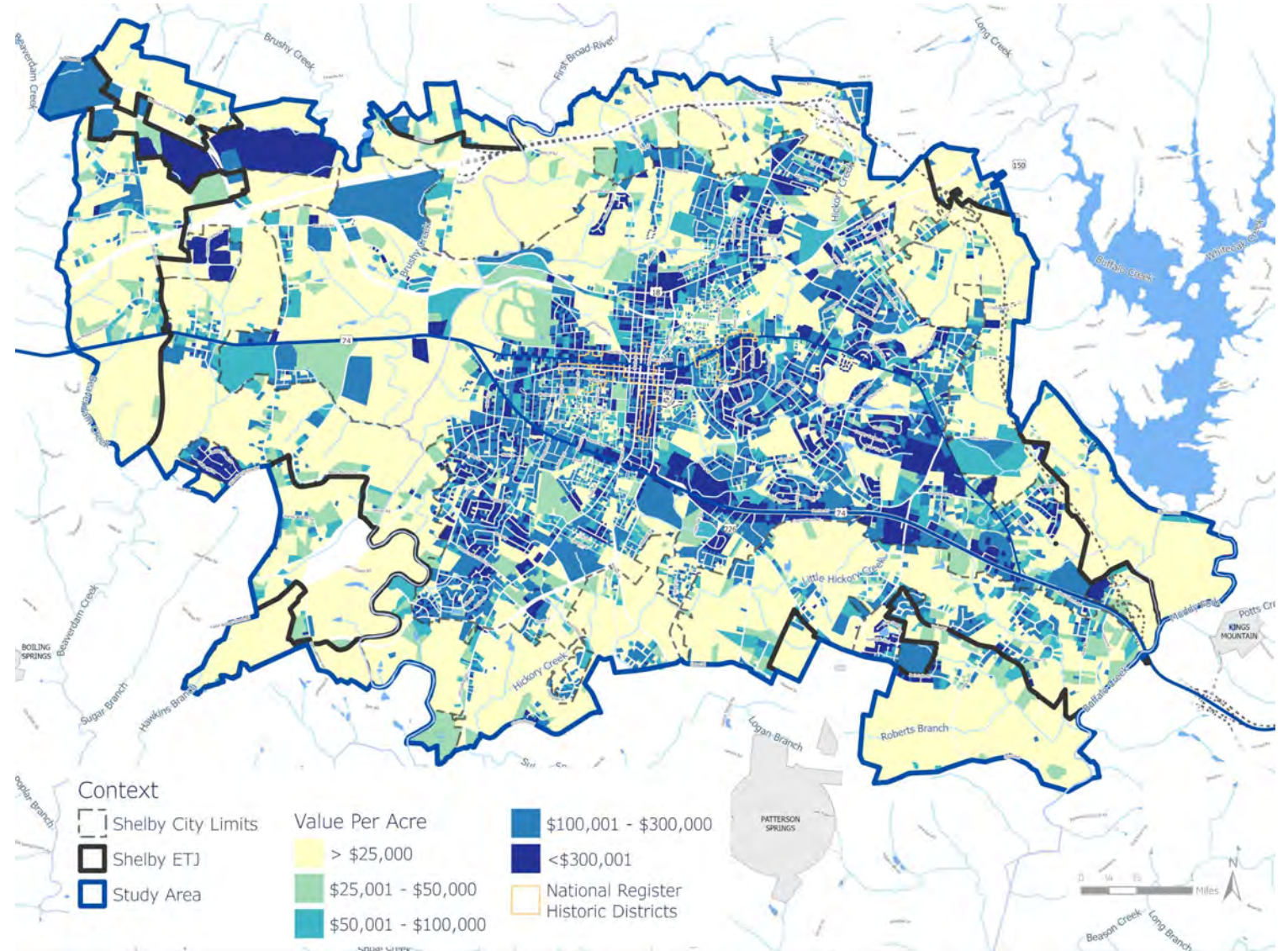
Existing Land Use



Value Per Acre

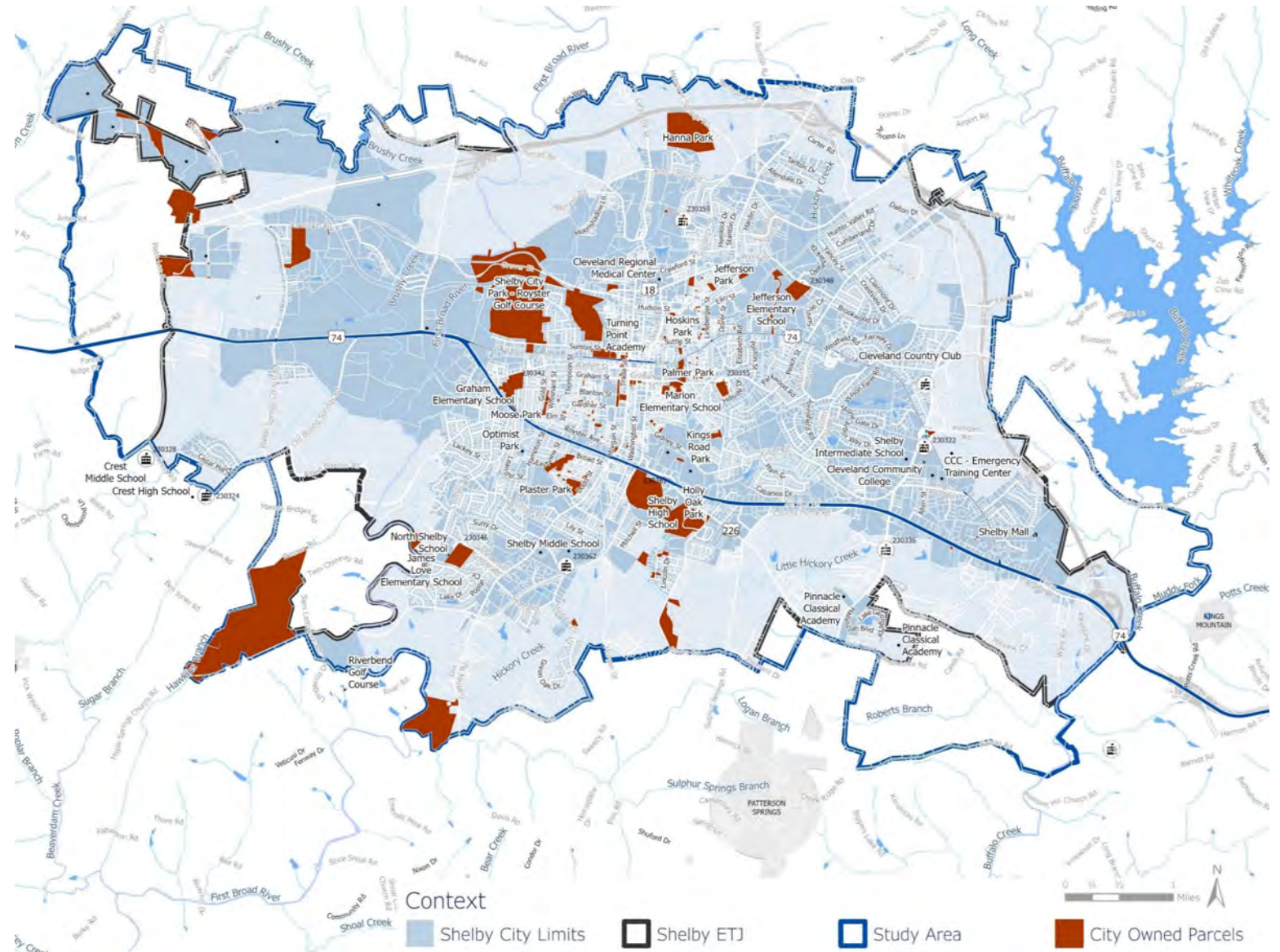
Most Valuable Property

- Some of the most valuable property in Shelby is located in the Central Historic District.
- Many properties are >\$4 million / acre
- For comparisons Lowe's property is \$400k / acre



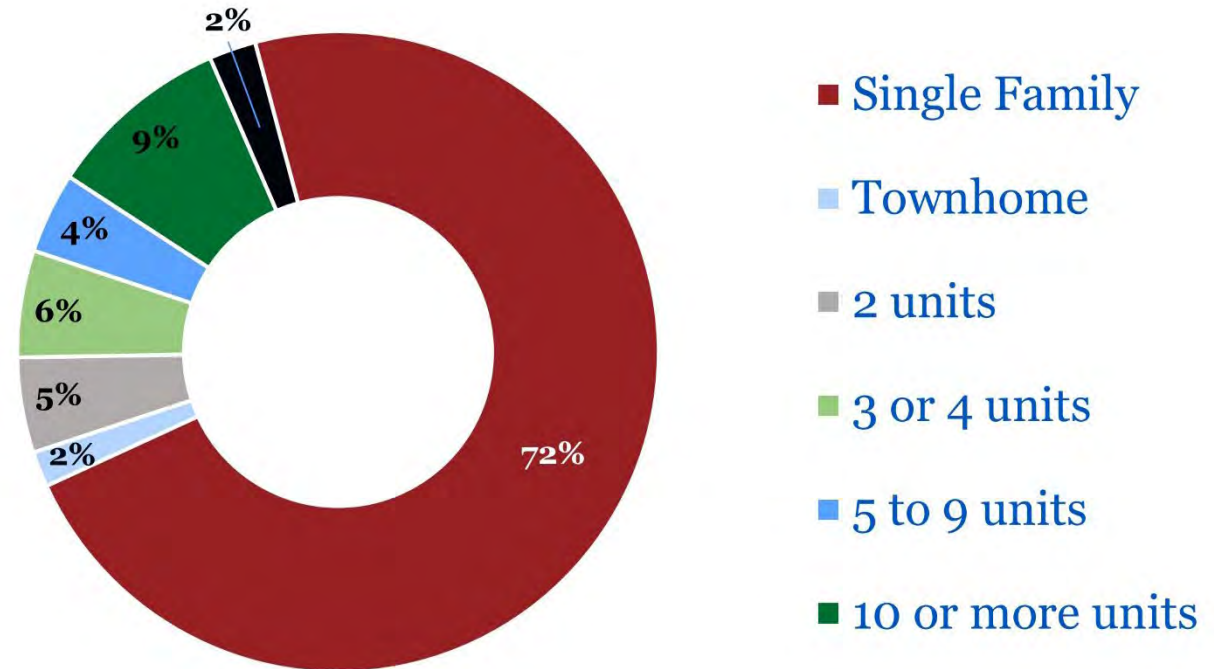
City Owned Parcels

- 237 parcels
- 1,278.6 acres
 - Administrative buildings
 - Parks
 - Airport
 - Other properties



- Predominantly single-family housing units – 72%
- Multi-family with 10+ units make up the 2nd largest housing unit group – 9%
- Townhomes are only 2% of housing units

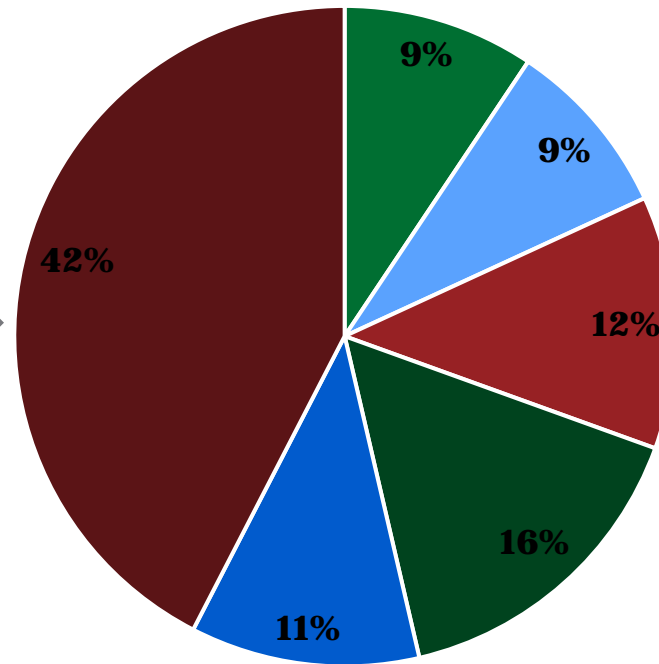
Housing by Type, 2020



Housing Affordability

RENT AS A PERCENTAGE OF HOUSEHOLD INCOME

- General rule is rent should not exceed 30% of household income
- 42% of Shelby renters spend over 35% of their household income on rent

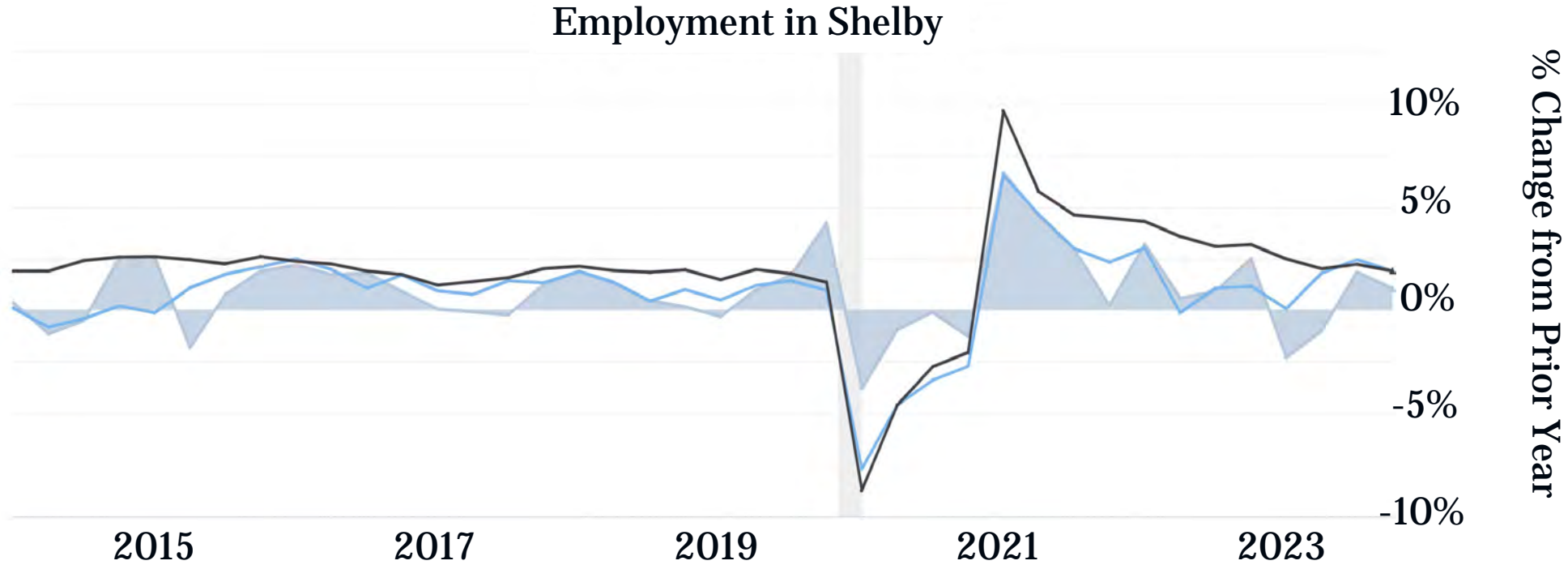


- **Less than 15 percent**
- **15 to 19.9 percent**
- **20 to 24.9 percent**
- **25 to 29.9 percent**
- **30 to 34.9 percent**
- **35 percent or more**

Economic Profile: Cleveland County Top 10 Employers

- 1. Cleveland County Board of Education**
- 2. Atrium Health**
- 3. Wal-Mart**
- 4. Cleveland County Government**
- 5. Greenheck Fan Corporation**
6. Gardner-Webb University
- 7. Clearwater Paper**
- 8. Ingles Markets**
9. Hanesbrands
- 10. Electric Glass Fiber America**

Economic Profile: Employment Trend

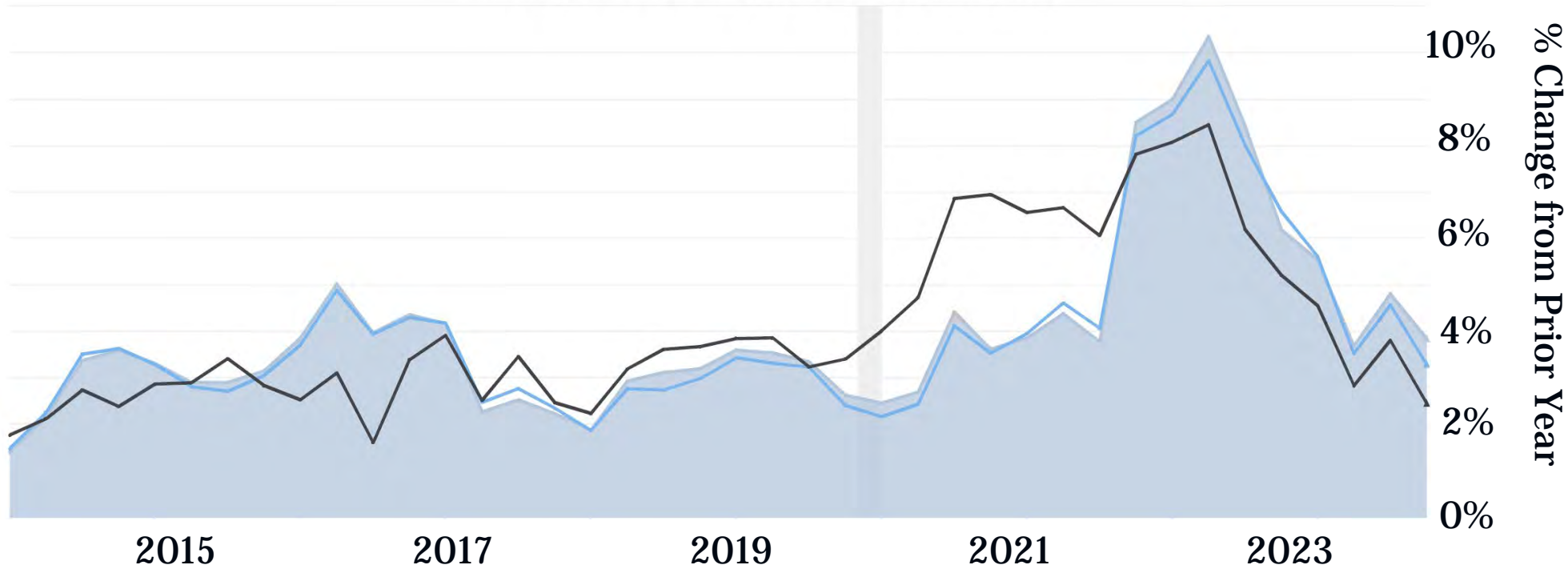


Shelby Total Employment: 18,930 (1.0% increase in the past year)

*Data as of 2024Q1

Economic Profile: Wage Trends

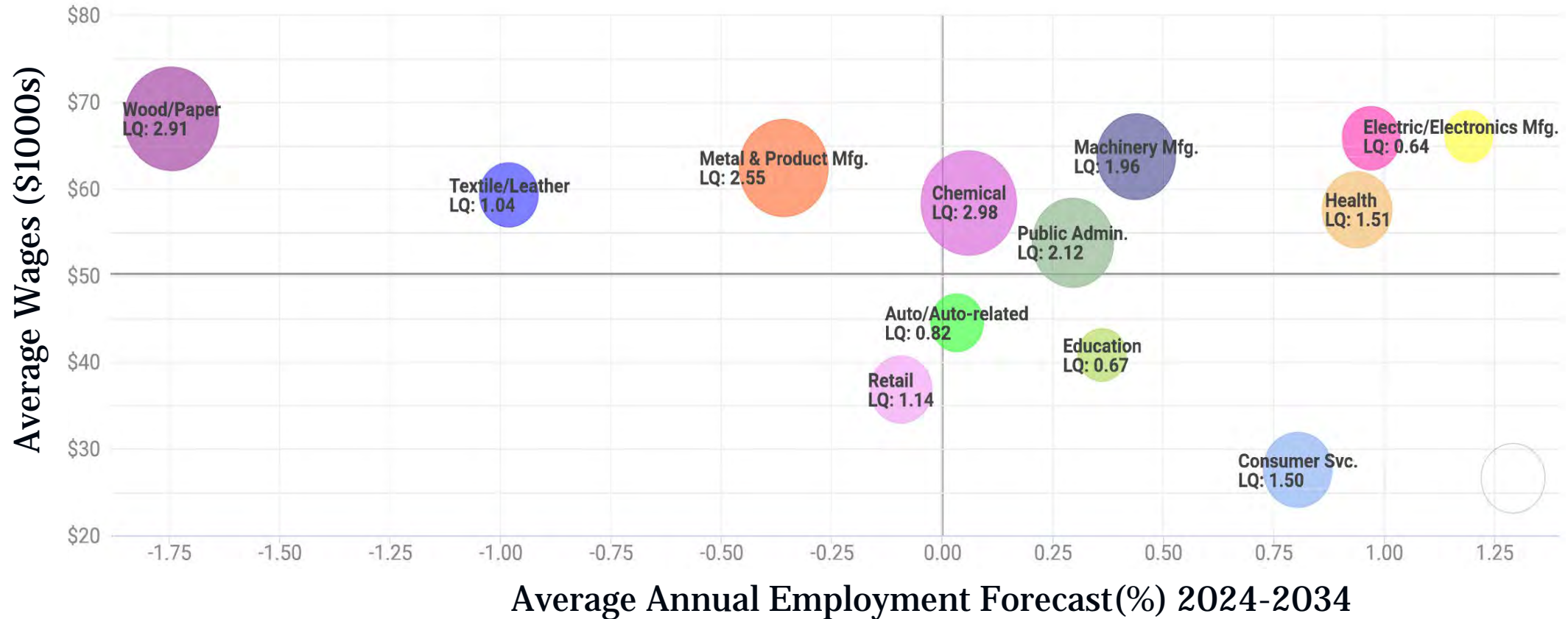
Average Annual Wages in Shelby



Shelby Average: \$50,265 (3.8% increase in the past year)

*Data as of 2024Q1

Economic Profile: Industry Clusters



*Data as of 2024Q1

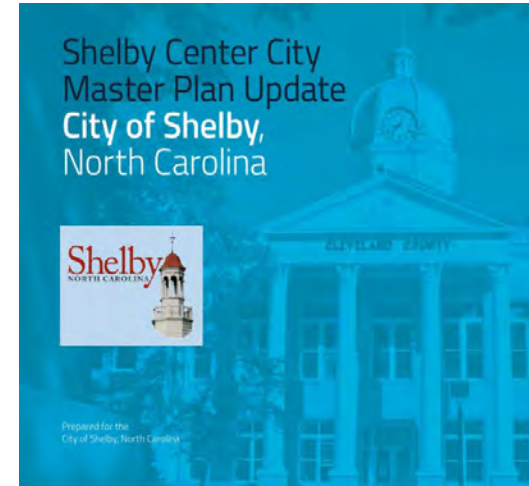
City Center Master Plan and Update

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2007 Plan



2016 Update



Ongoing priorities and progress:

- Streetscaping
- Parking
- Wayfinding
- Pedestrian connectivity
 - Trails, alleys, crosswalks
- Music Culture

2020 Bike Ped Plan

IMAGINE Shelby

A Community Vision for the Future

2020



Priorities

Projects:

- Bike lanes along:
 - West Marion Street
 - Royster Avenue at S Morgan Street
 - Gidney Street

Policies:

- Sidewalk Improvements
- Bicycle parking

Progress

- Carolina Harmony Trail connection

2020 Parks and Rec Plan



Short term priority highlights:

- Splash pads
- Upgrades to facilities
- Shade structures

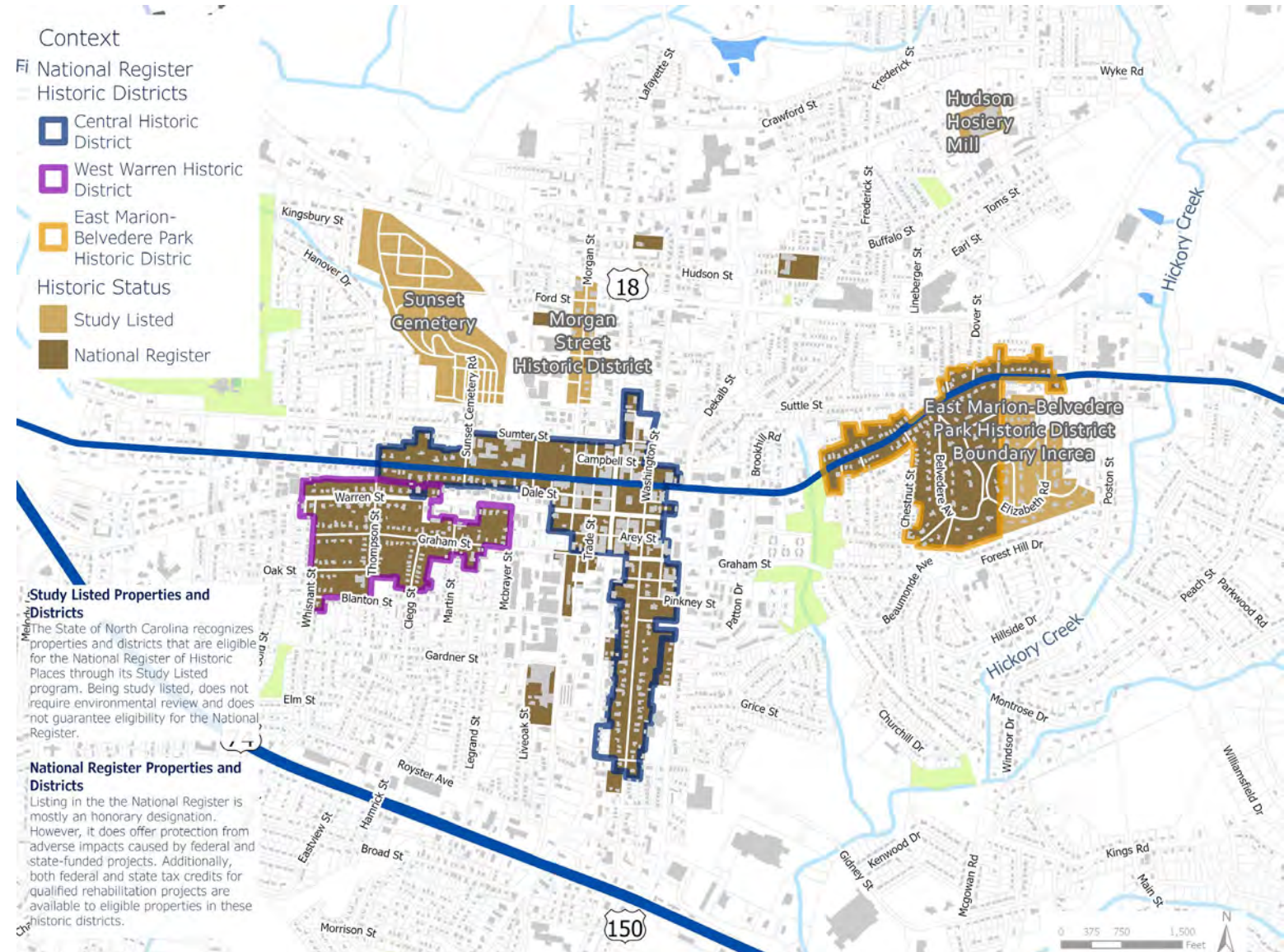
What progress has been made?

- Aquatic Center upgrades
- Other

Historic Resources

Three National Register Districts

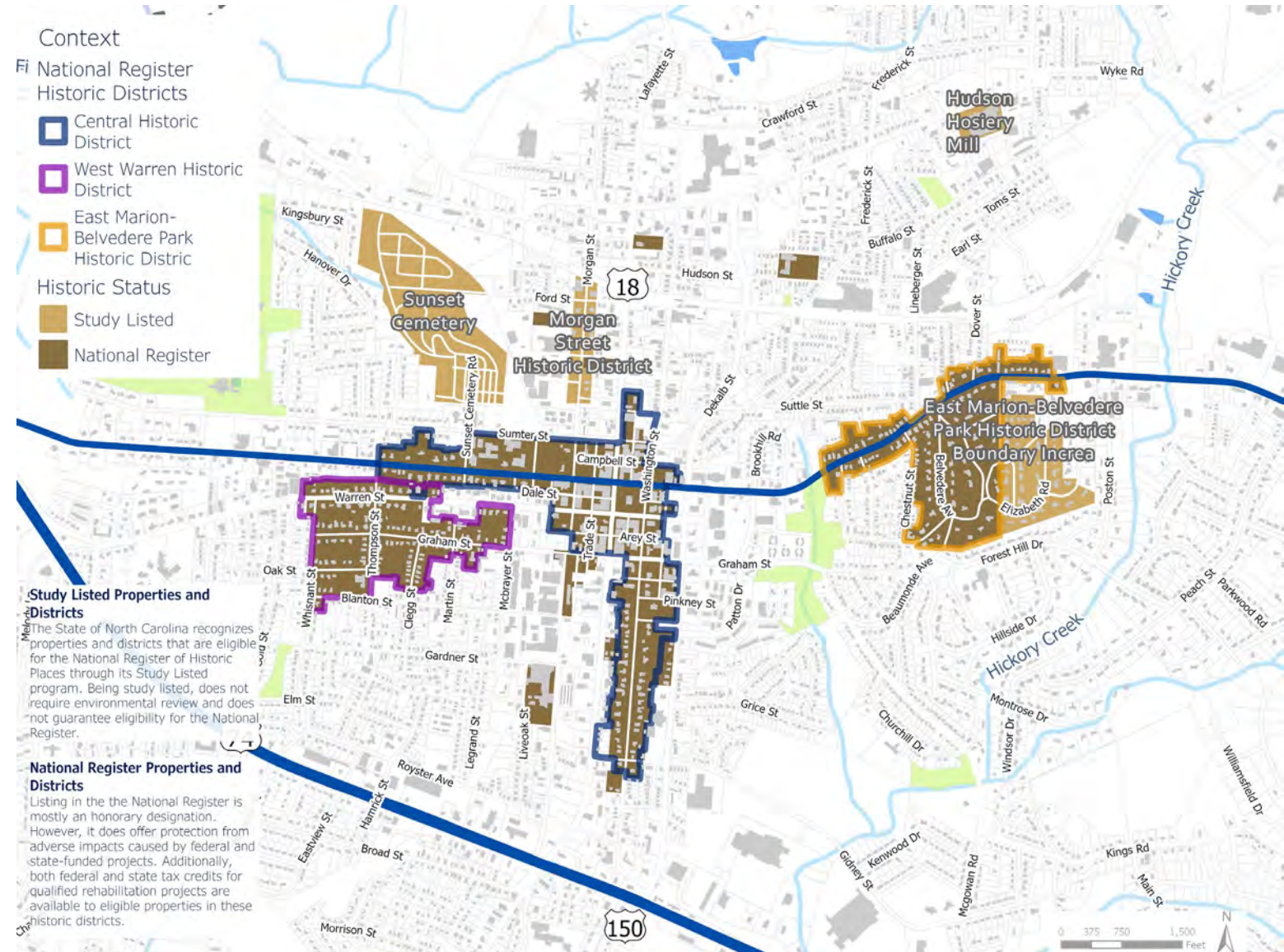
- Central Historic District
 - Boundary increased in 2002
- West Warren Historic District
- East Marion Belvedere Park Historic District



Historic Resources

Six Individually Listed National Register Districts

- James Heyward Hull House
- Cleveland County Training School
- Dr. Victor McBrayer House
- The Banker's House
- Shelby Cotton Mill
- Joseph Suttle House



Ten Local Landmarks

1. The Banker's House
2. Cleveland County Courthouse
3. El Nido
4. Webbley- O. Max Gardner House
5. Masonic Temple
6. Shelby Supply
7. Hudson's Department Store
8. Campbell Building
9. James Moore (Willis) House
10. Former Post Office





Next Steps

- Community Survey – Open till end of November
- Draft Vision & Goals – Fall/Winter, 2024
- Recommendations – Winter, 2024-25