

Shelby

NORTH CAROLINA

COMPREHENSIVE LAND USE PLAN UPDATE

Steering Committee #1
August 20, 2024



Agenda



- Welcome & Project Overview
- Steering Committee Introductions
- Plan Review and Community Profile
- Assets and Issues
- Community Engagement Plan
- Discussion and Next Steps



Project Team



Jake Petrosky,
AICP
Stewart
Principal



Andrea
Radford
Stewart
Community
Planning Lead



Carroll
Williamson,
AICP
Stewart
Community
Planning
Manager



Becca Mountz
Stewart
Planner



Stephen
Faber, PLA
Stewart
Landscape
Architect



Irene Tyson,
AICP
Boudreaux
Planning
Director



Ryan Bland,
AICP
Boudreaux
Senior Planner



George
Schafer, PDH,
RA
Boudreaux
Architect



City of Shelby Staff

Rick Howell
City Manager

Justin Longino
Assistant City Manager – justin.longino@cityofshelby.com

Brian Burgess, MPA, CZO, AICP
Director of Planning & Development –
brian.burgess@cityofshelby.com

Audrey Godfrey
Senior Planner – Audrey.godfrey@cityofshelby.com

Chip Nuhrah
Public Information Officer – chip.Nuhrah@cityofshelby.com



Steering Committee

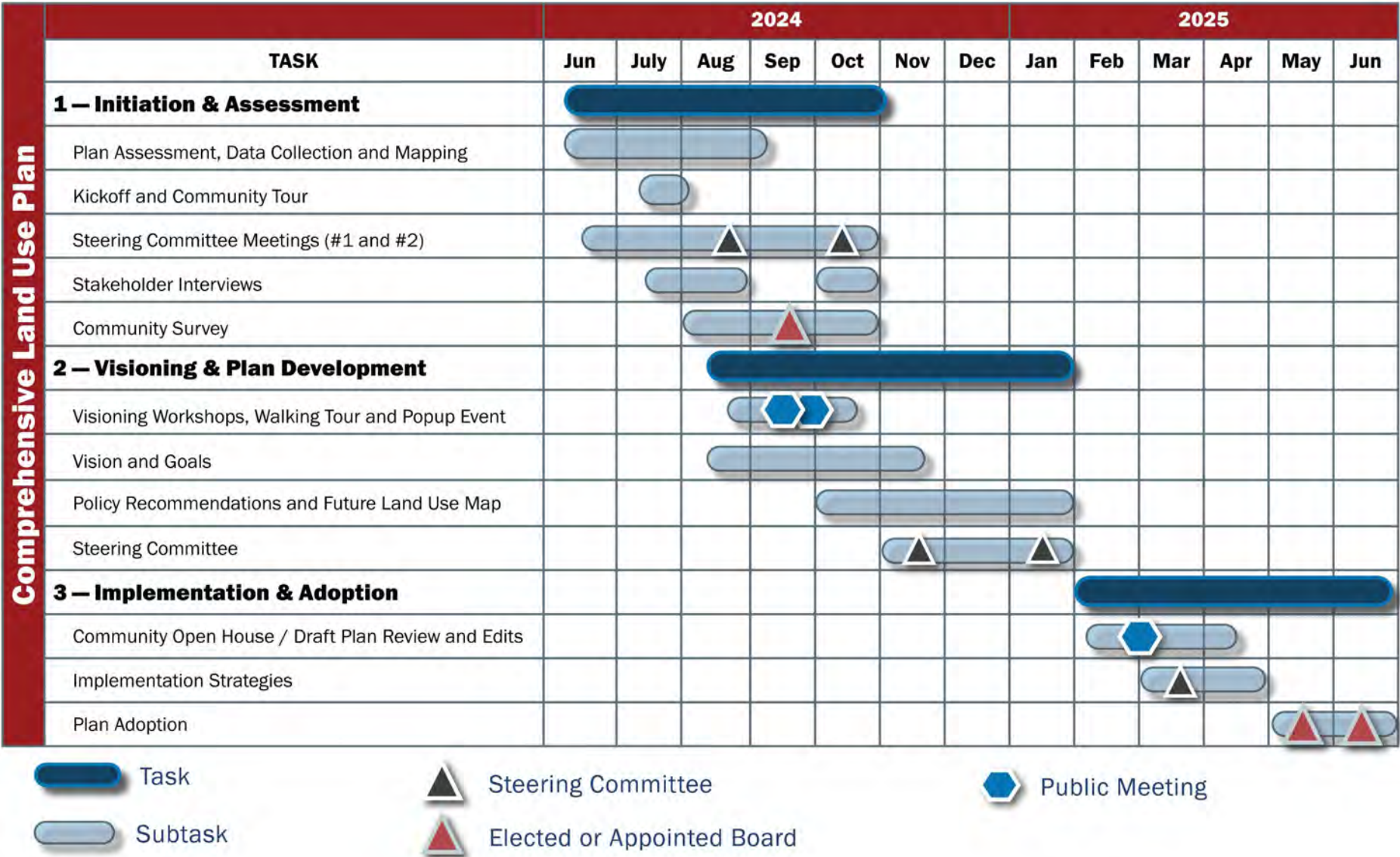
■ Roles

- Meet regularly during the project (4–5 times).
- Participate in discussions and contribute ideas and opinions.
- Get others involved and support engagement.
- Be an ambassador for this Plan to the community AND be an advocate for the community to the development of this Plan.

■ Introductions

- How long have you lived in Shelby?
- Where do you live or work?
- What local organizations are you currently or formerly a member of?
- What is one aspect of Shelby (and/or its community) that you want us to consider or keep in mind during this process?

Schedule (as of July 23, 2024)



What is a Comprehensive Plan?



Long-range

- Makes forecasts based on past trends and data
- 10–20-year time frame

Guidance

- Land uses, intensity, design
- Staff, programs and infrastructure investment

Collaborative

- Documents a community conversation

Policy, not Regulatory

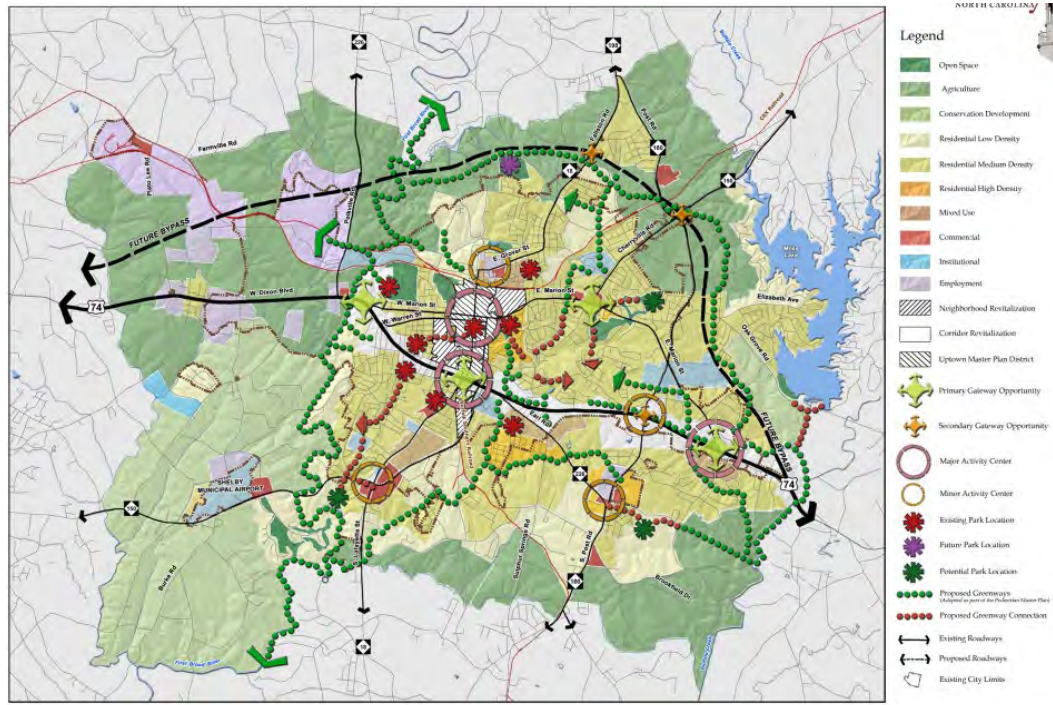
- Lays the groundwork for current and future regulations

Future Land Use vs. Zoning



Future Land Use establishes a vision for the community.

Zoning establishes the rules for achieving that vision.



T4 Neighborhood Small Footprint (T4N.SF)

1703-2.70 T4 Neighborhood Small Footprint (T4N.SF)



A. Intent

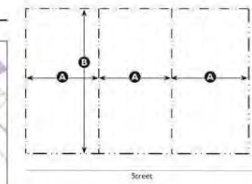
To provide variety of urban housing choices, in small-to-medium footprint, medium-to-high density building types, which reinforce the walkable nature of the neighborhood, support neighborhood-serving retail and service uses adjacent to this Zone, and support public transportation alternatives. The following are generally appropriate form elements in this Zone:

Detached or Attached
Narrow-to-Medium Lot Width
Small-to-Medium Footprint
Building at or Close to ROW
Small to No Side Setbacks
Up to 2½ Stories
Elevated Ground Floor
Primarily with Swoops and Porches

B. Sub-Zone(s)

T4N.SF-Open Zone (T4N.SF-O)
The open sub-zone provides the same building form but allows for a more diverse mix of uses.

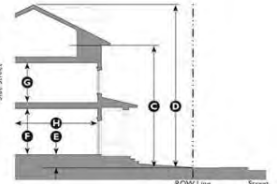
General note: The drawing above is intended to provide a brief overview of this Tract Zone and is illustrative only.



Key
--- ROW / Lot Line

C. Allowed Building Types

Building Type	Lot Width A	Depth B	Standards
Carriage House	n/a	n/a	1703-3.40
Detached House	30' min.	75' min.	1703-3.60
Compact	50' max.		
Cottage Court	75' min.	100' min.	1703-3.70
	100' max.		
Duplex	40' min.	100' min.	1703-3.80
	75' max.		
Rowhouse	18' min.	80' min.	1703-3.90
	35' max.		
Multi-Plex: Small	50' min.	100' min.	1703-3.100
	100' max.		
Live/Work	18' min.	80' min.	1703-3.130
	35' max.		



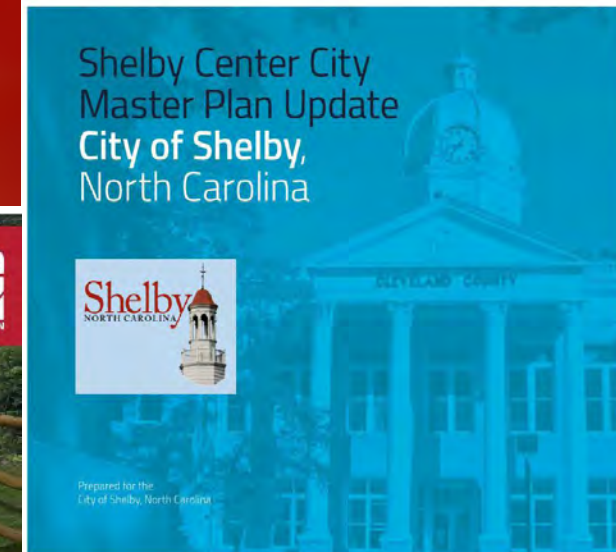
Key
--- ROW Line

D. Building Form

Height	
Main Building	
Stories	2½ stories max.
To Eave/Parapet	24' max.
Overall	35' max.
Accessory Structure(s)	
Accessory Dwellings	2 stories max.
Other	1 story max.
Ground Floor Finish Level	18" min.
above Sidewalk	
Ground Floor Ceiling	
Service or Retail	12' min.
Upper Floor(s) Ceiling	8' min.
Ground floor lobbies and common areas in multi-unit buildings may have a 0" to 6" ground floor finish level.	
Footprint	
Depth, Ground-Floor Space	24' min.
Accessory Structure(s)	
Width	24' max.
Depth	32' max.
Miscellaneous	
Loading docks, overhead doors, and other service entries shall be screened and not be located on primary street facades.	

Previous Planning Efforts

- City of Shelby Comprehensive Land Use Plan (2009)
- Shelby Center City Master Plan (2017)
- Shelby Rail Trail Master Plan (2018)
- Shelby Depot Park Master Plan (2020)
- Shelby Bike Ped Plan (2020)
- Cleveland County Comprehensive Land Use Plan (2021)
- Shelby Parks and Recreation Comprehensive Master Plan (2021)



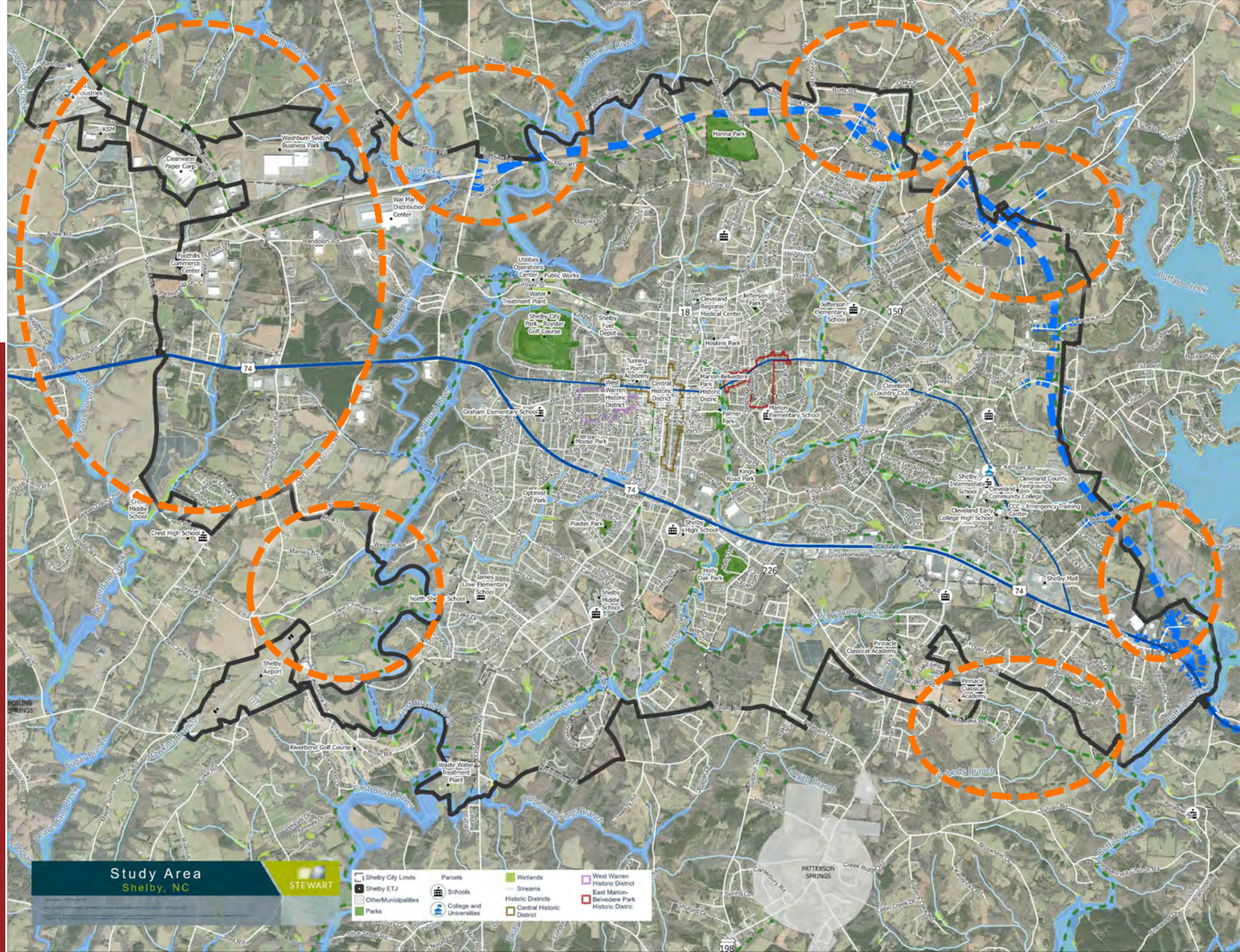
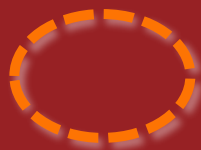
RAIL TRAIL IMPLEMENTATION MASTER PLAN
CLEVELAND COUNTY, NORTH CAROLINA
PRESENTATION TO CITY & COUNTY BOARDS 05.29.18





Draft Project Study Area

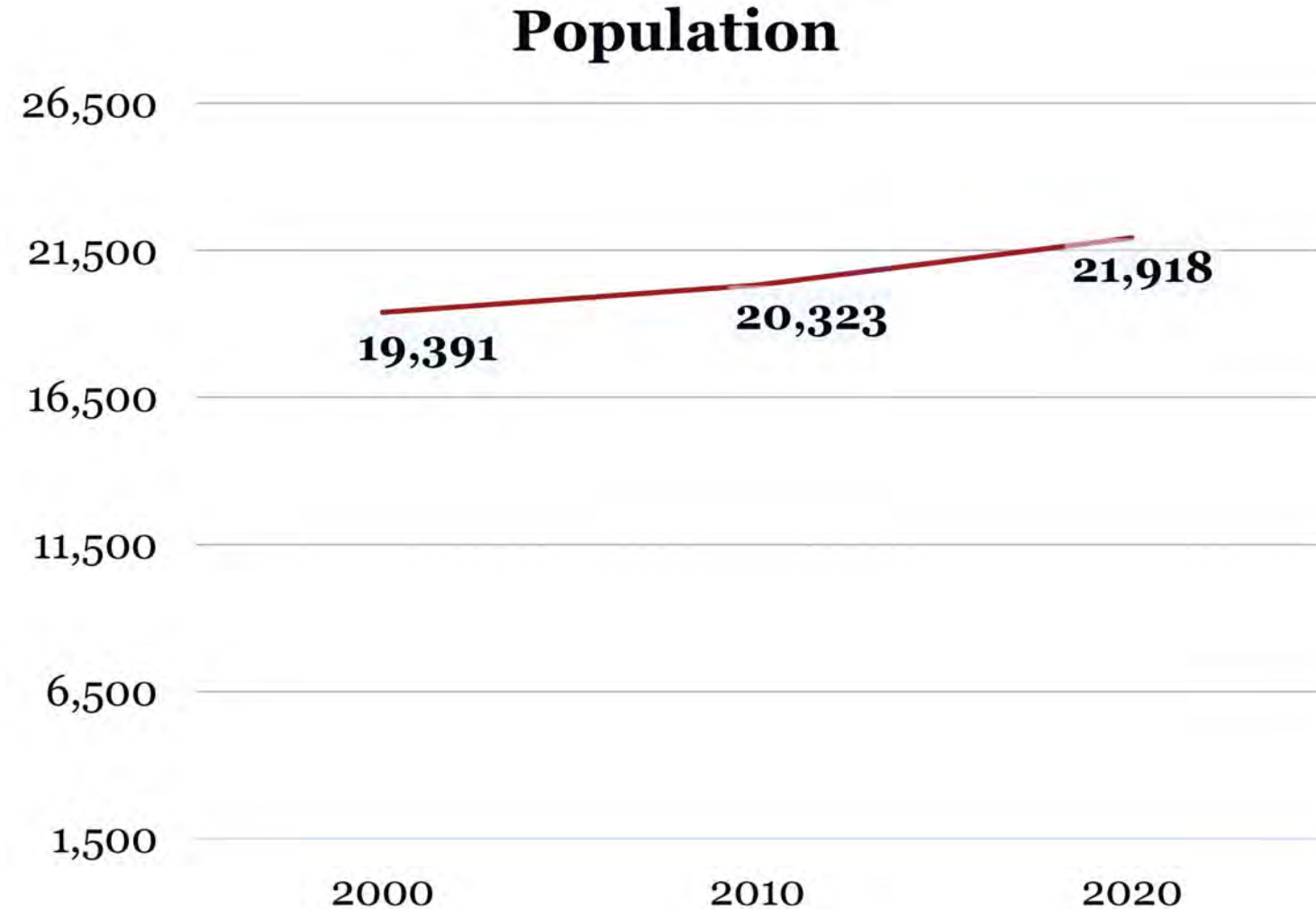
Potential Areas of
Adjustment



Population



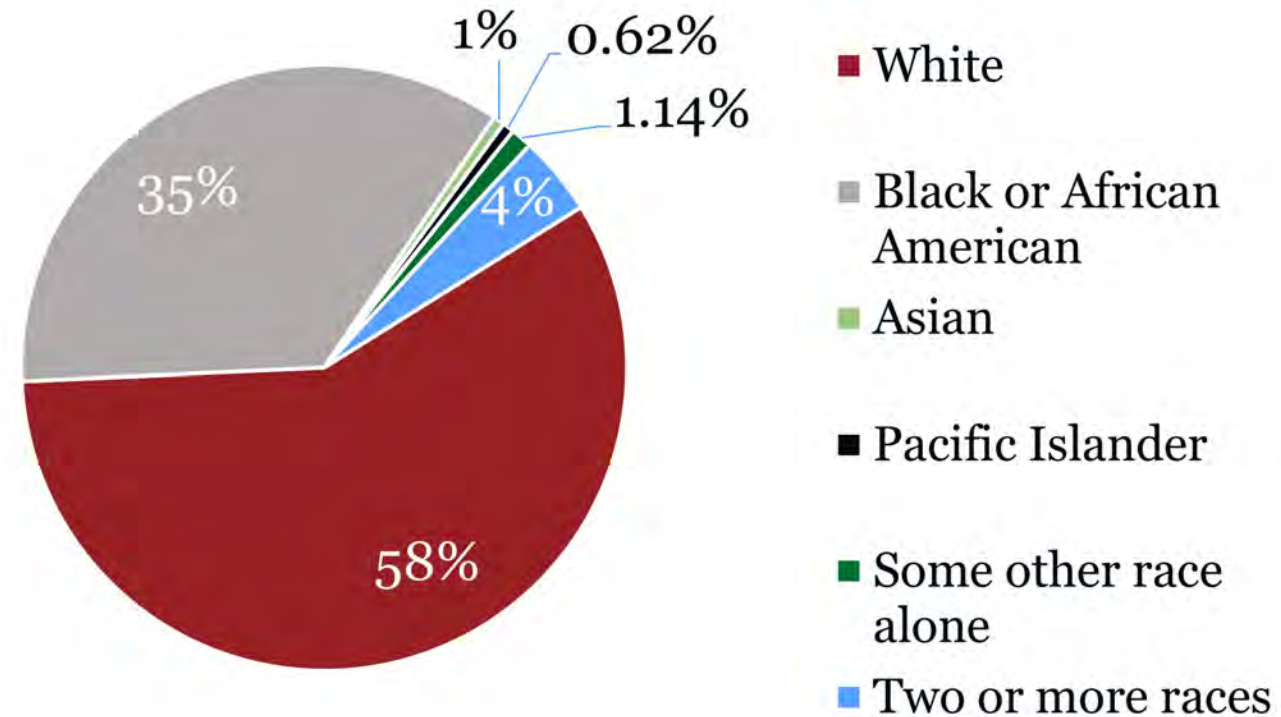
- The population of the City of Shelby grew 13% or by 0.6% annually from 2000 to 2020.
- The growth falls short of the previous comprehensive plan's population estimates for both 2010 and 2020.
 - Previous comprehensive plan estimates:
 - 2010: 21,949
 - 2020: 24,000



Racial Makeup

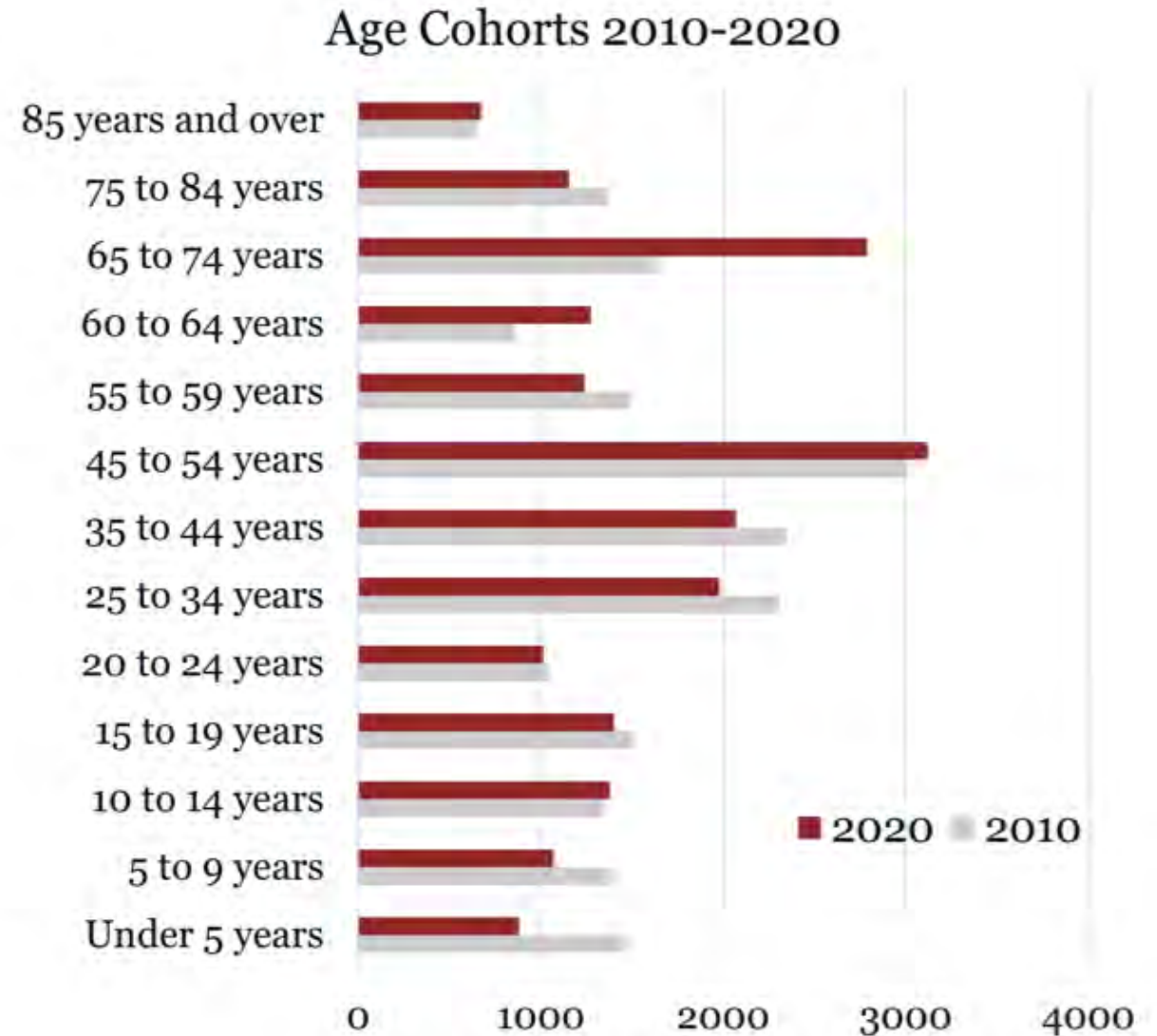
- White population makes up **58%**
- Black or African American making up **35%** of the population
- There is a small population of Asian, Pacific Islander, some other race alone, or a combination of two or more races which combined make up **7%**.

Race (2020)



Age Cohorts

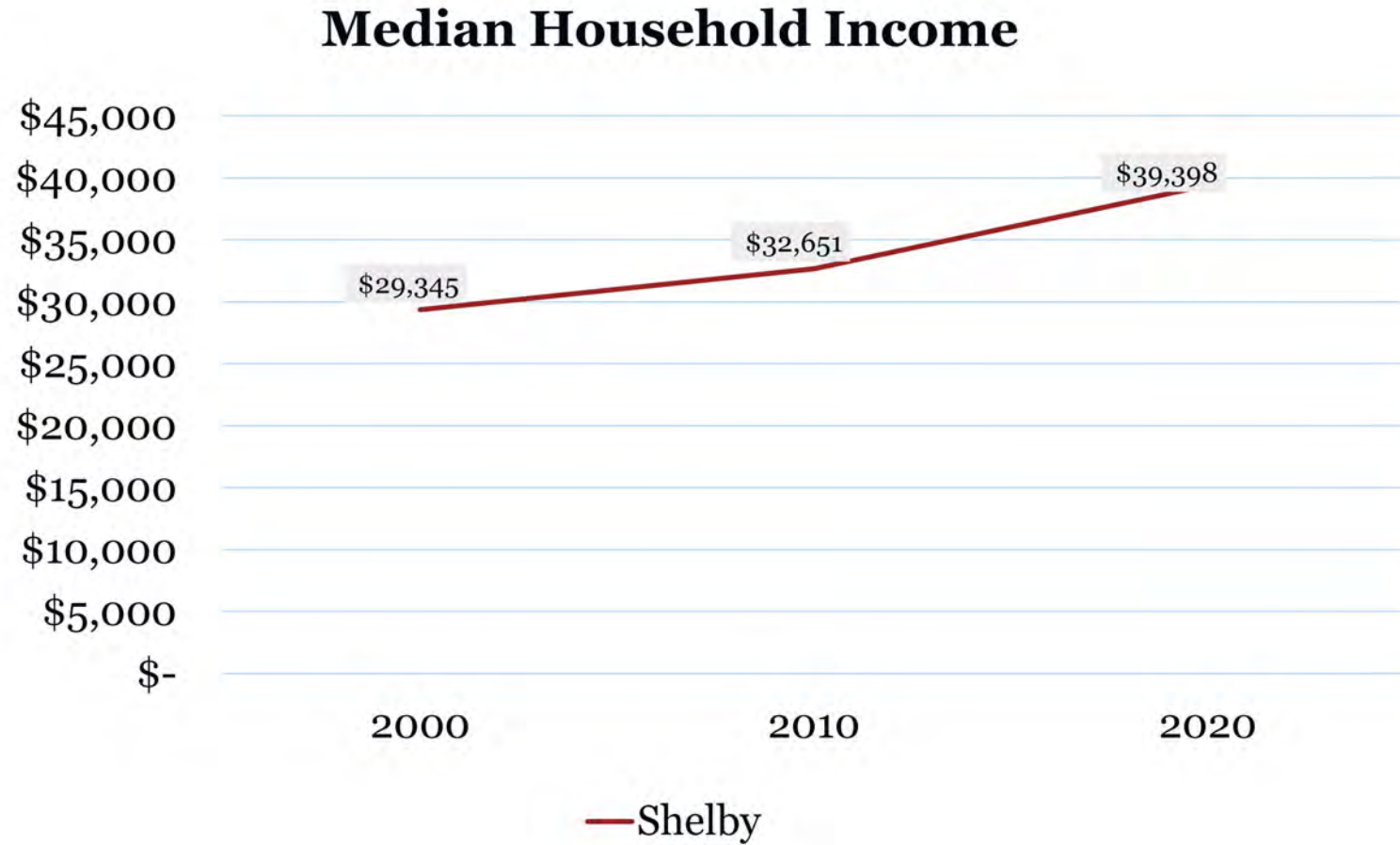
- Only 6 age groups grew since 2010:
 - 10-14 years +2.4%
 - 45-54 years +4%
 - 60-64 years +48.8%
 - 65-74 years +70.7%
 - +85 years +3%
- Largest negative changes:
 - Under 5 years -40.1%
 - 5-9 years -22.8%
 - 55-59 years -16.8%



Median Household Income

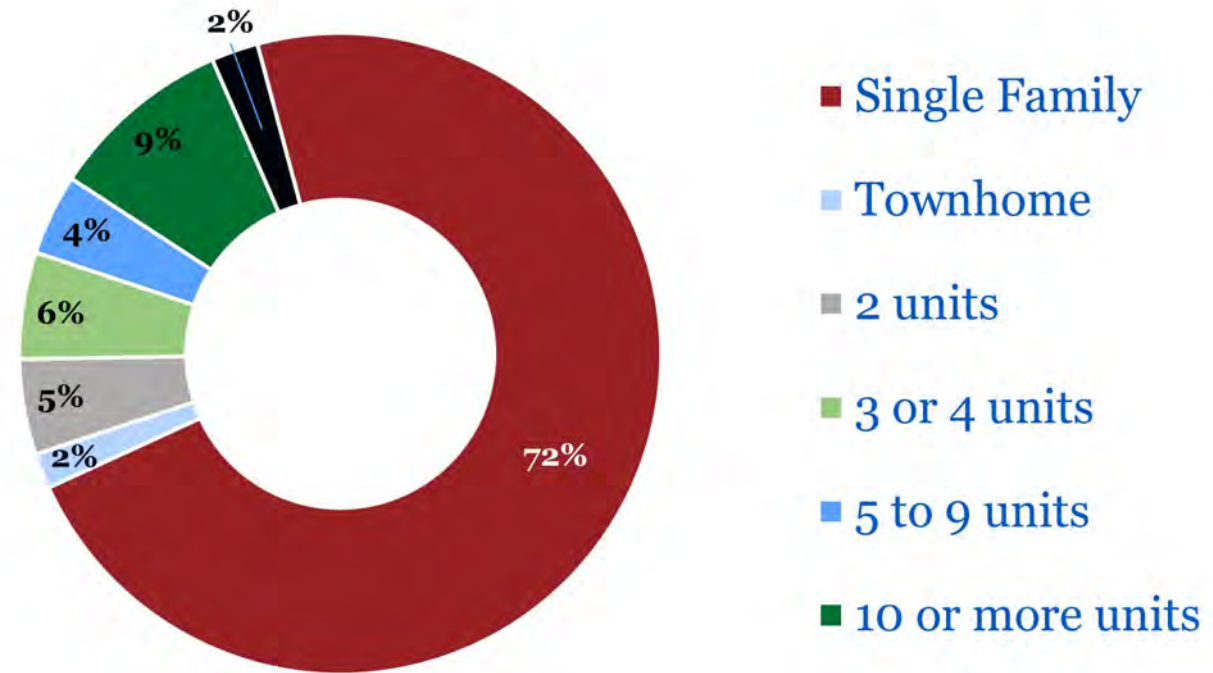


- Shelby's Median household income **increased 34%** since 2000.
- Cleveland County's median household is higher (\$43,512), but income increased at a lower rate (23%) since 2000.



- 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

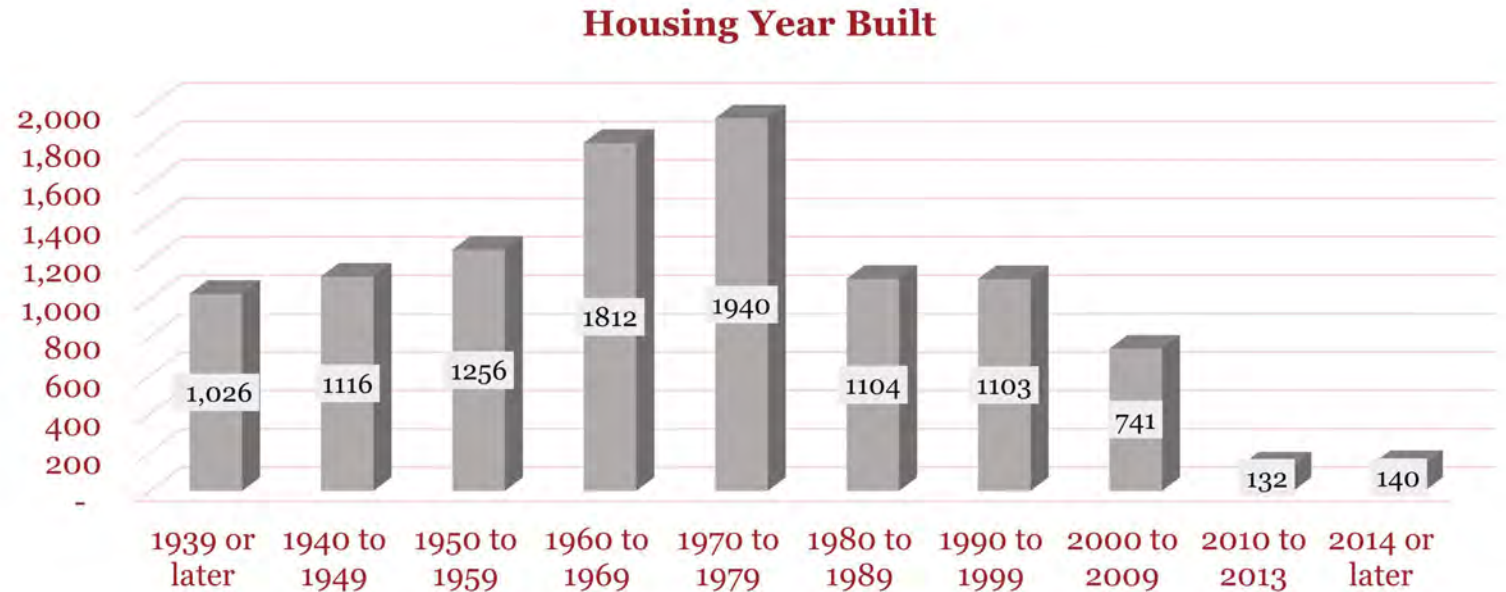
Housing by Type, 2020



Housing

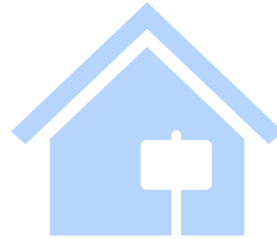


- Housing construction slowed starting in the 1980's
- Dramatic increase currently:
Over **5,000** new homes on the way:
from conceptual ideas to currently under construction.



Housing

- Shelby's median home value has increased from \$115,000 to \$132,900 since 2010. However, Census data typically **does not** reflect market trends.
- **According to Redfin.com Shelby's housing market as of Summer 2024 is a buyer's market**, meaning that the supply and of homes is greater than the demand.
- **This is not a competitive market, and multiple offers on a home are rare.**



Median Sold Price:

\$248,000

+10% since last year
(2024, redfin.com)

Average Days on the
Market:

72.5 days

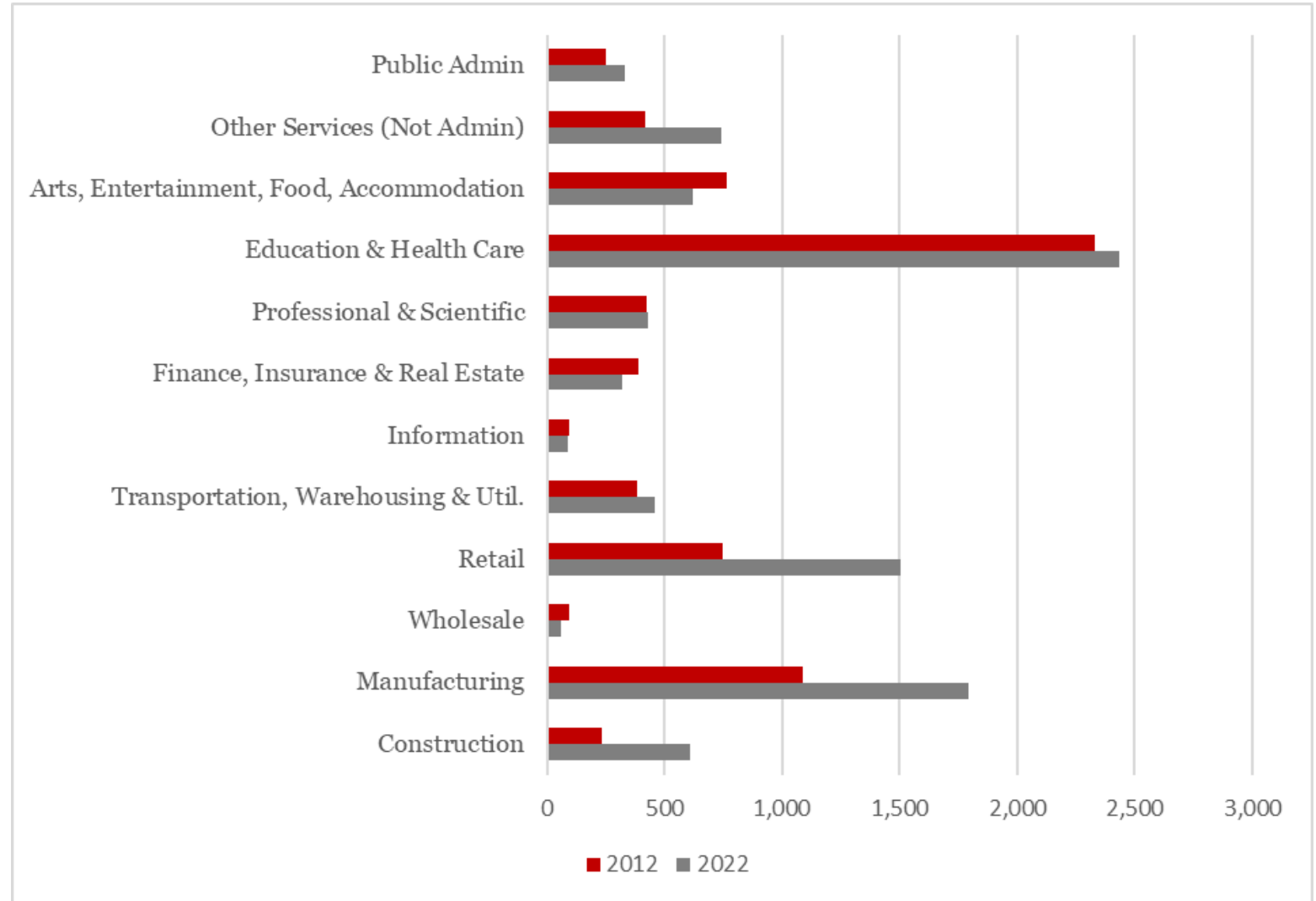
Employment by Industry



Industry Growth

28% Employment Growth
Overall (over 2,000 workers)

- 161% Construction Growth
- 102% Retail Growth
- 65% Manufacturing Growth

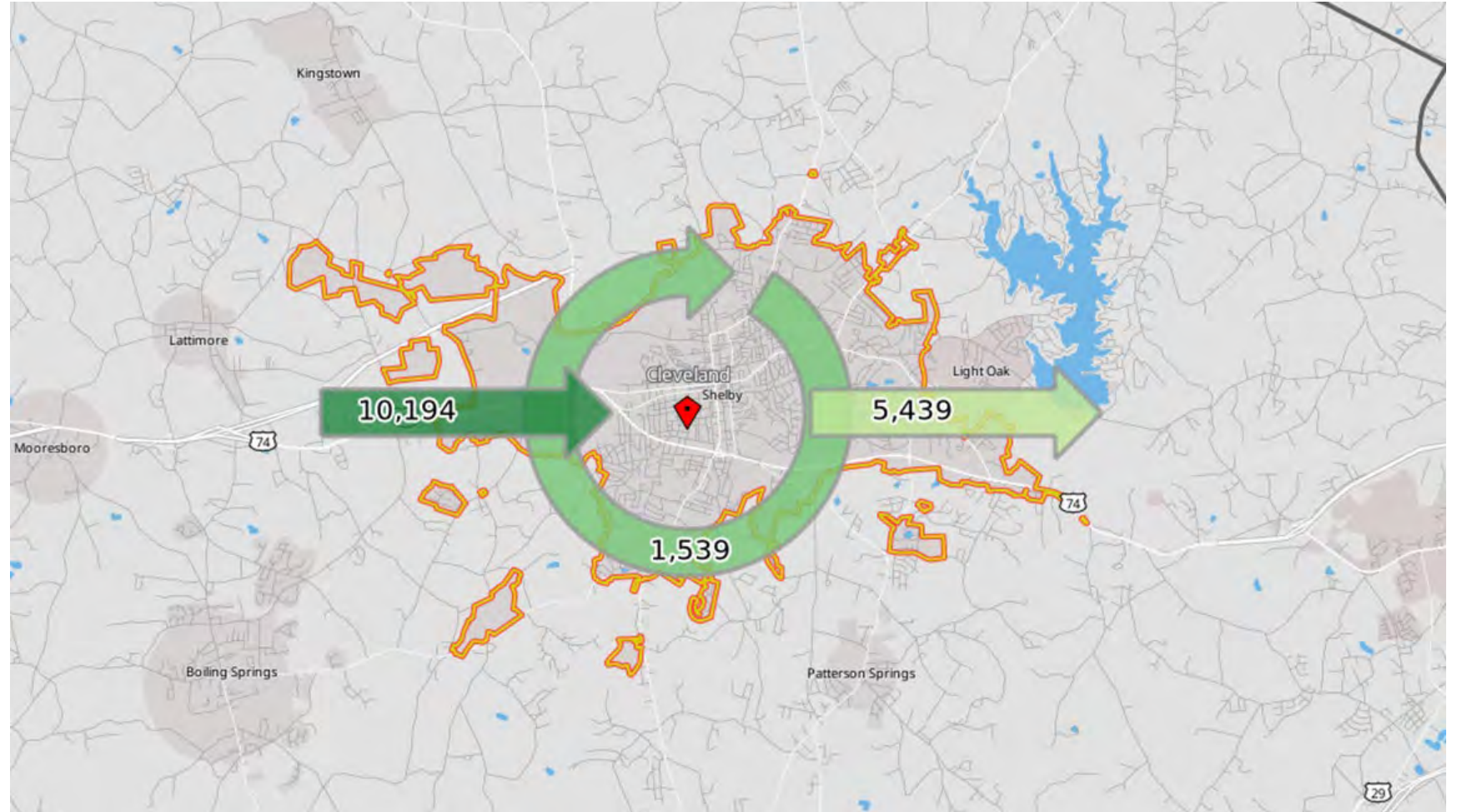




Daily Commuting Patterns

Influx of over 4,700 workers each day

- 10,194 coming into Shelby
- 1,539 live and work in Shelby
- 5,439 leave Shelby

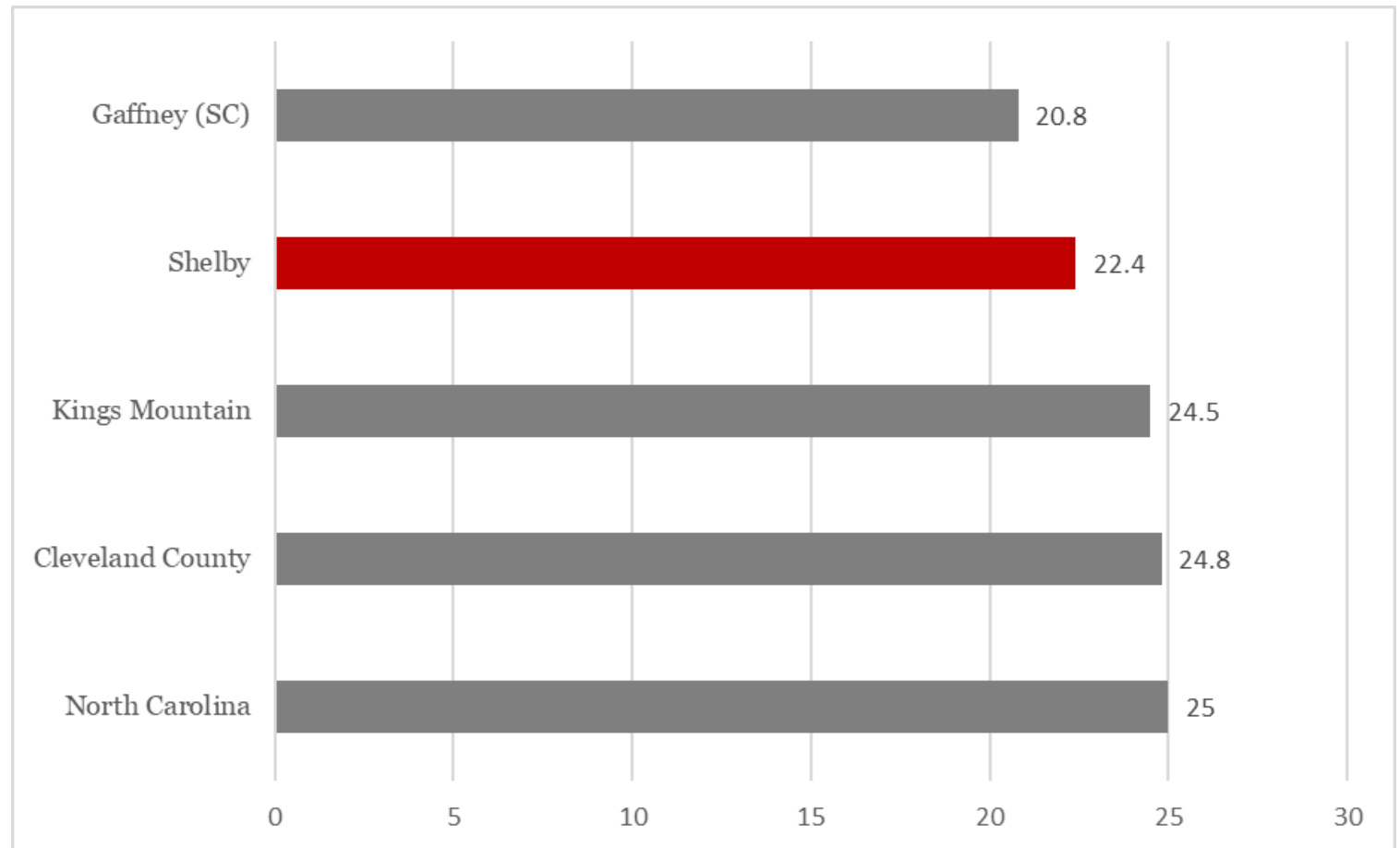




Daily Commuting Patterns

Shelby residents have a lower mean commute time than Kings Mountain, Cleveland County, and the State of North Carolina as a whole.

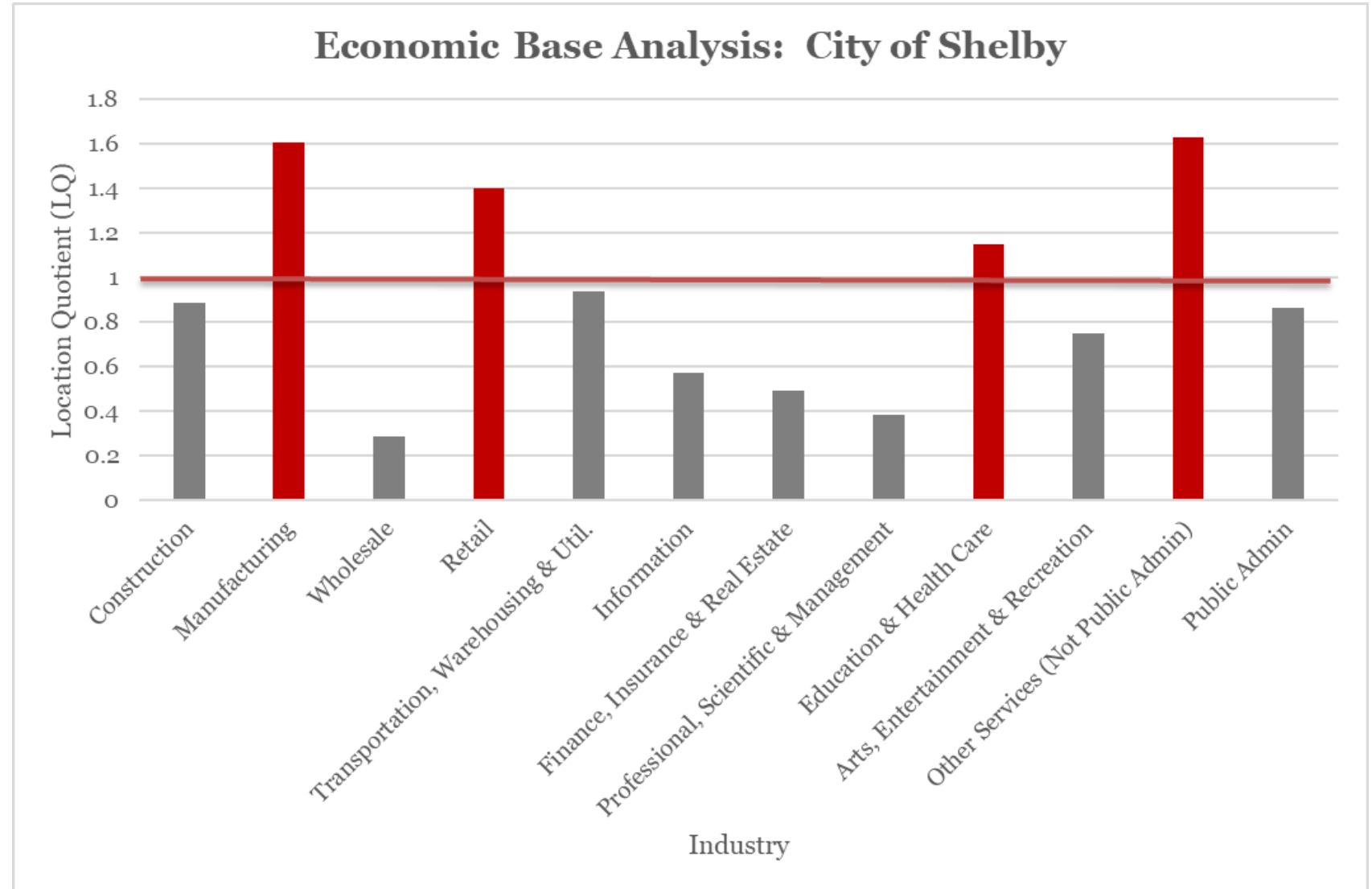
Mean Travel Time to Work (minutes)



Shelby in the Regional Economy

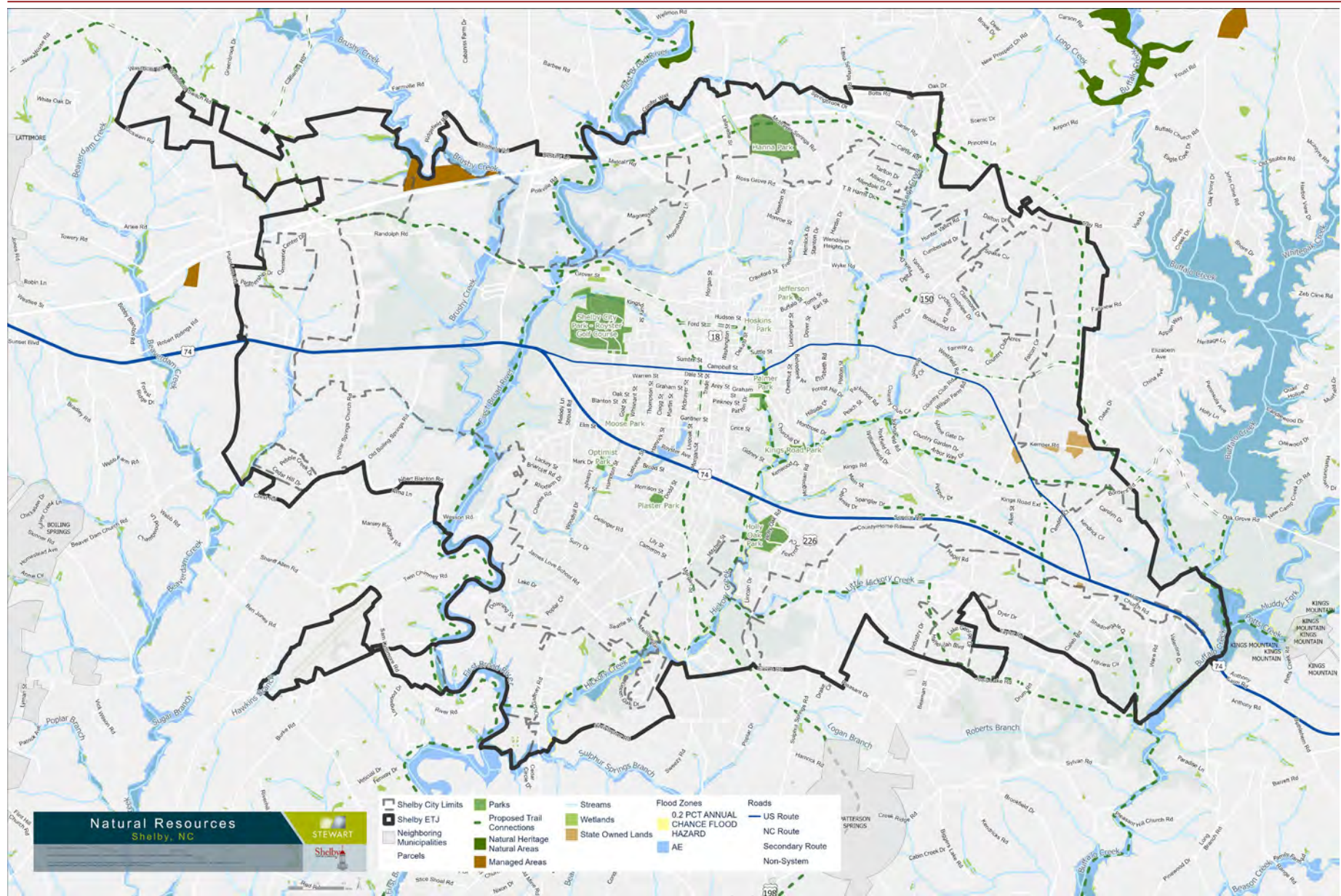


- Measure to indicate specialization within the local economy
- Shelby has a higher proportion of employment than state-wide statistics in (values >1):
 - Manufacturing
 - Services
 - Retail
 - Education & Health Care



Additional Mapping and Analysis

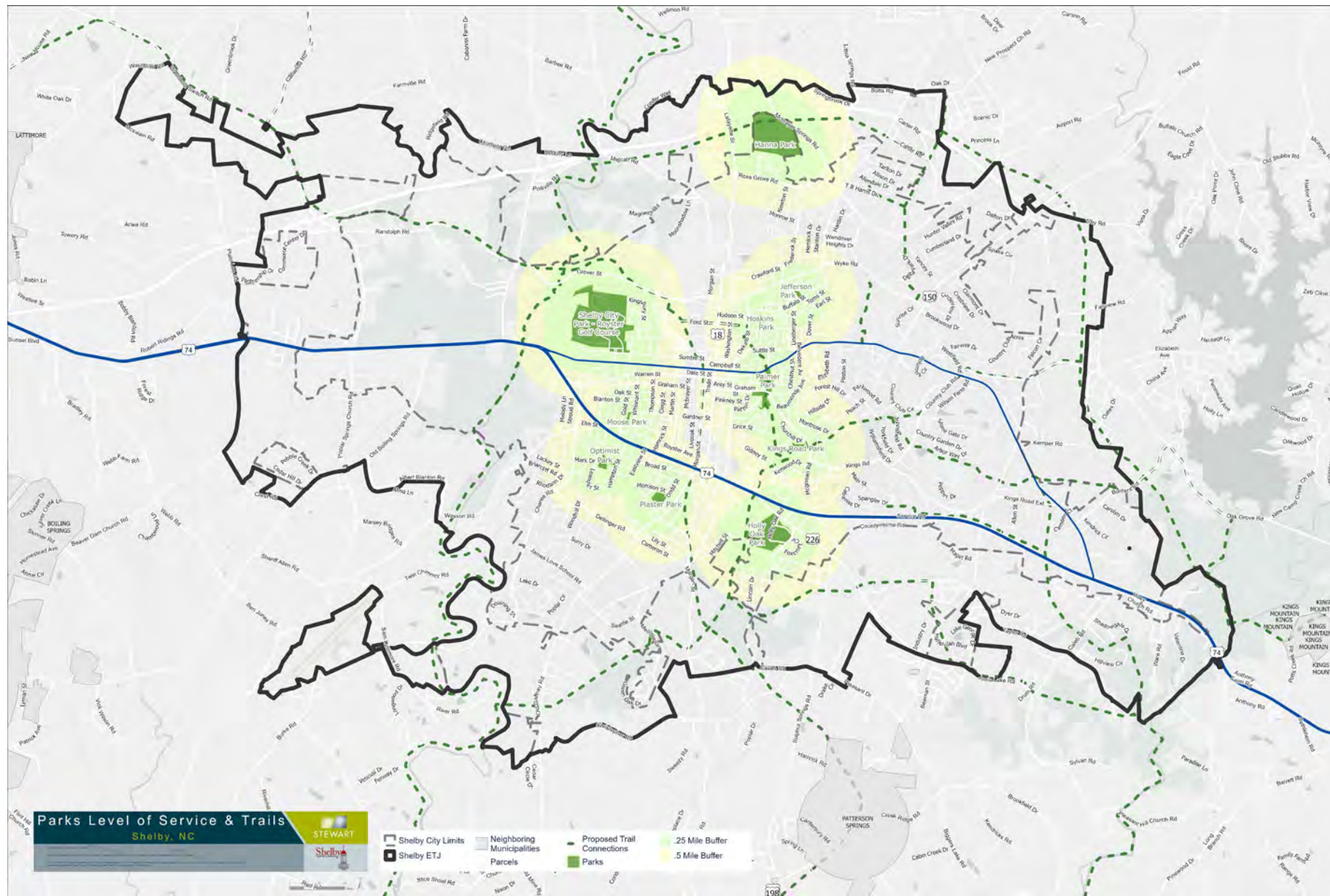
Natural Resources



Additional Mapping and Analysis

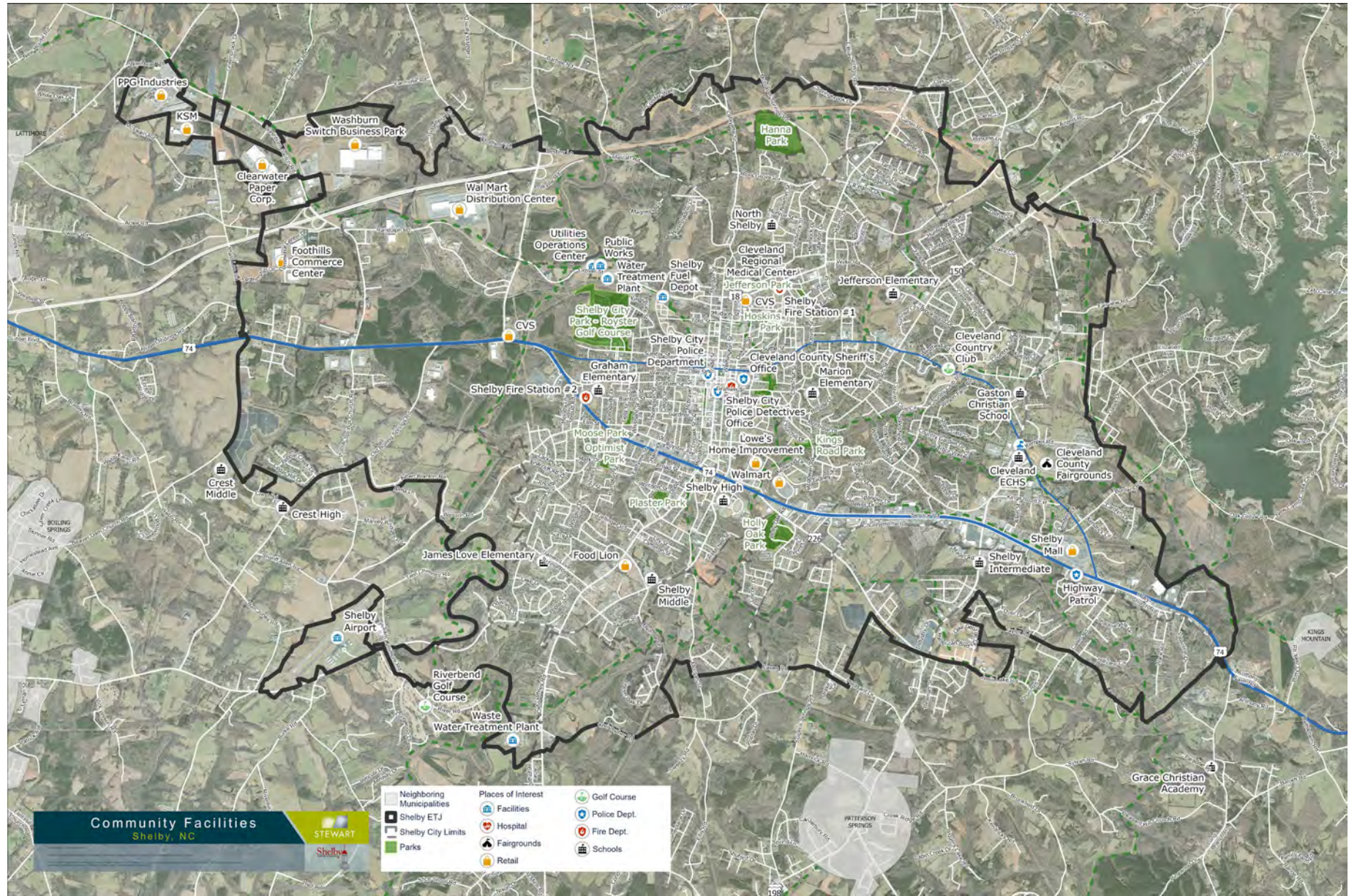


Parks Level of Service and Trails



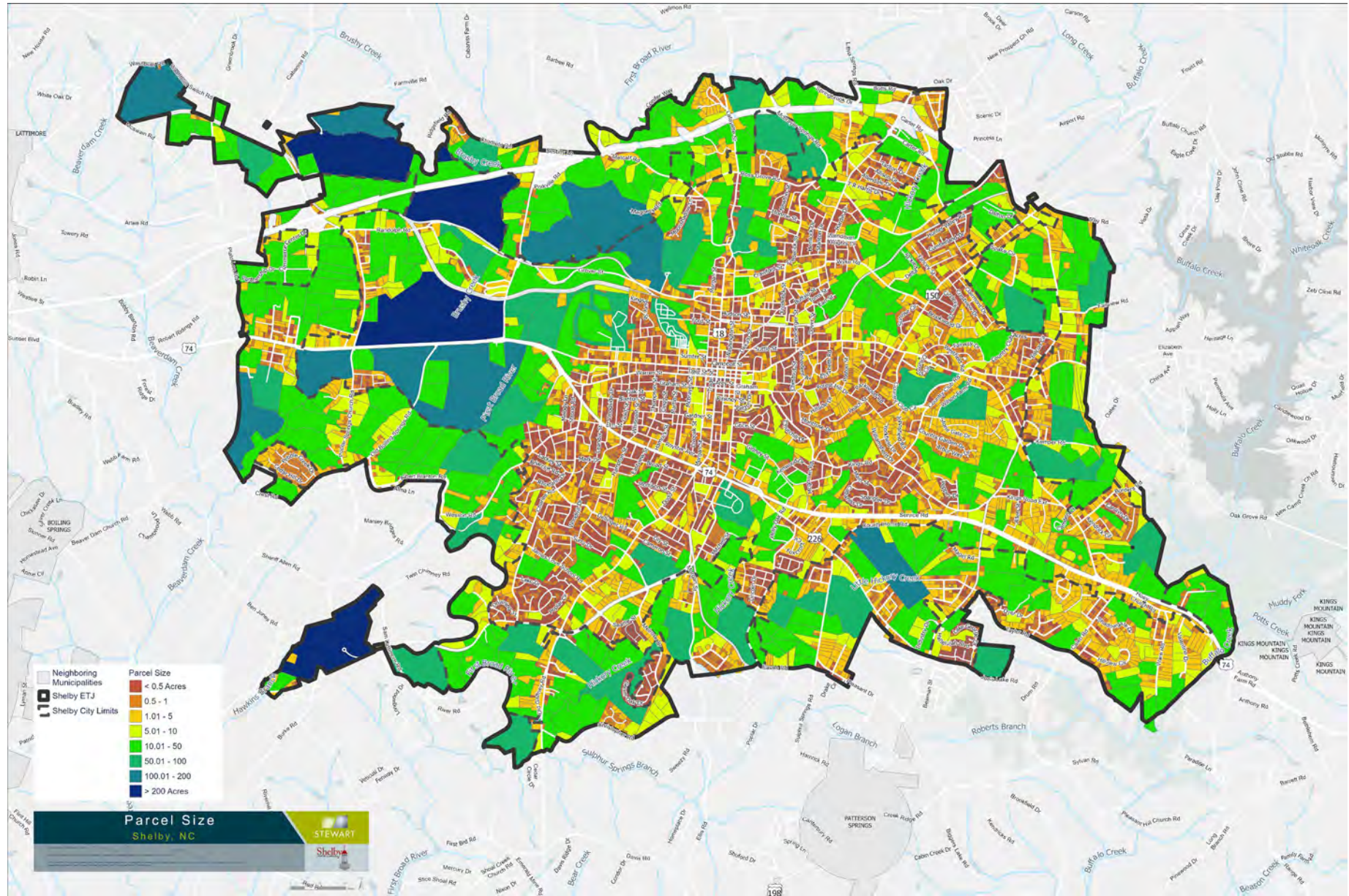
Additional Mapping and Analysis

Community Facilities



Additional Mapping and Analysis

Parcel Size



Cultural Resources



Masonic Temple Building



Banker's House



Scruggs Center & Historic
Cleveland County Courthouse



Arts Council & Public Art



Gibson Theater

Assets and Issues



Assets and Issues



PLAY BY PLAY AUGUST



UPCOMING EVENTS

Gymnastics Registration going on now during class times on Tuesdays and Thursdays starting at 3:30pm.

Fall Baseball and Softball Signups will begin August 1st!

Last Day of Summer Day Camp is Friday, August 9th!

-NEW AMUSEMENTS
SUMMER HOURS
TUES & WED.: 10AM-4PM
THURS-SATURDAY: 1PM-6PM
SUNDAY: 1:30PM-6:00PM

-NOW SCHEDULING
RENTALS FOR BIRTHDAY
PARTIES AND MEETINGS

CALL 704-484-6476

August 13th is the last day to sign up for Shelby Lions Football!

Back to School event at Holly Oak Park will be on Saturday, August 10th from 11am to 3pm!

Football Jamboree will be on Saturday, August 17th starting at 8am.

The Shelby Aquatics Center will be switching to weekends only beginning August 10th!

www.cityofshelby.com/parks
704-484-6821

850 W. Sumter St.
Shelby, NC 28150

Office Hours: Mon-Fri
8:30am - 5:30pm

PLAN AHEAD

The last Friday for the Shelby Aquatics Center is August 9th!

The last day of the Pool for the season will be Monday, Sept. 2nd!

New Amusement hours will begin in September.

Car Show happening at Holly Oak Park September 21st!



Assets and Issues



Assets and Issues



Blanton Farm Master Plan



Assets and Issues



Public Engagement



STAKEHOLDER
INTERVIEWS /
FOCUS GROUPS



COMMUNITY
SURVEY



STEERING
COMMITTEE



PUBLIC
MEETINGS



SOCIAL MEDIA



Stakeholder Interviews

Conversations with local representatives regarding:

- City, County Government
- Transportation and Utilities
- Neighborhood Issues, Churches
- Economic Development
- Real Estate and Local Market
- Downtown
- Parks, Recreation and Natural Resources
- History and Tourism
- Public safety and services



Survey

Common Topics:

- Concerns
- Values And Assets
- Land Use and Development Preference
- Infrastructure Priorities
- Parks and Open Space Priorities

What is missing? What more do you want to know from residents?

Discussion and Next Steps



What are the biggest issues and opportunities facing the City of Shelby over the next 5 to 10 years?

What should this Plan accomplish?

How do we reach all communities in the City?



Next Steps

- Mapping & Analysis – August - September
- Stakeholder Interviews – September - October
- Steering Committee #2 – October
- Community Survey – September
- Public Meetings – September, October, March
- Draft Vision & Goals – Fall, 2024
- Recommendations – Fall/Winter, 2024



Possible Plan Names

- Shaping Shelby
- Imagine Shelby
- Future Shelby

Possible subtitles:

- A Foundation for the Future
- The Community's Vision for the Future
- Our Future, Together