



**HNTB**

**SIMPSONVILLE, KY**  
**SMALL AREA PLAN**



*"Progressive Community with Hometown Spirit"*



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*"Progressive Community with Hometown Spirit"*

*Village Center (noun):  
A vibrant, locally based mixed use area  
that defines the character, culture and  
identity of a small community.*



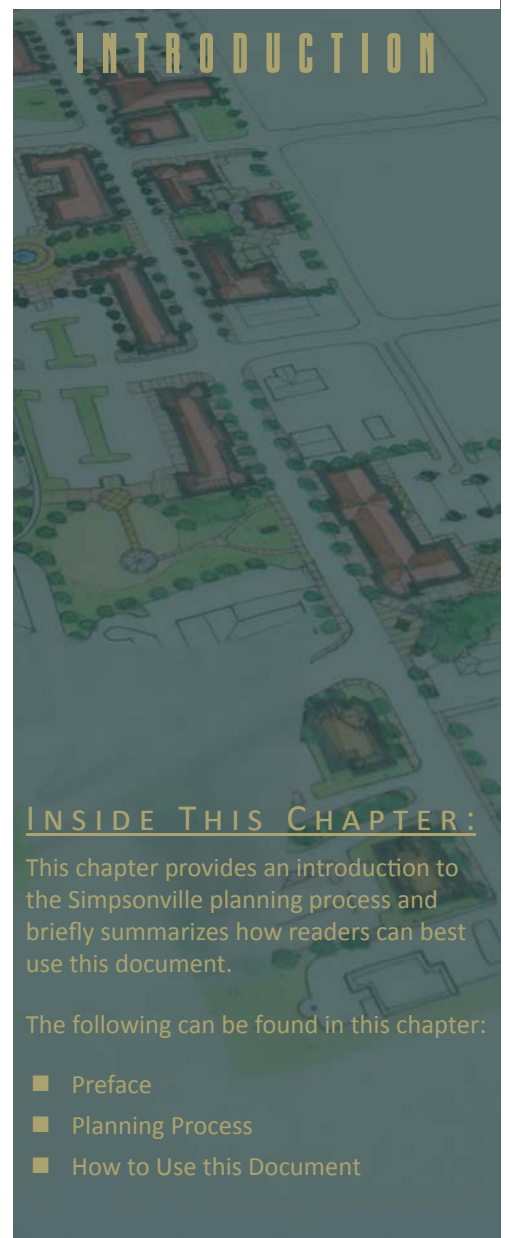
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## INTRODUCTION



### INSIDE THIS CHAPTER:

This chapter provides an introduction to the Simpsonville planning process and briefly summarizes how readers can best use this document.

The following can be found in this chapter:

- Preface
- Planning Process
- How to Use this Document



*"Progressive Community with Hometown Spirit"*



*US 60 through Simpsonville*

## P R E F A C E

Simpsonville, Kentucky, a town small in size but strong in history and character, is pursuing an endeavor to encourage and enhance the development of its Village Center. The Simpsonville Small Area Plan is a product of this effort which draws upon the desires and expertise of Shelby County officials, City officials, key stakeholders, community residents, and local businesses. By focusing on the public realm, the City of Simpsonville is fulfilling its role in establishing the formal and informal partnerships so critical in bringing about change and shaping the future for the community. It is up to community residents and local businesses to help promote this effort and encourage and invest in new development which will ultimately revitalize Simpsonville’s Village Center.

This plan serves as the foundation and official guide to future development within Simpsonville’s Village Center. The principles and recommendations established in this plan should be considered not only with public and private development within the city center, but throughout the City’s borders. Through careful and purposeful planning, public / private collaboration, and good old fashioned hard-work, Simpsonville will reinforce its unique identity and its sense of history and character.



*Wiche Park*

## P L A N N I N G P R O C E S S

This planning process was initiated by the City of Simpsonville after initial input by the Planning Commission, City Commission and residents. The project spanned a six month period which was focused on public input. Two public meetings were held to initially gather input on the vision, goals and objectives and later to refine the plan elements discussed later in this plan. The public also had opportunities to provide input during the adoption process with hearings at the Triple S Planning Commission and the Simpsonville City Commission. The planning process and development of the plan was facilitated and refined by the City of Simpsonville, Triple S Planning Commission and HNTB Corporation. The result of this planning process was a clear vision for the Village Center and a road map of how to achieve this bold vision.

## H O W T O U S E T H I S D O C U M E N T

As with most plans, the Simpsonville Small Area Plan is intended to be a working document which City officials, planning commissioners, residents, and business owners use to guide future development and land use decisions for the City of Simpsonville. Readers of the plan are encouraged to highlight, make notes, and check off sections of the plan as they are accomplished. Most importantly, users are encouraged to refer to the plan often, continually monitoring the progress of the plan and insuring that Simpsonville is growing

and expanding in a manner consistent with the overall vision and elements set forth by the plan.

The following chapter defines the vision, goals, and objectives of the Simpsonville Village Center. The remaining chapters prescribe the physical and program elements of the City's core, and outline a strategic action plan to be consulted as Simpsonville strives to realize their vision. Below is a brief description of each chapter and how each section may be used:

## CHAPTER 2: VISION, GOALS & OBJECTIVES

This chapter provides the foundation for all future decisions regarding Simpsonville's Village Center. The goals and objectives defined in this chapter should be used to find common ground in the debate about how implementation should be accomplished.

## CHAPTER 3: DISTRICT CONNECTIONS

This chapter provides an overview of certain opportunities and constraints with regard to the future development of Simpsonville's Village Center. Special attention is placed on providing connections to neighborhoods via improved sidewalks, crossings, and redevelopment of vacant or underused sites.

## CHAPTER 4: DEVELOPMENT INTENSITY & LAND USE

This chapter defines the various districts of Simpsonville's Village Center and provides recommendations on the use and development found within each district.

## CHAPTER 5: INFRASTRUCTURE IMPROVEMENTS

This chapter provides a unified plan for expansion of infrastructure including sidewalks, parking, lighting and utilities.

## CHAPTER 6: IDENTITY & BRANDING

This chapter identifies the elements and amenities of the Village Center which will be used to help create a fresh identity or brand for Simpsonville. Elements include, landscaping, lighting, street furniture, signage, and decorative banners. Consideration should be given to these elements in planning and/or reviewing all future public and private development.

## CHAPTER 7: PLAN IMPLEMENTATION

This chapter should be used to identify and prioritize tasks necessary to accomplish the plan's overall vision. Action steps are outlined in implementation tables which include a brief description of the action and identify responsible party(ies), potential funding source(s), task prerequisites, and appropriate timelines. At the bottom of each table, specific plan goals



*Simpsonville Christian Church*



*West Shelby Water District Office*

associated with each action step are referenced. Space is also provided for users of the plan to check-off accomplished tasks and/or note remaining action items which need to be completed.

#### APPENDIX A: PUBLIC PARTICIPATION

This appendix reinforces the elements presented in the previous chapters by providing a summary of the public participation process. Exercise results gathered during two public workshops are included.

#### APPENDIX B: EXISTING CONDITIONS

This appendix offers a starting point for the development of the plan's vision and the analysis of physical conditions, plan elements and public input. Use of this appendix should help explain how the efforts of this plan support or coordinate with county wide planning efforts and various regulatory documents. As with Public Participation, it is provided as an appendix to document the decisions and content established in the planning process.



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## VISION & GOALS



### INSIDE THIS CHAPTER:

This chapter identifies the vision, goals, and objectives for the Simpsonville Village Center as defined by Simpsonville residents and business owners.

The following can be found in this chapter:

- Study Area
- Vision
- Goals & Objectives



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*Vibrant Village Center*

## INTRODUCTION

The Simpsonville Small Area Plan is intended to guide the future development of the Village Center and provide a revived sense of identity, community pride, and attractive amenities essential to creating a sense of place for residents and visitors to Simpsonville. In order to realize these objectives, a wide range of stakeholders have worked to develop a vision for the Village Center, and develop the necessary goals and objectives needed to reach their vision. The following section provides this vision and outlines the specific goals and objections set forth by the planning process. These principles serve as the guide for the future progress and improvements to the Village Center at Simpsonville.

Before the vision, goals, and objectives are introduced, it is important to understand the purpose of each statement or set of statements below. A vision, usually written in the present tense, 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 lofty, but attainable within the planning horizon. For Simpsonville, these should be reached by 2022. Finally, plan objections provide a level of specificity to each goal and often provide specific tasks necessary to reach certain goals.

Implementation or action steps put these goals and objectives in motion and name the specific tasks, responsible parties, and the appropriate timeframes to complete each step. Action steps for Simpsonville can be found in Chapter 7 of this document.

## STUDY AREA

Many other planning efforts have occurred or are concurrently occurring that have influence on this plan. Adopted documents and policies, such as the Shelby County Comprehensive Plan and Simpsonville Zoning Regulations, provided a base or starting point for this planning effort. Other demographic or economic data also offered a snapshot in time of the past, current and projected conditions in Simpsonville. Analyzing this information is important to ensure that this effort is not recreating existing information but more importantly that this plan is consistent with other adopted documents and policies within the City.

The study area for the Small Area Plan included the area on U.S. 60 from the railroad crossing to KY-1848 / Buck Creek Road. The depth of the study area was typically one parcel but in some cases extended north to the railroad tracks and south to City Hall. The boundary of the study area is shown on the following page.



Small Area Plan Study Area Boundary

## VISION STATEMENT

The following vision statement was developed in conjunction with the residents and business owners of Simpsonville during the public participation process:

“The Village Center at Simpsonville will create a sense of identity and community pride by cultivating a diversity of uses and activities that reflect its small town character. It will preserve Simpsonville’s distinct character of a safe, involved community while creating a setting where residents can easily walk to locally owned cafes, visit with neighbors or attend local events. It will be a place for hosting outdoor gatherings, local farmers markets and festivals that define the community. The Village Center at Simpsonville will respect its equine culture and past while allowing for a new sustainable, community-focused destination for residents, visitors and small businesses.”

## GOALS AND OBJECTIVES

### THE VILLAGE CENTER AT SIMPSONVILLE WILL...



US 60 through Simpsonville



Simpsonville Gym

#### 1. *Provide Unified Infrastructure Expansion...*

**Create a community focal point with businesses, residences, and public spaces that offer a safe and attractive environment for residents and visitors.**

- Provide safe pedestrian access throughout the village center as well as at street crossings.
- Provide for on-street parking in areas with higher density development.
- Provide for attractive rear entrance parking.
- Relocate or bury the utility lines along U.S. 60 / Shelbyville Road.
- Provide adequate landscaping to provide an attractive Village Center experience that reflects Simpsonville character.
- Provide adequate lighting for both pedestrians and vehicles.
- Incorporate sustainable design wherever feasible and cost effective in order to reduce the environmental impact of development.

#### 2. *Promote Economic Development...*

**Create an identity that preserves Simpsonville's small town charm and unique history.**

- Encourage local businesses to locate in the Village Center to reinforce Simpsonville's character.
- Create a main street organization that encourages local ownership of beautification and general upkeep and provides a sense of community pride.
- Educate residents and visitors of Simpsonville's local history and culture by incorporating art into the public realm.

3. *Provide Community Accessibility and Development...*

**Ensure adequate accessibility for all users and ages and connectivity within and to the district.**

- Provide for new development with zero lot lines and two to three story buildings with mixed uses.
- Incorporate and / or improve existing uses within the district in order to enhance the Village Center environment.
- Encourage walking throughout the Village Center and to adjacent areas through the use of sidewalks.
- Orient both pedestrians and vehicles to key destinations and parking with signage.
- Provide adequate street furniture to accommodate users including benches, trash receptacles and bike racks.
- Provide for a variety of uses, densities, scales and materials in the Village Center.

4. *Promote Programming Activities...*

**Encourage active street life through events, public spaces and a diversity of uses.**

- Provide public and open spaces for community events and gatherings such as local festivals or local farmers markets.
- Provide a variety of retail, office, residential and dining opportunities including those businesses that remain open beyond five o'clock to encourage use in the evening.
- Provide for civic areas that encourage the use of City Hall, the Simpsonville Gym, and public green or open spaces.

## MAKING THE VISION A REALITY

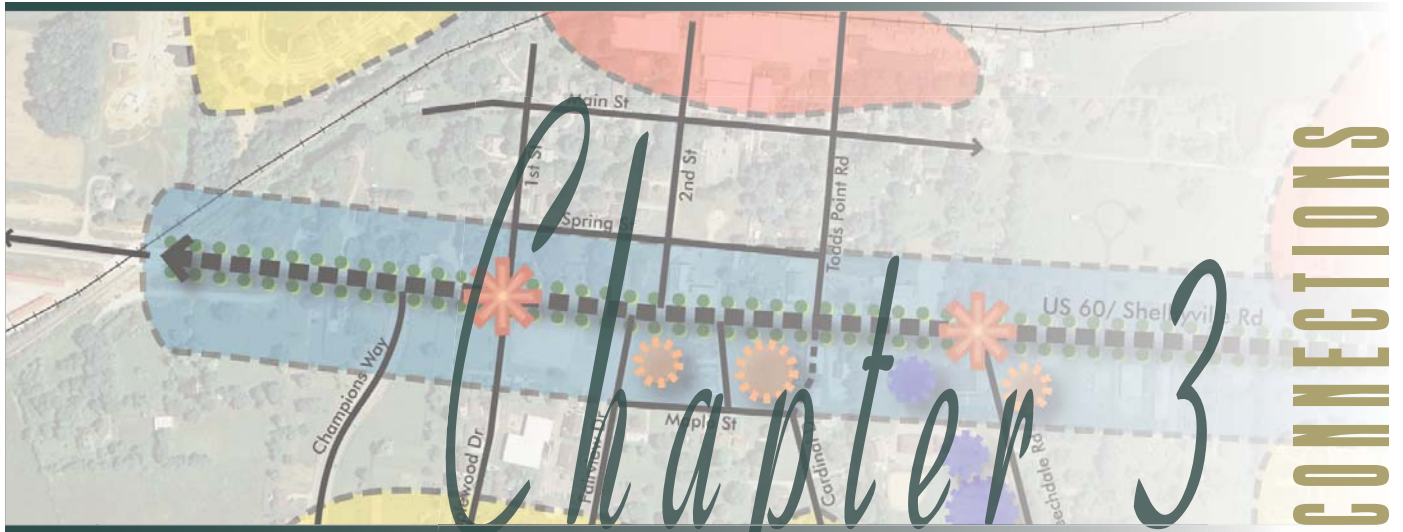
The goals were prioritized based on public input and Goal 1, Providing Unified Infrastructure Expansion, was overwhelmingly rated as the highest priority. This was followed, in order of priority, with Goal 3, Providing Community Accessibility and Development, Goal 2, Promoting Economic Development, and Goal 4, Promoting Programming Activities. The goals and objectives provide the basis for decisions regarding the creation of the plan elements which are outlined and articulated in the remaining sections of this plan.

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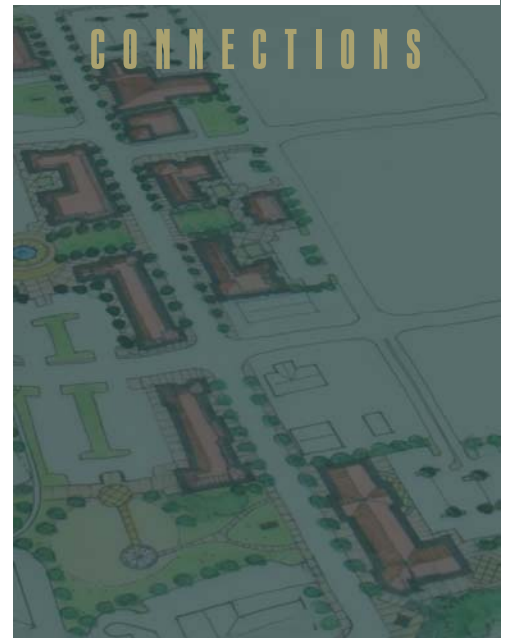
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PLANNING A NEW VILLAGE CENTER



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### INSIDE THIS CHAPTER:

This chapter discusses the connections within Simpsonville which are critical to planning a successful village center. Certain opportunities and challenges to promoting future development are presented.

The following can be found in this appendix:

- Analysis
- District Connections Figure
- Existing Development
- Opportunities & Challenges Figure

## ANALYSIS



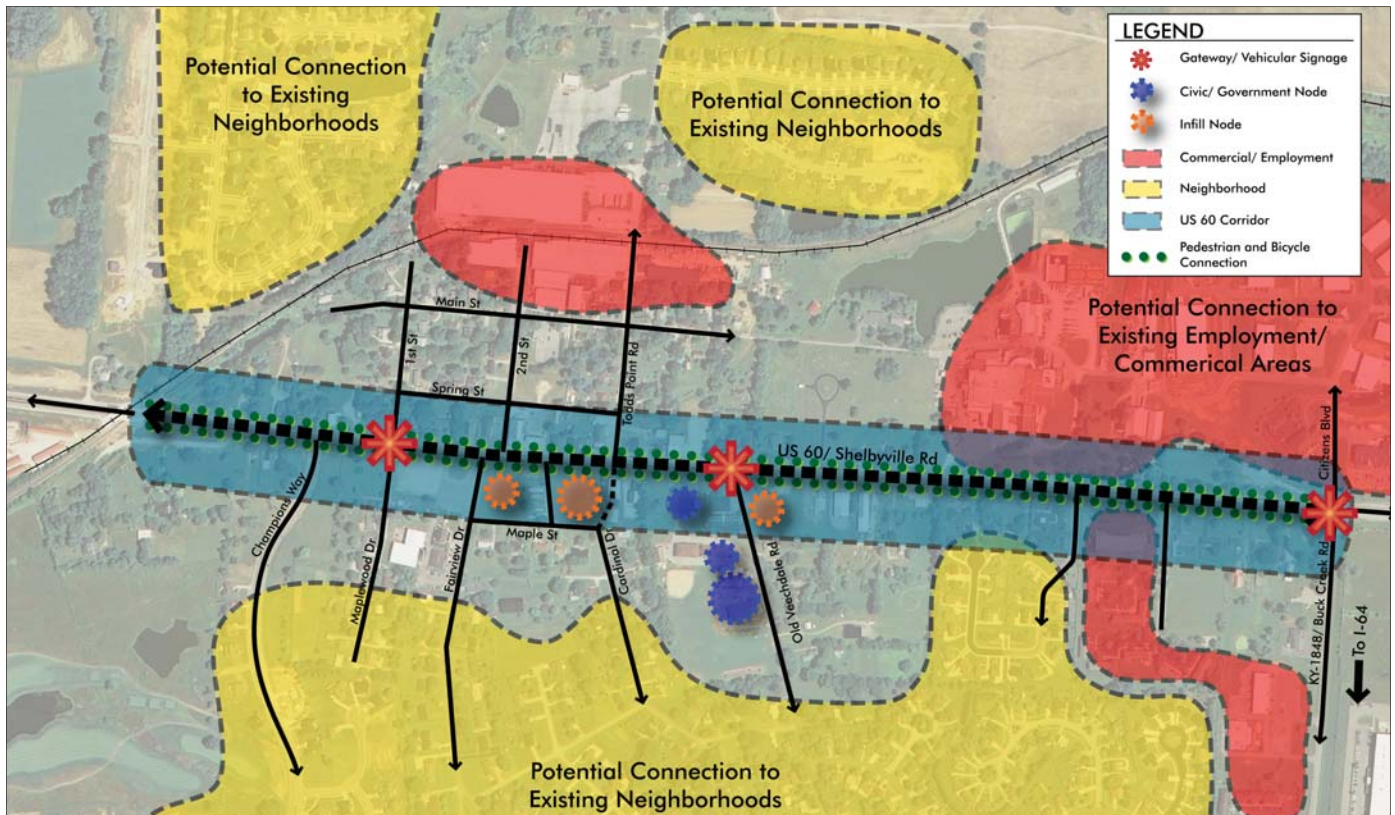
Surrounding Residential Development

Many factors will influence and direct the development of the Village Center including surrounding land uses and available connections to this district. The surrounding neighborhoods and commercial areas can provide a population base for this new community focal point. Six significant residential areas and commercial / employment areas exist within close proximity to the Village Center. Providing connections to these areas surrounding the Village Center will play an important role in the area's future. Connections should include sidewalks that would allow for pedestrians to safely navigate to the Village Center and could also include bicycle lanes on the street network. As the City grows and develops, sidewalks that provide a connection to the Village Center should always be considered.

Identifying opportunities for infill can show current gaps in development along the corridor as well as provide prime areas that can be developed easily. Three infill nodes exist along the U.S. 60 corridor. Infill nodes are lots currently vacant and available for sale; they can quickly and easily be developed.

A civic presence within the Village Center can provide stability and community identity. The City has made recent efforts to support the development of

Districts and Connections within the Village Center



reinvesting in this area by building the current City Hall on Old Veechdale Road. The City also owns the Simpsonville Gym, School and park that can become a catalyst for development.

Finally, visually defining the gateways of the Village Center is important in creating an identity. Three gateways have been identified along U.S. 60 at Maplewood Drive, Old Veechdale Road and KY-1848 / Buck Creek Road. The gateways are physical elements of the streetscape that visually define the entrances to the Village Center in addition to providing visual cues of the area's identity. These areas would signify to vehicles and pedestrians that they have entered the Village Center at Simpsonville with monument and / or directional signage.

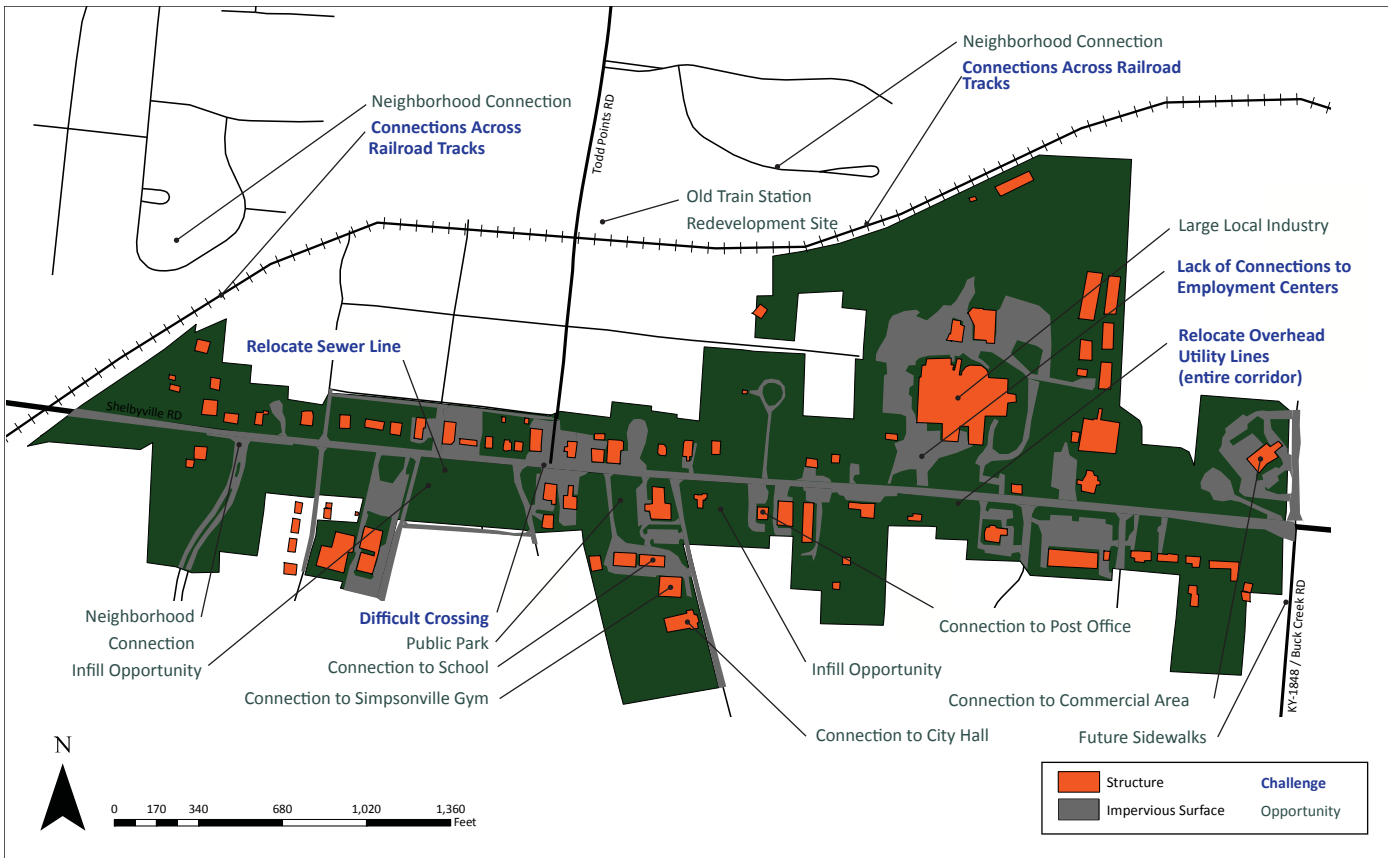


*Infill Opportunity on U.S. 60 and Fairview Dr.*

### EXISTING DEVELOPMENT

Existing development patterns within the Village Center do not reflect the character of a small downtown or center. Many developments are suburban in nature with parking between the roadway and building while others are built with a better relationship to the roadway but lack proper parking. The Figure To Ground map below can show many current trends by analyzing the relationship of parking, buildings and the road. The figure below depicts this relationship as well as many of the opportunities and challenges present within this area.

*Figure to Ground Map: Opportunities and Challenges*



**“As the City grows and develops, sidewalks that provide a connection to the Village Center should always be considered.”**



**Examples of creating connections that bring a community together...**



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**INTENSITY**

# Chapter 4

**PLANNING A NEW VILLAGE CENTER**



## INTENSITY

INSIDE THIS CHAPTER:

This chapter presents the four proposed village districts and the desired development and intensity of each section.

The following can be found in this chapter:

- Village Districts
- Development Intensity
- Future Land Uses
- Village Center Master Plan



*City Hall on Old Veechdale Road*

## VILLAGE CENTER BOUNDARIES

The Village Center is comprised of four unique districts: the Civic District, Core District, Transitional District and Transitional Suburban District. While more intense development will be located within the Core District, the other three districts will play an important role in defining the character of the area. Each district will reflect this common character and residents and visitors alike will know they are in the Village Center at Simpsonville.

The map on the following page depicts the Village Center boundaries.

### CIVIC DISTRICT

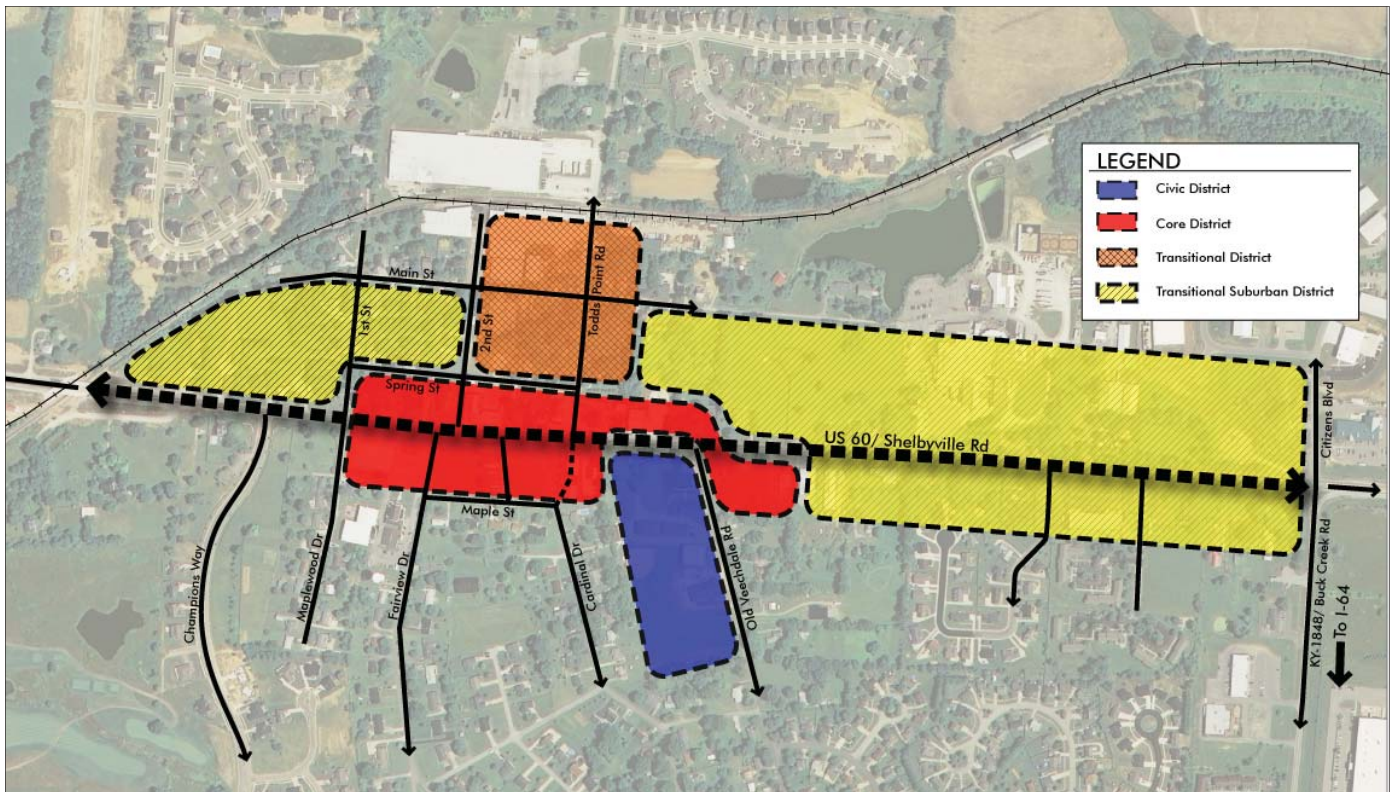
The Civic District is located on the south side of U.S. 60. The boundaries extend from U.S. 60 to City Hall and west of Old Veechdale Road. This district contains the current civic buildings including City Hall, the Simpsonville Gym, Wiche Park and the school. Simpsonville Christian Church is also located within this district.

### CORE DISTRICT

The Core District boundaries extend along U.S. 60 from Maplewood Drive to east of Old Veechdale Road and approximately from Spring Street to Maple Street. The current uses within this area include commercial, residential and vacant parcels. Few buildings are currently oriented towards the street and all lack pedestrian connectivity. Two vacant parcels exist and are prime areas for development within this district. They are located on U.S. 60 between Fairview Drive and Cardinal Drive and at the southeast corner of Old Veechdale Road and U.S. 60.

### TRANSITIONAL DISTRICT

The Transitional District extends from Spring Street on the south to the railroad tracks on the north and from 2nd Street to the west to just east of Todds Point Road. Residential is currently the prominent land use with some commercial and industrial uses. As the Village Center develops, pressure could be placed on this area for reinvestment and redevelopment.



Village Center Boundaries

TRANSITIONAL SUBURBAN DISTRICT

The Transitional Suburban District is similar to the Transitional District except more traditional suburban land uses exist, such as strip shopping centers. This district exists to the northwest and east of the Core District. The first area is bounded by U.S. 60, the railroad tracks, Main Street, 2nd Street and Spring Street. The second is along U.S. 60 east of the Core District to KY-1848 / Buck Creek Road. This district was not extended south of the Core District because the existing land use patterns and densities reflect the desired growth in this area.

DEVELOPMENT INTENSITY AND FUTURE LAND USES

The placement, design and operation of the buildings within each district are key elements in creating a vibrant and successful Village Center. While larger setbacks will be allowed outside of the Core District, all new development within the Village Center should consider the relationship of the building and street in addition to being pedestrian scaled.

### CIVIC DISTRICT

The Civic District should be oriented towards governmental or public uses and spaces. The maximum building height is three stories or 36 feet. The suggested uses within the Civic District include government / civic buildings (such as City Hall), schools, public open spaces, parks, and churches. With a new City Hall being built in 2005, the City of Simpsonville has already started to make an investment in this area. The Simpsonville Gym and neighboring school host many community functions and events throughout the year. Wiche Park provides a place to host festivals or outdoor events however it is limited in size. In order to strengthen this district, an additional park or public open spaces should be considered within the Civic District.



*Sample Core District Intensity*

### CORE DISTRICT

The Core District will have the highest intensity of development when compared to the other three districts. All new development must be oriented towards the street with parking in the rear. Buildings should be built to the front property line in order to create an inviting and pedestrian scaled streetscape. The maximum height on buildings is three stories or 36 feet.

The suggested land uses in the Core District are primarily focused on commercial and office space. The street level or first floor should be a combination of commercial, retail, personal service outlets (such as banks) and dining establishments. The upper levels (2nd and 3rd Floors) should include those uses allowed on the street level, offices, and residential apartments or condos. It is important to have a mix of service oriented commercial or retail uses with residential.

By encouraging people to live in the Village Center, it will create a population base to use the area as well as providing activity in this area after hours. The City can also capitalize on an underserved market of retail, dining and living options. Based on its close proximity to Louisville, Simpsonville can attract visitors and residents who desire a small town atmosphere.

### TRANSITIONAL DISTRICT

This district focuses on transitioning from the higher density and mixed uses located in the Core District to surrounding suburban or rural land uses. The buildings should, like all areas in the Village Center, be oriented towards the street. Building setbacks can be greater than the Core District but should still reflect a more urban nature with a maximum front setback ranging from 20 to 35 feet. The maximum building height is two stories or 24 feet.

The suggested land uses within the Transitional District are commercial, retail, personal service outlets, dining establishments, offices, single-family residential and multi-family residential.

### TRANSITIONAL SUBURBAN DISTRICT

This district is similar to the Transitional District but allows for more suburban uses and intensities. The focus is still on providing an area to move from the dense Core District to surrounding suburban and rural uses. More flexibility is allowed in this area for setbacks but all buildings should be oriented towards the street and rear parking rather than a vast parking lot between the roadway and building. The maximum building height is two stories or 24 feet.

The suggested land uses within this district are the same as the Transitional District which include commercial, retail, personal service outlets, dining establishments, offices, single-family residential and multi-family residential.

### MASTER PLAN DEVELOPMENT

The overall master plan for the Village Center is shown in the illustration to the right. This illustration depicts the relationship of the buildings, parking and streets in the Core District. With parking in the rear and strong pedestrian connections through sidewalks and green space, the Village Center places a high emphasis on the pedestrian. The Civic District is also depicted and shows much of the same buildings that are currently there today. However, Wiche Park is expanded and creates a focal point for the community and provides an important connection within the Village Center.



Village Center Master Plan



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PLANNING A NEW VILLAGE CENTER



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## INFRASTRUCTURE

### INSIDE THIS CHAPTER:

This chapter provides a unified plan for infrastructure improvements including parking, lighting, and utilities

The following can be found in this chapter:

- Infrastructure Improvements
- Proposed Roadway Cross Sections

## INFRASTRUCTURE IMPROVEMENTS

Providing a unified and planned expansion of infrastructure is one of the top priorities of this plan, including sidewalks, parking, lighting and utilities. The details of each infrastructure element are outlined below:

### PARKING

Parking in the Village Center will play an important role in the vitality of the area. Two types of parking are being proposed: on-street parking and rear parking lots. Both types of parking have an important role and need to be adequate to accommodate those using the Village Center.

On-street parking in a downtown is essential to downtown business retention, expansion, and growth as it provides convenient access to businesses. This parking is proposed on both sides of U.S. 60 from Maplewood Drive / 1st Street to Old Veechdale Road. While both parallel and diagonal parking were suggested throughout the public input process, parallel parking is being recommended due to safety concerns and available right-of-way.

The benefits of on-street parking are numerous. It allows for convenient access to retail and office buildings and also slows traffic down which makes for a safer pedestrian environment. On-street parking can also encourage more walking and biking; it promotes a more comfortable and desirable atmosphere by providing a separation or buffer between pedestrians and vehicles.

This plan also proposes the use of rear parking lots to satisfy additional parking required by the zoning regulations. Parking needs and requirements should be analyzed to ensure that requirements do not result in a large amount of under-utilized parking. One of the largest concerns within this plan is the relationship between buildings and the street. All new development within the Village Center should be oriented towards the street rather than be separated from the street by a large parking lot.

Rear parking lots should be well lit to increase safety and attractively landscaped and buffered to minimize the visual impact. By incorporating screening between surface parking and sidewalks and working with owners of surface parking lots to implement parking lot perimeter landscaping treatments, the pedestrian experience can be greatly enhanced. Secondary rear entrances to businesses and offices for patrons are encouraged. All parking lots should have a sufficient sidewalk connections to U.S. 60.



*Example of On-Street Parking*



*Example of Rear Parking Lot*

SIDEWALKS

Sidewalks are an important infrastructure improvement within the Village Center; they define the separation between vehicles and pedestrians and enhance the visual appearance of the streetscape. Sidewalks will provide the needed pedestrian connections within the Village Center. Two types of sidewalks are proposed: a multi-use sidewalk and neighborhood sidewalks. All sidewalks should be designed and constructed to be in compliance with ADA requirements.

The multi-use sidewalk is the first priority and is proposed on the north and south sides of U.S. 60 from Champions Way to KY-1848 / Buck Creek Road. The multi-use sidewalk will provide access and connections along the spine of the Village Center. The recommended width in the core area is fifteen feet with a minimum of ten feet. A larger sidewalk will allow for tree planting, landscaping, street cafes and pedestrian flow.

It is also important to have a continuous sidewalk network and provide for safe crossings. There are currently no signalized intersections within the Village Center; this creates a hazard for pedestrians crossing U.S. 60. With the realignment of Cardinal Drive, there is a possibility of the intersection becoming signalized. If the intersection is not signalized, signs warning vehicles of pedestrians, pedestrian crossing devices and marked pedestrian crosswalks should be used to increase safety.

After coordination with the Kentucky Transportation Cabinet (KYTC), some areas will exist where the multi-use sidewalk along U.S. 60 will be within KYTC's right-of-way. Maintenance issues related to sidewalks and lighting will need to be resolved during the engineering design and an agreement will need to be in place between KYTC and the City of Simpsonville prior to construction.

Neighborhood sidewalks are proposed on both sides of many of the roads within the Village Center including 1st Street, 2nd Street, Todds Point Road, Main Street, Spring Street, Maple Street, Old Veechdale Road and Citizens Boulevard. These sidewalks are smaller in scale, suggested six feet in width, and provide the needed connections throughout the district and surrounding area. Additional connections outside of the Village Center should be made to further encourage the use of this new district.

LIGHTING

Pedestrian scaled lighting is proposed along the multi-use sidewalk from Champions Way to KY-1848 / Buck Creek Road. By providing street lighting, a more inviting, safer environment is created during evening hours. The style of lamp can also help define the area as a unique district within the city. Based on public feedback, the lamp style should be simple, traditional and have clean lines which do not attempt to represent any particular time period. Additional lighting should be provided on each site for rear parking lots and alleys as required by zoning.



*Example of Multi-Use Sidewalk*



*Example of Pedestrian Crosswalk*



*Example of Neighborhood Sidewalk*



*Example of Streetscape Lighting*

### UTILITIES



Existing Above Ground Utilities

Above ground utilities currently exist along the south side of U.S. 60 throughout the Village Center. With the improvements being made along this roadway, these utility lines should be buried or relocated to the rear of the lots. This capital improvement will greatly enhance the visual character of the streetscape. The visual impact of the sub-station at U.S. 60 and KY-1848 should also be minimized with landscaping.

Depending on the design and layout of the site, there is a possibility that a sewer line currently located on the vacant lot at U.S. 60 and Cardinal Drive will need to be relocated. The developer of this site will need to coordinate with the Sewer District.

### ROADWAY REALIGNMENT



Existing Alignment of Cardinal Drive

Cardinal Drive currently intersects U.S. 60 just west of Todds Point Road. In order to improve safety of this intersection, it is proposed that Cardinal Drive be realigned to create a four way intersection with Todds Point Road. This will provide an improved condition for drivers and allow for a safer pedestrian crossing. A preliminary study and cost estimate has been completed by the City of Simpsonville for this realignment.



Infrastructure Improvements within the Village Center

## PROPOSED ROADWAY CROSS SECTION

The current cross section of U.S. 60 is a two-lane rural highway. One twelve foot lane exists in each direction with at least two feet of asphalt on each side of the road. Some areas have developed closer to the road and have paved from the road edge to the building front; many of these paved areas are currently used for parking. The proposed cross sections are described in detail below and illustrated to the right.

### CORE DISTRICT CROSS SECTION

Illustrated in the graphic to the right, the proposed roadway cross section does not change the travel lanes. One 12-foot travel lane remains in each direction with the addition of an eight-foot parallel parking area on each side of U.S. 60 with a curb and gutter. This is followed by a suggested 15-foot (minimum 10-foot) sidewalk with buried utilities.

The sidewalk within the Core District can be defined by three areas: the carriage strip, the clear zone, and the cafe space/ encroachment zone. The carriage strip is adjacent to the curb. This area accommodates street trees and plantings, benches, trash receptacles, street lights and signs. The clear zone is adjacent to the carriage strip and is the area that should always remain clear of any physical obstructions such as pedestrian furniture, store signs and tables for restaurants; the clear zone should be at least five feet wide. Finally, the cafe area or encroachment zone is the area that the adjacent private owner can utilize for activities such as sidewalk cafes or temporary store displays.

The illustration shows two options for plantings within the Core District. The first is shown on the left side of street with a tree grate and an accent planter. The second option is a street tree and planting area that incorporates a bioswale into the infrastructure. This would collect and limit runoff water within the district while providing desired landscaping. Both options can be used when needed to create the desired streetscape.

Consistent pedestrian amenities are used to reinforce the character and image of the Village Center. The same amenities should be used in all areas along U.S. 60 in the Village Center.



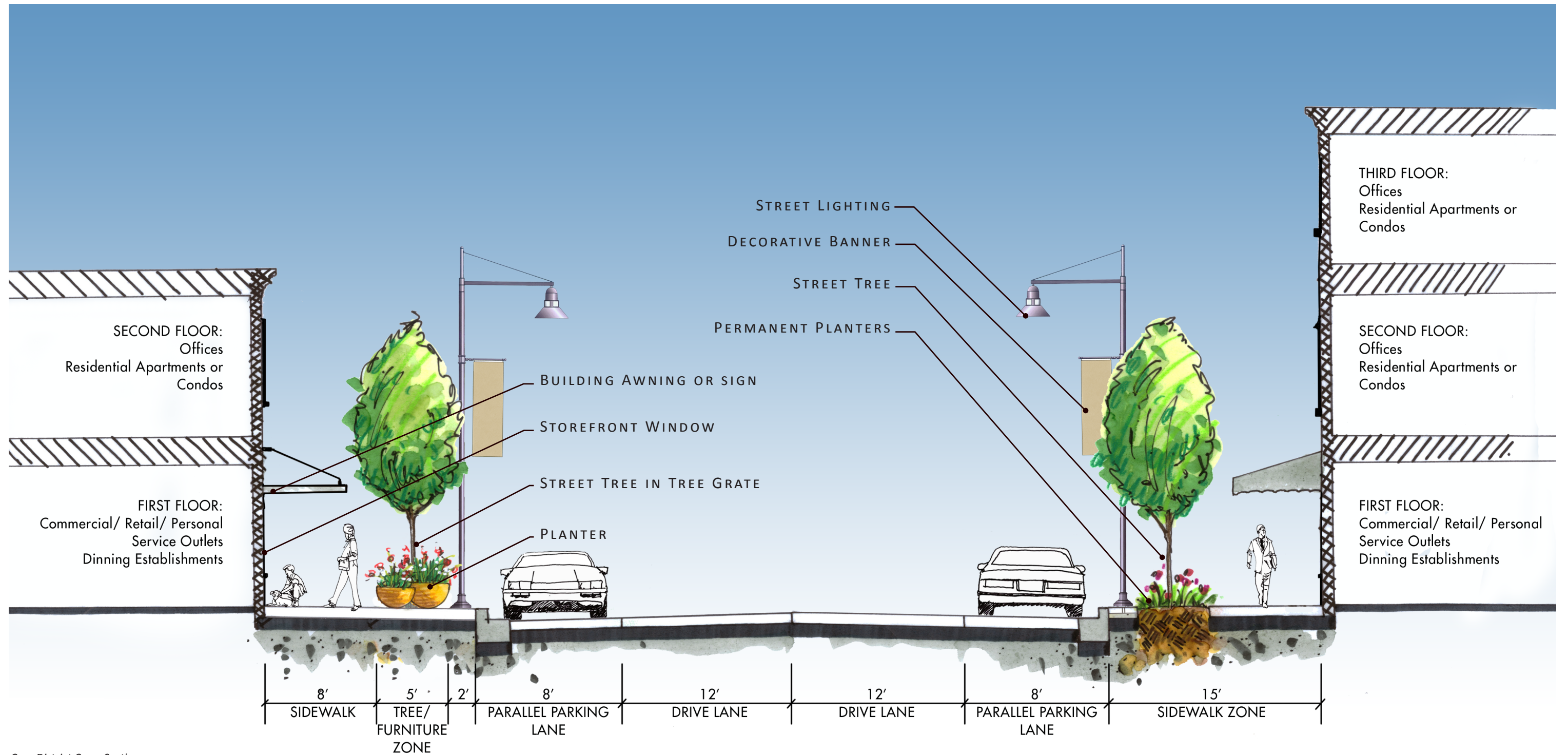
*Existing Alignment of Cardinal Drive*



*Current Cross Section of U.S. 60 - Core District*



*Example of bioswale or green infrastructure*



Core District Cross Section



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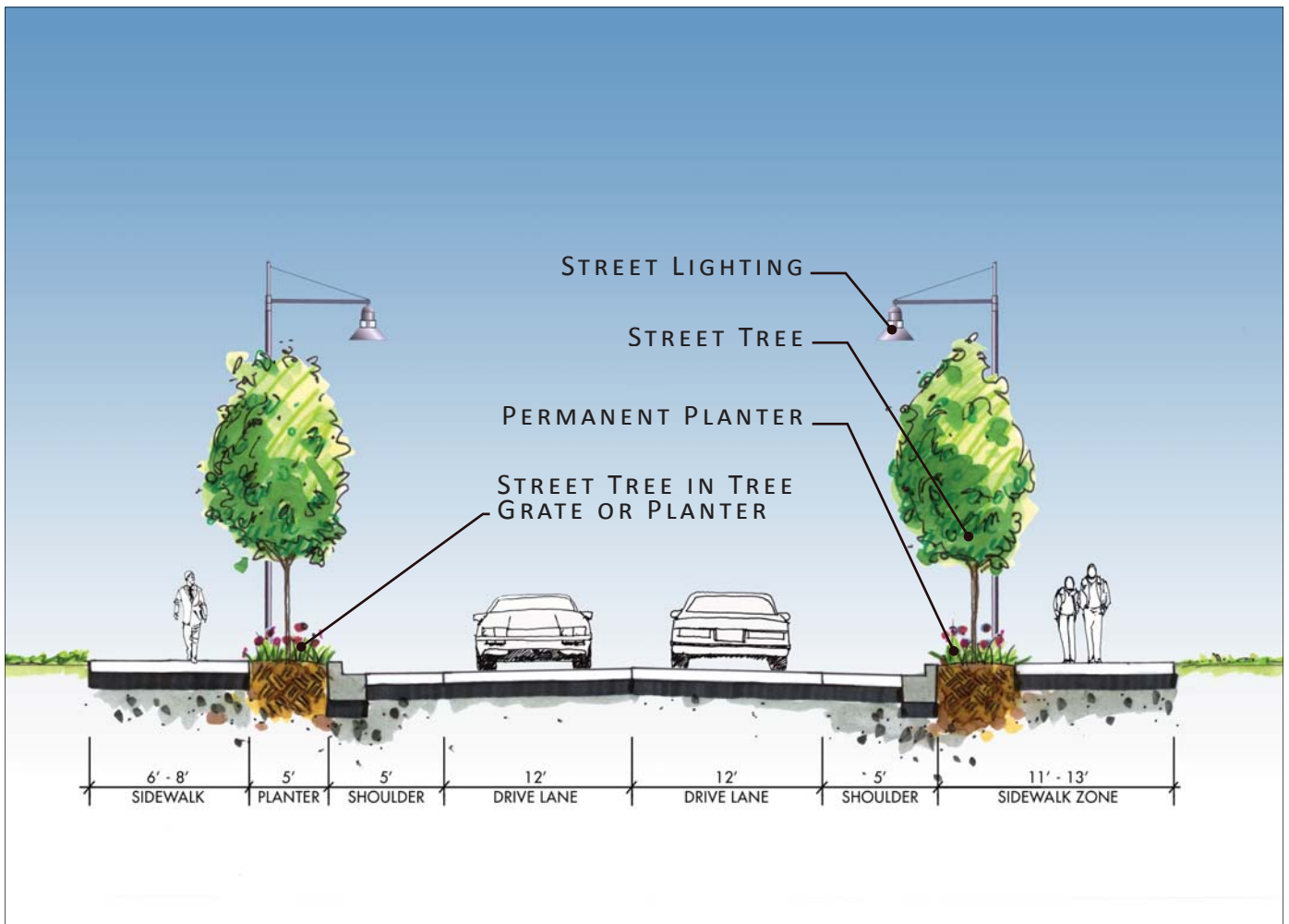
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TRANSITIONAL SUBURBAN DISTRICT CROSS SECTION

As shown in the illustration below, the proposed roadway cross section in the Transitional District also does not change the travel lanes. One 12-foot travel lane remains in each direction and no on-street parking is proposed. The proposed cross section shows a five-foot shoulder with curb and gutter followed by minimum five-foot landscaped planter and a suggested six to eight-foot sidewalk with buried utilities. Like the Core District, the pedestrian amenities and landscaping are consistent to reinforce the character of the Village Center.



*Current Cross Section of U.S. 60 - Transitional Suburban District*



*Transitional Suburban District Cross Section*



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*"Progressive Community with Hometown Spirit"*

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*"Progressive Community with Hometown Spirit"*



## IDENTITY

### INSIDE THIS CHAPTER:

This chapter discusses the identity and branding of Simpsonville.

The following can be found in this chapter:

- District Elements
- Proposed Gateway Illustration
- Core District Illustration



*Example of a Gateway Feature*

## IDENTITY & BRANDING

A particular district or area can define a city. The Village Center will, over time, become a defining point of Simpsonville. It will provide a community identity to those outside of Simpsonville and a community focal point for the residents of Simpsonville. For this reason, a defined and cohesive image or identity is essential.

An area can be branded by various elements, including the district's name. Another equally important manner of branding an area is to maintain a similar type of treatment for street lighting, landscaping and street furniture. This can visually define the boundaries of the Village Center and tell residents and visitors when they have entered the Village Center.

## DEFINING THE DISTRICT'S NAME

A name can bring about a particular or distinct image into people's minds. The term "downtown" suggests a sense of urgency and density. It alludes to tall buildings and busy sidewalks. As the scale becomes smaller, the term "town center" suggests pedestrian scaled buildings, sidewalk activity and a sense of community. Finally, the term "village" is yet smaller in scale and reflects a focus on locally owned businesses of a smaller community.

These three scales of development were discussed and public input preferred the terms village or town center. Public comments overwhelmingly showed that residents wanted this area to be unique and focus on the culture of Simpsonville. The concept of "Village Center at Simpsonville" emerged from the dialogue during the public meetings.

## DEFINING THE PHYSICAL ELEMENTS

As discussed, the physical elements or amenities can visually define and create an identity for the Village Center. Amenities also serve many small but important functions such as providing places to sit or rest. The amenities for the Village Center have been divided into first priority and second priority. The first priority amenities should be the initial focus when development occurs and as infrastructure improvements are being made. The second priority amenities should be programmed into the long term vision and added over time as funding allows.

The amenities described below offer the best opportunity for Simpsonville to convey its community identity, while simultaneously providing for the needs for residents and visitors where they will have the greatest impact. Based on public comments, the overall design of the amenities should be simple and traditional; no period or themed amenities should be used. The durability, lifetime cost, functionality, and ease of maintenance should also be considered when specifying a particular catalog item.

The following describes each amenity and shows a representative photo(s).

## FIRST PRIORITY AMENITIES

### *Lighting*

Along U.S. 60, there is a need for both pedestrian and vehicular lighting and these two separate scales of lighting need to be accommodated. Consideration should be given to specifying a light pole which can accommodate both pedestrian and vehicular lighting as well as other desirable amenities, such as hanging flower baskets, banners, flags, or special event decorations. The design of the pole and light fixtures should be simple and traditional.

The location of each lamp will depend on the final catalog lamp chosen and should be based on industry lighting standards such as the American Association of State Highway and Transportation Officials (AASHTO).

### *Permanent Landscaping*

Permanent landscaping includes the vegetation that is not replaced on an annual or semi-annual basis. This includes street trees, parking lot vegetation and stormwater planters. Public comments from the public meetings ranked permanent landscaping as the highest priority for amenities. Therefore, a large focus should be placed on ensuring this is incorporated into the final street design.

Street trees provide an inviting atmosphere and soften the hard edges of the buildings. In order to maintain visibility of businesses, the street trees should be columnar shaped trees and be a species proven to thrive in the harsh environment of a downtown. Tree placement should be considered in order to allow storefront visibility. The tree wells should be adequately sized for tree growth and be placed in the carriage strip of the sidewalk.

Surface parking lots can detract from the visual appearance of the streetscape and overall area. Public comments encouraged the use of screening parking lots with landscaping in order to enhance the surrounding area. Screening parking lots with landscaping or a buffer between the parking lot and sidewalk / street can also help to maintain the separation of vehicles and pedestrians. The City and Planning Commission should also review the zoning regulations on landscaping within the Village Center.



*Preferred Lighting Example*



*Preferred Permanent Landscaping Example*



Preferred Bench Example

Finally, stormwater planters should be considered in areas with stormwater management issues or areas where runoff can be controlled in this manner. The life-cycle costs and benefits of reduced runoff of this landscaping option should be considered in decisions on their location.

### *Benches*

The bench design should, like all of the amenities, be simple and traditional. Clean lines and simple colors can reinforce the district's identity. The optimal placement of street benches is within the carriage strip in a location that will get afternoon shade during the summer months. Additionally, boutiques, theaters, museums and other uses where some members of a party may need to wait on others are uses that typically benefit from the placement of a bench.



Preferred Accent Landscaping Example

### *Accent Landscaping*

Accent landscaping includes plants that need annual or semi-annual maintenance or planting such as flowering beds or large pots. Accent landscaping can add color to the streetscape. If large pots are used, they can vary in size but should be consistent in style. Approved species of vegetation should also be developed to provide consistency within the Village Center.



Preferred Street Banner Style

### *Street Banners / Graphics*

Street banners or graphics can reinforce a district logo or name in addition to publicizing a particular local event or festival. The street banners can remain the same or be changed seasonally. All street banner designs should show the Village Center name and/or logo and should aim to incorporate local culture, such as Simpsonville's reputation as the "American Saddlebred Horse Capital of the World."

### *Trash Receptacles*

It is recommended that trash receptacles be located at all intersections along U.S. 60 and at mid-block locations within the Core District. They should also be placed near entrances to uses that tend to generate waste, such as restaurants or stores that sell food items.



Preferred Trash Receptacle Example

All waste receptacles should provide ease of use to the pedestrian - wide openings, free of spring loaded doors - and easy access to waste collection by city employees or waste collection contractors. The style should be consistent with the other amenities with a simple and traditional design.

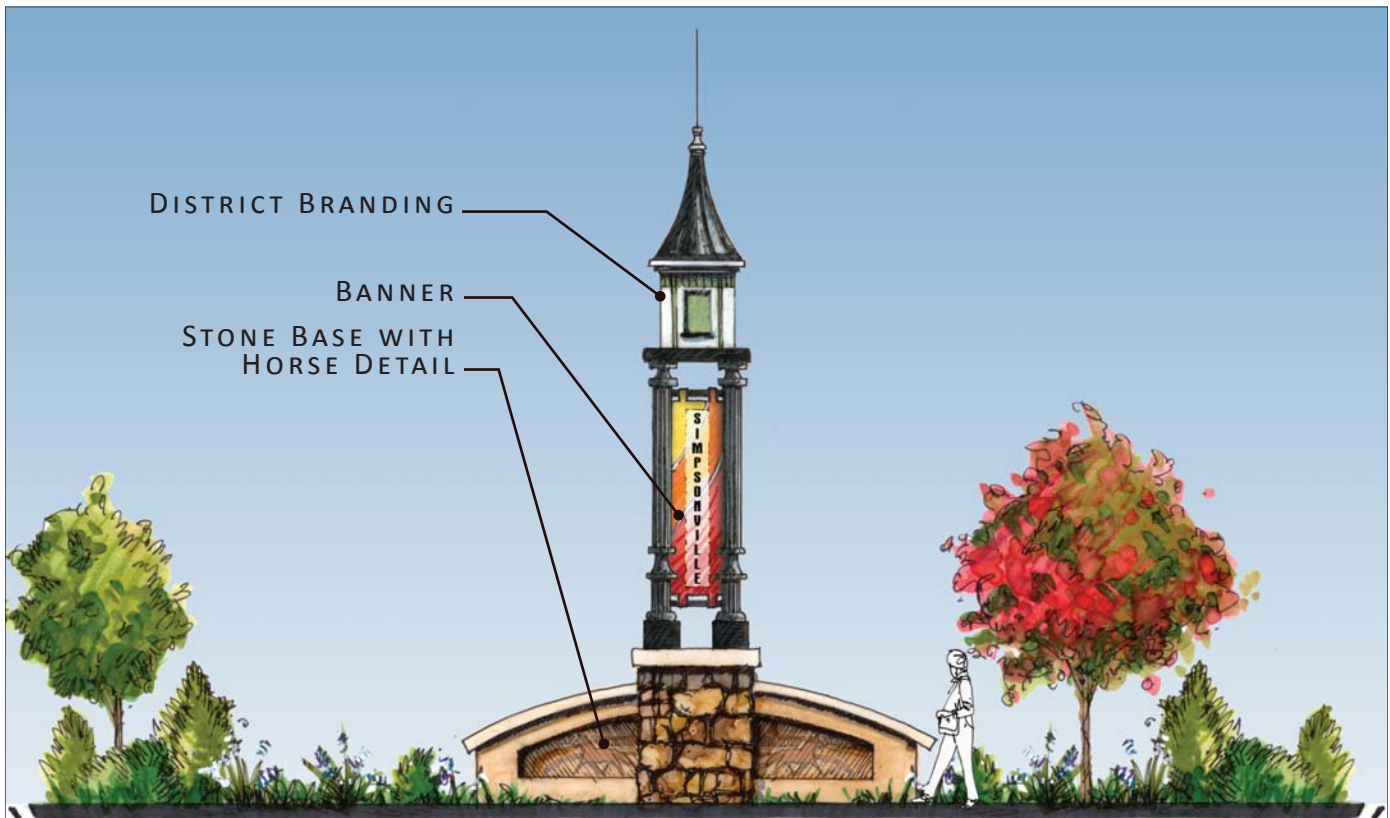


Illustration of Gateway: U.S. 60 and KY-1848

SECOND PRIORITY AMENITIES:

*Gateway Treatment*

By defining the entrance points into an area, it clearly depicts when someone has entered the Village Center. It can reinforce the identity or brand of the district in addition to further defining its character. Gateway treatments can range in complexity from a simple monument sign to elaborate construction projects that transform the roadway. To reflect the character of Simpsonville, the gateway treatments for the Village Center should be simple and reinforce the district’s branding.

The Village Center gateway is shown in the illustration above. While the illustration does not represent the final design, it is intended to portray the visual image of Simpsonville. The spire image represents the equine history and culture of Simpsonville while the banner allows for a simple identification of the City. Detailing in the stone base should portray Simpsonville’s rich history as the “American Saddlebred Horse Capitol of the World.”



Example Public Art - Sculpture Serves as a Bicycle Rack

*Public Art*

Public art can allow for interpretation of local customs, culture and traditions. A committee can be created that commissions local artists to design pieces of art for particular locations within the Village Center. The pieces of art can also serve a particular function, such as a bicycle rack.

*Pedestrian Signage*

A reliable, pedestrian oriented wayfinding signage system is a hospitality tool which encourages visitors and residents to walk between destinations by providing accurate and reliable prompts to major walkable destinations. It is crucial for these elements be kept up-to-date with current information. All directional signage should have a consistent design and color scheme and depict the district's name and/or logo.



Example Pedestrian Signage



Preferred Bicycle Rack Example

*Bicycle Racks*

It is important to accommodate users of all modes of transportation including bicycles. By providing specific areas for bicycle parking, users are less enthralled to use other amenities, such as light poles or benches, as areas to lock bicycles. It also allows these users to easily use the businesses within the area.

*Vehicular Signage*

Vehicular signage is intended to direct vehicles to attractions within the Village Center, such as parking, public gathering spaces or major destinations. Information on all signage should be kept up-to-date and all directional signage should have a consistent design and color scheme and depict the district's name and / or logo.



Example Vehicular Signage

## VILLAGE CENTER PLAZA

Based on public comments, there was a strong desire to create a community focal point or gathering space. The concept of a Village Center Plaza emerged from the public meetings as a space where community events and daily interactions would occur. The fountain represents a focal point while the plaza is lined with additional commercial or retail space. This plaza is pedestrian oriented and provides a necessary connection between rear parking areas and U.S. 60. The character of Simpsonville is continued throughout the plaza as the same amenities and landscaping are used throughout the Village Center.

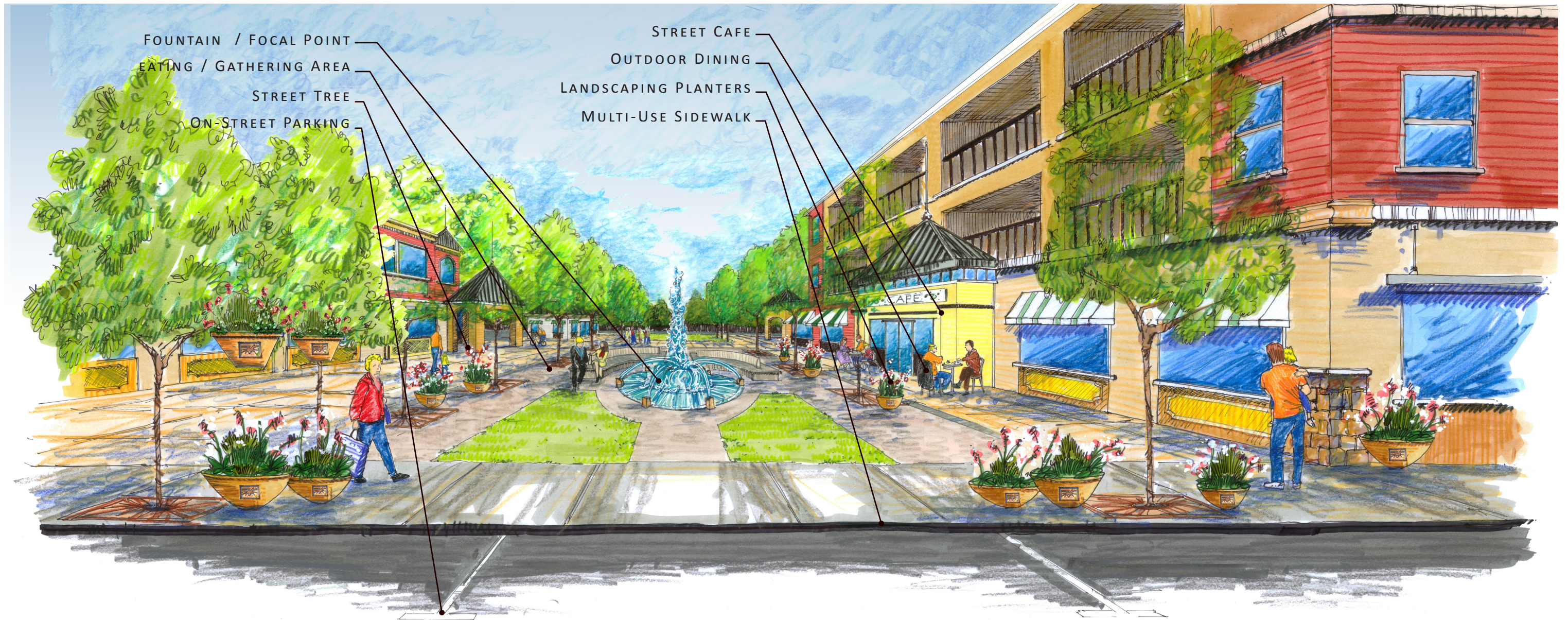


Illustration of the Village Center Plaza



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## INCORPORATING CULTURE AND HISTORY: THE AMERICAN SADDLEBRED HORSE CAPITOL OF THE WORLD

Simpsonville’s rich culture and history as the “American Saddlebred Horse Capitol of the World” is a distinctive and unique element to portray within the Village Center. It is important to tell this story to residents and visitors alike in order to further set the Village Center apart from other commercial or retail areas. This can be done through physical elements of the streetscape, interpretive art or educational signs.

The elements to the left depict some of the detailing that could be incorporated into the final design of the streetscape elements. A horse emblem can be created for the plantings as well as for tree grates. These should be used in simple applications and not overused. The subtle details will reinforce this culture and history to residents and visitors.

Interpretive pieces of art can be commissioned by local or regional artists that tell residents and visitors of Simpsonville’s culture. This could be through creative paving markings, sculptures or a variety of other mediums. Educational information can also be provided through signs or markers that tell Simpsonville’s story.



*Horse details in Streetscape Elements*



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PLANNING A NEW VILLAGE CENTER



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## IMPLEMENTATION

### INSIDE THIS CHAPTER:

This chapter provides the implementation steps necessary in making the Simpsonville Village Center a reality. A timeline, implementation tables, and potential funding sources are provided.

The following can be found in this chapter:

- Timeline
- Implementation Table
- Potential Programs and Funding Sources



Public Meeting #2

## INTRODUCTION

Through the implementation plan, the vision and goals of the community are further defined with action steps (the measurable building blocks for the rest of the document). This chapter calls for commitments by numerous public and private sector entities. It is a strategic action plan intended to provide overall direction through various short-term, mid-term, and long-term action steps. The action steps seek to balance the priorities of the City by serving as the decision-making framework.

Because implementation requires a partnership approach involving various public, private and not-for-profit entities ranging from the local, regional, and state-wide level, it is important that the City Commission provide guidance to interested parties when bringing stakeholders to the table and in the ongoing execution of the action steps. If those charged with implementing the recommendations of this plan are diligent in identifying and removing barriers to success, the opportunity to realize their vision will be greatly enhanced.

Multiple programs and tools are also outlined in this chapter and provide an overview of funding programs and means of implementing the plan. While the City may already be utilizing some of these tools, it is important to connect them to the actions of this plan.

## PLAN ACTION STEPS

While the vision, goals and objectives are the heart of a long range plan, equal focus must be placed on ensuring that the community's vision becomes reality. Part of the implementation process is having an action plan that details steps that should be taken, who is responsible for implementation of an action, and the timeline for completion. Potential funding sources are also suggested as a part of the action plan where applicable and sufficient information is available.

### TYPE OF ACTION STEP

Capitol Action Improvement Step (C)

Local Policy Action Step (P)

This plan addresses two types of action steps: capital improvements and local policies. Capital improvements, such as streetscape development, are often referred to as “bricks and mortar” and usually serve to increase the value of the adjacent properties and the City itself. Local policies deal with updating, or in some instances, creating local land use regulations to better control the types of uses adjacent to and within the public realm. Capital improvement action steps are shown with a C and shaded gray (such as Action Step C.1) and local policy action steps are shown with a P and shaded green (such as Action Step P.1).

### COMPLETION TIMELINE

While the start-up and completion timelines are identified for each action step on the following pages, it is important to realize various factors that can influence these timelines. First, with the reality of the current market, conditions are not in favor of new, private development. However, the City should be planning now in anticipation of the market becoming more active. Also, if funding becomes available, action steps can be started and / or completed prior to the specified timeframe.

The timeline to the right has been created to illustrate the start-up and duration of the action steps. Capital improvements projects proposed by this plan are indicated by a solid dot, while policies are indicated by a hollow dot. It is also important to modify this timeline based on current conditions and funding.

### IMPLEMENTATION TABLES

Each action item is organized into a table format, and accompanied by a column for notes. This is because this document is intended to be a living, breathing document. Users are encouraged to mark-up, make notes and keep track of the progress of the various action steps.

Each action step addresses the following:

#### *Task*

Tasks are the part of the plan that detail what must be accomplished to achieve the greater vision. They are paired with an appropriate timeframe for completion. They are aggressive, but achievable.

#### *Description*

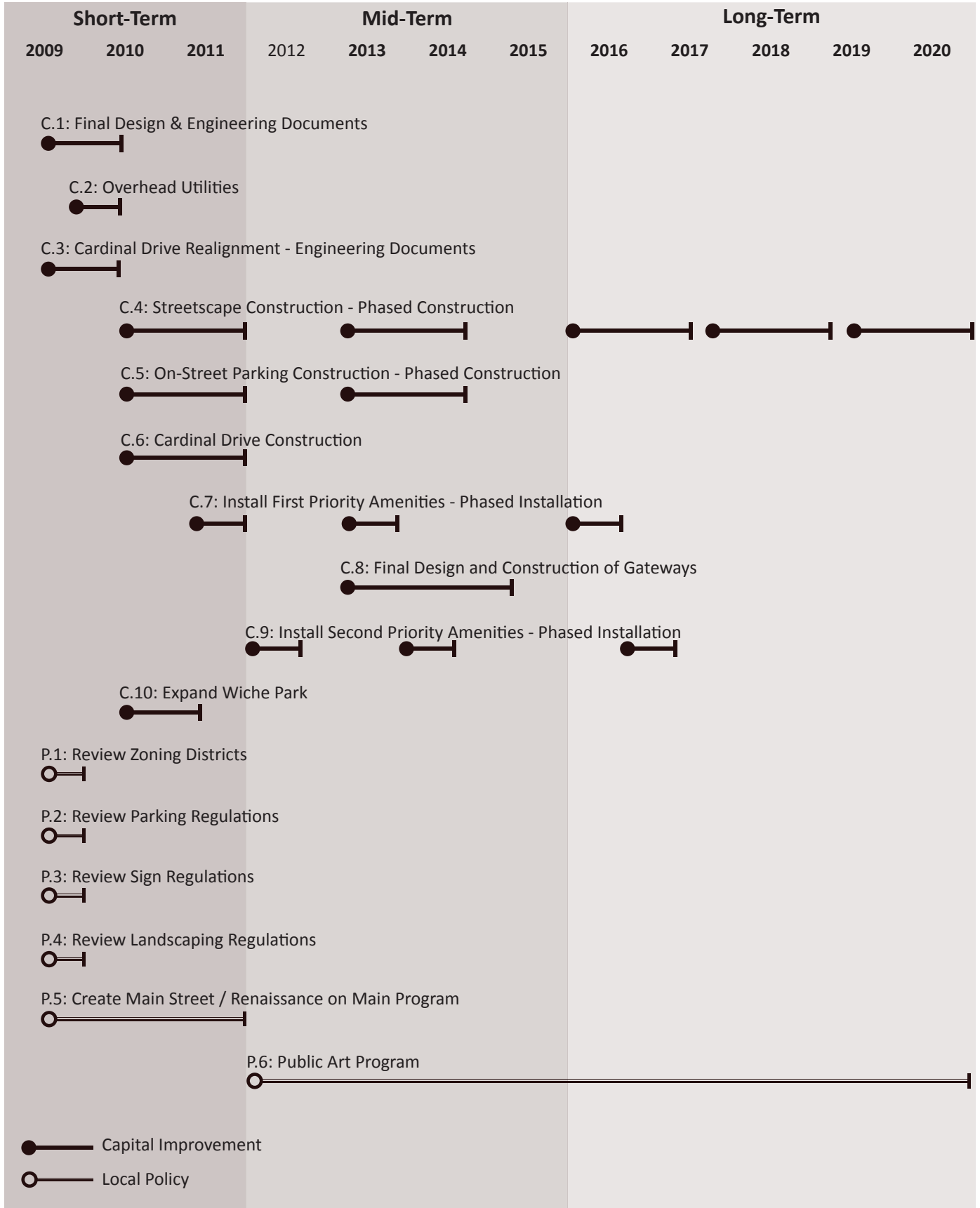
It is understood that the actual steps taken may differ from those prescribed by the table; the detailed description is intended to serve as the optimal order of implementation for successfully completing a given task.

#### *Responsible party / parties*

While the City Commission is ultimately responsible for the successful implementation of this plan, some tasks will be most successful if implemented by or in partnership with others. The responsible party / parties should always be a high-level champion who reinforces the purpose and intent of the plan, takes responsibility for implementing specific action items, and monitors the progress of the task.

#### *Potential funding source / sources*

While not inclusive in nature, a potential list of funding sources has been provided for each task as a starting point. Many funding sources will vary depending upon the year, quarter, month, as well as the number and type of entities involved.



### *Other resources*

Other resources are likely to include: human capital (i.e. manpower, or labor) from volunteers; donated supplies, materials, or equipment; and coverage by the media.

### *Prerequisites*

Due to the very nature of this strategic plan, nearly all of the tasks are interdependent. Therefore, a list of prerequisites is provided for each task to aid in the successful implementation of each of the recommended action items.

### *Start-up*

Not all projects can begin at once. Rather, the start-up of a given task will occur in the short-, mid-, or long-term future. Short-time typically means between zero to two years (i.e. 2009 – 2011), mid-term between three to five years (i.e. 2012 – 2015), and long-term between six to ten years (i.e. 2016 – 2020). A task that is entirely dependent upon the successful completion of another task would fall outside of these start-up possibilities, in which case the conditions for start-up for these tasks are described in more detail on their respective tables.

### *Target completion timeline*

The target completion timeline is intended to inform the reader about the anticipated amount of time to complete (from start to finish) a given task – baring any unforeseen conditions.

### *Re-occurrence*

While some tasks are intended to be completed just once during the planning horizon, some of the tasks prescribed by this plan will be more successful and have a greater impact if they are repeated (i.e. maintained). Therefore, each task has been evaluated to include a recommendation about the frequency with which a task should be repeated.

### *Goals & Objectives*

Because of the changing nature of communities, it is important to tie each task back to the applicable goals and objectives from which it originated. This will provide insight and justification for each task as others become involved in implementation and evaluation of the plan.

### *Notes*

The notes are intended to be used by leaders of the community as they carry out these tasks. They may also include additional instruction or clarification triggered by one or more of the other variables addressed in the table.

































## IMPLEMENTATION PROGRAMS, TOOLS AND FUNDING OPPORTUNITIES

### ZONING

Zoning is one of the primary implementation tools for the Small Area Plan. It is the means of legislatively determining the location, quality, and quantity of new development. The zoning regulations are legally enforceable. Simpsonville's current zoning regulations allow for uses that are not consistent with this plan. The zoning regulations should be updated following the adoption of the Small Area Plan to ensure contiguity between the two documents and to encourage the implementation of the plan.

### CAPITAL IMPROVEMENT PLANNING

Capital Improvement Plans (CIP) are a system of documenting the capital investments that a city plans on making over the next five years. These plans identify projects, timelines, estimated costs, and funding sources and are linked to the budget process. They are a means of planning ahead for capital improvements and ensuring implementation of specific projects by connecting them more closely to the budget process. Simpsonville's CIP would include funding needed for this project in addition to any other capital improvements the City is planning to undertake.

### TAX ABATEMENT

Tax abatement is a phase-in of property taxes that is designed to encourage development in areas that would not otherwise develop. Tax abatement is one of the tools widely used by municipal governments to attract new businesses to the community, or to encourage investment in new equipment or facilities that will improve the company and the community's economy. Communities may develop procedures for abatement application and policies on the amount and length of the abatement that will be approved and procedures to ensure compliance with the terms of the statement of benefits.

### TAX INCREMENT FINANCE (TIF)

Tax increment finance is a tool for municipalities and counties to designate targeted areas for redevelopment or economic development through a local redevelopment commission. Those redevelopment or economic development areas can then be designated as allocation areas which trigger the TIF tool. When TIF is triggered, the property taxes generated from new construction in the area are set aside and reinvested in the area to promote development, rather than going to the normal taxing units (governments, schools, etc.). The taxing units do not lose revenue, they simply do not receive revenue from the additional assessed valuation that would not have occurred “but for” the reinvestment in the area through the TIF proceeds.

### KENTUCKY RENAISSANCE / MAIN STREET

Through the Kentucky Heritage Council, the Kentucky Main Street Program strives to bring economic vitality to Kentucky’s downtowns and assist communities with revitalization efforts. The program is based on the four-point approach of the National Main Street Center which is a division of the National Trust for Historic Preservation. The four points or components of the program are organization, promotion, design and economic restructuring. Various funds are available to certified Renaissance on Main Cities for projects such as real estate acquisition, facade improvements, new facility construction or streetscape improvements. Becoming a certified Renaissance on Main community is approximately a two year process. More information is available at the Office of State Grants, <http://dlg.ky.gov/grants/stategrants/RenonMain.htm>, or the Kentucky Heritage Council’s website, <http://heritage.ky.gov/mainstreet/>.

### COMMUNITY DEVELOPMENT BLOCK GRANT (CDBG) PROGRAM

The CDBG program is available to city and county governments for a variety of projects. Entitlement communities are ineligible. The CDBG program areas and descriptions are listed below.

#### *Community Projects*

Funds may be used to address human service needs such as senior centers, crisis centers and facilities that provide services to low and moderate income persons. Funds may also be used to revitalize downtown areas within a designated Renaissance on Main Street district.

*Economic Development*

Funds may be used to create or retain jobs, and provide for the training and human services that allow for professional advancement of low-income persons.

*Public Facilities*

Funds may be used for infrastructure needs that primarily develop Kentucky's water and wastewater systems.

LAND AND WATER CONSERVATION FUND (LWCF)

LWCF funds may be used to acquire land for recreational development, construct new outdoor recreational facilities or the renovation of existing facilities.

TRANSPORTATION ENHANCEMENTS (TE)

TE are transportation-related activities that are designed to strengthen the cultural, aesthetic, historic, and environmental aspects of our transportation infrastructure. Federal funding is available to government agencies to provide support for transportation and community improvement projects; see <http://www.tea21.ky.gov/te/tehome.htm> for more information.



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# Appendix A

PUBLIC INPUT

PLANNING A NEW VILLAGE CENTER



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## PUBLIC INPUT

### INSIDE THIS CHAPTER:

This appendix, along with Appendix B: Existing Conditions, forms the foundation for all recommendations made during the Simpsonville planning process.

The following can be found in this appendix:

- Public Workshop #1 Results
- Public Workshop #2 Results
- Public Hearing

## PUBLIC WORKSHOP # 1

### INTRODUCTION

On February 12, 2009, HNTB facilitated a two-hour workshop designed to solicit input from a diverse group of participants including residents, business owners, and elected and appointed officials. Attendees took part in a number of activities and exercises aimed at identifying those things that will help Simpsonville become a more vibrant community. By the end of the evening, participants had voiced their opinions and thoughts about downtown elements and expressed their vision for the future. The process also discussed and presented their ideas to their fellow citizens. The public workshop was held at the Simpsonville Gym with over 25 in attendance.



Public Workshop #1

### DOWNTOWN ELEMENTS

As soon as workshop participants arrived they were asked to begin thinking about downtown Simpsonville by answering the brief question; “What three things make a place a downtown?” While responses varied from “Parks” to “Parking Lots”, several themes emerged from the input which was categorized as follows:

#### *Walkability*

- “All close together and landscaped paths to join them”
- “Making a safe and healthy environment”
- “Sidewalks”

#### *Streetscape Design*

- “Historic landscape to let visitors know who we are”
- “Something that draws your attention to your city”
- “Focal point - town clock - roundabout - art – statue”

#### *Land Use and Development*

- “Encouraging businesses to come (retail)”
- “Different types of dining (i.e. casual, fine, or lunch)”
- “Things to draw people to the city, downtown”

#### *Public Space*

- “Community building / gathering place / great lawn”
- “Meeting, socialize, network”
- “Government”
- “Focal point”

*Vehicular Access and Parking*

- “Parking and sidewalks”
- “Easy access”
- “Well thought out layout and construction”

IMAGE PREFERENCE SURVEY

During this exercise, participants were first asked to individually rank their response by circling the number, ranging from -5 to +5, that best represented their initial reaction to a pre-determined image. These images were intended to evoke a wide range of responses, many of which were anticipated by the HNTB Team as well as a few that were not. The images used in the survey depicted a range of development options including mixed use and suburban development alternatives, parking options, and design elements often incorporated into downtown streetscapes.

Once meeting participants scored each image, they were shown a second time. This time participants were asked to share their initial responses out loud. This interaction helped the larger group uncover what would eventually become the collaborative vision for Simpsonville. Individual reactions varied, in some instances they were in complete disagreement, however, the larger group was participating in an open dialogue about the characteristics which a thriving, attractive, and economically viable Simpsonville would hold in the future.

Several recurring issues presented themselves through reaction to the survey images:

- One of the most common themes heard during the exercise was a desire to preserve the small town/rural way of life found in Simpsonville.
  - “...quaint/small town” (Image 1)
  - “...not Simpsonville” (Image 15 – In reference to a picture displaying a busy park)
  - “...design too contemporary.” (Image 2)
  - “Simple is good” (Image 10)
- Encouraging and promoting locally owned businesses and products.
  - “Need locally owned” (Image 2)
  - “...organic/local [products] are good.” (Image 8)
  - “Good to support local” (Image 8)
  - “No national chains” and “...national chains not appropriate for Simpsonville.” (Image 2)
  - Public art should be relevant and specific to Simpsonville
  - “Show Simpsonville in its prime...” (Image 10)
  - “Art can be corny” (Image 12)
  - “Simpsonville is the birthplace of the plow – interpretative art should be used to tell the story” (Image 12)
  - “Need to make it local...” (Image 14)



Image Preference Score: 3.1 (-5 to +5)



Image Preference Score: 2.7 (-5 to +5)



Image Preference Score: 2.6 (-5 to +5)



Image Preference Score: -2.5 (-5 to +5)



Image Preference Score: -1.9 (-5 to +5)



Image Preference Score: -1.5 (-5 to +5)

■ Parking and traffic related issues.

“Parking will slow traffic...like the diagonal parking” (Image 5)

“Don’t like ‘sprawl’ parking” (Image 13)

“Alley, two-way traffic is good” (Image 13)

“Like median...slows down traffic” (Image 16)

“Median is not necessary for Simpsonville” (Image 16)

“Safety issue with diagonal parking” (Image 19)

VISIONING EXERCISE

Workshop attendants were asked to imagine Simpsonville 20 years from now, and in a few simple words, provide their vision for the way Simpsonville will look, feel and function in the future. Individuals recorded their responses on a sheet of papers and were then asked to share their ideas with a small group. Each group discussed each member’s idea, recorded it, and rated the level in which the entire group agreed or disagreed with the vision.

This exercise enabled workshop participants to dream big, and in the mind of each participant, imagine an ideal Simpsonville. While some ideas were not totally supported by the entire group, each group began to establish and agree upon certain criteria in which an ideal Simpsonville would contain in the future. As each group member shared and discussed their ideas with the rest of the group new ideas emerged and eventually, a unified, cohesive vision was developed for each group.

The following are vision elements in which there was complete agreement from all group members:

- Mixed uses
- Library
- Town square
- Building standards
- Street lights
- Inviting pedestrian sidewalks with high capacity
- Limited number of parking lots
- Common areas with outdoor tables
- Maintain architectural aesthetics

Below are a few vision responses from workshop participants represented in their own words:

“At a glance, the drive through US 60 in the center of town should reflect the community it was built on; with influences of its heritage, utilizing art and nature that adds to the beauty of our town. Flow, focal point, community.”

“A place where people can mingle, interact with each other for dinner or leisure. Businesses with apartments above for mixed use which will bring people downtown and keep them there...”

“I want to see an inviting walkway that people will want to come; tables along the walkway to have coffee and a danish. Shops for gifts, shops for needs”

“Livable, walkable, sustainable, diversity and interesting architecturally; buried utilities, art, and energy considerations at every level...”

## PUBLIC WORKSHOP # 2

### INTRODUCTION

The second Simpsonville public workshop was held Tuesday March 9, 2009 at the Simpsonville Gym. The purpose of this meeting was to review the results of the first public workshop and to further develop the plan’s vision, goals and objectives, and specific elements desired for the center of Simpsonville. Workshop exercises were intended to get feedback from participants on plan elements including overall vision and goals, development intensity, infrastructure improvements, districts and connections, and identity and branding. The following section summarizes workshop exercise results and offers comments from meeting participants.

### TELL US...VISION AND GOALS

Participants were asked to rank the following goals in order of most important to least important as it pertains to the development of Simpsonville’s Village Center. Participants then provided comments on specific goals and the plan’s overall vision. Goal rankings and sample comments are provided below:

- Goal 1: Provide unified infrastructure expansion
- Goal 3: Provide community accessibility and development
- Goal 2: Promote economic development
- Goal 4: Promote programming activities

■ Question 1: Please provide any feedback about the Vision Statement:

“The vision statement will set the tone. This fits our desire to remain unique”

“Town Center should respect not just unique culture but agriculture culture and past”

“Good, but stress economic and sustainability”

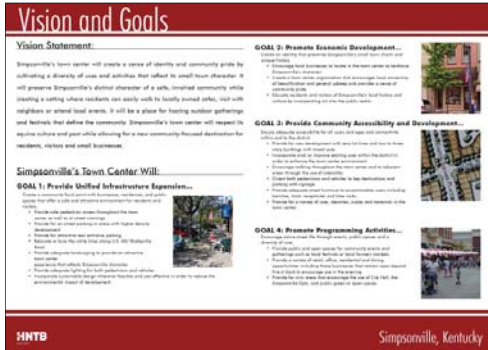
“The vision statement is quite good. It encompasses what I would like to see Simpsonville become”

“We must not forget the horse industry that will survive”

“Vision statement appears to have included everything that is needed”



*Public Workshop #2*



Vision and Goals Display Board

- Question 2: Please provide any feedback about a particular goal or objective:

Goal 4 – “Keep in mind this is a state highway that can not always provide some types of activities with the safety needed for the downtown area”

Goal 3 – “I like the drawing of community into the center of town. Attractive and intensify so people will come”

Goal 1 – “Do not like the idea of on-street parking along SR 60 due to traffic congestion when I-64 is blocked (happens quite often)”

Goal 1 – “Not in favor of on-street parking. Rear parking, well lit”

TELL US...DEVELOPMENT INTENSITY

Meeting participants were asked if they agreed or disagreed with districts identified in the Development Intensity Map/Board.

- Question 1: Do you agree with the Core District boundaries and intensity?

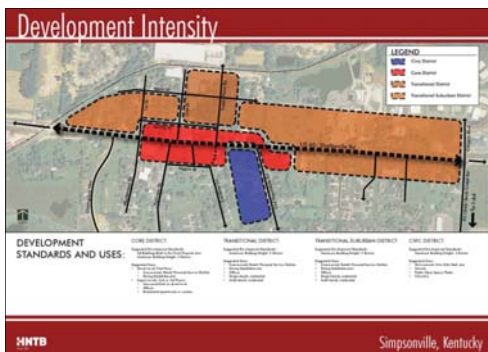
- Agree: 81%
- Don't Agree: 8%
- No Answer: 12%

- Question 2: Do you agree with the Transitional District boundaries and intensity?

- Agree: 65%
- Don't Agree: 27%
- No Answer: 8%

- Question 3: Do you agree with the Civic District boundaries and intensity?

- Agree: 92%
- Don't Agree: 4%
- No Answer: 4%



Development Intensity Display Board

*Comments*

- Question 1: Do you agree with the Core District boundaries and intensity?

*Agree*

- “Should move level to N up SR 1848”
- “Logical! Make it dense and attractive”
- “Central to activity of community”
- “This area has great potential, but should extend further north”

*Don't agree*

- "The core must extend north to past (or at least to) the rail line to encompass the original town plan"
- "Possibly extend Core District. Should extend to Commonwealth Bank on the east and to include Todd's Point Rd. up to railroad tracks (kind of making a tee)"

*No answer*

- "Extend core along Todd's Point Rd. to railroad tracks"
- "Extend Core District to west"

■ Question 2: Do you agree with the Transitional District boundaries and intensity?

*Agree*

- "Layouts should replicate older town malls"
- "But do not want multifamily dwellings or greater than two stories"

*Don't agree*

- "Should be more on south side to balance downtown district"
- "No multifamily development in this area"
- "More north/south to compliment east/west. Also consider 4th St"
- "Todd's Point Rd. transitional area should be incorporated into the Core District"
- "I think the core should take up some of this area"
- "Would like to see it expanded north and east"

*No answer*

- "Need transition between Maplewood and railroad tracks"

■ Question 3: Do you agree with the Civic District boundaries and intensity?

*Agree*

- "Easy to conduct business"
- "But, intermix the civic with the core"
- "They included the land use currently inhabited"
- "Library??"

*Don't agree*

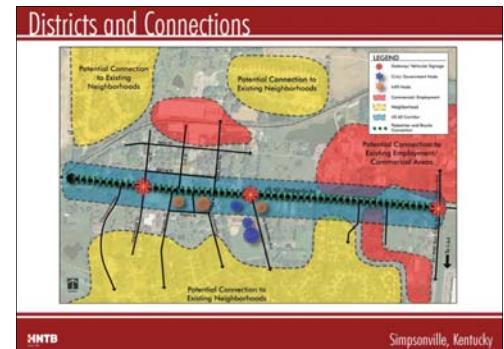
- "Expand to east side of Old Veechdale Rd"

*No Answer*

- "Make all building no more than two stories. Only one block of intensity"



Public Workshop #2 - Development Intensity Exercise



Districts and Connections Display Board

TELL US...DISTRICTS & CONNECTIONS

Meeting participants were asked if they agreed or disagreed with gateway locations and potential connections identified in the District and Connections Map/Board.



Public Workshop #2 - District Connections Exercise

- Question 1: Are the gateway locations appropriate?
  - Agree: 62%
  - Don't Agree: 10%
  - No Answer: 29%
- Question 2: Are the civic node locations appropriate?
  - Agree: 86%
  - Don't Agree: 0%
  - No Answer: 19%
- Question 3: Are the infill node locations appropriate?
  - Agree: 81%
  - Don't Agree: 0%
  - No Answer: 19%
- Question 4: Do you agree with the realignment of Cardinal Dr. and US 60?
  - Agree: 86%
  - Don't Agree: 5%
  - No Answer: 10%

*Comments*

- Question 1: Are the gateway locations appropriate?
  - Agree*
    - "They provide an easy starting and transition point"
    - "Seems to span center of commercial development"
  - Don't agree*
    - "No SR 1848 connect[ion]!"
    - "Maybe at Todd's Point Rd. and US 60 or railroad, Main St"
  - No answer*
    - "Old Veechdale move to Todd's Point Rd. Much more traffic or have both"
    - "At the ends of corridor but monuments in the middle of town seem to be excessive"
    - "Pedestrian/bicycle connections should extend to school on east and proposed Todd's station connection to US 60"

■ Question 2: Are the civic node locations appropriate?

Agree

- "If post office is relocated"
- "They promote the existing land usage"
- "All ready exist"

■ Question 3: Are the infill node locations appropriate?

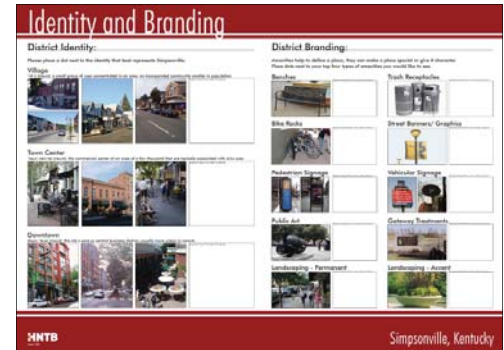
Agree

- "The are obviously vacant"
- "To feel like a proper 'KY' village, needs continuous development of vacant spaces"

■ Question 4: Do you agree with the realignment of Cardinal Dr. and US 60?

Agree

- "Absolutely!"
- "Required because of traffic issues"
- "Makes for appropriate intersection"
- "Could provide stop light for busy intersection"
- "This may be the only chance that the State will ok a light to ease traffic congestion"
- "It would be safer. I would like a stop light"
- " Because a light is needed at Todd's Point Rd"
- "I don't see any different realignment"
- "Safer intersection"



Identity and Branding Display Board



District Identity Exercise - Village Branding

TELL US... IDENTITY & BRANDING

Public workshop participants were asked to express their view on the appropriate identity and branding elements for Simpsonville by voting. Participants overwhelmingly preferred the district to be identified as a "village" or "town center." Therefore the combination of the terms "Village Center" is the resulting district brand characterized by benches, landscaping, and street banners, etc. The photos in the margin to the left, and on the following page, illustrate the specific elements in which meeting participants identified with most.

■ District Identity:

- Village - 17.5 votes
- Town Center - 11.5 votes
- Downtown - 0 votes

■ District Branding (with amenities):

- Benches - 20 votes
- Landscaping - Permanent - 20 votes



District Branding (with amenities) Exercise - Bench



District Branding (with amenities) Exercise - Banners



District Branding (with amenities) Exercise - Landscaping (permanent)

- Landscaping - Accent - 17 votes
- Street Banners / Graphics - 14 votes
- Trash Receptacles - 8 votes
- Public Art - 5 votes
- Gateway Treatments - 5 votes
- Bike Racks - 3 votes
- Pedestrian Signage - 3 votes
- Vehicular signage - 2 votes

In addition to voting, participants were asked to offer other suggestions and amenities which should be incorporated into the “branding” of Simpsonville. A common theme suggested in all phases of the public input process was incorporating Simpsonville’s equestrian background and distinct history of saddlebred horse breeding into the design of downtown elements.

■ Question 1: Do you have other suggestions for the district’s identity?

“This is the saddle bred capital; black four-board fences define the landscape for miles around. Could we use these fences to define areas? I.e. around parking lots; plantings can be designed around fences areas.”

“Include subdivisions into brand – Rolling Ridge, Cardinal Club, Todd’s Station, King Brook”

“Like the village idea/not downtown!”

■ Question 2: Do you have other amenities that should be included?

“Banners could be colorful and have a “horse” theme”

“Park like small area/fountain?”

“Street lights, flower pots on walk”

“Beautification of intersection at Buck Creek and US 60”

“Wide sidewalks; under ground activities”

“I want sidewalk tables”

“Very attractive sidewalks”

“‘Gathering place’ for seating/enjoying/visiting”

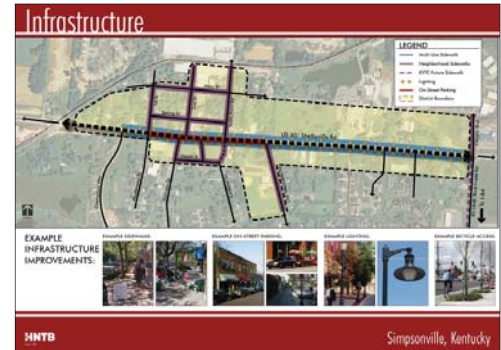
TELL US...INFRASTRUCTURE

Workshop participants were asked to comment on planned infrastructure improvements which include: sidewalks enhancements, on-street parking, lighting, and bicycle accommodations. Infrastructure improvements can be seen on the Infrastructure Map on page 35.

■ Question 1: Are the locations of the sidewalks appropriate?

- Agree: 79%
- Don’t Agree: 10%
- No Answer: 10%

- Question 2: Are the locations of the on-street parking appropriate?
  - Agree: 72%
  - Don't Agree: 14%
  - No Answer: 14%
  
- Question 3: Are the locations of the lighting appropriate?
  - Agree: 83%
  - Don't Agree: 3%
  - No Answer: 14%
  
- Question 4: Should bicycle accommodations be provided?
  - Agree: 79%
  - Don't Agree: 10%
  - No Answer: 10%



Infrastructure Display Board

*Comments*

- Question 1: Are the locations of the sidewalks appropriate?
  - Agree*
    - "If both sides of street!"
    - "Need to extend to Station Point and Todd's Point Rd."
    - "We live in Station Point and I don't feel safe walking to the park now."
    - "Good that it spans entire length of US 60"
    - "Yes, need a "town" focus"
  - Don't agree*
    - "Extend neighborhood sidewalk to include county side and potentially have City look at extending down Cardinal, Fairview, Maplewood, and Old Veechdale."
    - "Should have Fairview, Cardinal included"
    - "They need to extend to the elementary school"
  - No answer*
    - "Extend sidewalks to Todd's Station"
    - "Extend east to school and west to Todd's Station Connector to US 60"



Example - Bicycle Accommodations

- Question 2: Are the locations of the on-street parking appropriate?
  - Agree*
    - "Yes, depending on location of new business"
    - "I like the slanted parking"
    - "Need a few crosswalks over US 60"
  - Don't agree*
    - "Against on-street parking along US 60 due to high traffic flow"

- "Do not want any on-street parking. Detracts from businesses 'visibility'. Becomes a busy area when highway (I-64) is close."
- "Currently too much traffic on US 60 "
- "Shorter distance from Todd's Point"

■ Question 3: Are the locations of the lighting appropriate?

*Agree*

- "Possible extension of lighting down Todd's Point Rd."
- "But, why not some north on SR 1848 and one block south on Cardinal"
- "Use old lights"
- "Matches sidewalk length"
- "Very good to create sense of identity"
- "Maybe along Todd's Point Rd"
- "Should go one block north/south of US 60"

*Don't agree*

- "Along Todd's Point Rd"

*No answer*

- "Need better lighting on Todd's Point Rd"
- "No overhead lines"

■ Question 4: Should bicycle accommodations be provided?

*Agree*

- "This will help keep children off streets"
- "Absolutely!"
- "Separate from sidewalks"
- "A bike path would be great!"
- "Dedicated lane on US 60 to Jefferson County line"

*Don't agree*

- "Leave for later"

*No answer*

- "Not on Main St"

## PUBLIC HEARING

In accordance with KRS-100, for an amendment to the comprehensive plan, a public hearing was held with the Triple S Planning Commission on May 19, 2009 for a recommendation on adoption. This was followed by a public hearing for adoption with the Simpsonville City Commission on June 2, 2009.



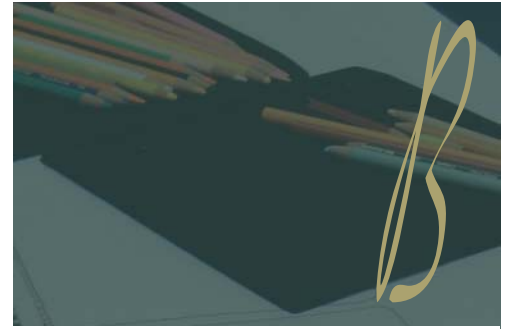
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*"Progressive Community with Hometown Spirit"*

EXISTING CONDITIONS



PLANNING A NEW VILLAGE CENTER



## EXISTING CONDITIONS

### INSIDE THIS CHAPTER:

This appendix, along with Appendix A: Public Input, forms the foundation for all recommendations made during the Simpsonville planning process.

The following can be found in this appendix:

- Demographic and Economic Data
- Shelby County Comprehensive Plan Summary
- Shelby County Zoning Regulation Summary
- Photographic Inventory



*"Progressive Community with Hometown Spirit"*



*US 60 corridor (looking east)*

## INTRODUCTION

As is true with public input, physical data, planning, and policy documents form the basis for all decisions made in the planning process. With guidance from Simpsonville residents and the Triple S Planning Commission, all applicable data was provided to HNTB and a physical study area was established. The study area includes all businesses and homes along the US 60 corridor from KY 1848, west to the railroad tracks. The following appendix outlines important data relevant to the study area including, Simpsonville demographic and economic data, the Shelby County Comprehensive Plan, the Shelby County Zoning Regulations, and the physical character of the study area in the form of a Photographic Inventory.

## DEMOGRAPHIC AND ECONOMIC DATA

In examining existing conditions, it is important to analyze the various demographic and economic trends of an area including growth trends, age, income, housing tenure, occupancy, and rental rates. The following are demographic and economic highlights for the City of Simpsonville.

- 1,281 (3.8% of Shelby County) (2000 Census) persons resided in Simpsonville (from Comprehensive Plan)
- Total population of 2,500 (2008 Estimate)
- 51% increase in population since 1990
- Half of the population is between the ages of 25 and 54
- 71% of the housing units are owner-occupied
- Rental vacancy rate is 4.1%
- 86% of residents have at least a high school diploma and 19% have at least a bachelor's degree
- Median household income is \$45,000 (1999)
- Median house value is \$107,100 (1999)
- 58% of people moved into their house between 1995 and early 2000

Source: United States Census Bureau. American FactFinder - Simpsonville, KY Census 2000 Demographic Profile Highlights. Accessed: 3/11/2009.

<http://factfinder.census.gov/home/saff/main.html>

**SHELBY COUNTY COMPREHENSIVE  
PLAN RECOMMENDATIONS**

The current Shelby County Comprehensive Plan, completed by the Triple S Planning Commission, was adopted in May of 2005. As governed by Kentucky statute, this Plan outlines the specific goals and objectives of Shelby County and includes a Land Use, Transportation and Community Facilities Plan. Specific guidance is provided to the City of Simpsonville regarding land use, transportation, and community facilities in the Plan. The following section highlights information and recommendations from the Plan which are relevant to the development of the Village Center of Simpsonville.

EXISTING LAND USE

Much of the existing development within Simpsonville is located west of KY 1848 / Buck Creek Road and along US 60. Development consists primarily of single family residential, various community and institutional facilities, and an assortment of retail, service, and highway commercial businesses.

Existing Land Use

<b>Land Use Category</b>	<b>Planned</b>	<b>Developed (Existing)</b>	<b>Percent of Total Developed Acres</b>
<b>Residential</b>			
Low Density	370	244	
Medium Density	90	22.5	
High Density	112	5	
<b>Total</b>	<b>572</b>	<b>271.5</b>	<b>66.22%</b>
<b>Commercial</b>			
Commercial	70.5	41.5	
Interchange Commercial	214	22	
<b>Total</b>	<b>284.5</b>	<b>63.5</b>	<b>15.48%</b>
<b>Industrial</b>			
Light Industrial	350	48	
<b>Total</b>	<b>350</b>	<b>48</b>	<b>11.71%</b>
<b>Public</b>	27	7	
<b>Total</b>	<b>27</b>	<b>7</b>	<b>1.71%</b>
<b>Conservation</b>	90	N.A.	
<b>Total</b>	<b>90</b>	<b>N.A.</b>	<b>0.00%</b>
<b>Core Area Mixed Use</b>			
Residential	7	7	
Commercial	13	13	
<b>Total</b>	<b>20</b>	<b>20</b>	<b>4.88%</b>
<b>TOTAL</b>	<b>1,343.5</b>	<b>410</b>	<b>100.00%</b>

Shelby County Comprehensive Plan; Table 7-5 - Simpsonville Urban Service Area Acreage Analysis (page 105)

- Large building setbacks, low density, parking lots, and unrestricted access characterize development along US 60.
- Development within the core of the Village Center consists primarily of single family residential, commercial and community facilities.
- Primary industrial uses consist of Leggett & Platt located on Main St. and Purnell's Sausage located north of US 60. Zoned industrial areas are located adjacent to the railroad tracks north of US 60, just west of KY 1848 / Buck Creek Road.
- Overall, density of study area is low.
- The area is characterized by several empty lots which are ready for development.

### FUTURE LAND USE

- Single family, low density residential development is recommended for most of Simpsonville. Medium density, multi-family development is suggested west of KY 1848.
- Low density, greater setbacks, landscaping standards, and two-story maximums are recommended for residential development along US 60.
- The Plan encourages the development of neighborhood commercial along US 60, utilizing and improving upon existing structures, while minimizing the number of entrances to businesses.
- Expansion of existing industry and development of new light industrial uses are promoted by the Plan. These uses are generally planned for areas near I-64 and therefore outside the Village Center study area.
- Improvement of US 60 from the railroad to the school are recommended (three traffic lanes, sidewalks, curbing, drainage, lighting and landscaping).
- An outdoor recreation facility is suggested adjacent to the elementary school and a linear park proposed along the railroad tracks. Small neighborhood parks should be required with the development of major residential areas.

The Triple S Planning Commission is currently in the process of updating the Shelby County Comprehensive Plan. While the recommendations outlined above are still relevant to the future development of Simpsonville, further development decisions should consult the principles outlined in the updated comprehensive plan. As this document, the Simpsonville Small Area Plan, will be adopted as a component of the updated Shelby County Comprehensive Plan, all decisions regarding future development within the Village Center at Simpsonville should consult the policies and recommendations established in this document.

## SIMPSONVILLE ZONING REGULATIONS

Development within the Village Center of Simpsonville is governed by the 1994 Shelby County Zoning Regulations and is administered by the Triple S Planning Commission. Several amendments to these regulations have been adopted since 1994, with the most recent revisions amended in 2008.

The Simpsonville study area consists primarily of residential and commercial zoning districts. The residential areas range from R-1 to R-4, with most of the residential areas classified as R-1 and R-2. These districts are the most restrictive residential areas and require a minimum lot size of 8,500 (R-2) – 12,500 sq. ft. (R-1), minimum lot width of 75 ft., and a 30 ft. front yard setback, per single family unit. Permitted uses consist of single-family dwellings (R-1), two-family dwellings (R-2), Residential Estates (RE), and various other conditional uses (e.g. churches, funeral homes, public libraries, schools, etc.)

Commercial areas within the study area largely consist of general, undefined Commercial zoning districts. These districts are identified on the Simpsonville Zoning Map to the right but are not specifically defined in the Shelby County Zoning Regulations. Other commercial districts consist of Central Business (C-1), Neighborhood Business (C-2), General Commercial (C-3), and Highway Commercial (C-4). The Zoning Regulations for the City of Simpsonville defines permitted uses within Simpsonville. Minimum lot frontage for commercial areas range from 0 – 100 ft. thru the study area, and permitted uses range from drug stores, tanning salons, car washes, gas stations, convenience stores, restaurants, shopping centers, to shooting ranges. Substantial parking requirements are associated with many of the above commercial uses.

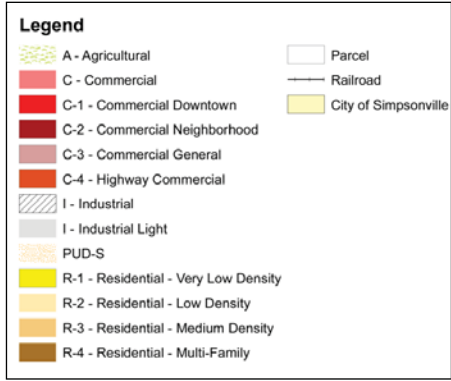
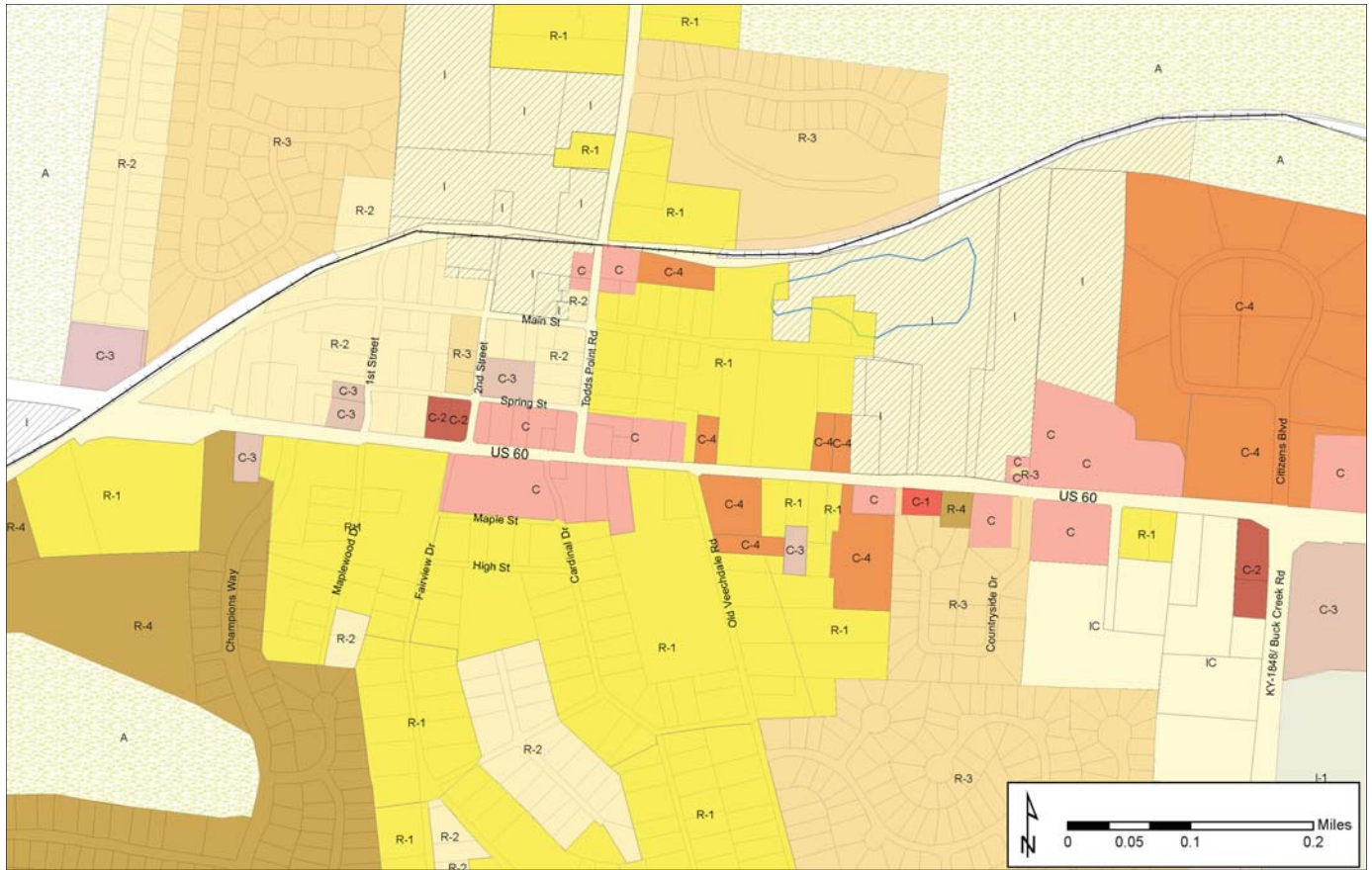
As with commercial areas, industrial districts within Simpsonville are identified on the Zoning Map, but not defined in the Zoning Regulations. Industrial uses permitted in Simpsonville are defined in the Zoning Regulations. The minimum lot frontage for industrial districts is 100 ft.

The Zoning Regulations recognize that certain areas within the county are unique in both character and development patterns. The City of Shelbyville maintains several downtown business districts which seek to protect the character of these areas by establishing special areas which include Central Business, Downtown Commercial, Limited Mixed Use, Civic, and Warehouse districts. No such districts exist or apply to the City of Simpsonville.

**“The Zoning Ordinance should be amended to establish higher standards of development on the U.S. 60 corridor...”**

**- Shelby County Comprehensive Plan (page 106)**

Existing Zoning (study area)



## PHOTOGRAPHIC INVENTORY

As the saying goes, a picture is worth a 1,000 words. That is why, in analyzing the existing conditions, a photographic inventory was conducted to document and examine the current character and development of Simpsonville. This information helps the design team provide specific land use suggestions, design enhancements, and policy recommendations to improve the function and appearance of the study area, specifically the US 60 corridor thru Simpsonville. The following photographs portray the study area along US 60 traveling from west to east.



*Unkept property*



*No sidewalk, overhead utilities*



*US 60 corridor (looking east)*



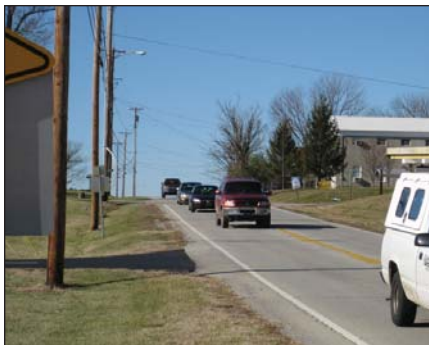
*Overhead utilities, drainage, no sidewalk*



*Large parking area fronts US 60*



*Single-family residential structure as commercial use, parking in front of building*



*No sidewalk, significant traffic volume*



*Convenience store/gas station, school crossing sign - no crosswalk*



*Car wash*



*Vacant lot, overhead utilities*



*Vacant lot*



*Multiple access points, overhead utilities, drainage, pedestrian desire line observed*



*Gas station on US 60*



*Multiple access points*



*Unrestricted access, building setback used as parking*



*No definition between roadway and property line, overhead utilities*



*Unrestricted access*



*Vacant lot, unrestricted access*



*Unrestricted access, setback used as parking*



*No sidewalk*



*Drainage ditch*

PLANNING FOR A NEW VILLAGE CENTER



*Overhead utilities, vacant lot, no sidewalk or crosswalk*



*Typical drainage*



*No sidewalk, unrestricted access*



*Unrestricted access*



*No sidewalk*



*Car sales / automotive repair, unrestricted access*



*Unrestricted access, outdoor storage, overhead utilities*



*Large setback, poor pedestrian connection to employment*



*Parking area in residential setback*



*US 60 corridor (looking east)*



*New commercial, large building setback*



*Residential setback, no sidewalk*





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