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Chapter 6: Future Land Use Plan

The Future Land Use Plan serves as a guide for the planned and orderly growth of the City of Red Bud. The Plan includes the Future Land Use Map, Future Land Use Matrix and supporting text, all of which must be considered when making decisions regarding any new development, new use or change in use. The Plan anticipates modest, well planned growth provided the long-range goals of this plan are implemented incrementally. The future land use recommendations were developed with consideration given to the comments recorded during the public engagement process and collaboration with Red Bud staff and City boards and commissions. Zoning changes, land subdivisions, new development and redevelopment should be reviewed for consistency with this Section during the plan review process. The future land use recommendations consider the compatibility of various land uses, development scenarios and promote land use decisions that help achieve the community's vision; which states:

“Preserve the City’s small-town character while promoting a livable, well-planned community through managed growth, an enhanced park & recreation system, and sustained economic development and downtown revitalization efforts.”

The Future Land Use Plan breaks the planning area into various land use categories and provides land use, growth and revitalization strategies to help implement the Comprehensive Plan. These strategies seek to create opportunities for a wide range of development scenarios while ensuring compatibility through design and the separation of dissimilar uses. The decision to locate new uses and activities in the City should be based on an understanding of the existing conditions, the goals & objectives contained herein and the compatibility between the built and natural environments. The purpose of the following sections is to provide the focus and direction necessary to turn community goals into productive community action.

Section 6.01 Existing Conditions

The City has experienced a steady balance of population growth and development activity over the last several decades. Most of the City's development activity has occurred along Route 3, more specifically in the city's western limits along Market Street (Route 3) and south along Main Street (Route 3).

Commercial development along Main Street has expanded to the City's southernmost limits leading towards the intersection with Blackjack Road, which also marks the southern limits of the city's public utility system. Development in the City's western limits is concentrated along Market Street (Route 3) and includes a mix of residential and non-residential development. Country Club Estates and Lau-Nae Winery are representative development types in this location. There is also a new church under construction in this area.

Industrial development is located to the north, south and east of the city, resulting in dispersed industrial sites adjacent to residential neighborhoods and other less intense uses. The City's past industrial growths patterns are the result of the cyclical nature of industrial development and the City's ongoing efforts to maintain and expand the area's employment base.



Most of the City's older housing stock is located north of Downtown and continues towards the City's northernmost limits. This area is zoned R-4 and R-5 and contains a mix of single family stick built homes and isolated mobile homes on lots of 5,000 square feet or less. Large lot single family residences have been constructed on the outskirts of the city in predominately agricultural areas along Blackjack Road, Route 3 and Route 154. Large lot single family homes located in agriculture areas should be planned and controlled as per the recommendations provided herein.

The existing core community includes the downtown (CBD), the city's established neighborhoods, the Route 3 commercial corridor (Main Street & Market Street) and Routes 154 and 159 commercial corridors. While these areas are mostly developed, they are considered growth areas as they provide great opportunities for infill and redevelopment. Unlike most undeveloped areas on the fringe of the city limits, these areas are already served by city services and have infrastructure in place. However, opportunities for new large-scale development are limited within the present city limits. The Future Land Use Map identifies recommended areas for future residential, commercial & industrial development and identifies future growth areas outside the city limits. These areas should be annexed into the city prior to development, when possible. The biggest challenge facing the city, with regard to future land use, is the ability to balance its resources by protecting and preserving the built community while investing in the necessary infrastructure needed to expand into new areas. The Future Land Use Plan includes strategies for both revitalizing the city's inner core and the designation of growth areas outside the present City limits to accommodate future development.

Section 6.02 Growth Projections

The City of Red Bud experienced slow growth (2.34%) in the 1980s followed by a 17% jump in population in the 1990s. During the last decade the City has continued to experience growth, adding over 200 residents between 2000 and 2007, an increase of 6%. It is anticipated that the city will perform similarly over the next 10 years, following a 10% population growth rate during the next two (2) decennial census counts. It is projected that Red Bud's population will reach 4,000 by 2010 and 4,400 by 2020.

As a key educational, medical and employment destination in northwestern Randolph County, Red Bud will continue to grow and experience demand for additional developable land as residential, commercial, medical and retail service demands increase. The continued success of local industries and retail sector combined with the City's high quality of life and low cost of living will continue to stimulate economic development and attract new residents. In order for Red Bud to accommodate this anticipated growth and maintain the current quality of life, the City will need to consider smart growth strategies such as infill development, restorative development or redevelopment and infrastructure investments. Since the availability of large undeveloped sites within the current city limits is limited, annexing land will be necessary. A major consideration of future community growth is identifying areas where growth can occur in a well planned manner following compact development patterns, management of infrastructure and open space preservation.



Section 6.03 Future Land Use Map Categories

The *Future Land Use Map* and future land use recommendations will not become reality unless the daily decisions and implementation activities in Red Bud support the proposed plan. The decision to locate new uses and activities in the City should be based upon factors such as impact on existing development, capacity of adjacent streets, planning and design principles and the need for compatibility between the built and natural environment. The recommendations of this plan should be used with a sense of flexibility. Development proposals that do not exactly match the *Future Land Use Map* and future land use goals, objectives and recommendations, but reflect marketplace demands, should be given reasonable consideration so long as they do not present significant new public service burdens on the community or negatively impact the health, safety, and welfare of the community.

The colored areas shown on the *Future Land Use Map* include all land within the city plus areas identified by the community as desirable for annexation. The future land use categories include.

- Rural Residential/Agriculture
- Low-Density Residential
- Medium-Density Residential
- Multi-Family Residential
- Mixed Use
- Downtown/Central Business District
- Commercial
- Industrial
- Public/Institutional

The future land use category matrix, on the following pages, is designed to work with the Future Land Use Map. The Future Land Use Map is meant to portray a conceptual plan, with the understanding that the general areas identified on the map are correct, but there may be slight modifications to their precise boundaries when a lot-by-lot analysis is conducted during plan implementation. The intent of the Future Land Use Map, land use matrix and future land use plan is to preserve and enhance the City's successfully established residential and commercial areas and promote revitalization efforts along the City's corridors and in the historic downtown.





FUTURE LAND USE MATRIX		
Future Residential Land Use Categories		
Description (Zoning Equivalent)	Density	Recommended Uses
Rural Residential / Agriculture	Average minimum lot size: No more than 1 dwelling unit per 5 acres.	-Agricultural -Single Family Detached -Planned Cluster Subdivisions -Public & Institutional Uses
<p>Areas designated as "Rural Residential/Agriculture" are agricultural areas primarily located outside the City and not connected to the city's utilities or served by paved roads. Uses should be limited to existing agricultural and low density residential uses, new single-family homes located on lots greater than 5 acres and future parks and public recreation areas. Compact, cluster subdivisions are recommended as planned uses in areas that are served by city utilities. The cost to extend or improve utilities and roads should be shared by the developer and installed prior to the occupancy of any new homes.</p>		
Low Density Residential (R1)	Average minimum lot size: No less than 10,000 SF.	-Single Family Detached -Planned Cluster Subdivisions -Public & Institutional Uses
<p>Development in areas designated as "Low Density Residential" should have access to infrastructure such as paved roads and connections to municipal utilities. Low Density Residential areas are intended for subdivisions containing an average lot size of 10,000 square feet or more. Areas designated as Low-density residential that do not have paved roads or proper utility connections should adhere to the Rural Residential/Agriculture categorical recommendations until such time the necessary road and utility improvements are provided. Modular homes, single-family attached dwellings (villas) and cluster homes are recommended as a special use. Homeownership is encouraged</p>		
Medium-Density Residential (R2)	Average minimum lot size: No more than 5 dwelling units/acre on lots generally greater than 8,000 sf.	-Single Family Detached -Single-Family Attached -Public & Institutional Uses
<p>Areas designated as "Medium-Density Residential" generally consists of existing single-family and attached single-family homes. The area is characterized by subdivisions containing approximately 8,000 square feet or more and a mix of residential styles and types with dust free driveway surfaces and served by municipal services and paved roads. New development should follow similar patterns of growth and be served by city sewer, water and residential streets that comply with the City's latest subdivision road and storm water standards. Single-family attached dwellings (villas) and cluster homes are recommended as planned uses. Homeownership is encouraged.</p>		
Multi-Family Residential (R4)	Average minimum lot size: No more than 10 dwelling units/acre.	-Duplex, permitted use. -Apartments -Zero Lot Line -Single Family Homes -Public & Institutional Uses -Parks
<p>Areas designated as "Multi-Family Residential" generally contain attached single-family homes and multifamily dwellings. Areas designated for Multi-Family Residential should be served by municipal utilities and infrastructure including sewer connections and paved streets and parking surfaces. Any new use or major redevelopment of an existing multi-family structure should provide buffers between single family residential and non-residential uses and any improvements necessary to bring streets and other infrastructure into compliance with the City's standards. Single or unified ownership and perpetual control and maintenance of any multi-family structure and common use areas (parking, playgrounds, drainage facilities, etc) are encouraged.</p>		



Future Land Use Matrix (continued)		
Description (Zoning Equivalent)	Density	Recommended Uses
Mixed Use (B1, B2, R4)	Average minimum lot size: As approved by the Planning Commission	-Mixed Uses -Planned Retail -Planned Commercial Service -Planned Office -Planned Medical -High Density Residential
<p>Areas designated for "Mixed Use" are highly visible, easily accessible and generally adjacent to existing uses or zoning that would contribute to the success of mixed use development. The Mixed-Use designation is intended to encourage a wide range of planned compact developments containing a horizontal and/or vertical mix of tenants. Uses include small-scale commercial uses such as retail, commercial services, office, daycare, financial services, dental or medical services, dry cleaning, food or drug sales, automobile oriented uses, postal/mailling services and any mix of the above uses are envisioned. Uses should serve a wide range of local and regional users, while being sensitive to the adjacent residential, institutional and other less intense uses. Developments containing drive-through lanes or outdoor storage should require a special use permit. Requirements addressing signage, parking, buffering, sidewalks and landscaping are recommended. Generally single tenant big box retailers, truck stops and fuel-only filling stations are discouraged. Anchor uses should be approved on a case by case basis by the Planning Commission.</p>		
Downtown (B1)	Average minimum lot size: As approved by the planning commission	-1st Floor Retail-Comm. Service -2nd Floor Residential/Office -Public and Institutional Uses -Parks
<p>The City's downtown should serve as a focal point for economic development and revitalization efforts. Multi-family residential dwellings, lofts, commercial service (tailors, barbers, salons, etc), specialty retail, small offices, parks and public/institutional uses are encouraged in the City's "Downtown" area. The scale and character of any development or redevelopment should be compatible with the surrounding uses. Detailed architectural plans should be required to ensure the historic character of the downtown is maintained. Relief from the City's parking requirements and other restrictions are recommended to encourage redevelopment efforts. Public improvements, streetscape enhancements and other amenities may be required to mitigate any deviations from the City's parking and density standards.</p>		
Commercial (B2)	Average minimum lot size: As approved by the planning commission	-Commercial Service & Retail -Office -Medical -Mixed-Use -Parks & Institutional Uses
<p>Areas designated "Commercial" are located along Route 3 and Route 154 within the City's existing commercially zoned areas. Areas designated as "Commercial" outside the City's limits are reserved for future commercial growth. Retail sales and services, office, financial uses, restaurants, entertainment, convenience stores and automobile-oriented sales and services are envisioned in these areas. Commercial developments should have direct access to a major road. Access control and monument signage (in lieu of pole signage) is recommended to minimize traffic and/or other visual and physical land use impacts. Smaller, less intense commercial uses should be directed to the downtown area or encouraged to be tenants in an existing development.</p>		



Future Land Use Matrix (continued)		
Description (Zoning Equivalent)	Density	Recommended Uses
Industrial (M1)	Average minimum lot size: Determined on a case by case basis. All industrial uses should include buffering from less intense uses and public use areas.	<ul style="list-style-type: none"> - Manufacturing / Assembly - Warehousing - Distribution - Outdoor Storage - Vehicle & Equipment Sales
<p>Areas designated as "Industrial" are intended for environmentally "clean" manufacturing and industrial operations, including warehousing, transportation and distribution related uses. All industrial uses should provide on-site buffering to screen outdoor storage areas and other negative operational impacts from any existing or proposed uses that are less intense, including any property zoned residential or being used for residential purposes, public use area or right-of-way. Recommended building types include brick, concrete, masonry and tilt-up buildings. Pole buildings should be prohibited. All uses that include the storage of inoperable automobiles, boats, RVs or other such inoperable equipment should contain sight proof screening, approved by the City.</p>		
Public/Institutional	Average minimum lot size: As determined on a case-by-case basis and depending on the level of compatibility with surrounding zones and uses	<ul style="list-style-type: none"> -Schools -Churches -Libraries -Government Facilities -Public and Private Parks -Trails / Greenways -Community gathering areas -Play fields & other active and passive recreational areas
<p>Public/Institutional uses, such as community centers, water parks, senior centers or any similar use or mix of use should be allowed in all future land use categories, subject to City approval, provided the applicable zoning and design criteria are met for each use. All public and quasi-public uses and facilities should provide access to arterials, public transportation and served by municipal utilities. A future community center is recommended in any of areas designed Public/Institutional as well as any of the other future land use categories, as approved by the Planning Commission.</p>		

The following sections provide the purpose and intent of each future land use categories and recommendations for implementing the Future Land Use Plan.

Section 6.04 Rural Residential / Agriculture Extraterritorial Future Land Use Categories

The Rural Residential/Agriculture category includes all land outside the City’s current limits and within the City’s 1.5 mile extraterritorial boundary. The areas designated Rural Residential / Agriculture are depicted on the *Future Land Use Map*. Future development should be limited to existing agriculture uses or agriculturally related uses, single-family detached residential dwellings, parks and institutions. Generally, the areas anticipated for future development are at the fringe of the City’s present limits or outside the City’s present limits and categorized under one of the city’s future industrial, commercial or residential land use categories. The City should



annex any areas that might be developed in the near future to ensure greater control of the timing, density and type of development.

Residential areas not served by city sewer or water should provide at least five (5) acres per house lot. Areas served by publicly provided sewer and water may be developed at a higher density pursuant to the principals of conservation subdivision design provided in this Plan. Conservation subdivisions are recommended as a tool to help preserve sensitive natural areas, reinforce the area's agrarian culture and small-town atmosphere and protect the area's agricultural lands, which are the most productive in the region. Conservation subdivisions are covered in more detail in the implementation section of this Chapter.

To ensure intergovernmental coordination, all rezoning applications or development plans within the extraterritorial area should be reviewed for consistency with this Plan and compliance with the City's Subdivision Ordinance. When an area is annexed into the City, the official zoning district shall be "R-1" One-family Dwelling District, unless the petitioner specifically requests, and Planning Commission and City Council approves, a different zoning request pursuant to the City's rezoning rules and regulations.

Section 6.05 Low Density Residential Land Use

Low density single-family residential areas are characterized by single-family detached dwellings with an average lot size of 10,000 square foot or approximately four (4) dwellings per acre. Areas designated as low density residential are located adjacent to existing low-density residential areas and at the fringe of the City's present limits. Low-Density Residential areas should be limited to single-family detached residential dwellings, parks and institutions. No multiple-family development is recommended. All proposed residential development that is not served by city sewer or water should provide at least five (5) acres per house lot. New single family development is anticipated in the southwest city limits with connections provided to the existing neighborhood street system and in north of the city's existing limits along Powell Road. These areas are served by city utilities and the land is generally flat and easily connected to the City's existing transportation system. Future development intended for the areas designated "Low Density Residential" on the Future Land Use Map, would currently fall under the City's "R-1" One-Family Dwelling District.

Section 6.06 Medium Density Residential Land Use

The areas designated as Medium-Density Residential on the *Future Land Use Map* are already developed or built-out. The area is characterized by older single-family detached dwellings with some attached single family homes and mobile homes at densities of 8-10 units per acre. Most future development activity will be in the form of in-fill, tear-down or redevelopment projects. All in-fill and redevelopment proposals should be consistent with the surrounding residential neighborhood and blend harmoniously with the surrounding land uses with regard to general character, density, structure height and bulk requirements. In-fill densities should be limited to not more than 125% of the average density of the surrounding residential development(s). No



multiple-family development should be permitted. Attached single-family dwellings (duplexes and villas) should be permitted by special use. Future development intended for the areas designated “Medium Density Residential” on the Future Land Use Map, would currently fall under the City’s “R-2” One-Family Dwelling District.

Section 6.07 Multi-Family Residential Land Use

Multi-family residential areas are characterized by multifamily apartments or other dwelling types at densities greater than eight (8) units per acre. The “High-Density Residential” Future Land Use Category is proposed along Main Street and as part of a planned mixed use development along Fourth Street and the Route 3 connector. These areas already have established multi-family uses and multifamily zoning in place. All future multi-family development, redevelopment or in-fill development in these areas should be consistent with the character of the surrounding residential neighborhoods and blend with the surrounding land uses with regard to architectural character, density, structure height and bulk requirements. All future multi-family development adjacent to single family should provide on-site buffering or screening. All future high-density residential development shall have direct access to a major road (collector or higher). Future development intended for the areas designated “Multi-Family” on the Future Land Use Map, would currently fall under the City’s “R-4” Multi-Family District.

Section 6.08 Mixed Land Use

There is strong public interest to increase the selection and quality of retail and entertainment opportunities within the city. The development of a mixed use center off Route 3 at the proposed Red Bud (i.e. SWIC) connector is recommended to achieve this goal. A mixed use development at this location would increase the convenience, choice and competition within the marketplace by strategically dispersing commercial services to the newer parts of the city and providing better accessibility. Recommended uses include a wide range of retail, service and office uses with no single tenant/use exceeding 10,000 sf. Generally, ground floor uses should be limited to retail, hospitality and commercial service type uses and the upper stories reserved for office and residential uses, with residential on the upper floors. Uses should be pulled to the street with parking located in the rear. On-street parking, sidewalks, landscaping and pedestrian lighting is recommended. Public right-of-way improvements are recommended in conjunction with the development of this area to ensure safe, convenient vehicular and pedestrian accessibility. A multi-purpose civic center is also recommended within the area designed “Mixed Use”. The mixed use retail center and civic center are companion uses that will support each other.

Section 6.09 Commercial Land Use

Most of the recent commercial development activity in Red Bud has occurred along Highway 3. The City should continue to support well-planned commercial development along Highway 3. This plan recommends promoting the City’s commercial areas as regional destinations for shopping, entertainment and hospitality. Recommended land uses include retail, financial, big-box stores, commercial services, medial, financial, hospitality, and any combination thereof.



Future development intended for the areas designated “Commercial” on the Future Land Use Map, would currently fall under the City’s “B-2” Commercial District.

Section 6.10 Downtown

The area designated “Downtown” generally follow the same boundaries as the City’s B-1 “Central Business District” zoning. Downtown Red Bud provides a rich inventory of historic buildings, quaint streetscapes and is centered along the busiest intersection in the City. These factors are responsible for both the success and struggles facing downtown Red Bud, which are discussed further in the following sections.

As a result of the migration of commercial activity to Main Street and Market Street, Downtown Red Bud needs to be refocused to meet the demand for goods and services that these strip commercial areas do not fulfill. New emphasis should be placed on housing, cultural arts and entertainment. Commercial uses recommended in downtown Red Bud include the traditional downtown uses, such as specialty retail boutiques; re-sell shops, restaurants/cafés and tea/coffee shops. However, to increase the success of these commercial uses, this plan recommends residential lofts, spas, gyms, studios, art galleries, antique shops, theatres and libraries as permitted uses. Parking requirements for the recommended downtown uses should be waived to encourage revitalization efforts and decrease vacancy rates. City leaders and developers must place a new emphasis on establishing downtown as a center for culture, arts and entertainment. To effectively accomplish this, the city must increase the utilization of downtown by restoring vacant buildings and discouraging landowners from holding on to deteriorating properties that are located in highly visible areas.

Section 6.11 Industrial

The future industrial use category includes a range of industrial uses from warehousing to heavy manufacturing and including office warehouse, contractor yards, motor vehicle repair, wholesale uses and business parks. The City should reinvest in its existing industrial areas north, south and east of town. Future industrial uses should be directed to the existing industrial district, prior to the establishment of new industrial areas. The City should annex the industrial area east of the city limits and the area north of the ICG railroad right-of-way, east of the City’s utility plants and extending east to Obst Road, as shown on the Future Land Use Map, to accommodate future industrial growth. These areas provide highway access and are surrounded by similar industrial uses. Directing future industrial growth in these areas will consolidate the City industrial development in areas that are already impacted by industrial uses or devoid of residential development.

Section 6.12 Public/Institutional

The Public/Institutional Land Use category includes governmental and quasi-public uses and places of assembly-such as churches. All public facilities and places of assembly should have direct access to a major roadway and employ the use of alternate access roadways. Institutional



uses should be permitted in most future land use categories, subject to site plan review and compliance with the applicable zoning and design regulations. If an institutional land use stops being used as an institutional use, the future land use category should revert to the adjacent future land use classification. In the event there are two adjoining uses, the most restrictive use should apply. The following institutional and public improvements are recommended;

1. Procure land and funding for the construction of a community center located off the Red Bud / SWIC connector.
2. Develop a future infrastructure plan to extend utilities in the city's anticipated annexation areas and develop an ordinance that requires developers to share in the cost of related roads, utilities and other infrastructure costs.
3. Continue improving emergency preparedness/first responder plans relating to homeland security and natural disasters and other acts of God.
4. Promote, expand and continue ongoing maintenance in the City's Parks
5. Promote, expand and continue support of SWIC.
6. Develop strategies to increase the utilization and generate more revenue at the City-owned park & recreation facilities and community events. Develop a plan to finance the construction of a new community center.
7. Provide more ongoing educational opportunities to better position the City's workforce for the new job market and quality, salaried jobs.



MAP 4.1 FUTURE LAND USE MAP



FUTURE LAND USE IMPLEMENTATION STRATEGIES

The following sections provide adaptive reuse, redevelopment, infill and greenfield development strategies. By implementing these strategies and avoiding low-density single-family subdivisions and strip centers that lack connectivity, usable open space and the efficient use of infrastructure, the City of Red Bud can grow responsibly while maintaining its small town character and agrarian atmosphere. The following sections provide the recommended future land use strategies. Future development strategies for all future land use categories are prioritized as follows (in order of importance):

1. Downtown Revitalization (Adaptive Reuse)
2. Infill Development
3. Redevelopment
4. Greenfield Development

Section 6.13 Downtown Revitalization

Downtown Red Bud has undergone many revitalization projects over the years. The most recent improvements included the restoration of City Hall, the adaptive reuse of vacant tenant spaces to restaurant/bars and on-going streetscape improvements. These improvements are critical in increasing the confidence to invest in the downtown and bringing life and vitality to the streets and establishments within the City's central business district. The City must work to eliminate barriers, perceived or real, that might slow or deter the redevelopment process and facilitate ongoing successful revitalization efforts. Grants and technical assistance are recommended to help assist in revitalization efforts.

Downtown Revitalization Recommendations

1. **Incremental improvements:** The success of downtown Red Bud is the result of numerous small steps over time. This Plan recommends the City continue the incremental revitalization efforts in the downtown historic district and the following implementation strategies:
 - a) Develop a Business Corridor Development and Redevelopment Commission to serve as ambassadors for the city and promote funding and implementation of the recommendations contained herein.
 - b) Create a walkable, outdoor shopping district Downtown with integrated shops, entertainment and restaurants offering unique, high quality merchandise, al-fresco dining (roof-top & sidewalk), cultural attractions, art galleries and annual street festivals and entertainment.
 - c) Locate a campus book store, study hall, outdoor gathering areas or other such use that provides a connection to SWIC and more specifically brings SWIC students to Downtown Red Bud.



2. **Preservation:** Buildings are the most fundamental element of any downtown. They give Downtown Red Bud its character and attract people and their money; when the buildings are occupied, that is. Therefore, buildings should not be removed unless they are replaced with a structure of equal or higher aesthetic value as determined by the Planning Commission. This plan recommends the following implementation strategies:
 - a) Promote the adaptive reuse and revitalization of the city's older buildings and homes, specifically those located in the Historic Downtown and urban core.
 - b) Evaluate past adaptive reuse projects and other land use conversions to evaluate the most effective approaches for the future and avoid duplicating past mistakes.
 - c) Track down the ownership of dilapidated buildings and facilitate steps toward code compliance and reinvestment. Help procure funding in the form of grants or tax credits to help fund the adaptive reuse or revitalization of historic or architecturally significant structures or sites.
 - d) Review the status of the city's historic district designation. If downtown is not designated, work towards obtaining historic district designation.
3. **Mixed Use:** Promote housing, culture, arts and entertainment in the city's Downtown. Update the City's B-1 Zoning District to incentivize second floor residential units. Housing will attract residents (consumers) that will support downtown businesses and make the downtown feel inhibited, safe and vital. This plan recommends the following implementation strategies:
 - a) Market downtown Red Bud as the premier location for new housing types and as the cultural, entertainment, recreational and hospitality center of the region.
 - b) Develop zoning procedures and development incentives to encourage horizontal and vertical mixed-use revitalization efforts and redevelopment and permit mixed use, including lofts, live-work units and relief from parking requirements. One recommended strategy for implementation is the development of a historic downtown overlay district.
 - c) Give people a reason to come downtown. People are the best way of attracting other people.
4. **On-Street Parking** On-street parking is recommended along both sides of all streets where the width permits such use. On-street parking provides convenience to downtown shoppers and diners, serves as an effective traffic calming device for drivers, and a physical and psychological barrier protecting pedestrians from moving vehicles and bicycles. The conversion of on-street parking to driving lanes should be discouraged. Eliminating parking in the downtown will result in faster moving traffic that makes downtown less pedestrian friendly and less business friendly.



5. **Parking:** Consider the installation of a central parking lot to accommodate visitors to the downtown and its employees. When the parking lot is not in use, it could serve as a gathering place, outdoor market, visual arts, and entertainment area, etc.
6. **Maintain Downtown Red Bud’s Original Traffic Pattern:** Restricting traffic to one-way traffic only or converting primary streets, sidewalks or facades into a pedestrian mall should not be permitted.
7. **Develop Guidelines for Downtown:** Develop guidelines that address signage and architectural design to protect the visual and physical characteristics of Downtown Red Bud and use restrictions that limit drive-troughs, chain stores, ground floor housing, office and other uses that create conditions that are uninviting to pedestrians.
8. **Seasonal Events:** Continue to invest time and resources in seasonal events, decorations and festive/outdoor marketing activities that bring people downtown.
9. **Gateway:** Create indefinable points of entry into the downtown in the locations identified on Future Land Use Map. See also the Gateway Section in Chapter 5.
10. **Streetscape Enhancement:** Continue the successful streetscape enhancements along Main Street and Market Street. Future enhancements should follow a common theme to increase the cohesiveness of the uses along Route 3 and reduce visual clutter. The streetscape enhancements should include sidewalk repairs/replacement, building façade improvements, lighting, street furniture, banners, signage, etc. The downtown area should be festive during all seasons. Trees and light poles along Route 3 should be decorated for the winter holidays and colorful flags hung from lampposts are recommended seasonally to celebrate special occasions and seasonal changes.

Section 6.14 Industrial Development

Industrial development should be separated from residences and point-of-purchase retail sales. Industrial developments are typically of low design quality and may produce external effects that are incompatible with less intense uses, such as residential. Heavy truck traffic and high traffic volumes at shift changes are common in industrial areas.

New industrial development should be directed to one of the City’s existing industrial districts, ideally in an existing, vacant industrial building. If those locations are unacceptable, locate new industrial development in the area designated “Industrial” on the eastern edge of the city as shown on the Future Land Use Map. All future industrial uses should be reviewed for consistency with the following guidelines:

1. Buildings should avoid long, monotonous, uninterrupted walls or roof planes on any building face visible from adjacent non-industrial uses or public right of ways. Metal buildings should contain architectural features such as textured/masonry/stucco surfaces, accents and fenestration such as windows, doors and other offsets or other breaks in the wall or roof planes.



2. All uses that include the storage of inoperable automobiles and other equipment should contain sight proof screening, approved by the City.
3. Future development intended for the areas designated “Industrial” on the Future Land Use Map, would currently fall under the City’s “I-1” Industrial District.

Section 6.15 Commercial Development

The residents of Red Bud want commercial uses such as cafes, coffee houses, retail and financial institutions. While these uses are lacking in the City’s business districts, they are highly desired by the community and provide goods or services that attract both local and regional consumers. These uses will help inject new life into the City’s aging, underutilized commercial centers. The city should identify vacant buildings or vacant lots suitable for the uses described above and help the owners market them to select tenants.

The City should consider converting underutilized commercial parking areas into restorative development sites for small, complementary commercial uses described above. Allowing underutilized parking areas to be used as strategic commercial infill sites offer property owners the opportunity to procure more return from their real estate investment(s). The new development will also attract and retain more consumers, creating a spontaneous marketplace where visitors park once and patronize multiple businesses.

If buildings are no longer safe or physically meet the needs of today’s market place, remove them from the City’s building stock. Oftentimes the years of disinvestment combined with the ever changing retail and commercial markets make aging commercial centers unsuitable for infill or restorative development. When restorative development is deemed too costly or impractical, redevelopment is recommended. The following commercial redevelopment and implementation strategies are recommended.

1. Conduct a conservation study to help identify blighted commercial areas, better position underperforming sites for tax abatement and to initiate redevelopment efforts and reinvestment.
2. Expedite the demolition process for buildings that cannot be feasibly brought into code compliance, in accordance with the blight study referenced above, and as needed to protect the integrity of the city’s commercial areas.
3. The City’s zoning code should be reviewed and updated to encourage/ incentivize compact, mixed-use development on existing infill lots and regulate undesirable land use conditions.
4. Replace or retrofit old commercial structures by making them more compatible with the latest market trends and choices and energy efficient.
5. Promote the utilization of underutilized parking areas as commercial infill sites that compliments the existing commercial tenants, increase property values and generate more tax revenues.



6. Update the city's parking regulations to better respond to the latest land use trends. For example, the latest trend in retail development is to relax or eliminate parking requirements and let the market dictate the most appropriate parking configuration.

Section 6.16 Mixed Use Center

The top commercial development priority, according to the residents of Red Bud, is the development of a mixed use town center. The goal of a mixed use center is to allow visitors to become citizens again and not feel like consumers, which in turn increases the length of visits to the site and the number of visits. Non-retail activities, such as housing, bring life to shopping districts around the clock and increases public accessibility, creating a spontaneous marketplace. This results in a development wherein the whole is greater than the sum of its parts.

A successful mixed use center can increase the city's share of the regional retail spending by attracting consumers from a larger geographic region and limiting the need for local residents to travel outside the city for retail goods and services. The commercial corridor along Market Street at the proposed Red Bud Connector is the most suitable location for a future mixed use center. A community center is also recommended at this location. The mixed use town center and community center offer synergies that contribute to the success of each. The key to successful mixed land use planning is connectivity, compatible design and synergistic land uses located in a compact, integrated setting. In addition to above recommendations, this plan recommends all future mixed use development be reviewed for consistency with the following design elements:

1. Design to the human scale and maintaining a traditional town center atmosphere throughout.
2. Balance the needs of retailers/consumers and civic facilities/citizens in an integrated unifying setting.
3. Buildings on the edge must provide a smooth transition with the surrounding uses.
4. Architectural design must maintain a high level of visual interest.
5. Buildings should be pulled close to the street to accommodate pedestrians by providing easy access, window displays, and shelter. Incorporate architecture and building technology that allows the outdoor areas of the town center to adapt to the local climate and seasonal changes.
6. Awnings, stoops, balconies, and porches should be used to establish a connection between indoor and outdoor space.
7. Provide outdoor amenities such as public art, benches, fountains, dramatic lighting, the use of red bud trees and other festive landscaping, banners and ornamentation.
8. Include a combination of sit-down restaurants and outdoor vendors. Restaurants create excellent land use synergies with retail as they comfort consumers, provide spontaneous meeting places, and prolong consumer stays.



The development of a mixed use town center at this location increases the convenience and walkability of the City’s commercial districts and decreases the average VMT (vehicles miles traveled) per family or consumer. Locating the City’s community center at this location will further promote these objectives and help achieve the city’s long term goal of having a full-service community center.

Section 6.17 Future Residential Development

As the average age of the head of household increases, the ability or desire to maintain large properties decreases, resulting in less demand for larger homes. Therefore, as the City’s population ages, the demand for housing types, suitable to the city’s aging population, will increase. The *Future Land Use Map* shows higher density residential development in the western portion of the City along Market Street. Permitting lofts in the downtown and the construction of the mixed-use development will provide opportunities for new, moderately priced, housing types not currently available in Red Bud.

Residential infill opportunities in the city’s older neighborhoods exist wherever housing has slipped into disrepair and no longer meet today’s housing needs. The older residential area northwest of the downtown provides the best residential infill opportunities. Well planned infill in this location service two urban renewal objectives; eliminating older, outmoded homes; and replenishing the City’s housing stock with affordable housing types that are well connected to the City’s central business district. The following guidelines are provided to help increase the compatibility of future infill, tear down and redevelopment activity with the City’s existing building stock.

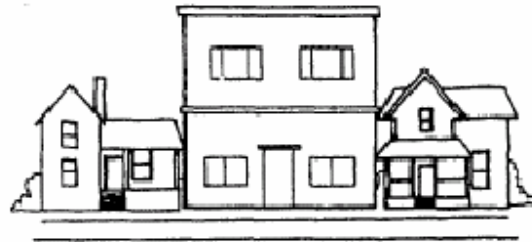
1. Unless identified otherwise on the Future land Use Map, areas that are presently being used for residential purposes should remain residential.
2. Encourage higher density residential redevelopment near the proposed SWIC connector.
3. All development should blend well with the existing built and natural environment. For example, when developing in or adjacent to established neighborhoods containing larger lots than those proposed, the proposed lot sizes should best represent the existing neighborhood lot sizes and densities adjacent to the development and transition to smaller lot sizes and/or densities within the interior of the proposed subdivision. Allowing an increase in density for infill development helps off-set the cost of development and compensate for added site features or other amenities.
4. When an infill or redevelopment site is located within 50 feet of a site with an existing dwelling structure, and fronts on the same street, a front yard setback that is within 5 feet of the setback of the established dwelling structure should be used. For example, if an existing dwelling structure has a front yard setback of 20 feet, then the new building should have a front yard setback between 15 and 25 feet. If there is more than one dwelling structure fronting on the same street within 50’ of the site, then an average measurement should be taken of the setbacks of the impacted dwelling structures.



5. Relate the size (bulk) and proportions of new structures to the scale of adjacent buildings. Avoid buildings that violate the existing scale of the area in height, width, or massing.



Recommended



Avoid

6. Break up uninteresting boxlike forms into smaller, varied masses. Avoid single monolithic forms that are not relieved by variations in massing and architecture similar to the techniques utilized with adjoining structures.

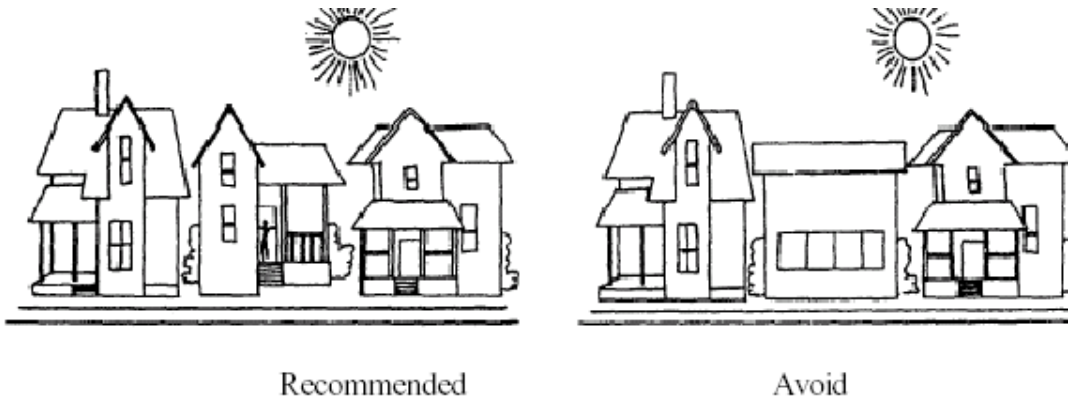


Recommended



Avoid

Avoid roof shapes, directional orientation, pitches, or materials that would cause the building to be out of character with quality buildings in the area.



**Illustrations Courteously of the City of Ashland, OR Site, Design and use Standards*

Section 6.18 Neighborhood Stability Recommendations

The following housing and neighborhood stability strategies are recommended for immediate implementation:

1. A range of housing choices is needed to meet the needs of residents of differing economic levels, age groups and lifestyles. Diversifying the housing stock is recommended so people can “age in place” rather than moving outside the city at any given stage of the life cycle. Neighborhoods should offer a choice of well designed and low maintenance housing types, sizes and values.
2. Affordable housing should be viewed as part of the infrastructure of the community. The City should consider requiring developers of large residential subdivisions (over 10 acres or 50 dwellings) to provide a percentage of homes for 1st time buyers and/or a percentage of maintenance-free homes designed for retirees, singles or busy professionals in much the same way as contributions to the capacity of roads or availability of parks are required.
3. All neighborhoods should be linked to surrounding road network. The use of cul-de-sacs should be discouraged.
4. New neighborhoods should include distinct features at its boundaries to create a sense of entry and foster a sense of pride and belonging among residents. Distinct features may include monumental entrance features, enhanced street intersections and pedestrian crossings and public spaces such as common ground areas and neighborhood parks.
5. All residential streets should be pedestrian-friendly and include sidewalks on both sides. Sidewalks should be attractively landscaped and laid out in an interconnected network to encourage walking.



6. Higher density is recommended to achieve a more affordable housing stock. Higher density housing results in less land per unit, less site preparation, less infrastructure and typically less finished floor area, all of which hold down the hard costs of housing.
7. Encourage front porches on new houses. Front porches allow homeowners to comfortably spend more time near the front yard and street. This creates a greater opportunity to know ones neighbors, maintain a casual surveillance of the area, and thereby maintain a safe residential neighborhood. This also reinforces a small-town ambiance.
8. De-emphasize garages that extend past the front of the house. Garages which extend out from the front of a house create an emphasis on the automobile system of a neighborhood, diminish the effects of inviting front doors and porches, and are simply less attractive than the house itself. All of these effects break down the pedestrian oriented quality which is sought for new residential areas in the City of Red Bud. A maximum percentage of street façade devoted to garage area should be established as a control measure for visual quality.
9. This Plan recommends requiring landscaping, primarily through preservation of mature trees and existing vegetation, for all new development. The rationale for this recommendation is trees increase property values and create conditions which are pleasing. Trees provide shade, wind breaks, and attract of songbirds and other wildlife. By far the easiest way to capture these benefits is to preserve the existing vegetation of a site as it is developed, rather than relying on newly planted materials to grow and mature, slowly recreating an environment which already existed in many cases.

Section 6.19 Extraterritorial Residential Subdivision Guidelines

Conservation residential subdivision design is recommended as the preferred development option whenever a new residential subdivision is proposed in an undeveloped area, primarily in the suggested annexation areas which are served by public utilities. These areas are largely undeveloped, but contain precious agricultural land and sensitive natural areas that should be preserved. The intent of conservation subdivision design is to preserve natural areas while permitting residential densities that are equal to the City’s underlying residential zoning districts. It is recommended that Red Bud develop conservation subdivision design guidelines as part of the City’s Subdivision Ordinance.

Generally, conservation subdivision design maintains the same density as a conventional subdivision and allows the same uses as permitted in the underlying zoning district. This is a concept known as “density neutral”. The biggest difference is that a conservation subdivision strives to preserve 50% of the development site. This is accomplished by minimizing the development footprint by building compact subdivisions with smaller lots, leaving vast areas undisturbed. Lake and golf course developments follow the same subdivision design concept as conservation subdivisions. Conservation subdivisions would require relief from the City’s minimum lot sizes and setbacks. Whenever development is proposed containing environmentally sensitive lands, the principals of conservation subdivision design should be followed to minimize the development impact. The land conserved as a result of conservation



subdivision design should be dedicated in perpetuity as undeveloped common ground or open space. Figure 6.1 illustrates the difference between conventional and cluster subdivision design.

Figure 6.1 Conventional Subdivision Design vs. Cluster Subdivision Design



Source: Randall Arendt- "Conservation Subdivisions"

Section 6.20 Growth Management

As Red Bud grows over the next 20 years there are several factors that could threaten the protection of agricultural lands and hinder efficient and coordinated development. Low density residential developments adjacent to municipal limits and uncoordinated street development can have an adverse impact on the manner in which an area developments. Therefore, this plan recommends the City consider growth management as a tool to make intelligent future land use decisions.

Growth management can be described as a conscious public decision to restrain, accommodate or encourage development. Management techniques can be applied to any type of growth, but of particular concern to the City of Red Bud is the current and future supply of quality commercial, residential and industrial development opportunities. The growth of the land uses mentioned above are managed in part by proposing areas of commercial, residential and industrial growth on the Future Land Use Map and developing strategies for each district. In addition to proposing land uses, the city can manage growth by extending the city boundary and concentrating municipal services within the planning area. This strategy will minimize sprawl and the inefficient use of the land, resources and municipal services. The purpose for managing growth in the City of Red Bud are multi-fold, they include:

1. the preservation of farmland & the income generating potential of the natural land,



2. the prevention of overextending municipal services and infrastructure,
3. the prevention of vacancies and thus economic decline within existing city neighborhoods and commercial areas, and
4. the control of types and quality of development at the city periphery.

Other growth management considerations the City should consider include:

1. Encouraging annexations of land contiguous to the City and served by utilities or areas where pre-annexation agreements exist regarding the provision of services. The cost of extending utilities should, to the extent possible, be shared by the developer.
2. Exercising the authority to control subdivision development within 1.5 miles from the City's present limits according to the recommendations contained herein.

The rationale for imposing growth management and preserving the area's agriculture land, as provided by the American Farmland Trust, includes:

1. It's the only farmland we've got; when it's gone, it's gone forever.
2. American farms ensure a safe and plentiful food supply.
3. Many American families and rural communities are supported by their farmland.
4. Saving farmland helps control sprawling development.
5. Farms and ranches provide wildlife habitat.
6. Urban-edge farms provide fresh, local produce for city residents.
7. Farming is a better economic use of the land than scattered development.
8. Farms provide a direct link to our agricultural heritage and America's history.
9. Farms provide jobs.
10. Farmland provides scenic open space.

Section 6.21 Annexation

The community has expressed support for annexation throughout the comprehensive planning process. Many believe annexation is necessary to preserve the natural character of the area and provide for future residential growth. In response to the community's support, and due to the City's ability to provide centralized services to adjacent unincorporated areas, the Future Land Use identifies the City's recommended growth areas. The location of the future growth areas is already served by public utilities and roads or adjacent to said services.

Partnerships between the City, property owners and developers should be established early in the process to help avoid unanticipated repercussions during or after the annexation process. The City should initiate pre-annexation agreements with adjoining land owners. To the fullest extent possible, future development and land uses within the annexation area should comply with the



City's Zoning Code and be consistent with the Comprehensive Plan's land use recommendations.

Annexation of any land into the City of Red Bud should be considered carefully. While each situation is different, the end result should provide specific benefits to the city as well as the annexing area. The areas of land on the Future Land Use Map that fall outside the City's limits are the areas the City should consider for future annexation. Before any annexation decisions are made, the following general questions should be considered.

- Will the annexation lessen demand to develop in-fill property or redevelop existing sites and buildings within the current city boundary?
- Will the annexation place any unacceptable political, financial, physical or operational demands or expectations upon the city for the provision of services or infrastructure?
- Will the annexation allow for more appropriate guidance of future development within the annexation area?
- Will the annexation bring existing land uses into the city that are desirable and have some benefit to the city in terms of revenue or the sense of community?
- Is the annexation in the best interest of the city as a whole?
- Does the annexation make economic sense from both long and short range perspectives?

Section 6.22 Annexation Procedures

The City Council processes all annexation petitions and determines if they comply with state statutes. The procedures for annexing unincorporated land in Randolph County can be summarized by two methods of annexation; voluntary and involuntary annexation.

Under the voluntary method, residents in affected portions of Randolph County petition the city and request annexation. The petition is then reviewed by the City Council to determine if the annexation is reasonable and necessary. If the City Council agrees, the annexation can be approved without the time and expense of an election. Voluntary annexations can only be accomplished through a petition process involving 100% of the annexing property owners.

The involuntary method requires the preparation of a plan of intent. The proposal must legally delineate the area to be annexed and provide proof that the proposed annexation meets the statutory criteria. The annexation petition must be presented at a public hearing. Following the public hearing, an election is held in which all registered voters in the city and all registered



voters in the annexation area must vote separately on the annexation. The vote must be a majority in favor in both the city and the annexation area to be approved.

Section 6.23 Summary

The rate, manner and location in which the City of Red Bud allows residential, commercial and industrial land uses to grow will have significant effects on conditions within the city's existing neighborhoods and commercial areas. In the current development environment, it is more economical for commercial and residential developers to construct new buildings on agricultural land than it is to redevelop an existing site or renovate an existing building within the city. As a result, developers' tend to prefer locations at a city's perimeter. When this growth is allowed to progress unchecked, older sections of the city tend to be left to deteriorate. For cities to avoid vacancies, deterioration, and eventual blight in older sections of town, new construction should be balanced with maintenance and renovation of existing buildings. To best accomplish this balance, the city may need to offer incentives to encourage inner city development.

The challenge faced by the City of Red Bud is finding the balance between investing in new developments or reinvesting in what the city already has. To remain competitive with other cities in the region, the City of Red Bud must allow and encourage commercial development by providing adequate commercial and industrial property with good access to the City's transportation system and utility services. Potential for commercial development exists in several areas as indicated on the Future Land Use Map. Future commercial development in these areas can be used to generate city tax revenue, expand employment opportunities, and increase shopping and entertainment alternatives for area residents as well as tourists and travelers. However, this growth must not occur in a manner that will contribute to the further deterioration of downtown. Businesses that could feasibly operate in a downtown building should be given incentives to do so.