



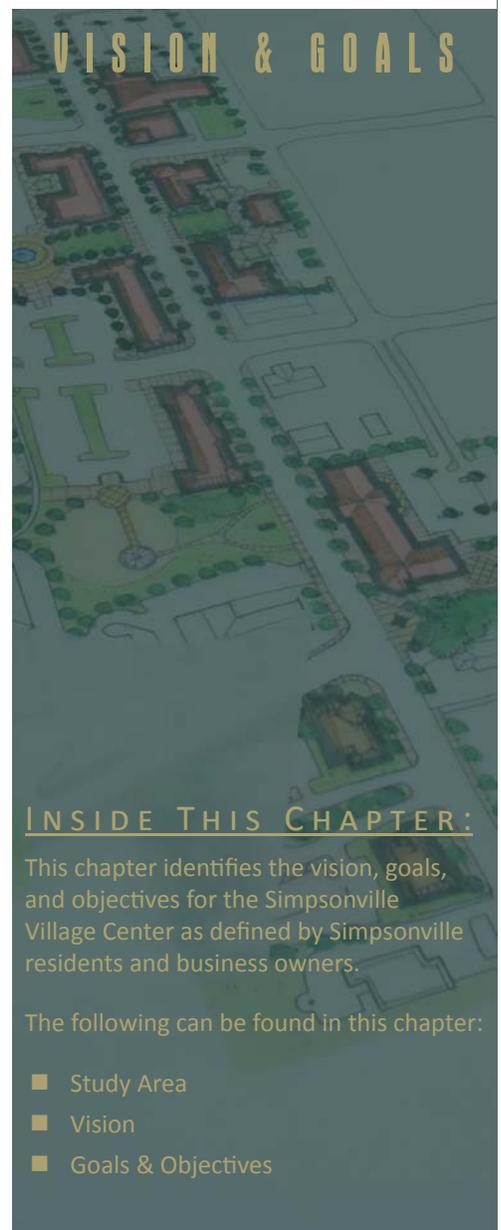
VISION & GOALS

# Chapter 2

PLANNING A NEW VILLAGE CENTER



## 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



*"Progressive Community with Hometown Spirit"*



*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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*"Progressive Community with Hometown Spirit"*

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