



City of Shelbyville, Indiana

Comprehensive Plan Amendment

# Fairland Exit Small Area Plan

February 2008

*Planning Consultant:*



## Fairland Exit Small Area Plan

February 2008

### STATEMENT OF SMALL AREA PLAN INTENT

This plan document was created in response to emerging development activity around the Fairland Exit of Interstate 74 in Shelbyville, Indiana.

The document's intent is to guide the planning activities of the City of Shelbyville's Plan Commission and City Council in the future as they seek to manage this emerging development activity and to assist the overall real estate community in understanding the potential for creating a high quality area that benefits the City of Shelbyville and Shelby County.

The Small Area Planning process was utilized to review and analyze this area in more detail than what was conducted in the general Comprehensive Planning process. The goals of this Small Area Plan are to:

*Provide the Plan Commission, Board of Zoning Appeals, City Council and staff of the City of Shelbyville with a refined land use plan for the Fairland Exit area.*

*Provide a refined thoroughfare plan for the Fairland Exit area to achieve a higher efficiency and overall value. Roadway alignments proposed in this plan will need to undergo additional review and investigation before being finalized.*

*Showcase potential opportunities for development in the area that should be considered in future planning and zoning decisions by the City of Shelbyville.*

*Illustrate potential development concepts that might prove viable to the private real estate market for development and implementation.*

This document is to become an amendment to the City of Shelbyville, Indiana Comprehensive Plan and will supercede any text or maps in conflict with this plan.

This plan was completed from September 2007 to February 2008 with the assistance of Ground Rules, Inc., a land use planning consulting firm located in Zionsville, Indiana.

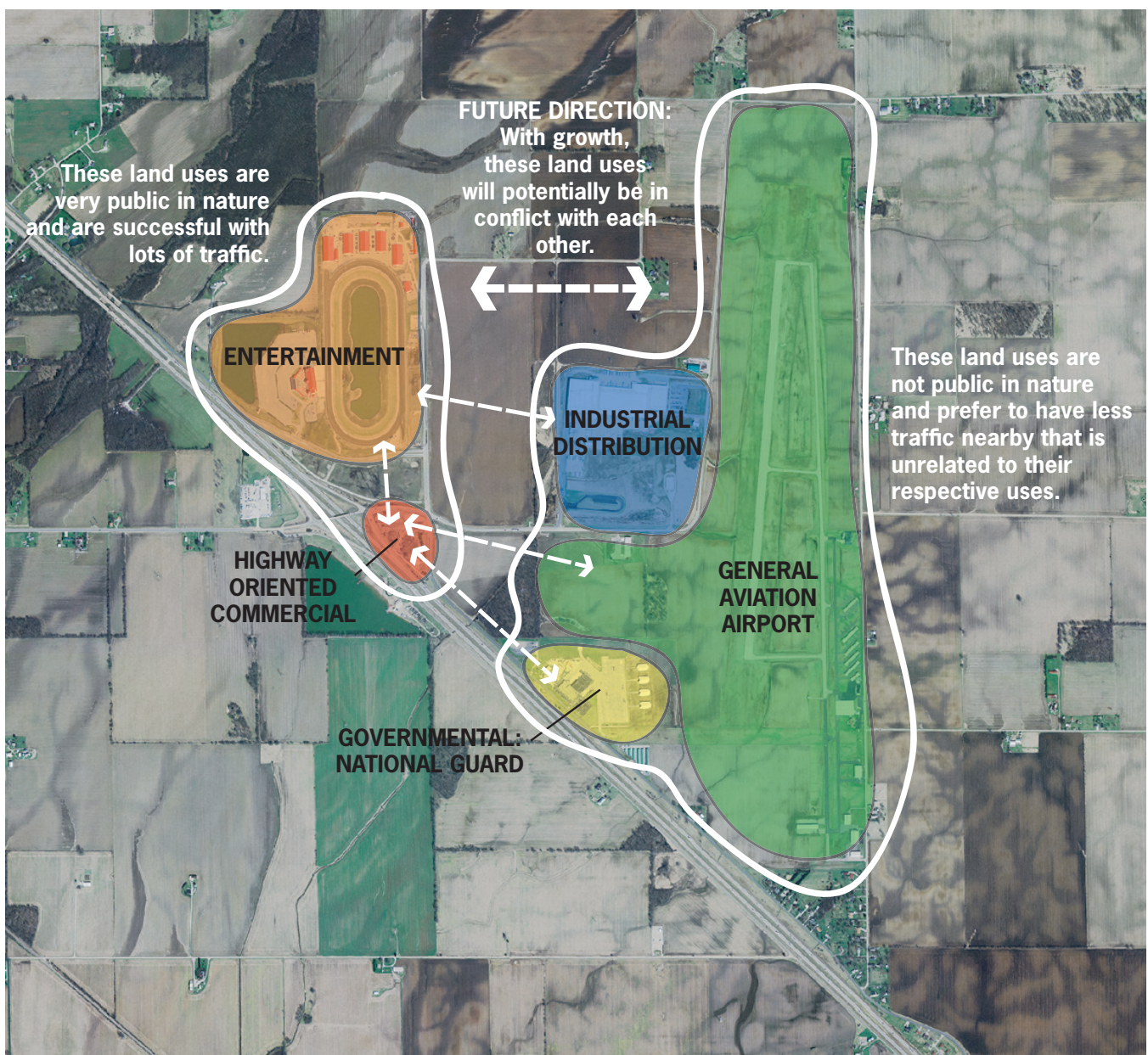
### For More Information:

City of Shelbyville Department of Planning  
(317) 392-5102  
[www.cityofshelbyvillein.com](http://www.cityofshelbyvillein.com)

# Current Status

## Observations

- The Fairland Exit (#109) of Interstate 74 is an approximate 20 minute drive to Indianapolis.
- Because of its location between Indianapolis and Cincinnati on Interstate 74, this location is desirable for industrial distribution facilities.
- Because of Brandywine Creek, portions of land in this area are located in the 100 year and 500 year floodplains.
- The Indiana Downs Horse Track has located at this exit and generates considerable automobile traffic. The Horse Track was not noted as a potential development on the 2001 City of Shelbyville Comprehensive Plan.
- Current roadway infrastructure was not designed to handle current or future automobile traffic volumes. This is especially true in reference to the Fairland Exit overpass and interstate interchange, which has poor sight lines and circulation patterns for this level of use.
- The 2001 City of Shelbyville Comprehensive Plan includes a conceptual plan for a Westside Parkway around the north/west/south of the City of Shelbyville. The location as planned in 2001 is currently occupied by the Indiana Downs Horse Track.
- Historical airport expansion plans have potential to conflict with emerging development patterns.



# Roadway Plan

## Roadway Evaluation

- Westside Parkway is intended in City of Shelbyville Comprehensive Plan to transect this area.
- In Johnson County, C.R. 400N is being widened and a new interstate interchange is being proposed.
- Awkward and confusing circulation pattern in area.
- Several off-set intersections present traffic problems and potential safety concerns when volumes increase.
- Airport and single family residences sever most opportunities for a good east/west road to connect to State Road 9. (excluding Westside Parkway concept)
- In the future, with increased traffic, current roadways will be insufficient to handle additional traffic loads.
- Conflict between visitor “experience” (passenger vehicles) and industrial park land uses (semis and box trucks).
- Not a pedestrian-friendly environment.

## Roadway Strategy

1. Westside Parkway alignment must get designed, engineered and land acquisition begun immediately.
  - Provide strong link from I-74 to S.R. 9.
  - Provide strong link from I-74 to existing industrial park (Mausoleum Rd.)
  - Provide strong link to S.R. 44 in the long-term.
2. All other roads should be designed from the Westside Parkway alignment.
3. Design Westside Parkway to function as a buffer between industrial park/airport and entertainment area.
  - Maximizes visitor experience when going to the track/casino.
  - Minimizes turning movements for semis and box trucks coming from or going to I-74. (Greatly reduces noise and significantly increases vehicular safety.)
4. Improve National Guard’s access to new interchange with new roadway to 400N.



# Fairland Exit Interchange Plan



### Interchange Evaluation:

- Unsafe configuration and circulation patterns at interstate interchange with poor viewing angles and no night time lighting.
- County Road 400N, a minor arterial, has an awkward angle with Interstate 74, creating difficult turning radius issues.
- Designed for rural traffic, not the heavier traffic of industrial distribution and the horse track, both now and projected to increase in the future.
- Confusing configuration for visitors with limited signage and wayfinding.
- Nondescript landscape design and bridge design. Does not indicate that something unique is located at this exit.



### Interchange Strategy:

1. The implementation of the Westside Parkway Concept, as outlined in the City of Shelbyville Comprehensive Plan, creates an opportunity for a new interstate interchange.
  - The Westside Parkway will be a through-road from N. S.R. 9 to S.R. 44, creating a 3/4 loop around the City of Shelbyville.
  - C.R. 400N will be an important road as well, but will unlikely be a through-road to S.R. 9 because of the location of the Shelbyville Airport.
2. Change orientation of interchange to North/South to emphasize Westside Parkway (through-road to S.R. 9).
3. Build new interchange southeast of existing interchange.
  - Keep existing interchange open until new one opens (no loss of service).
  - Close the old ramps and make land available for new development.
  - Consider maintaining 400N as pedestrian access over interstate to Parkway.
  - Moves future highway commercial development further away from floodplain.
  - Increases visibility of track/casino and improves traffic flows.



Short-Term Configuration



Long-Term Configuration

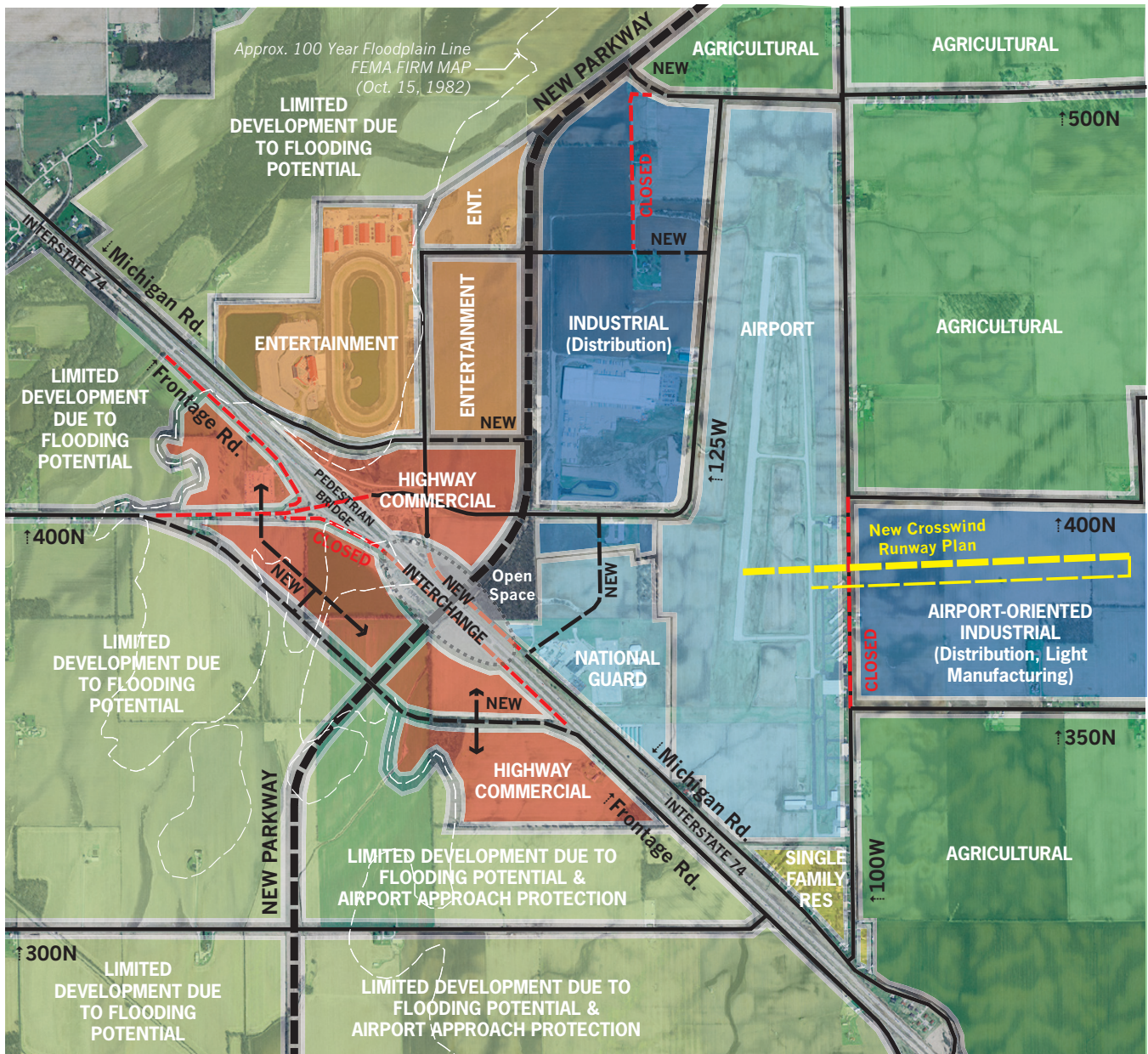
# Land Use Plan

## Land Use Evaluation

- Land use conflicts exist and will likely get much worse if planning does not occur. Potential conflicts include:
  - Between highway commercial and airport
  - Between industrial and entertainment
  - Between entertainment and airport
  - Between single-family residential and all other development
- Floodplain creates barrier for land use to the west.
- Current land use pattern lacks organization.
- No unifying pattern or theme for the area to minimize conflicts and capture opportunity for high quality places.
- National Guard facility is being encroached upon by incompatible development, compromising its operation.

## Land Use Plan Strategy (see map below)

1. Capture maximum opportunity for highway commercial development with interchange relocation and internal road modification and re-orientation.
2. Add industrial land uses near airport and east of Westside Parkway. Use Parkway as a buffer between entertainment area and industrial/airport land uses.
3. Maximize opportunity for entertainment area (Horse Track/Casino) to expand.
4. Strongly protect airport operations by disallowing land uses in direct conflict with air traffic patterns and landing approaches.
5. Maintain approaches to main runway as agricultural uses by acquiring and/or incentivizing them as such.
6. Accomodate expansion opportunities for National Guard facility and potential taxiway connection to Airport.
7. Discourage development in the 100-year floodplain.



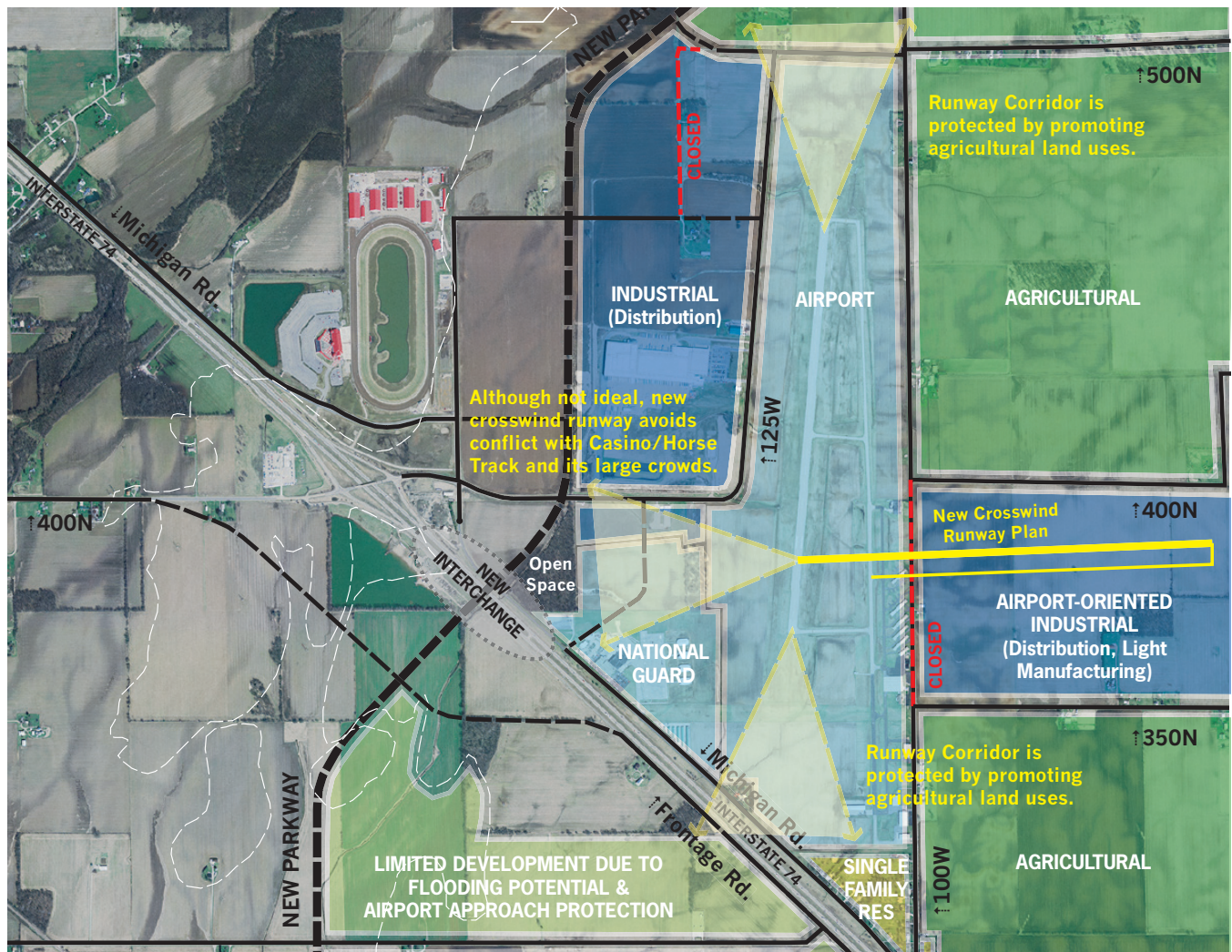
# Shelbyville Airport Plan

## Airport Evaluation

- Current land use planning is not sufficient to protect the airport and its operations from incompatible development.
- Current facility plan (crosswind runway) is in direct conflict with expected interchange growth, especially with the existing track, planned casino, and proposed hotel(s).
- Even though the airport's plans were established first, the likelihood of the City denying interchange development to protect the airport is very low.
- Priority should be on commercial-based aircraft and commercial operations, not recreational pilots.
- Need to prioritize overcoming whatever is discouraging commercial-based aircraft and commercial operations at the airport. (i.e. lack of instrument landing system (ILS), runway length, facilities)
- Prioritize crosswind runway after overcoming obstacles for increased commercial operations.
- Terminal on east side of airport might not be the most effective location in the future to connect to development.
- There may be opportunities for fly-in traffic to visit the casino/track, or simply visit events at the Airport itself.

## Airport Strategy

1. Revise the current Airport facility plan and develop a Airport and adjacent areas master plan to explore and direct not just Airport activities, but adjacent development opportunities that might result from Airport proximity.
2. Revert or sell land planned to be used for crosswind runway to the National Guard for expansion.
3. Lobby the Federal Aviation Administration (FAA) for support to focus attention on commercial operations (e.g. ILS, extended runway, etc.)
4. Extend main runway to the north, if necessary.
5. Add precise instrument approach, if necessary.
6. Acquire land for future crosswind runway on east side of airport where operations will not be in conflict with the track, casino or future entertainment land uses.
7. In the long term, consider a new main terminal oriented towards the horse track/casino and interstate access.



## Development Character Recommendations

As stated earlier, the goal of this document is not to determine specific building footprints and forms, but rather to outline a broad vision of land uses in the area of the Fairland Exit of Interstate 74. Understanding this, the following key points are offered to expose decision-makers to ideas, concepts and trends in development (as they relate to each prescribed land use) that might prove beneficial in discussing development and design opportunities in this area. It is also the intent of this section of the document to showcase potential development concepts to private development organizations and individuals who might review and seek guidance from this plan document.

### Highway Commercial

**VISION:**

Because of the proximity to the interstate, the areas around the interstate interchange present a significant opportunity for commercial land uses including retail shopping, restaurants, hotels, and convenience retail. To be successful however, this area will have to develop a design aesthetic and community character that will assist in creating market differentiation from other highway commercial areas.

**KEY DESIGN POINTS:**

- *Since the area includes a large entertainment facility that counts on a high quality user experience, highway commercial activities should strive to add, not detract, from that experience.*
- *Site planning and orientation (how do you enter, exit, etc.) are critical to creating a destination location, not just architecture.*
- *Working with development entities to develop an area design aesthetic will assist in creating a memorable user experience, leading to future customer return visits.*

**POSSIBLE CONCEPTS:**

- *Horse or horse farm themed architecture that plays off the connection to Indiana Downs.*
- *Farm and natural surroundings theme that is connected with the area’s farming heritage. Maybe even farmer’s market type food outlets and/or local food restaurants.*
- *“The Fairland Exit” as a destination shopping and retail location including a potential “outlet-like” shopping area.*

### Entertainment Areas

**VISION:**

The Indiana Downs Horse Track and future Casino make this exit unique in the area. While the horse track and casino will certainly attract regular customers, there also will be increased opportunity to draw in additional customers with a high quality, well designed user experience. Other developments such as hotels, a water park and connections to the airport could also make the area more attractive.

**KEY DESIGN POINTS:**

- *The architectural experience (materials, lighting, signage, etc.) for the Horse Track and Casino should be consistent in theme and act as a marketing tool to the thousands of drivers on Interstate 74.*
- *Developments should work with each other to create a visual experience for the user that is unique. This requires strong site planning and building orientation planning.*
- *Most users will come via car, however, great design will minimize the car’s impact*

**POSSIBLE CONCEPTS:**

- *Shuttle or other form of transportation from Airport to entertainment area to accommodate potential fly-in airport users.*
- *Hotels that combine the events of the Horse Track and Casino with other activities that might be more family-oriented such as a waterpark or amusement area.*
- *Partnering Horse Track and Casino events with Convention and large meeting activities or even golf course outings.*

### Industrial / Distribution

**VISION:**

Because of the proximity to the interstate, the areas around the interstate interchange present a significant opportunity for industrial land uses including warehousing and distribution. With such a large building size, these buildings often create “dead” public areas. Consideration should be given to site design and layout to create a clear circulation pattern and high-quality work environment.

**KEY DESIGN POINTS:**

- *Focus on clear circulation patterns for semi-trucks and other large vehicles to minimize negative impact on entertainment uses.*
- *Understand potential for sustainable, high performance building techniques considering the large size of most industrial-type buildings.*
- *Address the needs of employees and the surrounding land uses by creating high-quality outdoor environments.*

**POSSIBLE CONCEPTS:**

- *Industrial land uses that need access to a regional airport for transport and business activities.*
- *Creating a sustainable industrial park with “green roof” technology that actually produces agricultural products.*
- *Promoting sustainable stormwater management practices to reduce capacity needs (rain gardens, bioswales, etc.).*
- *Building economic advantage by grouping similar industrial developments together in a way that allows for suppliers to also locate nearby.*





**City of Shelbyville, Indiana**

Comprehensive Plan Amendment

# **Fairland Exit Small Area Plan**

## **APPENDIX**

February 2008



City of Shelbyville, Indiana

Comprehensive Plan Amendment

# Fairland Exit Small Area Plan APPENDIX

February 2008

Project Steering Committee:

**City of Shelbyville, Indiana**

Scott Furgeson, Mayor

Thomas DeBaun, Planning Director

Michele Lorenz, Deputy Planning Director

**Small Area Plan Advisory Committee**

David Finkel - City of Shelbyville Plan Commission President

Jeff Sponsel - City of Shelbyville Plan Commission Member and City Councilor

**Planning Consultant**

**Ground Rules, Inc.**

Bradley Johnson, AICP

Adam D. Thies, AICP

# Key Issue Analysis

While organizing and managing the development of any large land area is always a complex endeavor, a basic analysis of the area around the Fairland Exit of Interstate 74 has revealed four key issues that need special planning and attention to set the overall direction for future land use discussions. These four key issues include:

- *The Planned Westside Parkway*
- *The Shelbyville Municipal Airport*
- *The New Casino*
- *Current Land Use Character*

On the following pages, an analysis is presented on these key issues. The intent of this analysis is to showcase the potential conflicts and complexities of each issue and illustrate how decisions on each issue are interrelated. While the Small Area Plan clearly advocates for the selection of certain alternatives, it was not possible with the resources of this study to review each issue in enough detail to conduct a through cost-benefit analysis of each option. However, this analysis is presented to provide rationale for the alternatives selected and assist the reader in understanding the complexities of decisions related to each issue.

# Planned Westside Parkway

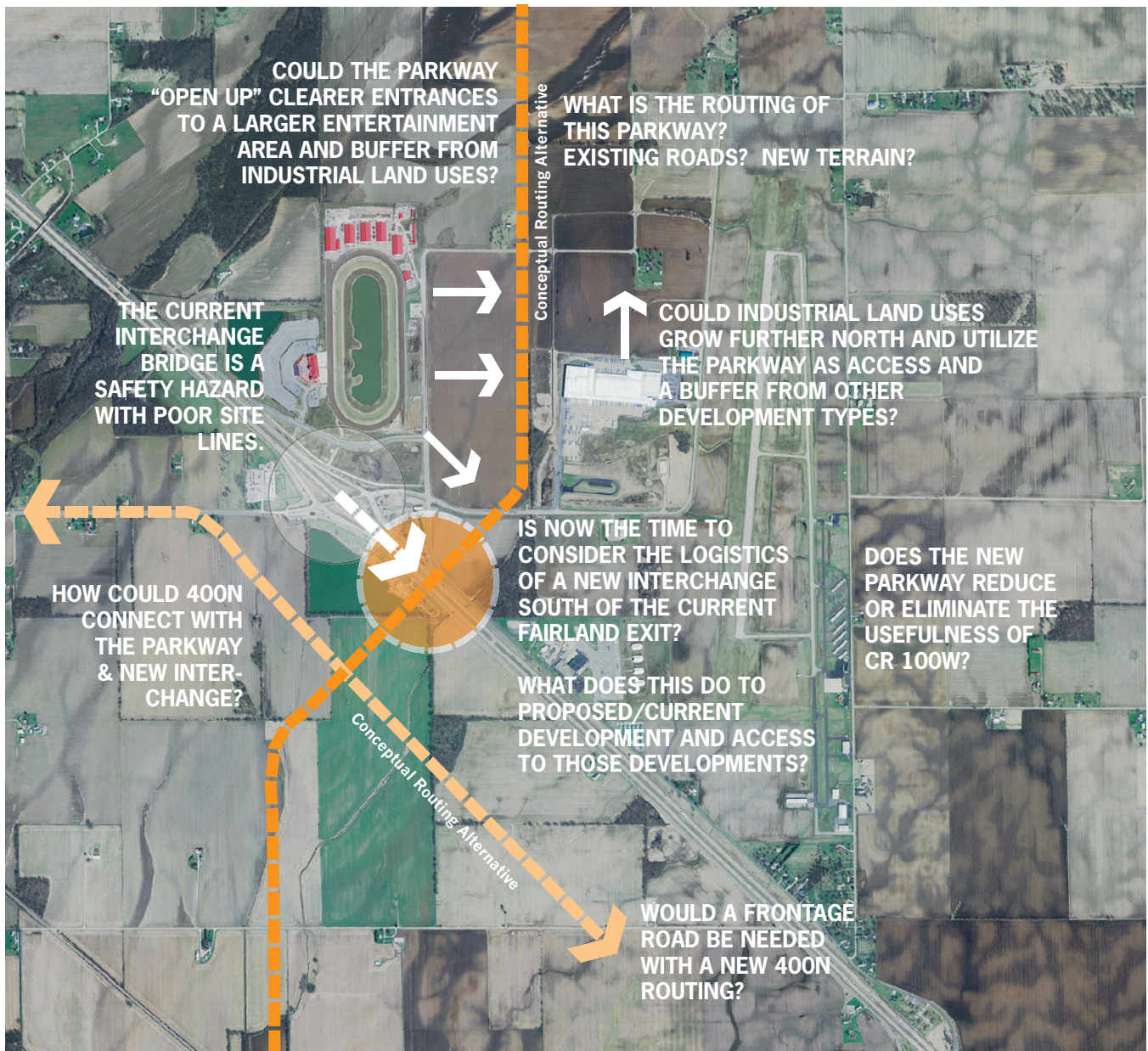
## CURRENT STATUS

Both the City of Shelbyville and the Shelby County Comprehensive Plans illustrate the concept of a Westside Parkway west of the City of Shelbyville. The intent of including this roadway in these planning documents was to assist in unlocking the development potential of western areas of the City of Shelbyville, particularly industrial development. Original concept drawings routed this roadway through what is now the Indiana Downs Horse Track facility. Currently, the Westside Parkway concept is still believed to be a viable infrastructure improvement yet there currently is no definitive routing design plan or funding mechanism in place to build the roadway.

## IMPENDING ISSUES

The implications of a Westside Parkway going through the area of the Fairland Exit are great. First, the roadway will more than likely create the need for either a reconfigured interchange or an entirely new interchange. Second, the routing of the Westside Parkway will play a major role in understanding land use character and building form orientation in the entire area. It will also greatly affect the operations and viability of existing development in the area. And finally, the character of the roadway itself (cross section, street trees, lighting, etc.) will have a tremendous impact on the overall user experience in this area and since the current land uses of industrial and entertainment are not exactly complementary, designing this character will be critical.

**DIAGRAM: Westside Parkway and Access Issues**



# Planned Westside Parkway - Opportunity Analysis



## OPTION #1: Status Quo. No Westside Parkway.

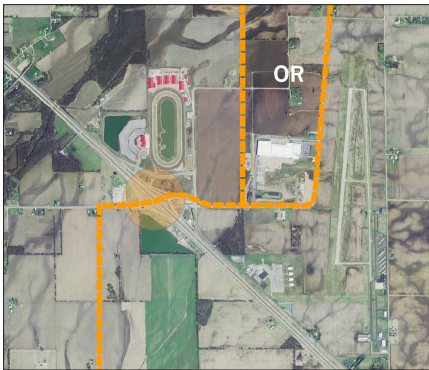
Remove the concept of the Westside Parkway from the Comprehensive Plan. Focus on retrofitting the existing interstate interchange to improve overall safety and traffic flow.

### PROS:

- Maintains existing traffic patterns and requires little land purchase for ROW.

### CONS:

- Eliminates the potential economic development impact that a Westside Parkway might provide.
- Fairland Exit interchange would be difficult to improve and still maintain 400N routing.
- Eliminates the potential of using the Westside Parkway as a buffer between entertainment and industrial land uses.



## OPTION #2: Use Existing 400N to Cross Interstate.

Build new Westside Parkway north to 400N west of current interchange. Improve 400N crossing of Interstate to act as Westside Parkway. Jog the Parkway north along several potential routes including new terrain west of the Atlas Cold Storage Facility.

### PROS:

- Connects (not fluidly) a Westside Parkway to the Fairland Exit of Interstate 74.
- Uses existing 400N and creates limited conflict with current development.

### CONS:

- Would include two major turns and offer little benefit to through Parkway traffic.
- Still does not completely solve the issues related to the angle of 400N hitting Interstate 74 at the interchange.
- Leaves the Frontage Road in an awkward position exiting onto 400N.



## OPTION #3: Build Westside Parkway, Reorient Interchange, and Redirect 400N.

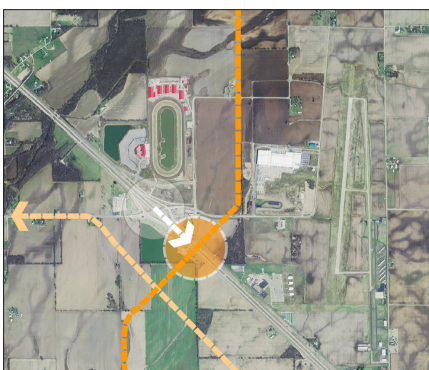
Build Westside Parkway across I-74 using reconfigured Fairland Exit interchange. Redirect 400N on both sides to new Westside Parkway. Route Parkway along east edge of Horse Track facility. Close Frontage Road access to Westside Parkway.

### PROS:

- Utilizes land area of current interstate interchange.
- Brings Westside Parkway close to Horse Track facility.

### CONS:

- Creates logistics and loss of service issues with construction of new interchange.
- Tight angles of entry for 400N northeast of Interstate.
- Creates need to purchase and demolish existing development to make room for new roadway configurations.



## OPTION #4: Build Westside Parkway, Build New Interchange, Redirect 400N.

Build Westside Parkway over I-74 using a new interchange which would allow for service on existing interchange during construction. Reorient 400N to the Westside Parkway for access to the Interstate. Close Frontage Road Access to the Westside Parkway.

### PROS:

- Clear routing for the Westside Parkway and opportunity for smooth traffic flow.
- Rectifies interchange safety/traffic issues by creating a new interchange.
- Places routing close to industrial land uses giving more room for entertainment related activities.
- Reroutes 400N and closes Frontage Road access to 400N, opening area for development.

### CONS:

- High land purchase and demolition costs.

# Shelbyville Municipal Airport

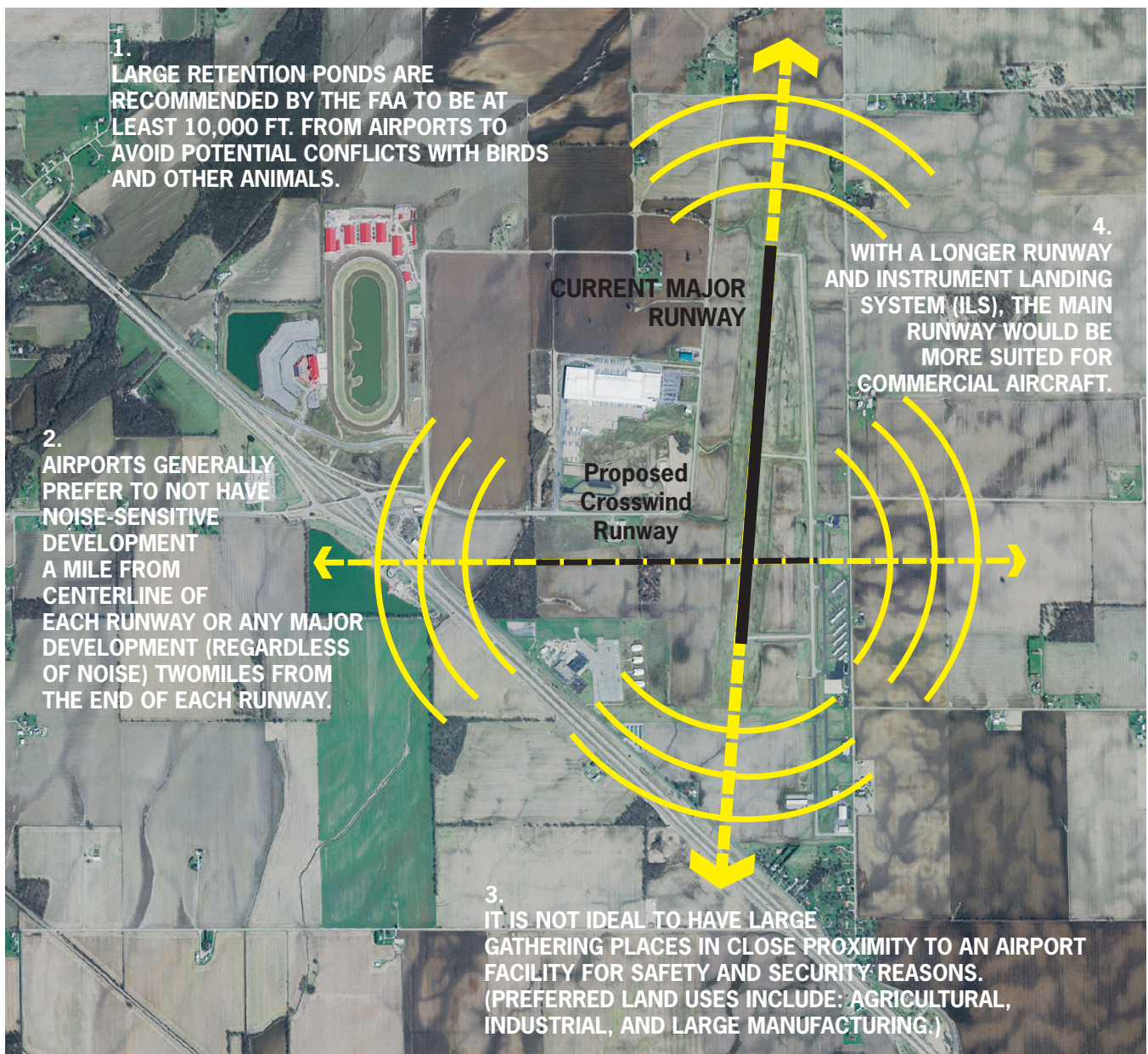
## CURRENT STATUS

The Shelbyville Municipal Airport currently operates a 5,000 ft. long main runway which accommodates corporate jet aircraft as well as traditional recreational aircraft. Users range in nature from the occasional corporate jet to local recreational pilots. In addition to the main runway, there is a grass crosswind runway available for use. The current airport facility plan indicates the construction of a paved, east/west crosswind runway of up to 3,500 ft. to allow for landing during periods of increased crosswinds by aircraft that is unable to land into such winds.

## IMPENDING ISSUES

In general terms, as development increases around a general aviation airport, the concerns for safety and airport viability grow for the operation of the airport. Considering the increased development interest at the Fairland Exit, the proposed crosswind runway appears to have significant conflict with potential development (and the Fairland Exit itself) to the west. Although approval has been granted for such a crosswind runway by the FAA, it is clear that such an improvement might actually create more conflicts with surrounding land uses and has questionable economic development impacts considering likely users will be recreational pilots during rare high crosswind periods.

## DIAGRAM: General Aviation Airport Issues



# Shelbyville Municipal Airport - Opportunity Analysis



## OPTION #1:

### Status Quo. Complete the Planned Crosswind Runway.

Continue to pursue the development of a crosswind runway in the currently planned location.

## PROS:

- Has preliminary funding and approval from the Federal Aviation Administration.
- Has been a part of the airport facility plan since 1975.
- Would assist some aircraft (mostly recreational) with landing during high crosswind periods.

## CONS:

- Presents potentially major conflict with new development to the west.
- Overall economic impact might be greater with options that increase commercial use.



## OPTION #2:

### No Crosswind, Extend Main Runway, add ILS and connect to National Guard.

Abandon current plans for a crosswind runway and instead focus on extending the main runway and adding an instrument landing system (ILS) to accommodate increased commercial use of the airport. Keep land as a buffer from future development.

## PROS:

- Ties airport improvements to users who are more likely to add economic development value to the community.
- National Guard could see Airport as a strategic advantage allowing fixed wing aircraft usage.

## CONS:

- Potential loss of priority and funding for currently planned crosswind runway.
- Does not offer recreational pilots another option for landing during heavy crosswinds
- Changes long held plans for airport.



## OPTION #3:

### Extend Main Runway, add ILS, connect to National Guard and build Crosswind east.

Same as Option #2, yet when complete, sell land of current planned crosswind runway to purchase land to accommodate a 3,500 ft. crosswind runway to the east over County Road 100W.

## PROS:

- Prioritizes improvements with greater economic development potential than a crosswind runway.
- Still keeps the crosswind runway concept on the table.
- Utilizes existing terminal and hangar locations.

## CONS:

- Closes County Road 100W. Requires new land purchase.
- Still has potential development conflicts.
- Little adjacency to Horse Track/Casino.



## OPTION #4:

### Extend Main Runway, add ILS, connect to National Guard and build Crosswind north.

Same as Option #2, yet when complete, sell land of current planned crosswind runway to purchase land farther north to accommodate a 3,500 ft. crosswind runway over County Road 100W.

## PROS:

- Prioritizes improvements with greater economic development potential than a crosswind runway.
- Still keeps the crosswind runway concept on the table.
- Reduces potential development conflicts.
- Offers opportunity to bring terminal in closer proximity to Horse Track/Casino.

## CONS:

- Closes County Road 100W. Requires new land purchase.

# New Casino Development

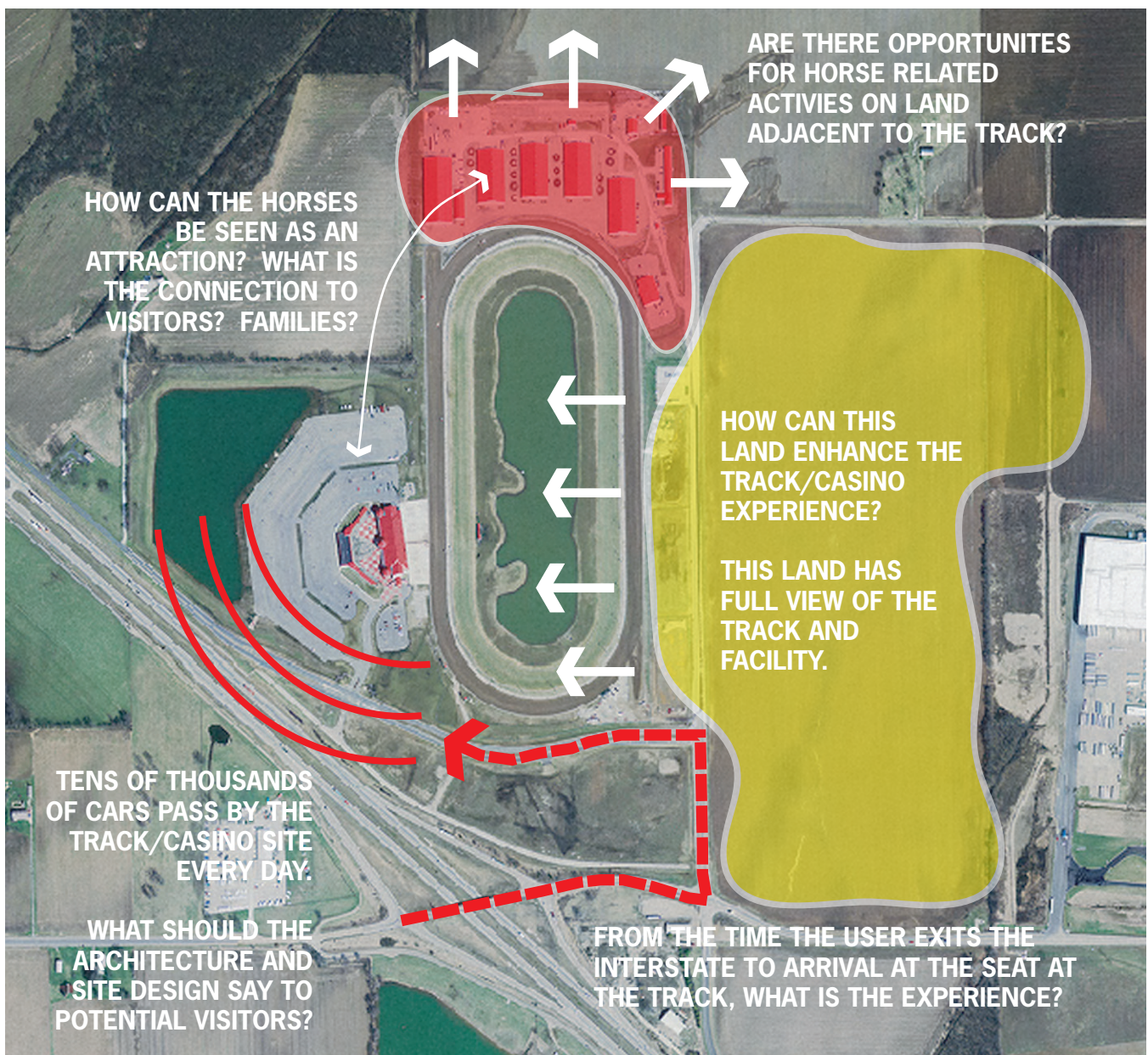
## CURRENT STATUS

The Indiana Downs Horse Track currently operates as a pari-mutual betting facility for horse racing at the facility and off-track at other locations. Recent decisions by the Indiana State Legislature have allowed for the development of a Casino at the site of Indiana Downs. Since this regulatory move, the owners of the Indiana Downs facility have been moving quickly to move towards the construction of a new casino building and adjacent structures. Early discussion are to have the Casino operational at some point in 2008. The City of Shelbyville is working with the owners on zoning approvals and other regulatory issues.

## IMPENDING ISSUES

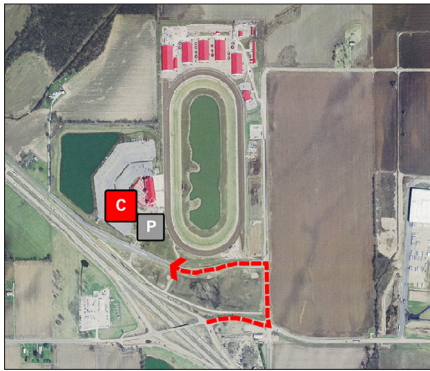
From a land planning standpoint, the current horse track facility was not a foreseen entity when the Shelbyville Comprehensive Plan was created. Because of this, little planning of development has occurred around this large land use and the entertainment type activities that it generates. The current facility was located in the 100 year floodplain according to the most recent FEMA FIRM maps and the new casino will also more than likely be located in the floodplain as well. (State regulations stipulate that the casino must be connected to the Horse Track facility). Because the new casino is expected to be a large driver of traffic, several roadway issues need to be resolved to avoid creating a negative user experience.

## DIAGRAM: New Casino Development Issues





# New Casino Development - Opportunity Analysis



**OPTION #1:**  
**Casino in Front of Existing Track Facility.**

In this option, the Casino is connected to the Horse Track facility and a large multi-story parking garage would be located along the entrance to the overall facility.

**PROS:**

- Connects to main Horse Track facility as required by State.
- Places automobile traffic directly into a parking facility.

**CONS:**

- Places automobile traffic directly into a parking facility, potentially minimizing an overall user experience.
- A multi-story parking facility would be the public “face” to the public and interstate.
- Places the casino in a location with little potential to be adjacent to other uses.



**OPTION #2:**  
**Create a Large Casino/Parking Building.**

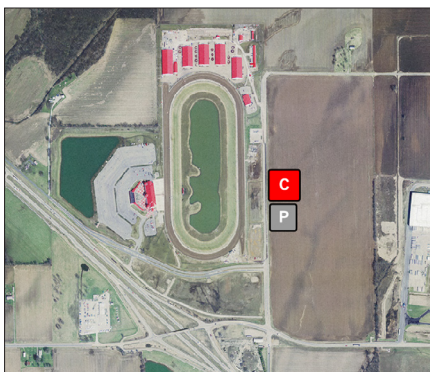
Utilizing the vacant outlot at the interstate interchange, the Casino and parking structure would be built together in the same building.

**PROS:**

- Creates some building efficiencies with having parking and the casino activities in the same structure.
- Gives the potential for a “landmark” architectural icon at the interstate interchange.
- Multi-story structure could also include hotel with views of the Horse Track and countryside.

**CONS:**

- Is disconnected from Horse Track.
- Difficult traffic flow off of interstate.



**OPTION #3:**  
**Build Casino and Parking on East Side of the Horse Track.**

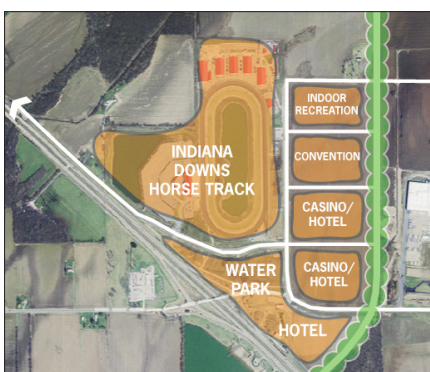
Utilizing available land east of the Horse Track, the Casino and Parking could be located with views of the Horse Track facility.

**PROS:**

- Utilizes available land east of the track and allows little to no disruption of service for the existing track facility.
- Gives potential for casino to be connected to other land uses.

**CONS:**

- Is disconnected from Horse Track.
- Would require understanding of the location of a Westside Parkway route.
- Would be “far away” from the interstate interchange.



**OPTION #4:**  
**Create a Multi-use Entertainment District.**

Recognizing that the Casino and Horse Track might be a draw for other facilities and land uses, this option discusses the potential for making this area a multi-use entertainment district that plays off the strengths and draw of the new Casino.

**PROS:**

- Creates a larger, value-added amenity for the entire community.
- Unifies the development of the area into a consistent theme.
- Uses the Westside Parkway as a buffer between entertainment and industry.
- Creates a destination where users can come and stay for longer durations.

**CONS:**

- Is disconnected from Horse Track.

# Current Land Use Character

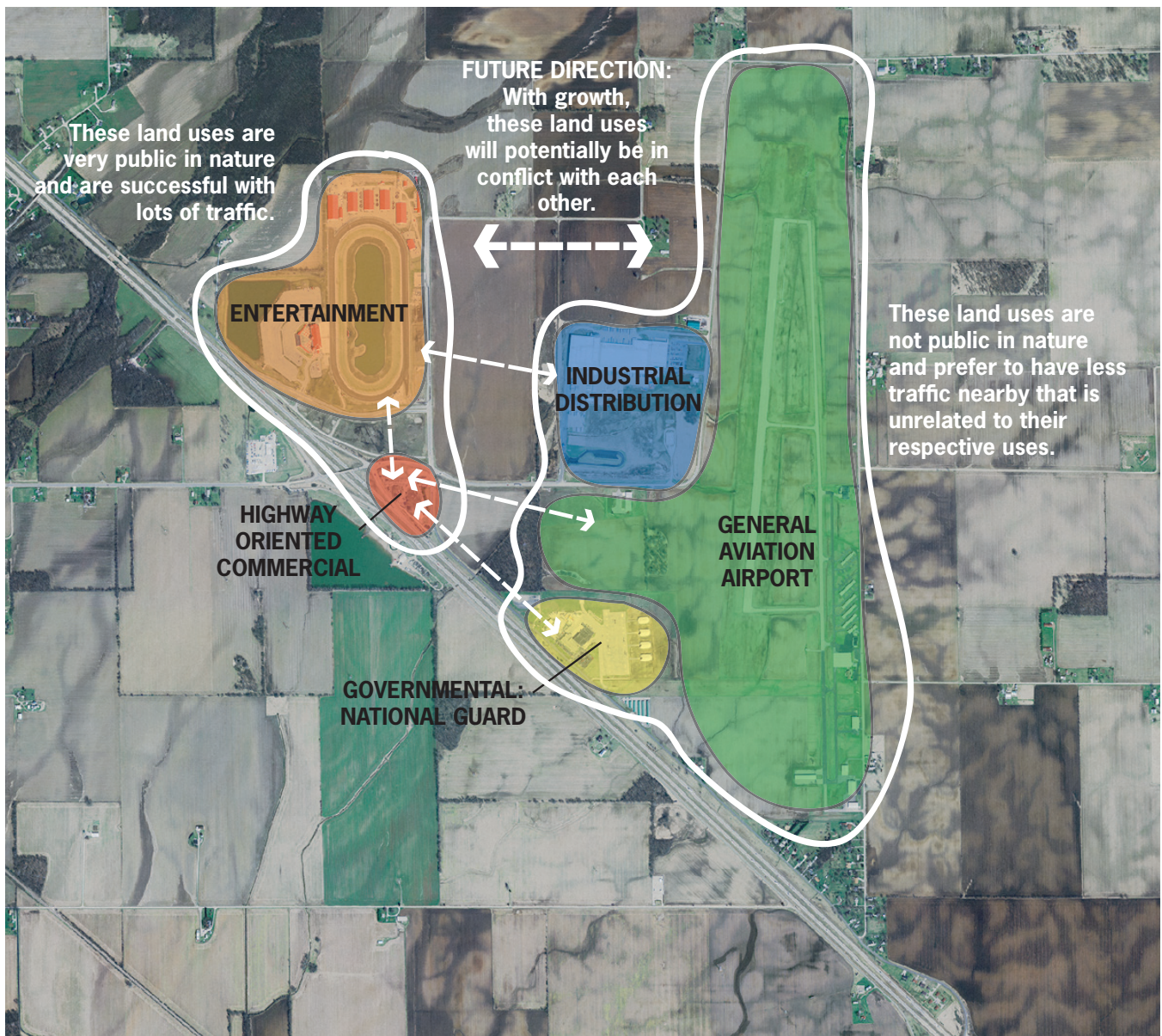
## CURRENT STATUS

In the past ten years, the land use character of the Fairland Exit has changed dramatically. Once a remote interstate interchange, the exit is now home to several large facilities including Indiana Downs and the Atlas Cold Storage Facility. Currently, with these two large facilities, development interest has increased. New highway commercial developments have been built and proposed, as well as new industrial and warehousing developments. Several large parcels of land are currently for sale with the objective of development not agricultural uses. In addition, an Indiana National Guard facility continues to be located in this area.

## IMPENDING ISSUES

While the increased development interest in the area certainly brings some form of economic development to Shelbyville, the long term character of the land uses appear to be headed for a conflict. On one side, the large industrial and warehousing users (with large semi-truck traffic) are seeking an industrial character to the area with easy access to the interstate. On the other hand, the Indiana Downs Horse Track and proposed new Casino are trying to create a user experience for entertainment. In the long run, these two development characters will likely come in conflict with each other.

DIAGRAM: Area Land Use Character



# Current Land Use Character - Opportunity Analysis



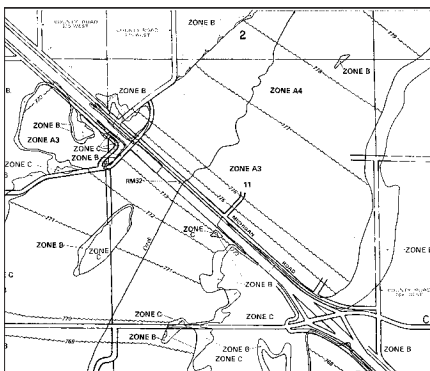
**OPTION #1:**  
**Status Quo. No Land Use Control Intervention other than currently in place.**

**PROS:**

- Requires little or no new planning activities.

**CONS:**

- Will likely create long-term conflicts between industry and entertainment uses as well as National Guard and Shelbyville Airport operations.
- Does not guide large infrastructure decisions in an efficient manner.
- Eliminates the potential for the public realm to be defended and developments to work with, not against, each other.



**OPTION #2:**  
**No New Building in the Floodplain (All other controls remain the same.)**

**PROS:**

- Reduces the potential for costly flooding damage.
- Reduces the overall impact of development to the natural environment and area watersheds.
- Increases the potential for assistance in the case of a large flooding event.

**CONS:**

- Reduces the available land for development.
- Casino would not be able to locate next to the existing Horse Track facility.



**OPTION #3:**  
**Emphasize Industrial Development.**

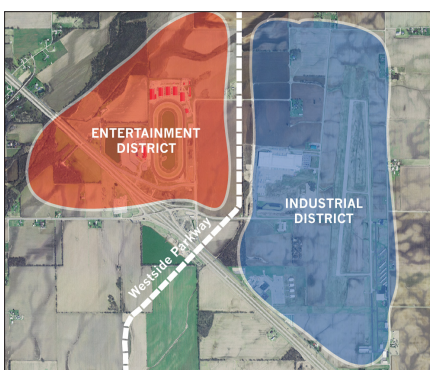
The planned Westside Parkway would be adjacent to the Horse Track and Casino location and buffer those uses from a larger industrial development theme.

**PROS:**

- Builds off strong logistics advantage with Interstate 74.
- Continues industrial theme started by Atlas facility and others.
- Industrial land uses are generally regarded as the best buffers for airport facilities.

**CONS:**

- There are other locations in the Shelbyville area that might be able to absorb industrial and warehousing demand.
- Potentially misses the opportunity to leverage the unique nature of the Casino.



**OPTION #4:**  
**Create an Entertainment District with the Westside Parkway as a buffer to Industrial Uses.**

Route the planned Westside Parkway closer to current industrial uses to open land west for adjacency to the Horse Track and Casino.

**PROS:**

- Leverages the unique character and theme of the Horse Track and Casino.
- Rectifies interchange safety/traffic issues by creating a new interchange.
- Creates land use district that could prove unique to Shelbyville.

**CONS:**

- Reduces the amount of land available for industrial development.

## Current Land Use Character - Existing Site Photographs



*The Fairland Exit Overpass as seen from the Frontage Road looking northwest.*



*The intersection of Michigan Road and County Road 400N as seen from the entrance to the Pilot/McDonalds looking west.*



*The Atlas Cold Storage Facility as seen from County Road 400N looking northwest. Notice the heavy semi-truck traffic.*



*The Indiana Downs Horse Track facility as seen from the facility parking lot looking east.*



*The entrance to the Indiana Downs Horse Track from County Road 200W looking northwest.*



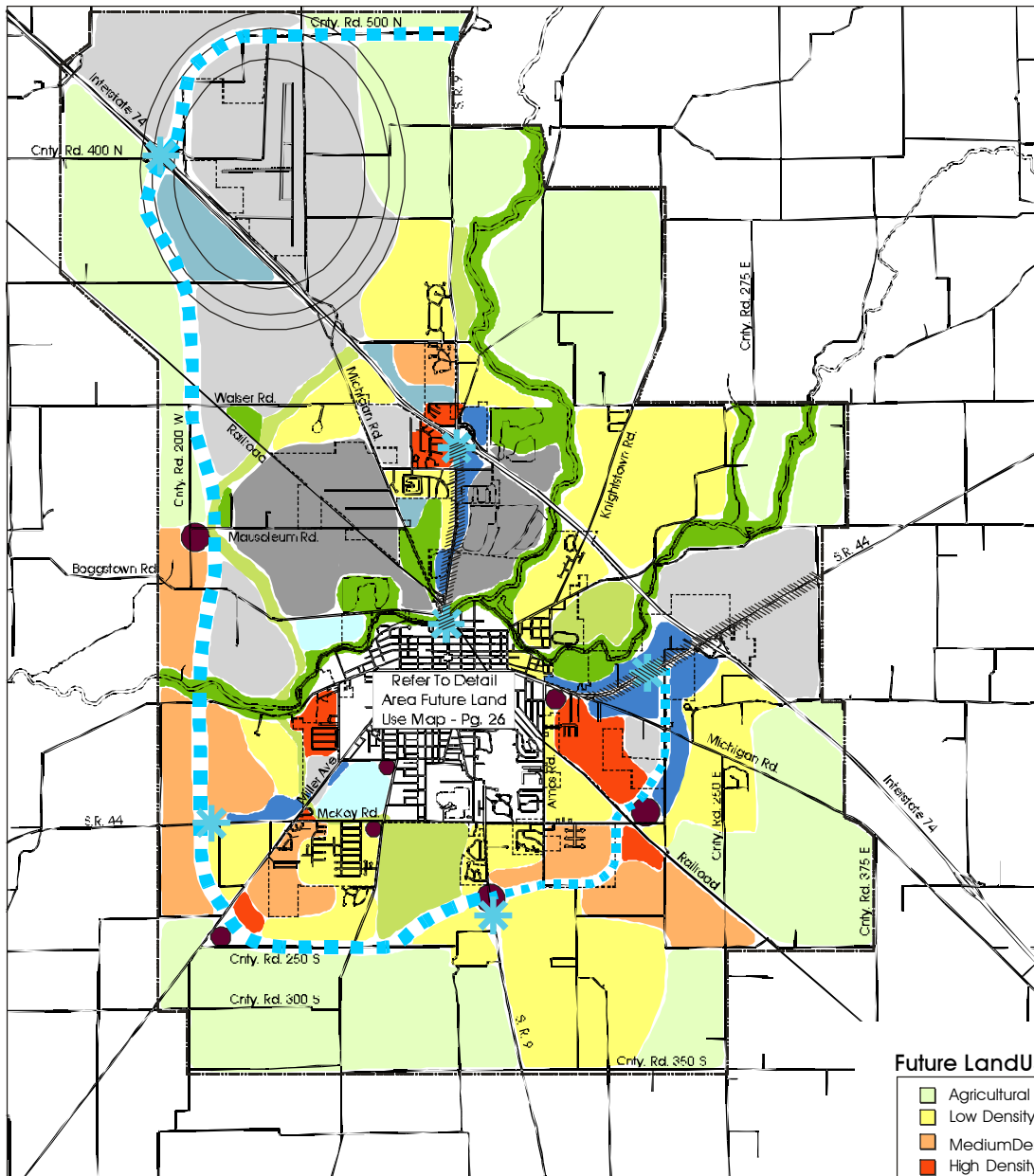
*Typical agricultural land use scene in the area of the Fairland Exit.*

# Supporting Information

The following pieces of supporting information are included in this section including:

- *Current City of Shelbyville Comprehensive Land Use Plan*
- *Current City of Shelbyville Transportation Plan*
- *Current Shelby County Comprehensive Land Use Plan*
- *Current Shelby County Transportation Plan*
- *Area Parcel Map*

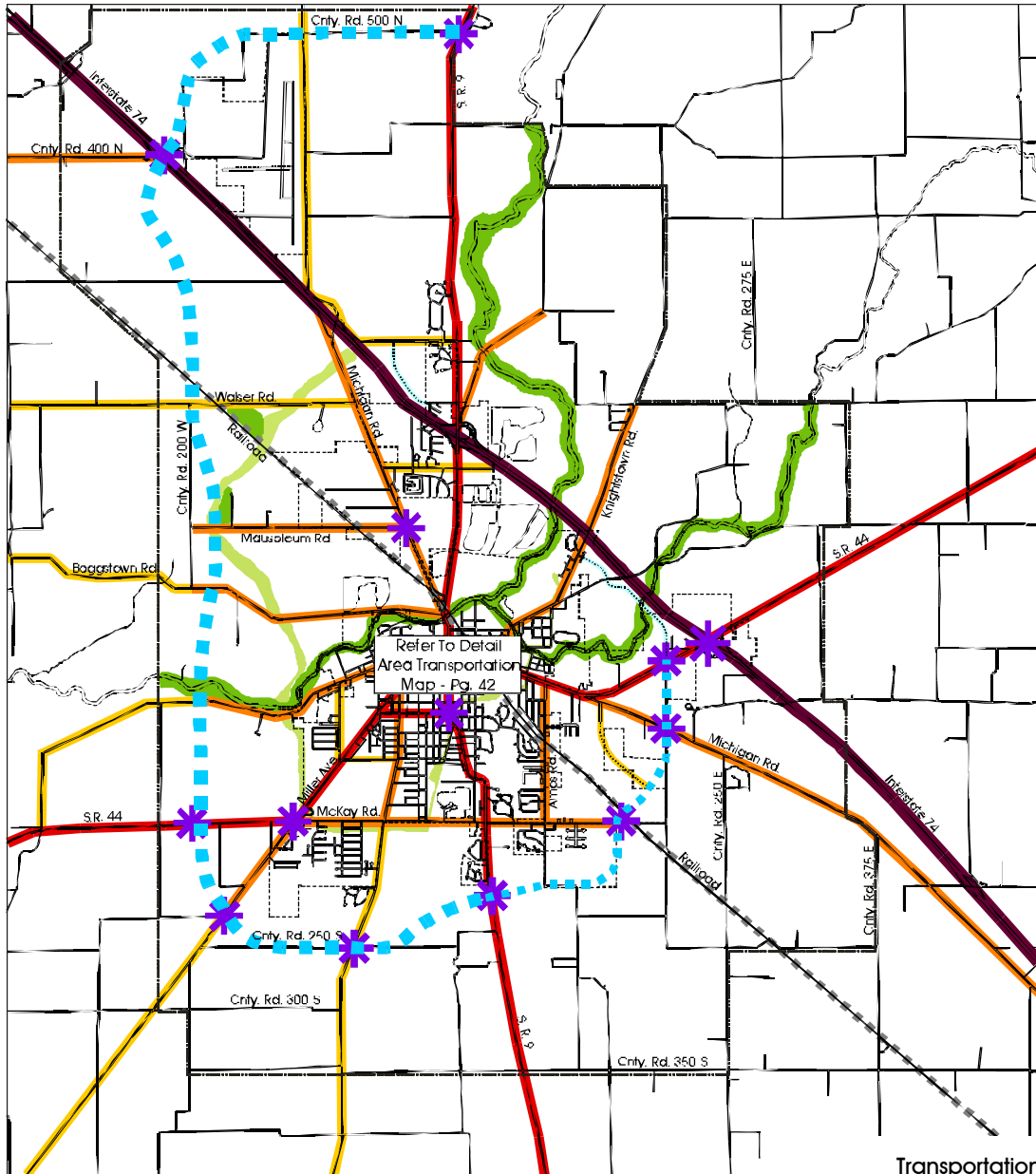
# Current City of Shelbyville Comprehensive Land Use Plan



### Future Land Use Map Legend

- Agricultural
- Low Density Residential
- Medium Density Residential
- High Density Residential
- Institutional/Government
- Parks and Recreation
- Conservation Area
- Central Business District
- Neighborhood Commercial
- General Commercial
- Professional Office
- High Tech/Light Industry
- Heavy/Medium Industry
- Proposed Gateway Feature
- Proposed Overlay Zone
- Air "Contour Lines" Height Restrictions
- New Parkway Arterial
- New Local Parkway Arterial
- City Limits
- Planning Jurisdiction

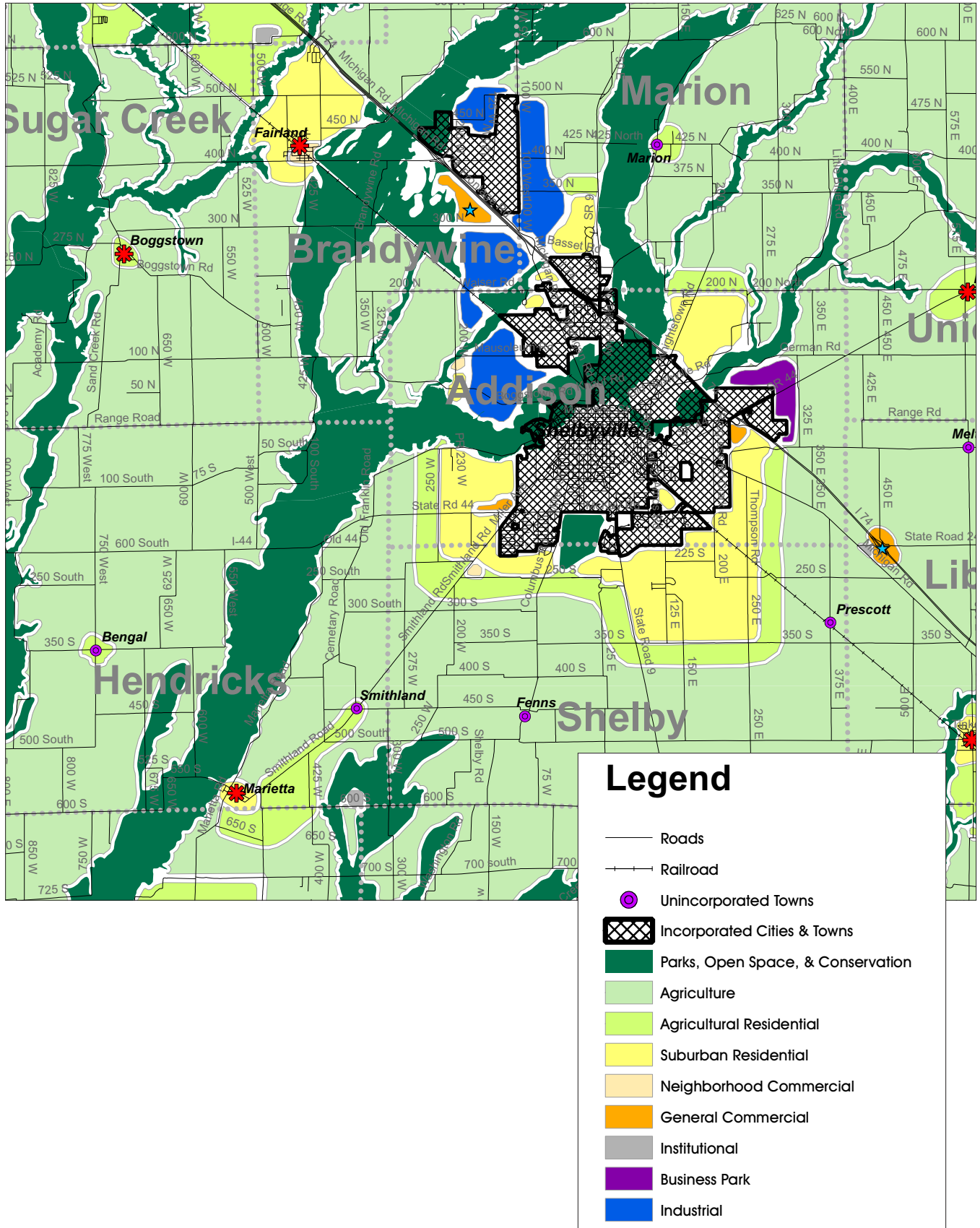
# Current City of Shelbyville Transportation Plan



Transportation Plan Map Legend

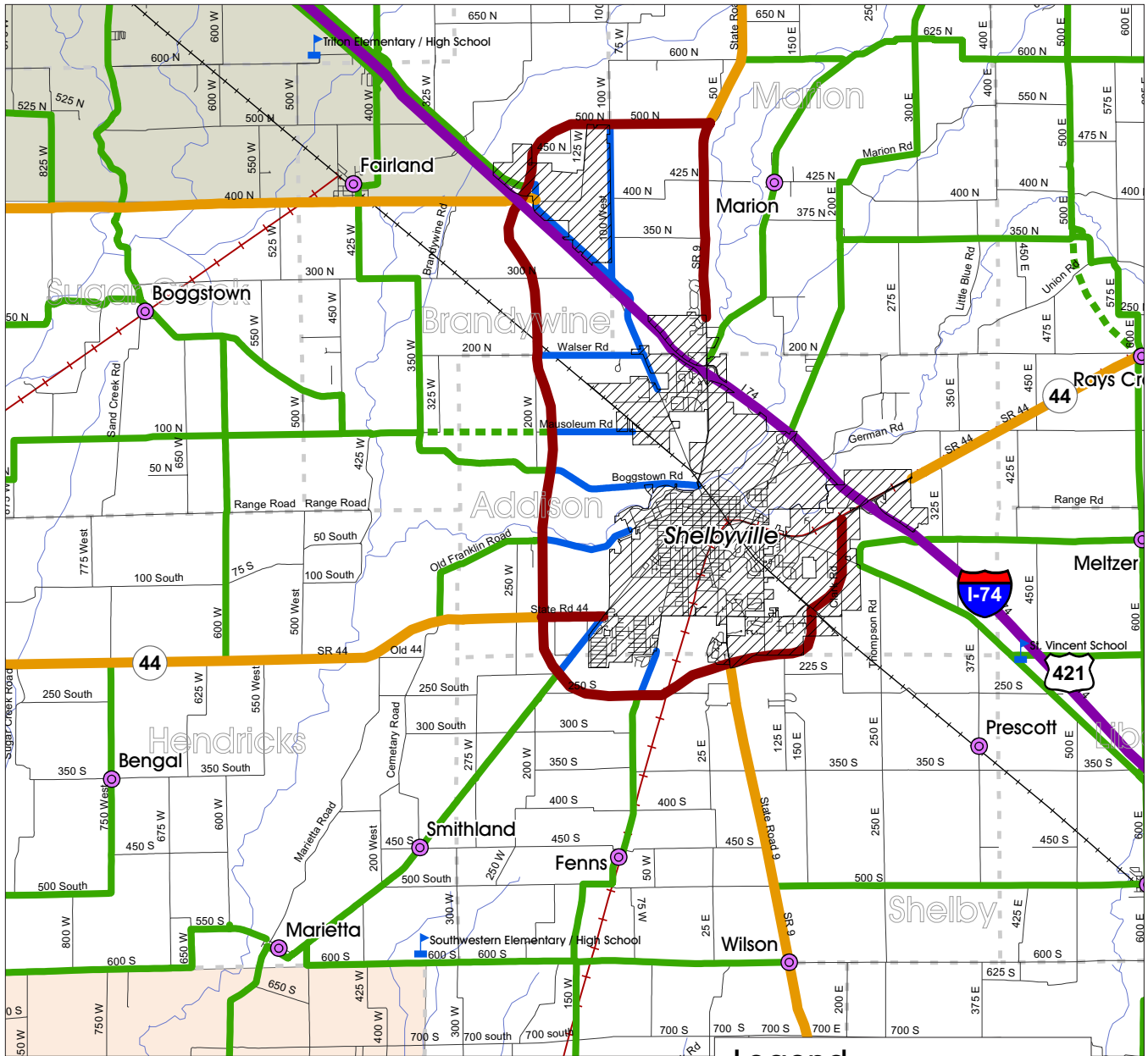
	Local
	Collector
	Minor Arterial
	Principle Arterial
	Interstate 74
	Conservation Area
	Parks and Recreation
	New Parkway Arterial
	New Local Parkway Arterial
	Long Term Road Improvements
	Proposed Road
	Proposed Intersection Improvements
	Proposed Airport Runway Improvements
	City Limits
	Planning Jurisdiction

# Current Shelby County Comprehensive Land Use Plan





# Current Shelby County Transportation Plan



**Legend**

- Interstate
- Primary / Urban Arterial
- Secondary / Rural Arterial
- Urban Collector
- Rural Collector
- - - Proposed Rural Collector
- Local Roads
- Columbus MPO
- Indianapolis MPO

# Area Parcel Map

