



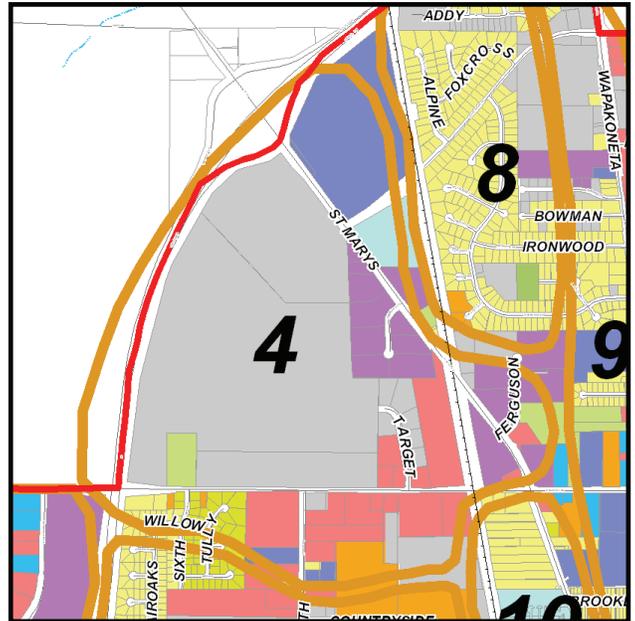
**Policy Area 4**

**Existing Character**

Located primarily between St. Mary’s Avenue to the north and Russell Road to the south, this Policy Area contains one of the largest available “shovel ready” parcels of land in the City at approximately 200 acres. Visibility and access to this parcel is excellent from I-75 and the St. Mary’s interchange. The Lehman High School is situated directly north of this undeveloped parcel on St. Mary’s Avenue. The Auto-View Drive In Theater along with concentrated small retail, office and service uses are located directly south on Russell Road. Industrial uses including warehousing and distribution, trucking companies and small manufacturing facilities are present in this area primarily off of St. Mary’s Avenue. Much of this land continues to operate with active farming uses.

Portions of Russell Road have been widened to 4 lanes in this area and extending Fourth Avenue north into this Policy Area. A full complement of utilities is available for users including public sewer and water.

Existing zoning for this Policy Area is primarily R-1 Single Family Residence. This zoning currently exists on the Lehman High School property and a large portion of the undeveloped land north of Russell Road. B-2 Community Business zoning is present on the undeveloped property south of St. Mary’s Avenue at I-75 and along the frontage of Russell Road. I-2 General Industrial zoning is present along the CSX rail line and along St. Mary’s between Russell and Lehman High School. I-1 Light Industrial zoning is primarily located south of Russell Road between Fourth Street and the CSX rail line. A small concentration of B-1 Local Business exists south of Russell Road at Sixth Avenue.



**Preferred Future Characteristics, Actions and Needs**

- The commercial and light industrial oriented land use pattern should continue in this area to support the tax base of the City.
- Conduct a market analysis and assessment in order to define what needs can be captured at this location. The City can focus on promotion and redevelopment efforts in this area.
- Landscape and buffering should be reviewed in the Zoning Code in order to provide a better set of standards and regulations to soften the built environment, promote green spaces on private property in order to reduce stormwater run-off and to reduce the temperature levels of the microclimate artificially raised by asphalt and concrete.
- An internal streetscape plan should be developed that emphasizes lighting and plantings that provide for a safe atmosphere without affecting the visibility of land uses in the area. When designing streetscapes careful consideration should be given to cost to implement and maintain. Streetscapes can be as complex as including special street lighting, sidewalk or pedestrian improvements, public signage, street trees and street furniture or as simple as involving one or two of the aforementioned elements to create a visually appealing atmosphere.



- Review and revise, as necessary, the City's adopted access management plan for the Russell Road and St. Mary's Road corridors to control the number of driveways and curb cuts. Driveway consolidation, access or frontage roads, shared parking and cross easements are a few of the policies that should be reviewed and incorporated.

### **Preferred Land Uses**

The following land uses are preferred in this area in order to ensure the proper reuse or development of available land:

- Residential
- Commercial
- Light industrial
- Office in a campus type environment
- Mixed uses
- Public parks and open spaces
- Public and semi-public uses

### **Recommended Density and Open Space Requirement**

To promote green spaces and reduce surface water runoff, the maximum coverage for lots with non-residential uses should strive for a maximum coverage of 75% of the total lot considering existing site conditions. Lot coverage includes building footprints and all paved areas. All other areas should be landscaped, seeded with grass or left in its natural state.

### **Implementation Recommendations**

Emphasis by the City should be placed on developing or revising three documents that will work to make this Policy Area, an economically viable, visually appealing mixed use area. This includes reviewing and revising, as necessary, the City's adopted access management plan that works to consolidate curb cuts, development of internal circulation, frontage or access roads and pedestrian access.