

# ROYSTER-CLARK SPECIAL AREA PLAN

## DRAFT PLANNING GOALS

### Overall Vision

*Redevelopment on the Royster-Clark site is an opportunity to create something special that brings new and engaging activities to the neighborhood and acts as a catalyst to encourage additional improvements in the neighborhood.*

### Planning Goals

- A. Develop the Royster-Clark property as an integrated site, with a coordinated mix of mutually supporting land uses and common or compatible design elements.
- B. The scale and design of new development on the Royster-Clark site should enhance and fit in well with adjacent uses and the surrounding neighborhood, especially at the edges.
- C. Use the placement and design of new development and redevelopment along Cottage Grove Road to create an attractive “gateway” to the Cottage Grove Road business district and the adjacent residential neighborhoods.
- D. New developments should incorporate and encourage sustainability, creativity, and superior design.
- E. Focus economic development on the creation of new basic-sector businesses, local employment opportunities, and additional convenient, locally owned neighborhood businesses, rather than on community-scale or highway-oriented retail businesses.
- F. Economic development activities should encourage innovation and entrepreneurship.
- G. Redevelopment should support and enhance the vitality of other (existing) businesses in the planning area and within the Cottage Grove Road business district.
- H. Avoid introducing activities that would have negative impacts on the adjacent neighborhoods or detract from their quality of life (heavy traffic, noise or air pollution, unattractive visual character).
- I. Provide additional residential opportunities similar to the existing neighborhood housing as well as new opportunities for households seeking alternative types of housing—such as senior-oriented housing or appropriate-scale apartment or townhouse housing.
- J. Maintain and enhance transportation access, safety, and amenity for motor vehicles, pedestrians and bicycles.
- K. Provide new transportation connections between neighborhood residential areas, activity centers and amenities where needed.