

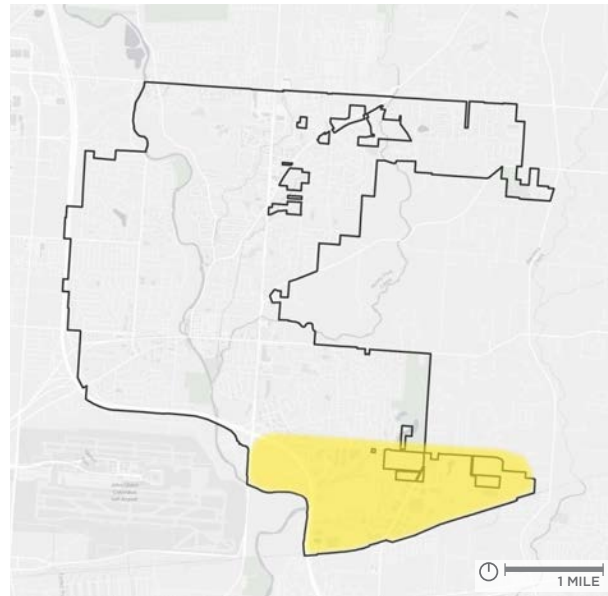
FOCUS AREAS

Focus Area #4

South Gateway

OVERVIEW

Located in the southeastern portion of the City, the South Gateway is the southern most entryway into the City from I-270 North. The focus area is bordered by the rail line and City boundary on the south and just north of Taylor Road on the north side. The area has quality local and regional access being served by Taylor Road with access to I-270. The current mix of uses is office and industrial, with some low-density housing. With pockets of vacant and underutilized land, there is an opportunity for infill development and intensification of land uses to help grow the local tax base. This is the primary function and purpose of this focus area of the community.



THE DESIRED VISION

South Gateway is a combination of three corporate areas with a focus on innovation and synergy among businesses, creating a unique innovation district. The buildings and the built environment should utilize high-quality materials and the public realm should attract employees and businesses. Light industrial and manufacturing focused businesses should be interconnected through green spaces and recreational paths, creating a campus-wide feel and brand to the area. Although there would be a focus on industry, housing abutting existing neighborhoods and small pockets of commercial could be considered as potential uses in the area as well, and be designed/scaled to serve neighborhood residents.

DEVELOPMENT PRINCIPLES

1. *A mix of office and light industrial uses mixed together in a corporate campus setting*
2. *Innovative signage should be encouraged to advance the image and brand of the district.*
3. *Multi-use paths should be constructed in the district, with a focus/priority on primary roads such as Taylor Road.*
4. *Parking should be heavily screened from public view or major roadways.*
5. *Mixed-use (MU) development should be master planned with residential uses limited to 20% of the development area for MU properties south of Taylor Road fronting I-270.*

FIGURE 5-14: EXISTING ZONING

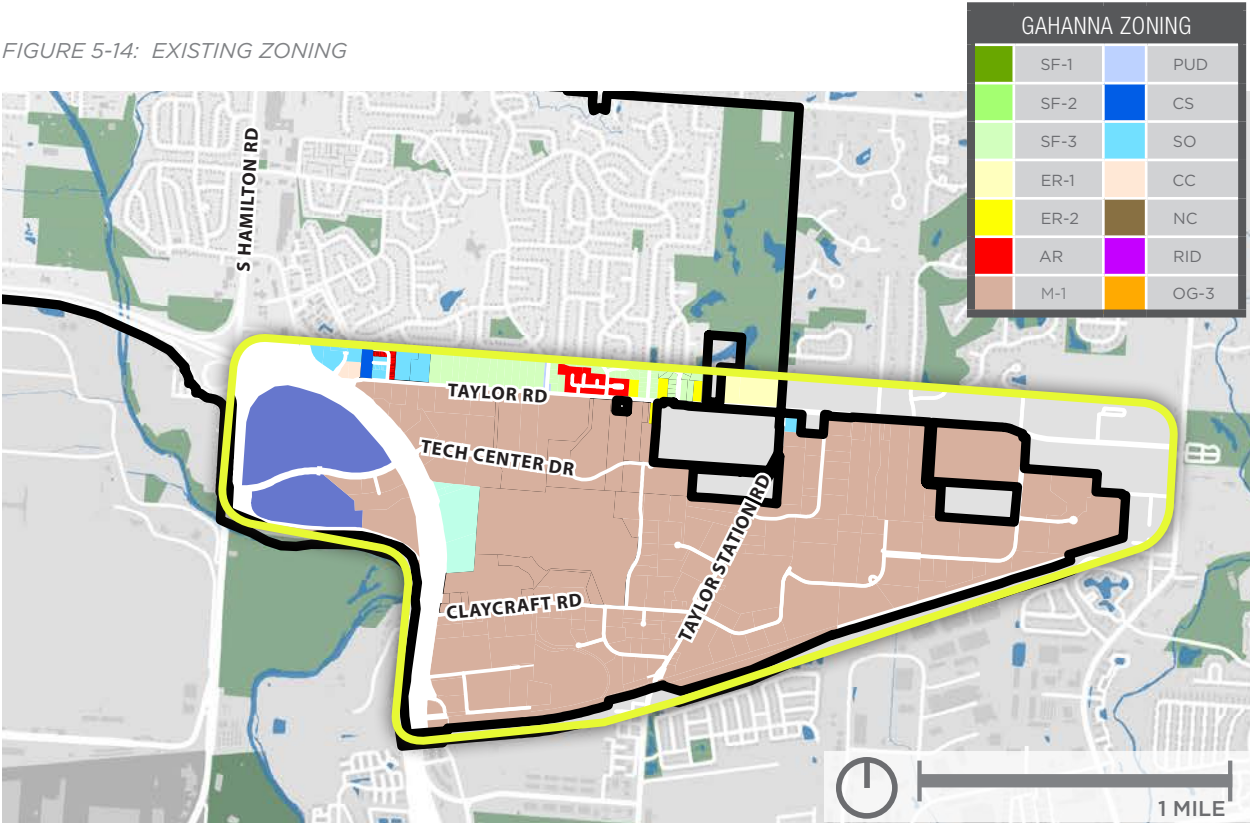
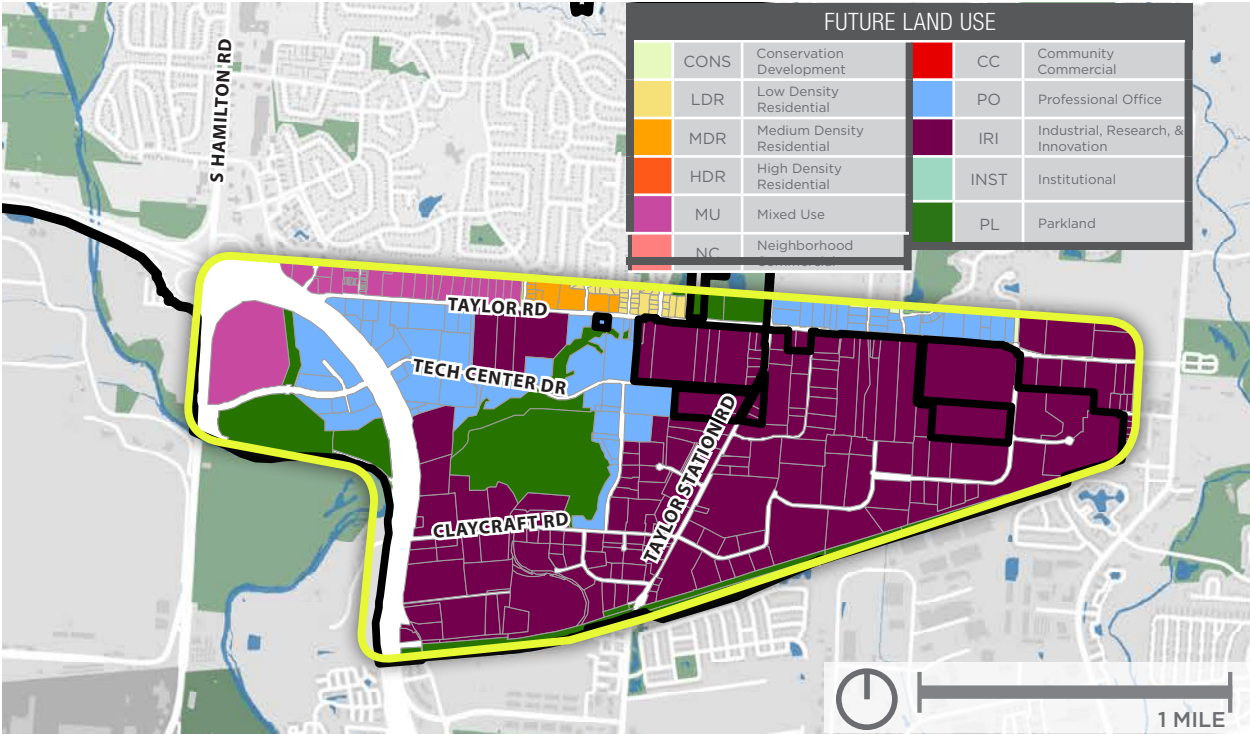
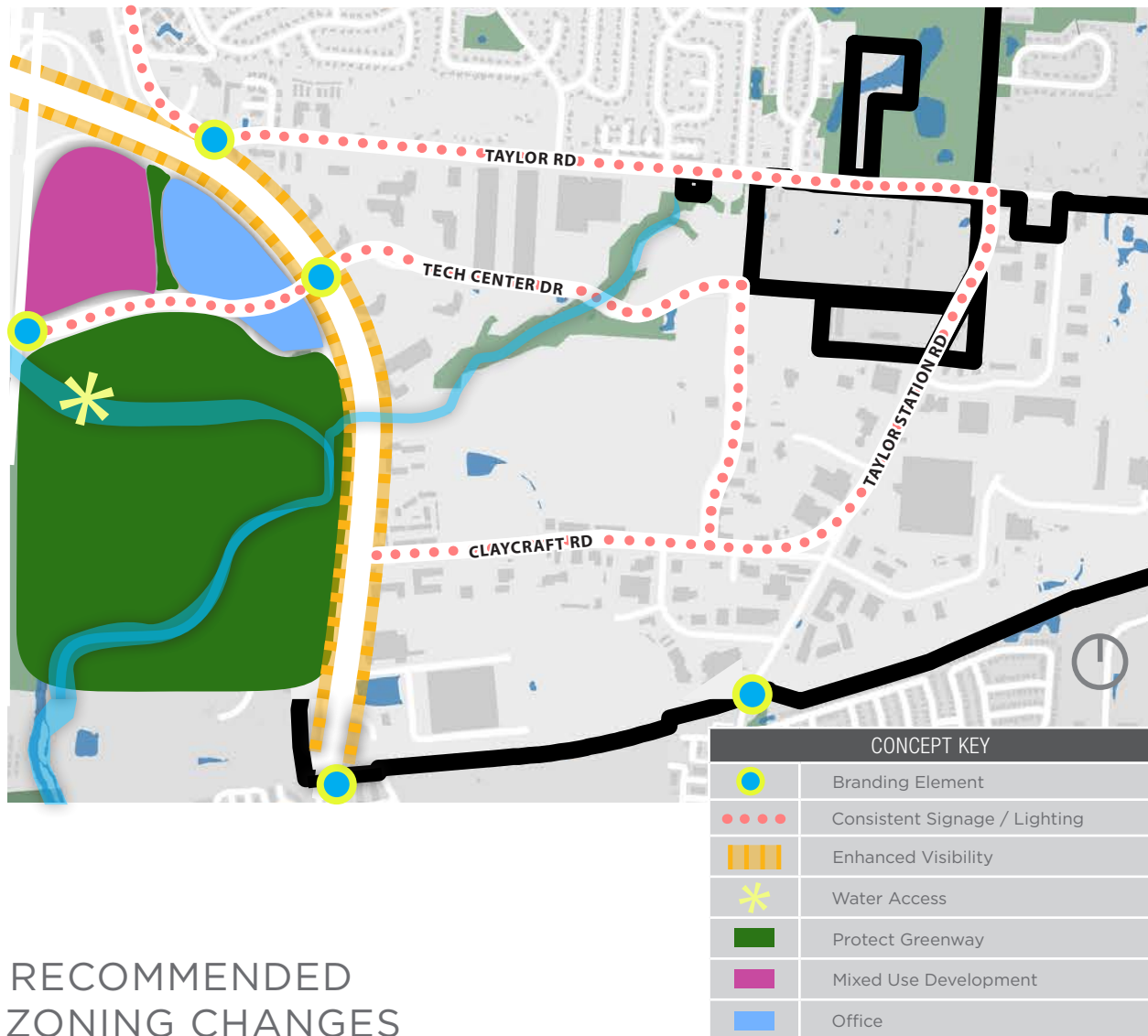


FIGURE 5-15: FUTURE LAND USE



FOCUS AREAS

FIGURE 5-16: DEVELOPMENT CONCEPT: SOUTH GATEWAY



RECOMMENDED ZONING CHANGES

1. Discourage residential uses within the district, except as permitted for master planned Mixed Use (MU) development as described in Development Principle #5 (page 84).
2. Create sign requirements that unify the signage within the district.
3. Encourage future code changes to continue to and improve provisions for landscaping and screening along residential uses and major roadways.

PROJECTS, PROGRAMS, & POLICIES

1. Utilize TIF funds to improve public infrastructure including, but not limited to roads, paths, streetscapes, and signage.
2. Encourage annexation of unincorporated areas to ensure a seamless integration of uses within the area.



CONCEPT FEATURES

1. *Signage, wayfinding, and gateway features are used to create an identity for the Innovation District. The images above represent examples of using design to reflect the character of an innovation or technology district.*
2. *Connections across I-270 are enhanced to create a cohesive district.*
3. *Existing greenspace is preserved.*