



## Chapter 4: Plan Alternatives

Preparing conceptual land use maps (“alternatives”) is an exercise designed to develop a set of possible but different futures. These futures are based upon a set of realistic choices available to a particular community and are not intended to represent an entire universe of options. Each city identifies limits and ranges on what recommendations and policy choices are feasible.

Based on community comments, staff concerns, interviews, and workshops with the Steering Committee, three initial alternatives were prepared for Manchester to test the issues and plan goals. These alternatives represented distinctive and divergent future land use and redevelopment possibilities.

The project team prepared the alternatives using data and comments gathered at public meetings and workshops on August 14-16, 2002, and September 26-27, 2002. The alternatives were described as:

- A. Status Quo (or Trend)
- B. Limited Mixed-Use Redevelopment
- C. Extensive Mixed-Use Redevelopment

These options addressed land uses and development patterns, density distribution and policy implications. They are illustrated with key points in *Exhibit 2, Plan Alternatives* on page 4-3.

Based upon an evaluation of alternatives presented in *Exhibit 3, Analysis of Alternatives* on page 4-4, Alternative A was eliminated. Additional public comment was taken at a meeting in November, 2002. Following that meeting, elements from Alternative B and C were selected to form the basis of the proposed Future Land Use Plan, with some modifications and refinement.

The key elements incorporated from Alternative B were:

- Rehabilitate and redevelop the historic downtown (historic town center) along Manchester Road using a combination of rehabilitation (for existing structures), tear down where appropriate, and in-fill construction.

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- Direct the expansion of multi-family developments in the area east of Highway 141 and north of big-box commercial developments along Manchester Road.

The key elements incorporated from Alternative C were:

- Annex land east of the city along Manchester Road. Use these properties for anchor “big-box” retail.
- Allow limited residential lot splits and redevelopment on residential lots one-acre or greater.

Through the process of public meetings and Steering Committee review, these Alternatives were modified to create a preferred future land use map. Modifications included an extension of the mixed-use area along Manchester Road to the areas fronting the northside of Baxter Road. Additionally, convenience retail nodes are identified at Big Bend Road. The result of the plan alternatives process was the creation of an initial preferred land use plan, approved by the Steering Committee in February, 2003.

Following the drafting of the plan document to fill-in the framework created by the initial preferred land use plan, the city solicited further public involvement through two Planning Commission workshops, held on July 28, 2003 and August 11, 2003. At these meetings, the public comments expressed a strong desire to preserve existing neighborhood boundaries and reject the use of

higher density residential development to buffer single-family development from commercial uses. Accordingly, the preferred land use map was revised more in line with Alternative A, while retaining the redevelopment potential of the historic town center.

The final preferred land use map forms the basis of Manchester’s goals and policies, included in Chapter 5, and the Future Land Use Plan and policies identified in Chapter 6.

***Insert Exhibit 2***

***Insert Exhibit 3***