





# **2022 Downtown Plan Steering Committee Meeting #1**

November 4<sup>th</sup>, 2020



# AGENDA



- 1. Introductions**
- 2. Housekeeping Items**
- 3. Downtown Status Presentation**
- 4. Scope of Work Overview**
- 5. Election of Chair & Vice-Chair**
- 6. Discussion – Issue Identification**
- 7. Adjourn**



# Draft Schedule

**Public Forums**  
**January 7<sup>th</sup>**  
**March 24<sup>th</sup>**  
**May 26<sup>th</sup>**

	Nov 4 THU 6:00 PM 8:00 PM	Dec 9 THU 6:00 PM 8:00 PM	Feb 10 THU 6:00 PM 8:00 PM	Apr 7 THU 6:00 PM 8:00 PM	Jun 9 THU 6:00 PM 8:00 PM	Jun 23 THU 6:00 PM 8:00 PM	Jun 30 THU 6:00 PM 8:00 PM
15 participants +	✓15	✓15	✓13	✓12	✓13	✓12	✓13
Lee Hallman	✓	✓	✓	✓	✓	✓	✓
Brian Richards	✓	✓	✓	✓	✓	✓	✓
Cindy Trevisan	✓	✓	✓	✓	✓	✓	✓
Janelle Harris	✓	✓					
Elizabeth Rodriguez	✓	✓	✓	✓	✓	✓	✓
Mike Russell	✓	✓	✓	✓	✓	✓	✓
Elaine Kerns	✓	✓	✓	✓	✓	✓	✓
Jessika Tucker	✓	✓	✓	✓	✓	✓	✓
Terry Shook	✓	✓	✓	✓	✓	✓	✓
Gatewood Campbell	✓	✓	✓	✓	✓		✓
Dave Hill, Se... ✎	✓	✓	✓	✓	✓	✓	✓
Robert bowman	✓	✓	✓	✓	✓	✓	✓
Bob Lemon	✓	✓	✓	✓	✓	✓	✓
Sarah McAulay	✓	✓					
Doug Ferguson	✓	✓	✓		✓	✓	✓



# Scheduling Considerations



- All meetings are Open Meetings with Mtg. Minutes
- Hunt. Presby. Church Rec Center is available for DPSC Meetings & Public Forums (Thursdays only)
  - AV Equipment for Livestreaming is not available
- Hybrid meetings (Virtual & In-Person) are now possible -  
Town Hall opens in Dec (might be crowded)
- 100% Virtual meetings could be considered
- Downtown Plan on Town's website will provide project info (<https://www.letsplanhuntersville.org/>)



# Town Hall Options



**DPSC #2: Dec 7th, 8th, or 9th**

**DPSC #3: Feb 9th (Wed) or 10th (Thurs)**

**DPSC #4: Apr 5th, 6th, or 7th**

**DPSC #5: June 7th, 8th, or 9th**

**DPSC #6: June 21st, 22nd, or 23rd**

**DPSC #7: June 29th (Wed) or 30th (Thurs)**

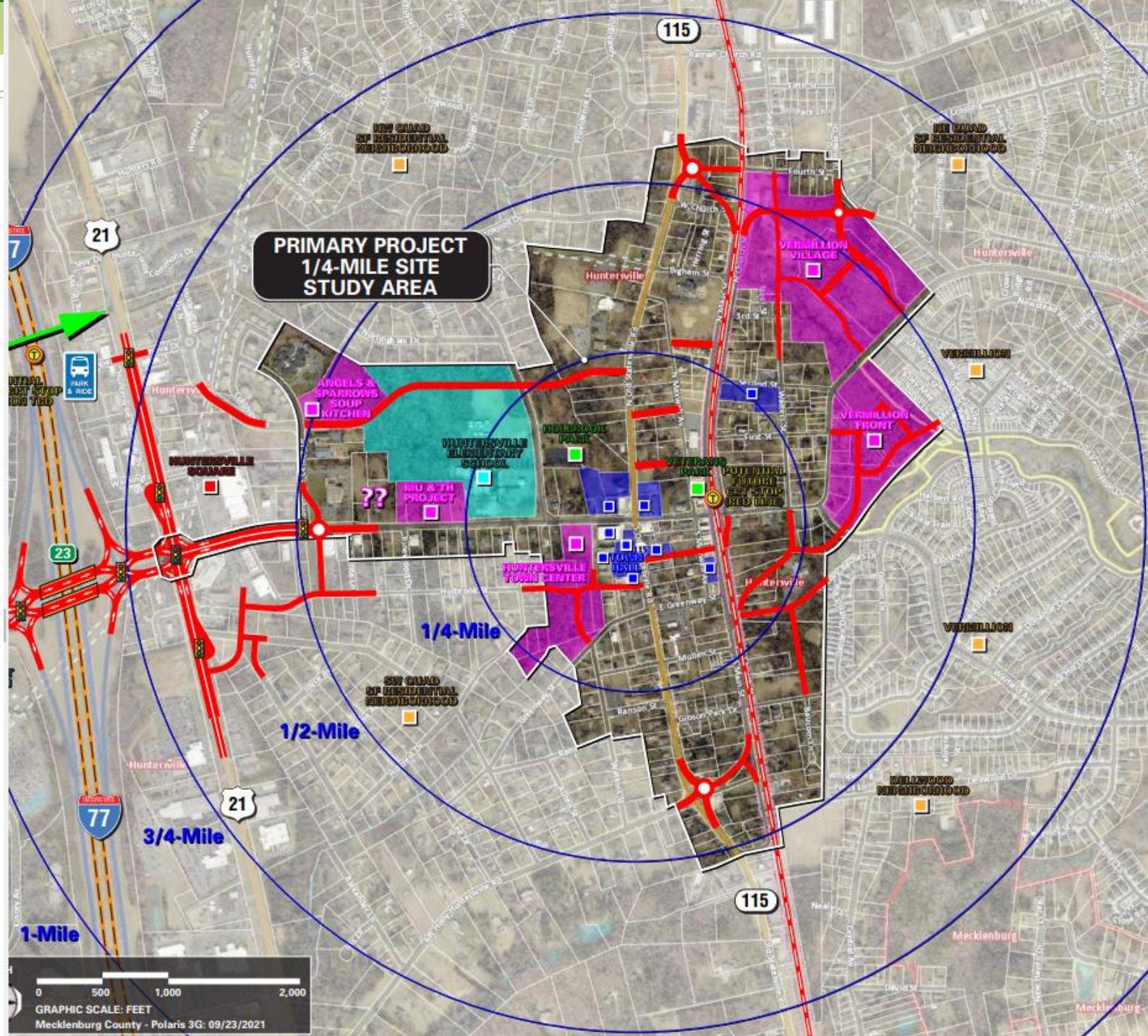
**Typical Meeting Time: 6:00 – 8:00 PM**

**No Mondays or Fridays**



## **Downtown Status**

- **Urban Design Principles**
- **Recent Projects / Improvements**
- **2040 Plan – Downtown Framework**
- **What to Expect for the 2022  
Downtown Plan**





# Ingredients For A Great Downtown

## Protection

### Protection against traffic & accidents — feeling safe

- Protection for pedestrians and cyclists
- Eliminating fear of traffic
- Safe crossings

### Protection against crime & violence — feeling secure

- Lively public realm
- Allow for passive surveillance
- Diversity of functions 24/7/365
- Well lit / lighting in human scale

### Protection against unpleasant sensory experiences

- Wind/draft
- Rain/snow
- Cold/heat
- Pollution
- Dust, noise, glare

## Comfort

### Opportunities to walk/cycle

- Room for walking
- Interesting facades
- No obstacles
- Good surfaces
- Accessibility for everyone

### Opportunities to stop & stay

- Attractive & functional edges
- Defined spots for staying
- Objects to lean against or stand next to
- Facades with good details that invite staying

### Opportunities to sit

- Defined zones for sitting
- Pleasant views, people watching
- Good mix of public and café seating
- Resting/waiting opportunities

### Dimensioned at human scale

- Dimensions of buildings & spaces in observance of the important human dimension in relation to senses, movements, size and behaviour

### Opportunities to enjoy the positive aspects of climate

- Sun/shade
- Heat/coolness
- Shelter from wind/breeze

### Aesthetic qualities + positive sensory experience

- Good design and detailing
- Good materials
- Fine views/vistas
- Rich sensory experiences: trees, plants, water

### Opportunities to see

- Reasonable viewing distances
- Unhindered views
- Interesting views
- easy orientation
- Lighting (when dark)

### Opportunities to talk & listen

- Low noise levels
- Public seating arrangements conducive to communicating, 'talkscapes'

### Opportunities for play & exercise

- Allow for physical activity, exercise, play & street entertainment
- Temporary activities (markets, festivals, exhibitions etc)
- By day and night
- In summer and winter

## Enjoyment

Protection against traffic & accidents — feeling safe

Protection against crime & violence — feeling secure

Protection against unpleasant sensory experiences

Opportunities to walk/cycle

Opportunities to stop & stay

Opportunities to sit



Dimensioned at human scale

Opportunities to enjoy the positive aspects of climate

Aesthetic qualities + positive sensory experience

Opportunities to see

Opportunities to talk & listen

Opportunities for play & exercise

# Sidewalk Treatment



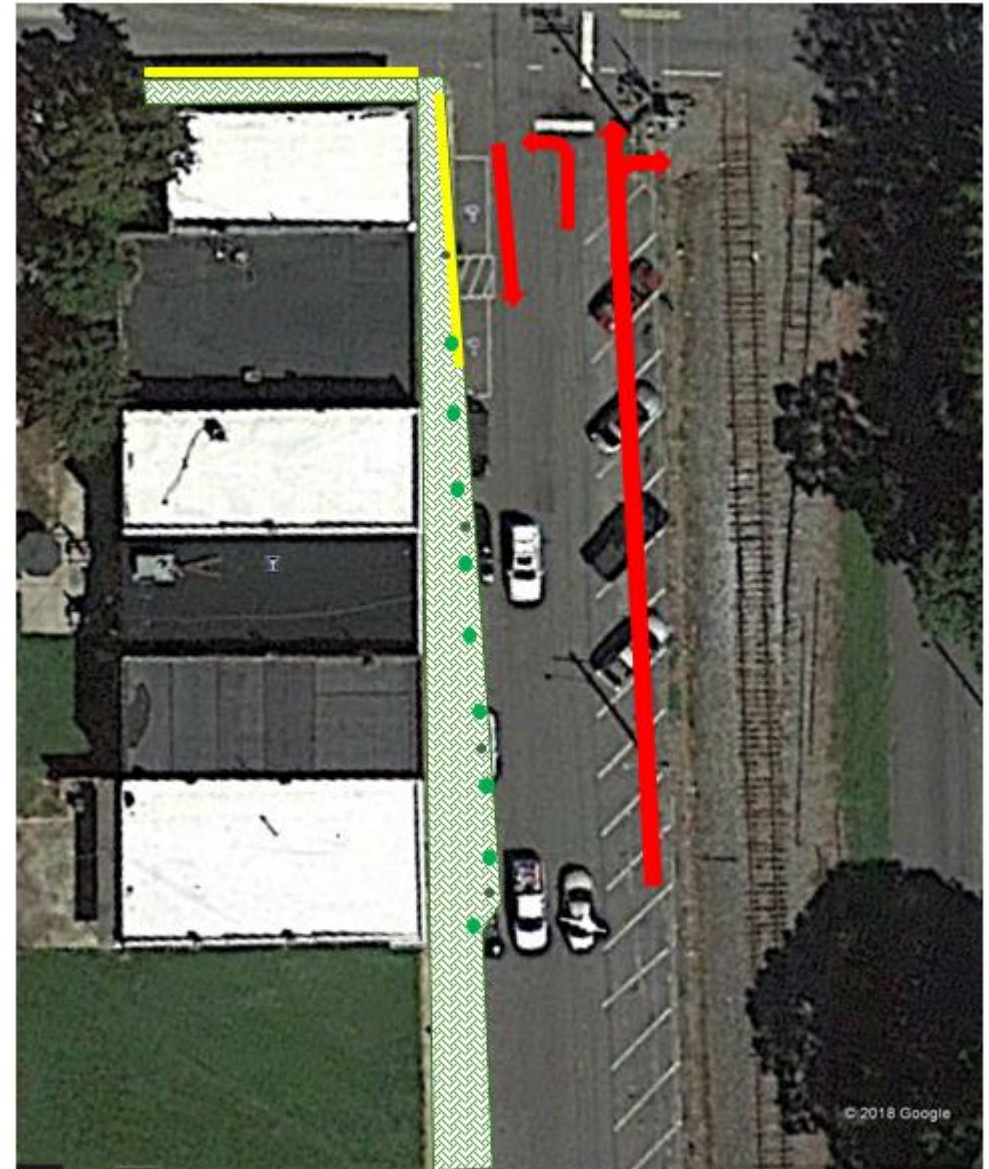
Decorative Street Lights



Potted Plants/Bollards Separating Pedestrians From Traffic

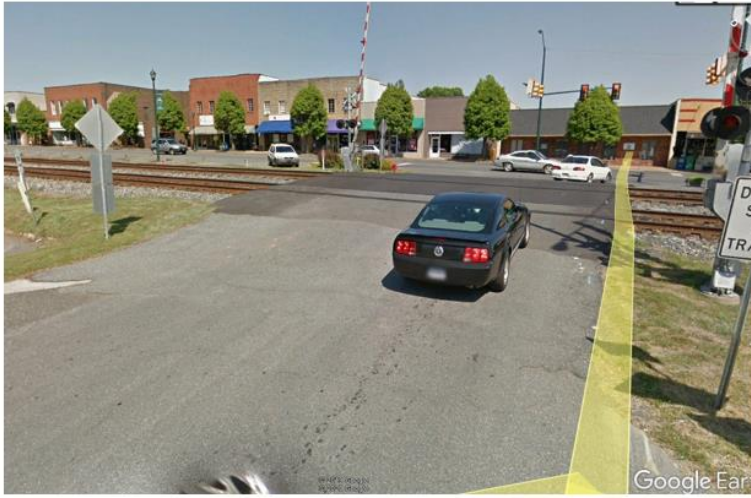


Seating



# Kings Mountain NC




Before



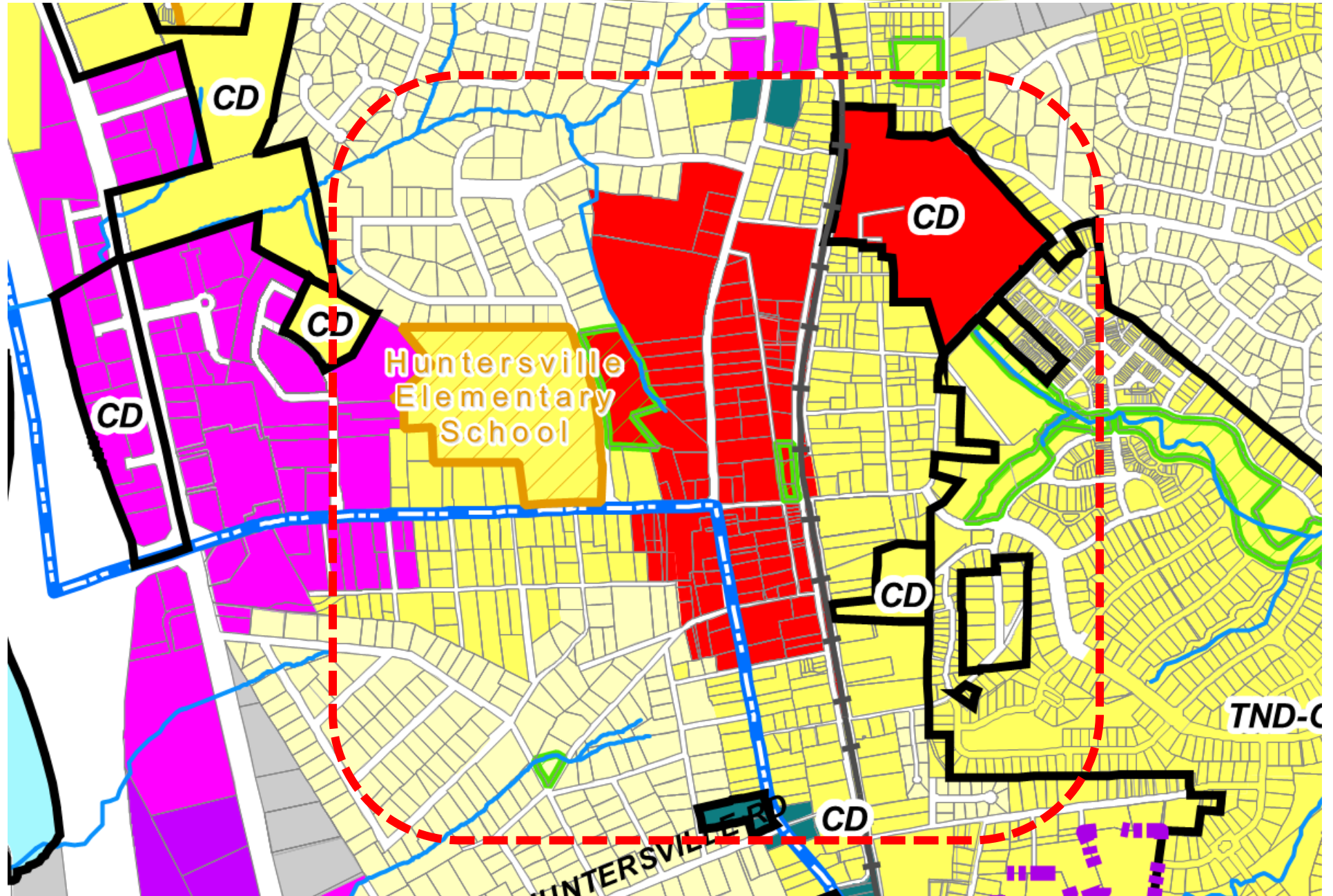
After



# Zoning Map

-  Town Center
-  Neighborhood Residential
-  General Residential

Downtown Area  
Represents 1%  
Of Huntersville's  
Land Area



# PROJECTS



Vermillion Village

Brewery

Vermillion Front







# **The “Building Blocks”**

**2006 Downtown Master Plan  
&  
2040 Community Plan**



"If you plan cities for cars and traffic, you get cars and traffic. If you plan for people and places, you get people and places."

The Town of Huntersville is required to publish a plan document for the implementation of the Transportation Plan through a series of transportation, private and public development decisions. Future development decisions must be carefully guided by the Town of Huntersville's land use plan and the Transportation Plan to ensure that the plan is implemented. The Transportation Plan represents the town's vision for the future and the Transportation Plan is the primary tool for implementing the plan.

**Key Initiatives & Project Status**

Project/Task	Comments
Implement a new emergency response system using 911 and 311 for non-emergency requests.	Continuation necessary to the town of Huntersville 2022.
Integrate with LRTS, expand the extension to the station on the north side of the town of Huntersville.	Project on hold.
Adopt an Active Management Policy for the Town of Huntersville.	The updated policy has been adopted by the town council in late 2019.
Complete a planning study to evaluate the feasibility of a transit station on the north side of the town of Huntersville.	Final planning study is in progress.
Provide on-street parking for transit users.	Final of the study is in progress.
Strategically reorganize the parking lots in the town of Huntersville.	Initiated on Main Street.
Complete a transit station parking study on the north side of the town of Huntersville.	200 open parking deck built on the north side of the town of Huntersville.

**Civic Infrastructure**

Complete project for the new Civic Plaza.	Project completed.
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**Private Development/Redevelopment**

Encourage the expansion of the town of Huntersville.	Not on hold yet.
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**Marketing & Branding Strategies**

Develop a "Brand" for the town of Huntersville.	Project completed.
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Town of Huntersville / Town Hall / 101 Huntersville-Concord Road (P.O. Box 66) / Huntersville, NC 28070 | www.huntersville.org

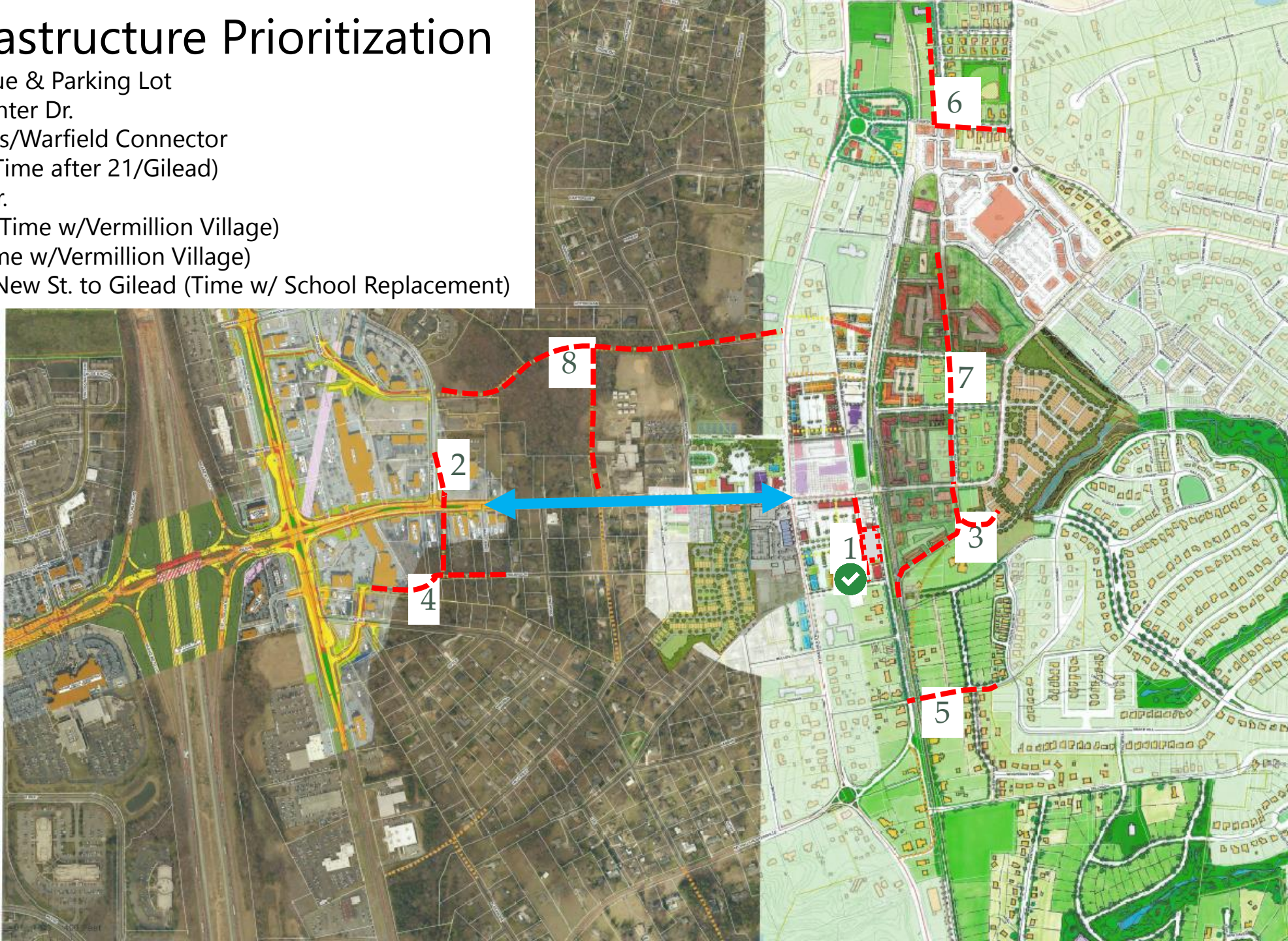
Single-Family/Condo	465 Units
Senior Housing/Assisted Living	100 Units
Office	285,425 sf
Public	212,800 sf
Other	59,000 sf
Other	13,000 sf

**LEGEND**

- Single Family
- Duplex/Townhomes
- Quadruplex/Apartments/Condos
- Office
- Civic Plaza
- Parking
- Parking Deck
- Public Open Space

# Road Infrastructure Prioritization

1. Maxwell Avenue & Parking Lot
2. Commerce Center Dr.
3. Church/Walters/Warfield Connector
4. Holbrook St. (Time after 21/Gilead)
5. Gibson Park Dr.
6. Seagle/4<sup>th</sup> St. (Time w/Vermillion Village)
7. Walters St. (Time w/Vermillion Village)
8. Columbia Dr./New St. to Gilead (Time w/ School Replacement)



# 2006 Downtown Master Plan - Project Status Report (Nov 2021)

## Key Initiatives & Project Status

Transportation, Circulation, & Parking		
	Projects/Tasks	Comments
●	Implement a two-way pair street system using Old Statesville Road (NC 115) and Main Street for north-south traffic movement.	Construction underway, to be completed Fall 2023
●	In cooperation with CATS, construct the commuter transit platform on the north side of Huntersville-Concord Road.	Project on hold.
●	Adopt an Access Management Policy for the Downtown area thoroughfares.	No adopted policy but streets/alley/driveway connections in these areas are reviewed.
●	Construct a greenway with a trail head and park entrance to Holbrook Park from Old Statesville Road (NC 115).	Partial opening November
●	Provide on-street parallel parking where feasible.	Part of Main Street upgrade
●	Strategically manage the parking lots in the southeast quadrant.	Installed on Main Street
●	Construct a shared-use parking deck with a minimum of 400 spaces between Maxwell Street and NC 115.	280 space parking deck built next to Discovery Place Kids/ Town Center.

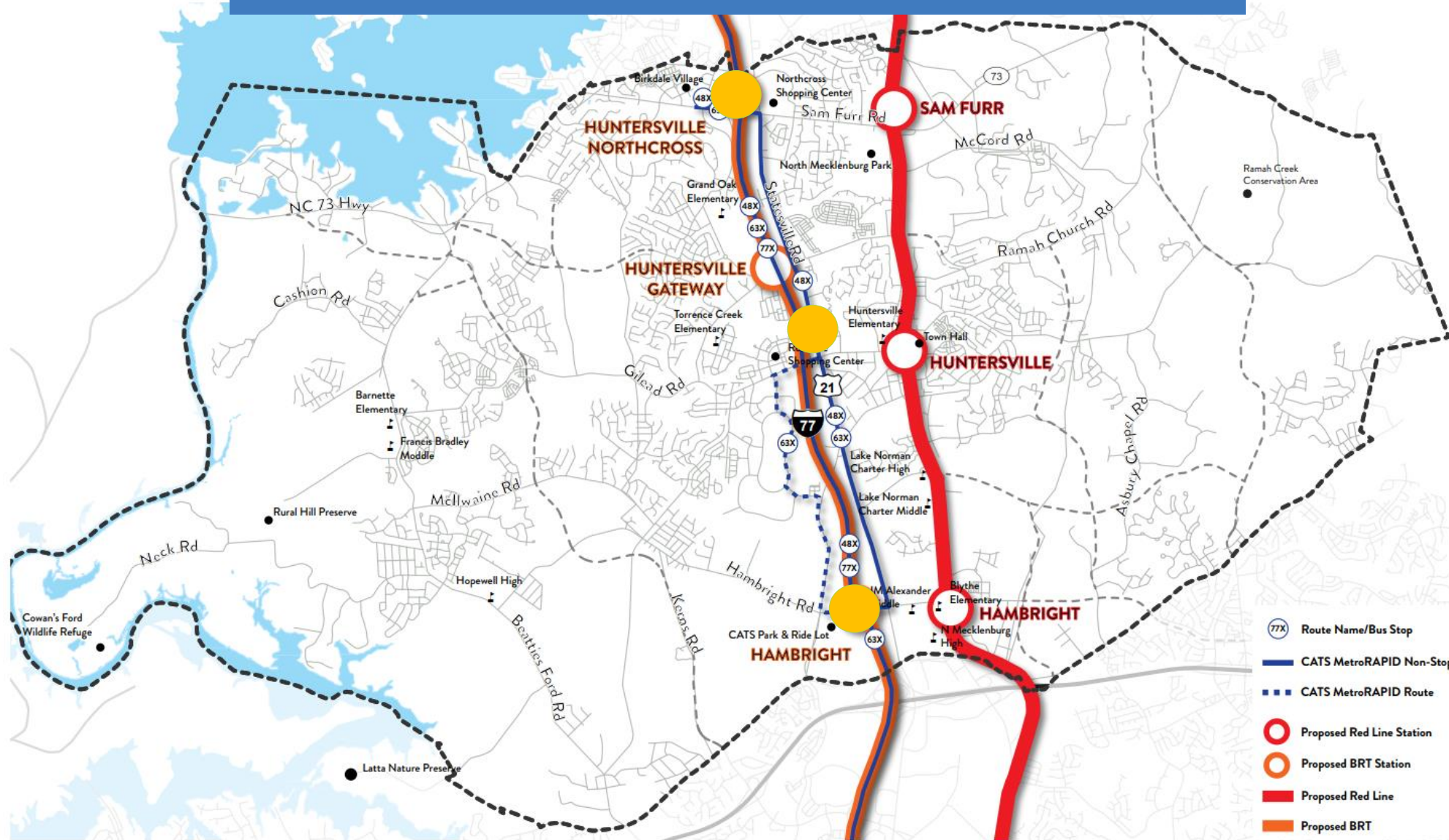
## Civic Infrastructure

●	Construct a Civic Plaza adjacent to Town Hall.	Alternate project completed - DPK/Town Center.
●	Investigate expansion options for the Town Hall and the Police Station.	Police station relocated to Julian Clark Ave; Town Hall not expanded but Town Center Offices constructed and land acquired for expansion.
●	Develop Arts and Cultural Center building as an integral part of the Civic Plaza.	DPK/Town Center Constructed in lieu of a new Arts and Cultural Center
●	Redevelop the existing Farmer's Market into the Grower's Market at Garden Hall.	Completed
●	Encourage the improvement of the American Legion building and construct a Veteran's Memorial between it and the Garden Hall.	Completed
●	Install new streetscape elements along Gilead Road including decorative lighting (with banner arms), street trees, bike lanes, and wider sidewalks.	Ongoing with some elements implemented.

## Private Development/Redevelopment

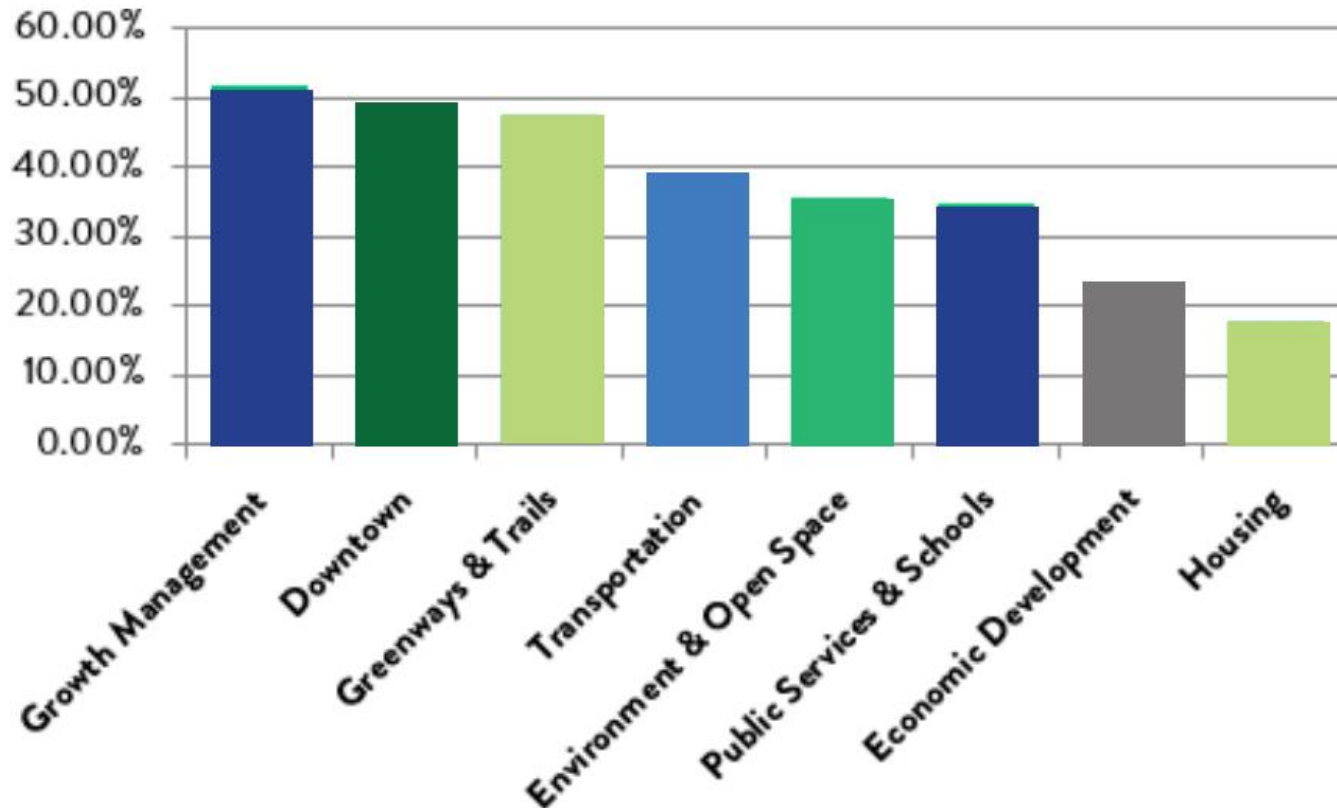
●	Encourage the expansion of the Garden Gate Bed and Breakfast Inn.	Not started yet
●	Encourage the exterior renovation of Cashion's Convenience Store.	Intent communicated to Cashion's - no immediate plans
●	Encourage sensitive redevelopment/infill through design guidelines that maintain the urbanism of the Downtown while permitting new/modern architectural styles.	Awaiting development type recommendation from Downtown Transportation System Plan
●	Encourage the construction of Continuing Care Retirement Community (CCRC) on the Anchor mill site	Project approved as mixed use
●	Rezone the old mill village to encourage high quality urban infill	Rezoning approved May 2008
●	Permit and encourage infill development consistent with this Master Plan	Ongoing effort
Marketing & Branding Strategies		
●	Adopt a "popular" logo for marketing and branding.	Created and implemented new Town logo
●	Form a Huntersville Downtown Business Association.	Downtown Business Association not formed yet
●	Implement a Comprehensive Wayfinding System.	Wayfinding System has not been created yet

● Completed ● Progress Made ● Not Completed



TRANSIT EXISTING CONDITIONS AND PROPOSED ROUTES

## “WHAT ARE YOUR TOP THREE PRIORITY GOALS?”



GROWTH MANAGEMENT, DOWNTOWN AND GREENWAYS AND TRAILS WERE PRIORITY GOALS BASED ON RESULTS OF SURVEY 2, THE DRAFT PLAN FRAMEWORK COMMENT FORM.

## TOP PRIORITIES FOR PUBLIC IMPROVEMENTS DOWNTOWN

Street improvements (sidewalks and on-street parking)

Safe pedestrian connection from surrounding neighborhoods

Public-private partnerships to encourage redevelopment

Charlotte to Mooresville Trail (urban greenway through Downtown)

Facade grants for existing buildings

## Adopted Downtown Policies



- DT-1:** Encourage future development in the Downtown area to adhere to the Regulating Plan.
- DT-2:** Step down in intensity and density near established residential neighborhoods.
- DT-3:** Encourage redevelopment of key properties.
- DT-4:** Expand or relocate Town Hall in the Downtown area.
- DT-5:** Study future uses of Town-owned properties.
- DT-6:** Create connected, safe, and engaging streetscapes that serve multiple users.
- DT-7:** Enhance technology and accessibility Downtown.
- DT-8:** Preserve and celebrate the history of Downtown Huntersville.
- DT-9:** Encourage new parks and programming Downtown.
- DT-10:** Prioritize maintenance of public and private structures and enhancement of the public realm.
- DT-11:** Promote Residential Development in Downtown Huntersville.

# Adopted Downtown Regulating Plan



## Downtown - Active Frontages

Require vertical mix of uses, active frontages, and shopfront building types in new development. Ground floor commercial, preferably retail and restaurants or other active use is required. Generally 2-4 stories. Floors 2+ can be commercial, office, civic or residential.



## Downtown - Tier 1

Encourage commercial, office and/or residential. Shopfronts, urban workplaces and apartment buildings are allowed. Generally 2-4 stories.



## Downtown - Tier 2

Generally 2-3 stories. Predominately residential with some small-scale commercial and/or office. Reuse of structures on main roads. Residential can include townhomes, duplexes, triplexes, quadplexes, and urban single-family home types, including alley-loaded bungalows, pocket neighborhoods and cottage courts.

Concept Legend

- |   |  |  |
|---|--|--|
|  Retail    |  Civic    |  Multifamily Housing              |
|  Mixed-use |  Park     |  House-scale Attached Residential |
|  Plaza     |  Historic |  Single family Residential        |



- |  |  |
|--|--|
| <b>A</b> Preservation of historic buildings (DT-8)   | <b>F</b> Residential infill within walking distance of Downtown (DT-11)      |
| <b>B</b> Maxwell Street Improvements (DT-6.2)  | <b>G</b> Smaller-scale infill near established neighborhoods (DT-2)          |
| <b>C</b> Greenway connection from Holbrook Park and Vermillion to downtown (DT-9.1)          | <b>H</b> Wide sidewalks along key pedestrian and greenway connections (DT-6) |
| <b>D</b> Reconfiguration of parking to increase number of spaces with redevelopment (LU-7.1) | <b>I</b> New street connections to facilitate walking (LU-7.1)               |
| <b>E</b> Mixed-use development in key areas (DT-1.1)   | <b>J</b> Tree preservation (EOS-4)   |

# Adopted Downtown Concept Plan



### TOWN SERVICES AND EVENTS

A common reason to currently visit Downtown is when residents have business at the Town offices. Through this civic presence and established events, the Town has created reasons for people to come Downtown that it can build on in the future.

### RETAIL AND RESTAURANT ACTIVITY

During the keep/toss/create activity at the charrette, a lot of the 'create' tags downtown called for more retail and restaurants downtown. Expanding these options, particularly restaurants, can help promote Downtown as a place to dine, relax and shop and not just a place to work, use town services, or visit an occasional event. A near-term goal, the 10|10|10 goal, is to have 10 places that serve food, 10 retail establishments, and 10 businesses open after 6 pm.

### PARKS AND RECREATION

A lot of public feedback called for more recreation opportunities, and downtown is already set up to accommodate this. An expansion of Holbrook Park and greenways could be leveraged to bring more people to the area. Places such as Veterans' Park can continue to be programmed to attract visitors as well.

### DOWNTOWN LIVING

Increasing the amount of housing downtown helps achieve the vision for Downtown in multiple ways. It creates a critical density of people that supports more businesses and transit options, it creates attainable housing choices, and it helps add activity beyond business hours. Housing types should be emphasized as follows, following the Tiers from the Regulating Plan:

- Tier 1: In upper stories of mixed-use buildings and standalone multifamily housing like apartments or townhomes
- Tier 2: Smaller-scale housing including townhomes, quadplexes, and single-family homes

### PUBLIC REALM IMPROVEMENTS

Improvements to the public realm that enhance aesthetics, safety, and access will foster an environment that invites people to stay. Improvements include but are not limited to lighting, beautification, sidewalks, restrooms, and streetscape improvements.



# Adopted Downtown Action Plan



- DT 1.4: Consider revisions to ordinances, the Design Guidebook and/or review and approval processes to achieve elevated design in the downtown area
- DT 4.1: Conduct a study of future government office space needs Downtown and evaluate Town-owned properties for accommodating needs
- DT 6.1: Establish street and sidewalk requirements for new development that are in line with urban street design principles
- DT 6.2: Pursue street connections and upgrades Downtown to facilitate Town goals
- DT-7: Enhance technology and accessibility Downtown
- DT 8.1: Connect Torrence Creek Greenway to Holbrook Park and into and through Downtown
- DT 8.2: Expand Holbrook Park
- ★ DT 8.3: Expand events and programming Downtown
- DT 8.4: Support the Public Art Committee in their mission to introduce art around Downtown
- DT 9.1: Prioritize maintenance of streets and sidewalks and town-owned properties in the downtown area
- ★ DT 10: Update the Downtown Small Area Plan to build on recommendations in the 2040 Community Plan.  
Could be prepared in tandem with preliminary design of a subset of priority projects identified in DT-6.2
- DT 12.2: Integrate key historical structures into programming and redevelopment plans Downtown



Statesville

# Examples of New Construction Downtown

Alpharetta, GA



Carmel, IN





# 2022 Downtown Plan Scope of Work



## Project Sequence Summary

### 1. Discovery

- a) Preliminary Assessment Compendium
- b) Infrastructure Assessment Summary Report
- c) Land Use / Urban Design Summary Report
- d) Economic Development Summary Report

### 2. Organizing Principles & Alternative Futures

### 3. Final Strategy & Master Plan

### 4. Individual Project Consultations

# 2022 Downtown Plan Scope of Work



## Primary Intent

1. Create a Great Downtown
2. Use 2006 Downtown Plan & 2040 Community Plan as “Building Blocks”
3. Address Known Issues
  - a) Neighborhood Compatibility & Impacts
  - b) Regional Traffic Impacts
  - c) Red Line Commuter Rail: Short- and Long-Term Implications
4. Coordinate Density + Infrastructure + Market Forces
5. Take advantage of current investment / development interest
  - a) How do we get the kind of development that we want?
6. Develop realistic expectations – what will market forces support?
7. Develop the Plan in a civil manner – we all want what’s best for Huntersville



# **Election of Officers Chair & Vice-Chair**

**Interested Members: Sarah McAulay, Doug Ferguson, Donald Gest, & Lee Hallman**



# **Committee Discussion: Issue Identification**



# **Issue Identification** (By Committee Members on 11/4/2021)

- 1. Unique identity**
- 2. Walking & Biking / Connect east-west**
- 3. Combination of businesses & residential**
- 4. Encourage small businesses (mentioned 3 times)**
- 5. Impact of roundabouts?**
- 6. Place where you can walk & feel safe / community feel**
- 7. Lighting for safety**
- 8. Rebrand?**
- 9. Woonerf?**
- 10. Direction from Town Board regarding New Town Hall**
- 11. Don't be a Birkdale / favor small businesses**
- 12. Keep an open mind**



## **Issue Identification** (By Committee Members on 11/4/2021)

- 13. Provide map/pictures of current projects & existing buildings**
- 14. There are definitely some things that should be preserved**
- 15. Recommend P3 projects if they merit community support**
- 16. Old Community Center status (Arts & Cultural Center)?**
- 17. Pedestrian safety from traffic (twice)**
- 18. Sidewalks are too skinny / overhanging branches**
- 19. "build the bones" – don't be too specific**
- 20. Historically, there was on-street parking on Old Statesville Rd**
- 21. Current street conditions – designed for high speeds**
- 22. Get NCDOT to allow onstreet parking**
- 23. Noise**
- 24. Ped bridge to Veterans' Park**

