



Downtown Plan: *Administration Perspective*

September 22, 2022



Town Hall / Civic Spaces

- New Town Hall
 - September 6, 2022 – Commissioners approved Option 4B for new town hall;
 - September 19, 2022 - new preliminary services contract authorized
- Future of planned community space in existing town hall ?
- Future opportunities at Holbrook Park? Veterans Park ?
- Other parks/civic spaces downtown ?



Implementation

What does the community want, how do we get there and how do we pay for it?

- What structural elements will help Huntersville achieve the type of downtown it wants in the future (i.e. – downtown association, dedicated staffing, specific funding/grants, infrastructure investments, etc.)
- How/what are other communities investing in their downtowns and what lessons can we learn from those investments (i.e. how should public investments be made to bring the types of private investment we'd like to see in Huntersville based on market/regional trends?) – *not apples to apples*
- What 1 or 2 items in the implementation plan will have the most impact and/or multiplier effects on achieving a new vision for a more vibrant downtown? (*any if / then scenarios?*)



Traffic / Congestion

- How do we **balance** the need to move cars with a desire to have a welcoming, vibrant and walkable downtown?
- Need to recruit retail and services **east of the railroad** as part of the broader development strategy of downtown (potentially reducing travel volume through Gilead/NC-115 intersection)
- How do we make our geography **evolve** to provide restaurants, retail, the right mix of residential, etc. downtown with a road network that supports it versus being a barrier to such activity.
 - Does that mean taking over sections of DOT streets? Creating new streets? Adding crosswalks, reducing speed limits, etc.?



**I'D WALK
IF I WERE
YOU.**

Stormwater

- Suggestion of creating regional stormwater facility/BMP (one or several) to serve and support future development – where should that be and does this plan vet the engineering, potential costs and broader system impacts in the defined project area?
- Stormwater as an **amenity** (green infrastructure, vegetation, etc.)?
- What **other** improvements should be considered in the project area and what are potential costs and funding sources/grants to fund them?



Spurring Downtown Investment

- Number of projects in the works in and around downtown within last 12+ months suggests best chance to realize development / redevelopment is NOW.
- Look to Downtown Plan to maximize and build upon momentum in manner desired by community
- “Catalyst” sites – where are they, what do they need to be marketed successfully?
 - Site next to DPK at Town Center – pad ready, parking available, etc. – what are targeted uses? (and future of town center office space?)
 - Others / potential destinations?
- Short-term wins versus Long-term goals?



Other Thoughts

- If we could accomplish just one thing from this plan, what would that be?
- Any *Outside the Box* ideas?
 - Are they realistic?
- Did this plan identify any property owners interested in developing or redeveloping their properties?
 - *What can the Town do to help them succeed?*
- How do we ensure this plan doesn't just "sit on the shelf?"
 - *Note progress of last plan →*

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 Holtbrook 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.

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

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 Cashon's Convenience Store.	Intent communicated to Cashon'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



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