



AGENDA

Special Planning Board Meeting

February 1, 2023 - 6:00 PM

Town Hall 101 Huntersville-Concord Road

LiveStream: <https://www.youtube.com/channel/UCgqiipdJL0ywl-LZrcN5MpQ/featured>

1. **Call to Order/Roll Call**
2. **Approval of Minutes**
3. **Public Comments** - *Speakers are limited to 3 minutes. The Chairperson reserves the right to shorten the time limit for speakers when an unusually large number of persons have signed up to speak. Speakers may not give all or a portion of their time to other speakers*
4. **Action Agenda**
 - 4.A. Discuss 2023 Downtown Master Plan <https://www.letsplanhuntersville.org/downtown-plan-project-details> (Jack Simoneau)
5. **Other Business**
6. **Adjourn**

**Town of Huntersville
Planning Board
February 1, 2023**

To: Town Board

From: Jack Simoneau, Planning Director

Date: February 1, 2023

Subject:

EXPLAIN REQUEST:

Discuss 2023 Downtown Master Plan

ACTION RECOMMENDED:

Discussion

FINANCIAL IMPLICATIONS:

ATTACHMENTS:

1. 2023-01-12_TOH 2022 DMP_Final Document_01 Executive Summary_DRAFT



ADOPTED
TBD 2023 - Pending

'Accepted' on December 15, 2022
by the Downtown Plan Steering Committee

Executive Summary

DRAFT

Acknowledgments

Downtown Plan Steering Committee (DPSC)

Voting Members
Sarah McAulay, ***Chair***
Lee Hallman, ***Vice Chair***
Robert “Nate” Bowman
Gatewood Campbell
Doug Ferguson
Sean Flynn
John Foster
Barbara Gerhardt
Charles Guignard
Janelle Harris
Elaine Kerns
Bob Lemon
Elizabeth Rodriguez
Cindy Trevisan
Jessika Tucker

Committee Interest
Adjacent Neighborhoods
Adjacent Neighborhoods
Business / Development
Community At-Large
Community At-Large
Business / Development
Business / Development

Business / Development
Adjacent Neighborhoods
Adjacent Neighborhoods
Community At-Large
Adjacent Neighborhoods
Business / Development
Community At-Large

**Ex-Officio,
Non-Voting Members**
Stephen Swanick
Kathy Jones
Diane McLaine
John O’Neill
April Dunn
John McClelland
Mike Russell

Representing
Planning Board
Ordinances Advisory Board
Greenway, Trail & Bikeway Commission
Parks and Recreation Commission
Public Art Committee
Huntersville Chamber of Commerce
Lake Norman Chamber of Commerce

Town of Huntersville - Staff Project Team

Project Manager:	Dave Hill, Senior Planner
Project Director:	Jack Simoneau, Planning Director
Project Coordinator:	Brian Richards, Assistant Planning Director
Project Assistant:	Tracy Barron, Executive Assistant
Engineering:	Stephen Trott, Director of Engineering
Transportation:	Heather Maloney, Senior Transportation Planner
GIS Coordination:	Francis Tucker, GIS Coordinator

Project Consultant Team

Master Planning & Urban Design (Project Lead)
Shook Kelley CLT, PLLC
1545 West Trade Street
Charlotte NC 28216
(704) 377-0661
www.shookkelley.com

Terry Shook, FAIA	Founding Partner & Principal
Alex Borisenko, CNU-A LEED GA	Senior Associate
Henry Stepp, CTO	Partner & Principal
Larry Zinser	Partner & Principal

Infrastructure Planning & Traffic Analysis
Gannett-Fleming, Inc.
One Glenwood Avenue
Suite 900
Raleigh NC 27603
(919) 420-7660
www.gannettffleming.com

Michael Holder, PE	Vice President, Transportation Services
Rick Tipton, PE, PLS	Vice President, Area Roadway Design Manager - NC
Lance Hartland, PE	Senior Traffic Engineer

Retail Market Analysis
Gibbs Planning Group
240 Martin Street
Birmingham, MI 48009
(248) 642-4800
www.gibbsplanning.com

Robert “Bob” Gibbs, FASLA, AICP	President
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Publication Date:
January 12, 2023

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Executive Summary

BACKGROUND.

Incorporated in 1873, Huntersville was a small town for more than 100 years. With the creation of Lake Norman in 1963 and the gradual spread of growth northward from Charlotte, Huntersville’s population grew dramatically – from 3,000 in 1990 to more than 70,000 today. Since 1997, the Town’s sphere of influence has been 63.46 square miles (currently 41.5 square miles within Town limits and 21.96 square miles within the Extraterritorial Jurisdiction (ETJ)). Huntersville is projected to grow rapidly over the next ten years and has considerable vacant land suitable for development in its residential districts. Pressure to maintain adequate public facilities and services will continue throughout the Town. Town and regional growth will significantly impact local, state, and federal transportation facilities in the near future due to several programmed and funded construction projects.

The 2006 Downtown Master Plan included a number of recommendations and implementation strategies for the development of the downtown, covering areas such as transportation, traffic circulation, parking; civic infrastructure; private development; and marketing and branding. The 2006 Downtown Master Plan was intended to guide public and private development initiatives during a 20-year timeframe and ensure the creation of a vibrant town center that will be the defining place and image for the Town of Huntersville. Although the 2006 Plan was not fully implemented and has become dated, many successful actions have led to optimism that current market interest can make significant improvements to the Downtown in the near future.

More recently, the Huntersville 2040 Community Plan and Appendix, adopted in late 2020, responded to community consensus that Downtown improvements continue to be supported and established broader policies and goals that should guide the formation of the 2022 Downtown Master Plan. In addition to key existing features and attractions, several public and private projects located in Downtown Huntersville are recently completed, currently underway, and/or planned and approved for construction, such as the Downtown Greenway – The Vine, Holbrook Street extension, future new Town Hall, and Town Center and Vermillion Village mixed-use projects. Downtown Huntersville is also significantly impacted by ongoing and future planned NCDOT-led roadway improvement projects, both in the downtown and nearby, including: Main Street, Gilead Road, Statesville Road (NC 21) and Gilead Road Intersection, and Interstate-77 Exit 23 Interchange. Furthermore, Charlotte Area Transportation System (CATS) is advancing Bus Rapid Transit (BRT) planning of its MetroRAPID BRT North Corridor with a station proposed on the current Park and Ride lot located on Statesville Road.

The emphasis of the 2022 Downtown Master Plan (the Plan and/or Project) is to develop a set of sequenced and prioritized actions needed to build on past and current improvements. The Plan is intended to communicate an updated vision of the Downtown, identify the general infrastructure needed to support the vision, and describe the actions needed to get there. Transportation is a key element in developing the type of streetscape needed to support Downtown activities and will be a determining factor in deciding how the ‘public realm’ will influence private development. The Plan is also intended to encourage coordination of public actions with private investment and re-development/reuse decisions that help to realize a robust and attractive downtown, including convincing rationale to support putting ‘skin in the game’. A development strategy that also respects the integrity of neighborhoods that surround the Downtown is a topic that will require careful attention in the Plan.

The Huntersville 2040 Community Plan contains a Regulating Plan (page 73) and Concept Plan (page 81) that generally describes the comprehensive boundary area for the 2022 Downtown Master Plan. However, while the Project does include planning considerations within the comprehensive downtown boundary area, the primary study area was focused within the ¼-mile radius (or 5-minute walkable area) of the approximate center of the downtown core, located at the intersection of Gilead Road and Old Statesville Road (NC 115) (See Figure 1).

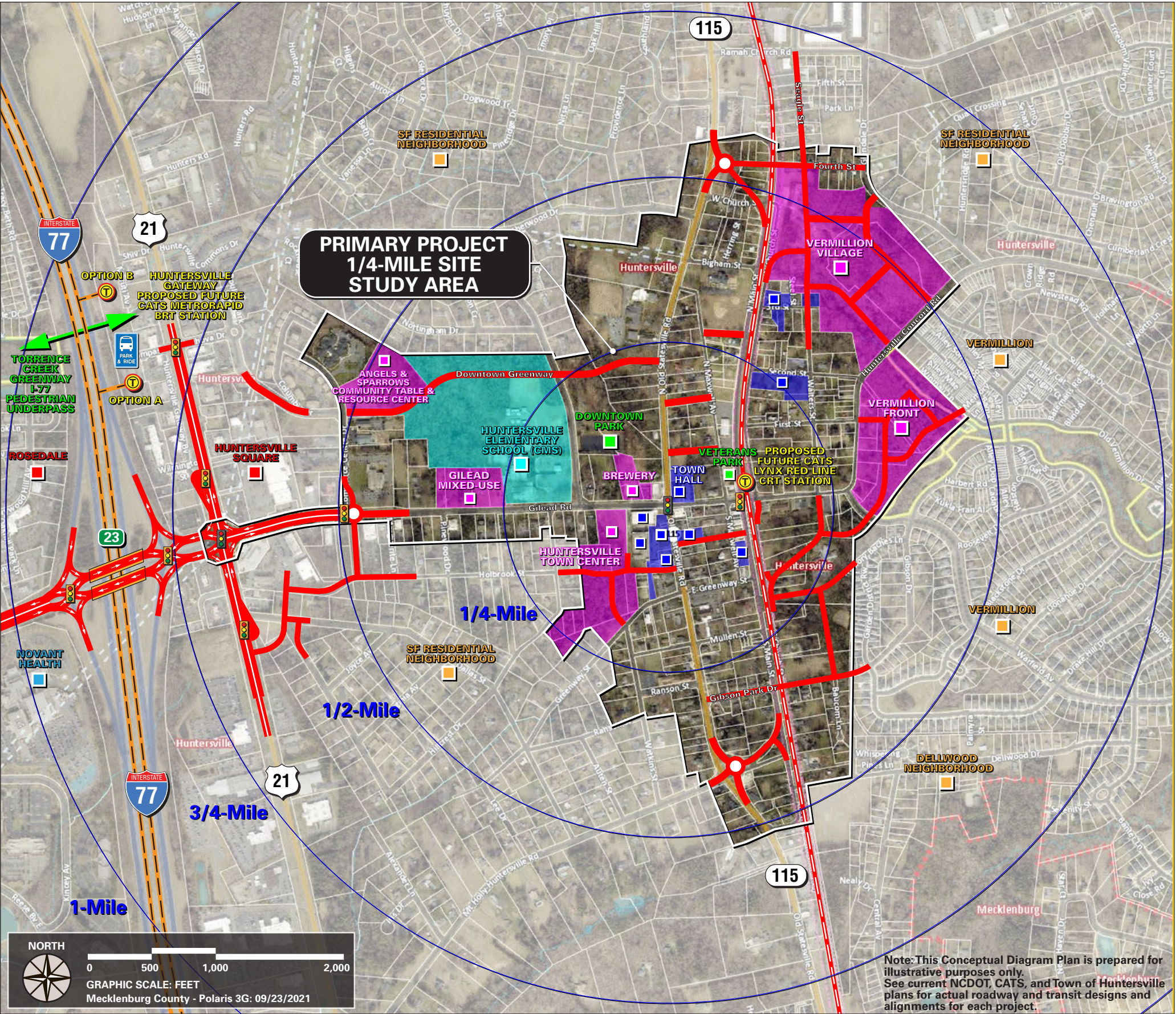


FIGURE 1: Downtown Huntersville Context and Study Area.

Executive Summary

FRAMEWORK PROCESS.

Overview.

Prior to commencement of the Project, a 2022 Downtown Plan Steering Committee (DPSC) was created with appointments made by the Town Board. The DPSC includes approximately 15 voting members representing the community at-large, surrounding neighborhoods, and business/property owners. Several other ex-officio members were also appointed to represent existing Town boards and commissions. The 2022 Downtown Master Plan is subject to an advisory recommendation by the DPSC, followed by an advisory recommendation by the Town’s Planning Board, and presented to the Board of Commissioners for formal adoption as an official plan of the Town.

Past planning efforts in the Downtown Huntersville Study Area have been centered upon intense public engagement to define a community vision in a manner that informs policy. Accordingly, Shook Kelley and its Consultant Team utilized and referred to the 2006 Downtown Master Plan and 2040 Community Plan policies as foundational documents for advancing development of the 2022 Downtown Master Plan. Regular communication and feedback from the DPSC together with community engagement within a structured and published format was also essential throughout the planning process.

The fundamental understanding is that Huntersville needs a particular, design-based vision for the downtown core that citizens of all walks of life can understand and rally behind. The 2022 Downtown Master Plan is intended to craft a realistic vision in harmony with community core values, which identifies key catalytic projects for implementation within specific categories of:

	Infrastructure (including Transportation – All Modes, General Infrastructure Systems, and Environment and Open Space),
	Land Use/ Urban Design, and
	Economic Development.

Together, these key catalytic projects will serve to guide and stimulate community activity and economic development in Downtown Huntersville. Once accepted, specific Town initiatives - “tools” in policy and in code - will be required coupled to incentives that are geared toward achieving specific outcomes that inures to the benefit of the public and private interests.

Importantly, the 2022 Downtown Master Plan is not intended as a blueprint or mechanism for implementation of eminent domain - government expropriation (taking) of private property for public use, with payment of compensation. Current individual property owners may or may not elect to participate at their sole discretion. Furthermore, the 2022 Downtown Master Plan depicts concepts and recommendations for a full build-out of development within the core study area, which are expected to occur incrementally over a 10-20 year timeframe. All illustrative plans and associated graphic exhibits are therefore conceptual in nature and intended only to depict potential planning concepts and patterns of development that could happen in the future.

Accordingly, 2022 Downtown Master Plan is intended to evolve with flexibility relative to existing conditions including, but not limited to: applicable jurisdictional and agency plans and regulations, property ownership and inclination, funding, and economic market demand.

2022 Downtown Master Plan - General Framework Process and Timeline.

Phase 1:Discovery. (November 2021 - March 2022)

- Preliminary Assessment.
 - Infrastructure.
 - Land Use / Urban Design.
 - Economic Development.
- Communication.
 - DPSC Meetings.
 - Town Staff Workshop.
 - Public Forum #1: *Our Essential Downtown.*

Phase 2: Organizing Principles and Alternative Futures. (March - June 2022)

- Organizing Principles.
- Alternative Futures (1-3).
- Composite Alternative Future.
- Communication.
 - DPSC Meetings.
 - Town Staff Workshop.
 - Public Forum #2: *Options for the Future.*

Phase 3: Final Strategy and Master Plan. (September - December 2022)

- Draft Master Plan.
- Final Master Plan.
- Master Development Strategy.
- Communication.
 - DPSC Meetings.
 - Town Staff Workshop.
 - Public Forum #3: *Our Plan for Getting There.*

Non-Linear Services & Supplemental Activities.

- Gilead Road Mixed-Use Project Considerations. (February 2022)
- CMS – Huntersville Elementary School Conceptual Planning. (May - June 2022)
- Traffic Analysis Report. (May - June 2022)

On December 15, 2022, the Final Master Plan, Organizing Principles and Final Strategy Outline were ‘Accepted’ by the 2022 Downtown Plan Steering Committee.

Phase 1: Discovery.

Overview.

Discovery commenced with an immersive process of organization, mobilization, and reconnaissance of available documents and information relative to existing and currently planned Infrastructure, Land Use / Urban Design, and Economic Development systems in the Downtown Huntersville Study Area. In addition, a Downtown Context Field Study and Photo Recordation was conducted by the Consultant Team in order to observe and document existing conditions. Together, these initial activities became the basis for a **Preliminary Assessment** as outlined below, which was produced in part by a ‘layer stack’ diagrammatic analysis along with annotated graphic exhibits and supporting case studies (see Appendix A).

Preliminary Assessment.

Infrastructure.

- Transportation.
 - Arterial Streets & Intersections (Gilead Rd & NC 115).
 - Downtown & Adjacent Neighborhood Streets.
 - Bicycle & Pedestrian Facilities.
 - Public Transit - CRT & BRT Station Area Plan.
 - Parking - Distribution, Supply & Demand.

- General Infrastructure Systems.
- Environment & Open Space.
 - Terrestrial Systems.
 - Public Greenways, Trails & Parks.
 - Stormwater Systems.

Land Use / Urban Design.

- Adopted Town Documents, Ordinance & Policies.
- Urban Design Guidelines.
- Existing Land Use & Development Site Typologies.
- Existing Development Form & Program – Uses and Typologies.

Economic Development.

- Existing Ownership Patterns: City-Owned & Private-Owned Assets.
- Existing Development Activity Types & Patterns: Recent & Emerging.
- Retail Market Study.

DPSC and Public Engagement - Surveys and Input.

Early in the Discovery process, members of the DPSC participated in a Topical Issues Survey to share their views and beliefs about the issues impacting the future of this study area and their expectations to come out of it (See Appendix F.1). While the results of the survey were not be attributed to any one member, they were discussed openly together during the initial DPSC meetings. This process was a very important “first step” in understanding the challenges and opportunities imbedded in these types of efforts, and in making sure that everyone understands the scope and the limitations of this study. The Topical Issues Survey covered the following categories and associated discussion points:

- I. Land Use & Housing.
 - Downtown Boundary & Program.
 - Walkability.
 - Non-Residential Land Uses.
 - Housing Types.
 - Neighborhood Character - Impacts and Improvements.
- II. Economic Vitality.
 - Economic State and Trend.
 - Local Business Support.
 - 10|10|10 Goals and Incentives.
 - Town Role and Contributions.
- III. Downtown.
 - Key Attributes.
 - Downtown Benchmark Places.
 - 10-Year Improvements and Current Conditions.
 - Quality of Life and Trends.
 - Walkability and Accessibility.
 - Parking.
 - Historic Preservation.
 - Technology Features.
 - Public Events and Programming.
- IV. Environment and Open Space.
 - Parks and Public Open Spaces.
 - Pedestrian and Bicyclist Access.
- V. Infrastructure and Public Services.
 - Private and Public Property Maintenance.
 - Public Safety.
 - Public Art.
 - Traffic and Walkabilty.
 - Transit Planning and Mobility.
 - Utility Infrastructure.

In addition, as the Discovery process advanced, the DPSC and the general Public were invited to participate and provide input using a variety of interactive tools including

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- (See Appendix F.2-F.6):
- I. DPSC Homework Assignment – Place Preferences.
 - II. Visual Preference Survey.
 - III. Interactive Input Map.
 - IV. Supplemental Public Inputs – In-Person and Online.

Public Forum #1: *Our Essential Downtown.*
On January 27, 2022, Public Forum #1 was conducted virtually by the Consultant Team and live-streamed in accordance with COVID-19 protocols implemented by the Town of Huntersville. Presentation exhibits were also displayed at the Huntersville Town Hall afterward for public in-person viewing, comment, and discussion with Town staff upon request. The Consultant Team explained the Master Planning Process and presented the initial findings of the Preliminary Assessment relative to Infrastructure, Land Use / Urban Design, and Economic Development along with a Downtown Context Plan, Photo Tour, and Key Existing Resources. In addition, pubic involvement and feedback was encouraged through upcoming Public Forms and DPSC Meetings, interactive tools including on-line surveys and input maps, and the Downtown Plan Project Website.

Phase 2: Organizing Principles and Alternative Futures. Overview.

During the Phase 2 process, planning and design are but one component of determining the proper path forward. Comprehensive alternative strategies ‘Alternative Futures’ are created first—in how land is used; in which populations are served; in how the new place should live; what form the infrastructure will take; in how capital is to be deployed; and the phasing of development—before an attempt to create a fixed master plan.

Organizing Principles.
The first part of the Phase 2 process was the establishment of Organizing Principles that directed development of the Alternative Futures. Each of the six Organizing Principles created relates to a specific selected issue (and perhaps to more than one), and were crafted through a structured inventory and review of the collective feedback and input from both DPSC members and general public. The Organizing Principles for Downtown Huntersville are headlined and named: Mobility, Nature, Gathering, Living, Civic, and Soul – each is supported by Principle Statements, which are underpinned by Key Words extracted from the results of various surveys conducted during the Discovery process (See Figure 4).

These six Organizing Principles provided guidance and became tools by which to measure progress of the Alternative Futures and following Master Plan. They were continuously referred and used to ask questions of the DPSC members and general public to gauge their positions on the topics and suggested approaches through policy, planning, law, and public initiative.

Alternative Futures.
The second part was the development of conceptual approaches that respond to the Organizing Principles. These different concepts are called Alternative Futures, for each one represents a fundamental different approach to addresses the identified issues and therefore how the town will grow. Three Alternative Futures were developed (See Appendix B):

- Alternative Future #1: ‘Low Intensity’
- Alternative Future #2: ‘Medium Intensity’
- Alternative Future #3: ‘High Intensity’

The Alternative Futures include preliminary development programs; preliminary development approaches in a “bubble diagram” form showing in general terms the layout of uses and block types upon the site, key existing features, spaces to be left open/undeveloped as parks; an approach to infrastructure/roads; and an implied approach to phasing. As such, each Alternative future is about development strategy as

it is master planning. Each Alternative Future is supported with a layer stack diagrams along with characteristic images depicting and annotating its specific approach to each of the six Organizing Principles (See Appendix B). Alternative Futures 1-3 were presented during a DPSC meeting and general public during Public Forum #2.

Public Forum #2: *Our Options for the Future.*
On May 12, 2022, Public Forum #2 was conducted in-person by the Consultant Team at Huntersville Presbyterian Church. Presentation exhibits were also displayed at the Huntersville Town Hall afterward for public in-person viewing, comment, and discussion with Town staff upon request. The Consultant Team presented a brief overview of the Organizing Principles and the Alternative Futures 1-3. The participants were then invited to breakout into tableside open discussions lead by the Consultant Team and Town Staff around each Alternative Future. Afterward, the Consultant Team conducted a real-time, interactive public feedback survey with individual participants using handheld digital clickers and phones. The survey was structured to ask the audience to select which Alternative Future provides the best approach to each of the Organizing Principles, and concluded by asking to select which Alternative Future provides the best approach to a Composite Plan (See Appendix F.7). The results for best approach to a Composite Plan:

- Alternate #2 ‘Medium Intensity’: 46%
- Alternate #1 ‘Low Intensity’: 29%
- Alternate #3 ‘High Intensity’: 26%

Composite Alternative Future.
After Public Forum #2, a comparative analysis was prepared, which outlined Key Distinctions along with Advantages and Disadvantages relative to the approach of each Alternative Future 1-3 for each of the six Organizing Principles (See Appendix B). A Composite Alternative Future was then derived from the preferred Alternate #2 ‘Medium whereby specific and desired attributes from both Alternates #1 ‘Low Intensity’ and # 3 ‘High Intensity’ were carefully integrated. The Composite Alternative Future became the basis for advancing the Draft and Final Master Plan.

Phase 3: Final Strategy and Master Plan. Overview.

During Phase 3, the Composite Alternative Future was advanced into a Draft and Final Master Plan through a structured and open planning process, which included ongoing discussion and feedback together during regular meetings with the DPSC and Public Form #3 with the general public. Planning was focused within the ¼-mile downtown core study area and organized into four quadrants defined by the crossroads of Main Street (north/south) and Gilead Road/Huntersville-Concord Road (east/west).

Final 2022 Downtown Master Plan.
Development of the Final 2022 Downtown Master Plan included a refinement of preliminary development programs and approaches in a “bubble diagram” form showing in general terms the layout of uses and block types upon the site, key existing features, spaces to be left open/undeveloped as parks; an approach to infrastructure/roads; and an implied approach to phasing (See Figures 5 and 12). The Plan is underpinned by the established six Organizing Principles and outlines key recommendations for each (See Figures 6-11). In addition, the Plan identifies potential Key Catalytic Projects for implementation within each quadrant, which are organized into categories of Economic Development – Public and Private, and Infrastructure - Transportation (All Modes) and Open Space (See Figure 13).

Conceptual Vision Plan.
A Conceptual Vision Plan was also created to demonstrate an ‘expression’ of potential block development patterns (build-out scenarios) based upon actual types of streets, buildings and open spaces, as well as locate and ‘test fit’ potential Key Catalytic Projects within the context each quadrant (See Figure 14). Key notes and considerations are also outlined to provide description of specific features and planning guidance for

development each quadrant (See Figures 15-18). Furthermore, a series of annotated 3-D visualizations and vignettes were created to depict conceptual spatial enclosure (building frontage/form and site/street section) and streetscapes for various locations and conditions within each quadrant (See Appendix C).

Public Forum #3: *Our Plan for Getting There.*
On October 20, 2022, Public Forum #3 was conducted in-person by the Consultant Team at Huntersville Presbyterian Church. The Consultant Team presented a brief overview of the Draft Master Plan and Conceptual Vision Plan. The participants were then invited to breakout into tableside open discussions lead by the Consultant Team and Town Staff around each quadrant of the Plan. Afterward, the Consultant Team conducted a real-time, interactive public feedback survey with individual participants using handheld digital clickers and phones (See Appendix F.8).

Master Development Strategy.
Following Public Forum #3, the Final Strategy for the Plan was prepared, which outlined the Key Recommendations, Development Focus Areas and Potential Key Catalytic Projects, and Implementation and Phasing Strategy (See Pages 4-6).

Non-Linear Services and Supplemental Activities. Overview.

In support of the Project, the Consultant Team provided the following Non-Linear Services and Supplemental Activities during the Phase 1 and 2 planning process:

Gilead Road Mixed-Use Project Considerations.
In November 2021, the Gilead Road Mixed-Use Project was submitted by HFH Partners, LLC as prepared by Henson Foley for a rezoning from Neighborhood Residential (NR) to Traditional Neighborhood Development – Conditional District (TND-CD). The proposed development is situated on 3.91 acres with frontage along Gilead Road and includes 17,400 SF Commercial and 29 Townhouses. Given the location and timing of this unique project, Jay Henson with Henson Foley was agreeable to meeting together with the Town and Shook Kelley for discussion of the proposed development relative to the 2022 Downtown Master Plan. Accordingly, Shook Kelley provided an annotated and diagrammatic review of the site rezoning plan submittal including site planning and design considerations related to the Gilead Road Mixed-Use Project (See Appendix B).

CMS – Huntersville Elementary School Conceptual Planning.
On February 23, 2022, the Town met together with Dennis LaCaria, Director for Facilities Planning and Real Estate, Charlotte-Mecklenburg Schools (CMS) to discuss general planning considerations for its property (30.12 Acres) and existing Huntersville Elementary School (ES) located on the corner of Gilead Road and Sherwood Drive. Dennis explained that pending future funding availability, CMS is interested in the ‘on-site replacement’ including design and construction of a new Huntersville ES per its compact urban prototype facilities adjacent to the existing facility, which will be required to remain operational until the new facility is completed. A total of six Conceptual Site Plans were initially prepared by Shook Kelley to advance and evaluate considerations which maximize an integrated balance between the CMS Prototypes, the Town’s Zoning Ordinance requirements, the 2008 Design Guidelines, and the current/ongoing development of Alternative Futures for the 2022 Downtown Master Plan (See Appendix B). In May 2022, CMS published its Capacity Needs Assessment 2022-2031, which listed the Huntersville ES ‘on-site replacement’ as 49th among a total of 125 potential projects located across the county.

Traffic Analysis.
In a separate, supplemental effort to the Project; Gannett-Fleming produced a Traffic Analysis Report, which provided traffic forecasts and capacity analysis to inform the 2022 Downtown Master Plan (See Appendix E). The objective of the study was to evaluate potential roadway and network improvement scenarios in downtown Huntersville that may be included in the Master Plan update.

Executive Summary

FINAL STRATEGY.

Overview.

The Final Strategy outlines the recommendations and action items relative to Infrastructure (including Transportation – All Modes, General Infrastructure Systems, and Environment and Open Space), Land Use / Urban Design, and Economic Development, which together support implementation of the Final 2022 Downtown Master Plan. It also identifies key initiatives to be advanced by the Town for addressing the policy elements that need to be adopted, amended, and/or written and adopted, all coupled to a strategy regarding how to approach development in a public/private manner. The latter is particularly true regarding those lands/buildings that the Town controls.

Final Strategy – Outline.

I. Key Recommendations and Action Items.

- A. Infrastructure (including Transportation, General Infrastructure Systems, and Environment and Open Space).
- B. Land Use and Urban Design.
- C. Economic Development.

II. Development Focus Areas and Potential Key Catalytic Projects.

- A. Economic Development (Public and Private).
- B. Infrastructure Development (Transportation (All Modes) and Open Space).

III. Implementation and Phasing Strategy.

- A. Potential Key Catalytic Projects.
- B. Potential Key Town Initiatives.

I. Key Recommendations & Action Items:

A. Infrastructure Recommendations.

1. Transportation.

a. Existing Arterial Streets and Intersections (Gilead Rd, HWY 115/Old Statesville Road, Main Street:

- Continue collaboration with NCDOT to ensure roadway construction for its Main Street Improvement Project advances per designs with safe, multimodal access (vehicular, bicycle, and pedestrian) in accordance with adopted Town plans and policies.

• Convene with NCDOT and Norfolk Southern to share considerations and discuss feasibility for potential roadway design modifications and/or enhancements including traffic lane and circulation/turning movement patterns, sidewalk widths and streetscape amenities, and on-street parking relative to the U-5908 Main Street project (currently under construction) segment(s) located at the intersections of Huntersville-Concord Road and Church Street and the Norfolk Southern railroad crossing.

• Consider extending the 25 MPH traffic zone continuously along HWY 115/Old Statesville Road between the new roundabouts under construction at the intersections of Main Street at Fourth Street and Mt Holly-Huntersville Road.

• Convene with NCDOT to provide update on current Downtown and Sub-regional context along with results of traffic modeling conducted by Huntersville’s jurisdictional metropolitan planning organization (MPO) (completion expected 1st Quarter 2023). Share considerations and discuss feasibility for potential roadway design criteria relative to the U-5807 Gilead Road project to ensure multimodal access (vehicular, bicycle, and, pedestrian) in accordance with adopted Town plans and policies. Note: It is understood this Project is currently advancing per the NCDOT STIP - Verify timing and opportunity to include updated designs.

• Convene with NCDOT relative to the U-5114: HWY 21/Statesville Road and Gilead Road project to share considerations and discuss feasibility for Town’s desired intersection alignment (chicane toward east), design (signalized or roundabout), and extension (continuation of Commerce Center Dr to the Town’s Holbrook St. Extension Project – recently completed).

• (Re)Prioritize Town’s Capital Improvement Program (CIP) roadway projects and funding allocation, if possible, to support and enhance level of service per potential design alternate(s) for key NCDOT streets including: Gilead Road, Huntersville-Concord Road, Main Street, and HWY 115/Old Statesville Road.

• Enhance existing and identify and preserve potential new opportunities for north/south multimodal street (vehicular, bike, and pedestrian) intersections and connections across Gilead Road to increase mobility with pedestrian-oriented street grid and block patterns.

b. Downtown and Adjacent Neighborhood Streets.

• Update Town’s Capital Improvement Program (CIP) roadway projects and funding allocation to include proposed new streets and improvements to targeted existing streets within the Downtown area.

• Inventory, catalogue, and illustrate existing street types, design cross-sections, and general conditions.

• Clarify existing street right-of-way widths along with associated ownership and maintenance responsibilities - NCDOT, Town, or Private.

• Enhance existing and identify and preserve potential new opportunities for east/west multimodal street (vehicular, bike, and pedestrian) intersections and connections between and across HWY 115/Old Statesville Road and Main Street to increase mobility with pedestrian-oriented street grid and block patterns.

• Establish ***Downtown Street Design Guidelines*** for new and pre-existing/retrofit street types.

• Explore implementation of innovative Woonerf street type within commercial and residential context.

• Develop street and sidewalk improvement strategy for pre-existing adjacent neighborhood streets to encourage lower traffic speeds and enhance pedestrian safety, walkability, and connectivity with Downtown.

• Advance evaluation of proposed new east/west street connection (a.k.a. ‘East/West Connector Street’) between Commerce Center Drive, and HWY 115/Old Statesville Road and Main Street per the *Downtown Transportation System Plan (2014-2015)* and the adopted *2040 Community Plan – Downtown Regulating Plan / Character and Connections Map ** – including but not limited to: potential street alignment(s), design criteria (design speed, cross-section(s) and intersections, etc.), and integration with existing land ownership and uses.

***Note:** The East/West Connector Street is currently included within these two pre-existing documents; and, therefore included within the 2022 Downtown Master Plan as a ‘dashed’ potential future conceptual alignment ONLY to provide future planning guidance and considerations. Accordingly, the proposed East/West Connector Street is defined with three incremental Segments A-C, which are contingent upon key items including:

Segment A - Between Old Statesville Road and Main Street.

Note: Segment A may be implemented as an independent street prior to Segments B and C.

Key Contingent Items (per continuation as East/West Connector Street):
A. East/West Connector Street Segments B and C are fully funded and constructed.

B. Norfolk Southern approves railroad corridor crossing at Second Street.

Segment B - Between Commerce Center Drive and Sherwood Drive.

Key Contingent Items:
A. CMS approves funding for new Huntersville Elementary School.

B. Street design is integrated appropriately with new school site & building.

C. CMS conveys land to town for street right-of-way.

D. CMS provides Town right of first refusal for property fronting Gilead Road.

Segment C - Between Sherwood Drive and Old Statesville Road.

Key Contingent Items:
A. East/West Connector Street Segments A and B are fully funded and constructed.

B. Norfolk Southern approves railroad corridor crossing at Second Street.

C. Street design is integrated appropriately with Holbrook Park and adjacent properties.

c. Bicycle and Pedestrian Facilities.

• Create a ***Downtown Sidewalk Improvement Plan*** to establish street-specific design guidelines for improving conditions of existing sidewalks within the Downtown core area and extending sidewalk pathways and connections to adjacent and emerging neighborhoods.

• Bridge existing gaps in pedestrian and bicycle mobility and connectivity with new and/or enhanced trails and sidewalks within and between Public Greenways and Parks, and the Downtown core.

• Identify, inventory, categorize, and value existing street and sidewalk conditions for potential improvement by associated ownership entity and maintenance responsibilities. Consider implementation of an on-line, interactive ***Mobility Improvement Geolocation Map & Strategy*** to pinpoint specific sidewalk damage or other impediments deterring pedestrian and bicyclist access, which can be prioritized for improvements by associated ownership and maintenance entities.

• Establish and reinforce requirements for regular maintenance and service activities relative to street access and interface with adjacent streetscapes including garbage pick-up and on-street deliveries.

d. Public Transit – Bus Rapid Transit (BRT) and Commuter Rail Transit (CRT) Station Area Plan.

• Establish a Station Area Planning (SAP) Team to help guide and provide

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proactive feedback to Charlotte Area Transit System (CATS) as they advance short, medium, and long-term planning consideration for its proposed BRT and CRT corridors.

- Prepare **BRT** and **CRT Station Area Plans** for both stations, which clearly define the SAP Key Components and functional criteria within the context of the 1/4-mile station area and greater Downtown.

- Prepare a comparative analysis for the BRT Station location Option A and Option B proposed by CATS to evaluate and share specific considerations for preference by the Town.

- Reevaluate and update the 2008 CRT Station Area Plan prepared by CATS in accordance with expected SAP Key Components and functional criteria, subject to future review by Norfolk Southern.

- Ensure current Transportation Plans (including Roadway, Bicycle, and Pedestrian Plans) accommodate and support multimodal access to the BRT and CRT Station Area.

- Increase and enhance multimodal (vehicular, bike, and pedestrian) access and safety within 1/8-mile of the BRT and CRT Station Areas.

- Evaluate existing bus stop locations and ridership in the Downtown and create a **Bus Stop Improvement Plan**, which ensures accessibility and enhances safety and comfort. Explore opportunities for integration of public art and downtown wayfinding signage.

- Explore implementation of innovative mobility solutions such as on-demand public transit to reduce vehicle miles traveled (VMT) and provide options for first and last-mile access to the existing Huntersville Gateway Park and Ride Lot, and future BRT and CRT Stations.

- Explore short and long-term planning and funding opportunities for potential innovative transit technologies including:
 - Local and county-wide autonomous electric vehicles (EVs) [cars and pods] networks and charging infrastructure per update of the 2019 NC Zero Emission Vehicle (ZEV) Plan update (tentative August 2022) lead by NCDOT and Centralina in accordance with:
The NC Clean Transportation Plan mandated by Executive Order (EO) 246.

National Electric Vehicle Infrastructure formula funding plan mandated by the U.S. Infrastructure Investment and Jobs Act (IIJA).

- Hyperloop high-speed transportation system connecting between Huntersville and other Lake Norman area Towns together with Charlotte.

- Air-Taxi services via small, piloted and pilot-less aircraft designed for short passenger hops in and around cities.

- e. Parking - Distribution, Supply and Demand.
 - Review and revisit the recommendations outlined within the Town of Huntersville *2006 Downtown Parking Study** including:
 - Conduct a more detailed parking study.
 - Consider street improvements to allow for more on-street parking.
 - Consider establishing shared-use parking agreements.

- Consider adopting an In-Lieu Fee System to fund future public parking.

- Implement a maximum off-street parking limit.

- Allow on-street parking to count toward required parking.

- Revise the existing parking ordinance to provide additional design and quantitative guidelines for development and uses within the Downtown context.

***Note:** The *2006 Downtown Parking Study* was prepared with projected need for parking according to the 2005/2006 Master Plan and prior to the construction of the parking structure serving the Huntersville Town Center/Discovery Place Kids building.

- Create a **Downtown Parking Plan**, which builds on the recommendations of the *2006 Downtown Parking Study* and incorporates current conditions and the 2022 Downtown Master Plan upon final adoption.

- Collaborate with existing property and business owners to evaluate existing off-street parking conditions and potential funding mechanisms for improvements including but not limited to:
 - Vehicular access and circulation efficiency (automobile and service vehicles) within and between adjoining lots.

- Electric Vehicle (EV) spaces and charging infrastructure locations.

- Pedestrian safety, accessibility, and circulation within and between adjoining lots, and adjacent sidewalks and building entrances.

- Wayfinding signage – vehicular and pedestrian; which should include not only greenways, trails, and parks, but also civic building and attractions and other related items of interest to the visiting public.

- Surfacing materials, landscaping, lighting, drainage (including integration of potential stormwater strategies such as pervious pavers, bio-retention areas, and underground vaults).

- Identify location(s) and approaches for potential future public, shared parking facilities (surface and/or structured) as determined appropriate relative to site parcel and block size and geometry, street access, and demand per existing and potential future adjacent and nearby development program.

2. General Infrastructure Systems.

- Coordinate development program and intensity in conjunction with existing infrastructure capacities and/or phase in accordance with Town’s CIP.

- Recognize the Water and Sewer Authority of Cabarrus County (WSACC) existing wastewater basin status and capacity limits and impact on timing and phasing of potential future development on the eastern Downtown area.

3. Environment and Open Space.

- a. Terrestrial Systems.
 - Conduct a comprehensive **Arborist Tree Assessment Report** to inventory conditions of the existing tree canopy within the Downtown area.

- Identify existing wooded areas to consider for potential preservation and use to supplement public greenway and open space systems in the Downtown

area.

- Consider recalibrating tree preservation requirements, mitigation strategies, and/or provide incentives to developers for contributions to a **Downtown Tree Fund/Bank** set up by the Town for the planting and maintenance of trees elsewhere in the Downtown area.
- Create **Urban Forestry Design Guidelines** outlining sensitive approaches to the integration of new development within pre-existing wooded areas, which facilitate the preservation of a maximum number of trees.

- b. Public Greenways, Trails, and Parks.
 - Enhance wayfinding signage within Public Greenways and Parks, and throughout the Downtown to promote locations and activities, and encourage community and visitor access.

- Identify existing features within parks for potential future design and material enhancements including but not limited to decorative hardscapes, light fixtures, railings and fencing, furniture (benches, waste/recycle receptacles, bicycle racks, etc.), public art installations, shelters, playground equipment, etc.

- Implement Holbrook Park post-construction inspection and clean-up of internal and perimeter wooded areas and understory brush.

- c. Stormwater Systems.
 - Identify primary existing stormwater problem areas within the Downtown and develop potential on-site and/or upstream mitigation and improvement strategies.

- Conduct a detailed **Downtown Stormwater Study** to determine feasibility for a potential ‘regional’ stormwater approach for the Downtown area.

- Identify and encourage preservation and/or consider purchase of larger land parcels (or portions of) as stormwater capture sites for implementation of potential **Regional Stormwater Strategy** in harmony with the existing topography, and flow patterns and drainage basins together with existing and potential future development intensities within each quadrant of the Downtown area.

- Encourage and implement innovative and creative stormwater features within open spaces and ‘Green Streets’ as intentional and visually appealing amenities, which are designed, scaled, and integrated sensitively within the surrounding context – urban/developed and natural/undeveloped areas of the Downtown.

- Pending feasibility and implementation of **Regional Stormwater Strategy** and associated facility(s), consider potential **Stormwater Banking and Mitigation Program** for existing and future development in the Downtown area.

B. Land Use / Urban Design Recommendations.

1. Adopted Town Documents, Ordinance & Policies.

- Consider an update and expansion of Building and Lot Type definitions and regulations within the existing Zoning Ordinance and/or create new Types to include broader range of varieties with the Downtown area.
- For example: Currently, the Apartment Building and Lot Type Regulations covers a broad range of potential building forms and configurations (one size fits all approach); which could contain at least three, however typically a much greater quantity of dwelling units depending on the lot size. Therefore, to provide guidance supporting an incremental approach to implementation of Apartment buildings in harmony with smaller lots located within the Downtown Area; consideration should be given to breakdown the Apartment Building and Lot Type into smaller

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- categories – such as:
- Small (3-15 Dwelling Units).
 - Medium (16-50 Dwelling Units).
 - Large (More than 50 Dwelling Units).

• Consider review of Development Plan (By-Right and Rezoning) submittals to include evaluation of adherence to the adopted Master Plan and proposed Downtown Urban Design Guidelines document (see below).

• Development Plan submittal checklist should include requirement for provision of an Urban Context Plan, whereby the proposed project is depicted within the surrounding ¼-mile context.

• Consider additional community engagement process(s) for review of Development and Rezoning Plan submittals within the Downtown including collaborative charrettes together with town staff and department heads, adjacent neighborhoods, and other community stakeholders.

2. Urban Design Guidelines.

• The existing Urban Design Guidelines 2008 Design Guidebook provides good and broad guidance for design of development throughout the entire Town. However, a new and separate ***Downtown Urban Design Guidelines*** document should be created to provide specific guidelines focused on the design of new and existing development improvements within the Downtown area - including but not limited to building form and design (including clear definition of building heights in terms of stories and feet), open space, and streets.

• Include urban design strategies for sensitive transition and integration between Downtown and adjacent existing and emerging neighborhoods.

• Craft proposed ***Downtown Urban Design Guidelines*** to clearly describe and encourage form-based and context sensitive approach to design of new development.

• Identify, inventory, categorize, and value existing building and site conditions for potential retrofit improvements to encourage and enhance compliance with proposed Downtown Urban Design Guidelines.

3. Existing Land Use and Development Site Typologies, Form, and Program.

• Define and reinforce appropriate pattern(s) and hierarchy of development and open space in the Downtown (Tier 1 and Tier 2) with intentional building frontages and complimentary building sizes to frame streets and open spaces which transition sensitively between adjacent neighborhoods.

• Follow and enforce proposed ***Downtown Urban Design Guidelines*** to encourage form-based and context sensitive approach to design of new development.

• Update and expand the Building and Lot Type definitions and design criteria established within the current Zoning Ordinance and/or consider the formation and inclusion of new Types.

• Consider establishing a ***Downtown Overlay District***, with clear boundaries and regulations and/or guidelines in support of the adopted Master Plan.

C. Economic Development Recommendations.

1. Existing Ownership Patterns: Town-Owned & Private-Owned Assets.

• Identify underutilized private properties (or portions of) and engage owner(s) to consider opportunities including Access and/or Parking Agreements, Land Swaps, Purchase, or Public Private Partnerships (P3).

• Inventory existing Town-Owned properties and establish/reevaluate strategic planning for future sale, swap, use, and/or potential additions per aggregation with acquisition of adjacent parcels.

• Recognize and plan for a phased approach to potential future development based on the realities of existing land ownership patterns and associated parcel sizes, geometries, and street frontage.

2. Existing Development Activity Types and Patterns: Recent, Emerging & Future.

• Engage and encourage collaboration with developers and landowners to share and coordinate recent, emerging, and potential future development concepts and/or intensions per short, medium, and long-term planning horizons.

• Facilitate potential joint-development approaches with multiple developers and landowners.

• Encourage incremental, smaller scale, infill development congruent with existing land ownership, and parcel sizes and geometries.

• Encourage implementation of shared parking and/or joint access agreements.

3. Business and Community Development: Support and Leadership.

• Establish and reinforce ***Best Practices Criteria*** to elevate design quality of existing and new development to enhance commercial viability and success.

• Establish mechanism(s) for management of existing and new commercial activity such as a ***Main Street Program*** or ***Business Improvement District (BID)***.

• Identify, inventory, categorize, and value existing building and site conditions for potential improvement.

• Provide intentional and active marketing and recruitment for local and new business development in the Downtown.

II. Development Focus Areas and Potential Key Catalytic Projects. Overview.

The Plan identifies a range of key catalytic projects intended to stimulate community activity and economic development, and advance/provide essential infrastructure improvements in Downtown Huntersville. Potential projects are focused within each quadrant to support existing downtown blocks and neighborhoods, and to leverage or encourage recent, emerging, and/or currently planned projects, as well as catalyze new development programs and activities. The Projects are organized into categories of Economic Development – Public and Private, and Infrastructure - Transportation (All Modes) and Open Space.

A. Economic Development.

- Public:
 - a. Town Center Parcel.
 - b. Town Hall (New) & Civic Parking Structure.
 - c. Town Hall (Existing).
 - d. Main Street Town Parcel.
 - e. Cultural / Performing Arts Center.
 - f. CMS Huntersville Elementary School.
- Private:
 - a. Main Street Mixed-Use Block.
 - b. American Legion Site & Building.
 - c. Huntersville-Concord Rd & N Church St Corner Mixed-Use Block.
 - d. 100 Ranson Street Site & Building.

- e. White Hill Senior Apartments.
- f. Hunter Village Assisted Living.

B. Infrastructure Development.

1. Transportation (All Modes):
 - a. NCDOT Gilead Road Project.
 - b. Maxwell Avenue Woonerf (Shared Street).
 - c. Walters Street & S Church Street – Improvement & Extension.
 - d. Holbrook Street Extension.
 - e. Gibson Park Drive - 0 Improvement.
 - f. Huntersville-Concord Road – Street Curve Improvement.
 - g. Huntersville-Concord Road & Second Street - Intersection Improvement.
 - h. The Seam Trail & Church Street – Co-Location & Improvement.
 - i. East/West Connector Street.
2. Open Space:
 - a. Huntersville Town Square.
 - b. Holbrook Park Extension.
 - c. Gilead Road Neighborhood Park.
 - d. Magla Mills (Walters Street) Neighborhood Park.
 - e. S Church Street Greenway Park.
 - f. Gibson Park.
 - g. Regional Stormwater Facilities.

III. Implementation and Phasing Strategy. Overview.

The 2022 Downtown Master Plan and associated potential Key Catalytic Projects represent a combination of near, medium, and long term improvements and opportunities, for which implementation and phasing will depend on number of variables including, but not limited to: applicable jurisdictional and agency plans and regulations, property ownership and inclination, funding, and economic market demand. Furthermore, it is expected several Key Town Initiatives must be concurrently advanced and/or prepared to support implementation of the various and specific components of the Plan.

A. Potential Key Catalytic Projects.

A Preliminary Implementation and Phasing Timeline lists and graphs the potential Key Catalytic Projects over 5, 10 and 15-year timeframes (See Figure 2). This graph is intended as a simple ‘working’ diagram and tool for use by the Town in order to track, prioritize, and calibrate project timing based on applicable variables mentioned above.

Public Economic Development Projects such as the Town Hall Parcel, the Town Hall and Civic Parking Structure, and Main Street Town Parcel are prime candidates for potential near and medium term implementation through public private partnership (P3) development structures. Infrastructure projects such as street improvements and/or new streets, trails, and greenways or large parks are typically phased for design and construction depending on scale and scope along with available funding, which may be sought and potentially obtained through applicable local, state, and federal programs. Evaluation and (re)prioritization of these projects must continue in a manner that is guided by the Plan. Long term projects include those which may require diligent outreach and patient discussions together with existing owners over time to gauge interest and inclination toward future participation in the Plan.

B. Potential Key Town Initiatives.

A Preliminary Preparation and Implementation Timeline lists and graphs the potential Key Town Initiatives relative to Infrastructure, Land Use / Urban Design, and Economic Development over a 5-year timeframe (See Figure 3). This graph is intended as a simple ‘working’ diagram and tool for use by the Town in order to track, prioritize, and calibrate timing of each initiative in accordance with department staffing and budget support together with outreach and collaboration with downtown businesses and neighborhoods.

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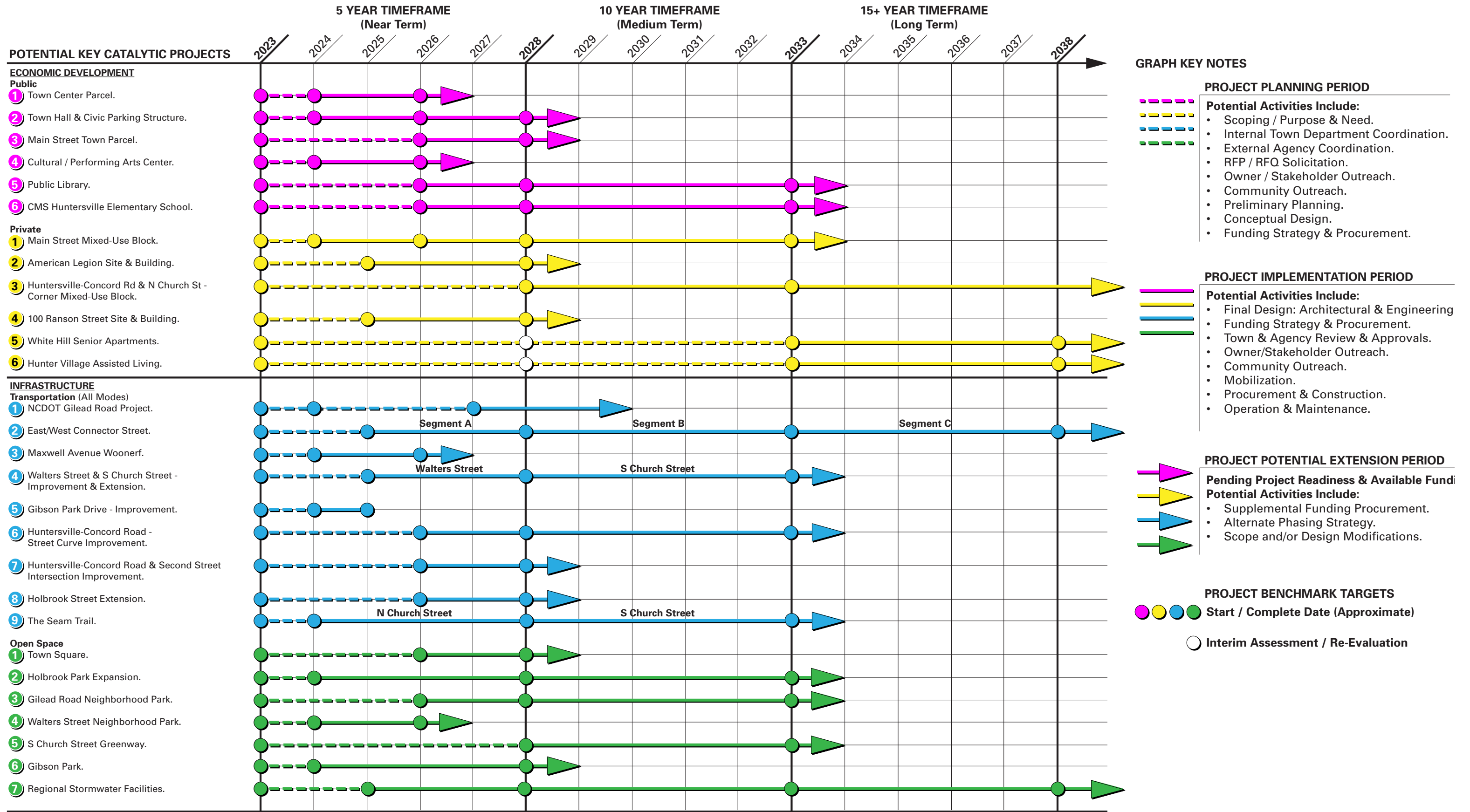


FIGURE 2: Potential Key Catalytic Projects: Preliminary Implementation and Phasing Timeline.

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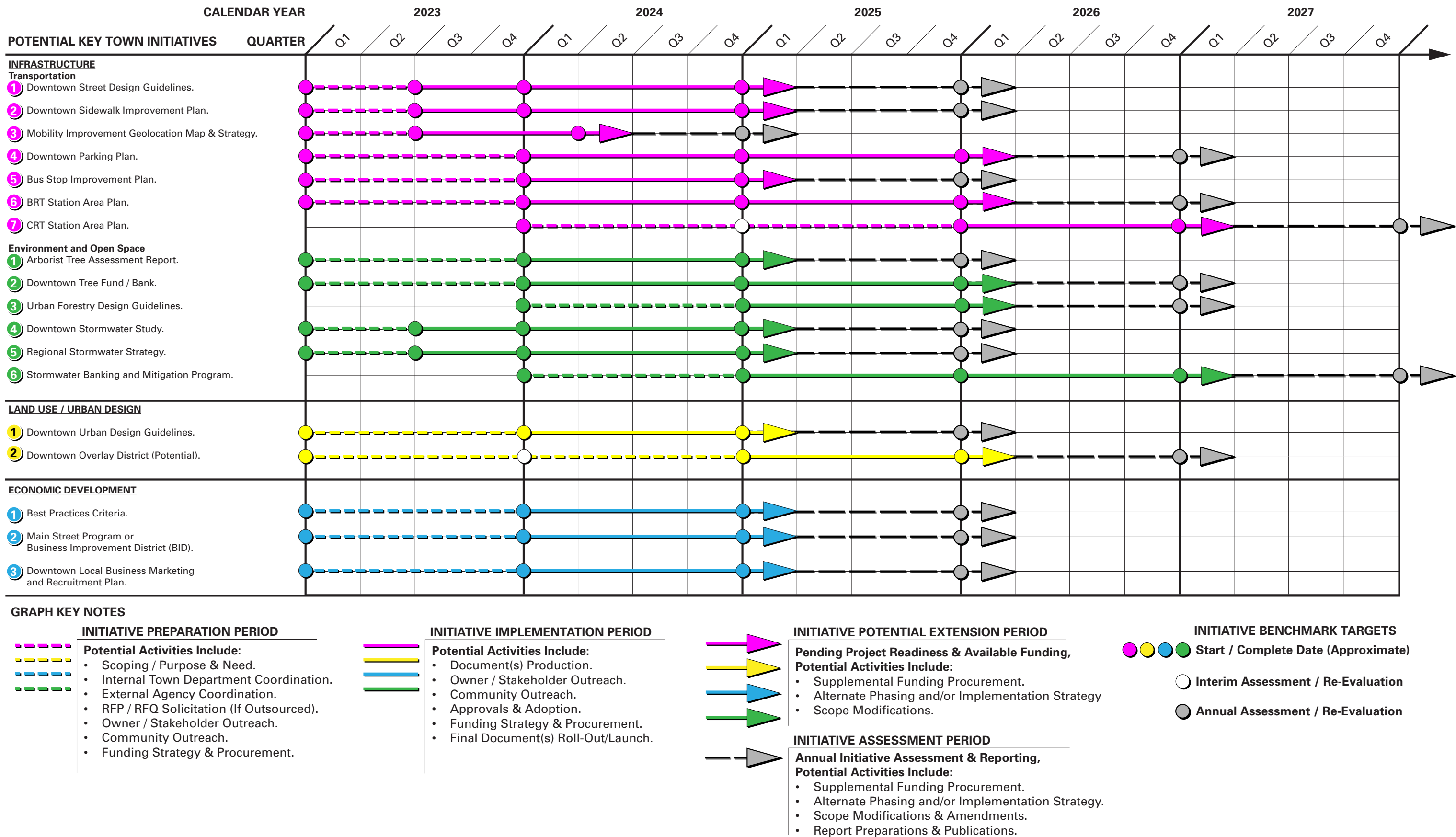


FIGURE 3: Potential Key Town Initiatives: Preliminary Preparation and Implementation Timeline.

Organizing Principles

MOBILITY

- Treat the car as Guest on all streets.
- Create an optimal pedestrian environment—along all streets and within nature.
- Plan for automobile circulation with a street network approach vs. the current dendritic (branched, tree-like form) and disconnected pattern.
- Advance Transit planning....for now and for whatever future may unfold.
- Seek on-street parking solutions in policy, design and in law.

KEY WORDS:

- GREENWAYS AS MOBILITY FOR PEDESTRIANS AND BIKES, MORE GREENWAYS
- CONNECT GREENWAYS TO DOWNTOWN
- STREET DESIGN TO MATCH DOWNTOWN ENVIRONMENT
- SAFER, WIDER SIDEWALKS
- CONNECT NEIGHBORHOODS
- MAKE DOWNTOWN MORE WALKABLE AND BIKEABLE
- CREATE ROAD CONNECTIONS, EXTEND ROADS
- WOONERF ALONG MAXWELL
- BAN LARGE TRUCKS
- SAFER PEDESTRIAN STREET CROSSINGS
- REDESIGN GILEAD RD

- BETTER TRAFFIC FLOW
- SAFE RAIL ROAD CROSSING FOR PEDESTRIANS
- PARKING IMPROVEMENTS
- ON-STREET PARKING ON MAIN STREET
- MORE ON-STREET PARKING
- SCHOOL TRAFFIC
- SPEED TABLES
- ACQUIRE ROW TO IMPROVE STREETS
- RAIL AND BUS RAPID TRANSIT ARE THE FUTURE
- ROUNDABOUTS AS GATEWAYS TO DOWNTOWN
- ENHANCEMENT OF NORFOLK SOUTHERN RAILROAD CORRIDOR
- ADDRESS BLIND CORNERS

NATURE

- Integrate a variety of natural parks and public greens into the passive and active recreation and events of everyday urban life.
- Plant and protect street trees, which enhance beautification and pedestrian walkability, and help to calm traffic.
- Preserve and protect the existing tree canopy with a sensitive balance of new development within significant wooded areas.
- As a Lake Adjacent town situated along the ridge-line of two watershed basins, seek creative water solutions that are environmentally based while enhancing urban life.

KEY WORDS:

- PROTECT TREE CANOPY
- PLANT HEARTY, FAST GROWING STREET TREES
- CREATE MORE GREENWAYS AND TRAILS, GREENWAY ADDITION IS FABULOUS, MAKE GREENWAYS A PRIORITY
- CREATE MORE OUTDOOR SPACES
- VETERANS PARK IS LOVED
- SMALLER URBAN PARKS
- STORM WATER TO INCLUDE "WET" POND AND WATER GARDENS AS COMMUNITY ASSET
- MULTI-USE GREEN SPACES

- NATIVE PLANTS
- PLAYGROUNDS
- SPLASH PADS
- POCKET PARKS
- PRESERVE OPEN SPACE/MAKE INTO PARKS
- BETTER LANDSCAPING IN DOWNTOWN
- RETAIN EXISTING FORESTED AREAS FOR WILDLIFE
- OUTDOOR SEATING
- BUILDINGS AS ENCLOSURE FOR PUBLIC SPACE
- ENHANCE BEAUTY OF THE NEIGHBORHOODS

GATHERING

- Encourage uses that support, facilitate and celebrate a walking environment.
- Promote a balance of food and beverage venues and those stores that support town life and that appeal to visitors.
- Provide for office uses in step with Post-COVID expectations of Live/Work/Play.
- Establish a downtown that supports and encourages the creation of rituals—from 1 person to a 1,000 people.

KEY WORDS:

- ART AND CULTURE VENUES NEEDED
- VETERANS PARK IS ASSET
- OUTDOOR ENTERTAINMENT COURTYARD
- CREATE DESTINATIONS TO WALK TO
- COORDINATED FESTIVALS AND ACTIVITIES
- DEVELOPMENT THAT BRINGS THE COMMUNITY TOGETHER
- RESTAURANTS AND BREWERIES ARE NEEDED
- ENGAGING GROUND FLOOR RETAIL AND DESTINATION AREAS

LIVING

- Include housing options for all—in socio-economic status, family type, and ownership structure.
- Be respectful of existing neighborhoods.
- Develop with a scale and intensity in proportion to other uses.

KEY WORDS:

- GROCERY STORE
- AFFORDABLE HOUSING
- LIVE/WORK TOWNHOMES
- MIXED USE HOUSING FROM HIGH DENSITY TO LOW
- POTTSTOWN AS PART OF DOWNTOWN
- THOUGHTFUL PLANNING AND DESIGN OF RESIDENTIAL BUILDINGS

CIVIC

- Provide a place for all institutions of government, faith and the non-profit sector.
- Welcome and manage an institutional responsibility to be a good neighbor, supporting and adding to the life of the street.
- Strive toward being the example for the change the community wants to see.

KEY WORDS:

- EXPAND EXISTING TOWN HALL OR NEXT TO DISCOVERY PLACE KIDS
- SAVE OLD JAIL AT ALL COSTS - OLDEST MUNICIPAL BUILDING
- NEED MORE CIVIC USES
- "CIVIC PLAZA"
- DISCOVERY PLACE KIDS IS BIG ASSET
- GET GOVERNMENT OFF CORNER LOTS IN DOWNTOWN
- EXISTING ELEMENTARY SCHOOL SITE AS OPPORTUNITY FOR CIVIC/REDEVELOPMENT
- MIXED-USE CIVIC BUILDINGS
- CEMETERY

SOUL

- Reflect a natural and moderated evolution and integration of a small rural town into a 21st Century metropolitan region.
- Build at a scale, at a rhythm, and according to patterns that respect historical precedent.
- Bend the arc of change more toward supporting small town livability and less toward simply accommodating typical market-based development products.
- Recognize that balance in all things is the hallmark of great small towns: They are more than the sum of their parts.
- Strive for the “X” Factor: An experience lived that becomes your identity.

KEY WORDS:

- MORE SMALL/LOCAL BUSINESSES - SUPPORT AND PRESERVATION
- MAIN STREET BUILDINGS HAVE GOOD BONES
- CHURCHES ARE BACKBONE/ASSET
- WATER TOWER CAN BE LANDMARK
- PRESERVE HISTORIC BUILDINGS
- REVITALIZE HISTORIC LANDMARKS
- CREATE ARTS DISTRICT
- FARMERS MARKET
- IMPROVE OR REDEVELOP PROPERTIES
- DESIGN CODE
- BUILDING FACADES REDESIGN
- A GENERAL STORE

- LOCALLY EXPRESSIVE, INTENTIONAL, AND WELL-MAINTAINED APPROACH TO STREETScape
- MIX OF OLD AND NEW BUILDINGS
- OUTDOOR DINING AREAS
- PROGRAMMED GATHERING AREAS
- OUTDOOR MERCHANDIZING
- ART INSTALLATIONS AND DECORATIVE LANDSCAPING
- COORDINATION OF BUILDING
- NEAT AND ECLECTIC DOWNTOWN
- FORMATION OF A HUNTERSVILLE DOWNTOWN BUSINESS ASSOCIATION IS VERY IMPORTANT

FIGURE 4: Organizing Principles.

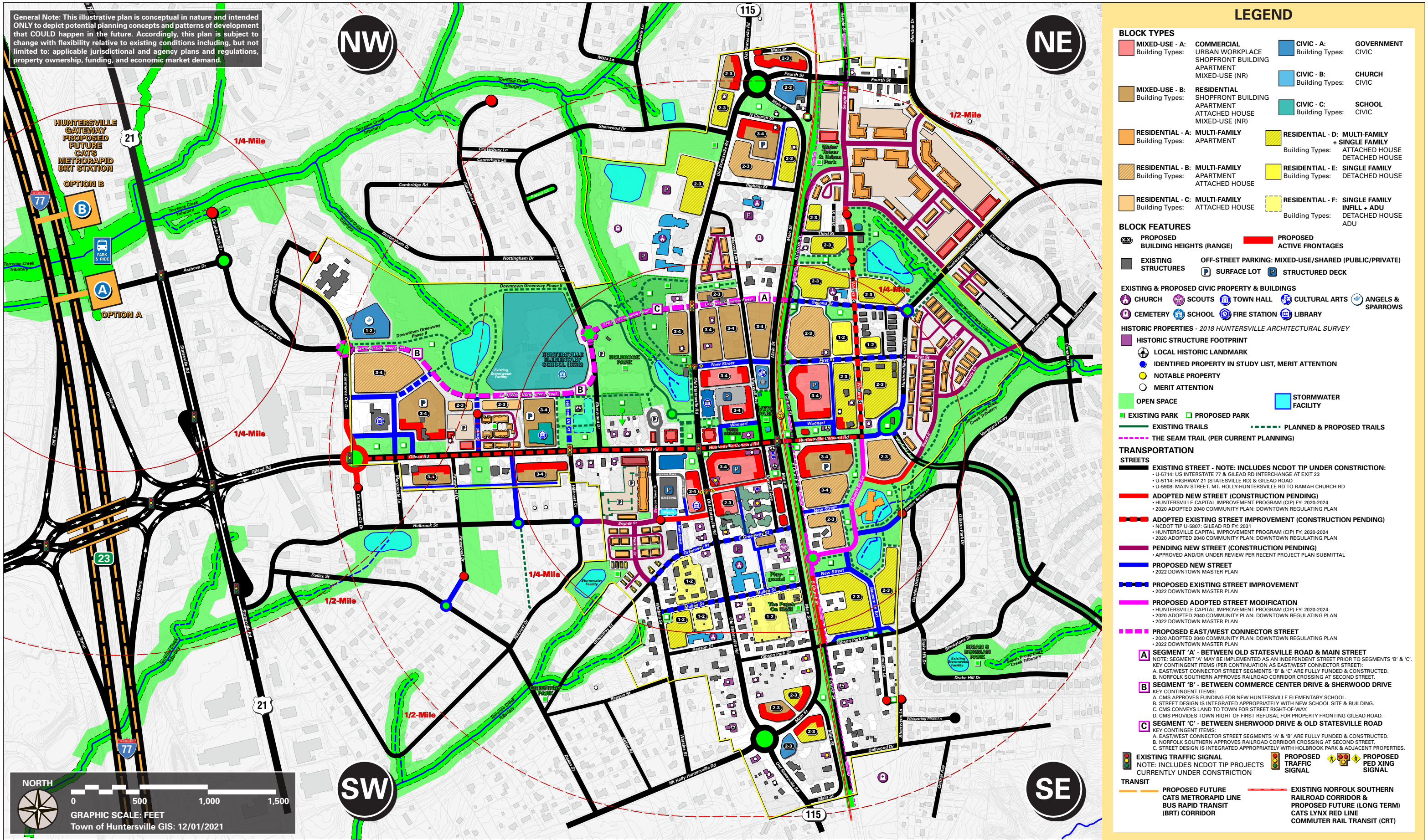
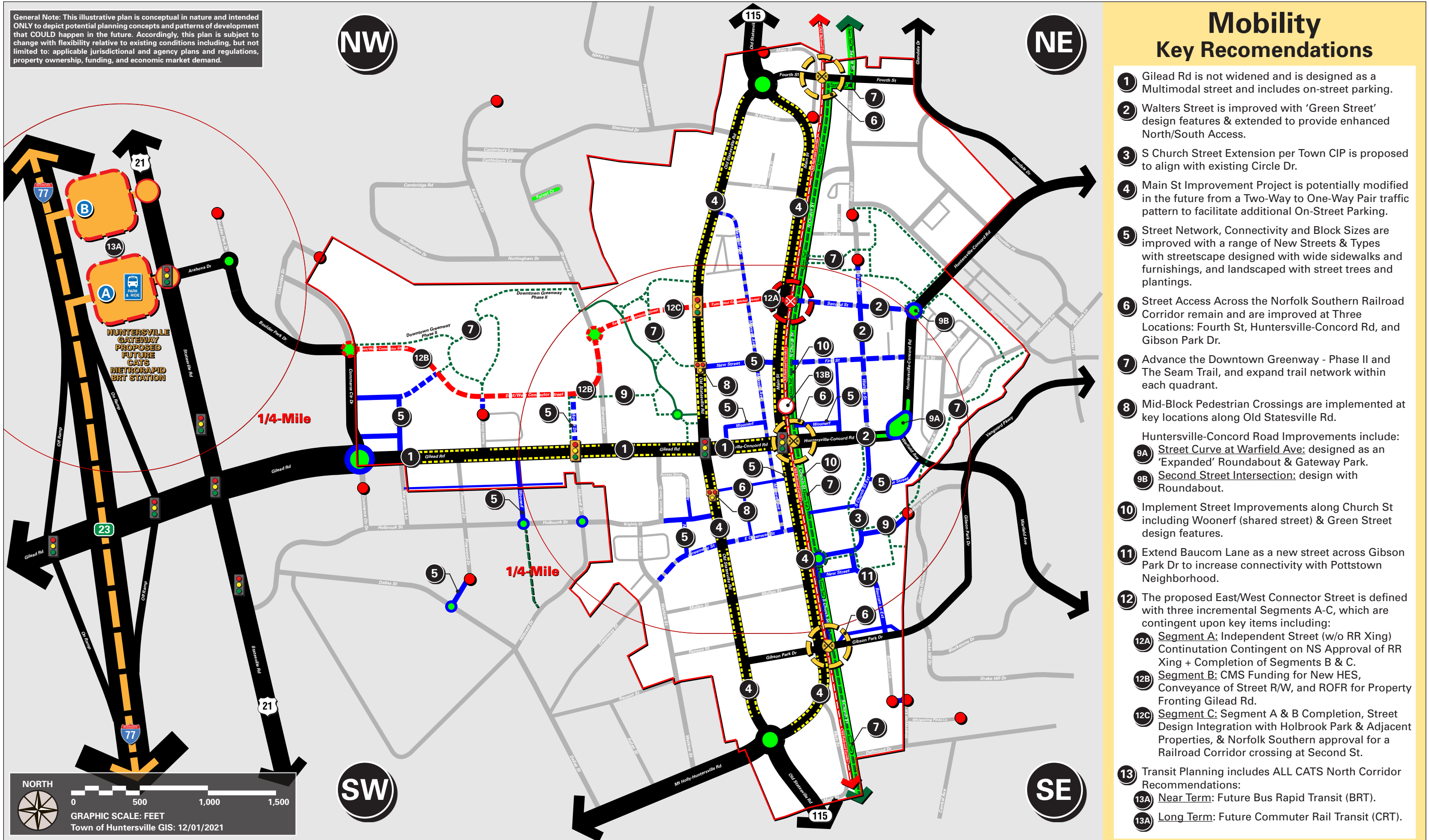


FIGURE 5: 2022 Downtown Master Plan.



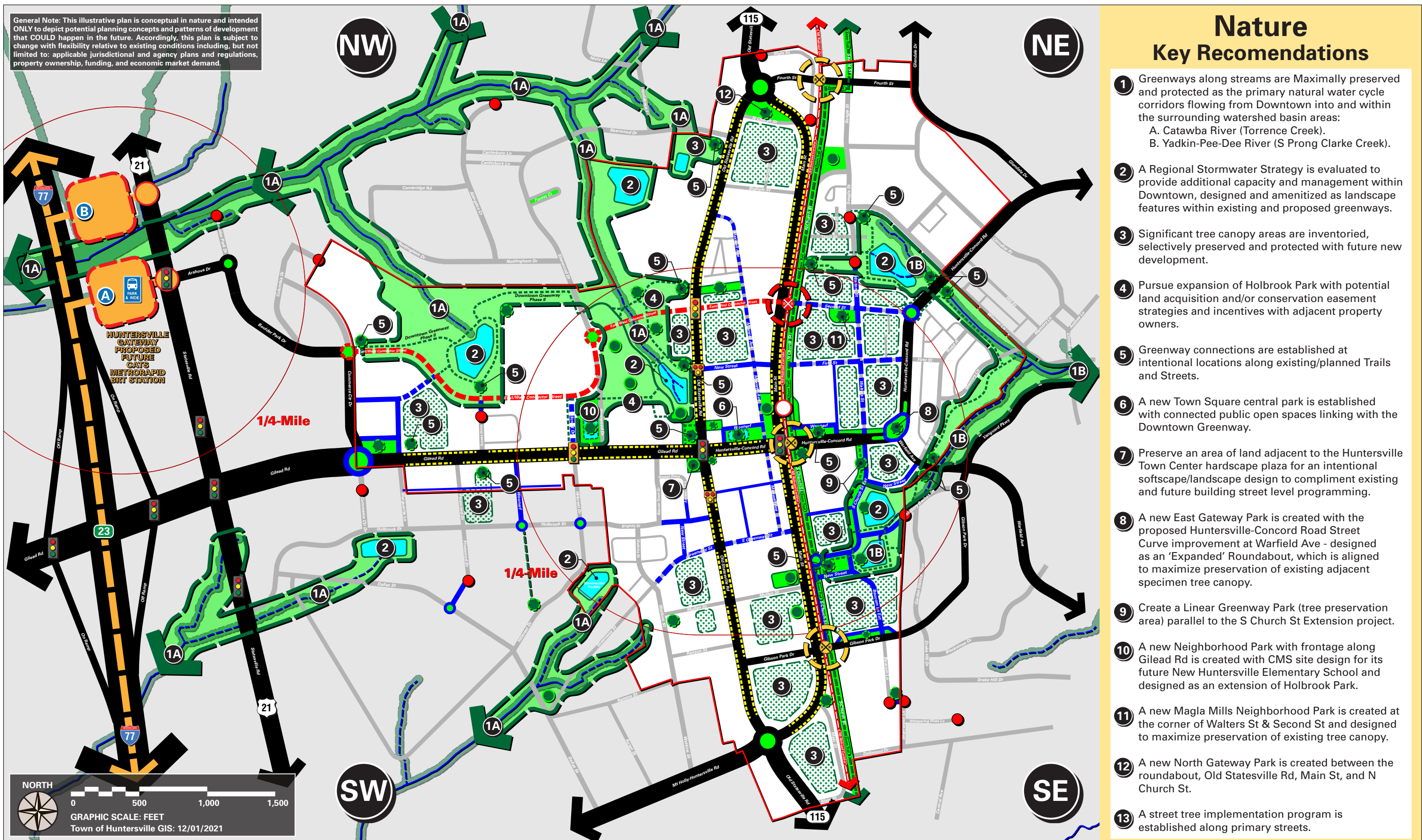


FIGURE 7: 2022 Downtown Master Plan - Organizing Principle: **Nature**.

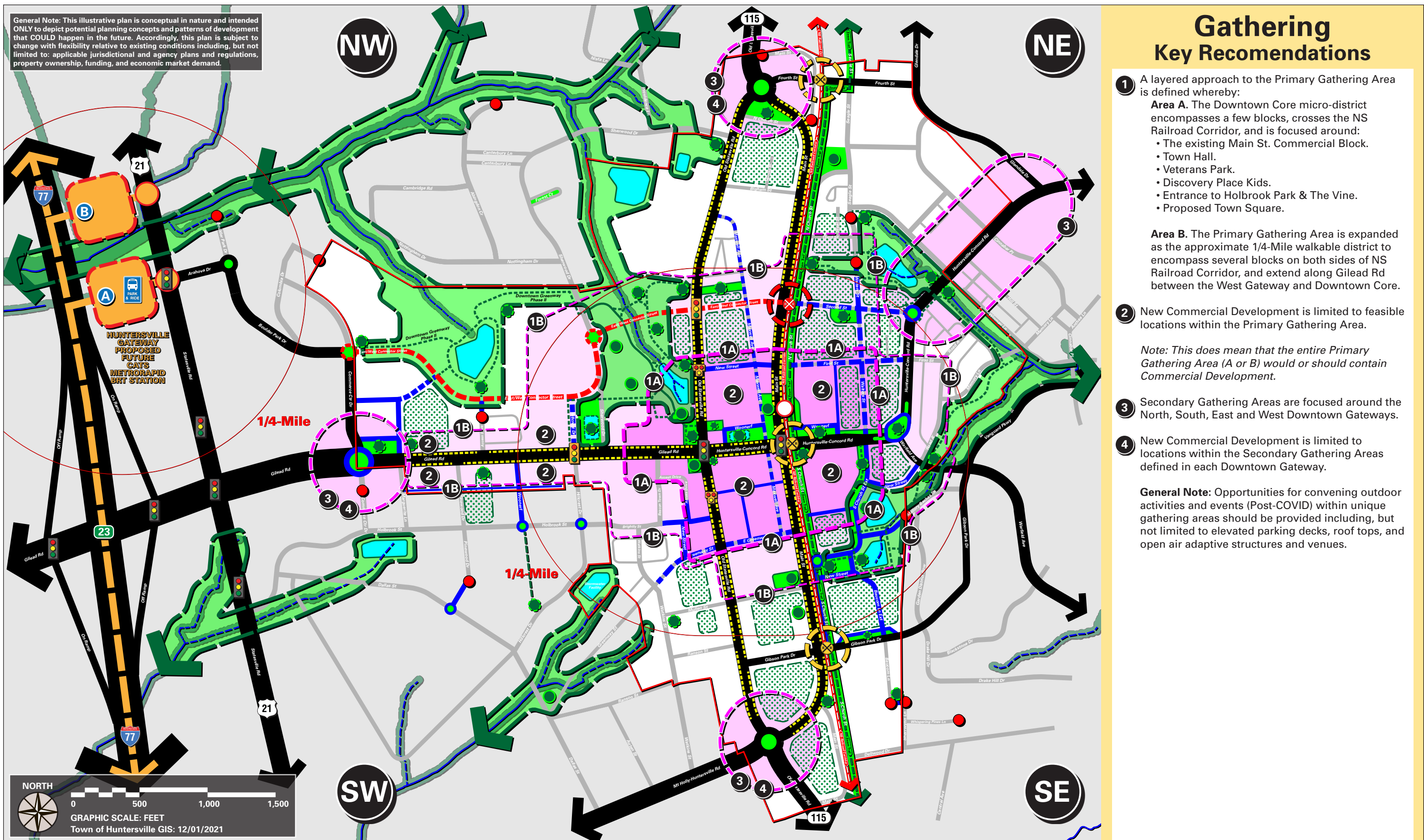


FIGURE 8: 2022 Downtown Master Plan - Organizing Principle: **Gathering.**

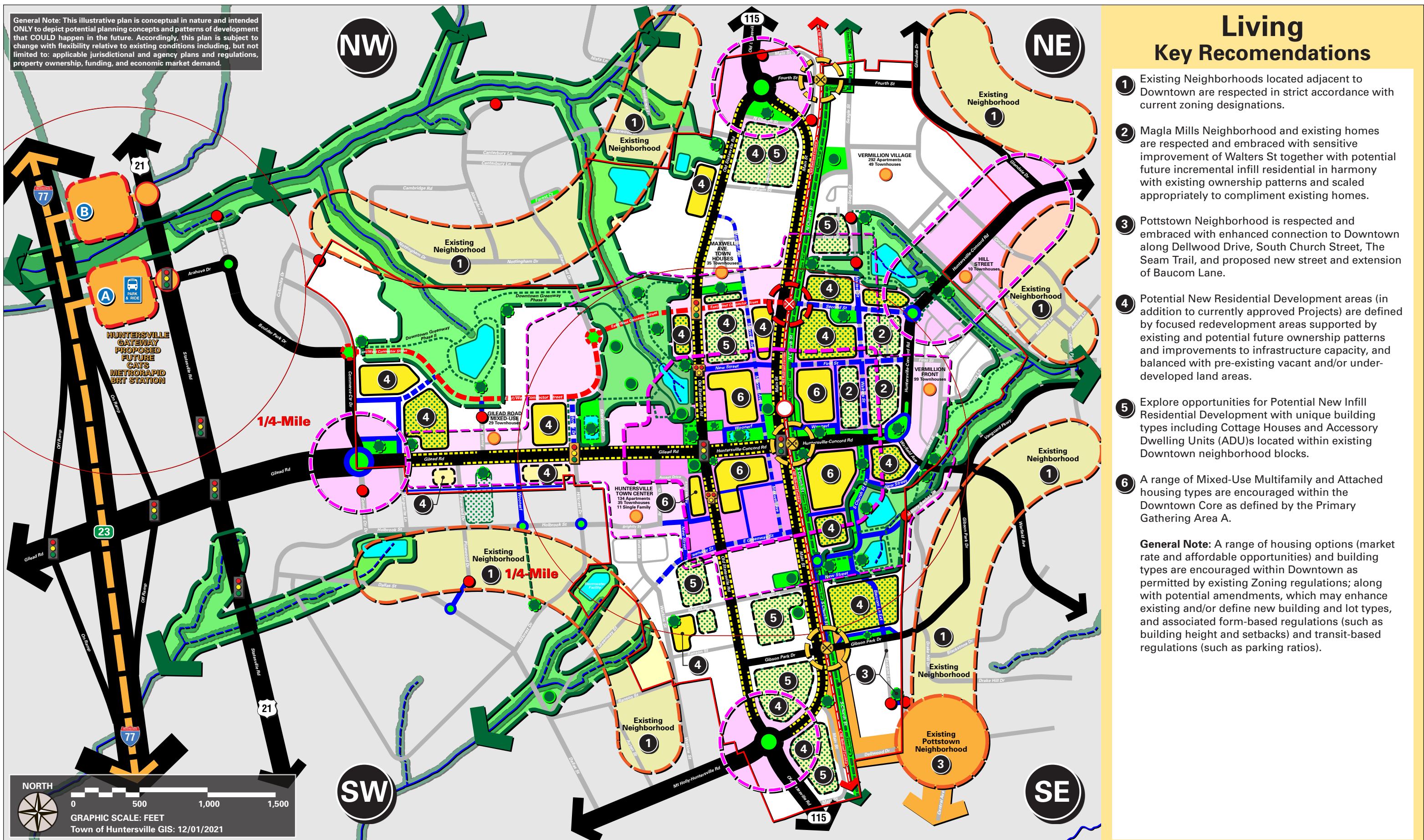


FIGURE 9: 2022 Downtown Master Plan - Organizing Principle: Living.

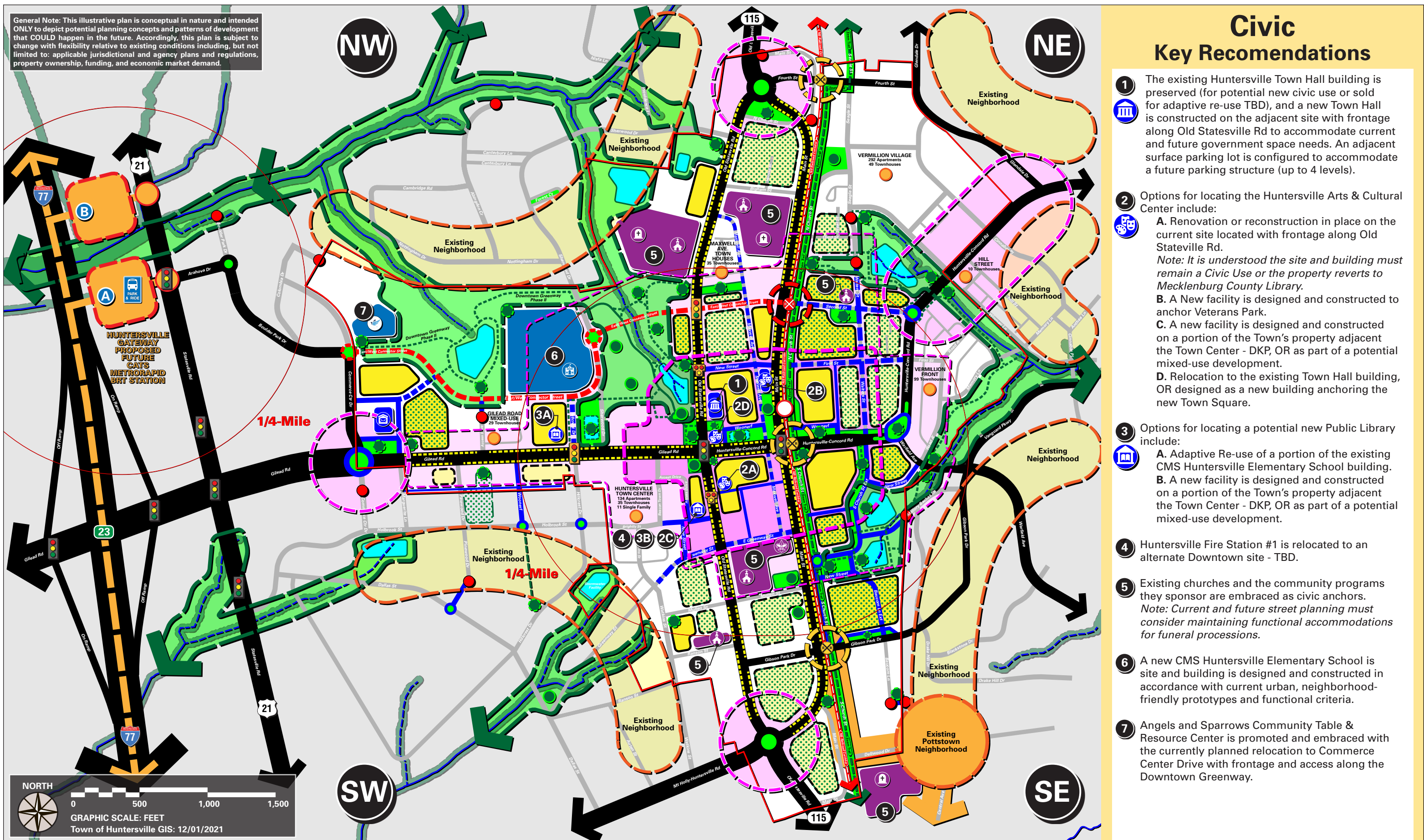


FIGURE 10: 2022 Downtown Master Plan - Organizing Principle: Civic.

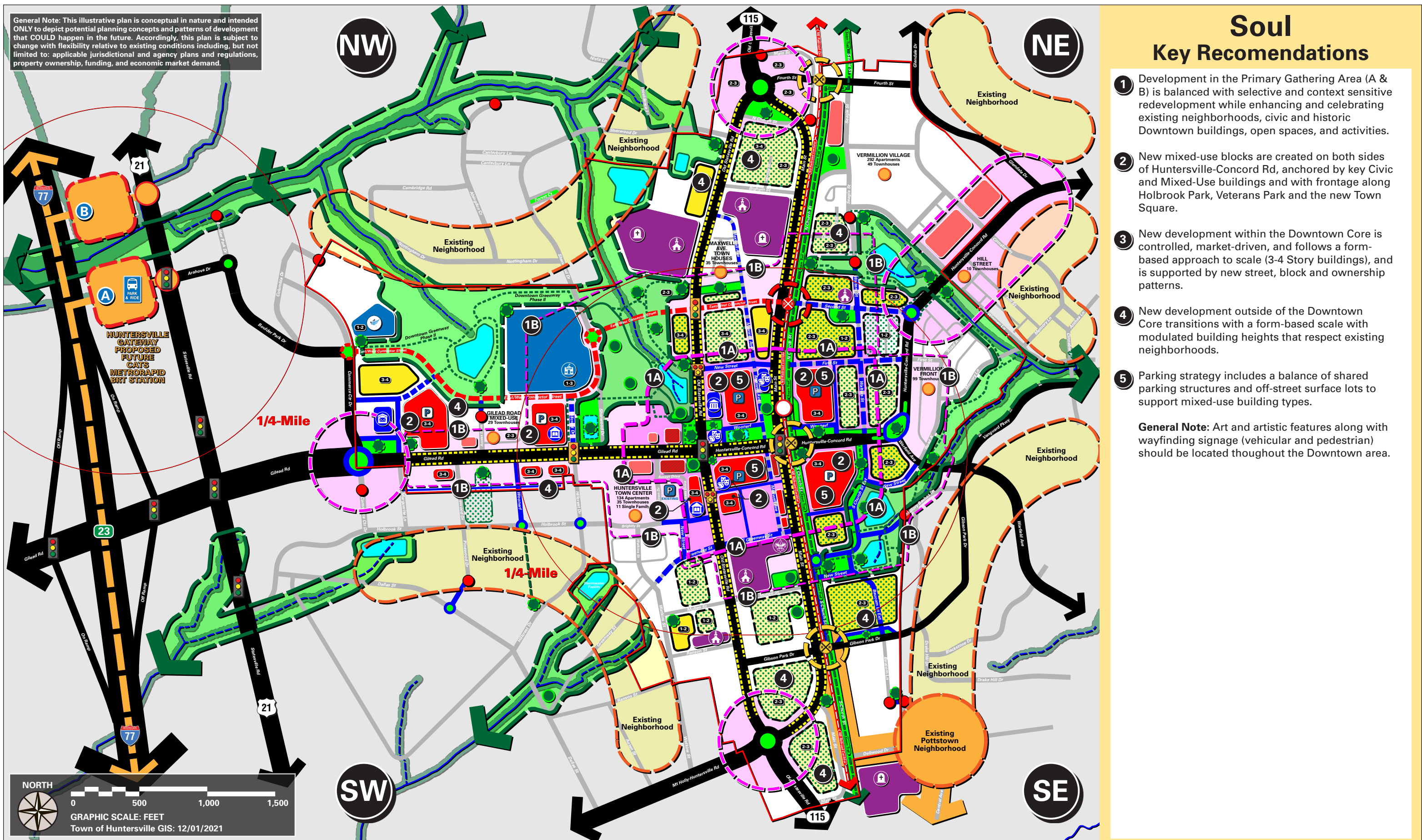
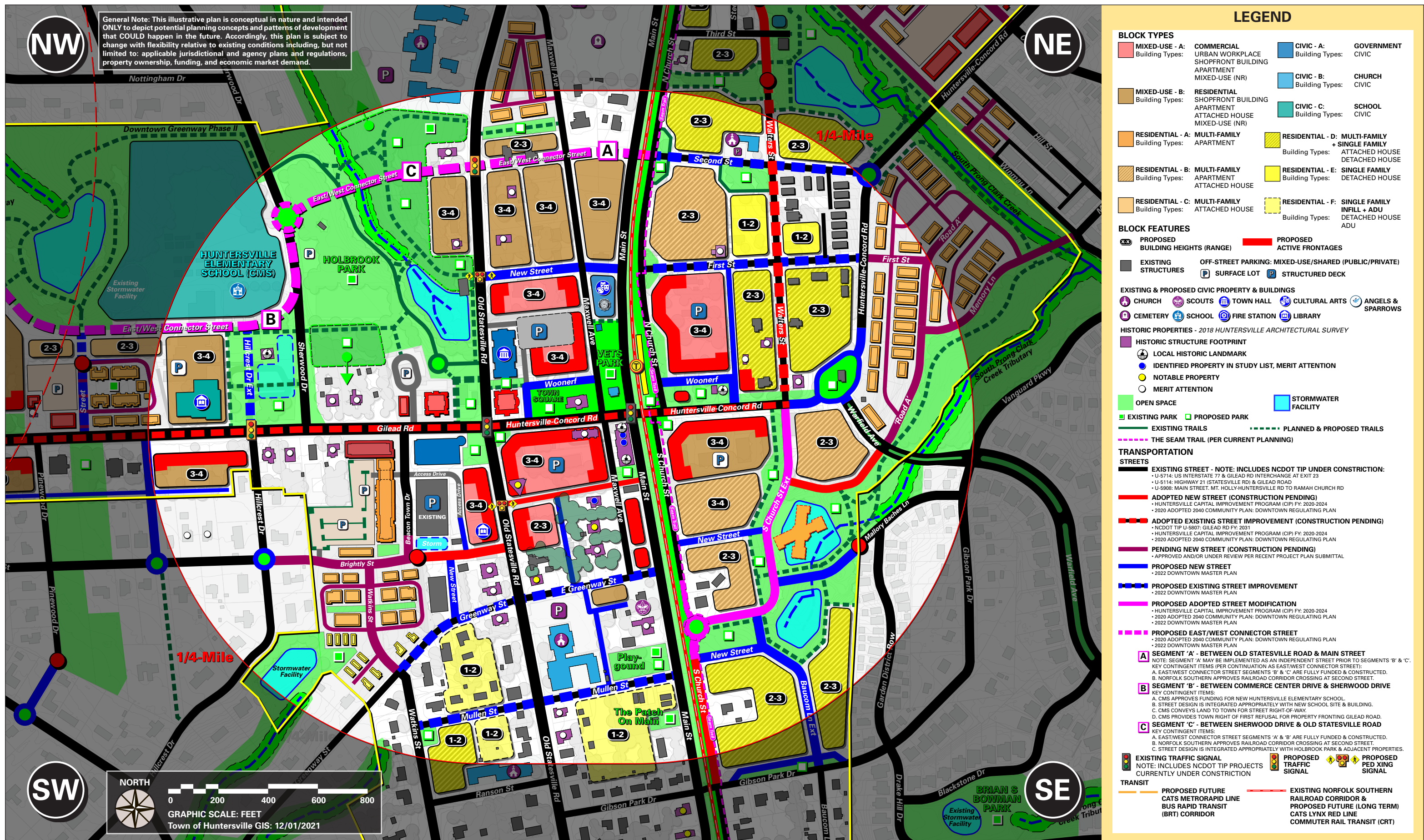


FIGURE 11: 2022 Downtown Master Plan - Organizing Principle: Soul.



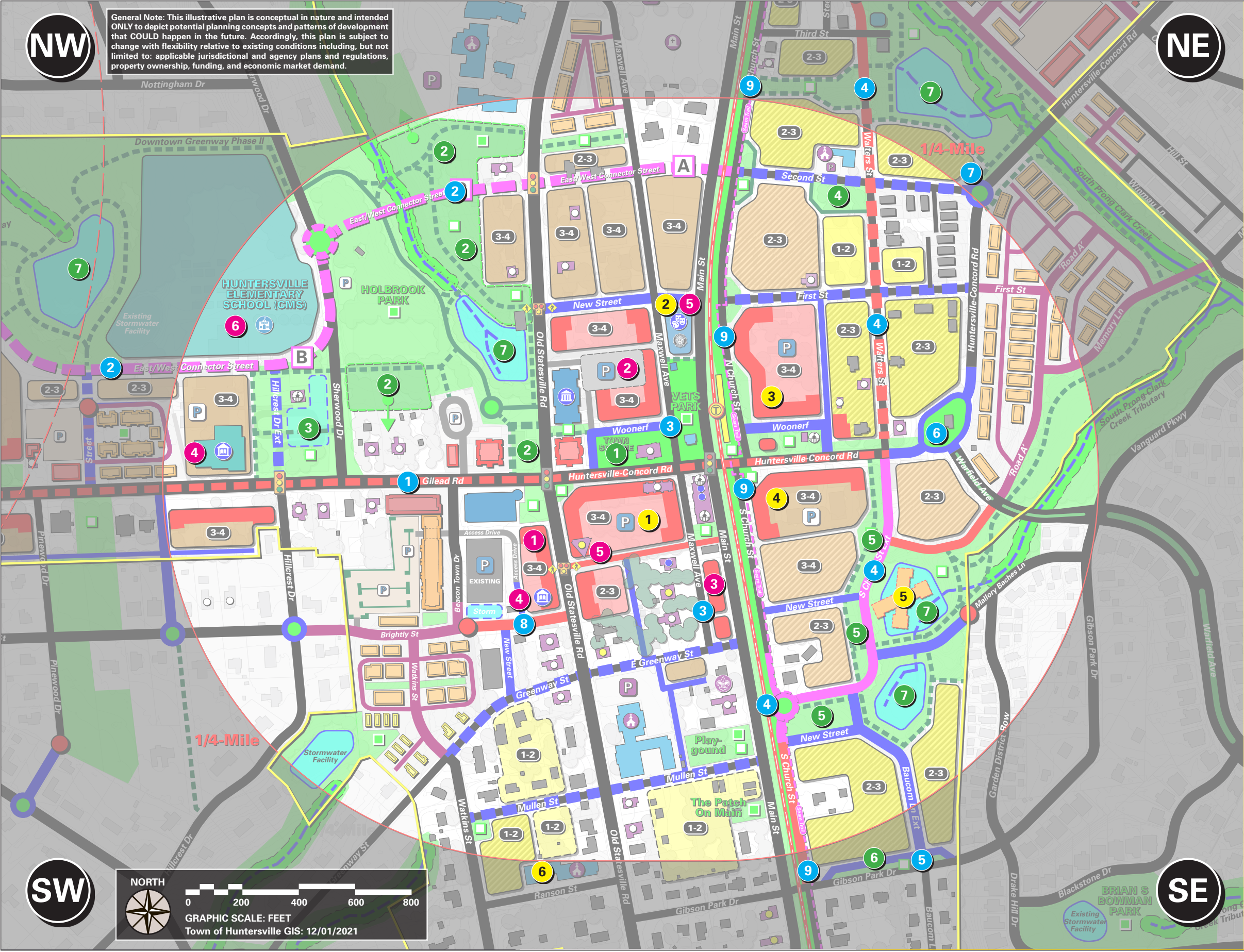


FIGURE 13: 2022 Downtown Master Plan: Potential Key Catalytic Projects.



POTENTIAL KEY CATALYTIC PROJECTS

ECONOMIC DEVELOPMENT

Public

- 1 Town Center Parcel.
- 2 Town Hall & Civic Parking Structure.
- 3 Main Street Town Parcel.
- 4 Public Library.
- 5 Cultural / Performing Arts Center.
- 6 CMS Huntersville Elementary School.

Private

- 1 Main Street Mixed-Use Block.
- 2 Amercian Legion Site & Building.
- 3 Huntersville-Concord Rd & N Church St - Corner Mixed-Use Block.
- 4 White Hill Senior Apartments.
- 5 Hunter Village Assisted Living.
- 6 100 Ranson Street Site & Building.

INFRASTRUCTURE

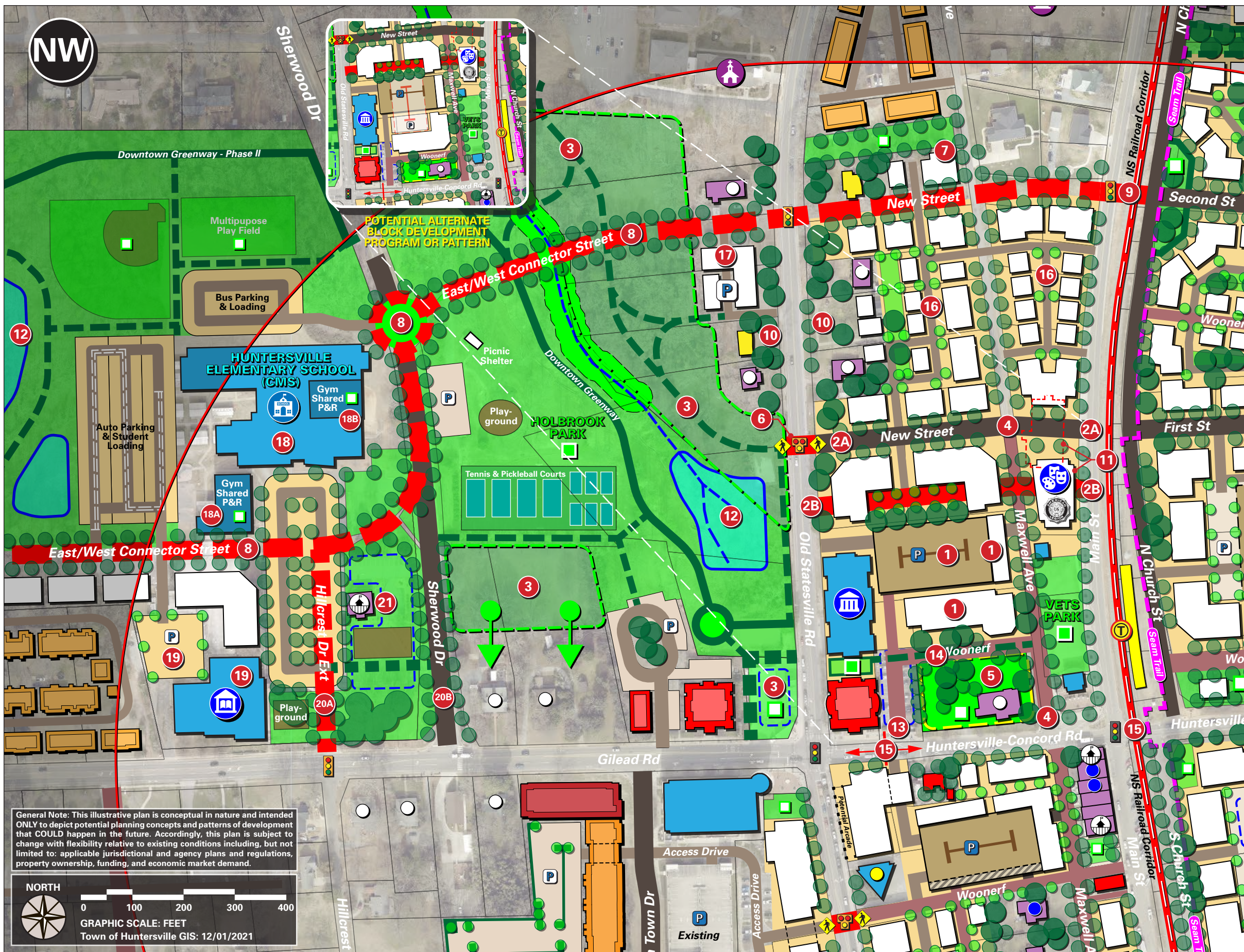
Transportation (All Modes)

- 1 NCDOT Gilead Road Project.
- 2 East/West Connector Street.
- 3 Maxwell Avenue Woonerf.
- 4 Walters Street & S Church Street - Improvement & Extension.
- 5 Gibson Park Drive - Improvement.
- 6 Huntersville-Concord Road - Street Curve Improvement.
- 7 Huntersville-Concord Road & Second Street - Intersection Improvement.
- 8 Holbrook Street Extension.
- 9 The Seam Trail.

Open Space

- 1 Town Square.
- 2 Holbrook Park Expansion.
- 3 Gilead Road Neighborhood Park.
- 4 Walters Street Neighborhood Park.
- 5 S Church Street Greenway.
- 6 Gibson Park.
- 7 Regional Stormwater Facilities.

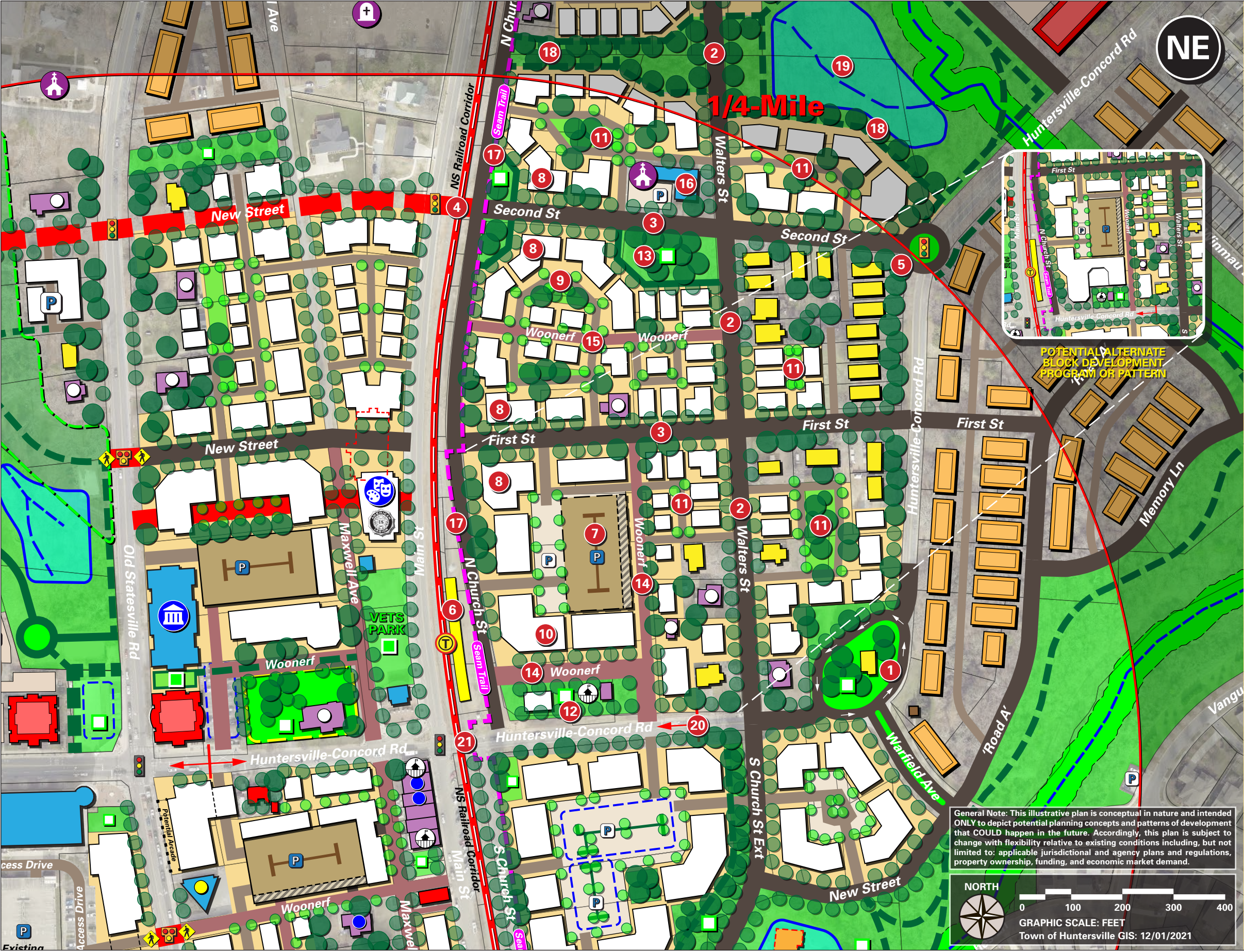
FIGURE 14: Conceptual Vision Plan: Potential Key Catalytic Projects.



KEY NOTES & INITIAL CONSIDERATIONS

- 1 Town Hall/Civic Parking Structure - Explore Layout & Design to Support Potential P3 Project for Enhanced Shared Parking Facility to support Existing (Mama Mia Too) & New Adjacent Mixed-Use Development (Including Integrated Liner Buildings).
- 2 Key Street Connection Between Old Statesville Rd & Main St. Explore Street Alignment Options per collaboration with American Legion & Adjacent Property Owners.
 - 2A Alignment requires relocated American Legion building, however facilitates potential development frontage along Town Hall Site.
 - 2B Alignment preserves American Legion building, however does not facilitate potential development frontage along Town Hall Site.
- 3 Expansion of Holbrook Park with Pedestrian & Bicycle Trail - Explore Potential Acquisition and/or Conservation Easement Strategies with Adjacent Property Owners.
- 4 Maxwell Ave - Woonerf (Shared/Living Street). Opportunity for Temporary Closure of Street Segment for Pedestrians Only During Special Events in Veterans Park.
- 5 Town Square - Explore collaboration with Mama Mia Too for Potential P3 Project. Preserve tree canopy, repurpose paved surfaces, and implement landscape improvements and features.
- 6 'HAWK' Pedestrian Crossing & Speed Table: High Intensity Activated Crosswalk Signal (HAWK).
- 7 Neighborhood Pocket Park.
- 8 East/West Connector Street - Conceptual Incremental Alignment Pending Future Traffic, Engineering & Environmental Analysis.
- 9 Proposed NS Railroad Crossing (Pending approval by NS) Explore At-Grade & Grade Separated Options.
- 10 Preserve Street Character & Existing Tree Canopy with Sensitive Building Frontage & Setbacks.
- 11 American Legion - Explore Potential P3 Project for New Facility per Expanded Program or Compatible Mixed-use (Cultural, Performance Center, Other?).
- 12 Regional Stormwater Facility - Designed & Amenitized as a Landscape Feature within the Existing Greenway.
- 13 Existing Surface Parking Area & Access Drive - Improve & Enhance with Street-Like Features.
- 14 Woonerf (Mixed-Use) - Connection Between Maxwell Ave & Town Hall Access Drive to Define Town Square.
- 15 NCDOT Main Street Improvement Project: Roadway Widening 3-Lanes - Limit of Construction (Transition to Gilead Rd Project) - Includes Intersection at Huntersville-Concord Rd, Main St, Church Street, and NS Railroad Corridor (At Grade).
- 16 Mixed-Use Residential Development Block - Incremental, Form-based design, defined by a flexible range of Apartment, Attached, and Detached building types with potential ground floor commercial uses - supported by existing and future ownership patterns.
- 17 Potential Future Mixed-Use Residential Redevelopment Block and/or Holbrook Park Public Parking Area.
- 18 New CMS Huntersville Elementary School - Site and Building Designed and Constructed in accordance with current Town Ordinance and neighborhood-friendly prototypes (and variations of) and associated functional criteria - including On-Site Bus and Auto Parking and Student Loading/Queuing. Potential Program includes Shared Gymnasium with Parks & Recreation Dept.: Preserve/Reuse of Existing Facility or Integration within New School Facility.
- 19 Potential CMS P3 Projects: Adaptive ReUse for a Public Library or Other Civic Program and Adjacent Development Block(s).
- 20 Hillcrest Dr & Sherwood Dr Intersection Options:
 - 20A Hillcrest Rd Extension & Signalized Intersection at Gilead Rd (Preferred per Composite Alternative Future: Assumes full movement at existing Street intersections along Gilead Rd).
 - 20B Sherwood Dr Continuation & Roundabout Intersection at Gilead Rd (Design per Current NCDOT Project).
- 21 Neighborhood Park - Potential Programming to include celebration of historic Agricultural School building and activities.

FIGURE 15: Conceptual Vision Plan: Northwest Quadrant.



KEY NOTES & INITIAL CONSIDERATIONS

- 1 Huntersville-Concord Road Street Curve Improvement: 'Expanded' Roundabout & Gateway Park (Tree Preservation) at Intersection of Warfield Avenue.
- 2 Walters Street Improvement - Implement Green Street Design Features with Integrated Tree Preservation.
- 3 First & Second Street Improvement - Implement Green Street Design Features with Integrated Tree Preservation.
- 4 Proposed NS Railroad Crossing (Pending approval by NS) Explore At-Grade & Grade Separated Options.
- 5 Huntersville-Concord Road & Second Street Intersection Improvement: Roundabout or Traffic Signal to facilitate safe pedestrian crossing and vehicle movement at street curve.
- 6 Potential Future Transit Station (Platform Location) per CATS Long Term Planning for the LYNX North Corridor Red Line.
- 7 Huntersville-Concord Rd & N Church St - Corner Mixed-Use Block. Explore Layout, Phasing, & Design to Support Potential P3 Project for Enhanced Shared Parking Facility to support New Adjacent Mixed-Use Development and Potential Long Term Transit Planning.
- 8 Building Setbacks and Articulation to maximize preservation of existing specimen trees along N Church Street.
- 9 Residential Development Block - Incremental, Form-based design, defined by a flexible range of Apartment, Attached, and Detached building types, situated to maximize preservation of existing specimen trees - supported by existing and potential future ownership patterns.
- 10 Evaluate potential to increase allowable Mixed-Use Commercial area per Shopfront building types along frontage of Huntersville-Concord Road and N Church Street.
- 11 Residential Development Block - Incremental, Form-based design, defined by a flexible range of Attached and Detached building types, situated to maximize preservation of existing specimen trees - supported by existing and potential future ownership patterns.
- 12 Public Square - Anchored by Historic Jailhouse and Potential Commercial Kiosk and/or Adaptive Structure.
- 13 Walters Street Neighborhood Park & Tree Preservation Area.
- 14 Woonerf (Mixed-Use) - Connections Between Huntersville-Concord Road and N Church Street to Define Public Square, and First Street to increase connectivity (reduce block size) and facilitate access to public parking and residential development.
- 15 Woonerf (Residential) - Connections Between N Church Street and Walters Street to increase connectivity (reduce block size) and facilitate access to residential development.
- 16 Church of God of the Bible.
- 17 The Seam Trail & N Church Street Improvement - Pedestrian and Bicycle pathway integrated with N Church Street and adjacent streetscape design.
- 18 Expanded Public Greenway & Trails with Link to The Seam Trail.
- 19 Regional Stormwater Facility - Designed & Amenitized as a Landscape Feature within the Existing Greenway.
- 20 NCDOT Main Street Improvement Project: Roadway 2-Lanes with Transition and Widening to 3-Lanes - Limit of Construction. Includes Intersection at Huntersville-Concord Rd, Main St, Church Street, and NS Railroad Corridor (At Grade).
- 21 Critical Pedestrian Crossing & Intersection Improvement Zone: Norfolk Southern Railroad Corridor, Huntersville-Concord Road, Maxwell Avenue, Main Street, Church Street, and the Seam Trail.

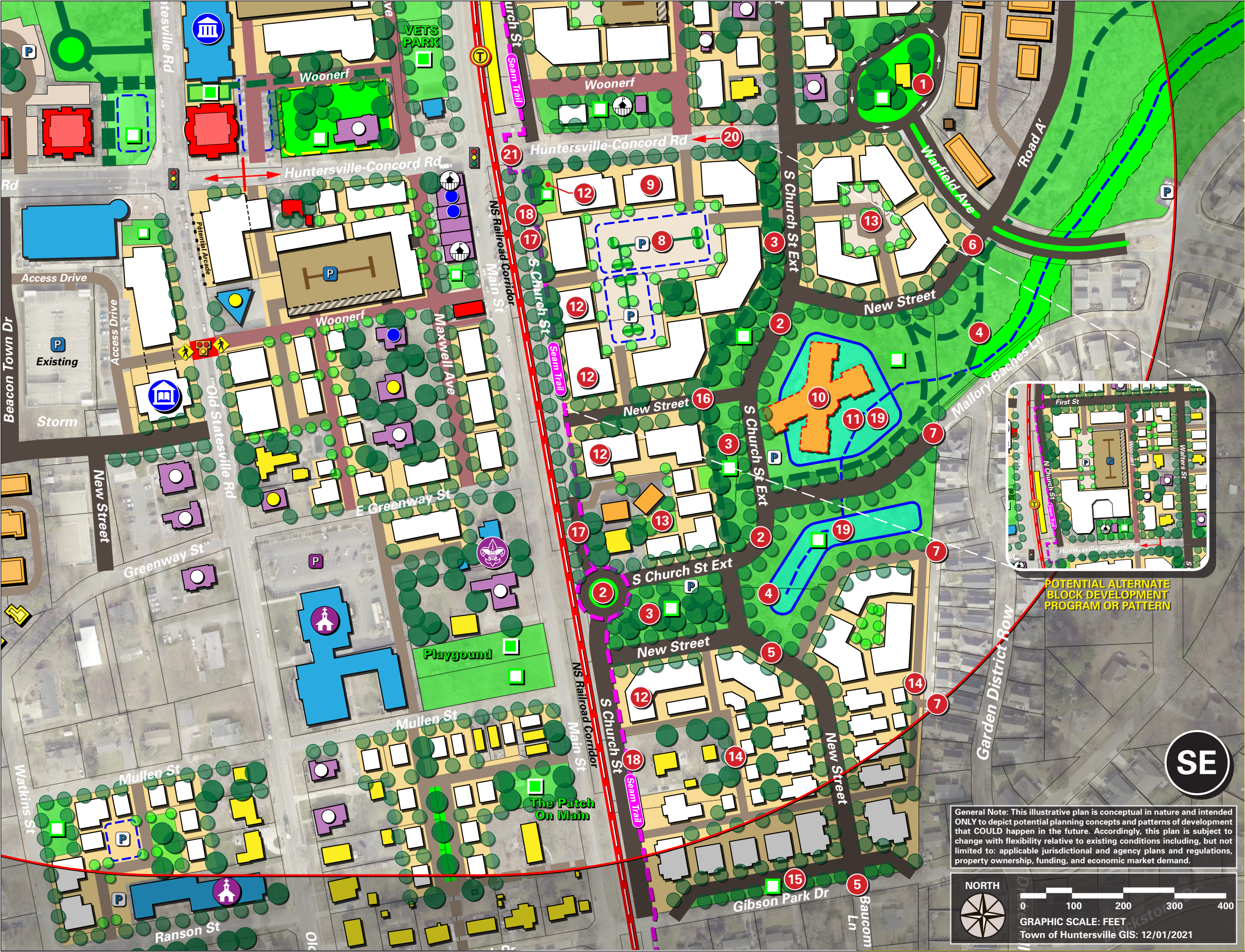
FIGURE 16: Conceptual Vision Plan: Northeast Quadrant.



KEY NOTES & INITIAL CONSIDERATIONS

- 1 Town Center Parcel: Potential P3 Project and Mixed-Use Building Program.
- 2 Potential Future P3 Project Pending Potential Future Huntersville Fire Station #1 Relocation - Public Library or Other Civic Use, and/or Extension of Town Center Mixed-Use Parcel/Building.
- 3 Main Street Mixed-Use Mixed-Use Block. Explore Layout, Phasing & Design options with Existing Property Owners to Support Potential P3 Project for Enhanced Shared Parking Facility to support Existing and Potential New Adjacent Mixed-Use Development (Including Integrated Liner Buildings).
- 4 Main Street Town Parcel: Potential P3 Project and Mixed-Use Building Program (Assume Relocation of Public Parking to Potential P3 Parking Structure Project or Other).
- 5 The Neighborhood Cafe Building - Preserve/enhance as key block character and contributing building and program.
- 6 Huntersville Arts & Cultural Center Building - Preserve/enhance as key block character and contributing building and program. Note: It is understood the site and building must remain a Civic Use or the property reverts to Mecklenburg County Library.
- 7 Potential Mixed-Use Building or Buildings Pending Redevelopment Phasing and/or Collaboration between Existing Property Owners.
- 8 Potential Half-Block Mixed-Use Development to Facilitate Continuation of Maxwell Avenue Pedestrian Circulation along Huntersville-Concord Road.
- 9 Woonerf (Mixed-Use) - Enhanced, Pedestrian-Oriented Connection Between Huntersville-Concord Road and E Greenway Street to increase connectivity (reduce block size), and encourage existing and new development while preserving and protecting existing historic structures.
- 10 Woonerf (Mixed-Use) - Between Old Statesville Road, Maxwell Avenue and Main Street to increase connectivity (reduce block size), and encourage existing and new development while preserving and protecting existing historic structures.
- 11 New Access Alley: Facilitate access to Potential New Residential Infill & Accessory Dwelling Unit (ADU) 'Missing Middle' Development.
- 12 Potential Flexible Pocket Park/Plaza for Pop-Up Events.
- 13 NCDOT Main Street Improvement Project: Roadway Widening 3-Lanes - Limit of Construction (Transition to Gilead Rd Project) - Includes Intersection at Huntersville-Concord Rd, Main St, Church Street, and NS Railroad Corridor (At Grade).
- 14 Critical Pedestrian Crossing & Intersection Improvement Zone: Norfolk Southern Railroad Corridor, Huntersville-Concord Road, Maxwell Avenue, Main Street, Church Street, and the Seam Trail.
- 15 Mid-Block 'HAWK' Pedestrian Crossing & Speed Table: High Intensity Activated Crosswalk Signal (HAWK).
- 16 Expand Existing Playground into Public Neighborhood Park & Tree Preservation Area.
- 17 Potential 100 Ranson Street - Church Building Adaptive ReUse and Site Redevelopment. Proposed Residential Building types should be limited to 2-stories to respect scale of surrounding neighborhood.
- 18 Residential Infill & Accessory Dwelling Unit (ADU) 'Missing Middle' Development Block - Incremental, Form-based design, defined by a flexible range of Attached and Detached building types, situated to maximize preservation of existing specimen trees - supported by existing and potential future ownership patterns.

FIGURE 17: Conceptual Vision Plan: Southwest Quadrant.



KEY NOTES & INITIAL CONSIDERATIONS

- 1 Huntersville-Concord Road Street Curve Improvement: 'Expanded' Roundabout & Gateway Park (Tree Preservation) at Intersection of Warfield Avenue.
- 2 S Church Street Extension per Huntersville CIP: Proposed Alternate Alignment following Existing Circle Drive to Facilitate Increased Tree Preservation and Block Geometry Compatible for Potential Future Redevelopment Development - Implement Green Street Design Features with Integrated Tree Preservation.
- 3 S Church Street Extension Greenway Park & Tree Preservation Area.
- 4 Expansion of Greenway Park with Pedestrian & Bicycle Trail - Explore Potential Acquisition and/or Conservation Easement Strategies with Adjacent Property Owners.
- 5 New Street Alignment and Intersection at Gibson Park Drive and Baucom Lane to enhance access and connection between Downtown and Pottstown Neighborhood - Implement Green Street Design Features with Integrated Tree Preservation.
- 6 New Street as Extension of 'Road A' per approved Vermillion Front residential development.
- 7 Mallory Baches Lane and Alley Connection and Extension.
- 8 White Hill Senior Apartments Property: Huntersville-Concord Rd & S Church St - Potential Corner Mixed-Use Block. Explore Layout, Phasing & Design options with Existing Property Owners for a new facility and program in accord with new and emerging practices for Mixed-Use program, functions, and operations.
- 9 Evaluate potential to increase allowable Mixed-Use Commercial area per Shopfront building types along frontage of Huntersville-Concord Road and S Church Street.
- 10 Hunter Village Assisted Living Property: Circle Drive - Explore Layout, Phasing & Design options with Existing Property Owners for a new facility and program in accord with new and emerging practices for Mixed-Use program, functions, and operations.
- 11 Explore potential collaboration and co-location with a new White Hill Senior Apartment development, and/or P3 Project for relocation to another Downtown site to facilitate potential expansion of Public Greenway and implementation of Regional Stormwater Facility.
- 12 Building Setbacks and Articulation to maximize preservation of existing specimen trees along S Church Street.
- 13 Residential Development Block - Incremental, Form-based design, defined by a flexible range of Apartment, Attached, and Detached building types, situated to maximize preservation of existing specimen trees - supported by existing and potential future ownership patterns.
- 14 Residential Development Block - Incremental, Form-based design, defined by a flexible range of Attached and Detached building types, situated to maximize preservation of existing specimen trees - supported by existing and potential future ownership patterns.
- 15 Gibson Park Drive Street Improvement: Neighborhood Park & Tree Preservation Area.
- 16 Woonerf (Residential) - Connection Between S Church Street and S Church Street Extension to increase connectivity (reduce block size) and facilitate access to residential development.
- 17 S Church Street Woonerf (Mixed-Use) - Between Huntersville-Concord Road and S Church Street Extension.
- 18 The Seam Trail & S Church Street Improvement - Pedestrian and Bicycle pathway integrated with N Church Street and adjacent streetscape design.
- 19 Regional Stormwater Facility - Designed & Amenitized as a Landscape Feature within the Existing Greenway.
- 20 NCDOT Main Street Improvement Project: Roadway 2-Lanes with Transition and Widening to 3-Lanes - Limit of Construction. Includes Intersection at Huntersville-Concord Rd, Main St, Church Street, and NS Railroad Corridor (At Grade).
- 21 Critical Pedestrian Crossing & Intersection Improvement Zone: Norfolk Southern Railroad Corridor, Huntersville-Concord Road, Maxwell Avenue, Main Street, Church Street, and the Seam Trail.

FIGURE 18: Conceptual Vision Plan: Southeast Quadrant.

**Town of Huntersville
Planning Department**

Physical Address:
105 Gilead Road
3rd Floor
Huntersville, NC 28078

Mailing Address:
PO Box 664
Huntersville, NC 28070

(704) 875-7000 Phone
(704) 875-5528 Fax (Attn: Planning)
www.huntersville.org



Shook Kelley CLT, PLLC

1545 West Trade Street
Charlotte NC 28216
(704) 377-0661 Phone
www.shookkelley.com

For access to additional information and documents,
please visit the 2022 Downtown Master Plan
Project website: letsplanhuntersville.org

