

# Process

## DESIGN PRINCIPLES

- Improve inter-connectivity with roads, sidewalks, bike paths that improve mobility options.
- Relieve the traffic pressure at interchanges by distributing the three types of traffic – business, regional, and interchange.
- Design the arterial as public places and create a sense of place
- Encourage the study are to develop individual identities, character and market niches.
- Encourage transit.
- Build a street framework and block structure that encourages future growth.
- Maintain and improve access to residential neighborhoods and commercial developments.
- Short term actions should lead to long term improvements.
- Create additional road connections (multi-modal) across the freeway, bridging east and west.
- Expand the open space system.

### Phase 1

During Phase 1 of the project, the UDA team met with focus groups to learn first-hand their perceptions of community issues, the strengths and weaknesses of the Study Area, and their visions for the future. The focus groups included residents, major employers, civic groups (schools, social services), building owners and real estate brokers, merchants, Town Staff, the Mayor, and members of Town Board. A public meeting was held on June 1, 2005 at the Town Hall. All participants at the focus groups and the public meeting were asked the same three questions:

- What are the strengths, or good things, about Sam Furr Road?
- What are the weaknesses, or bad things, about Sam Furr Road?
- What is your vision for the future of Sam Furr Road?

In addition, each participant was asked to place colored dots on a map identifying good places (green dots), bad places (red dots), and places where things can improve (blue dots).

The images and charts on the following pages summarize the responses to the three questions and the dot exercise.

Prior to the design charrette in June 2005, a one-day working session was held with key members of the client group to review the data analysis and drawings produced by UDA and Glatting Jackson.

An important element of that working meeting was a brain-

storming exercise to produce a list of urban design and development principles emerging from the analysis work. Over 50 ideas were generated. UDA, condensed, and combined them into a set of guiding principles. At the design charrette in June 2005 the list was further refined by UDA and the Steering Committee to the ten key principles listed in the box to the left.

### Phase 2

The second phase of the planning process included an intense four-day working session in Huntersville during which time the design principles developed in the first phase were translated into a series of design alternatives. The focus groups and steering committee were re-convened throughout the Charrette and design ideas were presented and refined. On Thursday evening a public meeting was held at the Town Hall where design alternatives were presented.

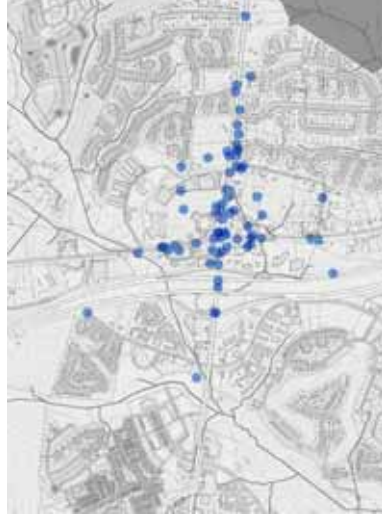
Attendees were invited to comment on what they liked and disliked about the alternatives.

### Phase 3

The third phase included developing a preferred plan and an implementation plan which identifies sources and uses of funds and phasing. This report was presented to Town Board and adopted on January, 2006.



PUBLIC PROCESS: The plan was developed with intense participation from a wide range of stakeholders.



- VISIONS**
- Northcross Shopping Center re-developed in conformance with current standards
  - New connections for local traffic options
  - Signature public space
  - Improved pedestrian links
  - Extend the greenway efforts



- WEAKNESSES**
- Traffic congestion
  - No sense of place
  - No connections between the residential and retail areas
  - Regional truck route – east-bound to I-85
  - Lack of interconnectivity, lack of options



- STRENGTHS**
- Mix of uses and critical mass: upscale and affordable retail options, healthcare, offices and library
  - Regional destination
  - Much of the development is post 1996 – in compliance with local standards
  - Access to markets to the north

