The Civic Core

Garden Hall

The current Farmer’s Market structure is an underutilized area in a potentially key location. Its proximity to the proposed commuter rail platform makes it a key connection between it and the Civic Plaza. In addition to its twice weekly use as a Farmer’s Market, it is used by the neighborhood as a community facility for events such as the Hispanic Halloween Party and various neighborhood parties. Such use underlines its value as a gathering place.

However, the building does not sit in a prominent location, lacks signage, and is not supplemented by landscaping that would otherwise dignify the space. The caboose that shares its location is also not well sited and does not have a visible use other than as a piece of artwork. Additionally, the area is obscured from view from Huntersville-Concord Road by a small building.

Therefore, the Plan recommends a number of key changes that aim to fully utilize the site potential in the Downtown. First, the Plan recommends that the existing buildings be razed and the caboose relocated...
The Civic Core

to the front of the site along Huntersville-Concord Road. This will be a much more appropriate location for the caboose and make it an identifying landmark.

Replacing the existing and cramped Farmer’s Market is the Grower’s Market at Garden Hall, a new 13,000 square foot open air pavilion approximately twice the size of the current structure. Included within this structure is a 1,000 square foot space that could house the required services for the proposed commuter transit rail including a ticket kiosk, security area, driver’s office, and associated needs, including public restrooms to serve the all of the surrounding public uses. During the peak morning and evening times, the new Garden Hall would serve as a covered structure sheltering “kiss and ride” commuters (transit riders who are dropped off by a friend or family member) during inclement weather.

A children’s “sprayground” could be located behind the caboose, protecting this active play area from the street. This would help to serve the surrounding neighborhoods with an interactive water feature that is safe, clean, and low maintenance. Spraygrounds, like other water features, also help to provide background noise, which make public environments more inviting to private or semi-private conversations.

The conceptual design of the Garden Hall facility suggests the use of a true farm vernacular with exposed rafters and eaves and a standing seam metal roof. Additionally, to disperse heat as well as add height to the structure, the design recommends the use of a clerestory along its entire length. The post and beam construction should be painted white to make the structure feel light and airy.

It is important to note that the Plan advocates the purchase and removal of the buildings in front of the current Farmer’s Market structure in order to improve visibility and provide a more cohesive streetscape.
The Civic Core

Commuter Transit Rail Station

As part of the north corridor rapid transit corridor, the Charlotte Area Transit Study has identified one station location in Downtown Huntersville. (See the Transportation and Circulation Section for further discussion) As was mentioned relative to the Garden Hall, the Plan recommends the joint construction of a rail platform (estimated to be approximately 300 feet long) and Garden Hall with the related facilities.

There is sufficient area along Main Street for buses and cars to drop off at the platform location and provide enough circulation to adequately disperse the traffic.

Regarding the design of the station platform, the Plan recommends that all vertical elements including lighting, benches, and trash receptacles be consistent with the standard set forth around the Garden Hall facility to visually tie the two together.

Parking Deck (400+ Spaces)

To accommodate the public parking needs identified by the Plan around the Civic Core, the proposed Arts and Cultural facility, the Grower’s Market at Garden Hall, and the commuter transit platform, a 400+ space, 5 story parking deck is proposed behind the expansion of Town Hall and the new Arts and Cultural facility.

Multi-story, mixed-use buildings should be located on Maxwell Street and on Old Statesville Road (NC 115) as bookends on the deck structure. This will provide a sufficient visual screen of the deck permitting it to be constructed more efficiently using utilitarian design. Access to the parking deck is from a new east-west street behind the Town Hall expansion.

Because it is assumed that approximately 250 spaces in the deck would be reserved for Transit System park and ride spaces, a portion of the funding for the structure could come from CATS. The remainder of the amount could be financed using any combination of Town General Fund disbursements, Parking Revenue, Self-Financing Bonds, or payments in lieu of parking fees.

It is important to note that other redevelopment in the Downtown area may, by virtue of its planned density, necessitate the construction of other decks. This may be most likely to occur on the south side of Gilca Road/Huntersville-Concord Road.

Regardless, the highest priority for public investment for a parking deck should be the location identified in the Civic Core. This location serves the highest public needs of those use located in the Civic Core and is the most proximate location to the transit station. In addition, with the addition of “bookend” buildings on either side of the deck, there is the opportunity to spur some private development to help offset these costs.

Of course, other decks in the Downtown area may also merit some level of public investment to help leverage private development, however they should be considered secondary in priority.

KEY RECOMMENDATIONS FOR THE THE CIVIC CORE

- Consider acquisition of parcel behind Town Hall.
- Expand Town Hall.
- Explore acquisition by fee simple or through lease, the area around the Holbrook House.
- Plan, Design, and Construct a Civic Plaza adjacent to Town Hall.
- Develop an Arts and Cultural Center building as an integral part of the Civic Plaza.
- Explore acquisition of the parcel between the Farmer's Market and Huntersville-Concord Road.
- Redevelop the existing Farmer's Market into the Grower's Market at Garden Hall.
- Relocate the Town's caboose to the front of the Garden Hall site along with a children’s "playground."
- Construct the commuter transit station.
- Construct a shared use structured parking deck for at least 400 spaces between Maxwell Street and Old Statesville Road (NC 115).
- Inventory and evaluate available properties in the Downtown for public buildings facilities.
The Town Center

The Town Center is envisioned to be the dense, mixed-use center of the Downtown area surrounding the Civic Core. This area includes primarily commercial uses such as retail and restaurants on the ground floors with upper story office or residential. Internal blocks are shown as transition development types such as multi-story residential or small scale commercial buildings.

This area is defined as the four quadrants surrounding the intersection of Old Statesville Road (NC 115) and Gilead Road/Huntersville-Concord Road as well as the area just north of the Civic Core. These areas are noted in this Section as follows:

- North Area
- American Legion Building
- Garden Gate Bed and Breakfast Inn
- Old Doctor’s House
- Police Station
- Southwest Quadrant
- Southeast Quadrant
- Main Street

**North Area**

The area due north of the proposed Parking Deck in the Civic Core has development potential along Old Statesville Road (NC 115), Maxwell Street, and Main Street. Because of their physical proximity to the transit station and the commercial core, they should be encouraged to be redeveloped in a more intense manner.

Though Maxwell Street is planned to continue its function as an alley, there are parcels with sufficient depth to suggest some level of development frontage. This will require that Maxwell Street be upgraded to accommodate two travel lanes and on-street parking, requiring a minimum pavement width of 28 feet and a right-of-way of 66 feet.
The Town Center

The conceptual plans show a variety of development opportunities for this area including multi-story (up to 3 story), mixed-use buildings closest to the Core transitioning to 2 story buildings.

Approximately 400 feet north of the proposed parking deck, the Plan recommends the introduction of a new east-west street between Old Statesville Road (NC 115) and Main Street. This will help with the lack of connectivity in this area and provide a common driveway for access to mid-block parking areas.

American Legion Building

Also in this area is the American Legion building. As a meeting facility it serves a necessary function for the community. However, its utilitarian design leaves much to be desired in improving the overall aesthetic for the area adjacent to the transit station. To address this element, the plan suggests some strategic upgrades to the building entrances and some landscaping that could help to soften its appearance. In addition the plan suggests the opportunity for the erection of a War Memorial between the American Legion building and the expanded Garden Hall.

Garden Gate Bed and Breakfast Inn

The Plan recommends the expansion of the Bed and Breakfast Inn. Inns like the Garden Gate are valuable assets to a growing community and can provide an alternative to the Interstate hotel for visitors to the Huntersville area.

This historic structure is the blending of two old houses, one of which had been moved from the present day Presbyterian Cemetery site at the corner of Church Street and Dellwood Drive.

The buildings then served as a dormitory for the local college on the site of Huntersville Elementary School. After the college closed, the house was moved again next door and has since served as a single family home. The current Garden Gate Bed & Breakfast Inn could expand by the acquisition of the adjacent home, now vacant, and connecting the two with a formal courtyard.

In addition, it is recommended that in the rear of the property, eight bungalow cottages surrounding a garden be built, further expanding the inn facilities.
The Town Center

Cashion’s Convenience Store

The Cashion’s Convenience Store at the corner of Gilead Road and Old Statesville Road (NC 115) poses a unique and complex problem.

- The store is old and presents a visual detriment to the Downtown’s visual aesthetic
- The current traffic congestion has actually had negative impacts on the store’s business because of customer’s inability to safely access the site
- The removal and relocation of the store would be very costly
- The store’s property is very constrained offering little opportunity for expansion
- The store is a very successful business and serves the community with essential goods and services

To address these issues, the Plan recommends the following changes:

- Upgrade the store’s appearance by adding new siding and a pitched roof and canopy structure similar to that of a historic gas station
- Improve safety to the Store by adding curbs and driveways around the site limiting the access to two points as far from the intersection as possible
- Update the Store’s signage and graphics
The Doctor’s House

The old Doctor’s house to the north of Cashion’s has some historic significance and is worthy of preservation. Though the house is presently in use as a residence, it could be considered for adaptive re-use as an office or low-intensity commercial use.

Police Station

Like the Town Hall, the Police Station is also in need of new facilities to handle its fast growing department. The recent facility needs analysis suggested that the Police Station should triple in area to 24,000 square feet to accommodate present-day needs and future growth.

Unfortunately, like Cashion’s, the Police Station is located on a constrained site. While the building could easily be expanded to the north or west as a two story annex, the parking required of an expanded facility would be insufficient. If the building were to expand to the west it would necessitate the purchase of the adjacent orthodontist’s office.

Therefore, given these constraints, the Police Station expansion should consider at least two alternatives. First, it could expand to the rear and reorganize parking to make more efficient use of the mid-block. Because of the topography, this expansion can easily be two or three stories as needed with one floor below the present level (for sally port access). Additional parking could be added to the existing lot with a second driveway and another entrance to Holbrook Park from Old Statesville Road (NC 115).

As an alternative, it could find another location in the Downtown area. Given the technical requirements of modern law enforcement facilities in this post 9-11 security-conscious world, this building need not be located in a prominent location. It should simply be sited to provide for the best access for call response to the community.

Southwest Quadrant

The southwest quadrant is one of the ripest opportunities for redevelopment in the Downtown. In that block is a used-car lot, a consignment shop, and a small office building. In other words, there appears to be a good combination of under-utilized parcels and willing property owners that would permit redevelopment in the near-term.

The Plan considered a number of alternatives for this area, including a grocery store, a mid-sized box like a Specialty Grocer or a drug store, and various urban storefronts. The market study discouraged the placement of a full-service grocery store in this location, given the number of grocery stores clustered around the Interstate within 1.5 miles of the Downtown. In addition, the basic site requirements for a standard full-service grocery store necessitate the usage of at least 4 acres of land for building, service, and parking. Given the fine-grain at which the remainder of the Downtown is envisioned to develop, this would be a radical, and decidedly suburban approach.

Therefore, the Plan recommends that the maximum size for any single use generally not exceed 20,000 square feet. This size threshold could accommodate a store providing limited groceries, pharmaceuticals and/or dry goods such as a Specialty grocer (Fresh Market, Green Grocer or Earth Fare) or a typical drug store (Eckerd, CVS, or Walgreens). Either format can be adapted to create a street-fronting, pedestrian-friendly building that holds the urban edge of the intersection.

As an alternate at this corner, a similar sized cultural arts facility could be placed, with a small green at the corner serving as a public focal point. Regardless, the conceptual images in this Plan suggest that the architecture at this corner be interesting and differentiated from the municipal buildings.
The Town Center

Designers should consider the use of modern building styles (like that shown in the conceptual drawing on this page) that fit well into the urban context. More importantly, buildings at the intersection of Old Statesville Road (NC 115) and Gilead Road should be a minimum of 2 stories in height to establish the visual prominence of this location. This massing should extend at least two blocks (approximately 800 feet) from the intersection.

To the rear of this block, the Plan recommends the tapering of development towards Greenway Drive and Hillcrest Drive. This area is presently vacant with two undeveloped right-of-ways (a portion of Holbrook Street and an extension off Greenway Drive) and twelve individual lots. The Plan shows the opportunity for the development of a urban residential in-fill neighborhood with a variety of housing types and a public open space.

The Plan shows the connection of the two north/south streets with the developed extension of Holbrook Street and the new east/west street crafting a green square surrounded by townhomes. One building of the new townhomes terminates the vista at the end of the Holbrook Street extension.

On the north and south sides of the square, townhome buildings enclose the space and create a comfortable outdoor room. In the southern half, the realigned right-of-way off Greenwood Street provides the opportunity for single family homes and a small open space. This open space includes the preservation of trees behind the existing homes fronting Greenway, behind the proposed single family homes.

These units could also be adapted for use as live-work units or office condominiums as well, while preserving the basic urban environment. Of course, given the desire to densify the Downtown, residential development would likely impact the pedestrian activity more than small office.

To help foster this pedestrian environment, it is necessary to improve the block structure in the area to give both pedestrians and automobiles more choice for circulation.

To this end, the Plan recommends the following street improvements:

- Extend Sherwood Drive across Gilead Road to south of Holbrook Street
- Open and improve the existing undeveloped right-of-way off Greenwood Street in front of the BellSouth building and connect to Hillcrest Drive
- Create a new east-west street from this block across Old Statesville Road (NC 115) to Main Street
The Town Center

Southeast Quadrant

Across the intersection, the block bounded by Old Statesville Road (NC 115), Huntersville-Concord Road, Main Street and Greenway Drive also presents some development opportunities. The Plan recommends the retention of the buildings housing Lupie’s Restaurant, the cleaners, and the Professional Building.

The Plan recommends the redevelopment of the remaining buildings along the south side of Huntersville-Concord Road into multi-story, mixed-use buildings. Taller buildings will help to frame the proposed Civic Plaza across the street. As an alternative to this design, the entire block can be redeveloped with new multi-story mixed use buildings supported by a mid-block parking deck. With the high costs of redevelopment coupled with the lost income of existing tenants, such an endeavor is not potentially feasible in the near future. However the preferred option, which is shown in the Conceptual Plan, could urbanize over time to the alternate plan.

Along Old Statesville Road (NC 115), the Fire Station and adjacent offices could remain with the redevelopment and infill of mixed-use buildings along the street. Along Greenway Drive in the middle of the block, a new multi-family complex is proposed to add residents and affordable housing opportunities to Downtown. Maxwell Street is proposed to remain, but used more as alley access to a consolidated parking area serving the businesses and available public parking. A new street next to the Fire Station is also proposed running east-west, further connecting Main Street and the infill residential development within the southwest section of this area.

Main Street

As the few surviving buildings with historic significance in the Downtown area, the current fabric should be preserved and expanded. There are a number of gaps in the current streetscape of Main Street that could easily be filled in with two to four story buildings. In order to avoid overshadowing the current one-two story building, upper stories above two stories should be recessed.
The Town Center

- Construct a new street connection between Old Statesville Road (NC 115) and Main Street approximately 400 feet north of the proposed parking deck.
- Encourage the improvement of the American Legion building.
- Construct a Veteran's Memorial between the American Legion building and the Garden Hall.
- Encourage the expansion of the Garden Gate Bed and Breakfast Inn.
- Encourage the exterior renovation of Cashion's Convenience Store.
- Encourage the preservation of the Old Doctor's House adjacent to Cashion's Convenience Store on Old Statesville Road (NC 115).
- Evaluate the location of Police Department for future expansion.
- Extend existing streets into new development.
- Encourage sensitive redevelopment/infill that maintains the urbanism of the Downtown while permitting new/modern architectural styles.
- Require buildings within 500 feet of the intersection of Gilead Road and Old Statesville Road (NC 115) to be a minimum of 2 stories.

Alternate Plan for the southern quadrants with Single Family, Offices, and Mixed-Use Buildings and a grand public green space running east to west.
The Mill Neighborhood

The Mill Neighborhood is comprised of the eastern portion of the Downtown Planning Area and includes the seven block mill house area, the Anchor Mill site, a portion of Vermillion fronting Huntersville-Concord Road and the proposed connection of Main Street to Old Statesville Road (NC 115). Presently, this is an area of transition with some well-maintained, site-built, owner-occupied homes adjacent to mobile homes and abandoned houses. The former Anchor Mill is in ruins and is a blight to the area. However, the Town purchased the Mill site in 1998 with the intentions for redevelopment and are in the process of site/environmental cleanup.

Northern Connection of Two-Way Pair

In order to facilitate the smooth connection of Main Street to Old Statesville Road (NC 115) it is necessary to secure right-of-way through existing properties. As as result of this acquisition, some properties will need to be reconfigured. This replatting will provide opportunities for redevelopment of the various impacted parcels. Redevelopment in this area recommends two mixed-use buildings and office buildings at the intersection with infill duplex homes behind on Main and Fourth streets.

Anchor Mill Property

Previous planning proposal for the 30+ acre Anchor Mill site assumed that the commuter rail line would have a station at the site. As was mentioned previously, this Plan proposes that the station platform be located close to Huntersville-Concord Road. However, given the site acquisition and cleanup costs, higher-density, mixed-use development remains appropriate for this site, though the highest density development is more appropriately sited closer to the station platform.

The Market Study identified a potential gap in housing opportunities for active adults and the elderly in the Huntersville area. As this community continues to grow and mature, there will be a much higher demand for these types of neighborhoods. The opening of Presbyterian Hospital-Huntersville on November 8, 2004 within a mile of the Downtown, serves a priority amenity for attraction of this demographic (55+).
As a result of this recommendation, the Master Plan reflects the incorporation of a Continuing Care Retirement Community (CCRC). A CCRC provides a variety of housing opportunities including independent living cottages and apartments, assisted living apartments, and skilled nursing care.

So often these facilities are located far from the communities that they serve in an attempt to find inexpensive land or private surroundings often because sites like this one are not available in Town. The location of a CCRC in the Downtown area yields many benefits. The proximity (less than a 10 minute walk) to the Civic Core and Town Center provides residents with a comfortable destination with amenities such as shopping and civic activities for daily walks. Families of the residents can also be closer to their loved ones by having this type of facility nearby. A facility such as this also becomes an employment center to the area and requires fewer municipal services relative to the economic benefit.

The Plan illustrates a CCRC with the apartments and critical care components of the neighborhood closest to Church Street to the west. The independent living cottages, often requiring more privacy or sense of seclusion, are located closer to the Vermillion neighborhood to the east.

The entire community is encouraged to be developed using a traditional street network with a primary connection between Huntersville-Concord Road to Church bisecting the site. This road should be carefully designed to provide an alternative while being naturally traffic-calming using such devices as selective medians and horizontal traffic diverters.

Finally, the current greenway that is being extended along the South Prong of Clarke Creek should be extended along the creek that runs along the southern boundary of the Mill site. This greenway would eventually become part of the “Green Trail” that combines both on-street and off-street trails running from east to west throughout the Downtown area.
The Mill Neighborhood

Old Mill Village Area

Adjacent to the former mill itself is a seven block mill village area. The properties in this part of the neighborhood are predominately owned by investors who own several parcels as rental property. There are only a few owner-occupied properties in the entire neighborhood. Mixed in throughout the area are several manufactured homes in varying condition.

On the southern edge of the area along Huntersville-Concord Road is Huntersville’s “Old Jail,” a two room building with a two cell holding area. There are no distinguishing features of the building that would render it historic or worthy of preservation.

Along Church Street, fronting the rail, development should occur as mixed-use, multi-story buildings close the transit platform, then transitioning to apartments and townhouses to the north. Redevelopment within the old mill village is recommended with various lot consolidations and replatting. Such redevelopment could include small lot single family homes, townhomes, quadruplexes, and apartments.

The Plan shows the retention of the existing homes which are stable, well maintained and owner-occupied at least until the current owners are ready to sell for redevelopment. There is a cluster of six intact mill houses, three at each corner of the intersection of Church and Third streets. These could easily be rehabilitated used as homes or offices. The Plan also reflects the retention of the existing church and electric substation in the neighborhood.

Given the desire of this Plan to densify near the transit station, the continued zoning in this area to permit Manufactured Homes is no longer justified. Manufactured housing is typically low density and tends to deflate surrounding property values, thereby discouraging high quality urban infill.

Vermillion Neighborhood Center

The frontage along Huntersville-Concord Road is proposed for mixed-use buildings, townhomes, and live-work units along a new entrance street to Vermillion lining up with First Street. Buildings should create a suitable street presence with significant architecture. In addition, the uses should encourage pedestrian activity by providing some local services such as dry cleaners, coffee shops, hair salons, and doctor’s offices.

While larger retail uses such as a full-service grocery store were evaluated as part of this planning process, ultimately they were discouraged in this location given the availability of land west of Old Statesville Road (NC 115). Buildings should generally not exceed the footprint of a large house to maintain a neighborhood scale for this area.
The Mill Neighborhood

KEY RECOMMENDATIONS FOR THE MILL NEIGHBORHOOD

- Acquire right-of-way and construct northern two-way pair connection for Old Statesville Road (NC 115) and Main Street.
- Complete site preparation for the Anchor Mill site.
- Issue Request for Development Proposals (RFP) for the redevelopment of the Anchor Mill site.
- Encourage the construction of a Continuing Care Retirement Community (CCRC) on the Anchor Mill site.
- Require a new street connection between Church Street and Huntersville-Concord Road as part of the redevelopment process.
- Remove the Manufactured Home Overlay (MH-O) District zoning from the old mill village and consider zoning the area as Transit Oriented Development-Residential (TOD-R) to encourage high-quality urban infill.
- Permit neighborhood-scaled, mixed-use development along Huntersville-Concord Road as NC Zoning.

Map showing the proposed Downtown Master Plan combined with the planned build-out of the Vermillion neighborhood.
Gateway Corridors

Gilead Road Gateway

Connecting to Interstate 77 (at Exit 23), Presbyterian Hospital-Huntersville, the Huntersville Business Park, the Rosedale shopping center and large neighborhoods on Huntersville’s west side, Gilead Road is the primary entrance to Downtown Huntersville.

At the US 21 intersection, shopping center and outparcel development dominate the landscape with buildings set back from the street and large parking lots in front. There is no visual cue that the Downtown area is less than a mile away. The Plan therefore recommends the installation of gateway signage and landscaping at the US 21 intersection with Gilead Road.

Gilead Road Corridor Design Standards

From the Post Office to Huntersville Elementary School, at Sherwood Drive, single family homes line the street. Some of these homes have converted to non-residential uses such as professional offices, consignment shops, and a bed and breakfast inn.

The present zoning (Neighborhood Residential) permits the conversion of these homes to mixed-use structures provided the conversion includes a residential use as a component. This permits non-residential development to take place, while leaving the fabric - the building’s scale and massing - of the street while minimizing potential negative impacts to the existing residences. However, this mixed-use requirement is quite onerous in renovation work because it requires expensive tenant separation construction and is difficult to market for the small business owner.

In addition, as new development and redevelopment occurs, buildings are now required by Town Code to be brought to the street with parking to the side or rear. This has led to some odd arrangements in recent development where the new buildings are much closer to the street than the older residential structures.

The Plan attempts to rectify both of these issues. First, the Plan encourages the setback of buildings along the entrance corridors consistent with the historic front yards. This build-to line should include a tolerance of up to 10 feet to permit some variation in facade. This dimension does not include front porches and stoops which are always encouraged to encroach towards the street as valuable, semi-public space.

This setback serves to ensure compatibility with the existing structures as well as create a sense of arrival into the Downtown. The setback also serves to visually de-compress travelers who have just left the US 21 intersection and are looking to “calm down”. Parking should still be relegated to the side or rear yards.

Second, the Plan recommends that the mixed-use requirement be removed to permit single-use occupancy of the buildings. The purpose behind the regulation is first and foremost to ensure a smooth transition to the neighborhoods flanking the corridor. To that end, the neighborhood’s interests are protected while ensuring economical adaptive re-use of the structures.

Third and final, the Plan recommends stricter design standards on new construction to ensure high quality redevelopment or infill.

Images of mixed-use buildings designed with residential scale and character

Possible locations for relocated aerial utilities

Infill development along the Gilead Road Corridor (Note how the infill respects the historic setbacks of the existing homes)
Gateway Corridors

Old Statesville Road Corridor

There are a number of notable infill and redevelopment opportunities. On the north side, the Plan recommends that redevelopment of any existing homes north of the planned new street should be set back consistent with the historic front yards with the parking to the rear.

This development should follow the same design guidelines as the Gilead Road corridor utilizing building forms that are residential in scale and character.

Gilead Road Streetscape

Given the current level of investment in the three-lane section of Gilead Road with curb, gutter, and some sidewalk, any improvements should attempt to utilize this infrastructure to the extent possible. The only major impediment to a new streetscape program is the presence of the overhead utility lines.

On the section of Gilead Road from Old Statesville Road west to Sherwood Drive, on-street parking can easily be added on one side of the street (preferably the south side) to support the businesses and office conversions taking place. This will bolster the commercial opportunities by providing easily accessible and visible parking. From Sherwood Drive west to US 21, a paved shoulder for use by bicycles should be striped along both sides of Gilead Road. This offers a visible and safer alternative for cyclists. In addition, it may help to lower the actual travel speeds in the area with slightly narrower lane widths.

The 1999 Coles/Jenest and Stone plan for the Gilead Road Streetscape relied heavily on the relocation or burial of the existing aerial utility lines. As utility burial is quite expensive, relocation may be a more economical solution. This Plan recommends the relocation of the primary transmission lines to either a new alley running behind the first tier of lots along the south side of Gilead Road or in the partially opened Holbrook Street right-of-way. In the meantime, where an opportunity becomes available to remove any lines (power, cable, telephone, etc.) during upgrades or repairs, all efforts to do so should take place.

Another recommendation in the previous study is to construct a planted median. This median, while providing an opportunity for additional street trees would likely be problematic with the local Fire Marshall and NC DOT. The travel lanes would be too narrow, by their standards, and could significantly delay emergency vehicles in case of a blockage in one lane.

In truth, if the utility lines are removed and large trees are permitted to be planted, the resulting canopy will help, over time, to minimize the street’s overall width. Also, dedicated bike lanes can be installed using the current pavement section.
Gateway Corridors

Proposed Streetscape treatment for Gilead Road with overhead utilities, small maturing trees between the sidewalk and the street, and bike lanes.

Alternate Streetscape treatment for Gilead Road with relocated utilities, canopy trees between the sidewalk and the street, and bike lanes.

Proposed on-street parking on one side of Gilead Road east of Shertwood Road.
Gateway Corridors

KEY RECOMMENDATIONS FOR THE GATEWAY CORRIDORS

- Install gateway signage at the US 21/Gilead Road intersection.
- Revise zoning standards to require conformance with the setbacks, scale and residential character of the existing houses along gateways to the Town Center.
- Investigate relocating the aerial utility lines to a new alley to the south side of Gilead Road or in a fully opened Holbrook Street right-of-way.
- Install new streetscape elements along Gilead Road including decorative lighting (with banner arms), street trees, and wider sidewalks.
- Restripe the existing pavement for bike lanes on both sides.
- Install on-street parking spaces on the south side of Gilead Road east of Sherwood Drive.
Neighborhood Infill

In addition to the exciting development opportunities noted in previous sections of this report, the following development possibilities also exist:

**Parkview Apartments**

The tract of land between the Parkview Apartments and the Elementary School property could be developed with 208 new apartments. The development should focus on providing usable open space as well as a greenway connection along the proposed trail. The proposed design uses the established street connections and building types of the Parkview Apartments as the model.

**Southeast Infill**

Southeast of the Town Center District, fronting Church Street are two areas where future housing development opportunities exist. The first area comprises a vacant lot, the rear portions of three very deep single family lots, and two land-locked vacant parcels. In this area the Plan shows a new street connecting Church Street to Huntersville-Concord Road. Along this street the Plan suggest opportunities for infill residential development with a minimum of ten single family parcels.

**Huntersville United Methodist Church property**

Because the church has decided to move to a larger campus on Stumptown Road, their current downtown property presents a development opportunity. The rear of the property has sufficient land to construct infill residential or mixed-use building along its northwestern boundary.

**C. E. Holbrook Property**

The C.E. Holbrook property is bordered by Gibson Park to the south, Church Street to the west, Hunter Village group home to the north, and the Garden District of Vermillion to the east. The Plan recommends that any new development provide a new street from Church Street and a second one from Gibson Park connecting into the Garden District. The neighborhood square shown in the plan is surrounded with townhomes and single family homes similar to the Garden District.

---

**KEY RECOMMENDATIONS FOR NEIGHBORHOOD INFILL OPPORTUNITIES**

- Permit and encourage infill development consistent with this Master Plan.

---

Proposed development between the Parkview Apartments and the Elementary School property

Proposed development on the rear of the current Huntersville United Methodist Church property

Development opportunity on the C.E. Holbrook property and others along Church Street
Marketing & Branding Strategy

Marketing and Branding Issues

As was evidenced by a professed lack of identity by the many charrette participants, it became clear to the team that the Town of Huntersville has very little “brand equity”. In the region, many still this area as an old farming community that has rapidly suburbanized. In fact, one trip to the Lake Norman Visitor’s Center yielded brochures and information about Huntersville’s neighbors (Cornelius, Davidson, and Mooresville) but nothing about Huntersville.

In addition, there is a more serious concern that the identity of the Town is being precluded by area shopping centers at Interstate 77 interchanges. Birkdale Village and NorthCross at Exit 25 and Rosedale at Exit 23 have become places identified more by their exit than the Town.

Therefore, any marketing and branding strategy for the Downtown area must first start with a community-wide strategy then extend into its various shopping districts and neighborhoods. This strategy should be rooted in the heritage of the community, which has been deeply tied to the land. Once a strong farm-to-market town, Huntersville remains the horticultural center of the region. This land-based heritage, coupled with the town’s planning efforts that are sensitive to land preservation, make the marketing strategy even stronger.

The result is a “green” approach to the logo that uses horticultural themes, a relatively contemporary font to appeal to new residents, and a positioning that is unique both within Huntersville and in the greater region.

The Logo Design

It was determined that the best approach was to go with a two logo system. A town seal and a marketing logo.

The town seal is a slight alteration of the current identity using the icon of the Town Hall. The marketing logo is focused on the Horticultural past of the area by incorporating green colors and leaves into the logo and icon.

The design works well in 2 color, 1 color, and black and white. The style has also been incorporated into department and event logos to begin to develop a branding identity the Town of Huntersville.

Updated Town Seal

Town Seal cast in bronze
Additional applications using the proposed logo and seal system created for the Town of Huntersville

- Public works
- Growers market
- Parks & recreation
- Garden trail
- Harvest

Incorporation of logo into Town events schedule

- Application on Town Vehicles
- New Town Parks and Recreation Guide
- Town Flag
KEY RECOMMENDATIONS FOR MARKETING & BRANDING: YEAR 1

- **Adopt a “popular” logo for marketing and branding.** This does not necessarily need to replace the formal Town Seal etc. (but could). The true purpose is to have an image that is used on signage, marketing, and branding. We illustrated a logo that is contemporary without being too modern, related to horticulture, and is unique within the community and the region. To further highlight the Downtown area, we recommend simultaneously launching the Downtown Huntersville logo.

- **Implement Gateway Signs.** The Rotary Club is already planning on doing signs for the community. We suggest signs that use the new logo, perhaps a “casual” stone wall and split rail as a homage to the town’s heritage. The contemporary logo juxtaposed against these traditional materials will create great interest.

- **Form a Huntersville Downtown Business Association.** This is perhaps the most important single step that needs to be considered in the first year. We recommend that Parks and Recreation be the Town’s Staff Support for this organization with assistance from the Planning Department. We recommend that annual dues be between $50 and $100 per business and that the Town provides at least a 50% match to the dues raised with a budget goal of $10,000. The group should be responsible for co-op marketing, launching the branding, creating a brochure, and event series coordination.

- **Create the Green Guide to Huntersville.** This is Huntersville’s shopping, dining, and activity brochure. The brochure should focus first on the horticultural, historical, and garden aspects of the community and then profile the shopping and dining opportunities in the Huntersville Downtown District. We have provided a conceptual design for this brochure.

- **Adopt a Visitor Friendly Website.** This should be launched in concert with the Green Guide Brochure and could be integrated into the town’s existing website.
Marketing & Branding Strategy

KEY RECOMMENDATIONS FOR MARKETING & BRANDING: YEAR 2

- **Begin Selective Co-Op Ad Placement.** In year two the Huntersville Downtown Business Association should begin working on co-op ads that are strategically placed in both resident- and visitor-oriented publications. Local real estate publications are good ways to gain access to the population moving into the community while local newspapers and neighborhood newsletters are excellent options to reach existing residents.

- **Implement Banner Program.** The branding can be carried out very effectively in a festive banner program. We have provided conceptual banner designs.

- **Implement Spring and Fall Event Series.** These should be SMALL, regularly scheduled events centered on music, art and food. We are proposing the “Huntersville in Bloom” Series for the Spring and the “Huntersville Harvest” Series for the Fall. These should be volunteer staffed by the Downtown Huntersville Business Association with strong professional staffing support from the Town’s Parks and Recreation department.

- **Coordinate Programming with Parks and Recreation.** Events, seminars, and activities related to the horticultural heritage of Huntersville and activities will be increasingly important in continuing the branding and marketing of the community. The Parks and Recreation Department would create these events.

- **Sign the Green Trail.** The logo for the pedestrian network as the Green Trail should begin to be signed.

- **Host a Familiarization Tour of Huntersville for Regional Press.** By year two the “green” focus of the community will be well underway. At this point, the regional press should be offered a chance to learn about Huntersville’s Green Guide, the community’s horticultural focus, and the re-invention of the Downtown Area. The goal here is “free marketing” for the community’s new brand.
Marketing & Branding Strategy

KEY RECOMMENDATIONS FOR MARKETING & BRANDING: YEARS 3 - 5

- Convert the Downtown Business Association into a Business Improvement District. Up to this point, the Downtown Business Association has been a voluntary organization based on dues. In year three or four, we recommend converting this organization into a Business Improvement District that utilizes a special tax assessment to fund a more comprehensive program. The staffing should still come from the Town of Huntersville and the Town itself should contribute to the staffing costs. Ideally, an organization of this nature should have an initial budget of about approximately $150,000.

- Implement a Comprehensive Wayfinding System. Using the branding, a community wayfinding system should be implemented that will direct visitors to key amenities.
Urban Detailing

Urban Art

What differentiates a true urban environment from a shopping center is the level of detail that adorns the public realm. Many communities have incorporated fun and educational artwork into their sidewalks and public spaces.

In Greenville, SC, a high school student created “Mice on Main”, a series of well-placed (and often hidden) sculptures of mice based on the popular children’s book “Goodnight Moon.” A bronze sculpture of the book and one mouse are located on the fountain in front of the Hyatt Regency hotel. The other eight mice are installed throughout the downtown and finding them has become a game that entertains children and adults alike.

The could consider initiating an “Adopt-A-Square” Program with the local arts community and high schools for the creative placement of civic art within the sidewalks throughout the Town Hall Plaza District. As examples, a brass two-dimensional fruit (for the Grower’s Market) or train (for transit) could be embedded into the concrete of the sidewalk. This type of artwork is not expensive, can easily be expanded and adds interesting features for pedestrians as they walk.

The Town should also encourage the placement of free-standing statuary and other forms of dimensional art work. Specifically, the Town should reserve locations for public art around all public buildings and facilities, such as the proposed Civic Plaza. Whimsy is encouraged as a way to enliven spaces and maintain a child-friendly focus.
Urban Detailing

Storefront Signage

In an eclectic district like a Downtown where pedestrian activity is expected to be heavy, it is inappropriate to encourage suburban-style signage standards for storefronts. While the Town’s regulations do permit a wide variety of signage in the downtown, no merchant has taken advantage of the changes in sign fabrication technology. Specifically, merchants should consider the use of projecting signs and three-dimensional signs as a way to not only advertise the store but also to add ornamentation and detail to what are otherwise rather plain storefronts.

Once they arrive at a particular store, the storefront signage must be clean and concise. Signage on the glass should maintain the opacity of the window so as not to obscure viewing into the store. Store hours should be clear and regular. All signs in the windows should be professionally prepared. Avoid hand made signs that look cheap and unattractive as they will give the potential buyer the impression that the contents inside the store are as equally unappealing.

In addition to wall signs and under-canopy signs which should be provided for nearly every storefront, there are a number of buildings that should consider using wall murals for their end walls as they turn down the block. Wall murals were historically used by individual manufacturers such as Coca-Cola to advertise their products. These, of course, were replaced by billboards when the age of the automobile overtook the downtowns. In many communities, these murals have become part of the nostalgia of the area and in fact, are being replicated in new suburban locations such as at the SouthPoint Mall in Durham as a way to break up large blank walls.

A facade improvement grant program could be examined with incentives that may be distributed. The program should also include signage and should specifically encourage new and interesting signage types.

Nighttime Lighting

There are three basic zones of lighting a Downtown - Street Lighting, Pedestrian Lighting, and Storefront Lighting. The first two are generally effective but due to spacing and obstructions such as street trees and signage can have long shadows and dark areas. The most effective way to supplement these areas is with indirect lighting cast from shopfront windows. Simple lighting of display windows can provide a measure of security to pedestrians by ensuring an even allocation of light on the sidewalk area.

Encourage the placement of various forms of public art throughout the downtown.

Encourage the use of new and interesting signage for shops and restaurants.

Encourage shops to leave window display lights and/or interior lights on during evening hours to provide better night lighting throughout the Downtown area.

KEY RECOMMENDATIONS FOR URBAN DETAILING
Development Analysis

Downtown Plan New Development Totals

At build-out, the Downtown Huntersville Plan proposes the following new development opportunities for the study area:

- 180,950 square feet of Retail
- 208,400 square feet of Office
- 82,000 square feet of Civic / Institutional
- 100 Elderly Care Units
- 79 Single Family Residential Units
- 178 Attached Single Family Residential Units
- 459 Multi-family Residential Units
- Bed & Breakfast Inn Expansion
- 27,600 square foot Civic Plaza
## Development Analysis

<table>
<thead>
<tr>
<th>Project</th>
<th>Single Family</th>
<th>Duplex Units</th>
<th>Townhomes</th>
<th>Multi-Family</th>
<th>Elderly Care</th>
<th>Office</th>
<th>Retail</th>
<th>Civic</th>
<th>Other</th>
<th>Parking</th>
<th>Lot Type</th>
<th>Units Removed</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td></td>
<td></td>
<td>200</td>
<td></td>
<td></td>
<td>7500</td>
<td>7500</td>
<td>24000</td>
<td></td>
<td>400</td>
<td>Surface</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>B</td>
<td></td>
<td></td>
<td>9</td>
<td></td>
<td></td>
<td>96800</td>
<td>48400</td>
<td>35000</td>
<td>270</td>
<td>32</td>
<td>Surface</td>
<td>0</td>
<td>9 MF units are for the B&amp;B Expansion; 24000 sf Police Station Expansion</td>
</tr>
<tr>
<td>C</td>
<td></td>
<td></td>
<td>32200</td>
<td>21000</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>123</td>
<td>Surface</td>
<td>5</td>
<td>New development with connecting street</td>
</tr>
<tr>
<td>D</td>
<td></td>
<td></td>
<td>36</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>13000</td>
<td>182</td>
<td>Surface</td>
<td>4</td>
<td>13000 sf Farmers Market / Transit Station</td>
</tr>
<tr>
<td>E</td>
<td>25200</td>
<td>44,700</td>
<td>408</td>
<td>146</td>
<td>Surface</td>
<td>53</td>
<td>Redevelopment using existing block structure; IS townhome above retail near transit</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>F</td>
<td>24000</td>
<td>24000</td>
<td>146</td>
<td>Surface</td>
<td>50</td>
<td>New development along new northern alignment</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>G</td>
<td>15000</td>
<td></td>
<td>16</td>
<td>Surface</td>
<td>277</td>
<td>Anchor Mill Elderly Care Facility</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>H</td>
<td>24000</td>
<td>3273</td>
<td>202</td>
<td>Surface</td>
<td>100</td>
<td>SW Quadrant with new road</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I</td>
<td>36</td>
<td>24400</td>
<td>30</td>
<td>Surface</td>
<td>82</td>
<td>SE Quadrant</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>J</td>
<td>8</td>
<td>15000</td>
<td>24</td>
<td>Surface</td>
<td>82</td>
<td>Infill along new street</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>K</td>
<td>56</td>
<td>100</td>
<td>58</td>
<td>Surface</td>
<td>15000</td>
<td>Infill along new street</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>L</td>
<td>23</td>
<td>15000</td>
<td>24</td>
<td>Surface</td>
<td>30</td>
<td>Infill by Church</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>M</td>
<td>36</td>
<td>24000</td>
<td>24</td>
<td>Surface</td>
<td>30</td>
<td>Infill by Church</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>N</td>
<td>2</td>
<td>24000</td>
<td>24</td>
<td>Surface</td>
<td>30</td>
<td>Infill by Church</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>O</td>
<td>8</td>
<td>15000</td>
<td>24</td>
<td>Surface</td>
<td>30</td>
<td>Infill by Church</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>P</td>
<td>1</td>
<td>15000</td>
<td>24</td>
<td>Surface</td>
<td>30</td>
<td>Infill by Church</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Q</td>
<td>20</td>
<td>102</td>
<td>24</td>
<td>Surface</td>
<td>30</td>
<td>Mixed Residential Infill</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>R</td>
<td>1</td>
<td>9600</td>
<td>24</td>
<td>Surface</td>
<td>30</td>
<td>Office and Residential Infill along Main Street</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

| Totals  | 72            | 94            | 173       | 465           | 100      | 285425 | 212800 | 59000 | 13000 | 2641   | 89       |
| Construction Value | $100,000  | $160,000  | $70,000  | $70,000  | $50,000 | $110   | $90    | $175  | $25   | $325,000 |
| Total Value | $7,200,000 | $15,040,000 | $12,110,000 | $32,550,000 | $5,000,000 | $31,396,750 | $19,152,000 | $10,325,000 | $325,000 |
Development Analysis

The Development Capacity Analysis table on this page shows a potential investment value of more than $122,000,000 which added to the present day land values of almost $113,500,000 brings the Net Incremental Development Taxable Value over $133,000,000 for projects identified throughout the Huntersville Downtown Plan. Added to the existing development value left in place within this plan (valued almost $100,000,000), the total Downtown area taxable value is approximately $233,000,000.

Public investment for the expansion of Town Hall and the Police Station, new Civic Plaza, redeveloped Grower’s Market, Arts & Cultural Center, and parking deck are estimated to cost approximately $16,000,000. Based on the annual tax return for the total Downtown area taxable value over a 20 year period, the Town could receive over $14,600,000, therefore paying for a substantial portion of the improvements with the incremental tax growth in the Downtown.

| TAXABLE VALUE ANALYSIS | | |
|------------------------|------------------|------------------|------------------|------------------|------------------|
| Predevelopment Land Value | $11,492,000 | | Town Hall Expansion | 20000 | $3,500,000 |
| Total Post-Development Bldg Valuation | $122,448,750 | | Police Expansion | 24000 | $4,200,000 |
| Net Post Development Taxable Value | $133,940,750 | | Arts/Cultural Facility | 20000 | $3,000,000 |
| | | | 64000 | $10,700,000 |
| Other Existing Development Value | $99,356,000 | | Civic Plaza | $750,000 |
| Total Downtown Area Taxable Value | $233,296,750 | | Parking Deck | $3,480,000 |
| | | | Civic Buildings | $10,700,000 |
| | | | Garden Hall | $325,000 |
| | | | Land for Public Bldgs | $912,700 |
| | | | Total Public Investment | $16,167,700 |
| Net Annual Tax Value | $653,231 | | | |
| 10 Year Return | $6,532,309 | | | |
| 20 Year Return | $14,697,695 * | *(with 2.5% annual growth after 10 years) | | |
Implementation Strategies

In order for the vision and recommendations expressed by The Downtown Master Plan to be realized, specific implementation steps will need to be taken by the Town of Huntersville. Many of the implementation steps seek to provide the conditions under which the vision can be achieved, by way of providing sensible land use regulation, necessary public investments, the development of appropriate programs and policies, and other actions.

The implementation of this Plan will depend on action being taken to:

- Revise existing development regulations;
- Undertake more detailed studies to resolve and explore the opportunities and constraints identified by this Plan;
- Promote and assist specific objectives; and,
- Make infrastructure investments.

The execution of the implementation steps will likely be phased and is subject to a variety of factors, which determine their timing. These include:

- The availability of personnel and financial resources necessary to implement specific proposals;
- Whether an implementation step is a necessary precursor to or component of the rational evaluation of a new development project;
- The interdependence of the various implementation tasks, in particular, the degree to which implementing one item is dependent upon the successful completion of another item; and,
- The relative severity of the challenge which a particular implementation task is designed to remedy.

In view of these factors, it is not possible to put forward a precise timetable for the various implementation items. The priority for implementation will be listed by the period in which items should be completed. Year 1 items are the highest priority while Year 10+ project could be completed as resources allow. It is expected that Year 1 items would be completed during the 2005-2006 Fiscal Year.

Key:
- Town - Town of Huntersville
- CATS - Charlotte Area Transit System
- NC DOT - North Carolina Department of Transportation
## Implementation Strategies

<table>
<thead>
<tr>
<th>Page Number</th>
<th>Project/Task</th>
<th>Implemented By</th>
<th>Coordination With</th>
<th>Year 1</th>
<th>Year 2.5</th>
<th>Year 5.10</th>
<th>Year 10+</th>
</tr>
</thead>
<tbody>
<tr>
<td>STUDIES, PLANS, AND COORDINATION</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>37</td>
<td>Evaluate the location of the Police Station for future expansion.</td>
<td>Town</td>
<td></td>
<td></td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>19</td>
<td>Implement a two-way pair street system using Old Statesville Road (NC 115) and Main Street for north-south traffic movement. (Feasibility Study and Preliminary Engineering)</td>
<td>Town, NC DOT</td>
<td></td>
<td></td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>30</td>
<td>Inventory and evaluate available properties in the Downtown for public buildings facilities.</td>
<td>Town</td>
<td></td>
<td></td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>21</td>
<td>Strategically manage the lots in the southeast quadrant for common use.</td>
<td>Town, Property Owners Business Owners</td>
<td></td>
<td></td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>22</td>
<td>Establish final path and secure right-of-way for trail system from Vermillion to Rosedale.</td>
<td>Town</td>
<td>Property Owners</td>
<td></td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>25</td>
<td>Establish an impervious surface “bank” from area within the North Mecklenburg Park to be used to offset requirements in the Downtown Area.</td>
<td>Town</td>
<td>Private Developers, Mecklenburg County</td>
<td></td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>41</td>
<td>Require a new street connection between Church Street and Huntersville-Concord Road as part of the redevelopment process.</td>
<td>Private Developers Town</td>
<td></td>
<td></td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>19</td>
<td>In cooperation with CATS, construct the commuter transit platform on the north side of Huntersville-Concord Road between Main Street and Church Street.</td>
<td>CATS</td>
<td>Town</td>
<td></td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>19</td>
<td>Maintain rail crossings at the Anchor Mill site, Huntersville-Concord Road, and Gibson Park.</td>
<td>CATS</td>
<td>Town</td>
<td></td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>37</td>
<td>Construct a new street connection between Old Statesville Road (NC 115) and Main Street approximately 400 feet north of the proposed parking deck.</td>
<td>Private Developers Town</td>
<td></td>
<td></td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>37</td>
<td>Extend existing streets into new development.</td>
<td>Private Developers Town</td>
<td></td>
<td></td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>45</td>
<td>Investigate relocating the aerial utility lines to a new alley to the south side of Gilead Road or in a fully opened Holbrook Street right-of-way.</td>
<td>Town, Utility Companies NG DOT</td>
<td></td>
<td></td>
<td>X</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

| POLICY AND ORDINANCE AMENDMENTS                                                                 |                      |                                    |        |         |          |         |
| 37          | Encourage sensitive redevelopment/infill that maintains the urbanism of the Downtown while permitting new/modern architectural styles. | Town                 |                                    |        | X       |          |         |
| 37          | Require buildings within 800 feet of the intersection of Gilead Road and Old Statesville Road (NC 115) to be a minimum of 2 stories. | Town                 |                                    |        | X       |          |         |
| 41          | Remove the Manufactured Home Overlay (MH-O) District zoning from the old mill village and consider zoning the area as Transit Oriented Development-Residential (TOD-R) to encourage high-quality urban infill. | Town                 | Property Owners                     |        | X       | X        |         |
| 41          | Permit neighborhood-zoned, mixed-use development along Huntersville-Concord Road as NC Zoning. | Town                 | Property Owners, Private Developers |        | X       |          |         |
## Implementation Strategies

<table>
<thead>
<tr>
<th>Page Number</th>
<th>Project/Task</th>
<th>Implemented By</th>
<th>Coordination With</th>
<th>Year 1</th>
<th>Year 2-5</th>
<th>Year 5-10</th>
<th>Year 10+</th>
</tr>
</thead>
<tbody>
<tr>
<td>45</td>
<td>Revise zoning standards to require conformance with the setbacks, scale and residential character of the existing houses along gateways to the Town Center.</td>
<td>Town</td>
<td>Property Owners</td>
<td></td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>19</td>
<td>Adopt an Access Management Policy for Gilead Road and Old Statesville Road (NC 115) to limit driveways.</td>
<td>Town</td>
<td>NC DOT</td>
<td></td>
<td>X</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**CAPITAL IMPROVEMENTS**

<table>
<thead>
<tr>
<th>Number</th>
<th>Project/Task</th>
<th>Implemented By</th>
<th>Coordination With</th>
<th>Year 1</th>
<th>Year 2-5</th>
<th>Year 5-10</th>
<th>Year 10+</th>
</tr>
</thead>
<tbody>
<tr>
<td>21</td>
<td>Re-strip Gilead Road to place on-street parallel parking between Sherwood Drive and NC 115 where pavement width is available.</td>
<td>Town</td>
<td>CATS</td>
<td></td>
<td></td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>21</td>
<td>Provide on-street parallel parking along Old Statesville Road (NC 115) where feasible within the study area.</td>
<td>Town</td>
<td>NG DOT</td>
<td></td>
<td></td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>21</td>
<td>Extend on-street parking along Main Street and establish on-street parallel parking on Church Street to serve the commuter transit platform and commercial and civic buildings on Main Street.</td>
<td>Town</td>
<td>CATS, NC DOT</td>
<td></td>
<td></td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>22</td>
<td>Begin to construct portions of the Green Trail focusing on those areas between Vermillion and the Holbrook Park as the highest priority.</td>
<td>Town</td>
<td></td>
<td></td>
<td></td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>30</td>
<td>Develop an Arts and Cultural Center building as an integral part of the Civic Plaza.</td>
<td>Town, Non-Profit Arts and Cultural Groups</td>
<td>Arts and Science Council</td>
<td></td>
<td></td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>30</td>
<td>Explore acquisition of the parcel between the Farmer's Market and Huntersville-Concord Road.</td>
<td>Town</td>
<td></td>
<td></td>
<td></td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>30</td>
<td>Redevelop the existing Farmer's Market into the Grower’s Market at Garden Hall.</td>
<td>Town</td>
<td></td>
<td></td>
<td></td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>30</td>
<td>Relocate the Town’s caboose to the front of the Garden Hall site along with a children's “playground.”</td>
<td>Town</td>
<td></td>
<td></td>
<td></td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>19.41</td>
<td>Acquire right-of-way and construct two-way pair connection for Old Statesville Road (NC 115) and Main Street.</td>
<td>Town, NC DOT</td>
<td>Property Owners</td>
<td></td>
<td></td>
<td></td>
<td>X</td>
</tr>
</tbody>
</table>
### Implementation Strategies

<table>
<thead>
<tr>
<th>Page Number</th>
<th>Project/Task</th>
<th>Implemented By</th>
<th>Coordination With</th>
<th>Year 1</th>
<th>Year 2-5</th>
<th>Year 5-10</th>
<th>Year 10+</th>
</tr>
</thead>
<tbody>
<tr>
<td>30</td>
<td>Expand Town Hall.</td>
<td>Town</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>45</td>
<td>Install on-street parking spaces on the south side of Gilead Road east of Sherwood Drive.</td>
<td>Private Development</td>
<td>Town</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>19, 30</td>
<td>Construct the commuter transit station as a part of the Garden Hall.</td>
<td>CATS, Town</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>19</td>
<td>Realign Church Street to accommodate the commuter transit platform.</td>
<td>CATS</td>
<td>Town</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>21, 30</td>
<td>Construct a shared use structured parking deck for at least 400 spaces between Maxwell Street and Old Statesville Road (NC 115).</td>
<td>Town, CATS, Private Development</td>
<td>Town</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>45</td>
<td>Install new streetscape elements along Gilead Road including decorative lighting (with banner arms), street trees, and wider sidewalks.</td>
<td>Town</td>
<td>NC DOT, Property Owners</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>45</td>
<td>Restripe the existing pavement for bike lanes on both sides.</td>
<td>Town</td>
<td>NC DOT</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### SUPPORT AND ASSISTANCE

<table>
<thead>
<tr>
<th>Page Number</th>
<th>Project/Task</th>
<th>Implemented By</th>
<th>Coordination With</th>
<th>Year 1</th>
<th>Year 2-5</th>
<th>Year 5-10</th>
<th>Year 10+</th>
</tr>
</thead>
<tbody>
<tr>
<td>23</td>
<td>Encourage the application of LEED building standards for all new civic buildings.</td>
<td>Town</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>37</td>
<td>Encourage the exterior renovation of Cashion’s Convenience Store.</td>
<td>Cashion’s Owners</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>41</td>
<td>Complete site preparation for the Anchor Mill site.</td>
<td>Town</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>41</td>
<td>Issue Request for Development Proposals (RFP) for the redevelopment of the Anchor Mill site.</td>
<td>Town</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>37</td>
<td>Encourage the improvement of the American Legion building.</td>
<td>American Legion</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>53</td>
<td>Encourage the placement of various forms of public art throughout the downtown.</td>
<td>Town, Local Arts Community</td>
<td>NC DOT (Enhancement Grant Funding)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>53</td>
<td>Encourage the use of new and interesting signage for shops and restaurants.</td>
<td>Business Owners, Town</td>
<td>Downtown Business Association</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>37</td>
<td>Encourage the expansion of the Garden Gate Bed and Breakfast Inn.</td>
<td>Garden Gate Owners</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>37</td>
<td>Encourage the preservation of the Old Doctor’s House adjacent to Cashion’s Convenience Store on Old Statesville Road (NC 115).</td>
<td>Town, Landmarks Commission</td>
<td>Property Owners</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>41</td>
<td>Encourage the construction of a Continuing Care Retirement Community (CCRC) on the Anchor Mill site.</td>
<td>Private Developers</td>
<td>Town</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
# Implementation Strategies

<table>
<thead>
<tr>
<th>Page Number</th>
<th>Project/Task</th>
<th>Implemented By</th>
<th>Coordination With</th>
<th>Year 1</th>
<th>Year 2-5</th>
<th>Year 5-10</th>
<th>Year 10+</th>
</tr>
</thead>
<tbody>
<tr>
<td>46</td>
<td>Permit and encourage infill development consistent with this Master Plan.</td>
<td>Private Developers</td>
<td>Town</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>53</td>
<td>Encourage shops to leave window display lights and/or interior lights on during evening hours to provide better night lighting throughout the Town Center District.</td>
<td>Business Owners</td>
<td>Downtown Business Association</td>
<td></td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
</tbody>
</table>

## MARKETING, BUSINESS, AND PROGRAM DEVELOPMENT

<table>
<thead>
<tr>
<th>Page Number</th>
<th>Project/Task</th>
<th>Implemented By</th>
<th>Coordination With</th>
<th>Year 1</th>
<th>Year 2-5</th>
<th>Year 5-10</th>
<th>Year 10+</th>
</tr>
</thead>
<tbody>
<tr>
<td>49</td>
<td>Adopt a “popular” logo for marketing and branding.</td>
<td>Town</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>45, 49</td>
<td>Implement Gateway Signs.</td>
<td>Town</td>
<td>NC DOT</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>49</td>
<td>Form a Huntersville Downtown Business Association.</td>
<td>Business Owners, Property Owners</td>
<td>Town</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>49</td>
<td>Create the Green Guide to Huntersville.</td>
<td>Town</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>49</td>
<td>Adopt a Visitor Friendly Website.</td>
<td>Town</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>50</td>
<td>Begin Selective Co-Op Ad Placement.</td>
<td>Downtown Business Association</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>50</td>
<td>Implement Banner Program.</td>
<td>Town, Downtown Business Association</td>
<td></td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>50</td>
<td>Implement Spring and Fall Event Series.</td>
<td>Town, Downtown Business Association</td>
<td></td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>50</td>
<td>Coordinate Programming with Parks and Recreation.</td>
<td>Town</td>
<td>Downtown Business Association</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>50</td>
<td>Sign the Green Trail.</td>
<td>Town</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>50</td>
<td>Host a Familiarization Tour of Huntersville for Regional Press.</td>
<td>Town, Downtown Business Association</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>51</td>
<td>Convert the Downtown Business Association into a Business Improvement District.</td>
<td>Town</td>
<td>Downtown Business Association</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>51</td>
<td>Implement a Comprehensive Wayfinding System.</td>
<td>Town, Downtown Business Association</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Town of Huntersville
Planning Department
101 Huntersville-Concord Road
Post Office Box 664
Huntersville, NC 28070
704.875.6541 Phone
704.875.6546 Fax
www.huntersville.org

Post Office Box 1836
108 South Main Street
Suite B
Davidson, North Carolina 28036
704.896.1696 Phone
704.896.1697 Fax
www.thelawrencegroup.com