



2023 Downtown Master Plan



ADOPTED - April 17, 2023

Appendix C
Phase 3: Final Strategy & Master Plan

Acknowledgments

Downtown Plan Steering Committee (DPSC)

Voting Members	Committee Interest
Sarah McAulay, Chair	Adjacent Neighborhoods
Lee Hallman, Vice Chair	Adjacent Neighborhoods
Robert "Nate" Bowman	Business / Development
Gatewood Campbell	Community At-Large
Doug Ferguson	Community At-Large
Sean Flynn	Business / Development
John Foster	Business / Development
Barbara Gerhardt	
Charles Guignard	Business / Development
Janelle Harris	Adjacent Neighborhoods
Elaine Kerns	Adjacent Neighborhoods
Bob Lemon	Community At-Large
Elizabeth Rodriguez	Adjacent Neighborhoods
Cindy Trevisan	Business / Development
Jessika Tucker	Community At-Large
Ex-Officio,	
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Stephen Swanick	Planning Board
Kathy Jones	Ordinances Advisory Board
Diane McLaine	Greenway, Trail & Bikeway Commission
John O'Neill	Parks and Recreation Commission
April Dunn	Public Art Committee
John McClelland	Huntersville Chamber of Commerce
Mike Russell	Lake Norman Chamber of Commerce

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Project Coordinator:	Brian Richards, Assistant Planning Director
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For access to additional information and documents, please visit the 2023 Downtown Master Plan Project website: letsplanhuntersville.org



Phase 3: Final Strategy & 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).

Draft and Final 2023 Downtown Master Plan.

Development of the Draft and subsequent Final 2023 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 Figure ___ and Executive Summary).

The Plan is underpinned by the established six Organizing Principles and outlines key recommendations for each (See Appendix B). 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 Executive Summary).

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 Executive Summary). Key notes and considerations are also outlined to provide description of specific features and planning guidance for development each quadrant (See Executive Summary).

Conceptual Spatial Enclosure and Streetscapes.

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 Figures _____).

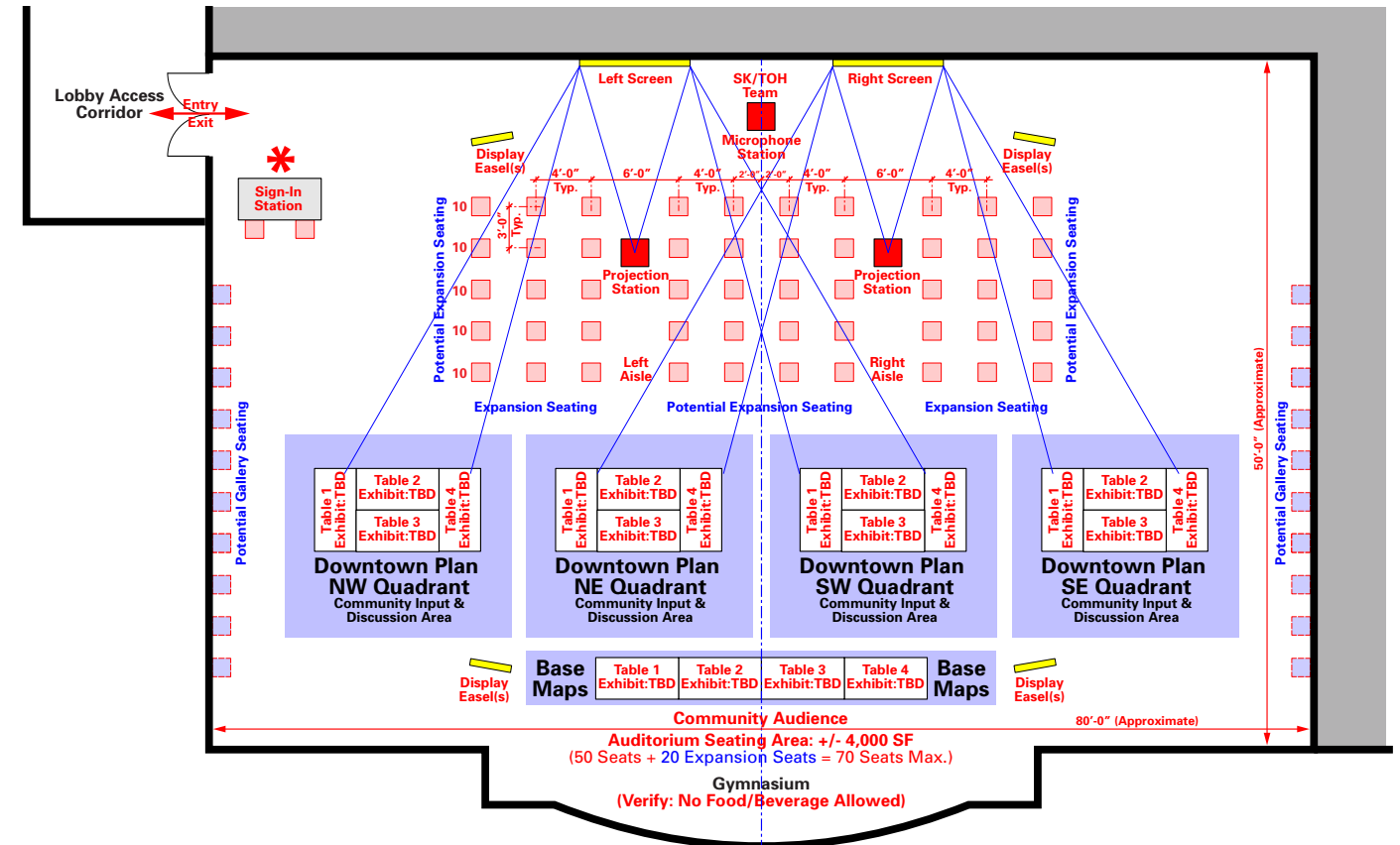
Public Forum #3: Our Plan for Getting There.

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 Executive Summary).



Public Forum #3:

Our Plan for Getting There

Date: Thursday, October 20, 2022

Time: 6:00 PM - 8:00 PM

Location: Huntersville Presbyterian Church
14416 S Old Statesville Rd
Huntersville, NC 28078

Agenda

30 Min

- Introduction & Brief Overview:
 - Project Schedule - Update.
 - Organizing Principles (1-6).
 - Composite Alternative Future.
 - DRAFT Master Plan.

60 Min Table-side Open Discussions & Public Input.

20 Min Public Feedback
(Interactive - Phone App):

- Key Considerations per Quadrant.

10 Min Conclusions & Next Steps.



FIGURE 1: Public Forum #3: Space Plan, Agenda and Community Participation.

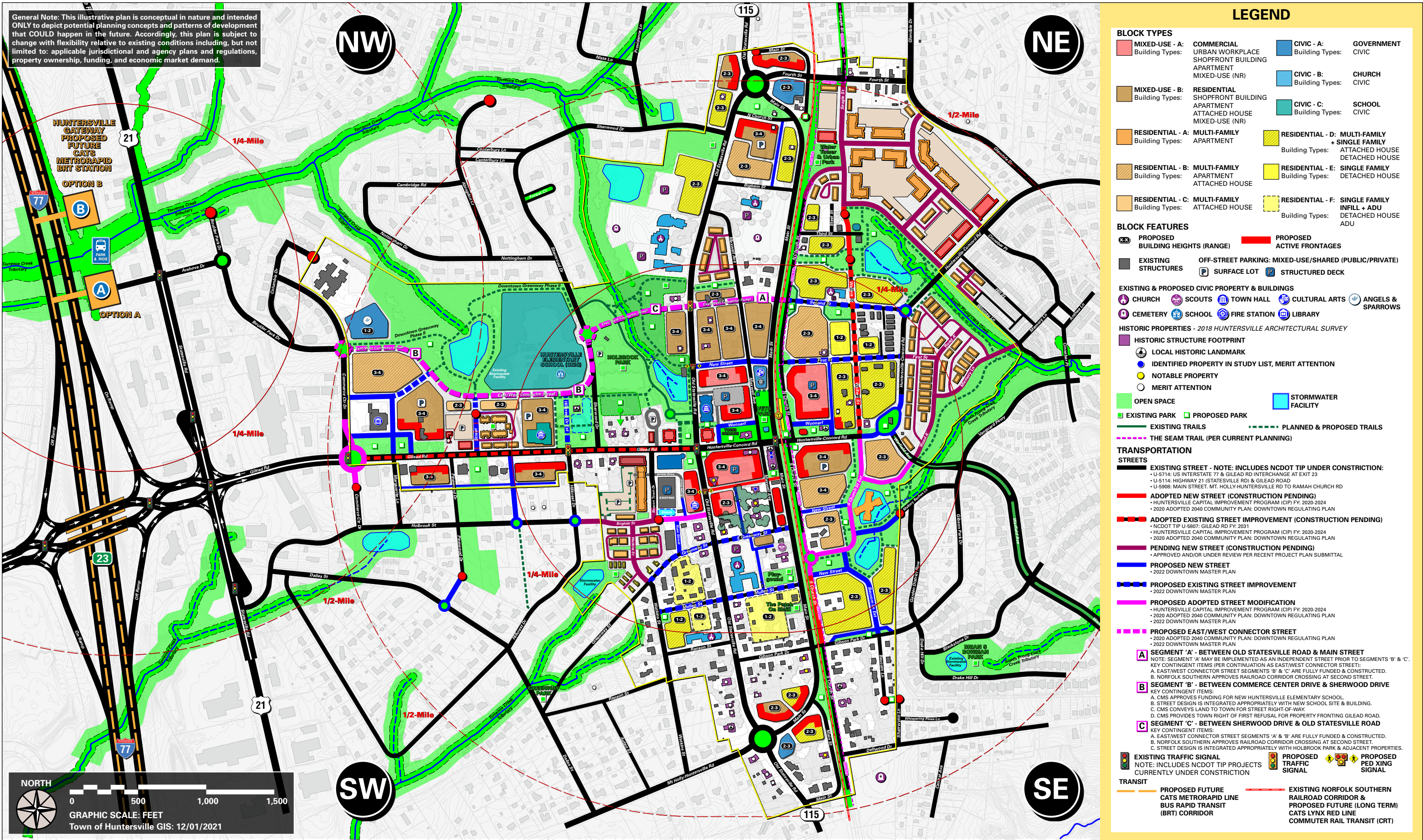


FIGURE 2: Master Plan.

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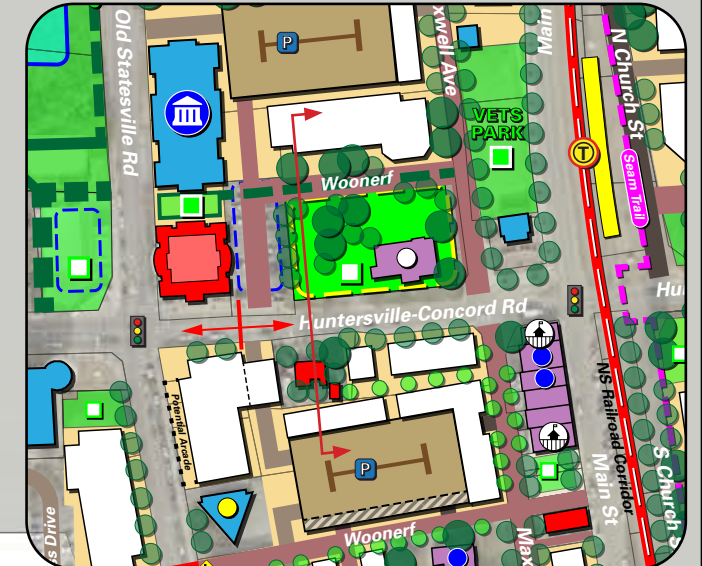
Limits of Enclosure Relationships
 45° (1:1) Full Enclosure
 30° (1:2) Threshold of Enclosure
 18° (1:3) Minimum Enclosure
 14° (1:4) Loss of Enclosure

6-Story Building

Building Height-to-Space Width ENCLOSURE RATIO
68' : 250'
1 : 3.7

4-Story Building

Building Height-to-Space Width ENCLOSURE RATIO
48' : 250'
1 : 5.2



Master Plan - Key Location

NOTE: 6-Story Building Heights with Step Backs were evaluated and are depicted for reference ONLY per the Alternative Futures planning process. However, Per Community & DPSC Feedback; the Final Master Plan Recommends Building Heights in Downtown Huntersville should be a Maximum of 4-Stories.



FIGURE 3: Conceptual Vision Plan: Northwest Quadrant - Conceptual Spatial Enclosure (Building Frontage/Form and Site/Street Section) and Streetscape at Proposed Town Square along Huntersville-Concord Road: Option A1.

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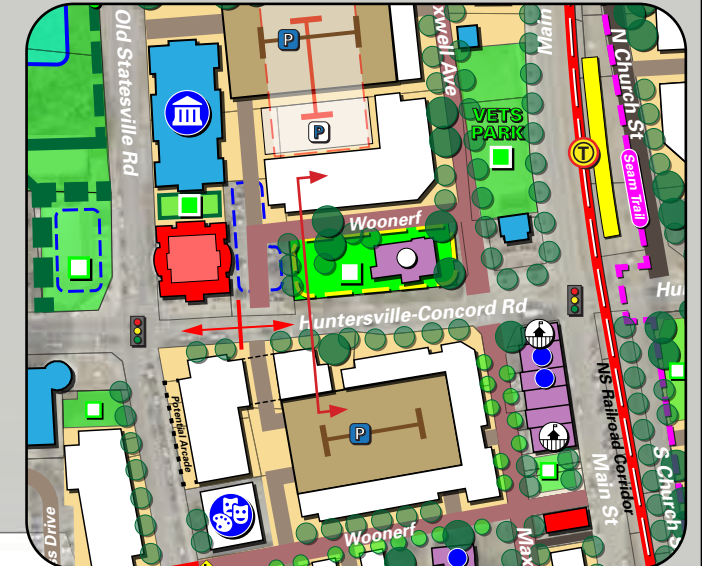
Limits of Enclosure Relationships
 45° (1:1) Full Enclosure
 30° (1:2) Threshold of Enclosure
 18° (1:3) Minimum Enclosure
 14° (1:4) Loss of Enclosure

6-Story Building

Building Height-to-Space Width ENCLOSURE RATIO
68' : 200'
1 : 2.9

4-Story Building

Building Height-to-Space Width ENCLOSURE RATIO
48' : 200'
1 : 4.1



Master Plan - Key Location

NOTE: 6-Story Building Heights with Step Backs were evaluated and are depicted for reference ONLY per the Alternative Futures planning process. However, Per Community & DPSC Feedback; the Final Master Plan Recommends Building Heights in Downtown Huntersville should be a Maximum of 4-Stories.

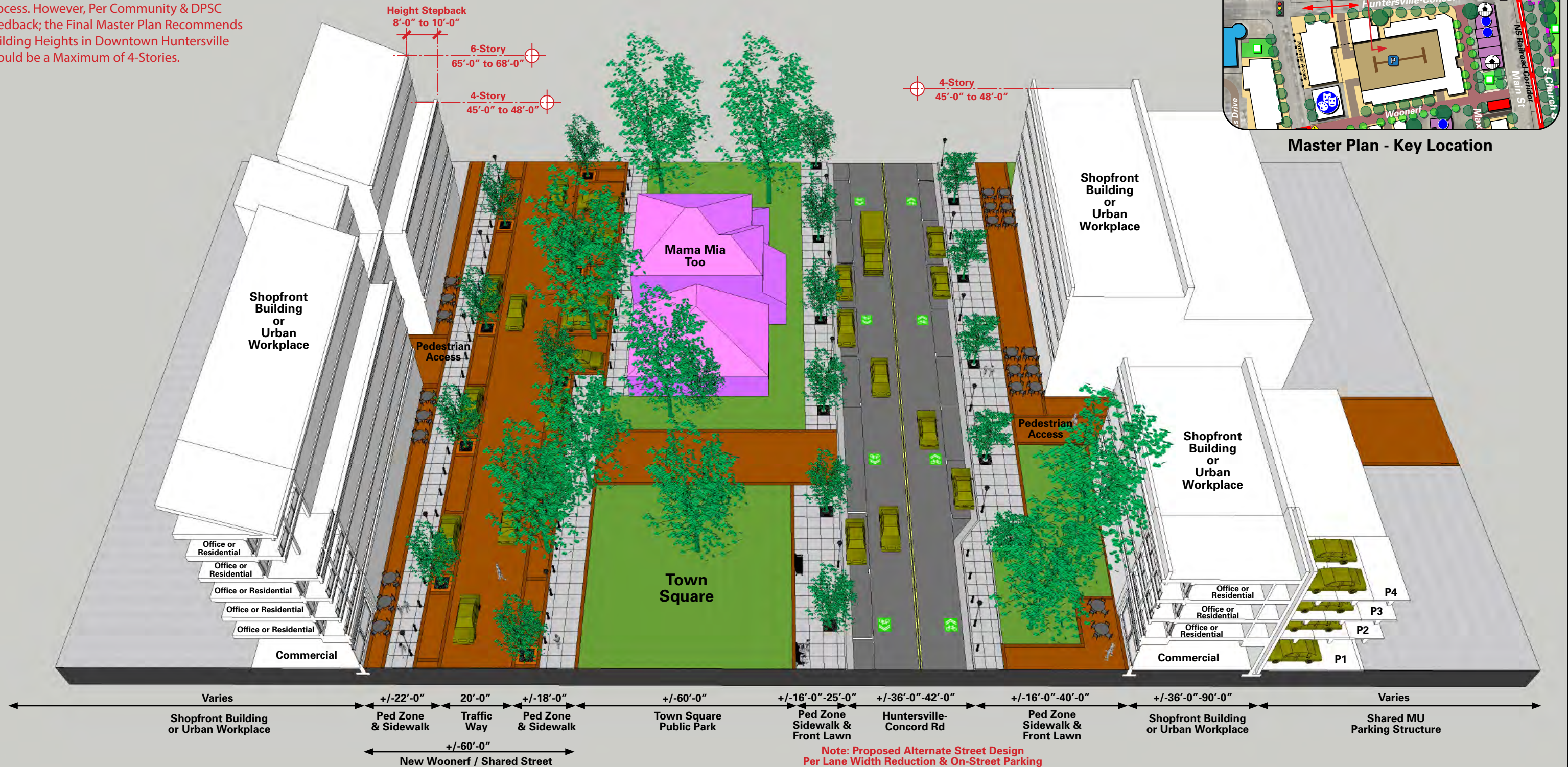


FIGURE 6: Conceptual Vision Plan: Northwest Quadrant - Conceptual Spatial Enclosure (Building Frontage/Form and Site/Street Section) and Streetscape at Proposed Town Square along Huntersville-Concord Road: Option B2.

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Option A1 & A2 Enclosure: 6-Story Building



Option B1 & B2 Enclosure: 6-Story Building



Option A1 & A2 Enclosure: 4-Story Building



Option B1 & B2 Enclosure: 4-Story Building

FIGURE 7: Conceptual Vision Plan: Northwest Quadrant - Conceptual Spatial Enclosure (Building Frontage/Form and Site/Street Section) and Streetscape at Proposed Town Square along Huntersville-Concord Road: Street Level View/Enclosure Ratios.

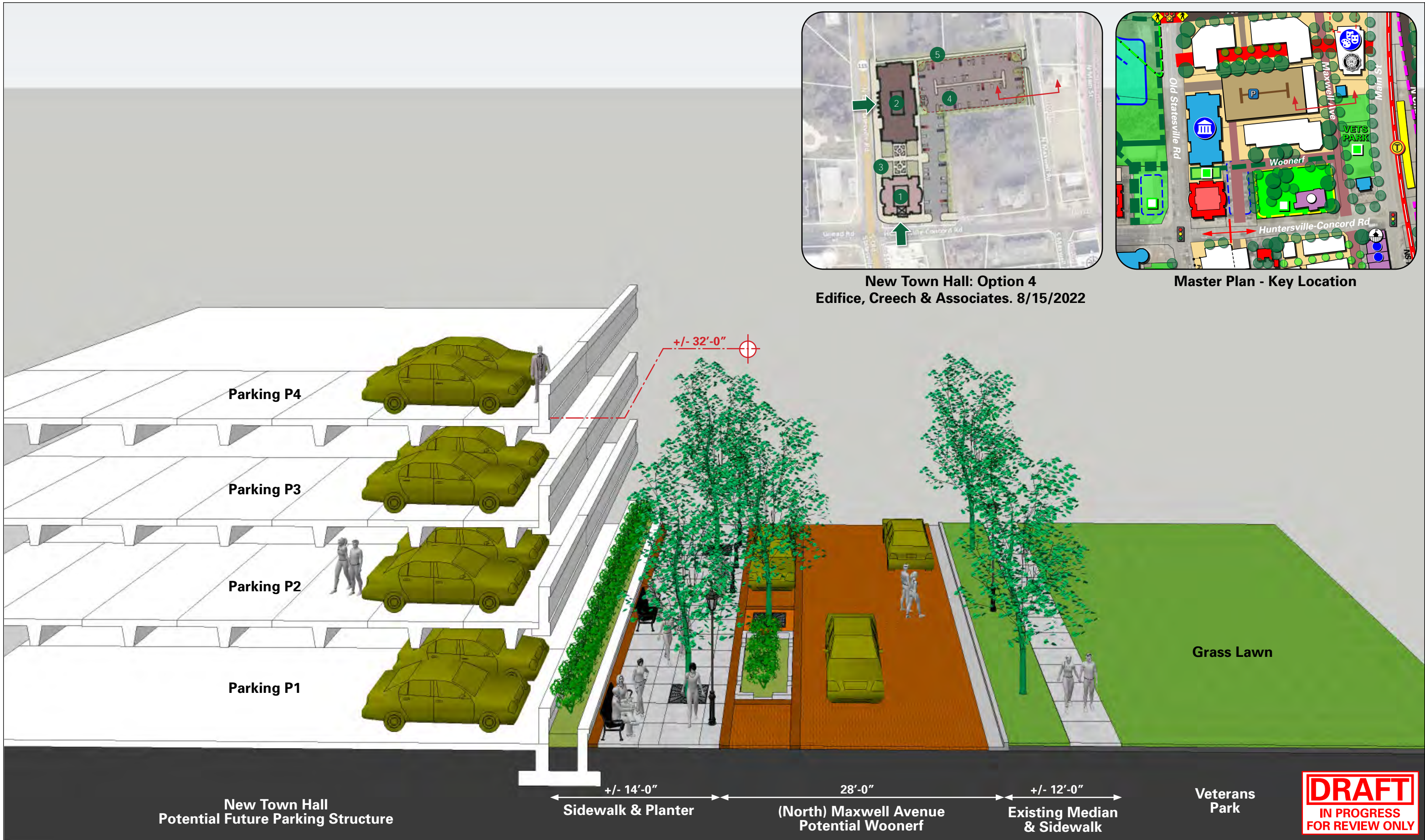


FIGURE 8: Conceptual Vision Plan: Northwest Quadrant - Future Town Hall Conceptual Parking Structure Frontage along Maxwell Avenue (Proposed Woonerf Street Type): Option A - Single Use and No Setback.

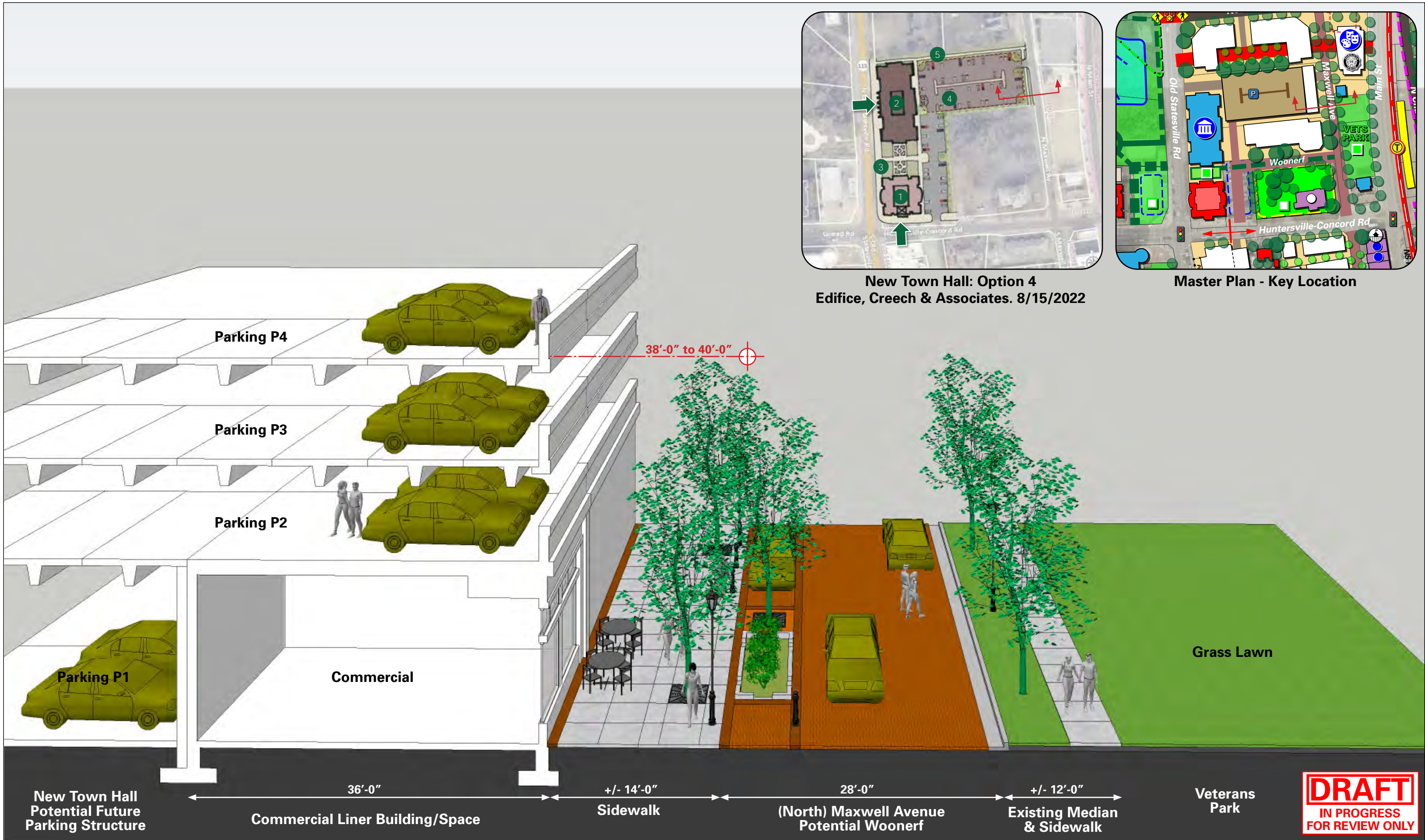


FIGURE 9: Conceptual Vision Plan: Northwest Quadrant - Future Town Hall Conceptual Parking Structure Frontage along Maxwell Avenue (Proposed Woonerf Street Type): Option B - Street Level Commercial Liner Building/Space.

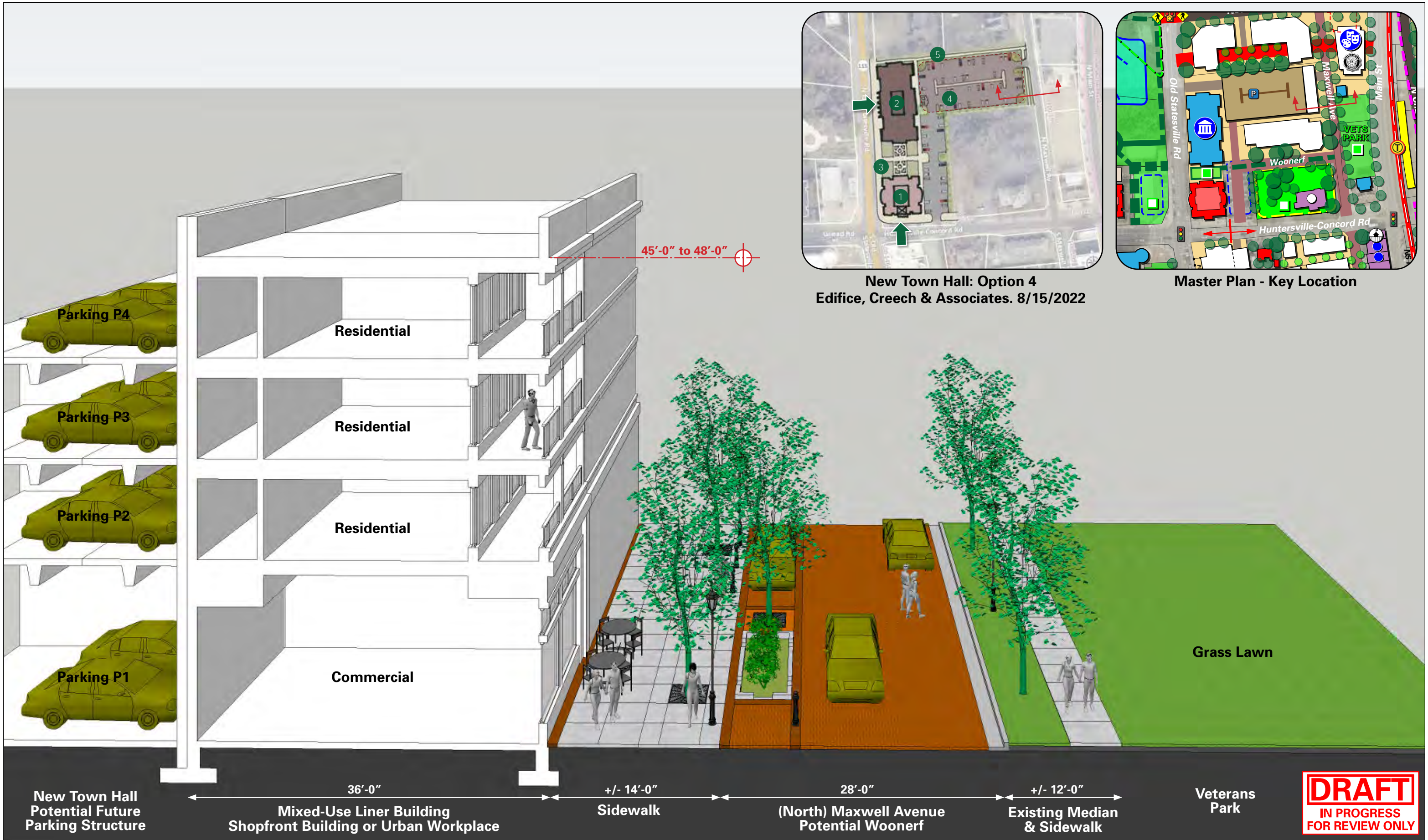


FIGURE 10: Conceptual Vision Plan: Northwest Quadrant - Future Town Hall Conceptual Parking Structure Frontage along Maxwell Avenue (Proposed Woonerf Street Type): Option C - Mixed-Use Liner Building (Shop Front Building or Urban Workplace).



FIGURE 11: Conceptual Vision Plan: Northwest Quadrant - Future Town Hall Conceptual Parking Structure Frontage along Maxwell Avenue - View from Veterans Park: Option A - Single Use and No Setback.



FIGURE 12: Conceptual Vision Plan: Northwest Quadrant - Future Town Hall Conceptual Parking Structure Frontage along Maxwell Avenue - View from Veterans Park: Option B - Street Level Commercial Liner Building/Space.



FIGURE 13: Conceptual Vision Plan: Northwest Quadrant - Future Town Hall Conceptual Parking Structure Frontage along Maxwell Avenue - View from Veterans Park: Option C - Mixed-Use Liner Building (Shop Front Building or Urban Workplace).



FIGURE 14: Conceptual Vision Plan: Northeast Quadrant - Conceptual Spatial Enclosure (Building Frontage/Form and Site/Street Section) and Streetscape at Walters Street - Proposed 'Green Street' Improvements: Detached House Building/Lot Types.



FIGURE 15: Conceptual Vision Plan: Northeast Quadrant - Conceptual Spatial Enclosure (Building Frontage/Form and Site/Street Section) and Streetscape at Walters Street - Proposed 'Green Street' Improvements: Detached House Building/Lot Types.



FIGURE 16: Conceptual Vision Plan: Northeast Quadrant - Conceptual Spatial Enclosure (Building Frontage/Form and Site/Street Section) and Streetscape at Walters Street - Proposed 'Green Street' Improvements: Apartment (Tri/Quad) Building/Lot Types.



FIGURE 17: Conceptual Vision Plan: Northeast Quadrant - Conceptual Spatial Enclosure (Building Frontage/Form and Site/Street Section) and Streetscape at Walters Street - Proposed 'Green Street' Improvements: Apartment (Tri/Quad) Building/Lot Types.



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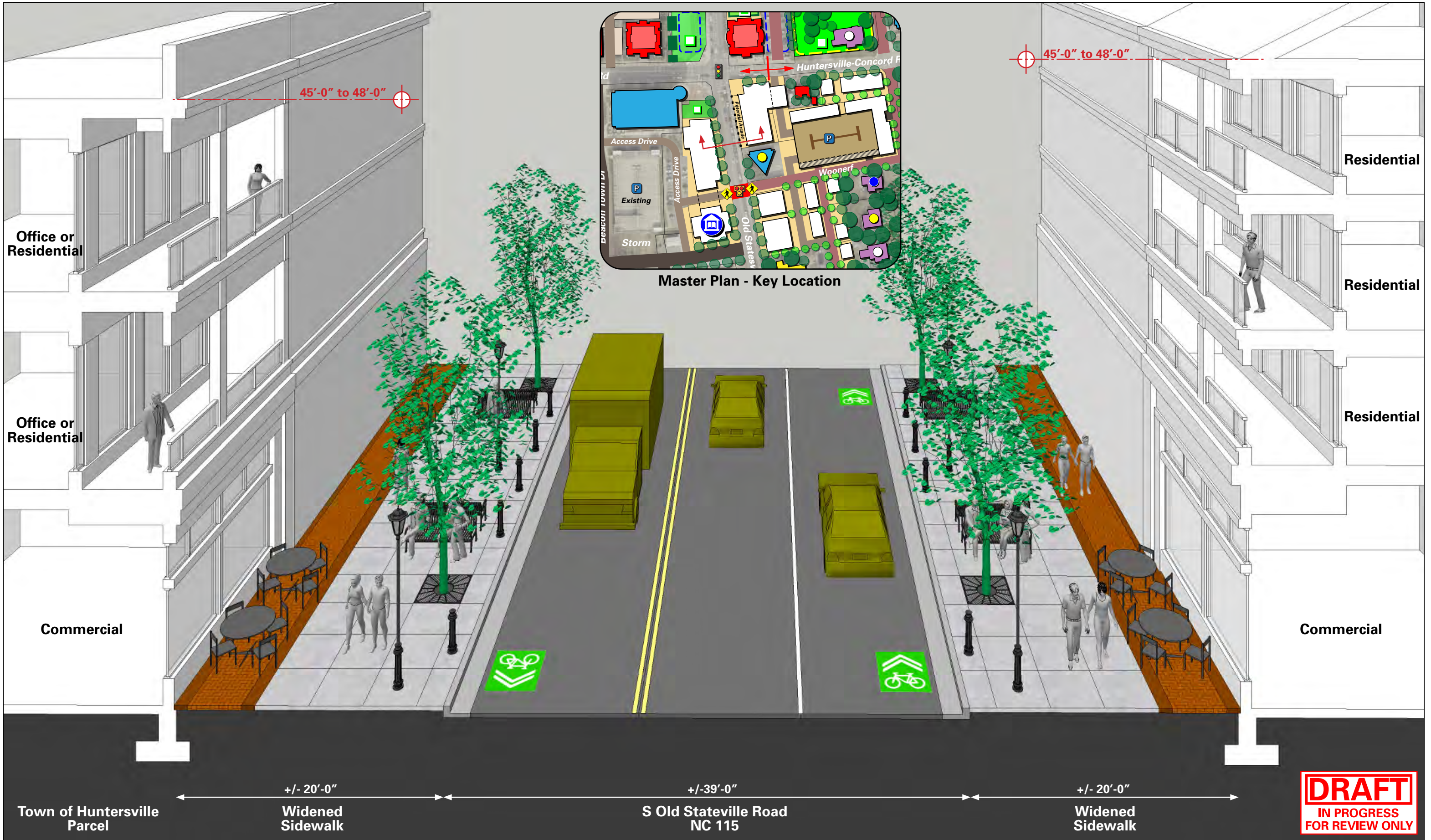


FIGURE 22: Conceptual Vision Plan: Southwest Quadrant - Conceptual Spatial Enclosure (Building Frontage/Form and Street Section) and Streetscape at S Old Statesville Rd: Potential Scenario D.

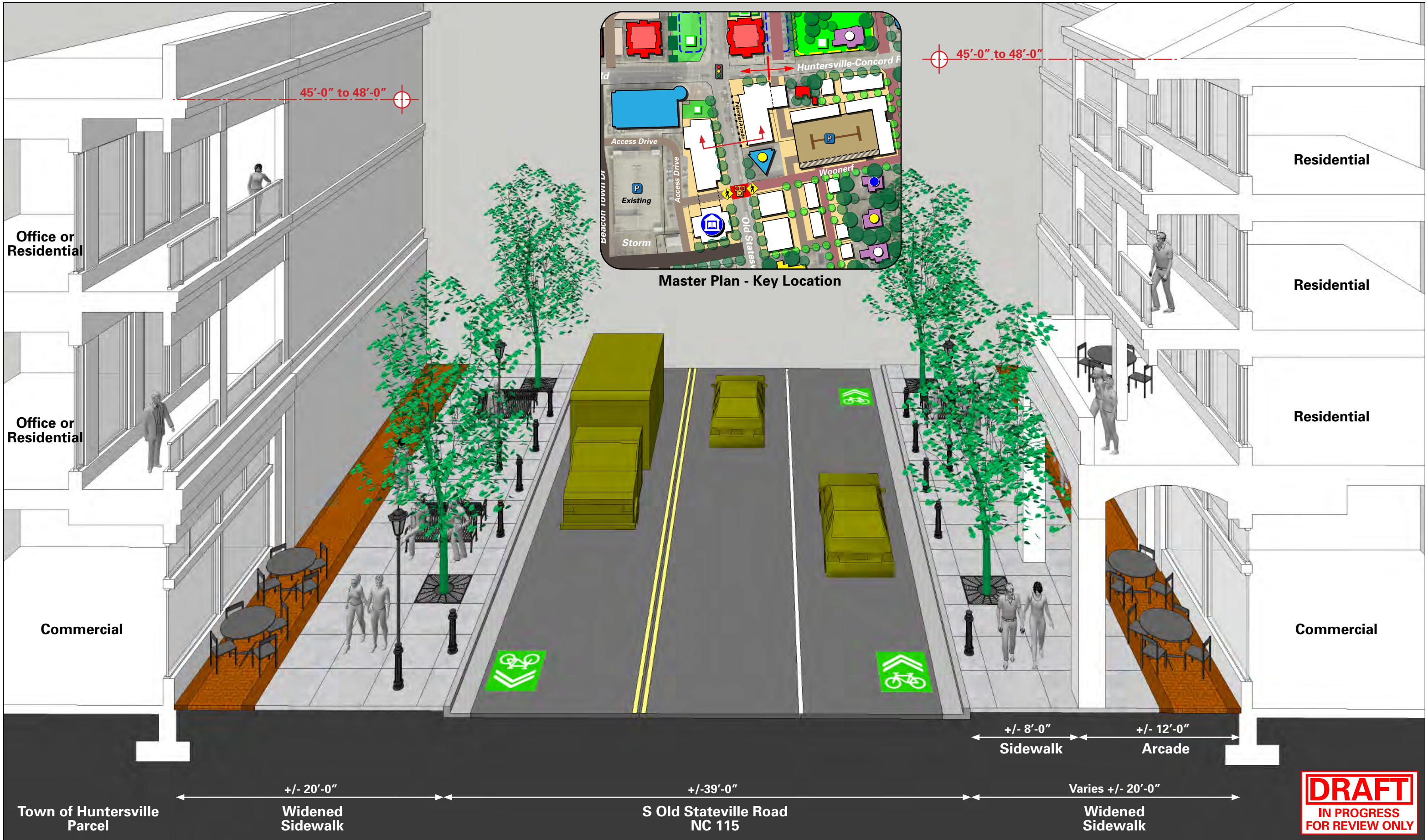


FIGURE 23: Conceptual Vision Plan: Southwest Quadrant - Conceptual Spatial Enclosure (Building Frontage/Form and Street Section) and Streetscape at S Old Statesville Rd: Potential Scenario E.

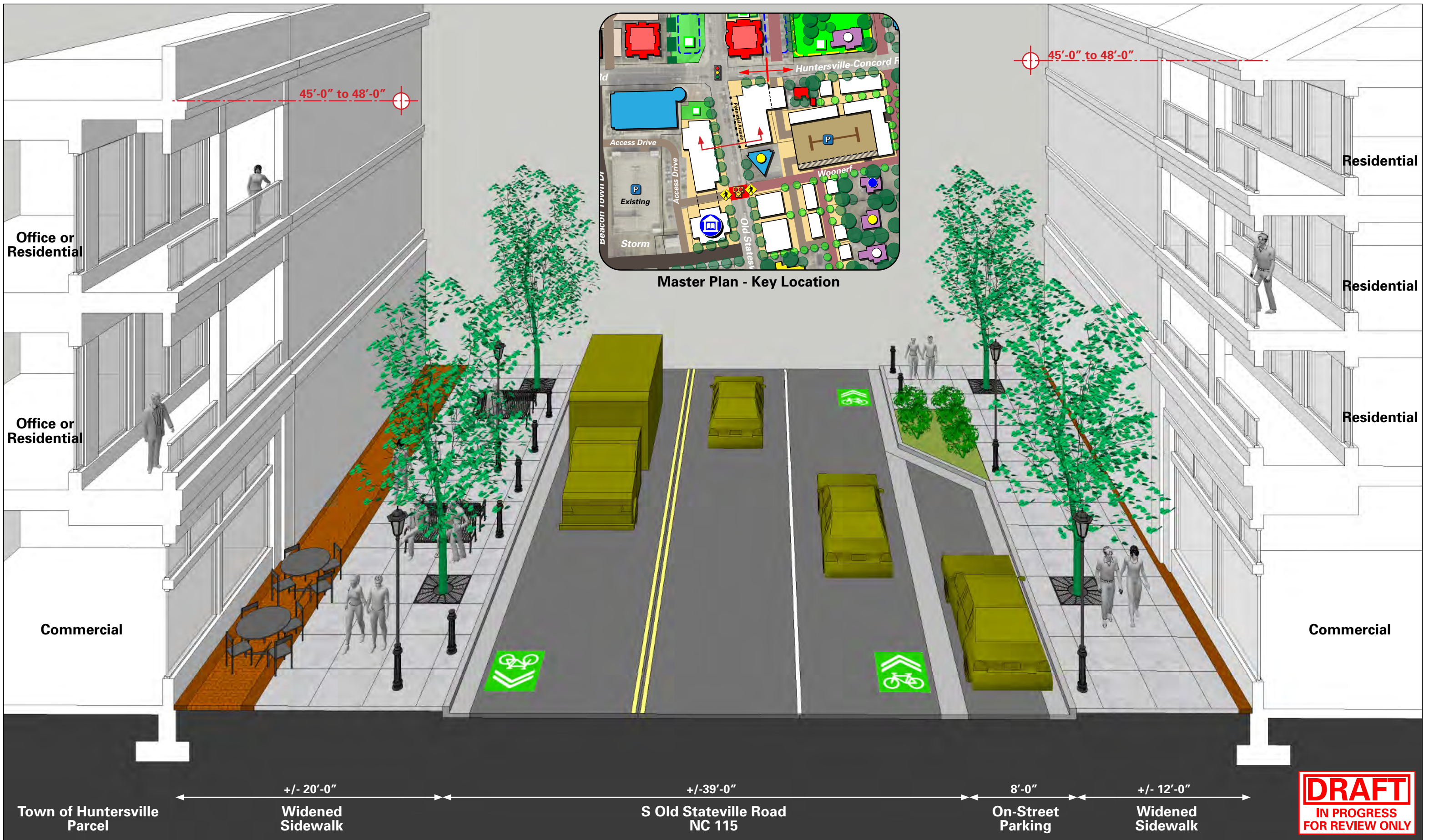
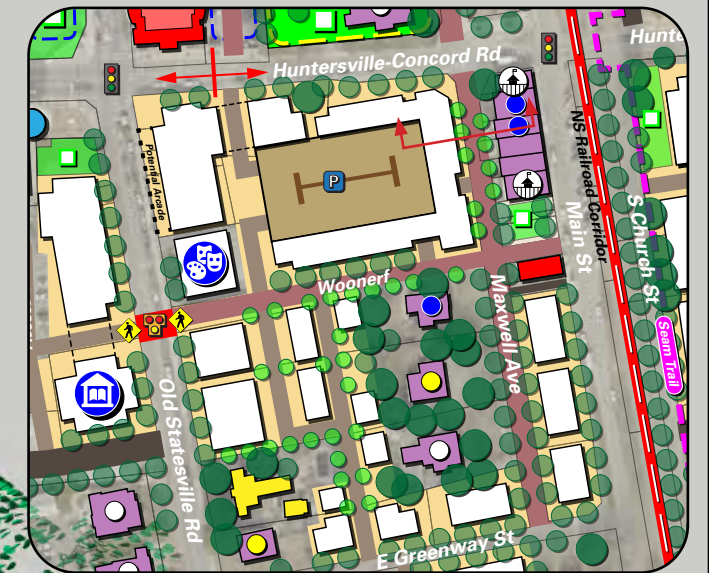


FIGURE 24: Conceptual Vision Plan: Southwest Quadrant - Conceptual Spatial Enclosure (Building Frontage/Form and Street Section) and Streetscape at S Old Statesville Rd: Potential Scenario F.

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Master Plan - Key Location

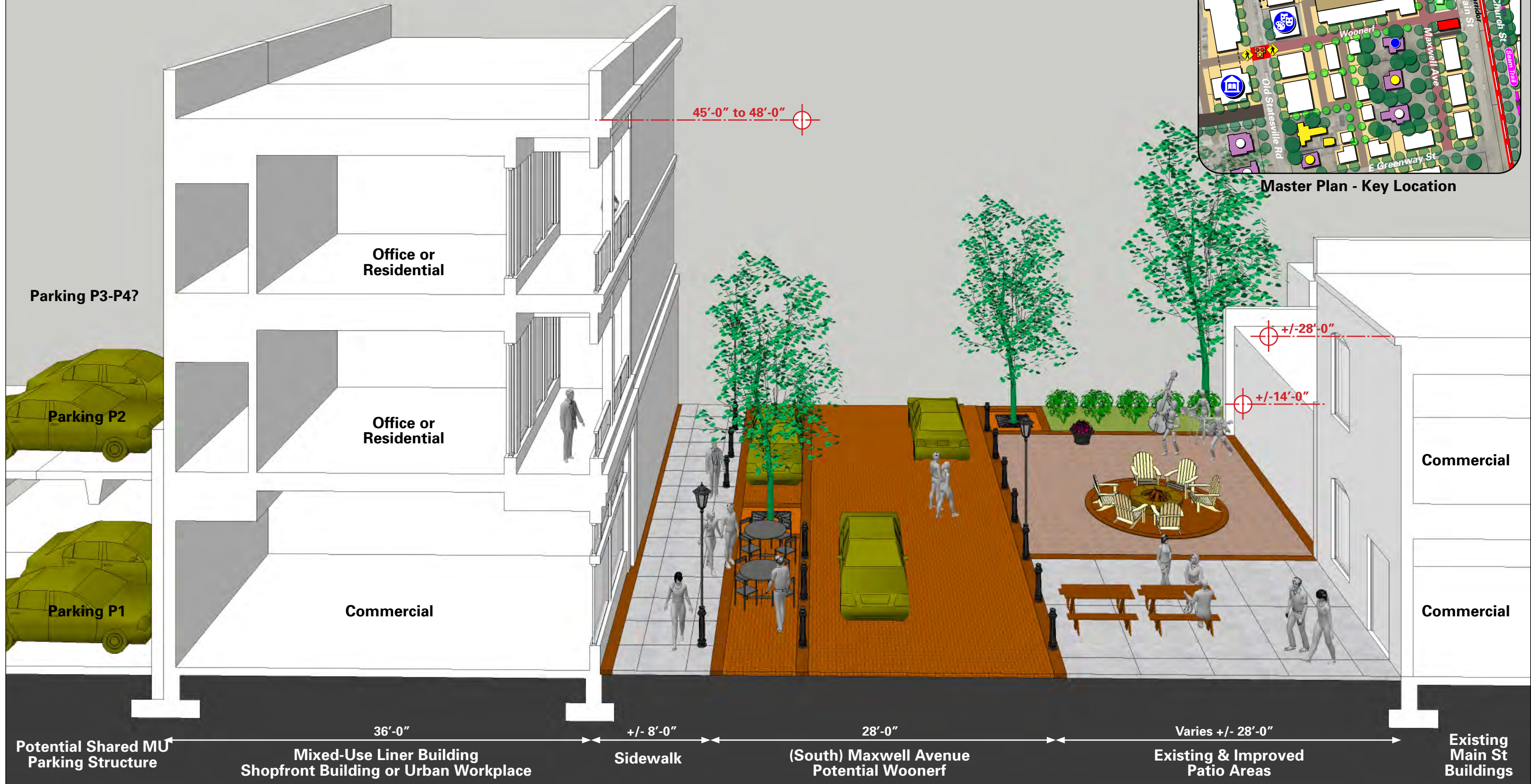


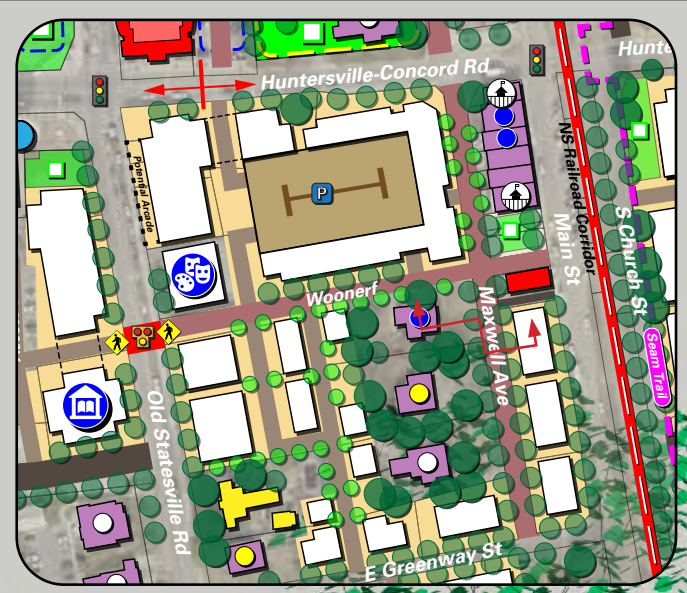
FIGURE 25: Conceptual Vision Plan: Southwest Quadrant - Conceptual Spatial Enclosure (Building Frontage/Form and Street Section) and Streetscape at S Maxwell Avenue (Segment A): Potential Woonerf (Living Street - Shared Space) Street Type.



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FIGURE 26: Conceptual Vision Plan: Southwest Quadrant - Conceptual Spatial Enclosure (Building Frontage/Form and Street Section) and Streetscape at S Maxwell Avenue (Segment A): Potential Woonerf (Living Street - Shared Space) Street Type.

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Master Plan - Key Location



FIGURE 27: Conceptual Vision Plan: Southwest Quadrant - Conceptual Spatial Enclosure (Building Frontage/Form and Street Section) and Streetscape at S Maxwell Avenue (Segment B): Potential Woonerf (Living Street - Shared Space) Street Type.



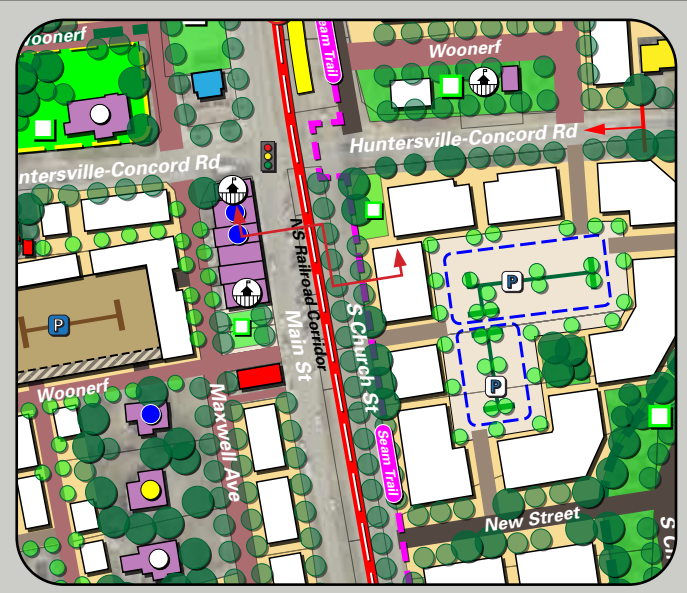
FIGURE 28: Conceptual Vision Plan: Southwest Quadrant - Conceptual Spatial Enclosure (Building Frontage/Form and Street Section) and Streetscape at S Maxwell Avenue (Segment B): Potential Woonerf (Living Street - Shared Space) Street Type.



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FIGURE 29: Conceptual Vision Plan: Southwest Quadrant - Conceptual Spatial Enclosure (Building Frontage/Form and Street Section) and Streetscape at S Main Street (Current NCDOT Design).

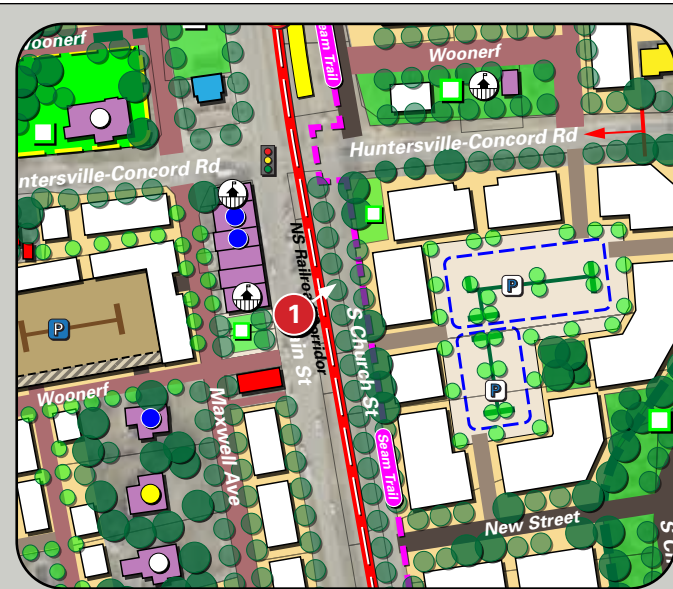
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Master Plan - Key Location



FIGURE 30: Conceptual Vision Plan: Southwest/east Quadrants - Conceptual Spatial Enclosure (Building Frontage/Form and Street Section) and Streetscape at S Main Street (Current NCDOT Design) & S Church Street (Proposed Woonerf Street Type).



Master Plan - Key Location



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FIGURE 31: Conceptual Vision Plan: Southeast Quadrant - Conceptual Spatial Enclosure (Building Frontage/Form and Street Section) and Streetscape at S Church Street: Proposed Woonerf Street Type & Shop Front Building or Urban Workplace Type.



FIGURE 32: Conceptual Vision Plan: Southeast Quadrant - Conceptual Spatial Enclosure (Building Frontage/Form and Street Section) and Streetscape at S Church Street (Future Extension): Proposed Greenway Street 'A' and Apartment Building Type.



FIGURE 33: Conceptual Vision Plan: Southeast Quadrant - Conceptual Spatial Enclosure (Building Frontage/Form and Street Section) and Streetscape at S Church Street (Future Extension): Proposed Greenway Street 'A' and Apartment Building Type.



FIGURE 34: Conceptual Vision Plan: Southeast Quadrant - Conceptual Spatial Enclosure (Building Frontage/Form and Street Section) and Streetscape at New Street: Proposed Greenway Street 'B' and Apartment Building Type.



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FIGURE 35: Conceptual Vision Plan: Southeast Quadrant - Conceptual Spatial Enclosure (Building Frontage/Form and Street Section) and Streetscape at New Street: Proposed Greenway Street 'B' and Apartment Building Type.

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