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WHERE WE HAVE BEEN AND WHERE WE ARE GOING.

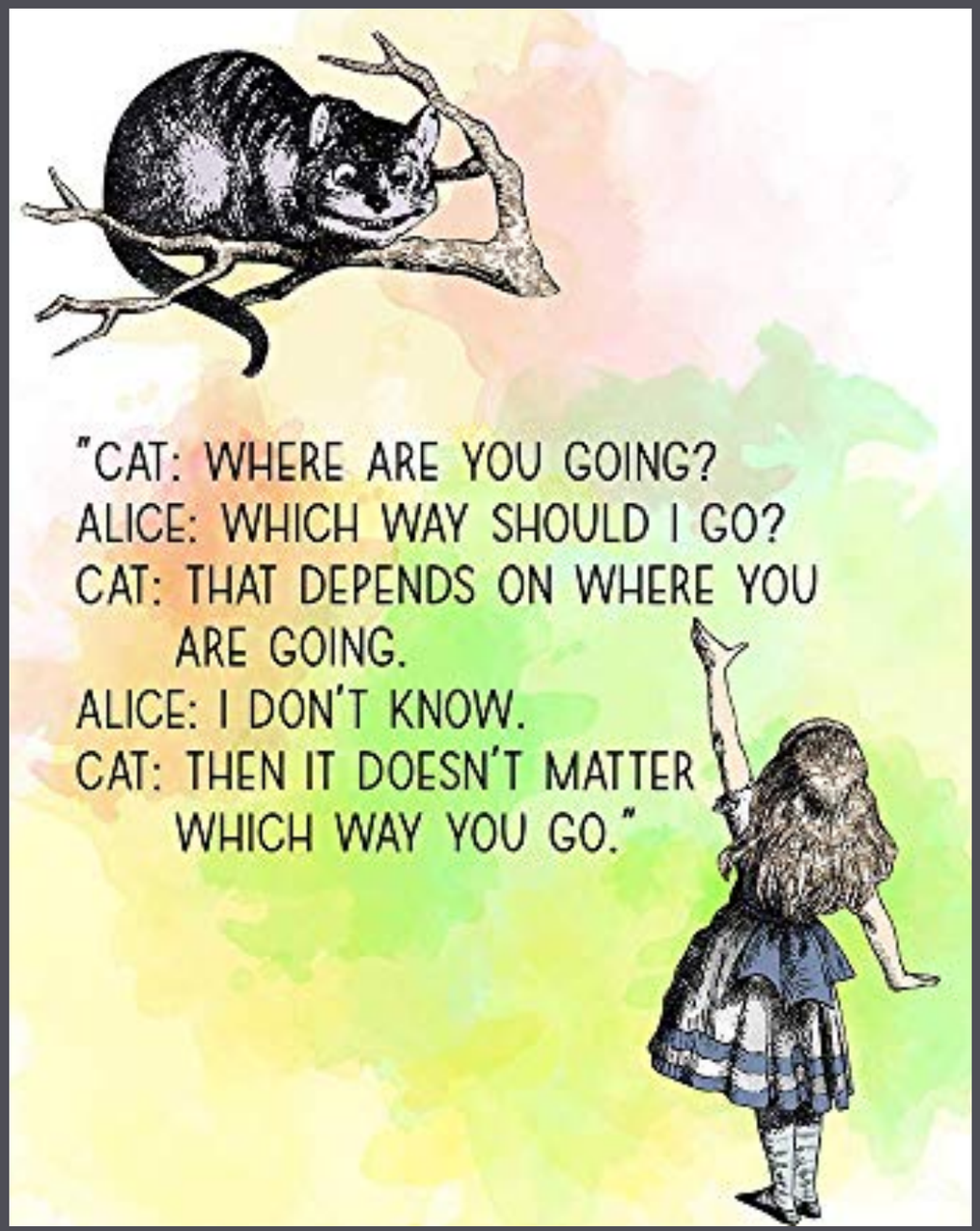
PHASE 1:
Discovery.
Preliminary Assessment
and DPSC & Public Input

PHASE 2:
Organizing Principles
& Alternative Futures.

PHASE 3:
Final Strategy
& Master Plan.

ORGANIZING PRINCIPLES……WHAT ARE THEY?

THEY POINT TO WHERE YOU WANT TO GO.



THEY ARE YOUR FACTS.

THEY WILL FORM OUR PORTAL THROUGH WHICH WE ENVISION AND GUIDE OUR SHARED FUTURE.

AND THEY WILL BE OUR TOOLS BY WHICH WE MEASURE OUR PROGRESS.

NATURE

• Integrate a variety of natural parks and public greens into the passive and active recreation and events of everyday urban life.

• Plant and protect street trees, which enhance beautification and pedestrian walkability, and help to calm traffic.

• Preserve and protect the existing tree canopy with a sensitive balance of new development within significant wooded areas.

• As a Lake Front town, seek creative water solutions that are environmentally based while enhancing urban life.

KEY WORDS:

- PROTECT TREE CANOPY
- PLANT HEARTY, FAST GROWING STREET TREES
- CREATE MORE GREENWAYS AND TRAILS, GREENWAY ADDITION IS FABULOUS, MAKE GREENWAYS A PRIORITY
- CREATE MORE OUTDOOR SPACES
- VETERANS PARK IS LOVED
- SMALLER URBAN PARKS
- STORM WATER TO INCLUDE "WET" POND AND WATER GARDENS AS COMMUNITY ASSET
- MULTI-USE GREEN SPACES
- NATIVE PLANTS
- PLAYGROUNDS
- SPLASH PADS
- POCKET PARKS
- PRESERVE OPEN SPACE/MAKE INTO PARKS
- BETTER LANDSCAPING IN DOWNTOWN
- RETAIN EXISTING FORESTED AREAS FOR WILDLIFE
- OUTDOOR SEATING
- BUILDINGS AS ENCLOSURE FOR PUBLIC SPACE
- ENHANCE BEAUTY OF THE NEIGHBORHOODS

MOBILITY

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

KEY WORDS:

- GREENWAYS AS MOBILITY FOR PEDESTRIANS AND BIKES, MORE GREENWAYS
- CONNECT GREENWAYS TO DOWNTOWN
- STREET DESIGN TO MATCH DOWNTOWN ENVIRONMENT
- SAFER, WIDER SIDEWALKS
- CONNECT NEIGHBORHOODS
- MAKE DOWNTOWN MORE WALKABLE AND BIKEABLE
- CREATE ROAD CONNECTIONS, EXTEND ROADS
- WOONERF ALONG MAXWELL
- BAN LARGE TRUCKS
- SAFER PEDESTRIAN STREET CROSSINGS
- REDESIGN GILEAD RD
- BETTER TRAFFIC FLOW
- SAFE RAIL ROAD CROSSING FOR PEDESTRIANS
- PARKING IMPROVEMENTS
- ON-STREET PARKING ON MAIN STREET
- MORE ON-STREET PARKING
- SCHOOL TRAFFIC
- SPEED TABLES
- ACQUIRE ROW TO IMPROVE STREETS
- RAIL AND BUS RAPID TRANSIT ARE THE FUTURE
- ROUNDABOUTS AS GATEWAYS TO DOWNTOWN
- ENHANCEMENT OF NORFOLK SOUTHERN RAILROAD CORRIDOR
- ADDRESS BLIND CORNERS

LIVING

- Include housing options for all—in socio-economic status, family type, and ownership structure.

- Be respectful of existing neighborhoods.

- Develop with a scale and intensity in proportion to other uses.

KEY WORDS:

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

GATHERING

• Encourage uses that support, facilitate and celebrate a walking environment.

• Promote a balance of food and beverage venues and those stores that support town life and that appeal to visitors.

• Provide for office uses in step with Post-COVID expectations of Live/Work/Play.

• Establish a downtown that supports and encourages the creation of rituals—from 1 person to a 1,000 people.

KEY WORDS:

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

CIVIC

• Provide a place for all institutions of government, faith and the non-profit sector.

• Welcome and manage an institutional responsibility to be a good neighbor, supporting and adding to the life of the street.

• Strive toward being the example for the change the community wants to see.

KEY WORDS:

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

SOUL

- Reflect a natural and moderated evolution and integration of a small rural town into a 21st Century metropolitan region.

- Build at a scale, at a rhythm, and according to patterns that respect historical precedent.

- Bend the arc of change more toward supporting small town livability and less toward simply accommodating typical market-based development products.

- Recognize that balance in all things is the hallmark of great small towns: They are more than the sum of their parts.

- Strive for the “X” Factor: An experience lived that becomes your identity.

KEY WORDS:

- MORE SMALL/LOCAL BUSINESSES - SUPPORT AND PRESERVATION
- MAIN STREET BUILDINGS HAVE GOOD BONES
- CHURCHES ARE BACKBONE/ASSET
- WATER TOWER CAN BE LANDMARK
- PRESERVE HISTORIC BUILDINGS
- REVITALIZE HISTORIC LANDMARKS
- CREATE ARTS DISTRICT
- FARMERS MARKET
- IMPROVE OR REDEVELOP PROPERTIES
- DESIGN CODE
- BUILDING FACADES REDESIGN
- A GENERAL STORE
- LOCALLY EXPRESSIVE, INTENTIONAL, AND WELL-MAINTAINED APPROACH TO STREETSCAPE
- MIX OF OLD AND NEW BUILDINGS
- OUTDOOR DINING AREAS
- PROGRAMMED GATHERING AREAS
- OUTDOOR MERCHANDIZING
- ART INSTALLATIONS AND DECORATIVE LANDSCAPING
- COORDINATION OF BUILDING
- NEAT AND ECLECTIC DOWNTOWN
- FORMATION OF A HUNTERSVILLE DOWNTOWN BUSINESS ASSOCIATION IS VERY IMPORTANT

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Thank you!