

**Steering  
Committee #7**  
September 16, 2020



# Agenda

- 1. Roll Call**
- 2. Approval of July 22<sup>nd</sup> Minutes**
- 3. Chairman's Remarks**
- 4. Public Comments**
- 5. Draft Plan Overview**
- 6. Public Engagement Update**
- 7. Potential Revisions**
- 8. Action Plan**
- 9. Next Steps**



An illustration featuring two stylized human figures in profile, facing each other. The figure on the left is a woman with short dark hair, wearing a light-colored top. The figure on the right is a man with short dark hair, wearing a dark shirt, with his hand near his chin in a thoughtful pose. A dark speech bubble containing white quotation marks is positioned between them. To the right of the man is a large white circle containing three concentric dark arcs, resembling a radio signal. A semi-transparent white rectangular box is centered over the figures, containing the text "Public Comments" in a bold, black, sans-serif font.

# Public Comments

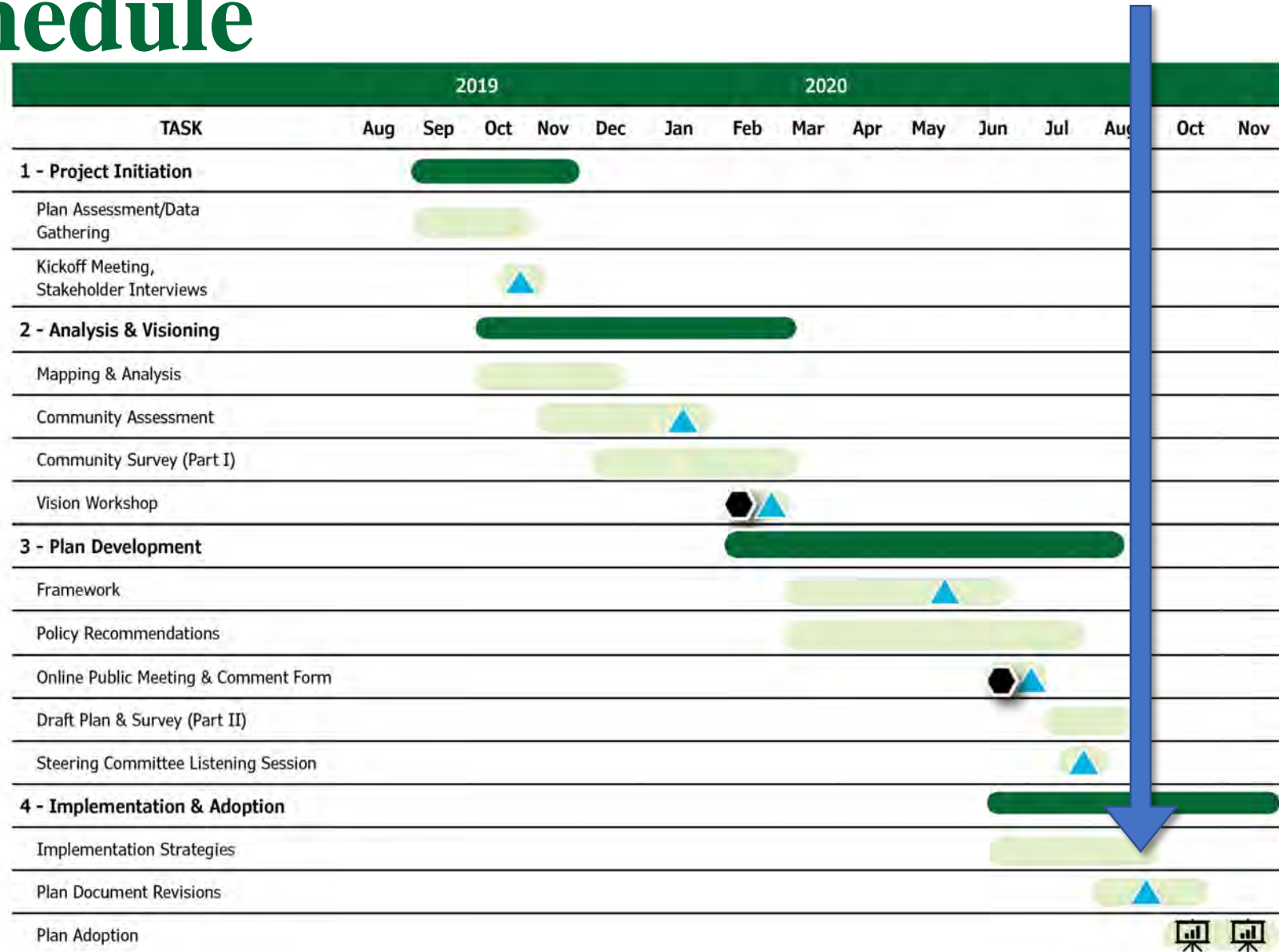


# Draft Plan Overview



# Schedule

# We are here







## DRAFT HUNTERSVILLE 2040 COMMUNITY PLAN



Town of  
**Huntersville**  
NORTH CAROLINA

LOOKING FORWARD  
THINKING BACK



Version 1 - August 25th, 2020

## DRAFT HUNTERSVILLE 2040 COMMUNITY PLAN

Town of Huntersville, North Carolina



Town of  
**Huntersville**  
NORTH CAROLINA

LOOKING FORWARD  
THINKING BACK

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## DRAFT HUNTERSVILLE 2040 COMMUNITY PLAN



LOOKING FORWARD  
THINKING BACK

## INTRODUCTION

### PLAN ORGANIZATION

The Huntersville 2040 plan is divided into 5 chapters. The chapters tell the story of the current character of Huntersville, the public feedback that town staff and consultants received, the intended development pattern and character of development in the future, and recommendations for how to achieve that vision.

1

#### INTRODUCTION

This chapter provides an introduction to the plan and includes a description of the plan's purpose, background information, and an overview of the planning process and previous Town planning.

2

#### EXISTING CONDITIONS

This chapter provides data on demographic trends, economic trends, land use conditions, transportation issues, and natural resources that will inform this plan.

3

#### INPUT & VISION

The community engagement process is described in detail, and the chapter demonstrates how the public feedback directly influenced the Vision and Goals for the plan.

4

#### FUTURE LAND USE

The new Future Land Use map and strategies are described in detail.

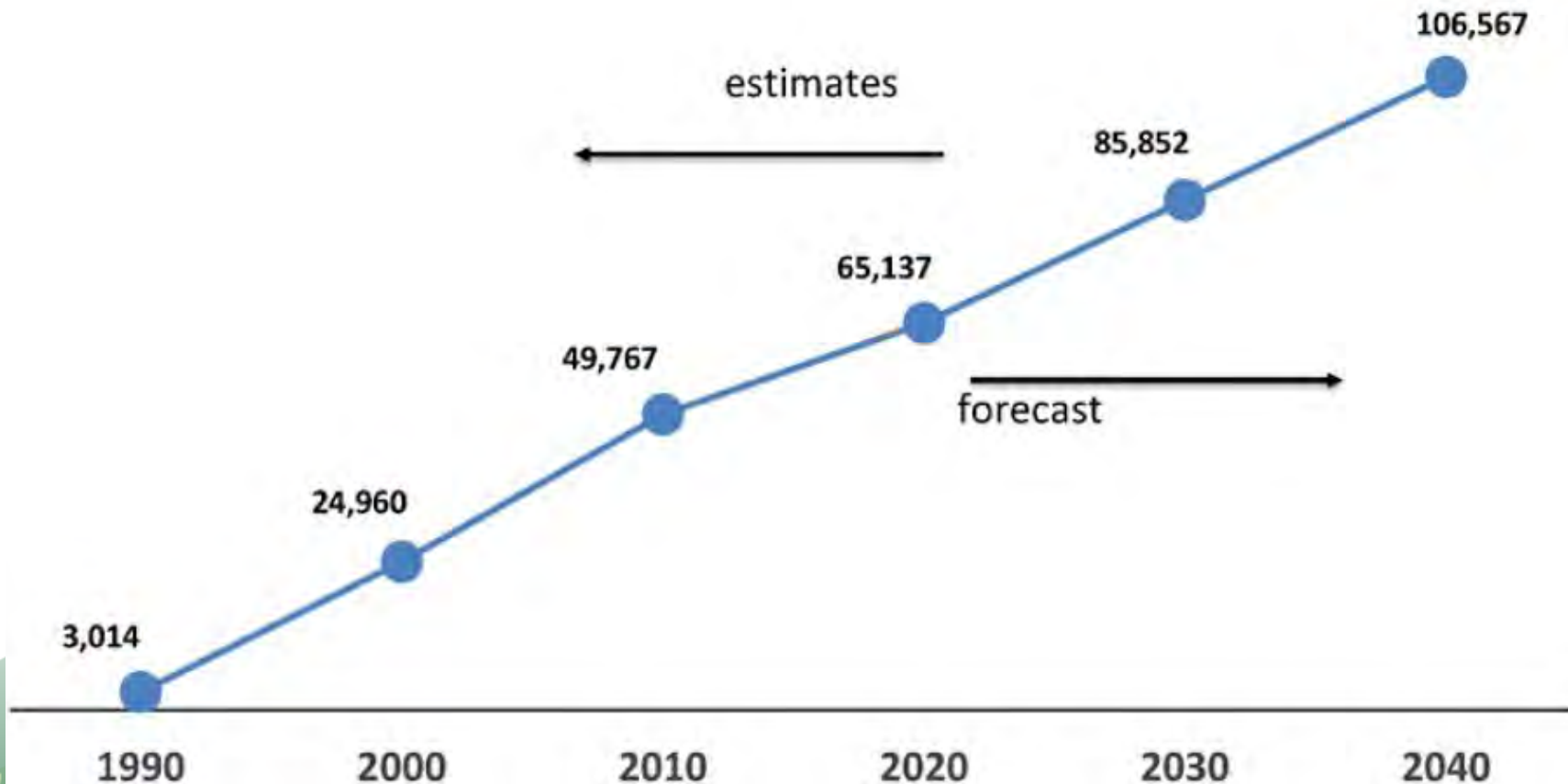
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#### IMPLEMENTATION

This chapter details strategies that Huntersville can use to achieve the vision and goals for 2040.

# Projected Growth

Huntersville's population is expected to increase by 74% between 2018 and 2040 to 106,567 people, impacting demand for housing and services.





## SURVEYS

## Phase 1: Community Survey One

The first community survey ran from late February to June (extended due to Covid-19) and garnered over 1,700 respondents. The questions covered a variety of topics to ascertain what residents consider to be the current issues in the town and what they would like to see in the future.

The survey results were enlightening, and were used to create the draft vision and goals. Trends included concerns over traffic issues, growth management, and a desire for housing and transit options. Below is a sampling of influential answers. A full report is available in the appendix.

## “WHAT ARE YOUR TOP PRIORITIES FOR HUNTERSVILLE MOVING FORWARD?”



## “HOW WOULD YOU LIKE TO TRAVEL?”

The survey asked respondents how they **currently travel** to various types of destinations. The results were predominantly **by car**. However, when asked how they **would like to travel**, results were more distributed between **driving, walking, cycling, and transit**.

	WALK	BIKE	DRIVE	TRANSIT
WORK	19%	14%	46%	19%
SHOPPING	32%	16%	42%	9%
SERVICES	27%	16%	48%	9%
PARKS	47%	26%	21%	5%

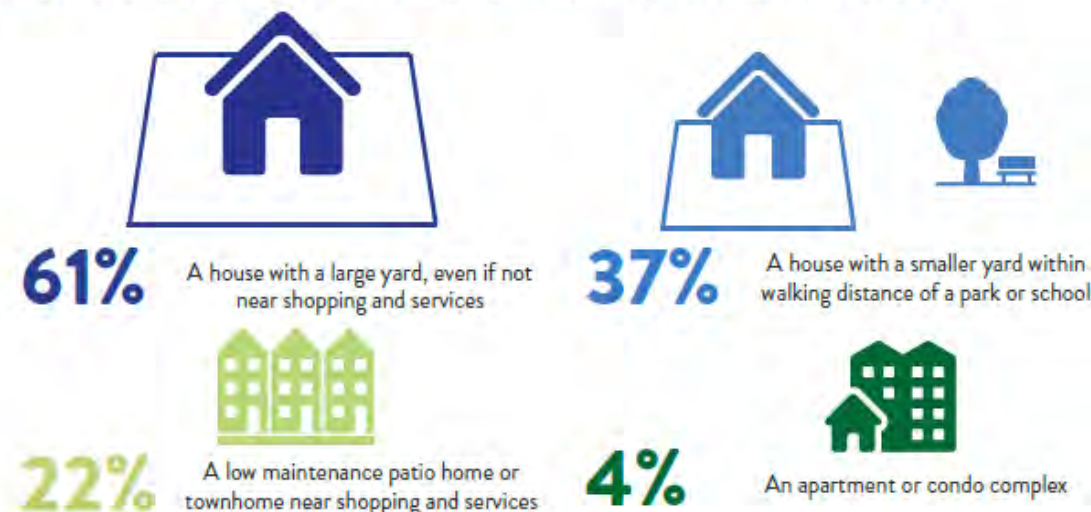
## “WHAT ARE YOUR TOP GOALS FOR DOWNTOWN?”



## “WHAT LAND USE POLICIES DO YOU SUPPORT?” (SELECT ALL THAT APPLY)



## “IF YOU WERE ABLE, WILLING, AND MOTIVATED TO RELOCATE IN HUNTERSVILLE, WHAT HOUSING OPTIONS WOULD INTEREST YOU?” (SELECT ALL THAT APPLY)

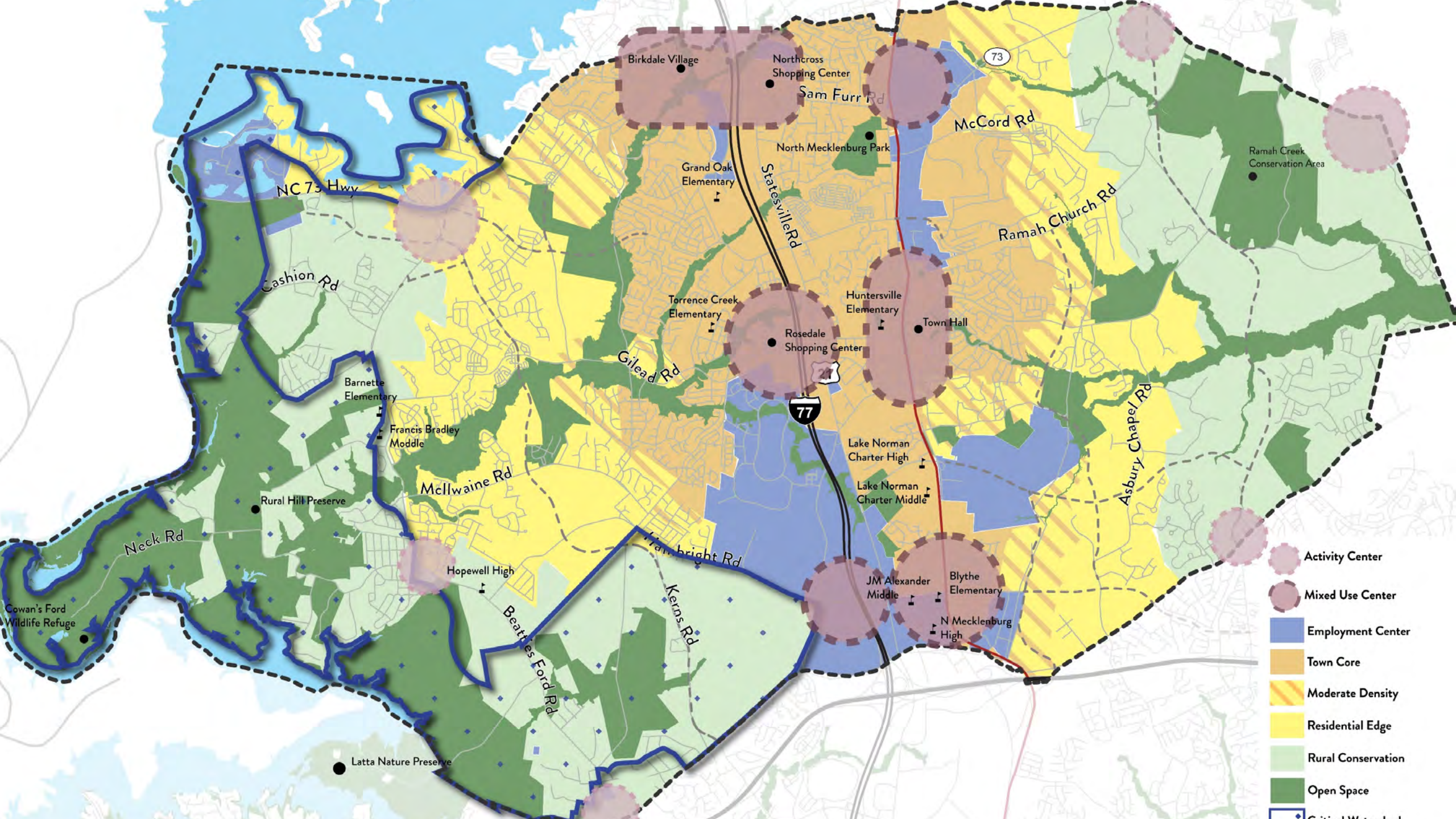


# Vision

“BY 2040, HUNTERSVILLE WILL BE  
**THE MOST LIVABLE**  
**COMMUNITY IN**  
NORTH CAROLINA”









## FUTURE LAND USE

### FUTURE LAND USE CHARACTER AREAS

The Future Land Use Map provides a generalized guide for land use decisions in the Huntersville Area. The character areas on the map are defined below and describe intended uses, density and scale and design features of new development. These descriptions and the associated map should be utilized to guide private investment, infrastructure decisions and rezoning decisions.

#### CHARACTER AREAS



##### Employment Center

Employment centers contain a mix of uses including office, industrial, and institutional. Modern employment campuses and cutting edge employers are now incorporating some retail and residential to create a live, work, play environment. These areas better meet employee lifestyle needs and create a vibrant space where innovation can occur organically.



##### Mixed-Use Centers

Mixed-Use Centers contain vertical mixed use along key frontages. New development includes wide sidewalks, buildings are close to street with high levels of transparency, and parking is located in rear. A mix of housing is allowed, including urban options throughout (apartments, townhomes, cottage homes, etc.). Downtown has specific requirements for streetscape and development intensity, including a maximum first floor footprint.



##### Activity Centers

Planned Activity Centers include a mix of non-residential and residential uses and are usually located at key intersections of major or minor thoroughfares. New non-residential uses are limited in scale and overall footprint (generally less than 40,000 square feet of non-residential). Residential uses include mix of housing types centered around shopping, service or civic uses. Residential uses transition to lower gross density with more open space away from Activity Centers.



##### Town Core

The Town Core designation includes a variety of neighborhoods containing a mix of residential housing types, including single family homes, townhomes and apartments. Their design is focused on traditional neighborhood planning principles, including short blocks, connected streets, streetscape standards, and other features that improve walkability. These areas are denser than the "Moderate Density" and "Residential Edge" character areas and may include non-residential development as specified in small area plans and at other sites that meet locational criteria.



##### Moderate Density

This area is meant to accommodate a mix of conventional residential subdivisions with larger lots and traditional neighborhood development with a mix of lot sizes, including smaller unit types and occasional attached housing. Average gross density is generally 1-3 units per acre. It may have some, smaller-scale commercial or nonresidential activity at key intersections.



##### Residential Edge

The Residential Edge character areas provide transition from higher density areas to lower density areas. New development has mostly single family homes with some attached residential possible. Average densities are 1.5 unit/acre. Policies are included in the Plan that clarify open space requirements and priorities. Flexibility in lot sizes and housing types are possible with higher amounts of quality open space.



##### Rural Conservation

These areas preserve elements of rural character. They balance open space conservation and some residential development. Development form is farms and associated structures, Farmhouse Clusters and low density Conservation Subdivisions (if access to utilities). New development has a 0.9 unit/acre maximum, and typically 45%+ open space is required.



##### Critical Watershed

This includes very low density areas in Critical Watershed Areas of Mountain Island Lake and the Catawba River. Conservation areas, farms, homesteads and Farmhouse Clusters are the predominant land uses. New development has approximately 1 dwelling unit per 2 acre maximum and is constrained due to significant built-upon area restrictions due to the location within the Critical Watershed defined by the Town and Mecklenburg County.



##### Environmental / Open Space

These sensitive environmental areas consist primarily of development-impaired lands such as floodways and floodplains as well as parks and previously-protected areas.



# The Huntersville Transect

A transect is a description of relative development intensity and expected built and natural forms. The Future Land Use Map combined with the policies in this chapter create a transect that focuses growth in walkable Mixed Use Centers and Activity Centers and decreases in intensity farther away. Traditional neighborhoods give way to conservation subdivisions and eventually farmhouse clusters that sensitively integrate with the rural environment.



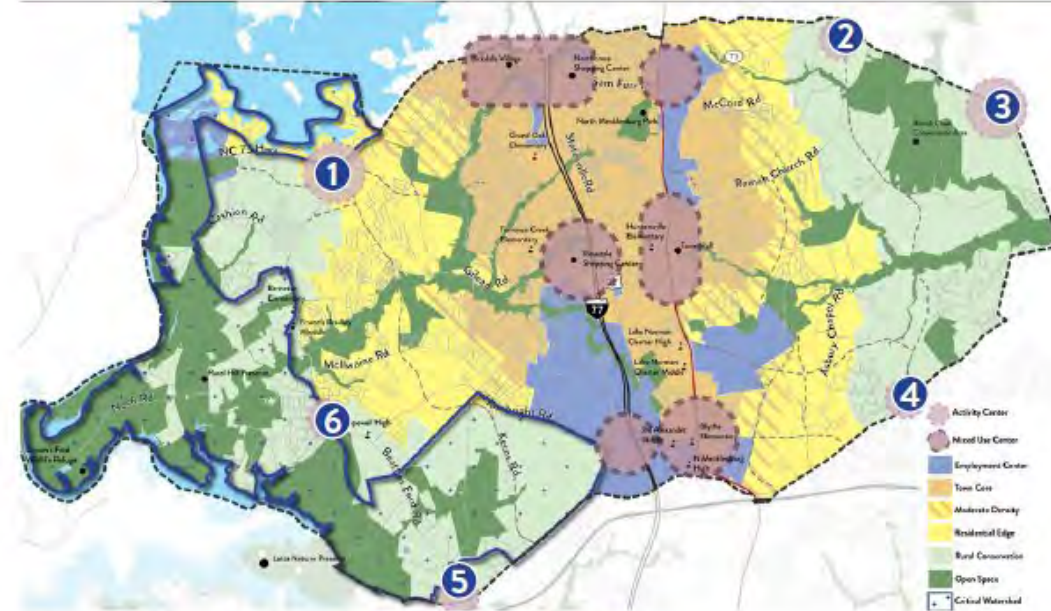
BIRKDALE VILLAGE IS A MIXED USE CENTER THAT FEATURES RETAIL, RESTAURANTS, OPEN SPACE, AND DIFFERENT TYPES OF RESIDENTIAL.



FARMHOUSE CLUSTERS ARE AN INNOVATIVE SUBDIVISION DESIGN OPTION IN THE RURAL AREA OF HUNTERSVILLE THAT ALLOW FOR 6 HOMES ON 10 ACRES, BUT REQUIRE 50% OF THE LAND AREA TO REMAIN OPEN SPACE.



## ACTIVITY CENTERS



### 1 Beatties Ford Road / NC 73 Mixed-Use Center

Mixed-use center planned around the intersection of Highway 73 and Beatties Ford Road. The Beatties Ford Road Corridor Small Area Plan (2007) recommended a mixed use commercial center containing retail, multi-family residential, and civic uses. At present, there are approximately 23 vacant acres zoned commercial and residential and another 20 acres developed with commercial uses (i.e. convenience store, country store, auto repair, offices, mini-storage, and pet care facility).

### 2 Huntersville East

The NC 73 Transportation/Land Use Corridor Plan recommended a Neighborhood Center in this area with additional study needed. A conditional mixed use commercial rezoning was approved with 22 acres for commercial, 15 acres for attached housing and 15 acres for detached housing.

### 3 Poplar Center

The NC 73/Poplar Tent Road Small area plan recommended a mixed-use (i.e. office, commercial, residential and “flex” type) development pattern. No specific minimum or maximum levels are proposed to allow for adaptation to market conditions at the time of development. However, development intensities would be greatest traveling west from the NC 73/Poplar Tent intersection to a proposed NE Thoroughfare with lower intensities from the NE Thoroughfare to the Bradford Store property located at the western perimeter of the study area.

### 4 Huntersville Village

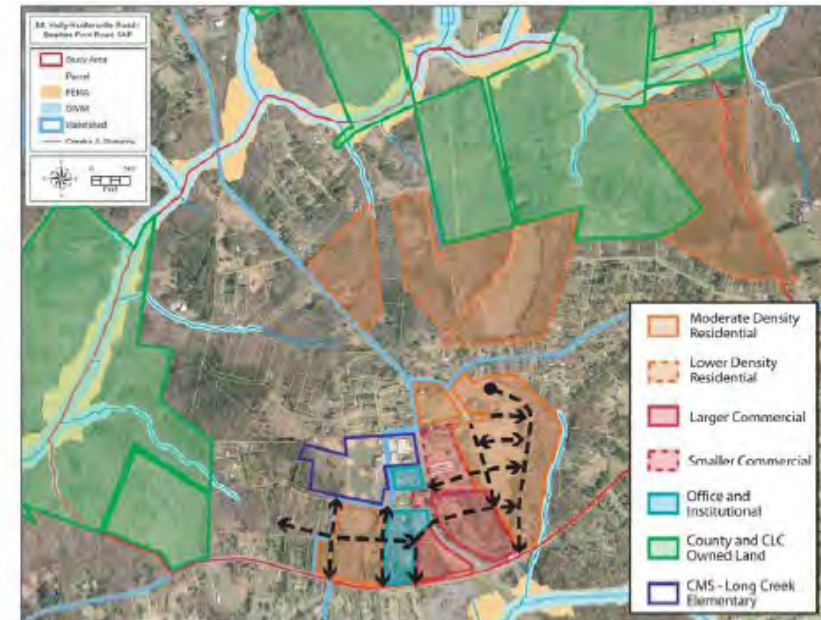
Mixed-used area planned for in the Eastfield Road Small Area Plan (2014) at Huntersville Village (near the intersection of Eastfield Road and Prosperity Church Road). Conditional Highway Commercial zoning is in place, which allows over 100,000 sq. ft. of commercial buildings and up to 190 senior apartments.

### 5 Long Creek Village

Low intensity “urban village” planned in the Beatties Ford Road / Mt. Holly - Huntersville Road Road SAP (2005). Since the small area plan was adopted, there have been 3 conditional district rezonings approved allowing up to 45,000 sq. ft. of commercial building and 119 single-family dwellings.

### 6 Hopewell Village

Hopewell Village was originally rezoned originally in 1991 by Mecklenburg County and updated by the Town of Huntersville in 2002 allowing approximately 62,000 sq. ft. of commercial buildings.



CONCEPT FROM BEATTIES FORD ROAD-MT. HOLLY-HUNTERSVILLE ROAD SMALL AREA PLAN



# Downtown



## Downtown - Active Frontages

Require vertical mix of active frontages. Shop-front building types are required. Ground floor commercial, preferably retail and restaurants or other active use is required. Generally 2-4 stories. Floors 2+ can be commercial, office, civic or residential.



## Downtown - Tier 1

Encourage commercial, office and/or residential. Shopfronts, urban workplaces and apartment buildings are allowed. Generally 2-4 stories.



## Downtown - Tier 2

Generally 2-3 stories. Predominately residential with some small-scale commercial and/or office. Reuse of structures on main roads. Residential can include small-scale apartments, townhomes, duplexes, triplexes, and urban single family home types including alley-loaded bungalows and cottage courts.





### Big Moves for Downtown Huntersville

The path to creating the vibrant downtown that is a destination with many uses should focus on these five strategic moves. All of the strategies address the ultimate goal of creating a place that is attractive to residents with reasons for them not only to visit Downtown, but be a place they want to spend time.

#### TOWN SERVICES AND EVENTS

A common reason to currently visit Downtown is when residents have business at the Town offices. Through this civic presence and established events, the Town has created reasons for people to come Downtown that it can build on in the future.

#### PARKS AND RECREATION

A lot of public feedback called for more recreation opportunities, and downtown is already set up to accommodate this. An expansion of Holbrook Park and greenways could be leveraged to bring more people to the area. Places such as Veterans' Park can continue to be programmed to attract visitors as well.

#### PUBLIC REALM IMPROVEMENTS

Improvements to the public realm that enhance aesthetics, safety, and access will foster an environment that invites people to stay. Improvements include but are not limited to lighting, beautification, sidewalks, and streetscape improvements.

#### RETAIL AND RESTAURANT ACTIVITY









During the keep/toss/create activity at the charrette, a lot of the 'create' tags downtown called for more retail and restaurants downtown. Expanding these options, particularly restaurants, can help promote Downtown as a place to relax and not just a place to work, use town services, or visit an occasional event.

#### DOWNTOWN LIVING

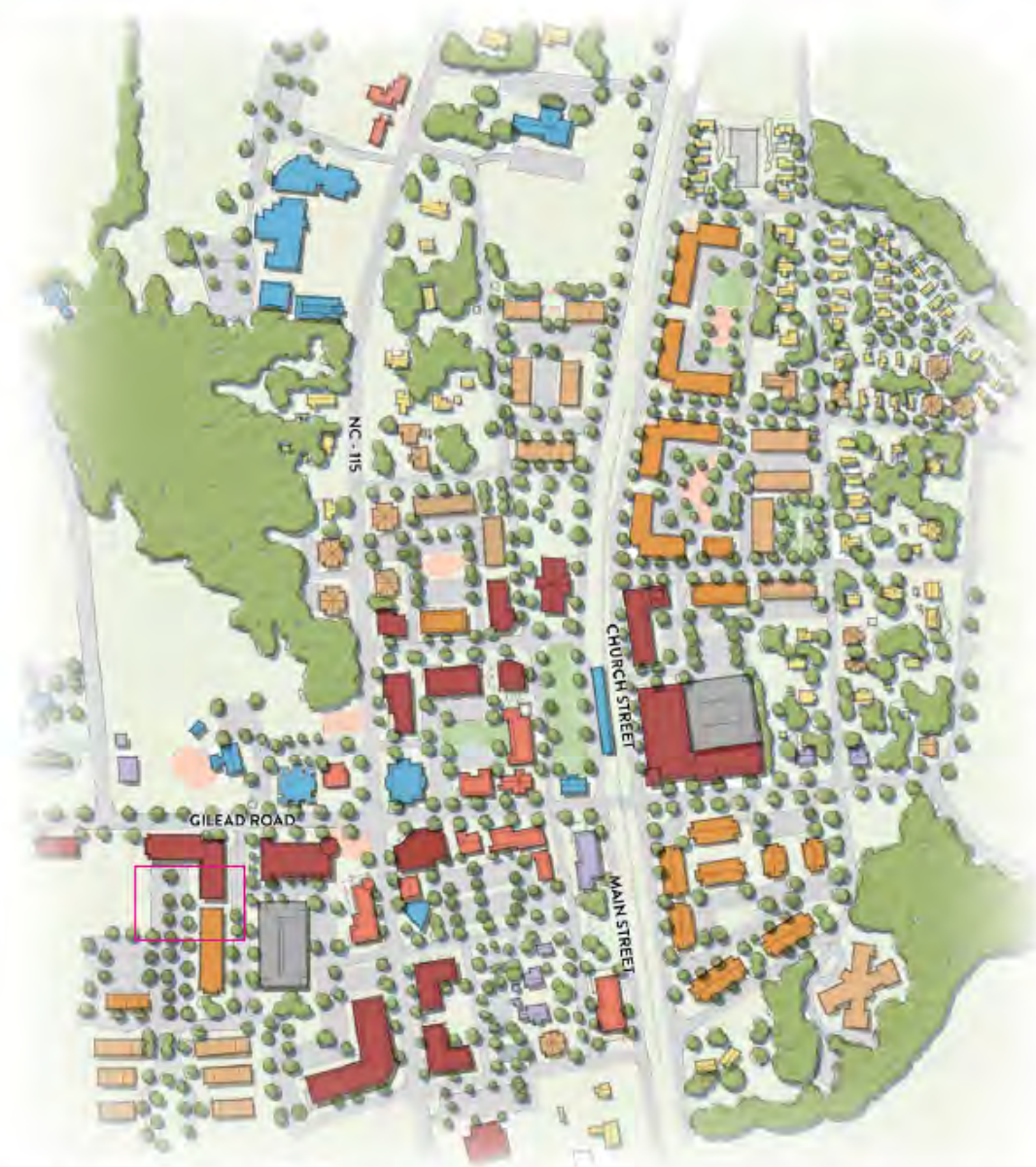
Increasing the amount of housing downtown helps achieve the vision for Downtown in multiple ways. It creates a critical density of people that supports more businesses and transit options, it creates attainable housing choices, and it helps add activity that goes beyond business hours. Housing types should be emphasized as follows:

- Tier 1: In upper stories of mixed use buildings and in standalone multifamily housing like apartments or townhomes
- Tier 2: Smaller-scale housing including townhomes, quadplexes and single family homes

#### Concept Legend

 Retail	 Civic	 Multifamily Housing
 Mixed-use	 Park	 House-scale Attached Residential
 Plaza		 Single family Residential

#### Downtown Concept Plan



THIS GRAPHIC REPRESENTS A CONCEPT FOR THE DOWNTOWN AREA. THAT ILLUSTRATES A MIX OF USES, STREET CONNECTIONS, BUILDING MASSING AND SCALE. THE CONCEPT PLAN IS SUBJECT TO CHANGE BASED ON PROPOSALS AND STUDIES OF SMALLER AREAS AND FURTHER COORDINATION WITH THE COMMUNITY.



# Downtown Discussion

- Transition called for in plan
- “House-scale” structures in Tier 2
- Some concern from residents in GR zoning areas over town homes and apartments

## Transitions, Infill and the Missing Middle

Encouraging small-scale “missing middle” housing types such as townhomes, triplexes and quadplexes can be a way to transition from areas of potential redevelopment to existing neighborhoods. These housing types are typically two stories and have a similar mass, scale and facade design as single family homes and may be an appropriate way to encourage infill and redevelopment while preserving the character of existing neighborhoods.

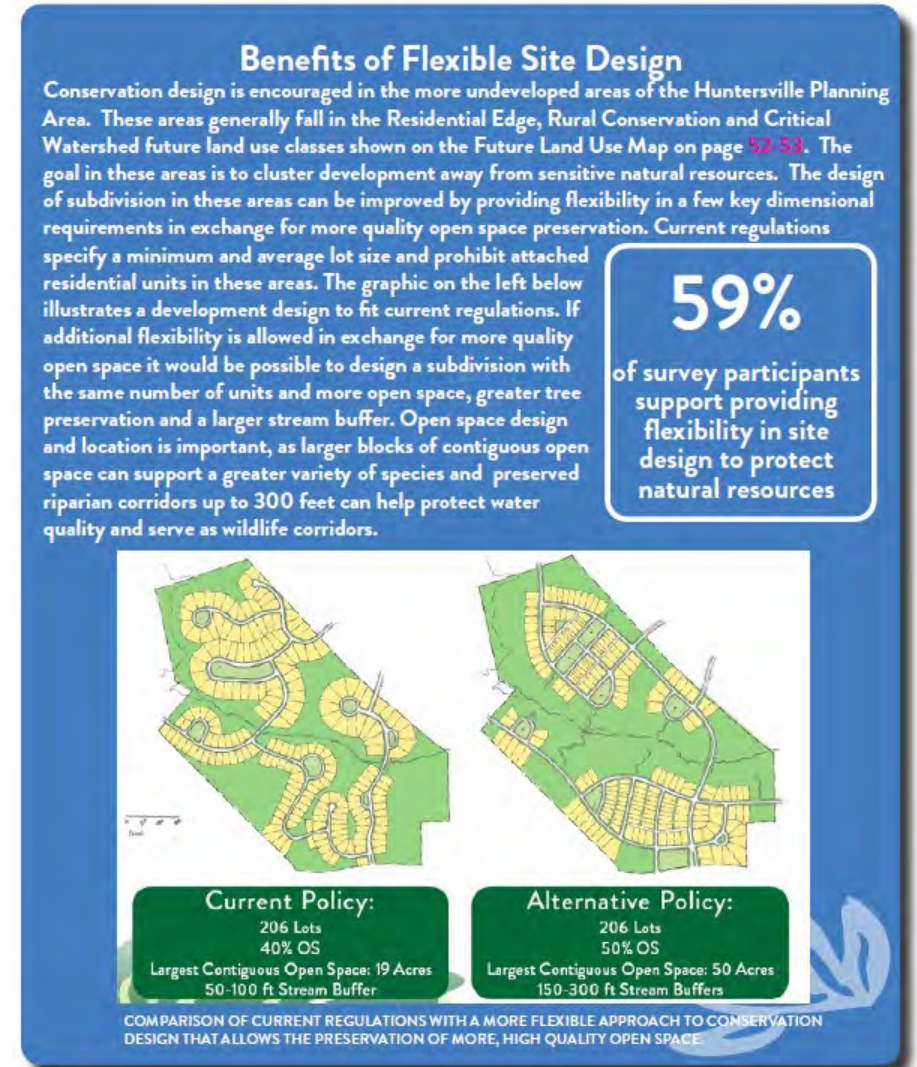


THIS DUPLEX UNIT IN MONTEITH PARK IS LOCATED ON A CORNER LOT AND FITS THE SCALE OF THE MOSTLY SINGLE-FAMILY NEIGHBORHOOD WHILE ALSO PROVIDING A MIX OF HOUSING



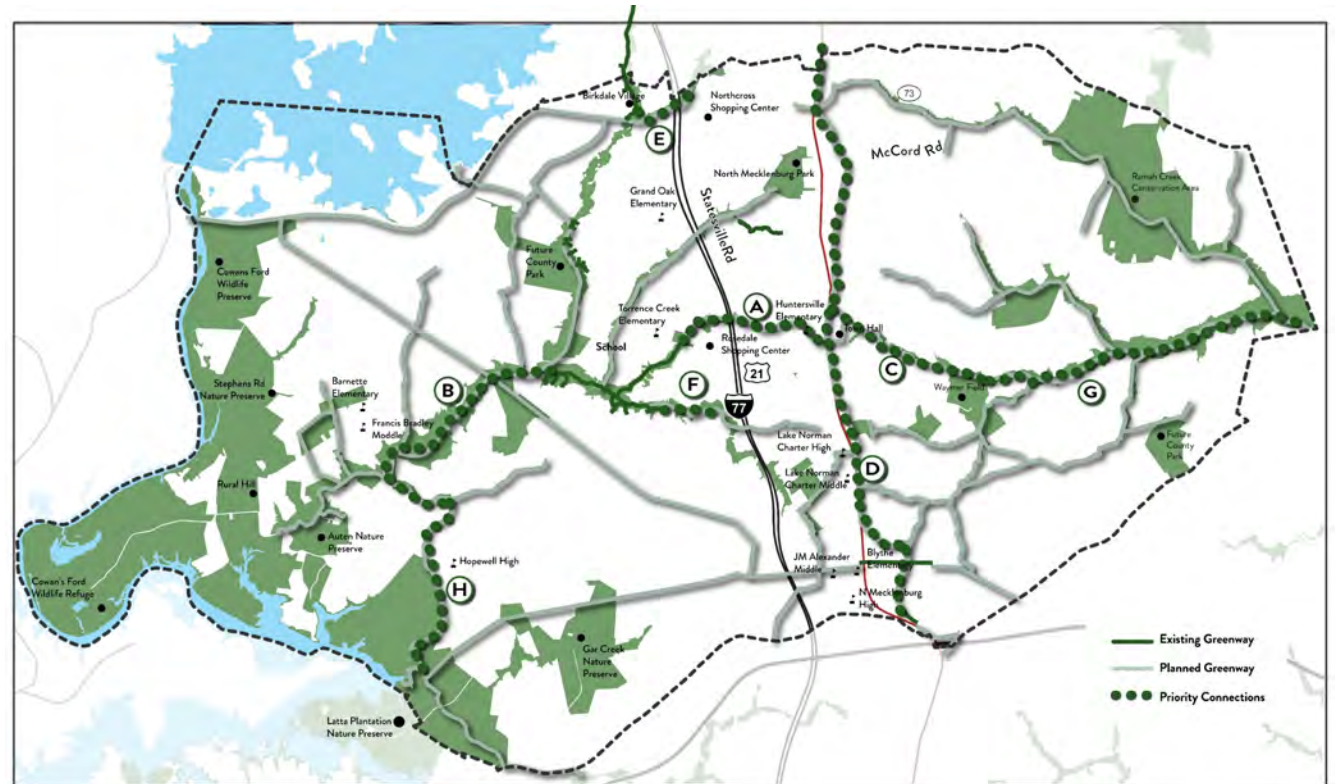
# Environment & Open Space

- Open Space design priorities
- Conservation design
  - Incentivize open space
  - Allow flexibility in site design
- Tree canopy and land preservation
- Protect water quality
  - Restrict development in critical watersheds
  - Continue stream restoration




# Environment & Open Space

- **Other topics covered**
  - Rural character
  - Light pollution
  - Mountain Island Lake partnership
  - Access to parks
  - Greenways



To be updated based on bike plan.

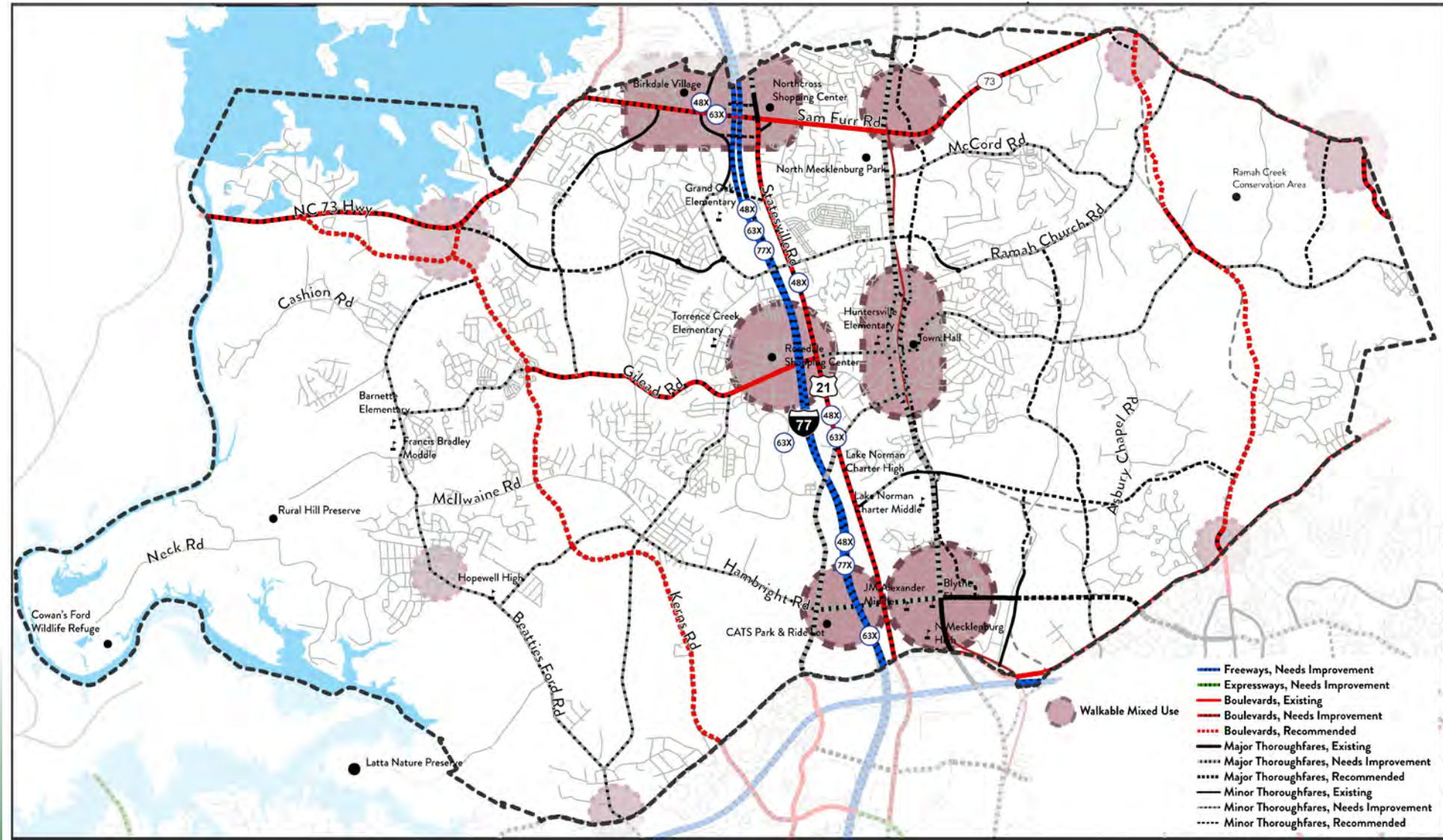
# Public Services and Infrastructure

- **Quality services, sound fiscal policy**
    - Enhanced departmental coordination. Track development data to enable police, fire and parks to evaluate impacts
  - **Police and Fire services**
    - New fire station in northeast. One or more full-time positions.
    - Police space needs and officer to population ratio (currently 1.54 per 1k residents, goal would be 1.75 or better)
  - **Schools**
    - Coordinate with CMS and local charter schools on expansion of school capacity
    - Support expansions and new schools in strategic locations
- 



# Transportation

- Link land use with street design
- Planned connections
- Priority design elements
- Add transit map to plan (82% of respondents say transit is at least a medium priority)





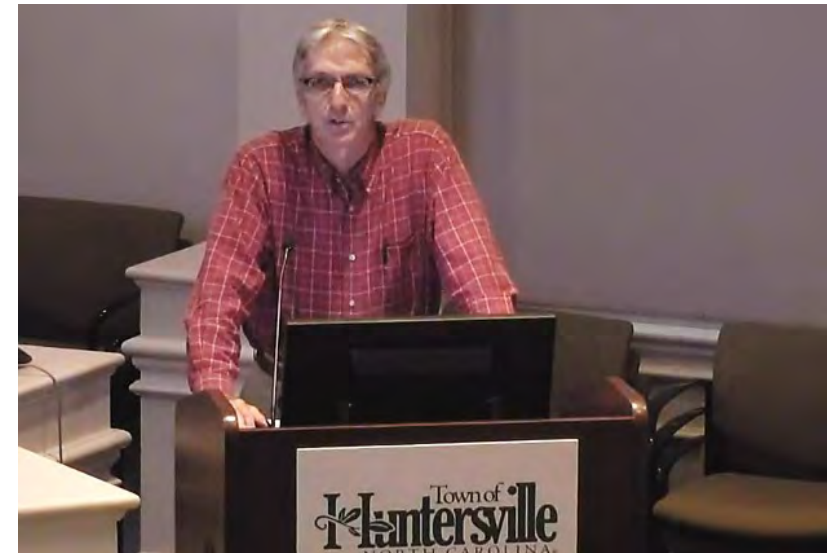
# Public Engagement Update





# Public Engagement - Meetings

- February Workshop | **130 Participants**
  - 3 Public Meetings
  - Walking Tour
- Online SC Meetings | **1,300 Views**
- Online Community meeting | **4,000+ Views**



# Public Engagement - Website

3,546

Total Site Sessions ⓘ

∅

2,552

Unique Visitors

∅

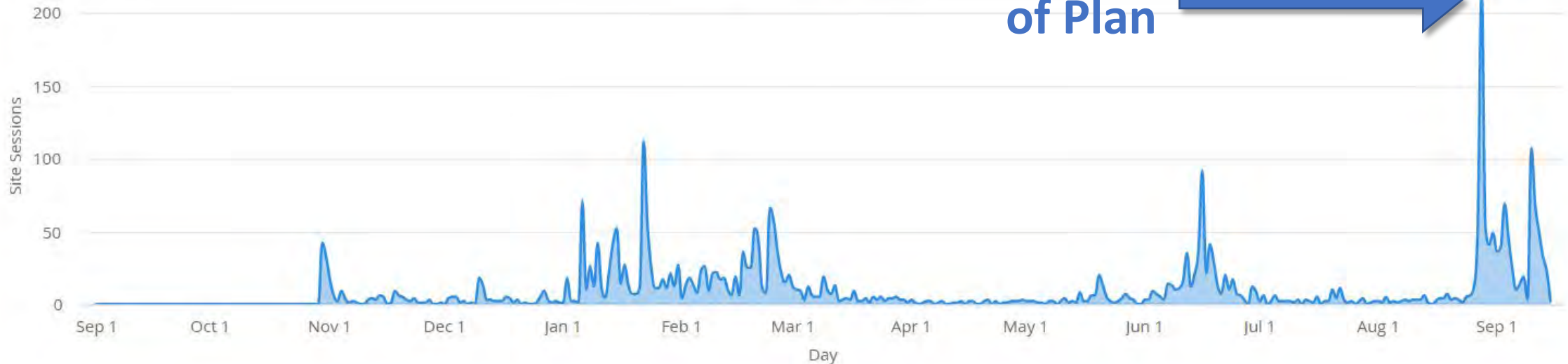
07m 00s

Average Session Duration

∅

**Delivery of  
Newsprint Version  
of Plan** →

Traffic over Time ⓘ





# Public Engagement - Surveys

- Survey #1 | **1,724 Responses**
- Survey #2: Plan Framework | **216 Responses**
- Survey #3: Draft Plan | **235 Responses - Open**  
**Till ~~Sept 18~~ Sept 21**



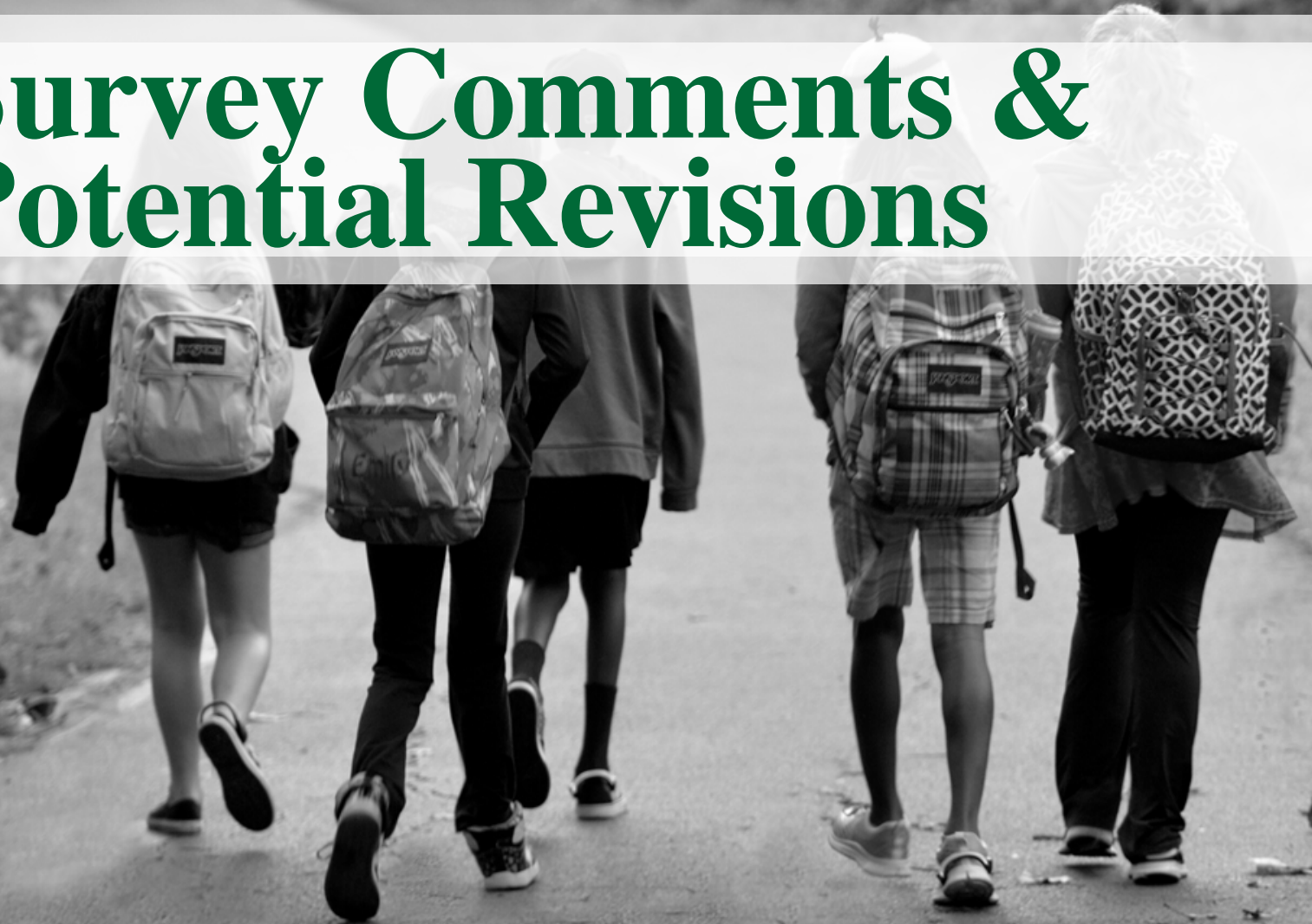
# Public Engagement - Upcoming

- **Joint Worksession – October 5th**
  - Public Comment Period
- **Planning Board Meetings**
  - 9/22 Meeting
  - 10/27 Meeting
- **Public Hearing – October 19th**
  - At Town Board regular meeting, scheduled for Oct. 19<sup>th</sup>

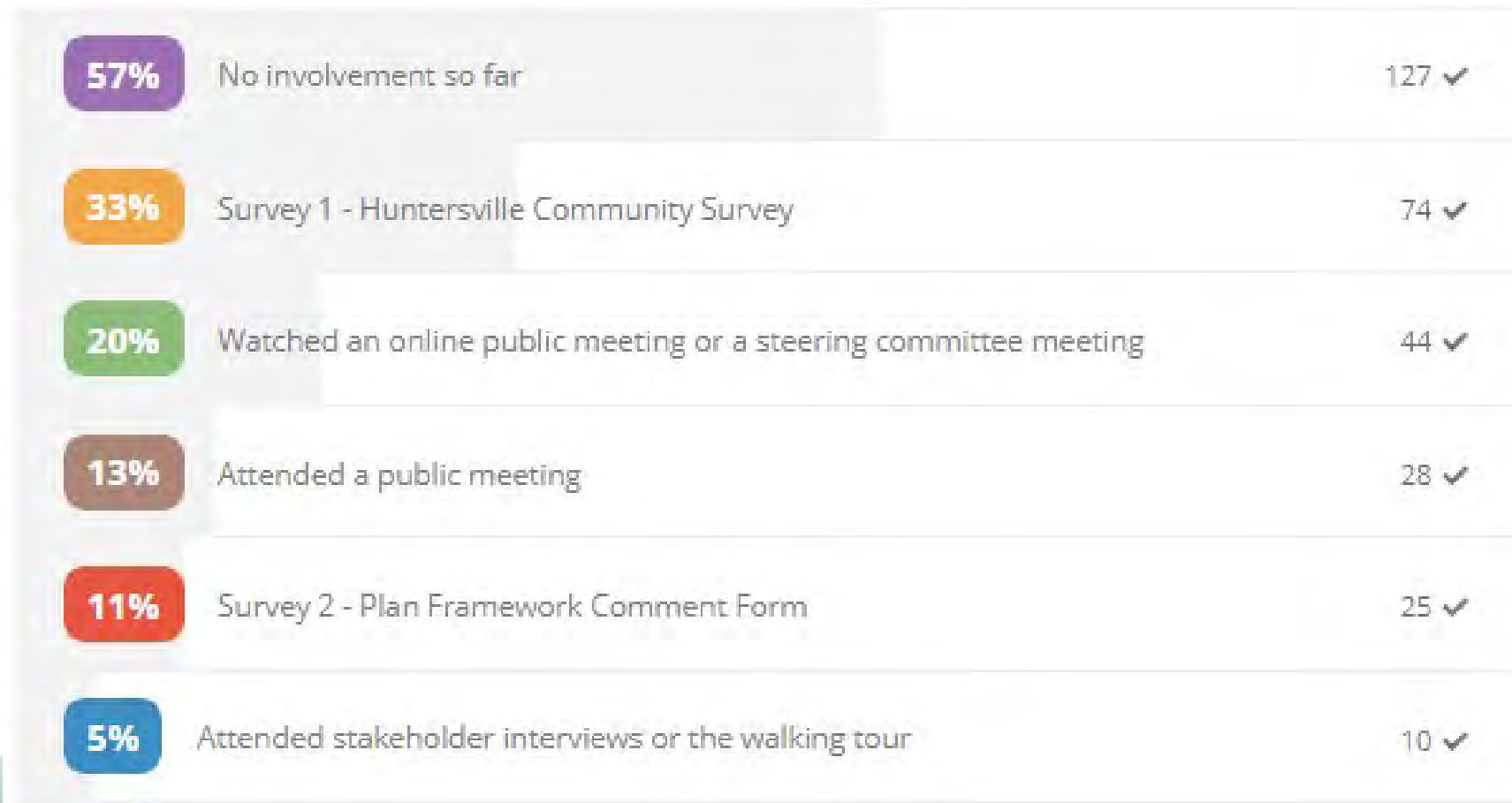




# Survey Comments & Potential Revisions



# How have you been involved with the plan so far?



221 Respondents



# Housing

52% said town should do a little more or a lot more to encourage affordable housing

When asked about additional housing actions, there was strong preference for including a mix of housing in new development and supporting existing homeowners

Less support for town-led policies or actions that would be targeted at increasing the amount of affordable or workforce housing



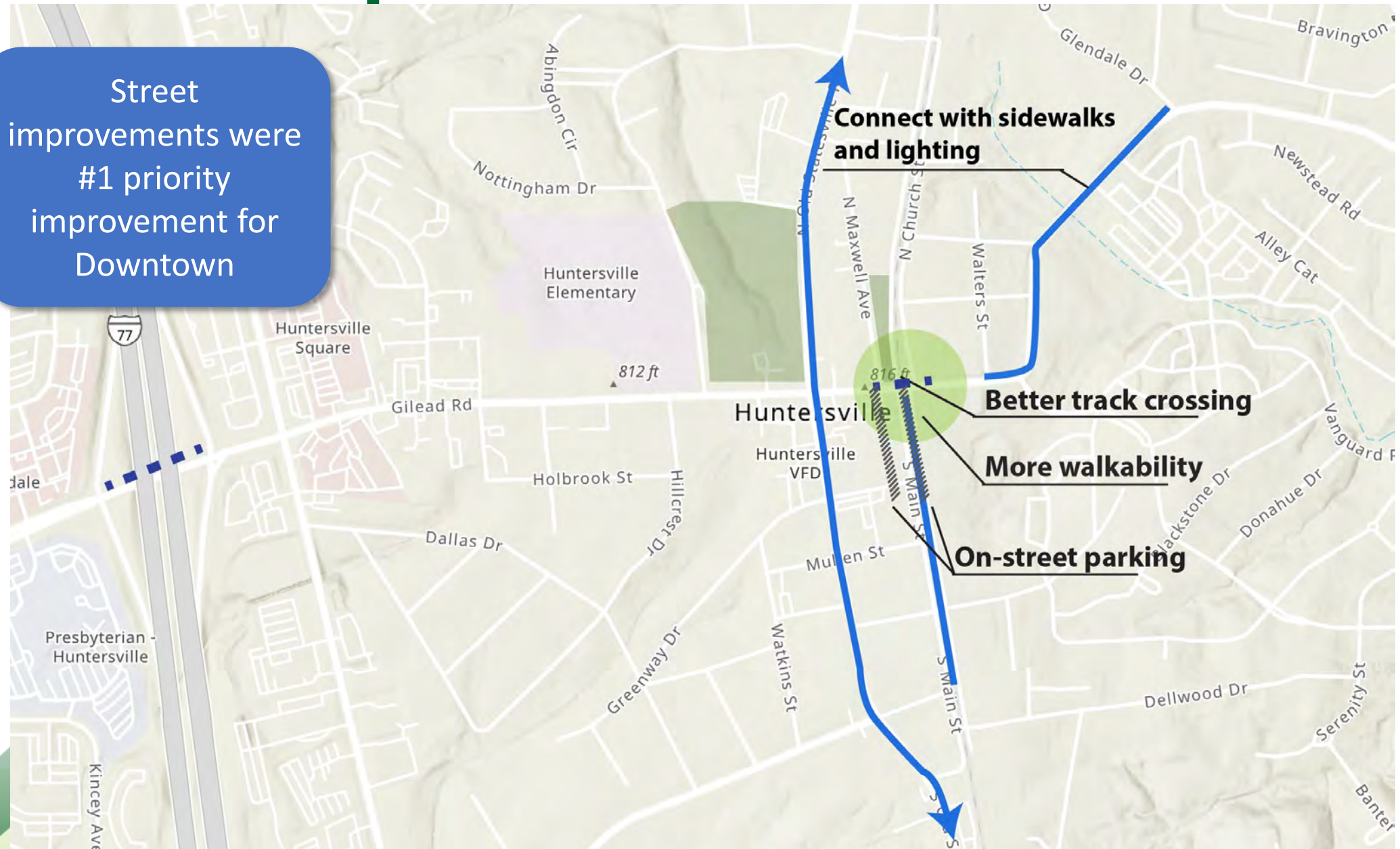
# Hou

	Support	Do not support	No opinion
Allow a greater mix of housing for seniors and young families	70% Support	19% Do not support	11% No opinion
Programs to support housing stability for existing homeowners to address rising property taxes and gentrification	76% Support	18% Do not support	5% No opinion
Density bonuses for affordable or workforce housing units	25% Support	54% Do not support	21% No opinion
Developer agreements on town owned land to get more affordable or workforce housing	35% Support	50% Do not support	16% No opinion
Partner to establish a housing trust to buy land to expand affordable or workforce housing	31% Support	55% Do not support	14% No opinion
New or diverse housing is not a priority for me (only select an answer if this statement applies to you)	48% Support	23% Do not support	28% No opinion

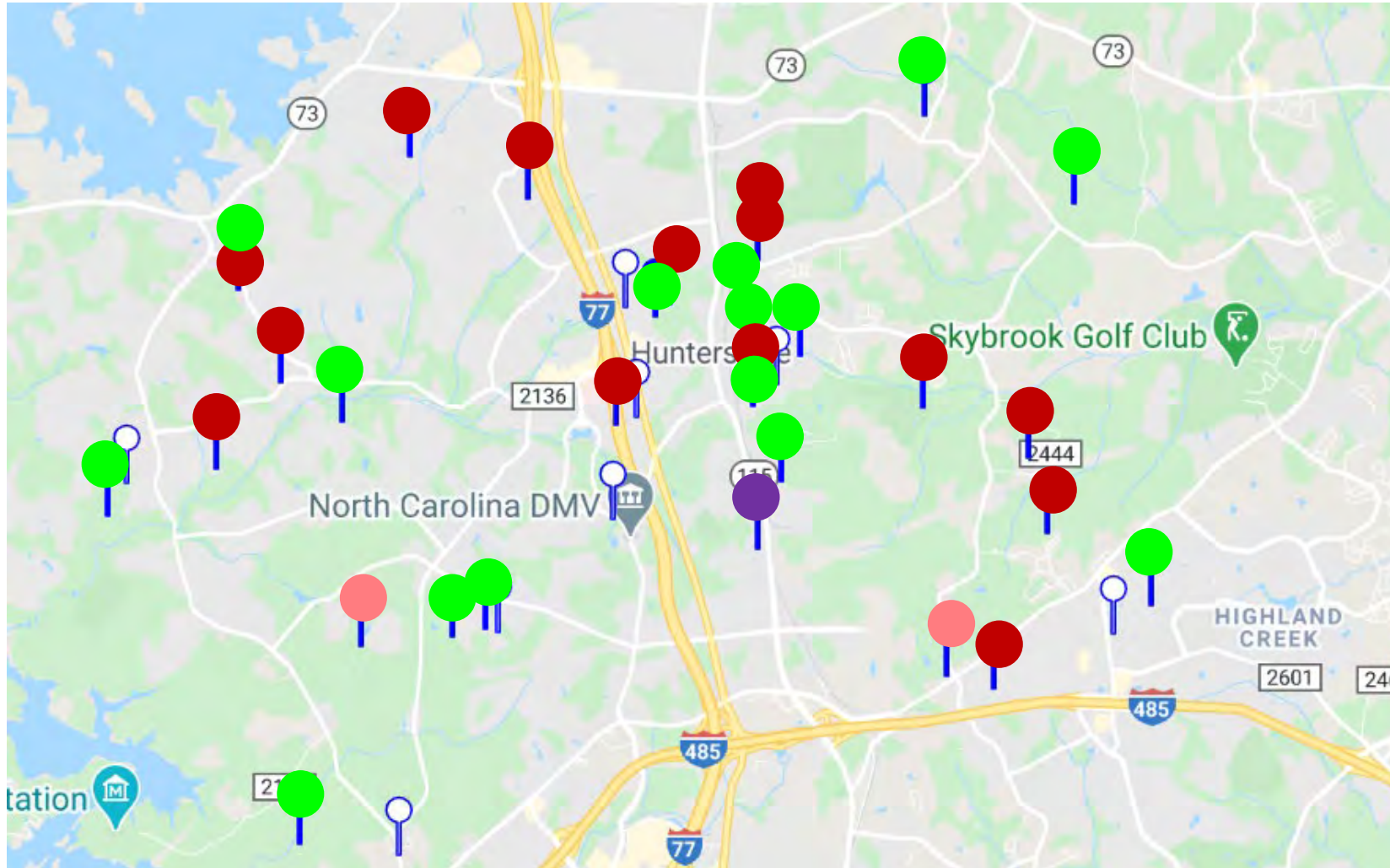


# Downtown Improvements

Street improvements were #1 priority improvement for Downtown



# Land Use Comments



## Takeaways:

- Less Growth desired in Southeast
- Look at Hambright Road Area (Business Park to watershed transition)
- Verhoeff Road area – support for expansion of employment uses

● Limit growth      ● More growth      ● Retail/Shops      ● Employment



# What would you change about the plan?

Address traffic and roads more

Adding more sidewalks and greenways to connect existing neighborhoods

Preference for larger lots for homes

More specifics for implementation

Slow growth

More concrete suggestions for schools



# Top Priorities

Preferences for quality of life improvements aligned with preferred allocation of resources.

## Top Quality of Life Improvements

1. **Greenways, trails, biking, and sidewalk improvements (75%)**
2. **Parks and Environmental preservation (67%)**
3. **Roadway improvements (67%)**
4. **Schools and Education (58%)**
5. **Tree planting and beautification (53%)**

## Allocation of Resources

1. **Roadway improvements (82%)**
2. **Parks and Environmental protection (75%)**
3. **Greenways, trails, biking, and sidewalks (73%)**
4. **Schools and Education (69%)**
5. **Public Safety (63%)**



# Outstanding Issues / Revisions

- **Traffic and transportation big theme**
  - Mobility Plan needed to address transportation system until and after DOT projects (delayed due to funding)
  - Add future bus route map to plan
  - Update Greenway Map
- **Gentrification concerns**
  - Support for housing stability program
  - Land use recommendations in transition areas important
- **Diversity – need specific recs and steps**
  - “Diversity is listed as a goal but I didn’t see it implemented in preserving historic Pottstown or encouraging minority owned businesses”



# Action Plan Discussion





# Draft Action Plan Items

- **Ordinance Updates**

- Form based approach to major throughfares (NC 73)
- Senior Housing, Attached % - Where, how
- Flexibility – Improve Open Space Outcomes
- Farmhouse Cluster updates (encourage more)

- **Transportation**

- Roadway improvements
- Mobility Plan
- 30x30 Greenway Plan

- **Downtown**

- Streetscape improvements...

- **Inclusive Government**

- Transparency, participation
- Housing stability
- Neighborhood Improvements

- **Strategy / Action**
- Responsible Dept / Agency
- Time Frame

# SC Discussion

- **Comfort level with draft plan and recommendations?**

- Red Flags
- Survey Comments / Themes
- Revisions to Plan
- Priority Action Items





# Next Steps

- **SC Comments...**
  - Send to John and Dave
- **Joint Worksession – October 5th**
  - Public Comment Period
- **Public Hearing – October 19th**
  - At Town Board regular meeting, scheduled for Oct. 19<sup>th</sup>

