

Steering Committee
Meeting
October 30, 2019



Agenda

- Introduction
 - Welcome / Introductions
 - Steering Committee Role
 - Election of Chairperson
 - Discussion of Future Meeting Dates/Times
- Schedule and Process
 - Project Purpose & Schedule
 - Steering Committee Meetings and Topics
 - Public Involvement
- Project Initiation Report
 - Plan Review / Accomplishments
 - Tour and Stakeholder Interviews
 - Issues and Assets
- Discussion / Exercise



Introduction

Welcome



Old Statesville Rd 100

Welcome & Introductions

Key Town Staff

Name	Role	Email	Phone
Dave Hill	Senior Planner / Project Manager	dhill@huntersville.org	704-766-2213
Jack Simoneau	Planning Director	jsimoneau@huntersville.org	704-766-2211
Bill Coxe	Transportation Planner	bcoxe@Huntersville.org	704-766-2210



Welcome & Introductions

Consultant Team



Project Management,
Public Engagement, Land
Planning & Design, Public
Services, Environment &
Open Space, Housing



Land Planning & Design,
Environment & Open
Space



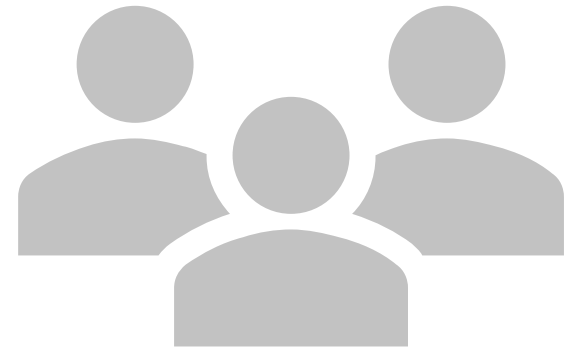
Transportation Planning,
Economic Development



Welcome & Introductions

Steering Committee

- Give a brief introduction to the group
- How long have you been a resident of Huntersville?
- Where do you live?



Steering Committee Role

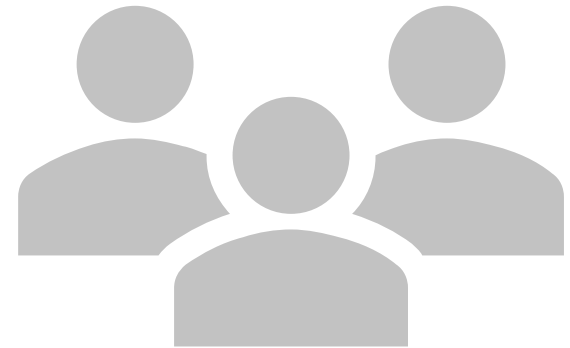
- Meet regularly during the project
- Listen and contribute ideas and opinions
- Get others involved
- Be an ambassador for the Plan



Election of Chairperson

Chairperson Role

- Help facilitate meetings
- Manage discussions
- Coordinate with staff and the consultant



Future Meeting Dates / Times

- No Mondays, No Fridays
- Evening, beginning at 6 or 6:30.
- Potential date for January Meeting: Week of Jan 13th or 27th



Schedule & Process

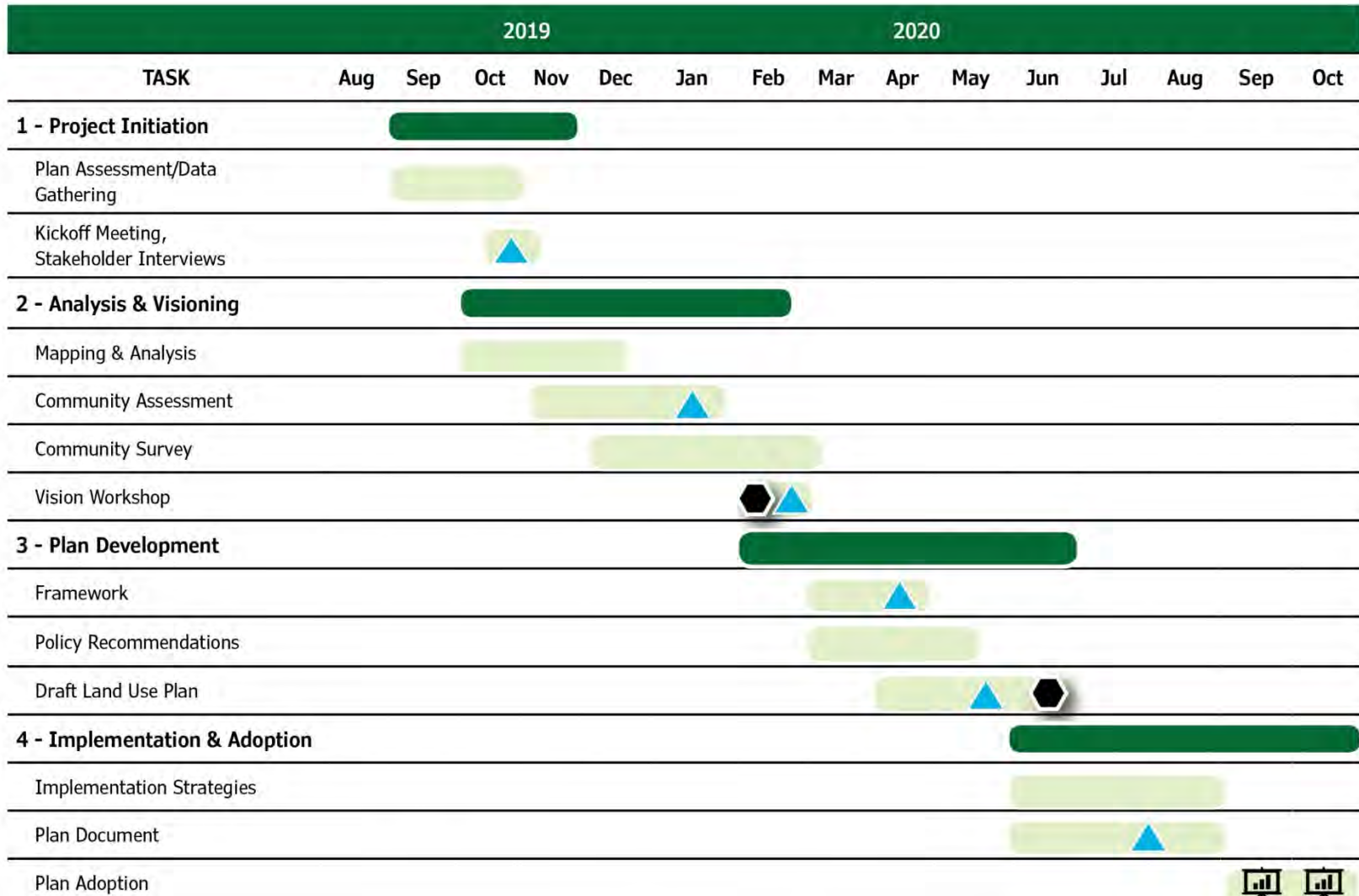


Plan Purpose

- Documents a community conversation
- Provides strategic policy direction and guidance (for public and private sectors)
- Guide for land use decisions (use mix, intensity, design), staff, programs and infrastructure investment
- Policy, not regulatory
 - Will lay the groundwork for current and future regulations



Schedule



Steering Committee Meeting Schedule

Meeting	Purpose	Timeframe
Steering Committee #1A	Orientation Meeting	October 1, 2019
Steering Committee #1B	Project Initiation	October 30, 2019
Steering Committee #2	Present Plan Review & Analysis, Prep for Public Meetings and Survey	January, 2020
Steering Committee #3	Public Meeting & Survey Results	Late February, 2020
Steering Committee #4*	Plan Framework & Vision	April, 2020
Steering Committee #5*	Draft Plan	May, 2020
Steering Committee #6	Implementation Recommendations	July / August, 2020



**Additional steering committee meetings may be necessary to discuss framework and draft plan*

Public Engagement Plan

- Website
- Steering Committee
- Stakeholder Interviews
- Interactive Survey (Phase 1, Phase 2)
- Social Media Outreach
- Visioning Workshop
- Community Meeting
- Public Hearing(s)



Who Should Be Involved?

- How / Who To Invite to Public Meetings
- Informal Outreach (i.e. phone call/meeting)
- Distribution Contact (i.e. for survey or public input opportunities)



Project Initiation Report



Pictures from Tour



Themes from Stakeholder Interviews

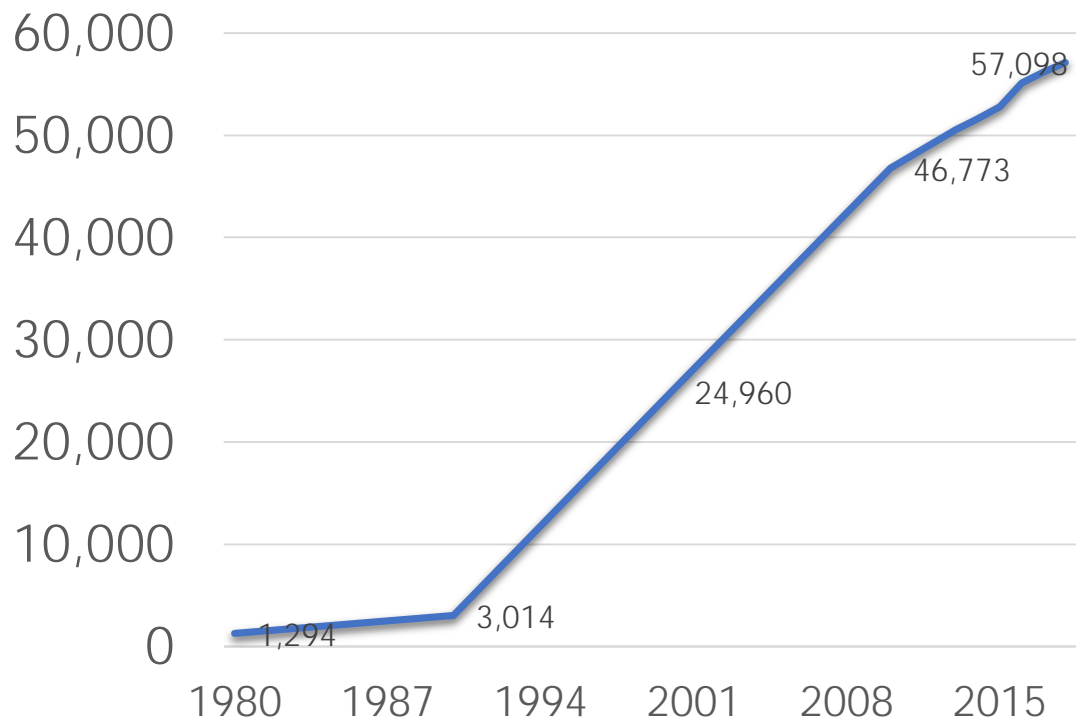
- Population Growth and Housing Demand
- Transportation and Infrastructure Concerns
- Downtown
- Affordability, Equity and Displacement
- Development Design
 - TND, TOD
 - Rural & Transitional Areas
- Economic Development



Population Growth

- 23% increase in population between 2010 and 2018
- 30k increase in population between 2000 and 2019

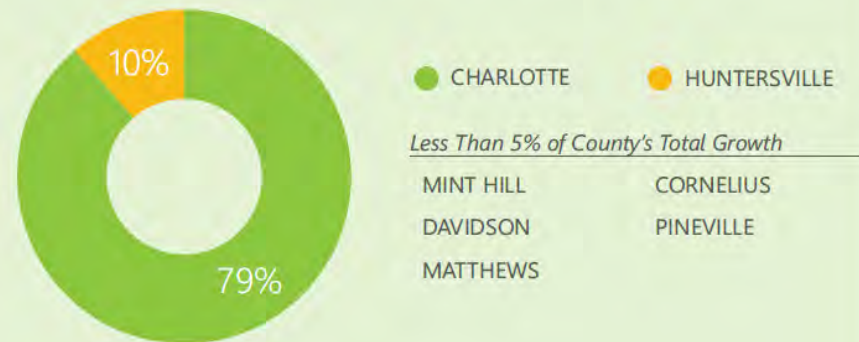
Huntersville Population



Population Growth

- Mecklenburg County forecasted to grow by 600,000 between 2015 and 2045
- Huntersville population could double based on demand for housing
- 8,000 new students by 2035 projected

FIGURE 3-11 | PERCENT OF MECKLENBURG COUNTY POPULATION GROWTH BY JURISDICTION (2015–2045)



Transportation

- Transportation & Circulation
 - Exit 23 & 25 Diverging Diamond Interchanges
 - US 21 (Statesville Rd) Widening / Superstreet
 - Roadway/Intersection Improvements
- North Corridor BRT
 - Station Area Planning
 - First/Last Mile Connections
- Bicycle and Pedestrian Connections
 - Greenways
 - Other priorities



Infrastructure

- **Concurrency**
 - Timing of infrastructure and services
 - Phasing of development and improvements
- **Schools**
 - 8,000-10,000 students expected
 - CMS, charter and private resources strained
- **Parks**
 - Public/Private responsibilities
 - Land banking needed
 - Green Infrastructure: Conservation, Agriculture and Water Quality
- **Implementation and Coordination is Key**



Downtown

Circulation:

- Realign roads
- Parking improvements
- Commuter transit
- Greenway

Civic:

- Plaza
- Town Hall
- Arts, Parks, Events
- Streetscape

• Private Sector:

- Appearance
- Infill / redevelopment

• Marketing / Branding:

- Logo
- Downtown Business Assoc.
- Wayfinding



Affordability and Equity

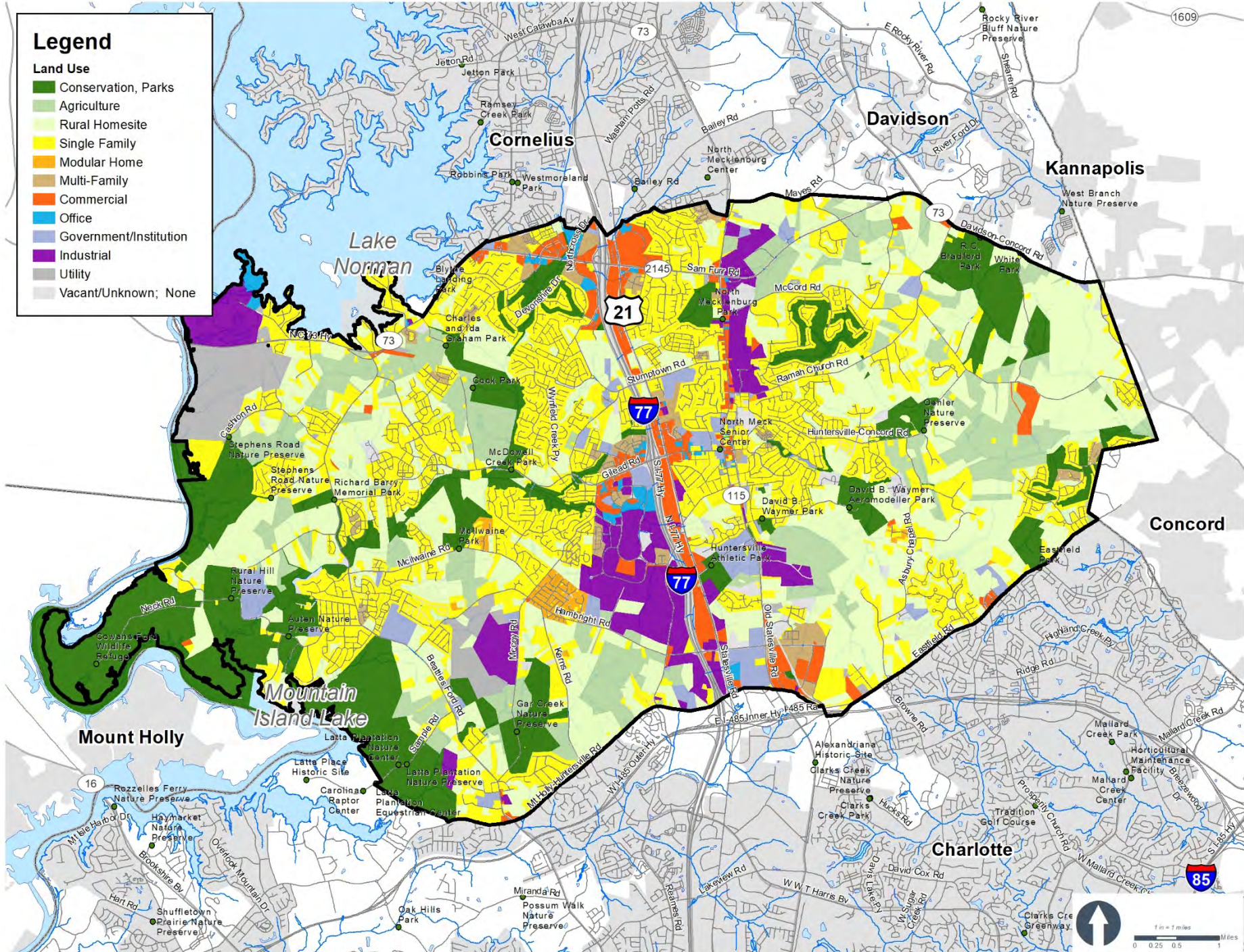
- Pottstown / Holbrooks Rd Area
 - Traffic / landfill
 - Growth and displacement
 - Sidewalks and road improvements
 - Torrence-Lytle School – Future Use
 - Take care of older neighborhoods and history



Legend

Land Use

- Conservation, Parks
- Agriculture
- Rural Homesite
- Single Family
- Modular Home
- Multi-Family
- Commercial
- Office
- Government/Institution
- Industrial
- Utility
- Vacant/Unknown; None



Rural/Transition Area

- Need to better define Low Intensity area
- Character of development design
- East vs. West
- Watershed protection in the west
- Implications of North / South Parkway



Market Analysis

Economic Development Potential

- **Huntersville Today**
 - Examine the key industries that drive economic growth in Cullowhee today
 - Compare key industries to future growth potential to determine opportunities
- **Huntersville Tomorrow**
 - Determine catalyst growth areas based on demand, location, access, visibility
 - Recommend strategies to strengthen economic development and land use



Discussion



Q:

- What are the biggest issues and opportunities facing the Town of Huntersville over the next 5 to 10 years?
- What should this Plan accomplish?

