

Public Workshop  
Update  
February 25<sup>th</sup> & 26<sup>th</sup>, 2020



# Agenda

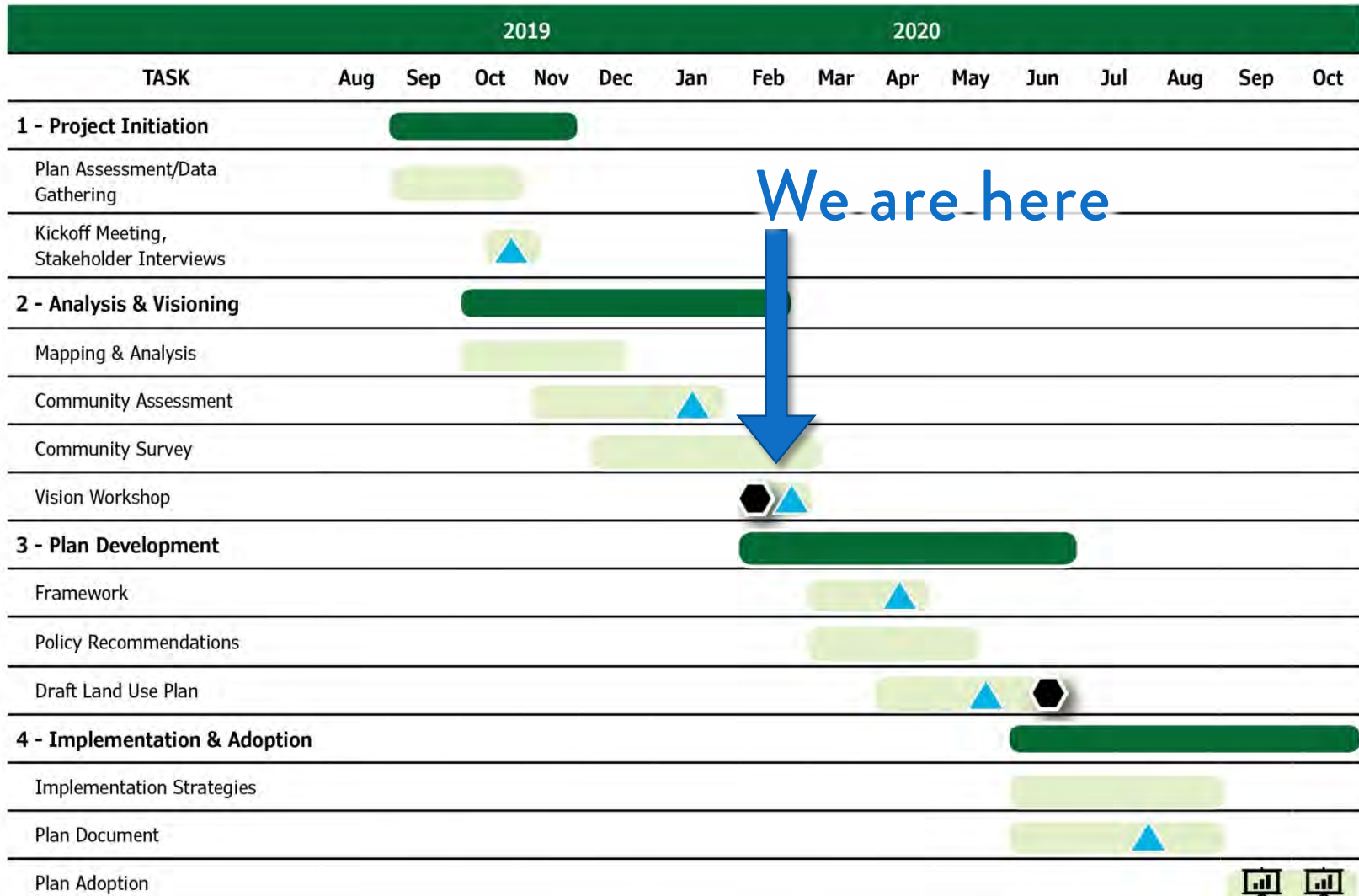
- Project Schedule and Public Engagement Update
- Preliminary Survey Results
- Discussion






# Plan Update & Public Engagement Schedule

# Overall Plan Update Schedule



# Charrette Meeting Schedule

MEETING LOCATIONS		Monday, Feb 24 <sup>th</sup>	Tuesday, Feb 25 <sup>th</sup>	Wednesday, Feb 26 <sup>th</sup>
<b>Duke's Water Treatment Plant</b> 7980 Babe Stillwell Farm Road, Huntersville, NC 28078	8 AM			<b>Coffee at the Studio</b> Arts & Cultural Center (8:00 – 10:00 AM)
	9 AM			
	10 AM		<b>Downtown Walking Tour</b> Arts & Cultural Center (9:00 AM– 11:30 AM)	
	11 AM			
<b>Arts &amp; Cultural Center</b> 109 S. Old Statesville Road Huntersville, NC 28078	Noon			
	1 PM	<b>Open Studio</b> Duke's Water Treatment Plant (Noon – 2:00 PM)		
<b>Huntersville Town Hall</b> 101 Huntersville-Concord Road Huntersville, NC 28078	2 PM		<b>Open Studio</b> Arts & Cultural Center (1:00 – 3:30 PM)	
	3 PM			
	4 PM			<b>Steering Committee Meeting</b> Duke's Water Treatment Plant (3:30 – 5:00 PM)
	5 PM	<b>Visioning Workshop</b> Duke's Water Treatment Plant (4:00 – 7:00 PM)	<b>Planning Board Update</b> Huntersville Town Hall (5:00 – 6:15 PM)	
6 PM	<b>Public Review Mtg</b> Duke's Water Treatment Plant (6:00 – 8:00 PM)			
7 PM				
8 PM				
<b>For more information, visit</b> <a href="http://www.Huntersville2040.com">www.Huntersville2040.com</a>				
				



# Public Engagement Recap

# Public Meeting #1



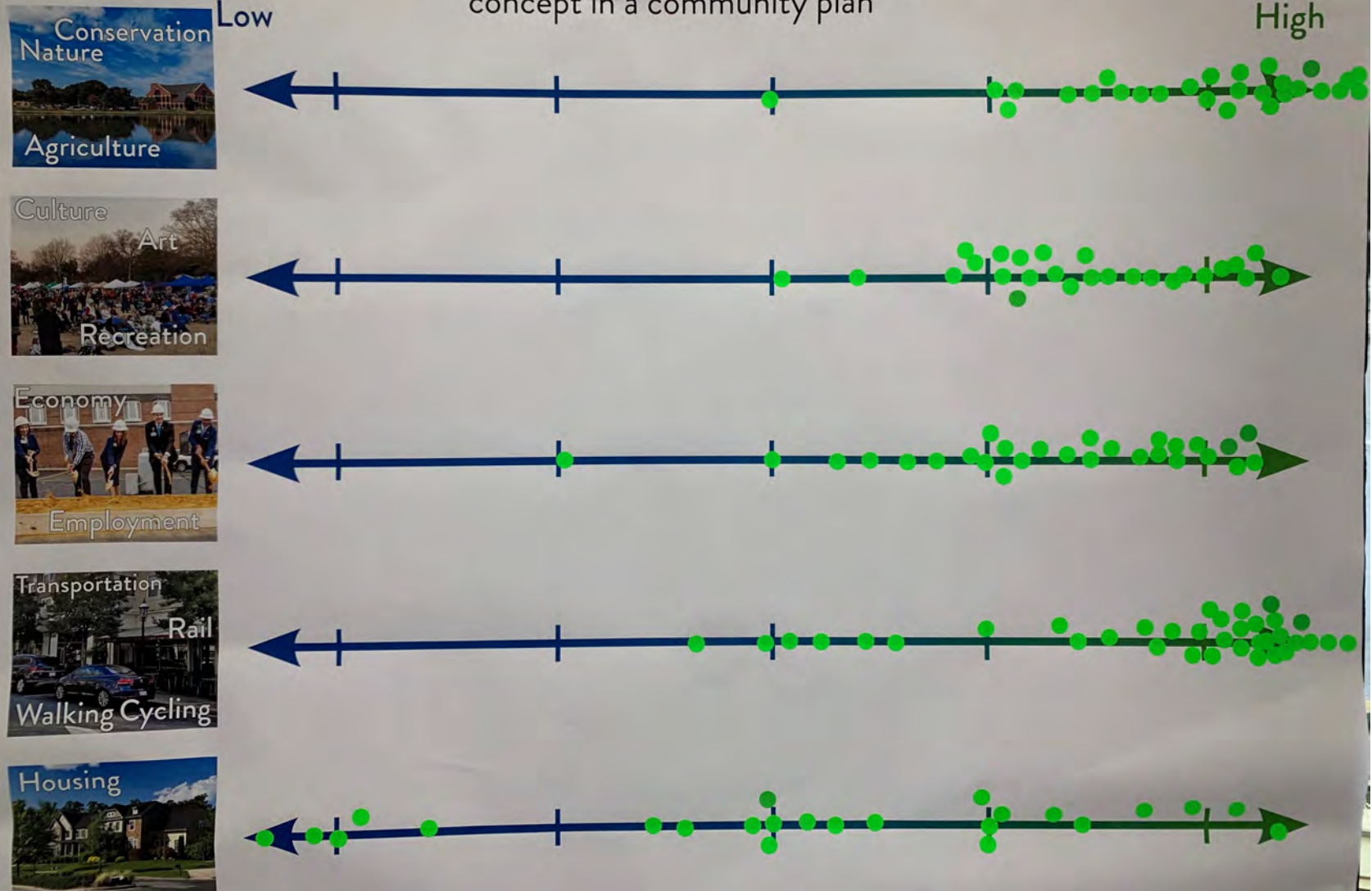
- Approximately 49 attendees + Town staff + facilitators
- Topics included:
  - Community Vision
  - Priorities
  - Land Use & Housing
  - Transportation
  - Economy & Employment
  - Conservation
  - Downtown
  - Growth Chip Game
  - Keep Toss Create Map

# Public Meeting #1



# Community Values

Please place a dot on each scale indicating how you value each concept in a community plan



# Preferences: Character

## Walkable

Smaller scale, mix of uses and/or building types



## Rural

Lower overall density, more greenspace



## Auto-Oriented

Larger scale with separated uses

Instructions: Use dots and comment boards provided to show land use types and design preference for future development

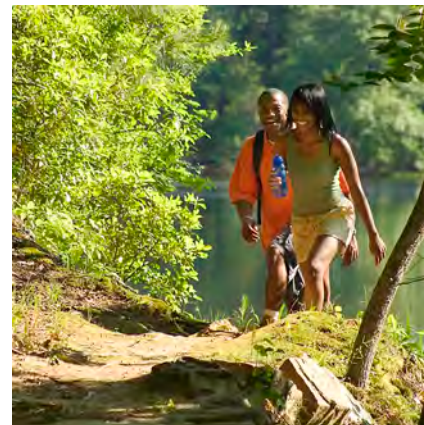
# Preferences: Parks and Open Space

## Passive Parks

- Greenways, trails
- Nature parks
- Multi-purpose greens
- Nature play

## Open Space

- Mature trees and water quality



# Downtown Needs...?

# Preference survey

## DOWNTOWN NEEDS...

INSTRUCTIONS: Use dots provided to vote on which improvements you would like to see more of in Huntersville.

 <p>CROSSWALK IMPROVEMENTS</p>		 <p>FESTIVAL &amp; EVENTS</p>	
 <p>WIDER SIDEWALKS AND PLANTINGS</p>		 <p>PUBLIC PARKING</p>	
 <p>PATIO DINING</p>		 <p>NEW SHOPS/BUSINESSES</p>	
 <p>RESIDENTIAL OPTIONS</p>		 <p>PARKS OR GREENWAYS</p>	
 <p>PUBLIC ART</p>		<p>OTHER (WRITE IN)</p>  <p>WRITE IN IDEAS</p> <p>A single artwork of benches with the location people sitting there, making it more comfortable.</p>	

# Preference survey

## DOWNTOWN NEEDS...

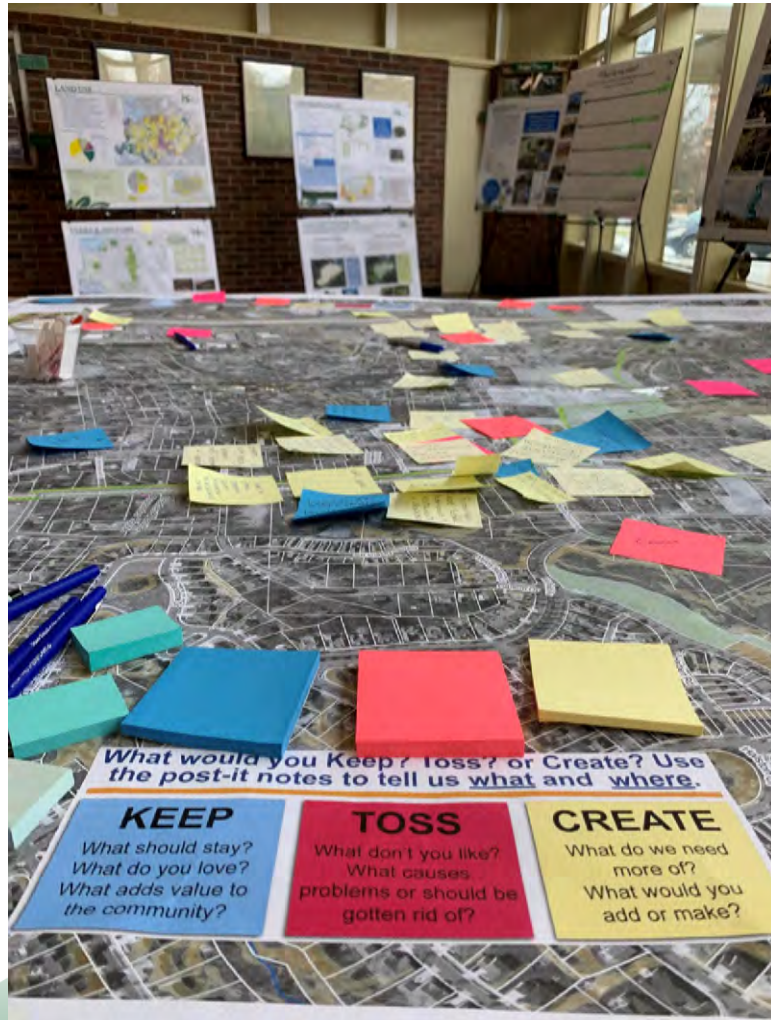
INSTRUCTIONS: Use dots provided to vote on which development types and site designs you would like to see more of in Huntersville.

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# Downtown Needs...?



# Keep, Toss, Create



## Highlights:

- **Keep**

- Dellwood Center and historic buildings, character
- Mature trees, vegetation

- **Toss**

- Unsightly buildings and centers
- Maintenance issues

- **Create**

- Renovation, redevelopment and infill downtown – make it a destination!
- Design standards
- Attractive entranceways
- Parks, recreation
- Ped/bike connections
- Locally-owned businesses

# Downtown Walking Tour



- Sidewalks and walkability
  - Connecting, wide, clean, ADA
- Appearance and maintenance, private and public
- Preserve history, fit character
- Encourage high density/intensity
- Need activity / destination draw
  - Incl. for families
- Streetscape details / enhancements

# Door-to-Door Downtown Business Engagement



Spoke with 7 downtown businesses.

- Downtown needs more parking
- Want more walkable streets, more attractive sidewalks, buildings
- Difficult to encourage investment from existing property owners



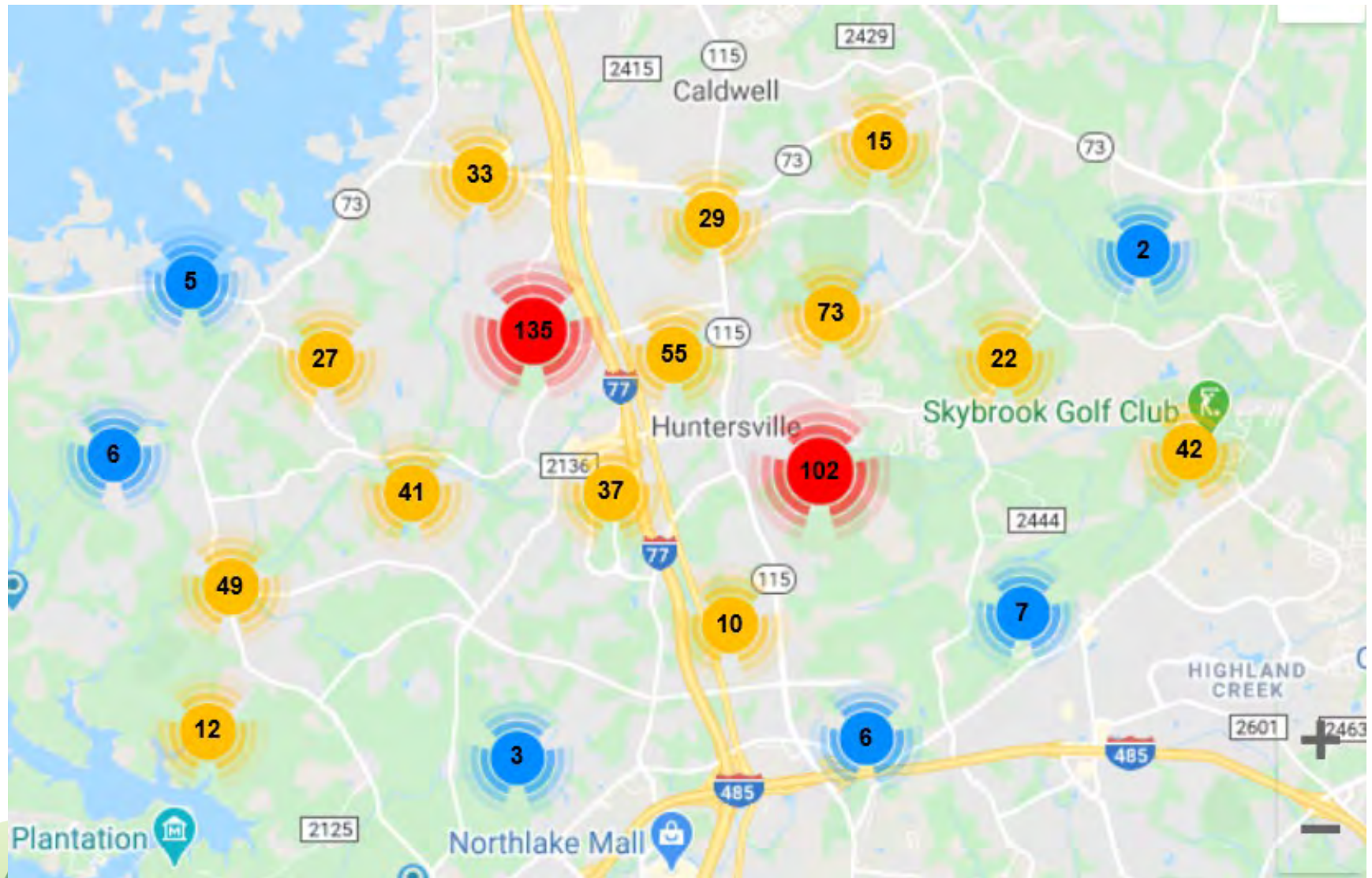
# **(Very) Preliminary Survey Results**

# Who has responded to the survey?

- Nearly 1,000 respondents!
- Most own their own homes – 92%
- Over half are between ages 36 to 55
- 87% of respondents identify as “white”
- Household income:
  - 62% are \$100,000+ per year
  - 4% below \$50,000 per year



# Location of Respondents



# Survey Next Steps

- Outreach to:
  - Minorities
  - Renters
  - Lower income households
- Staff to meet with organization in Dellwood Community on Thursday
- Potential for Community Meeting at Dellwood Community Center end of March
- Survey may be extended past current March 16<sup>th</sup> close date



# What do you value most?

1. Low crime
2. Quality parks, recreation, and natural areas
3. Close to shopping
4. Jobs/employment



# Quality of Life

	Excellent	Good	Fair	Poor	Very poor	Not sure
Huntersville as a place to live <b>-9% from 2011</b>	34% Excellent	55% Good	8% Fair	1% Poor	1% Very poor	1% Not sure
Huntersville as a place to raise children <b>Consistent with 2011</b>	34% Excellent	49% Good	7% Fair	1% Poor	- Very poor	9% Not sure
Huntersville as a place to work <b>+3% since 2011</b>	18% Excellent	39% Good	15% Fair	3% Poor	1% Very poor	23% Not sure
Huntersville as a place to retire <b>-8% from 2011</b>	16% Excellent	37% Good	21% Fair	8% Poor	2% Very poor	16% Not sure
Huntersville as a place to visit or do things on weekends <b>New Q. Room for Imp.</b>	12% Excellent	33% Good	37% Fair	12% Poor	4% Very poor	2% Not sure

# Priority Issues

62%	Traffic and congestion	540 ✓
42%	Growth management (timing of growth and provision of services and infrastructure)	361 ✓
33%	Maintaining public services (schools, public safety, fire, and police)	283 ✓
32%	Creating safe, attractive walking, biking, and transit options	281 ✓
30%	Improvement of the historic downtown area of Huntersville	260 ✓
20%	Preservation of natural, scenic, and historical assets	176 ✓

# Priority Issues



# Priority Issues



# Development Preferences

- Support for:
  - Balancing the tax base
  - Protecting sensitive watersheds
  - Maintain quality architectural and site design standards for commercial standards
  - General growth framework (high/low intensity areas)
- More discussion needed
  - How to balance development/preservation in rural tier
  - Where to allow/encourage mixed use development and more housing options (age + income)



# Transportation

How do you **currently** travel?

	Walk	Bike	Drive	Transit (e.g. - bus, bus rapid transit (BRT), commuter rail, etc.)
Work	6% Walk	1% Bike	90% Drive	3% Transit (e.g. - bus, bus rapid transit (BRT), commuter rail, etc.)
Shopping	2% Walk	1% Bike	97% Drive	- Transit (e.g. - bus, bus rapid transit (BRT), commuter rail, etc.)
Services	1% Walk	1% Bike	97% Drive	- Transit (e.g. - bus, bus rapid transit (BRT), commuter rail, etc.)
Parks	12% Walk	4% Bike	83% Drive	- Transit (e.g. - bus, bus rapid transit (BRT), commuter rail, etc.)

# Transportation

How would you **like** to travel?

	Walk	Bike	Drive	Transit (e.g. - bus, bus rapid transit (BRT), commuter rail, etc.)	Other
Work	19% Walk	14% Bike	46% Drive	19% Transit (e.g. - bus, bus rapid transit (BRT), commuter rail, etc.)	2% Other
Shopping	32% Walk	17% Bike	42% Drive	9% Transit (e.g. - bus, bus rapid transit (BRT), commuter rail, etc.)	1% Other
Services	27% Walk	16% Bike	48% Drive	8% Transit (e.g. - bus, bus rapid transit (BRT), commuter rail, etc.)	1% Other
Parks	46% Walk	27% Bike	21% Drive	5% Transit (e.g. - bus, bus rapid transit (BRT), commuter rail, etc.)	1% Other

# Economy

How do you feel about growth and development in Huntersville?

	Very positive	Somewhat positive	Neutral	Somewhat negative	Very negative
General feelings about growth	15% Very positive	38% Somewhat positive	11% Neutral	25% Somewhat negative	11% Very negative
Commercial growth	12% Very positive	39% Somewhat positive	26% Neutral	16% Somewhat negative	6% Very negative
Residential growth	10% Very positive	27% Somewhat positive	14% Neutral	31% Somewhat negative	19% Very negative
Employment / job growth	14% Very positive	32% Somewhat positive	39% Neutral	12% Somewhat negative	3% Very negative

# Discussion

