

Town of Harrisburg, NC

Morehead West Area Plan

Community Meeting 1

June 22, 2016



nealon



LandDesign.



the team



vhb



Noell Consulting Group
Marketunistic Real Estate Advice



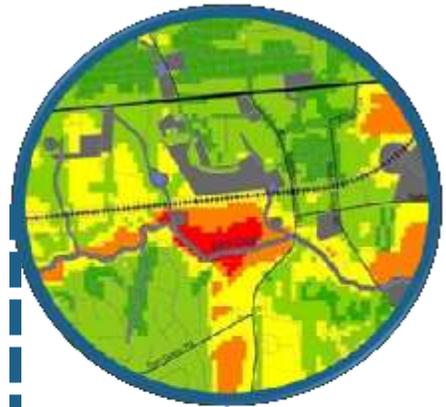
primary objective:
**ensure economic
vitality of the town**

- determine the highest and best use
- develop a **VISION** for future development
- make recommendations regarding future development, infrastructure, development regulations, and policies

objectives

APRIL

NOVEMBER



ANALYSIS (4 WEEKS)



PLANNING (8-9 WEEKS)



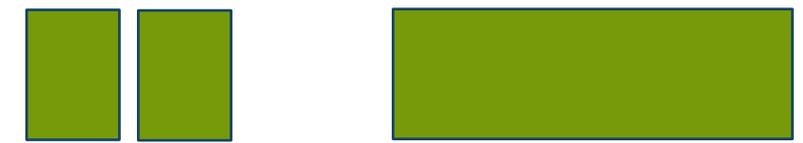
POLICY FRAMEWORK + PLAN (12 WEEKS)



STAKEHOLDER INTERVIEWS



COMMUNITY MEETING

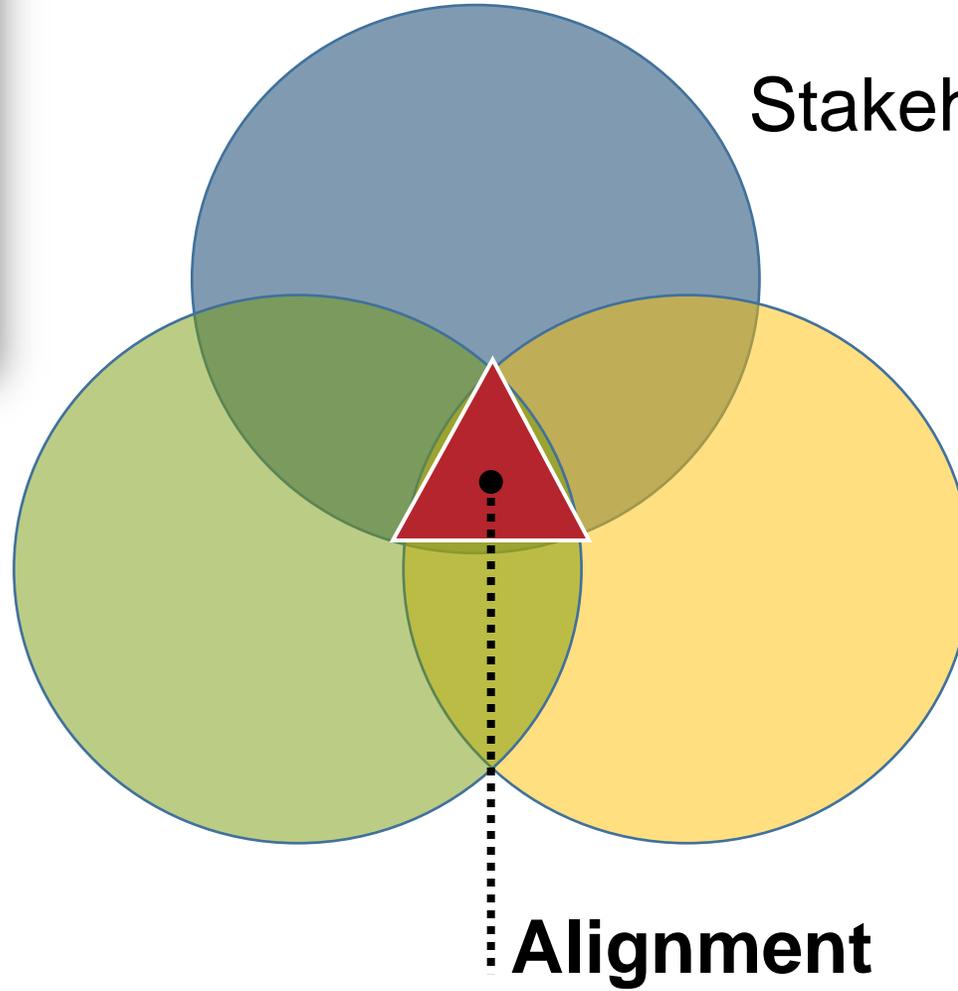


SPECIFIC AREA DESIGN (10 WEEKS)

process



Data (GIS mapping, field reconnaissance, projections)



Adopted Plans + Ordinances

NAICS Sector (2012)	2012	2011	2010
NAICS 211 - Petroleum and coal extraction	1.11	0.79	0.98
NAICS 221 - Nonmetallic mineral product manufacturing	3.23	4.06	3.43
NAICS 231 - Trade and construction	6.14	4.39	4.12
NAICS 232 - Apparel manufacturing	2.09	3.18	3.03
NAICS 233 - Clothing and clothing accessories stores	0.07	3.06	0.06
NAICS 234 - Data processing and related services	1.42	3.52	3.84
NAICS 235 - Air transportation	0.97	3.50	4.73
NAICS 236 - Broadcasting, except Internet	0.06	3.50	2.01
NAICS 237 - Credit intermediation and related activities	1.1	0.97	3.03
NAICS 238 - Management of companies and enterprises	0.28	1.14	2.09

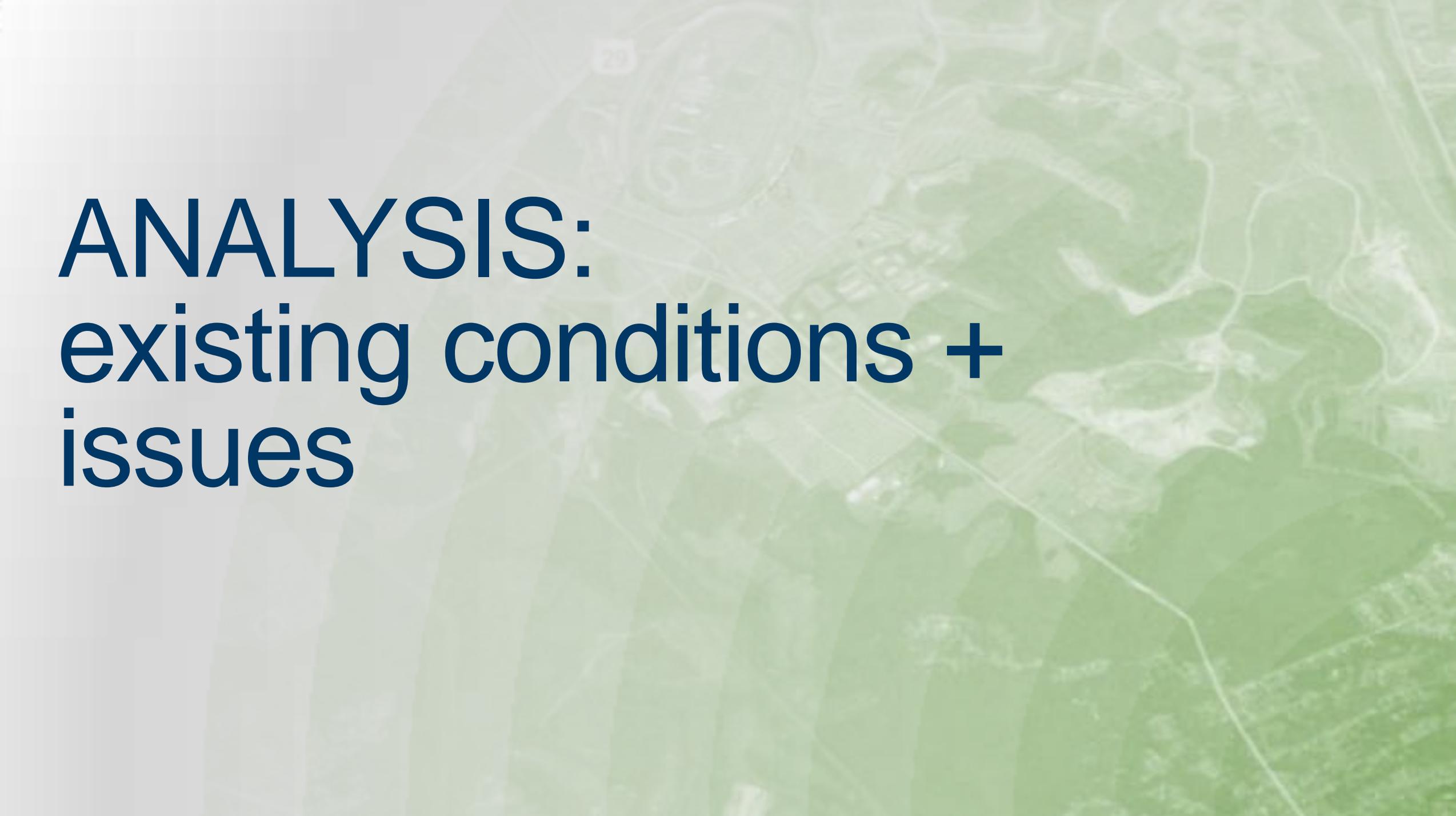
Harrisburg: Economic Base

- Freight & Cargo Transportation
- Packing Materials
- Building Supplies
- Automotive/Auto Sports

information gathering



stakeholders

An aerial photograph of a rural landscape, possibly a valley or a small town, with a green semi-transparent overlay. A road marker with the number '29' is visible in the upper left quadrant. The text is overlaid on the left side of the image.

ANALYSIS: existing conditions + issues

Best Places to Live 2015

41. Harrisburg, N.C.

This year marks H...
why the town is bo...
10.6% projected jo...
employers like Pep...
development. This...
highest homeowne...
remain affordable

Kid-friendly activi...
the area than just...
the strongest on o...
been designated a...
Education's highe

athletic program has also been quick to bring home several state
championships, and the Blue Regiment marching band has twice been

“Great jobs in nearby Charlotte
...has led Harrisburg to the
highest homeownership rate in
the county...”





Study Area

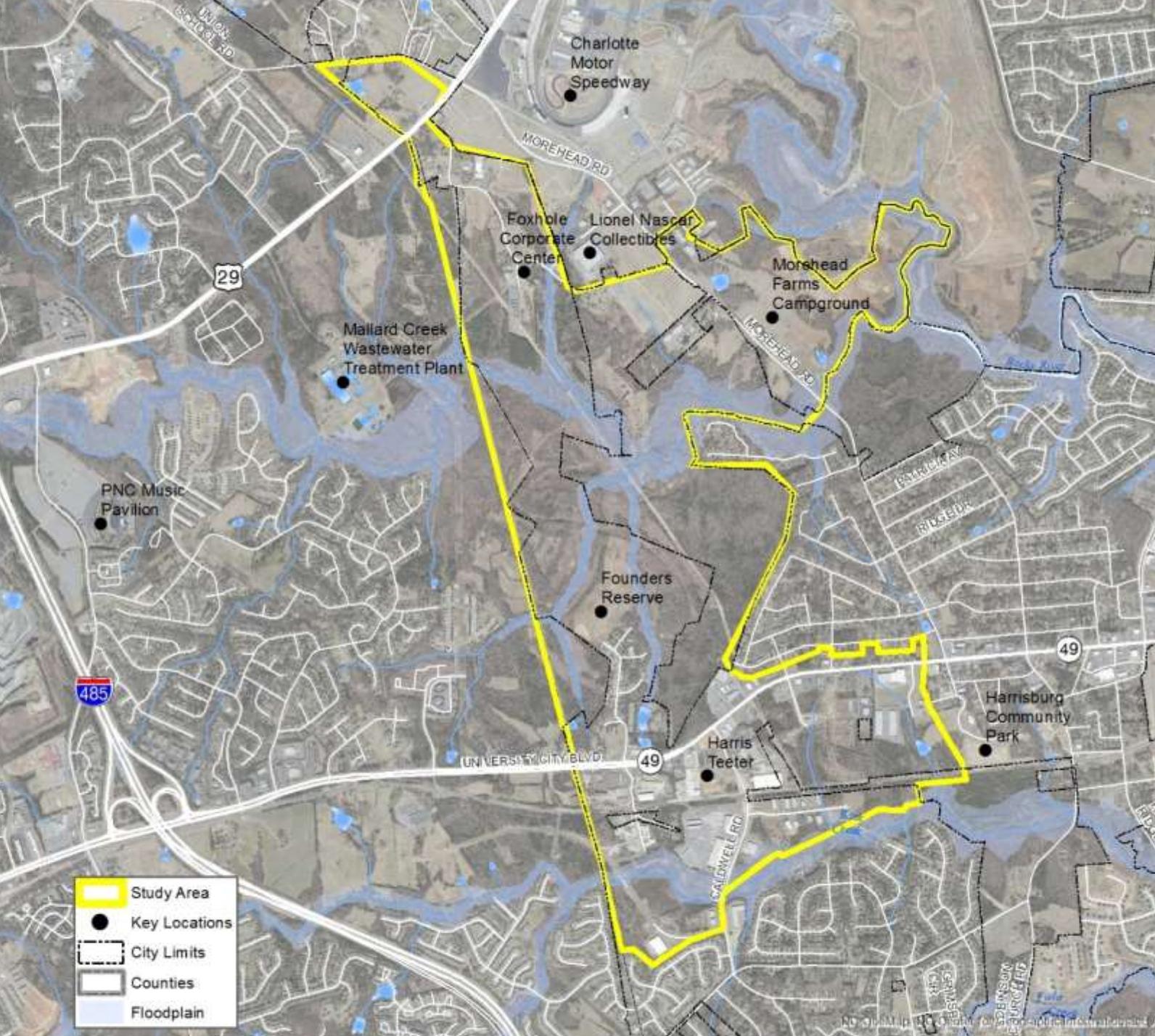
- Strengths:

- Good local/Charlotte access via NC 49 & US 29—proximate to I-485
- High quality, suburban family lifestyle with good schools, low crime
- Proximity to major destinations (Speedway, Concord Mills, UNC-Charlotte)
- Creeks, woods provide attractive natural setting

- Challenges:

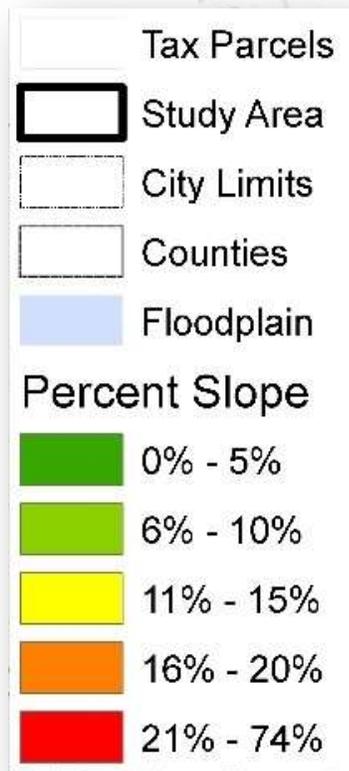
- Regional access via I-85 inferior to Concord/Charlotte
- Impacts from speedway, landfill temper land use options in northern study area
- Lack of real sense of place, identity, memorable gateway
- Housing variety: lacking beyond large-lot single-family
- Lack of walkability in most of Harrisburg (tempers attraction to market)





Study Area

- +/-1600 acres



Natural

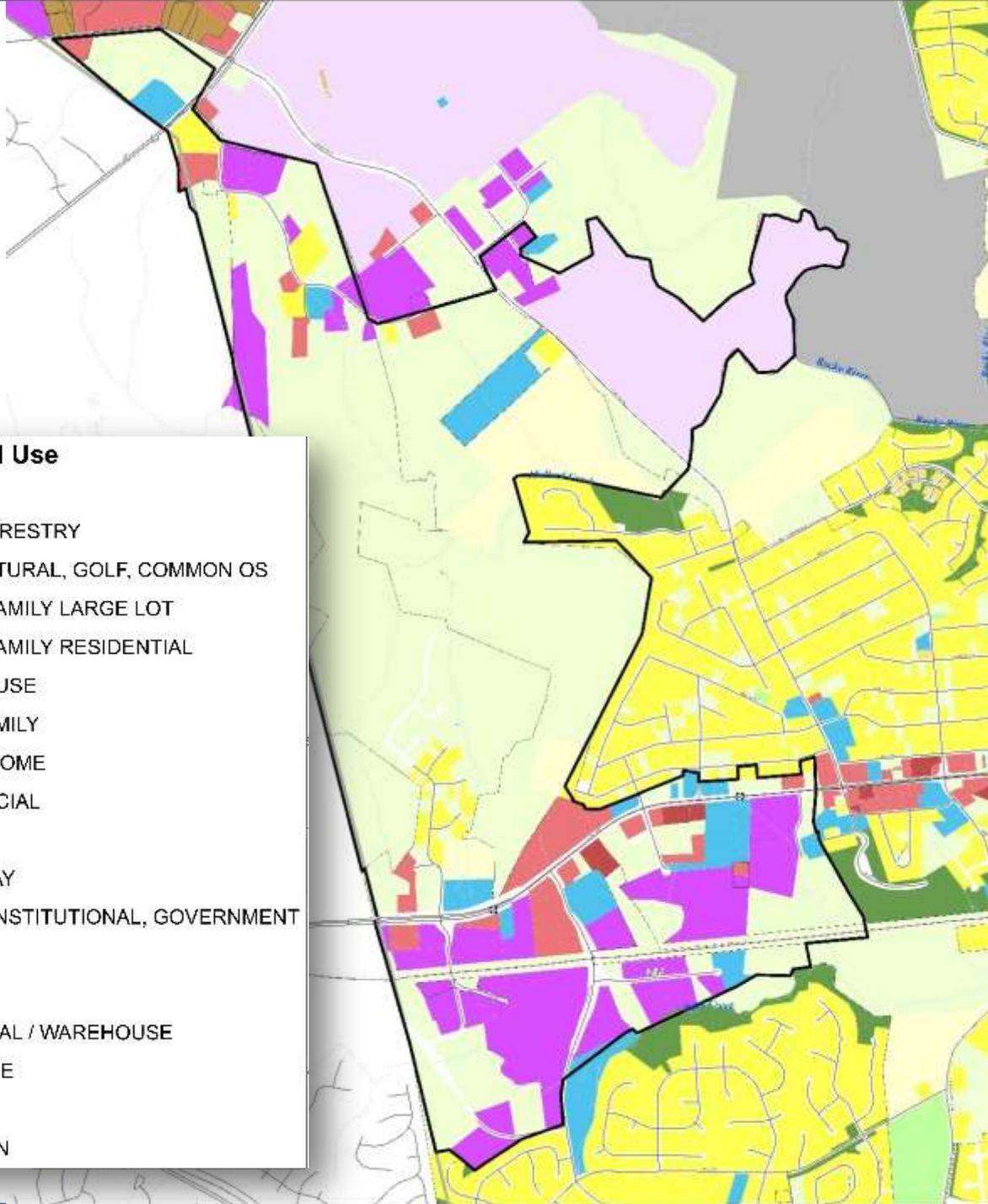
- Topography - steeper slopes along tributaries
- Mallard Creek floodplain
- Riparian buffers
- Wetlands

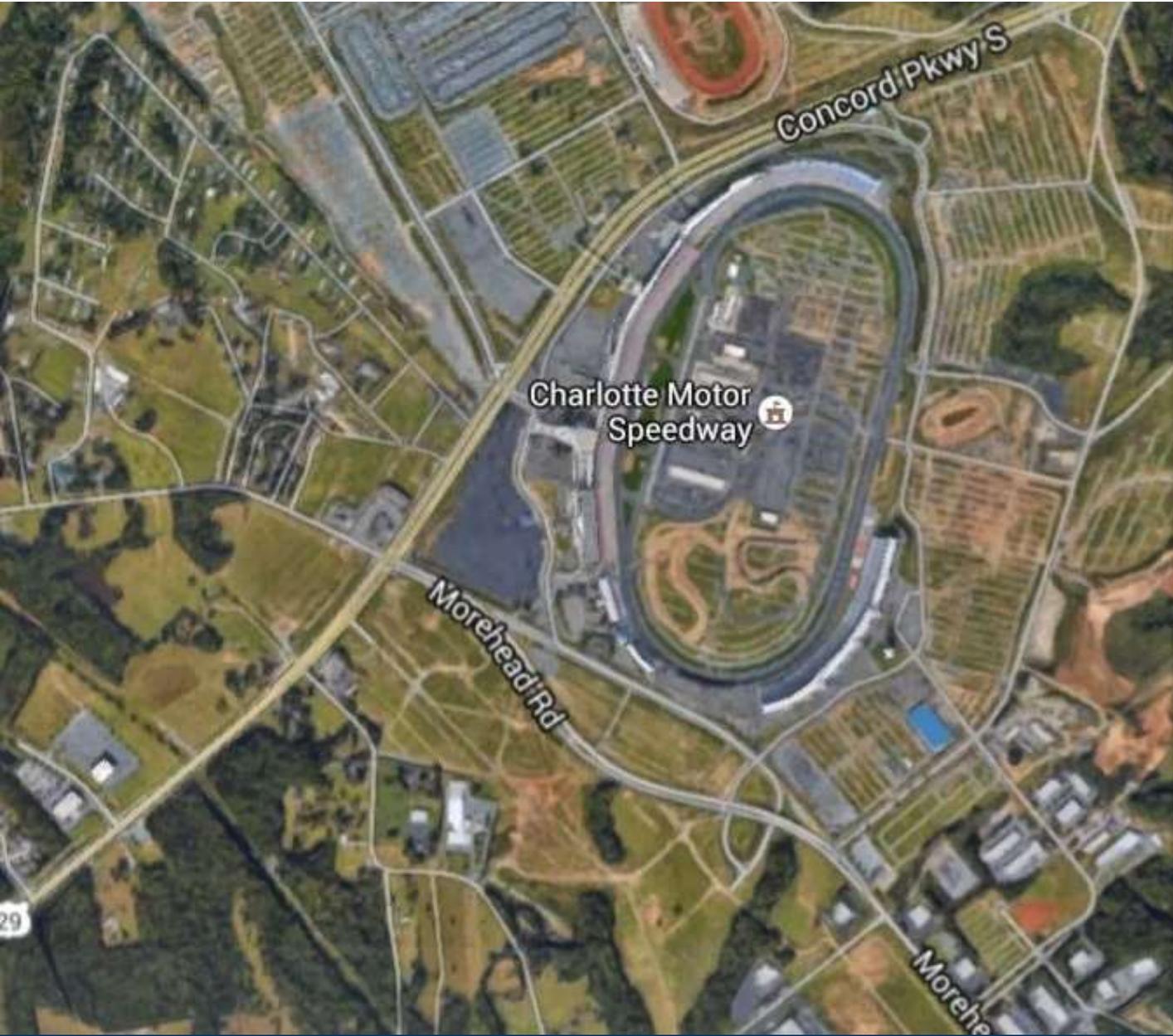
Existing Development

- Speedway-related development to the north (race shops, campgrounds)
- Eclectic mix of older development
- Single-family housing
- Open space
- Borrow pit
- NC 49 Corridor-
 - Commercial strip
 - Industrial on south side

Existing Land Use

VACANT
FARM, FORESTRY
PARK, NATURAL, GOLF, COMMON OS
SINGLE FAMILY LARGE LOT
SINGLE FAMILY RESIDENTIAL
TOWNHOUSE
MULTI-FAMILY
MOBILE HOME
COMMERCIAL
SERVICE
SPEEDWAY
OFFICE, INSTITUTIONAL, GOVERNMENT
LODGING
AIRPORT
INDUSTRIAL / WAREHOUSE
MIXED USE
LANDFILL
UNKNOWN





29 corridor



morehead



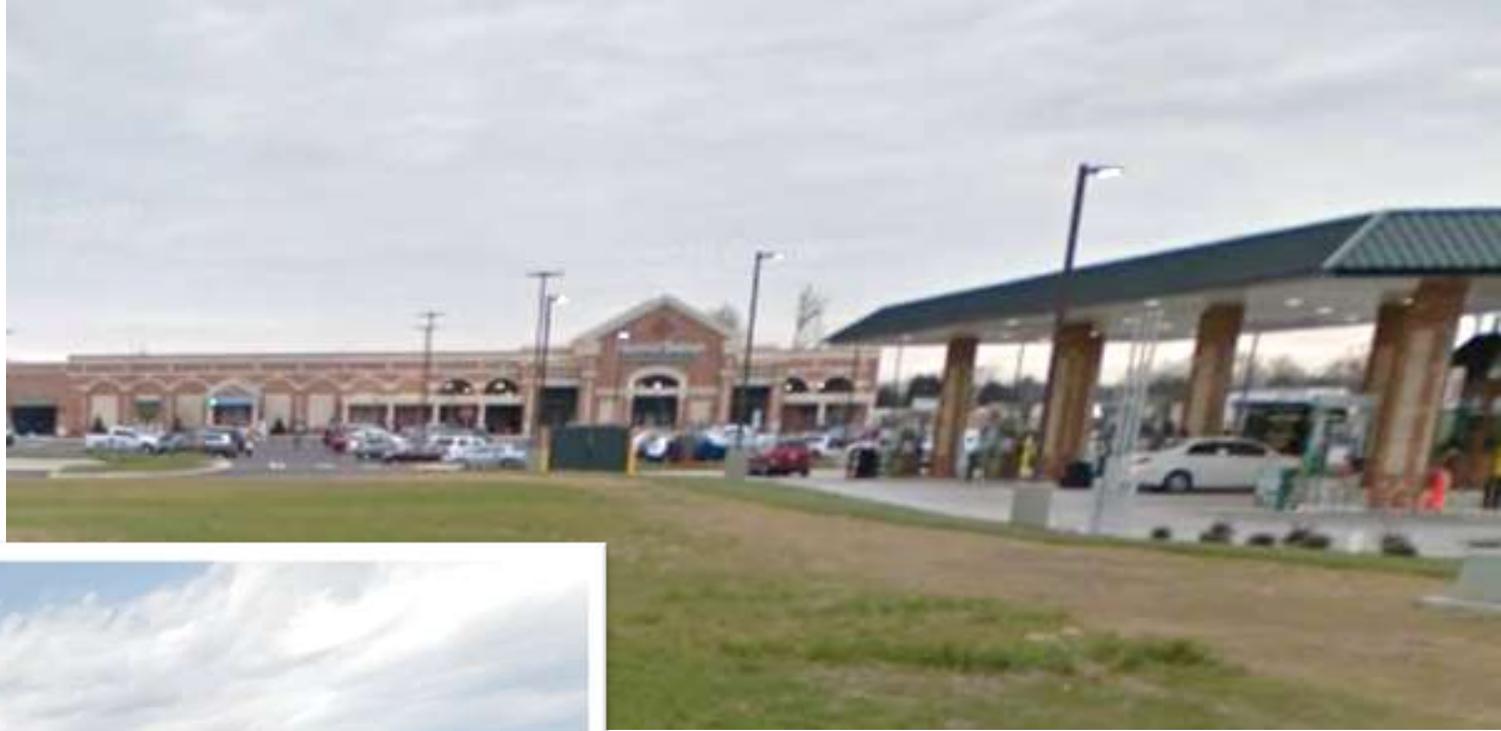
hudspeth



single family homes



49 corridor

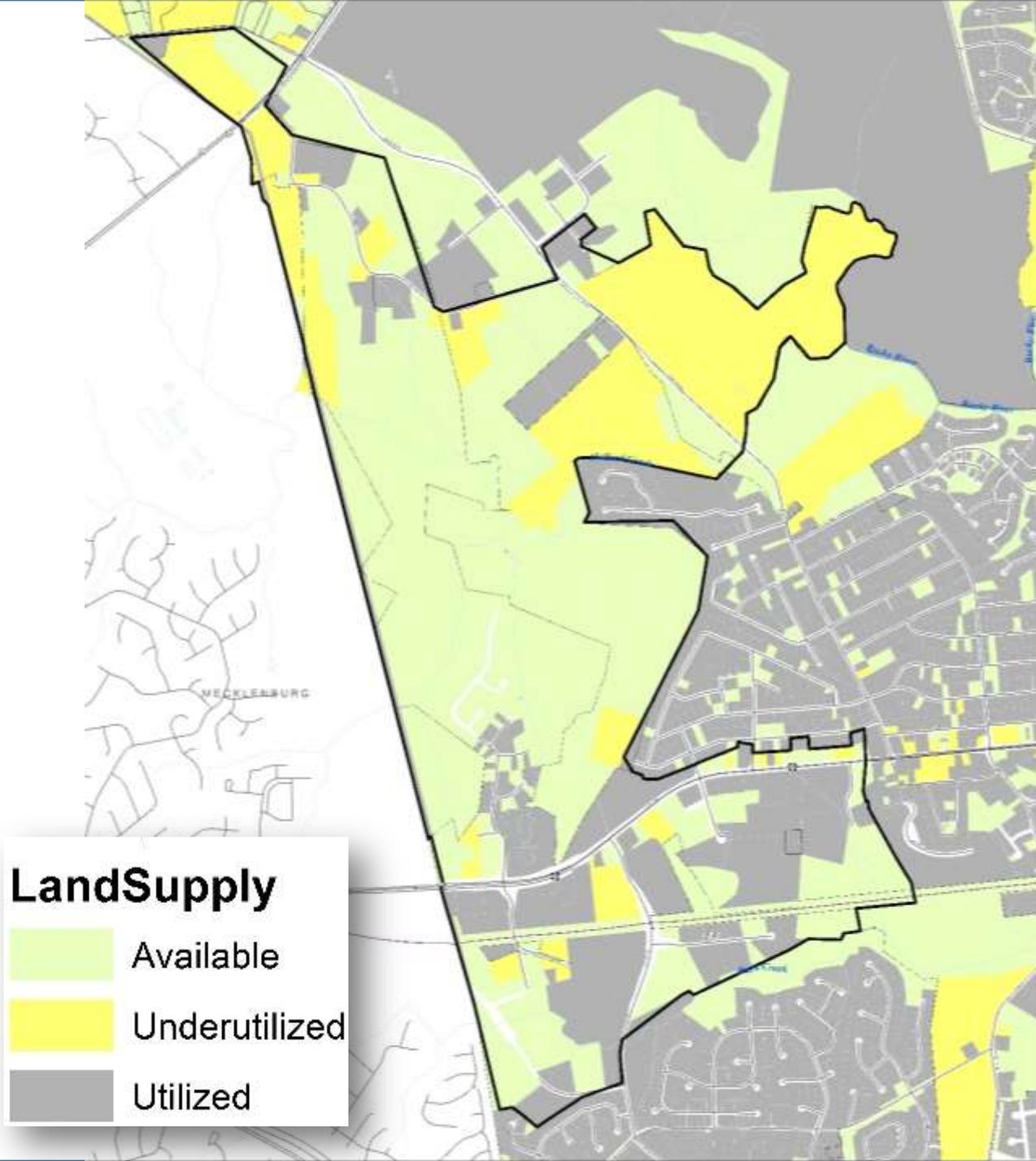


commercial



industrial

Land Supply



- Overall Area = +/-1600 acres
- Developed = 417 acres
 - Developed and well utilized
 - Pending development
 - Road and railroad ROW (approx. 53 acres)
- Supply = 1183 acres
 - Vacant / undeveloped parcels
 - Underutilized parcels

Land Supply

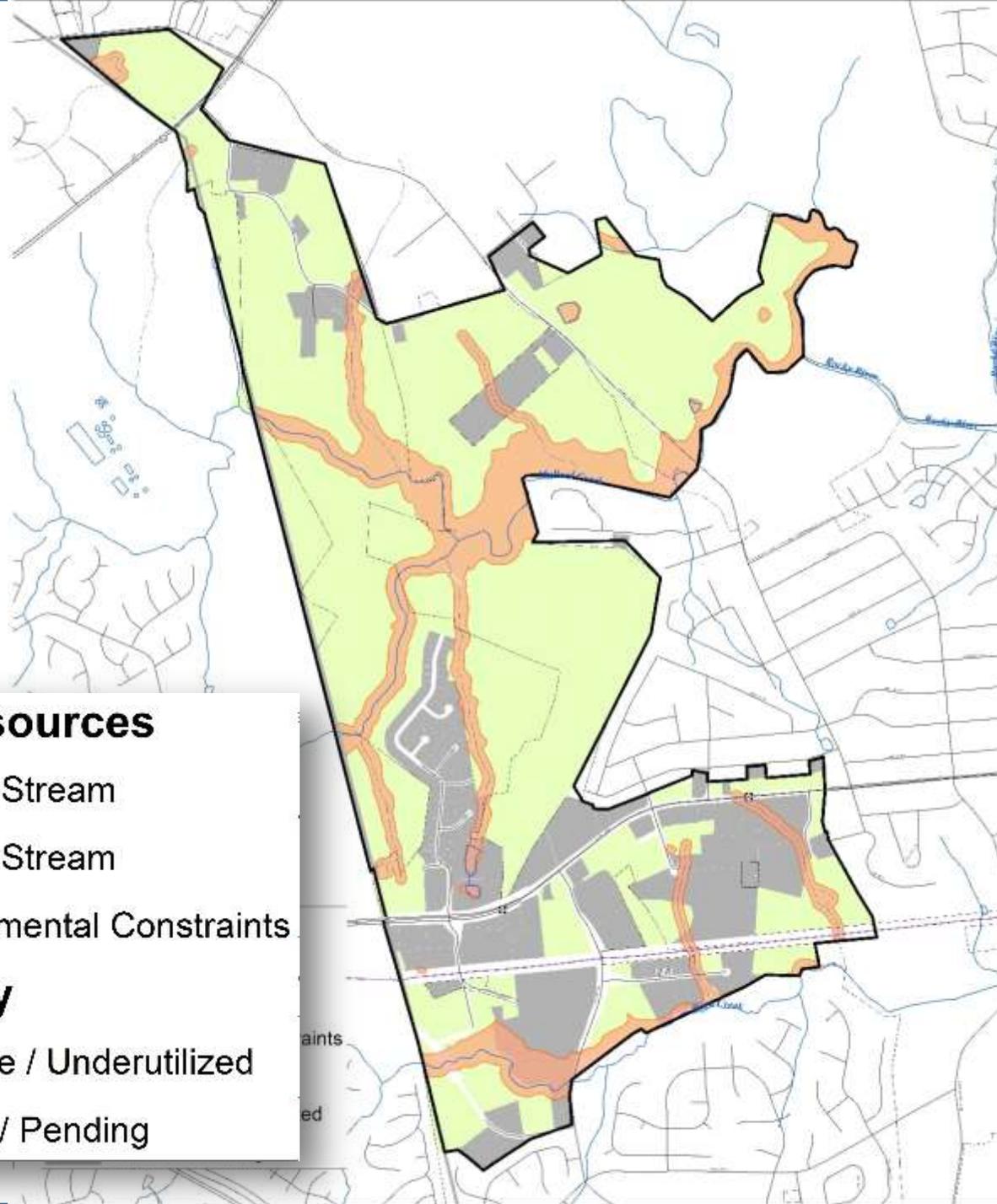
- Overall Area = +/-1600 acres
- Developed = 417 acres
- Supply = 1183 acres
- Net Supply = 967 acres
 - Supply less land that is not developable (regulatory restrictions)

Natural Resources

- Class 2 Stream
- Class 1 Stream
- Environmental Constraints

LandSupply

- Available / Underutilized
- Utilized / Pending



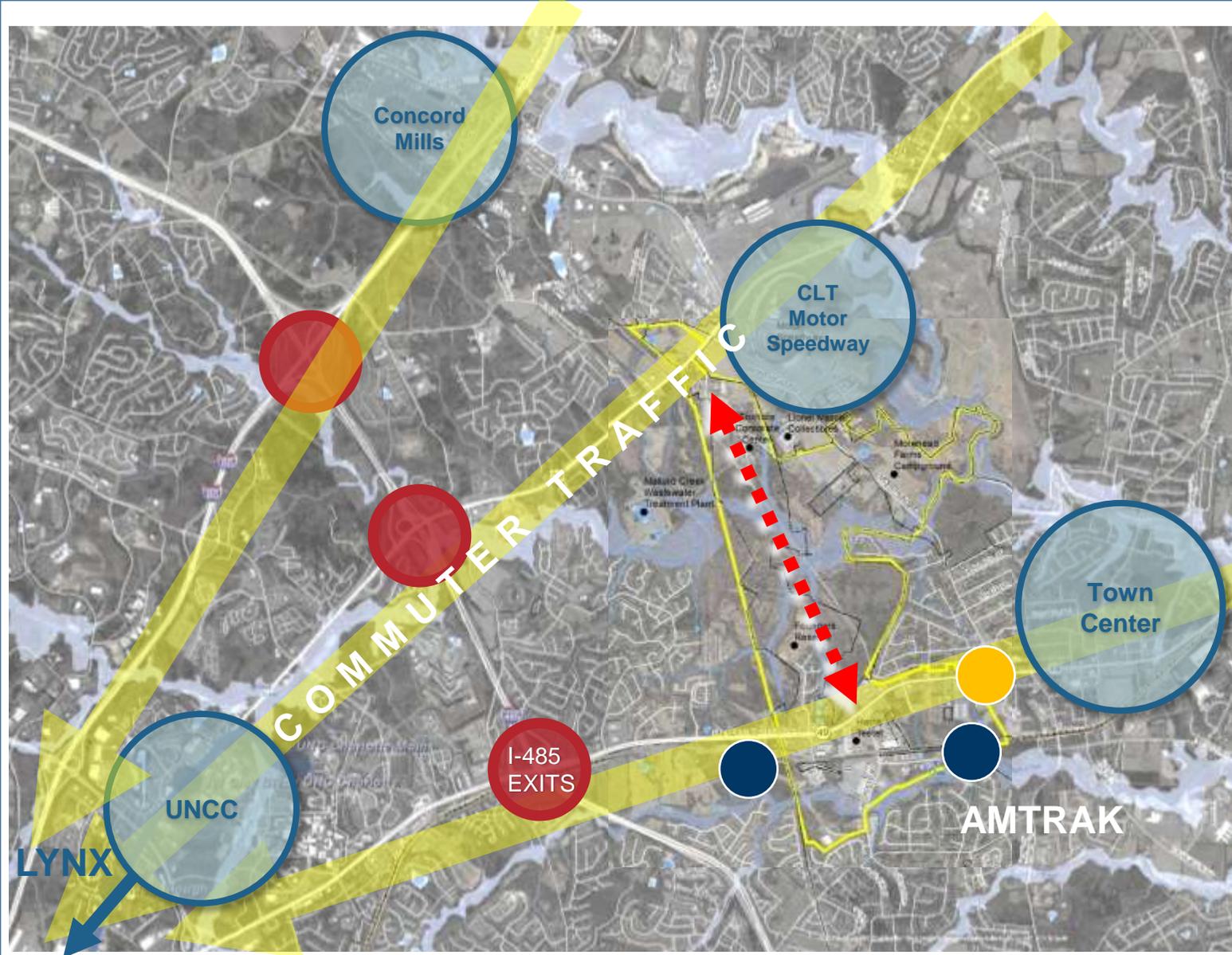
Infrastructure – Water + Sewer

- Drains to 54” WSACC sewer transmission line on the Rocky River (center)
- 12” WSACC sewer transmission line on Back Creek (south)
- Sewer trunk line – Mallard Creek



Infrastructure – Mobility

- Road Network
 - Proximity to I-485
 - Access: US-29, NC-49
 - Caldwell Rd Ext key to area connectivity
 - Morehead/US-29 intersection
- Traffic
 - Commuter (Morehead, 49)
 - Speedway events
- Proposed LYNX blue line extension nearby
- Potential Amtrak Station



- North – South Connectivity
 - Three grade-separated rail crossings
 - *Caldwell Road*
 - *Roberta Road*
 - *Robinson Church Road*
 - Morehead Road
 - Caldwell Road Extension
- East – West Connectivity
 - Challenges south of NC 49 – railroad, floodplain, creeks
 - East-west connectivity options in undeveloped land
- NC 49 – many driveways, few connections



connectivity



- 2015 study identified two preferred Amtrak sites
- No current timeline
- Service would likely be on regular Amtrak routes and/or possible future commuter rail; unlikely on possible future high speed rail



circulation | amtrak service



- Lynx Blue Line Extension to UNC-C
- Possible Rider Transit routes as Harrisburg grows
 - Feeder service to Lynx and/or Express service to Charlotte
 - Regular daily service connections to Concord and Kannapolis
 - Service and route interruptions around Speedway events a challenge
 - Funding and jurisdictional challenges as well



circulation | transit

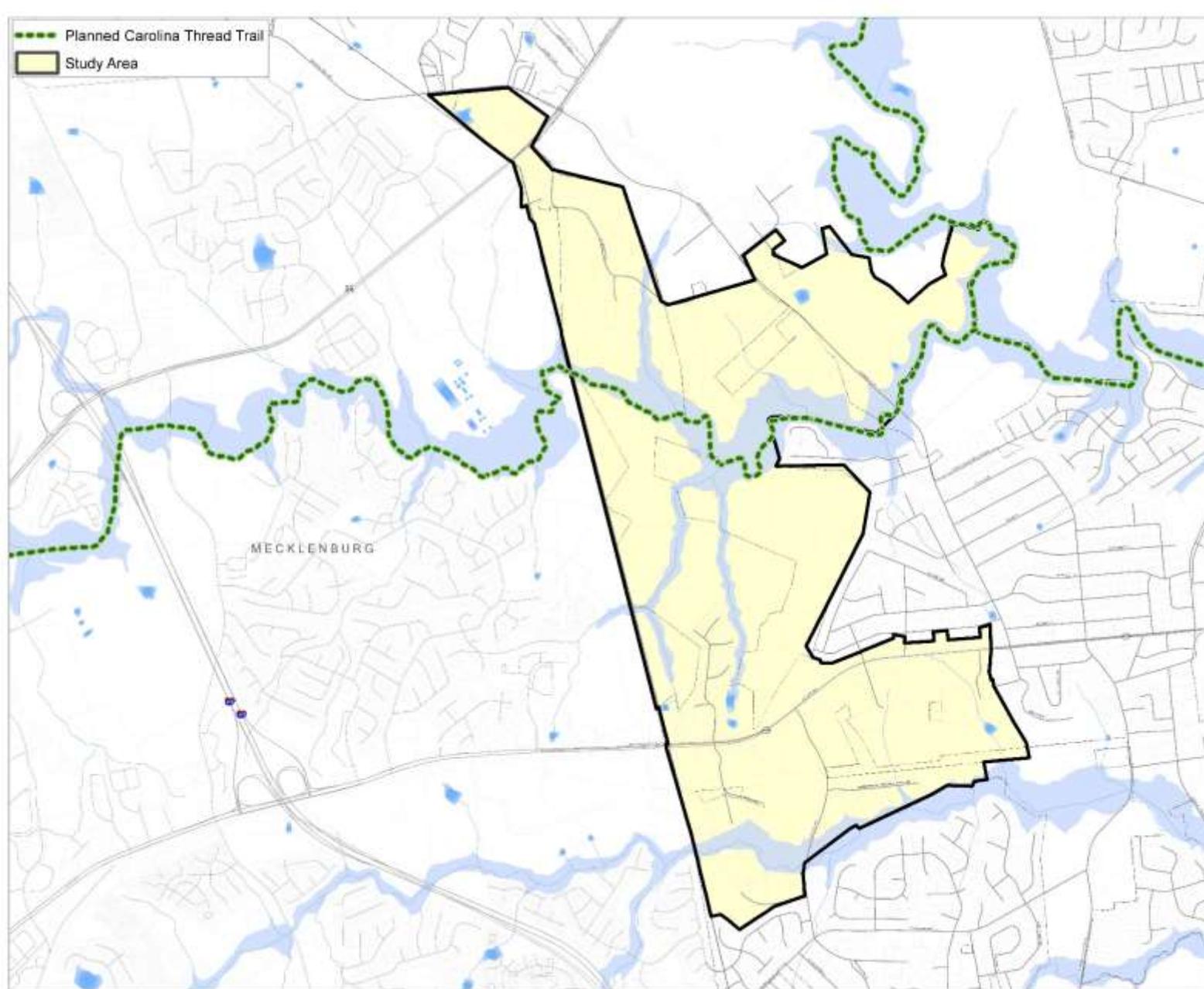
- Alignment challenges
 - Terrain
 - Streams/Floodplains
 - County/MPO Boundaries
 - Gas pipeline
- US 29 terminus challenges
 - Cabarrus County options: proximity to Morehead Road poses challenges
 - Proper intersection spacing: brings roadway into Mecklenburg County
 - Terminate roadway at Morehead Road? Stub out roadway at County Line?
- Funding
 - No alignment = no cost estimates yet
 - Has not been submitted for STI scoring
 - Development needs roadway, roadway may need development...chicken vs. egg?



caldwell road extension



orientation | wayfinding



Recreation + Mobility

Future greenways (Mallard Creek and Back Creek) offer local and regional connections

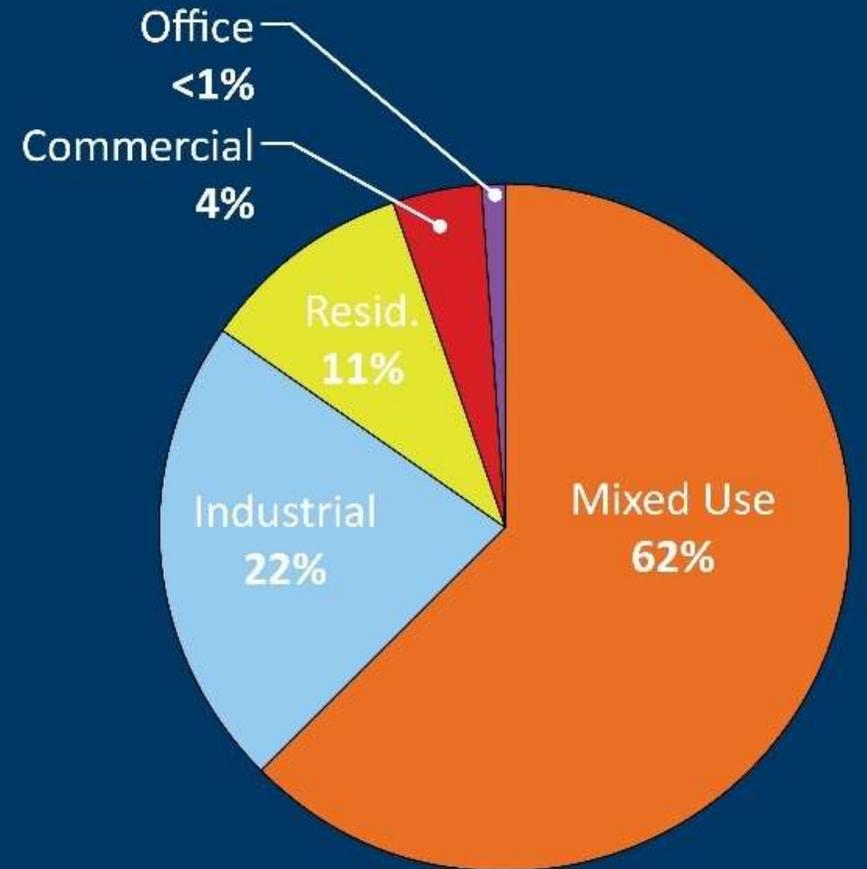
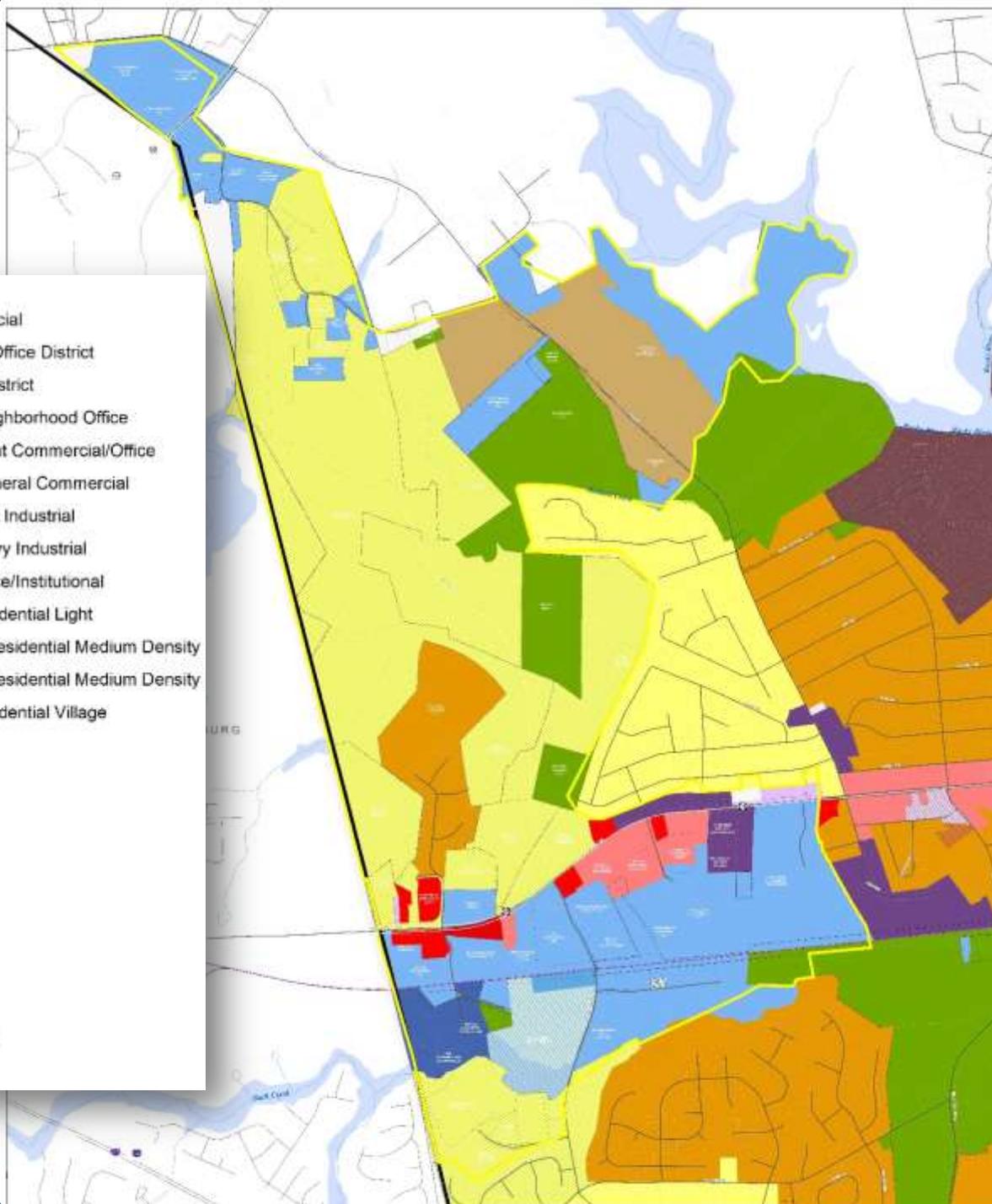
- Carolina Thread Trail (16-county trail system)
- Cross Charlotte Trail to west (26 miles)
- Rocky River to east

“Supply” Zoning

5 Zoning Generalizations:

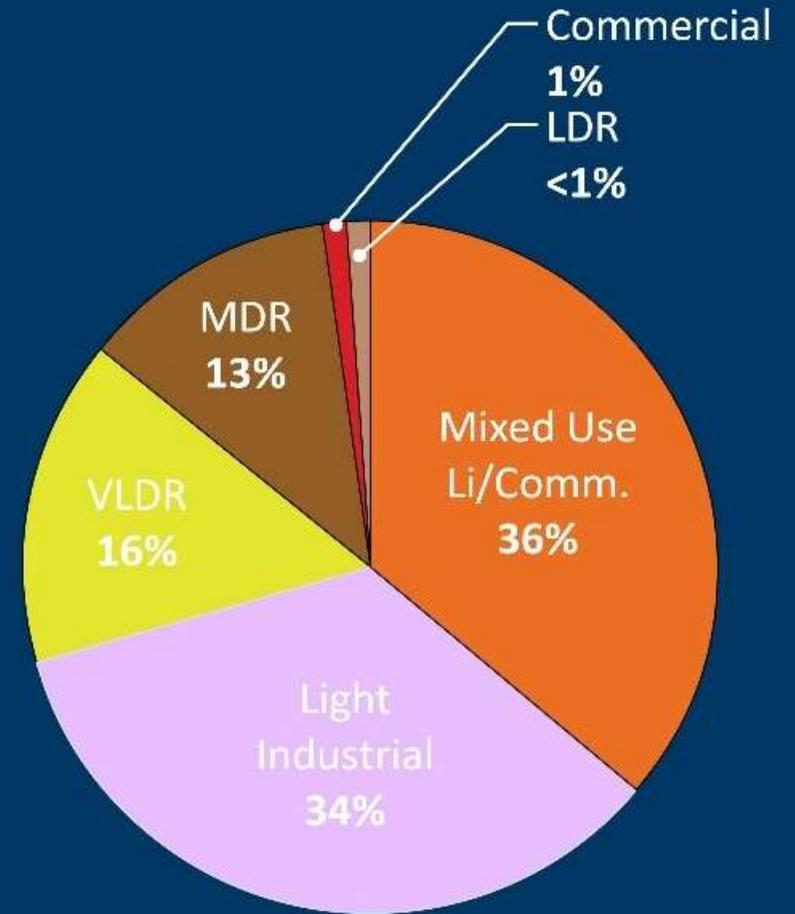
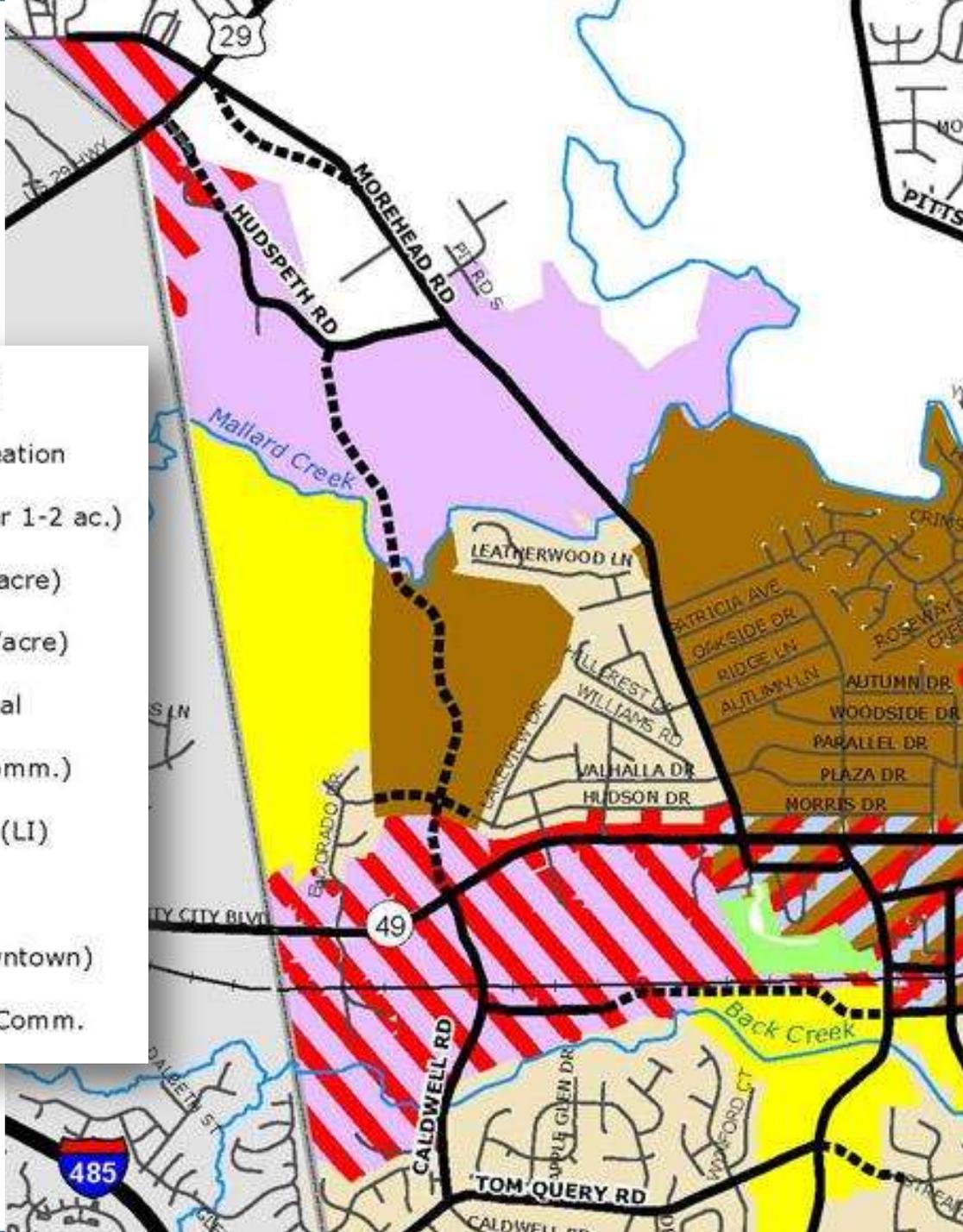
Zoning

- B-1, Neighborhood Commercial
- C-1, Light Commercial and Office District
- C-2, General Commercial District
- CUB-1, Conditional Use Neighborhood Office
- CUC-1, Conditional Use Light Commercial/Office
- CUC-2, Conditional Use General Commercial
- CUI-1, Conditional Use Light Industrial
- CUI-2, Conditional Use Heavy Industrial
- CUO-1, Conditional Use Office/Institutional
- CURL, Conditional Use Residential Light
- CURM-1, Conditional Use Residential Medium Density
- CURM-2, Conditional Use Residential Medium Density
- CURV, Conditional Use Residential Village
- Light Industrial District
- Heavy Industrial District
- Low Density Residential
- Limited Industrial
- Office-Institutional District
- Public Interest
- Planned Unit Development
- Rural Estate
- Residential Low Density
- Residential Medium Density
- Residential Village District



“Supply” Future Land Use

FUTURE LAND USE



An aerial photograph of a rural landscape, possibly a farm or agricultural area, with various fields and roads. A semi-transparent green overlay covers the right side of the image. In the upper left, a road sign with the number '29' is visible. The text 'ANALYSIS: development potential + opportunities' is overlaid in a dark blue, sans-serif font.

**ANALYSIS:
development potential +
opportunities**

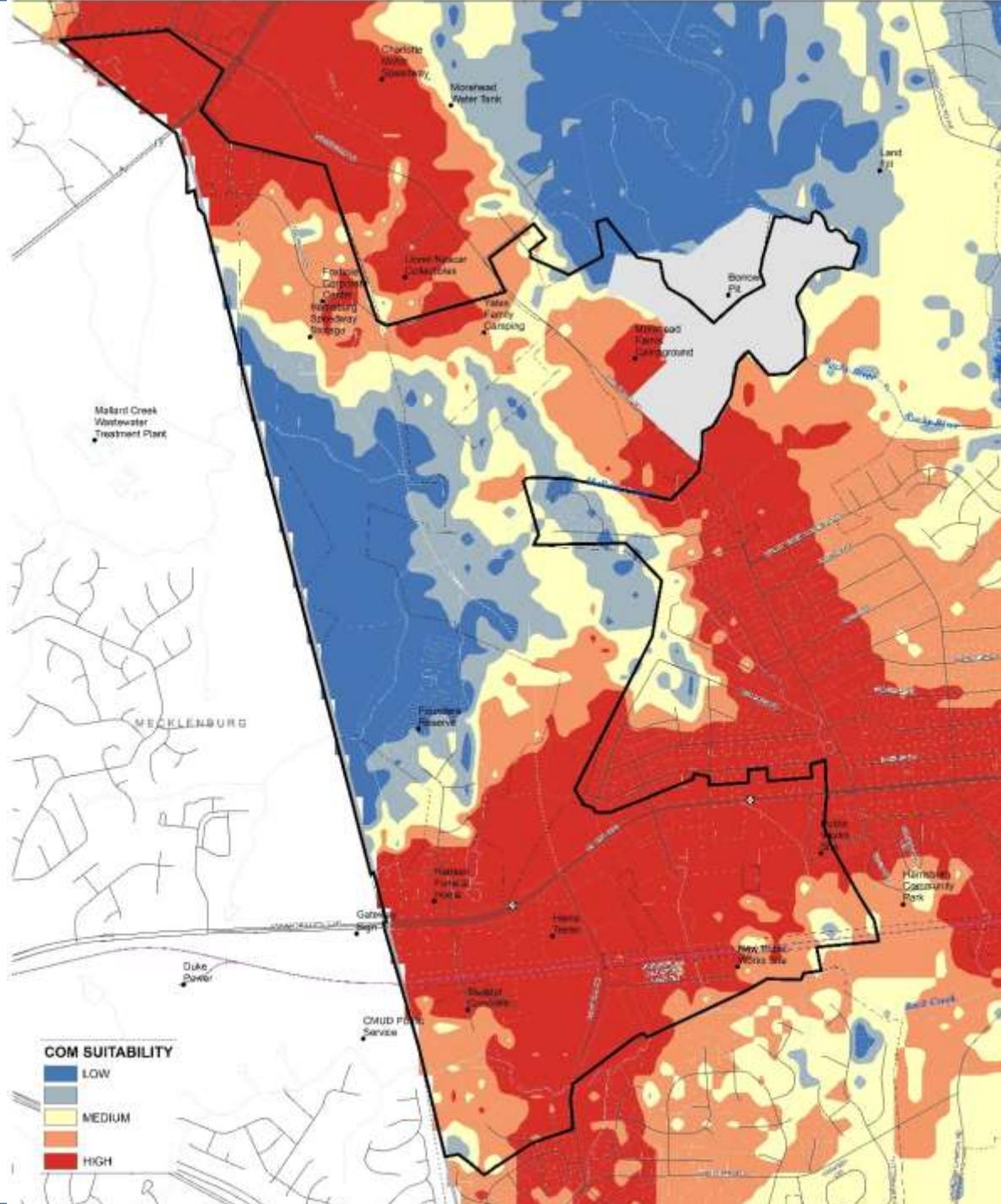
The Big Picture

- Create greater sense of arrival and location
- Diversify housing to appeal to maturing markets and to younger
- Create lifestyle locations
- Foster greater connections and create more walkable environment
- Build on Carolina Thread Trail as amenity and connector
- Leverage nature
- Focus industrial efforts on automotive-related industries



Commercial Suitability

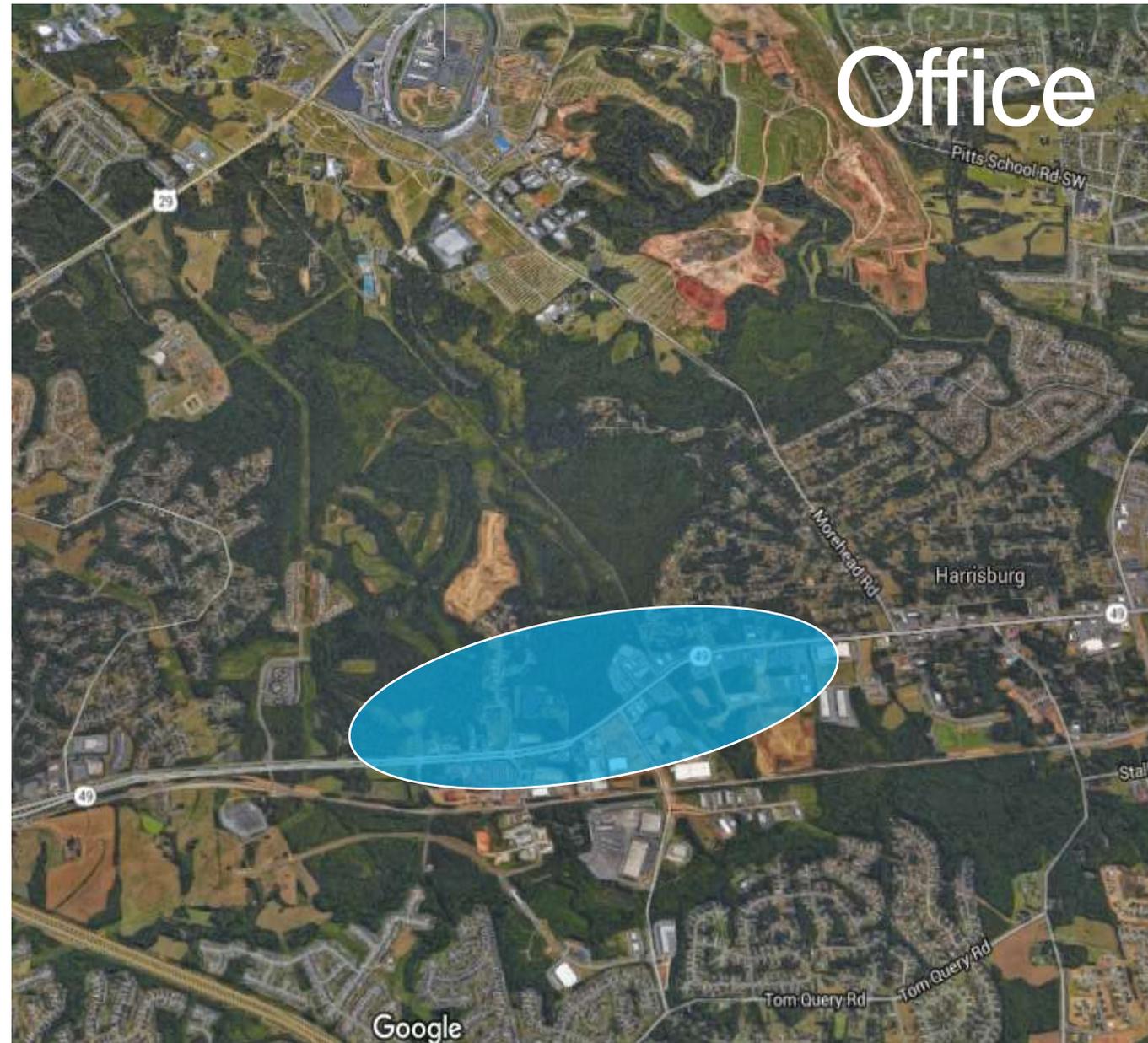
- Near concentrations of residential development
- Near existing commercial and service uses
- Along high traffic roadways
- Near highway intersections
- Sewer and water available
- Not too limited by topography or other physical constraints



- Market trending toward more walkable environments in dynamic locations
- Internet shopping impacts
- Challenging for significant retail
 - Destination retail in Mecklenburg and Concord Mills area
 - Town chopped up by railroad tracks, speedway, landfill
- Harrisburg more local-serving retail driven by population growth, ongoing opportunities along NC 49
 - Near-term demand 22,000 SF, long-term demand 10,000 SF annually (= CVS)
- Opportunity: family-themed retail?
 - Playground/children's amenities?

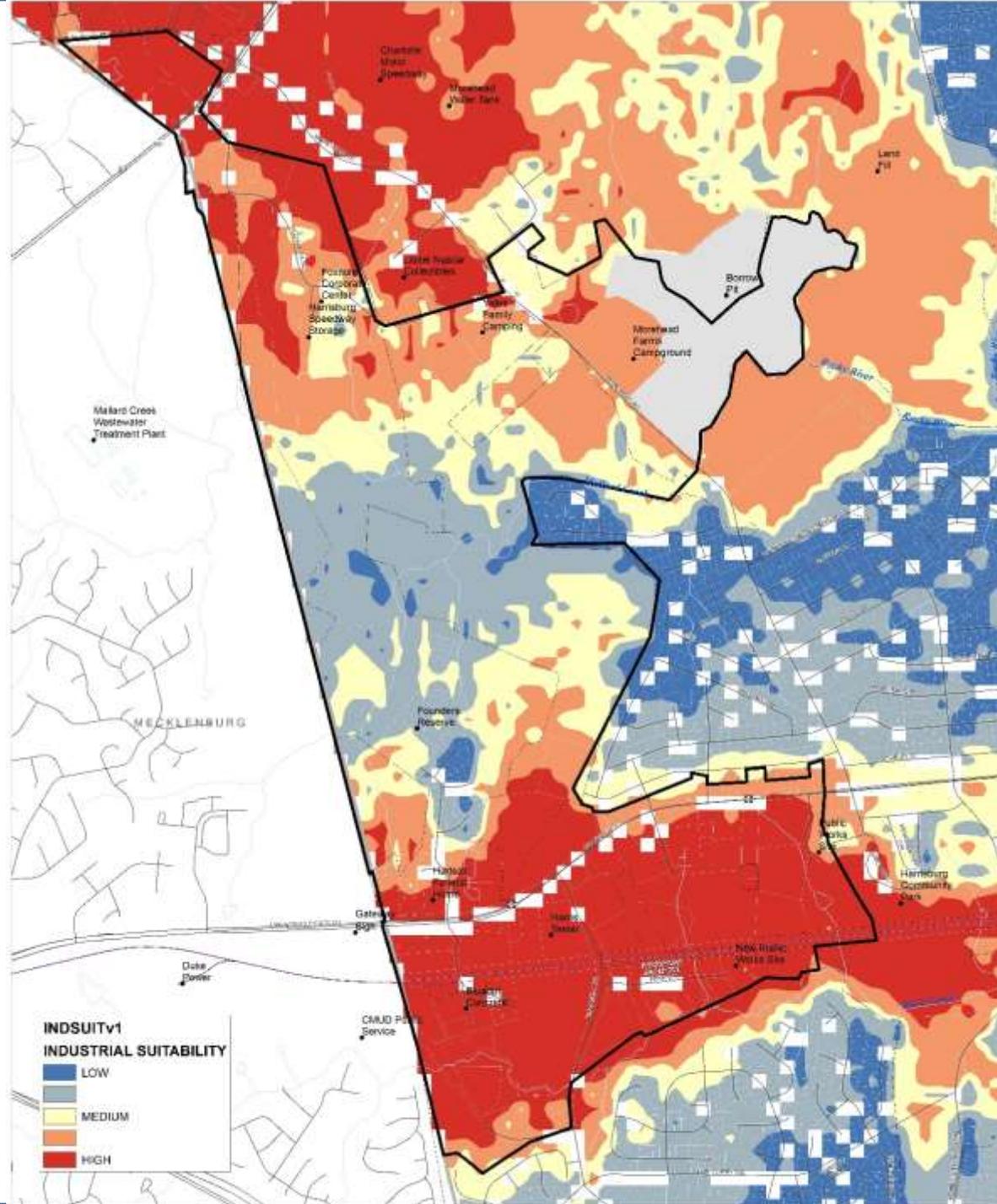


- Office trending toward more lifestyle-driven locations
- Small offices in village centers to larger offices in walkable, mixed-use
 - NE Charlotte Metro largely lacking walkable, mixed-use
- Harrisburg largely lacking office uses
 - Lack of executive housing, regional access (tempers demand)
- Greatest opportunities at Harrisburg Town Center and on NC 49
 - Near-term demand 6,000 SF, long-term demand up to 30,000 SF annually
- Mostly local-serving users
 - Accountants, builders, lawyers



Industrial Suitability

- Away from residential development
- Near existing industrial uses
- Larger parcels
- Near highway intersections
- Sewer and water available
- Not too limited by topography or other physical constraints
- Access to rail

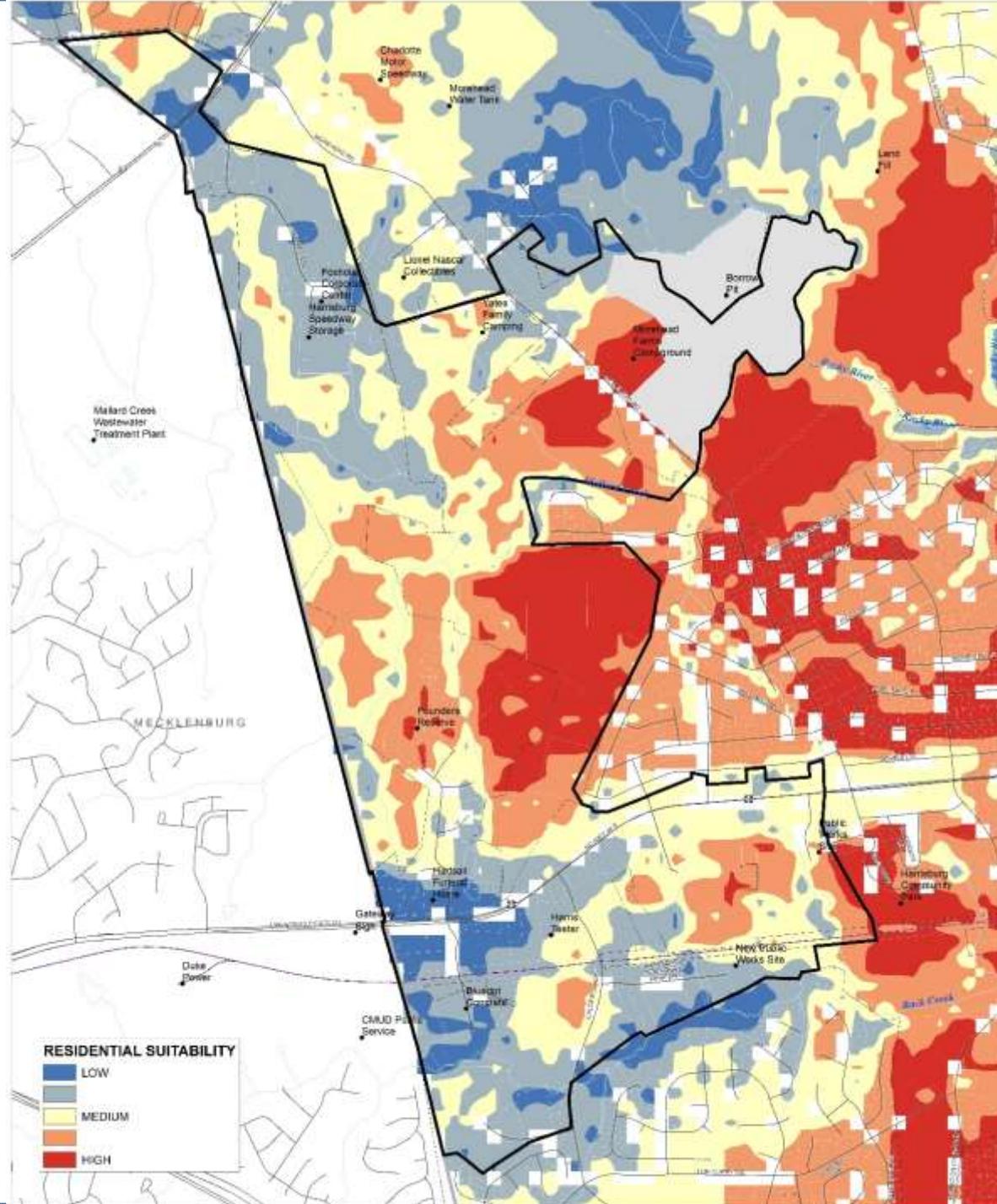


- Strongest activity regionally & nationally is along freeway system
 - I-85 a major distribution corridor in SE, strongest in Charlotte region
- Manufacturing improving, but warehouse & distribution are dominant growth markets
- Area less than 5 miles from freeway (furthest firms will locate)
- Compatible use to Speedway
 - Ability to focus on auto-related research & manufacturing?
- Opportunities more limited along NC 49 than US 29 (distance, connectivity to interstate)
- Long-term demand for 30,000 – 40,000 SF annually (= grocery store)



Residential Suitability

- Near existing residential
- Near schools
- Near parks and other amenities
- Access to major roads
- Limited environmental constraints
- Away from industrial land uses
- Away from noise-generating uses and activities (speedway, railroad)



- Nationally, market is favoring more walkable, convenient locations
 - Boomers in transition from last 20+ years
 - Millennials
- Harrisburg functions as a bedroom community (low taxes, good schools, low-density) dominated by large-lot single-family
 - 83% of housing developed is SFD
- Opportunity for greater variety
 - Small lot single-family (patios)
 - Townhouses
 - Condos
 - Senior Living
- Opportunity to utilize creeks, CTT as setting



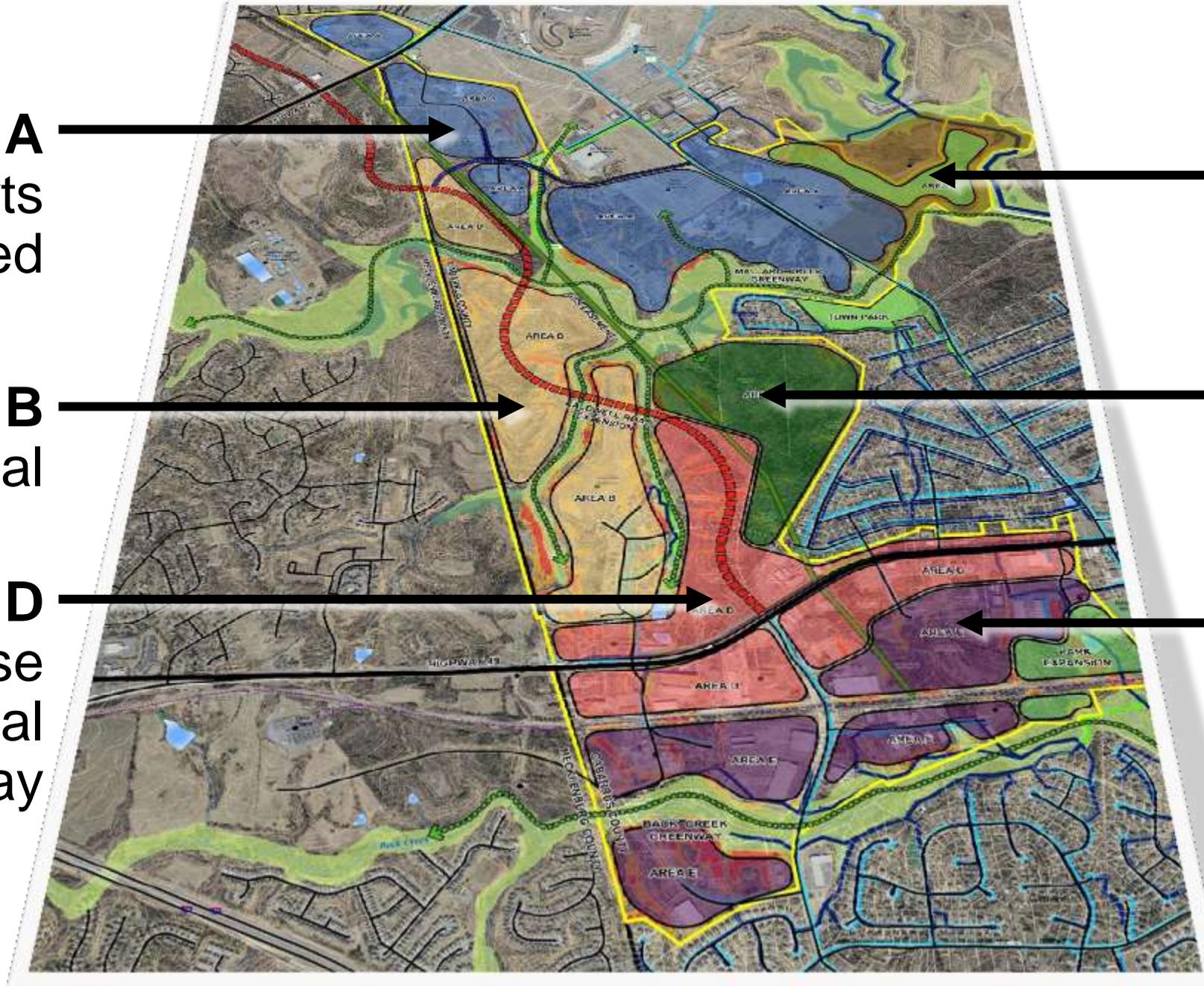
- Market is very healthy nationally, fueled by Millennials (unable/unwilling to own) and growing empty nester market
 - Simplified lifestyle & convenience
- Harrisburg largely lacking rental apartments, senior housing
 - Only 350 units tracked
 - Extremely low vacancy rates
 - Dated product
 - Too far out for students
- NE Mecklenburg performing well
 - Adding 500 units/yr, low vacancies
- What are opportunities for rental product? In walkable locations:
 - Apartments, esp for 55+
 - Independent living



AREA A
motorsports
related

AREA B
residential

AREA D
mixed-use
commercial
gateway



AREA F
recreation +
open space

AREA C
conservation

AREA E
industrial



precision manufacturing



family entertainment



hospitality

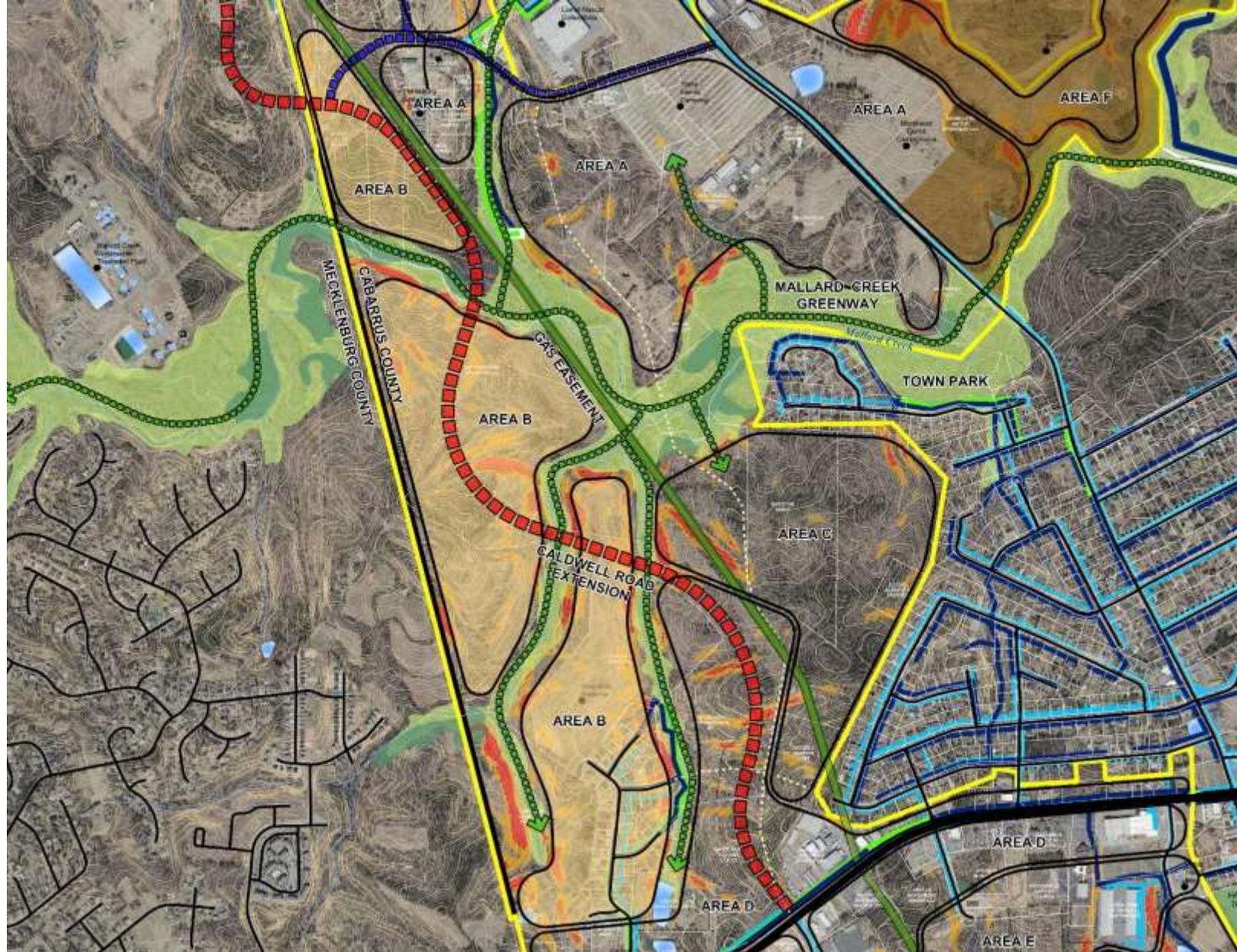
Area A | motorsports +

daytona



indianapolis

other motorsports destinations



Area B | residential

apartments



single family



patio



townhouses

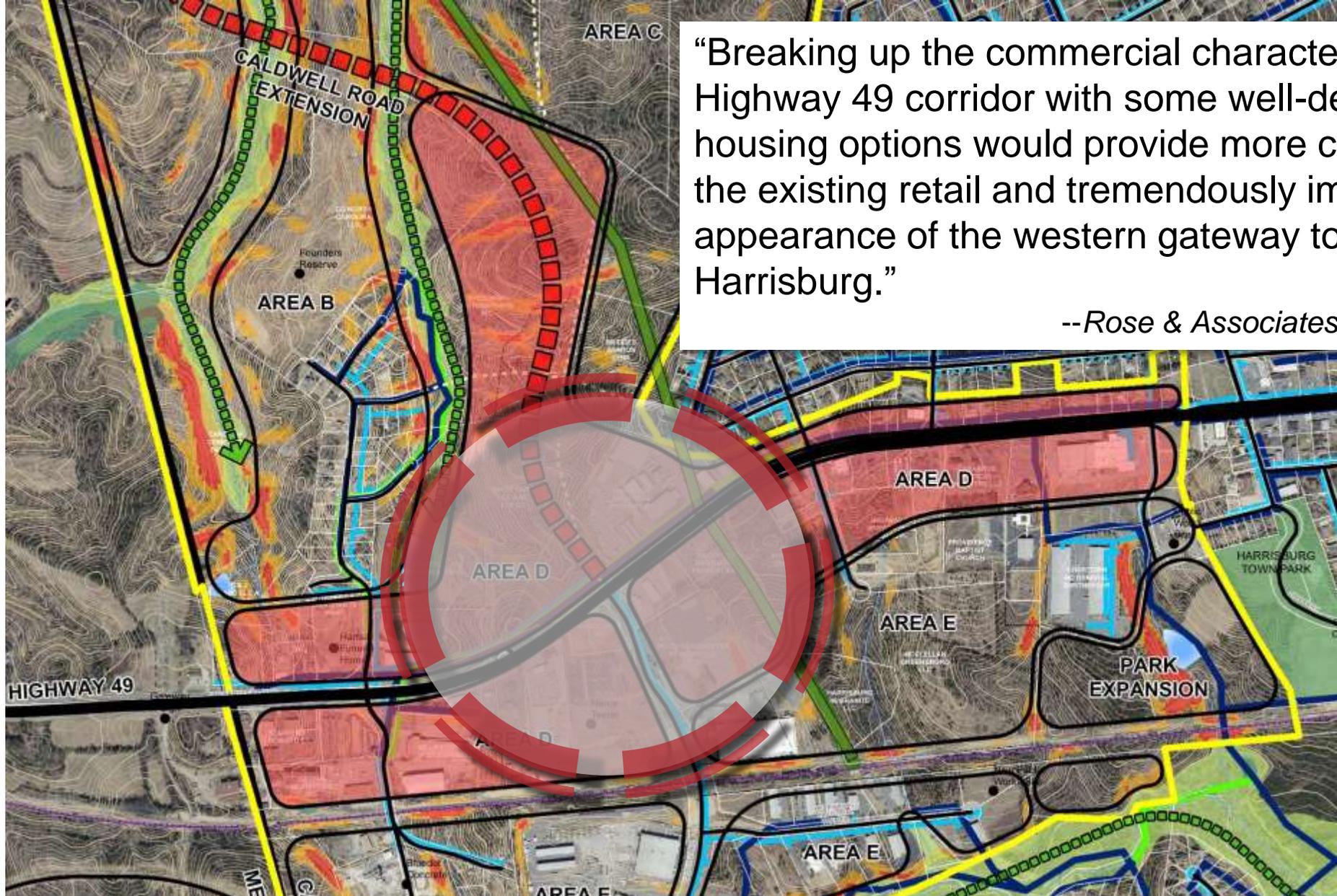
Area B | residential



Area C | conservation



Area C | conservation



“Breaking up the commercial character along the Highway 49 corridor with some well-designed housing options would provide more customers for the existing retail and tremendously improve the appearance of the western gateway to Harrisburg.”

--Rose & Associates Southeast, Inc.

Area D | hwy 49

neighborhood serving
retail and services

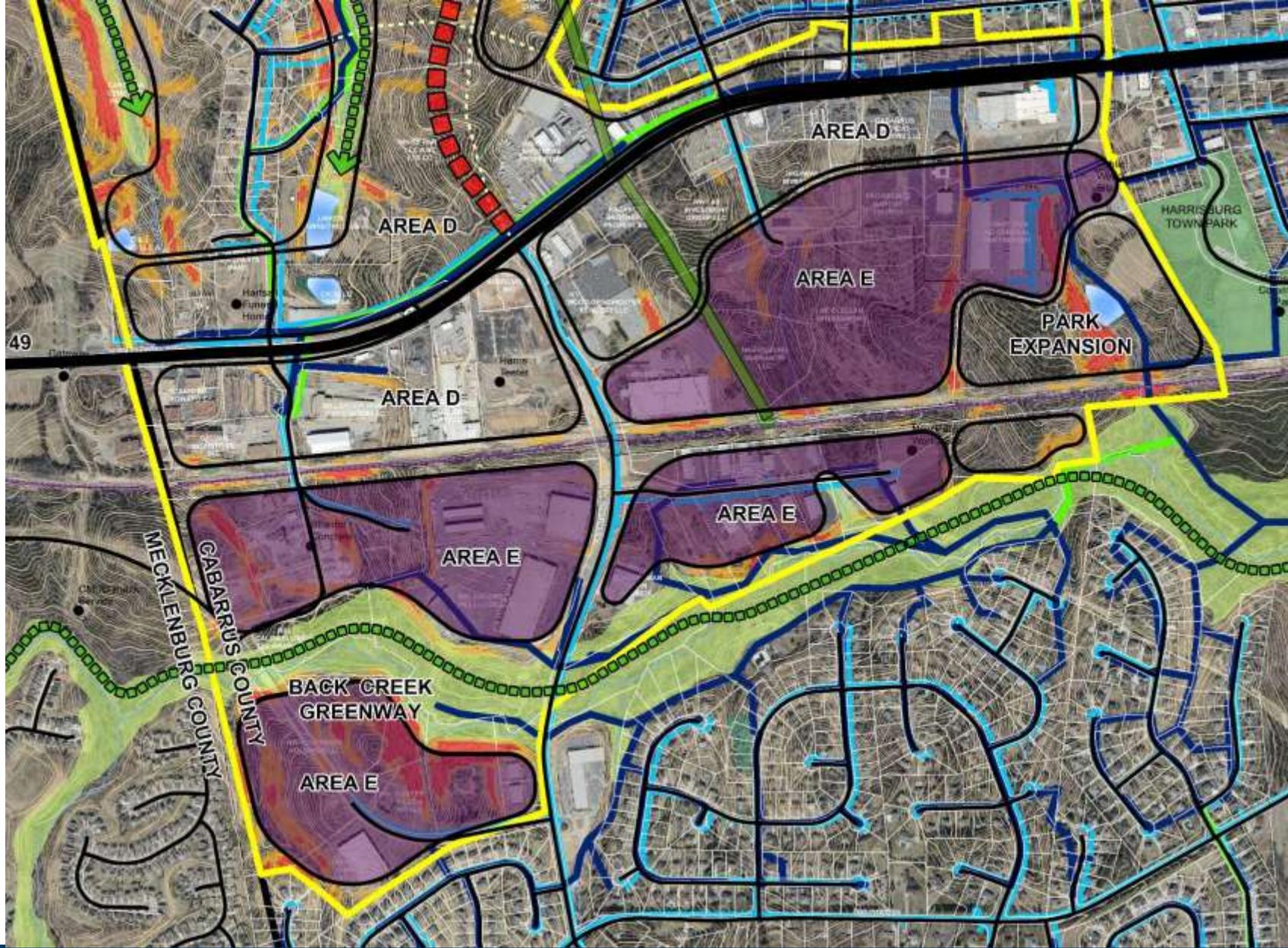


restaurants + children/
family-oriented spaces



office

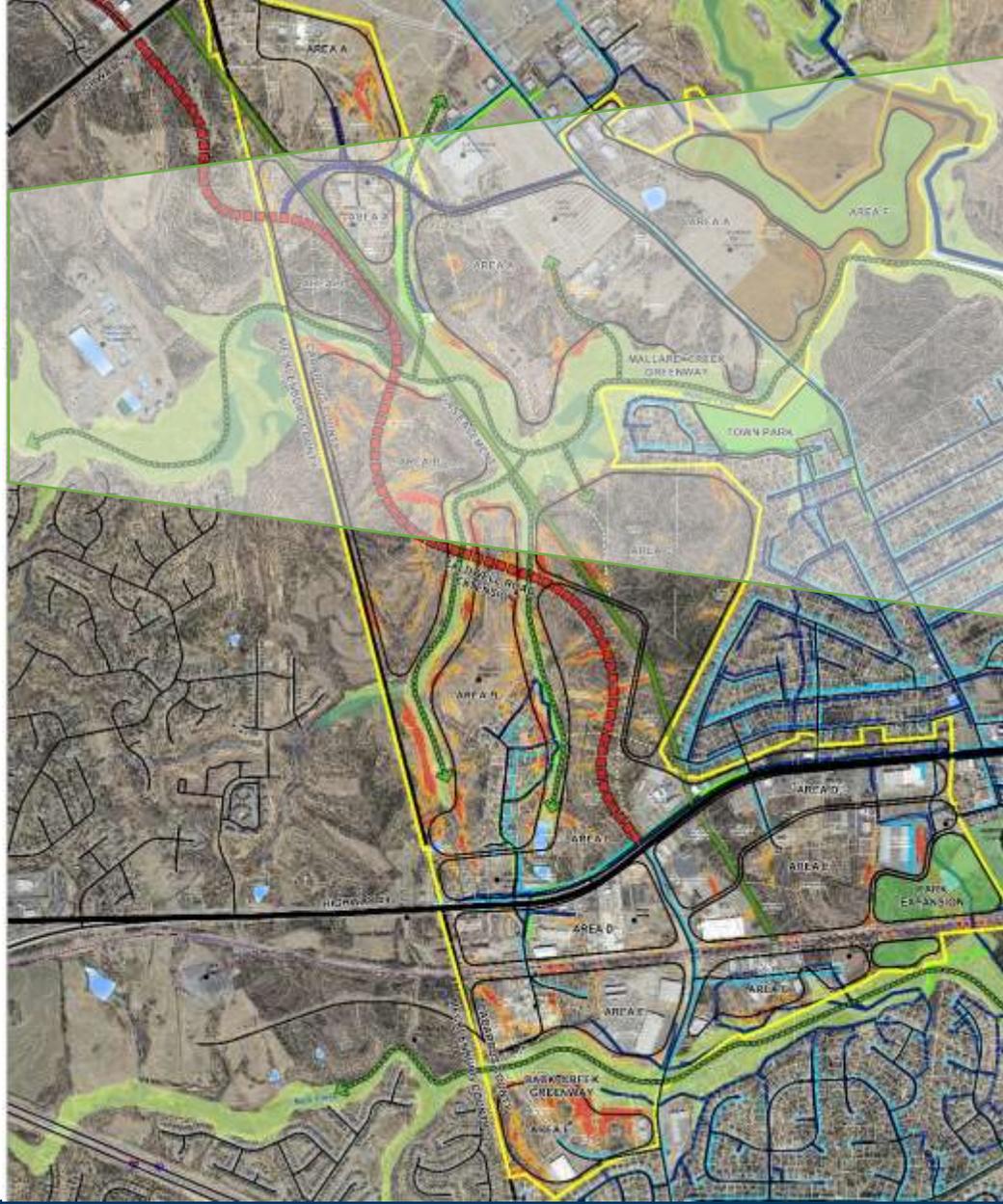
Area D | hwy 49 mixed-use



Area E | industrial



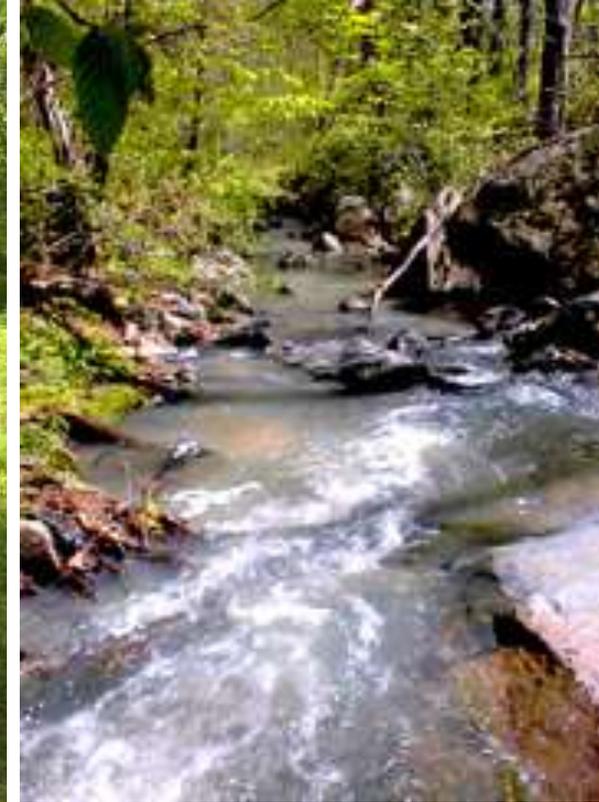
Area E | industrial



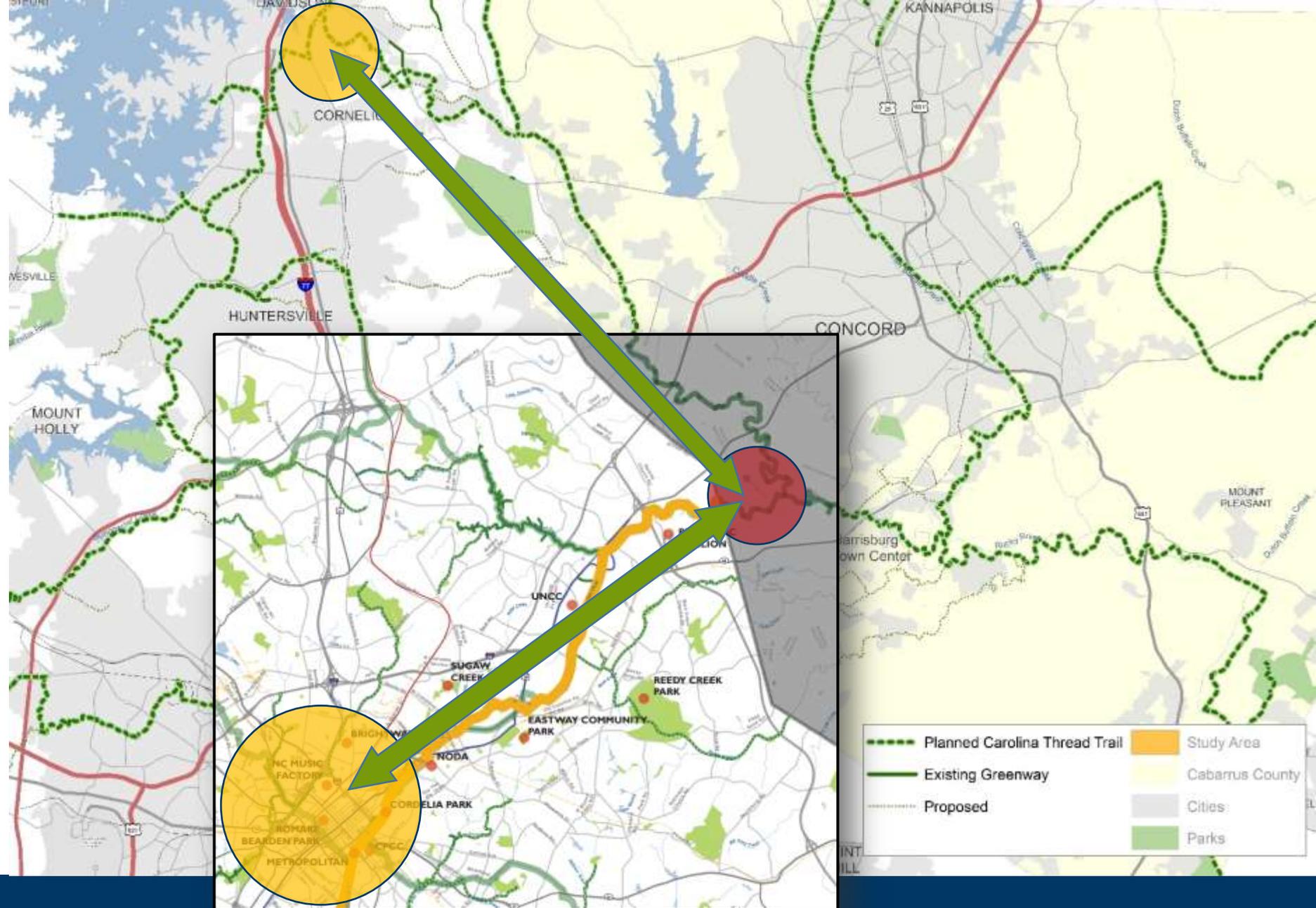
Area F | active + passive recreation



Area F | active recreation



Area F | passive recreation

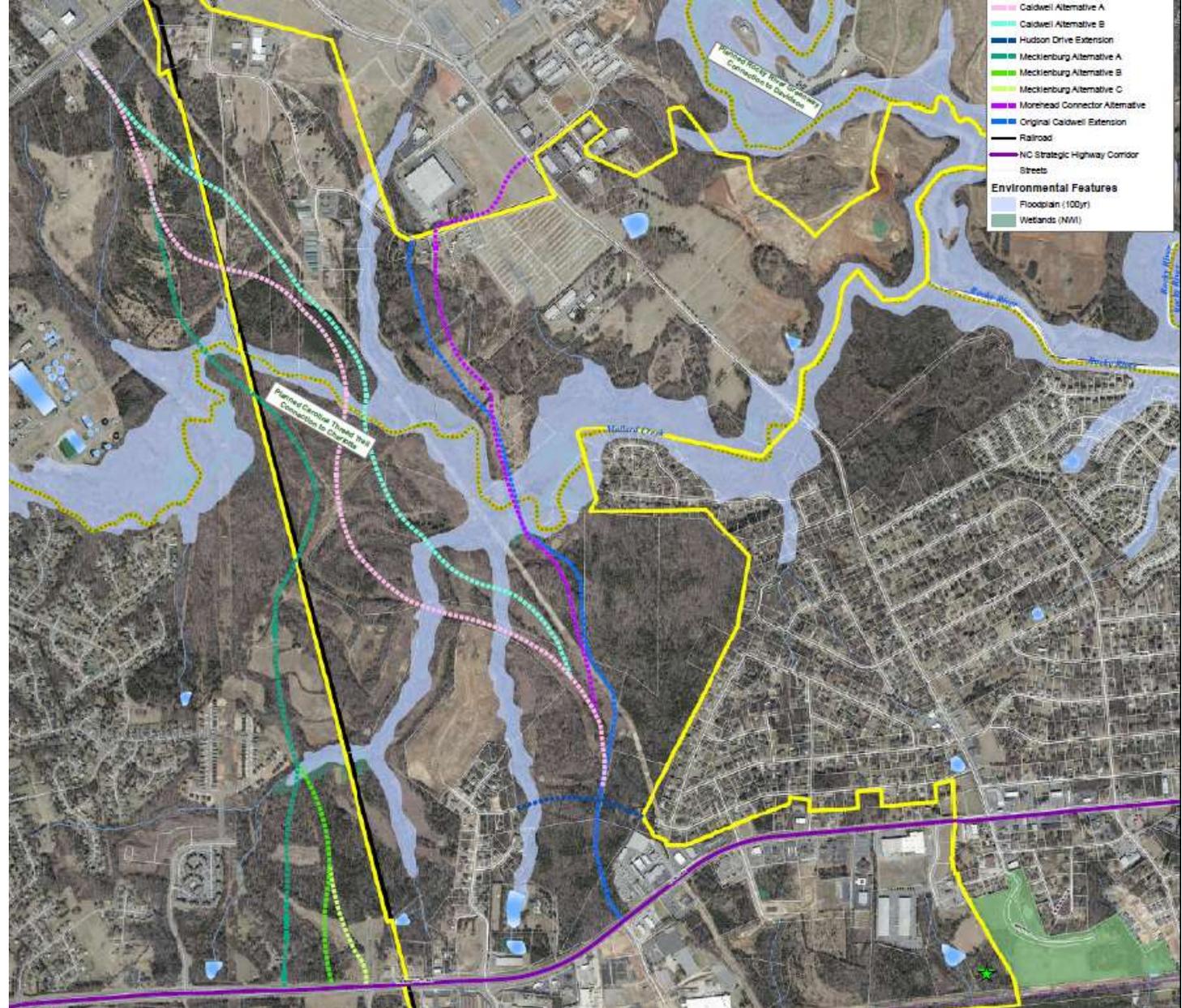


Area F | greenways



transportation concepts

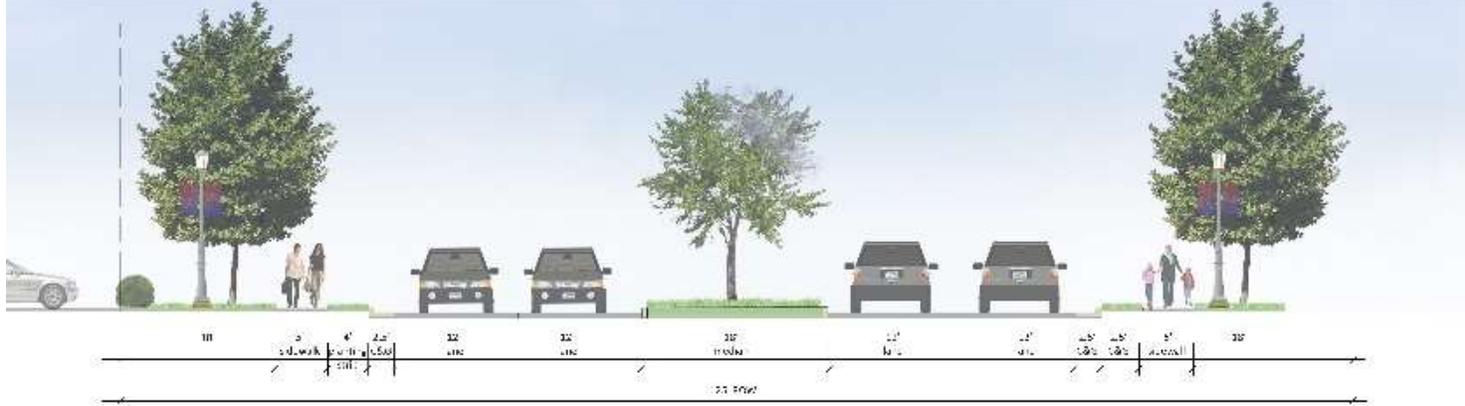
- Opens Study Area to development
 - Addresses terrain/wetland challenges
- Important North-South Alternative to Morehead Rd.
 - Event Traffic – second release option
 - Peak Hour Traffic – parallel route for commuters
- Complete Street Opportunities
 - Provide connection to extensive proposed greenway network
 - Provide connection between study area and downtown Harrisburg/Town Center options



circulation | caldwell rd ext



circulation | nc 49



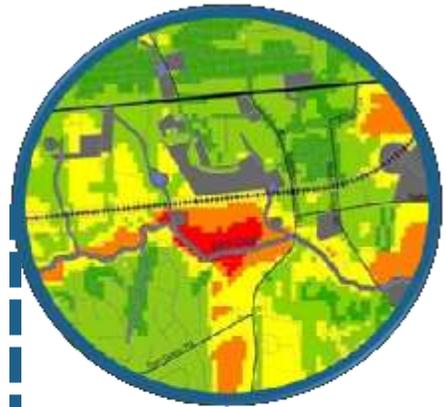
circulation | nc 49

next steps



APRIL

NOVEMBER



ANALYSIS (4 WEEKS)



PLANNING (8-9 WEEKS)



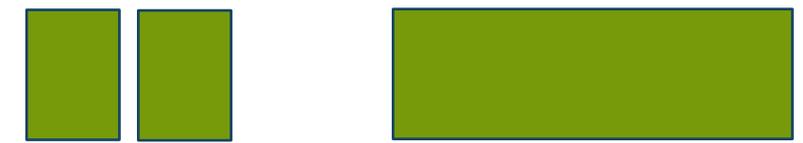
POLICY FRAMEWORK + PLAN (12 WEEKS)



STAKEHOLDER INTERVIEWS



COMMUNITY MEETING



SPECIFIC AREA DESIGN (10 WEEKS)

process

A group of people, mostly older adults, are gathered in a room for an open house event. They are looking at a display board on the wall. The room has a wooden floor and rows of green plastic chairs. The text "open house" is overlaid on the left side of the image.

open house