

Town of Harrisburg, NC

# Morehead West Area Plan

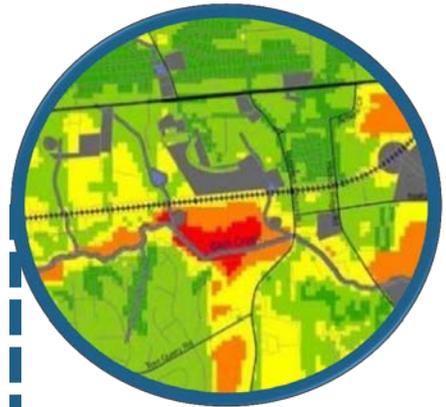
Community Chat

October 6, 2016



APRIL

DECEMBER



ANALYSIS (4 WEEKS)



PLANNING (8-10 WEEKS)



POLICY FRAMEWORK + PLAN (14 WEEKS)



STAKEHOLDER INTERVIEWS

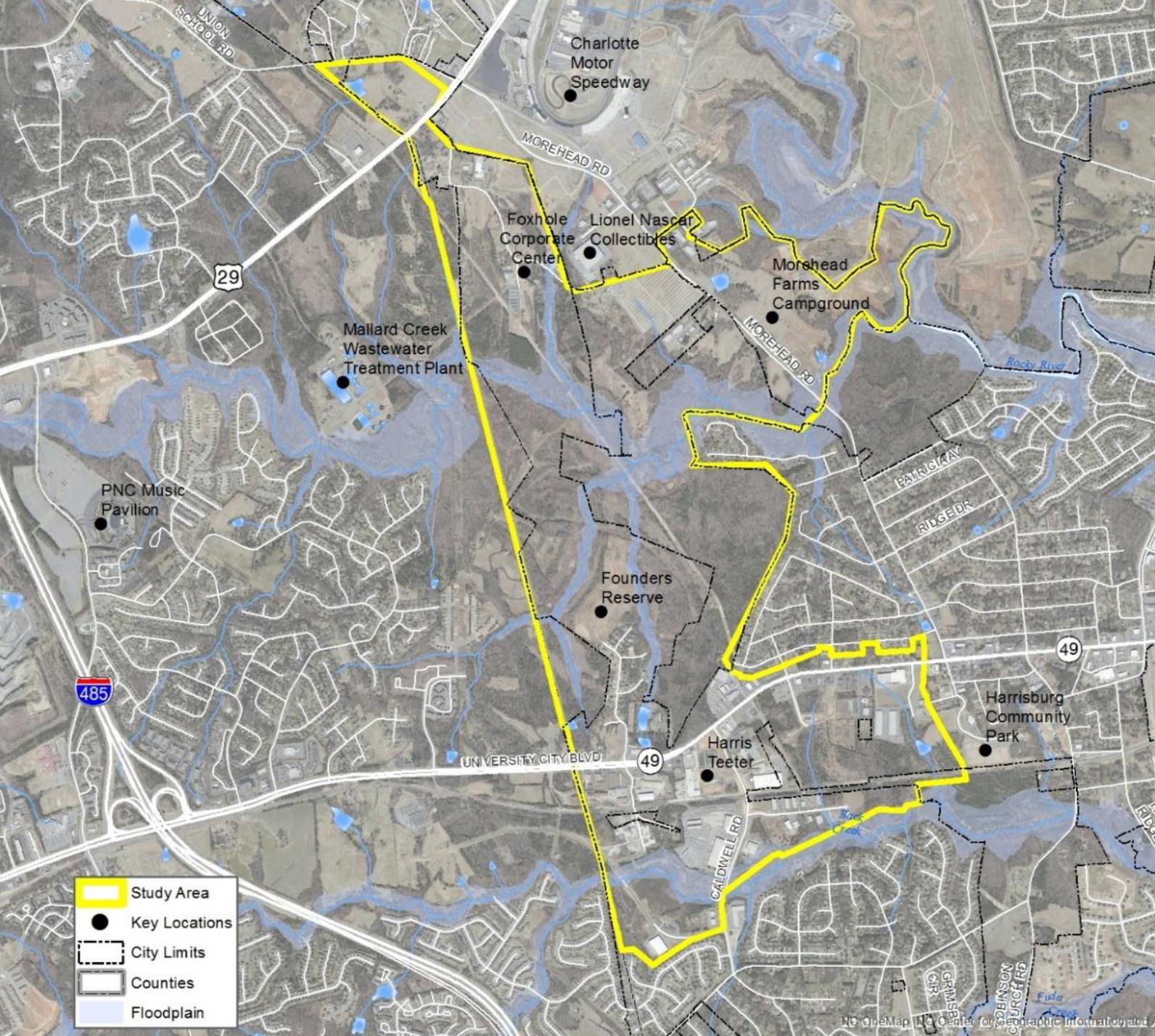


COMMUNITY MEETING



SPECIFIC AREA DESIGN (10 WEEKS)

process



# Study Area

- +/-1600 acres

# Land Supply

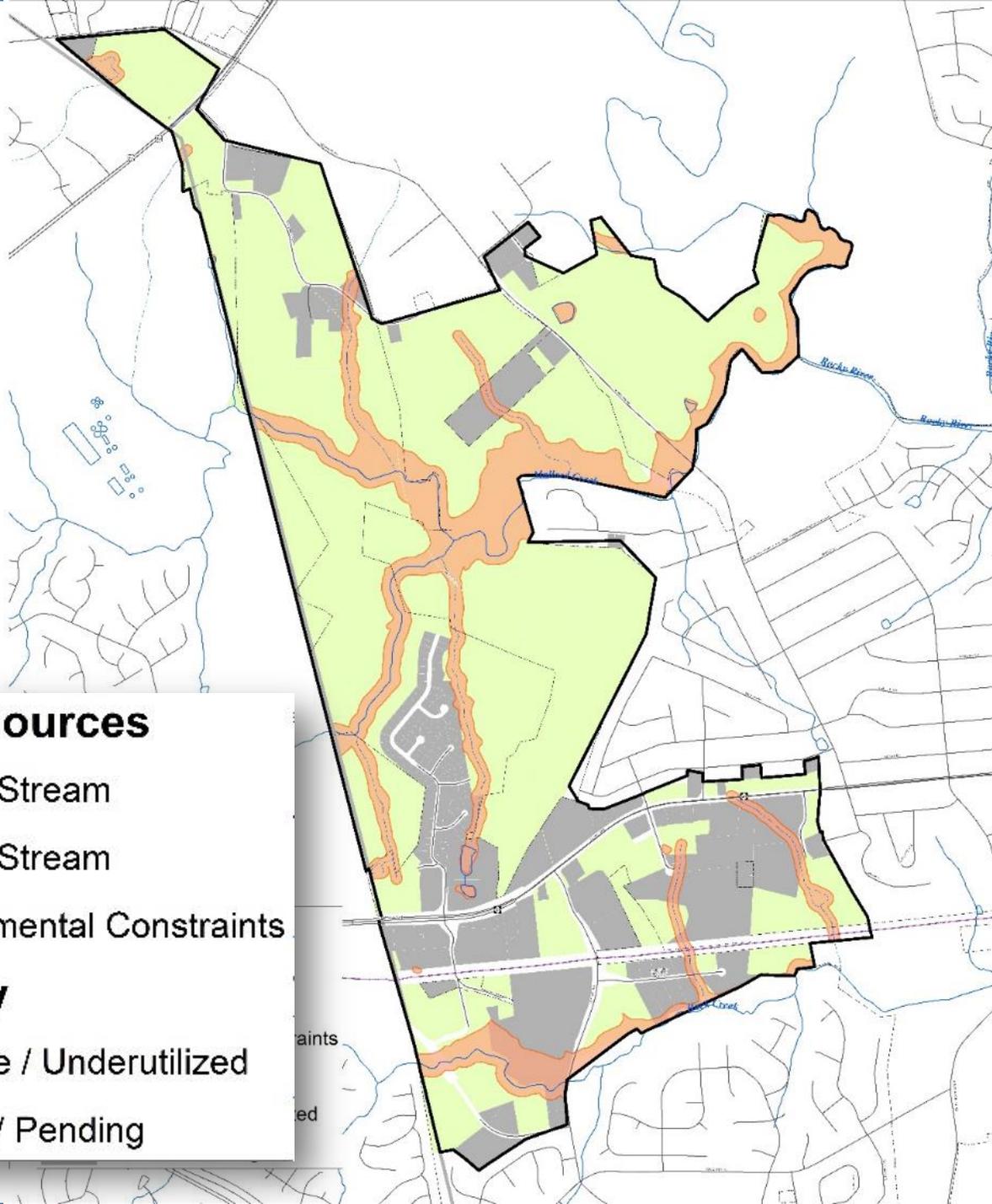
- Overall Area = +/-1600 acres
- Developed = 417 acres
- Supply = 1183 acres
- Net Supply = 967 acres
  - Supply less land that is not developable (regulatory restrictions)

## Natural Resources

- Class 2 Stream
- Class 1 Stream
- Environmental Constraints

## Land Supply

- Available / Underutilized
- Utilized / Pending



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

- determine the highest and best use
- develop a 20-year **VISION** for future development
- make recommendations regarding future development, infrastructure, development regulations, and policies

# objectives

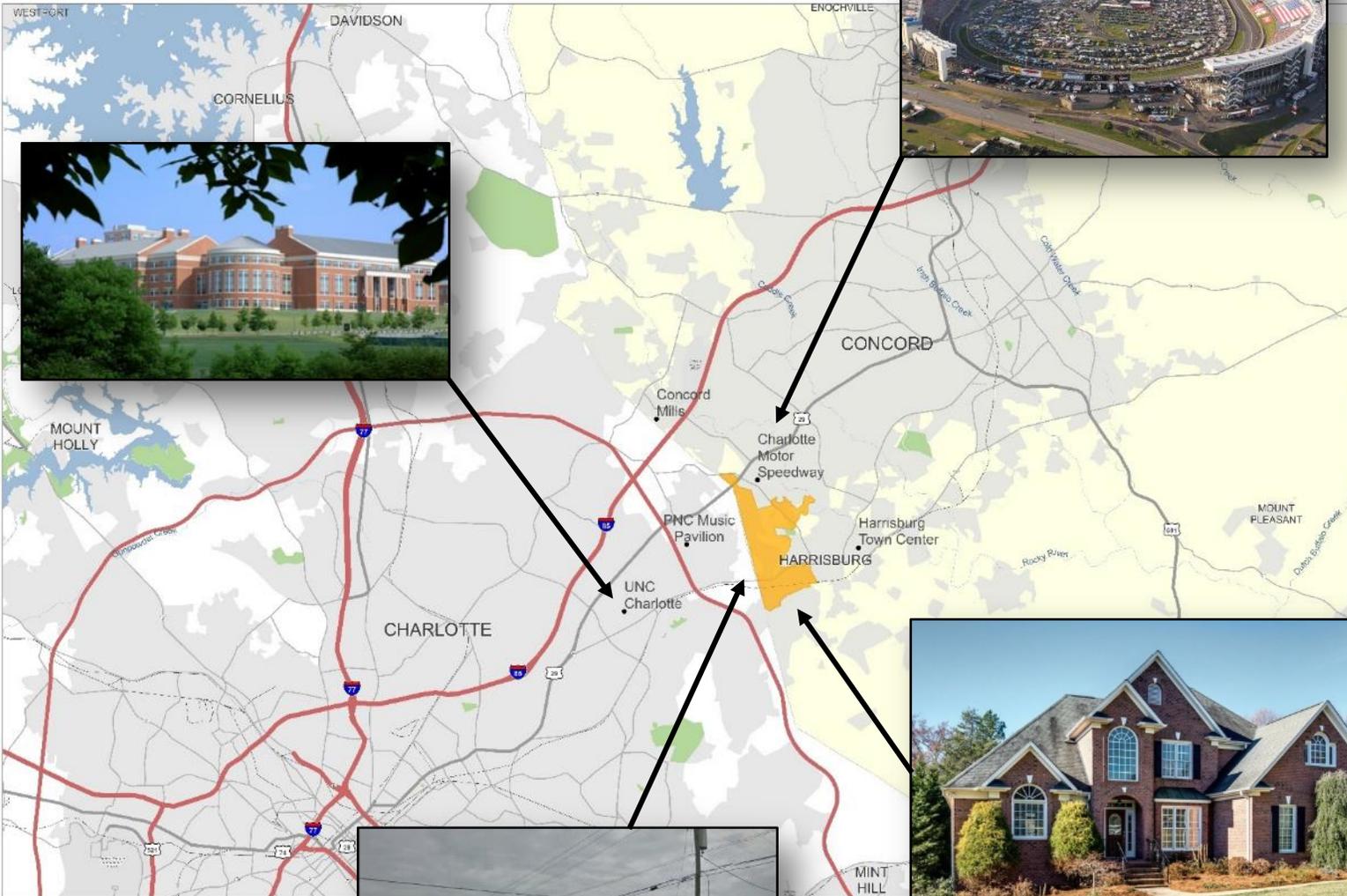


# MARKET ASSESSMENT: development potential + opportunities

# The Big Picture

## Challenges:

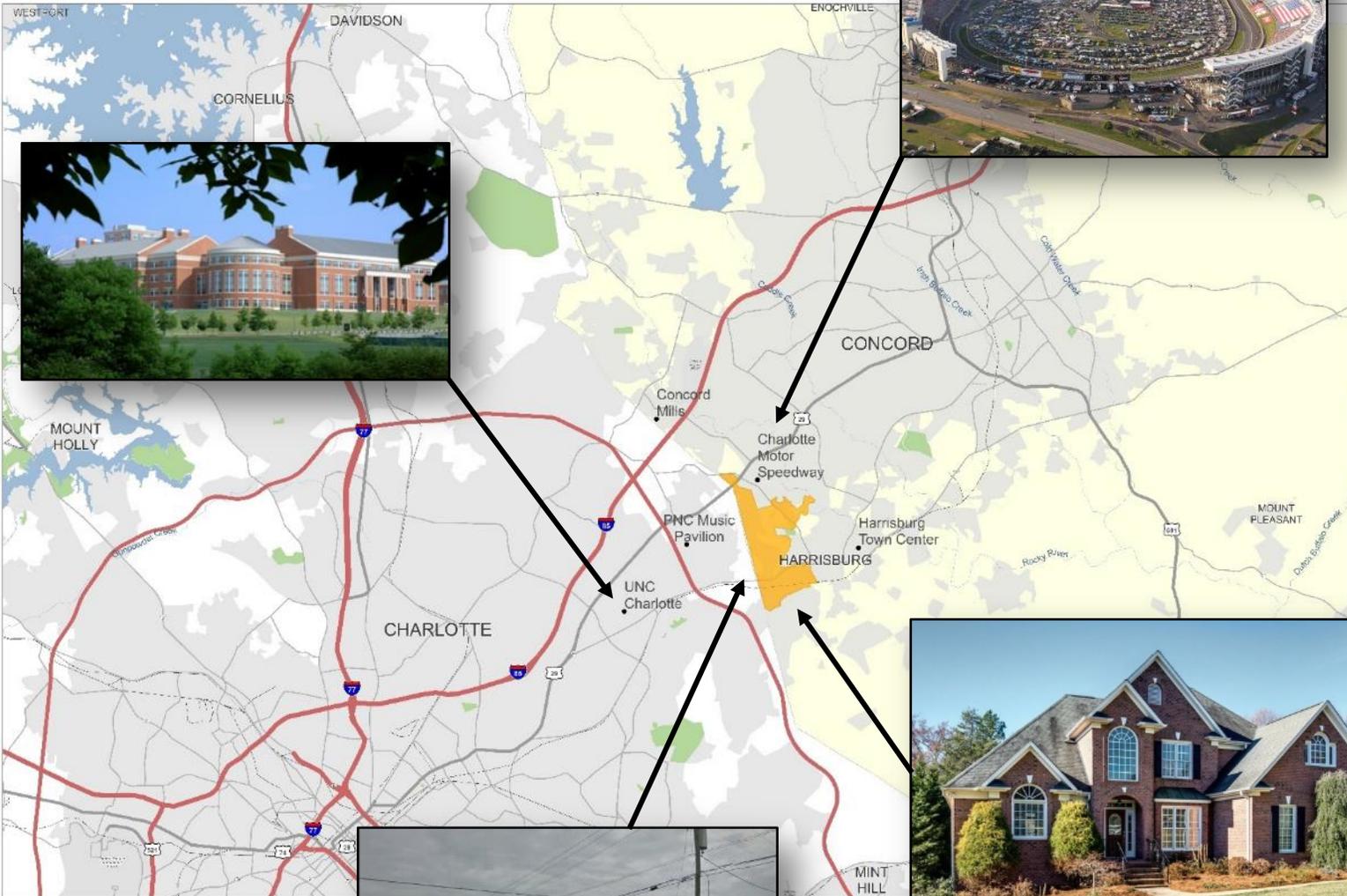
- Regional access via I-85 inferior to Concord/Charlotte
- Impacts from speedway, landfill temper land use options in northern area
- Lack of real sense of place, identity, memorable gateway
- Housing variety: lacking alt to large-lot single-family
- Lack of walkability in most of Harrisburg (tempers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



# The Big Picture

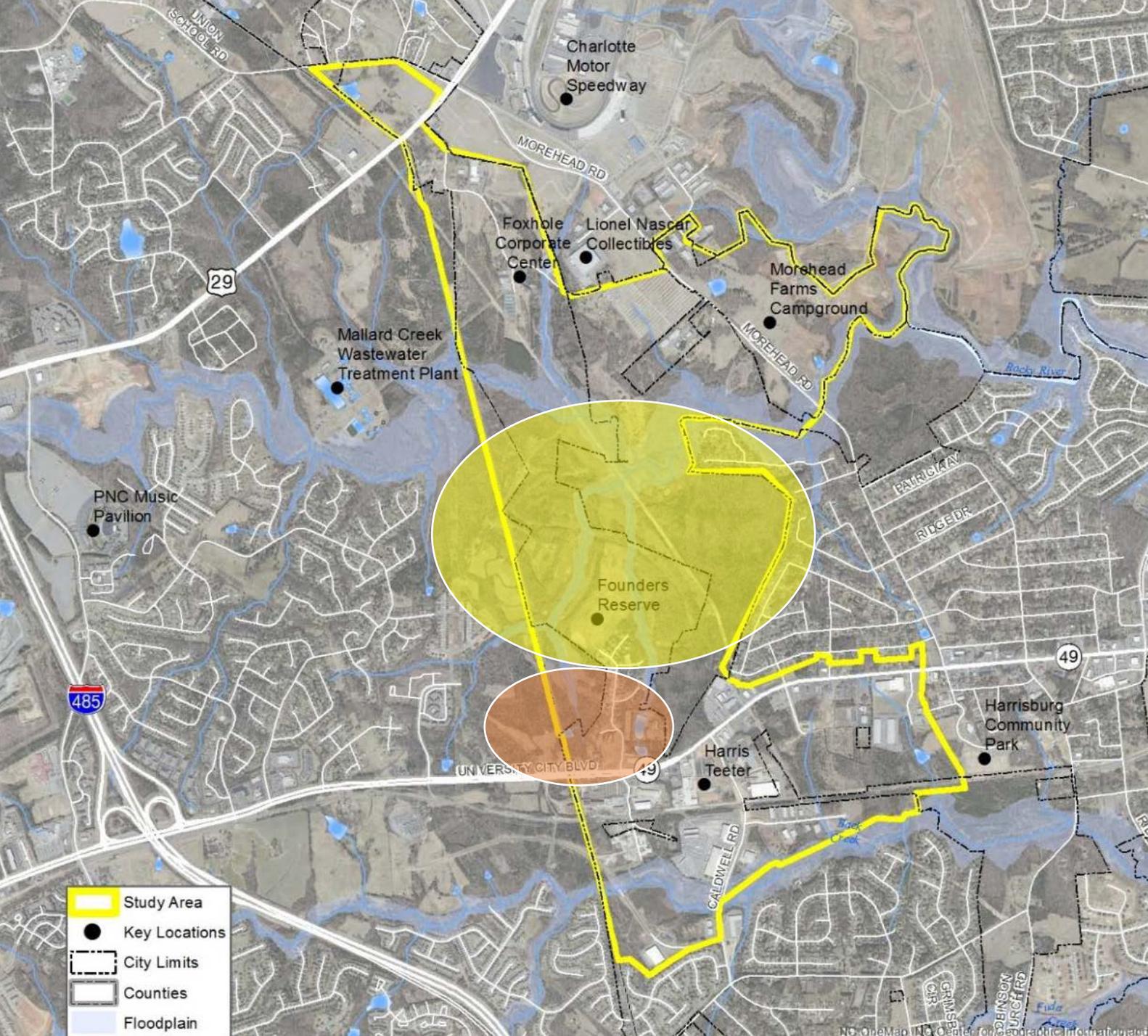
## Strengths:

- 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



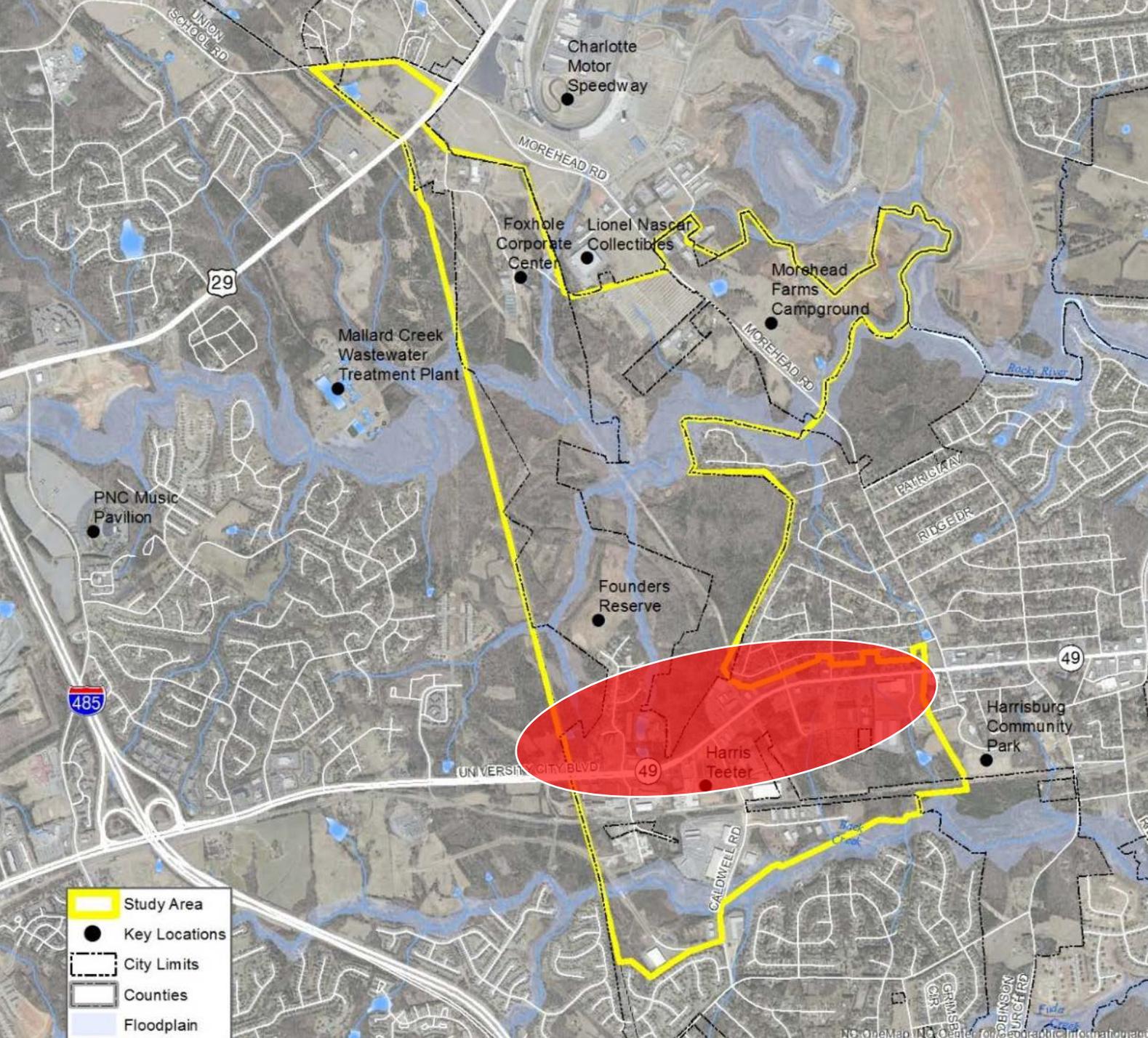
# Residential

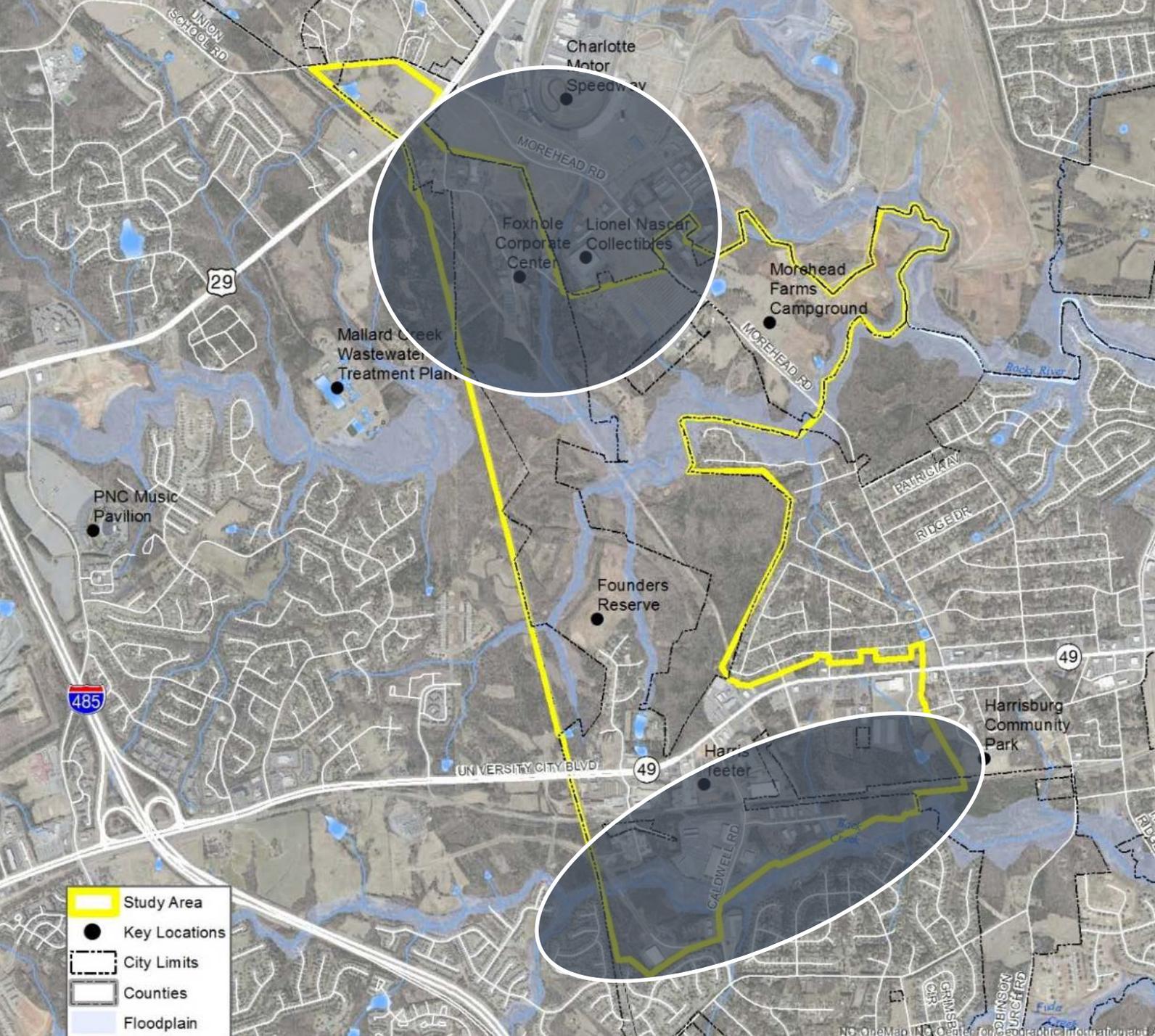
- Opportunity for greater variety
  - Small lot single-family (patios)
  - Townhouses
  - Condos
  - Senior Living
  - Rental market is very healthy nationally, fueled by Millennials (unable/unwilling to own) and growing empty nester market
    - *Simplified lifestyle & convenience*
    - *Apartments, esp for 55+*
    - *Independent living*
- Opportunity to utilize creeks, CTT as setting



# Retail + Office

- More local-serving retail along NC 49 driven by population growth
  - Near-term demand 22,000 SF, long-term demand 10,000 SF annually (= CVS)
  - Opportunity: family-themed retail. (playground/children's amenities)
- Office - local-serving users, mostly on NC 49
  - Near-term demand 6,000 SF, long-term demand up to 30,000 SF annually
  - Accountants, builders, lawyers





# Industrial

- 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)

the plan



land use

**AREA A**  
motorsports  
related

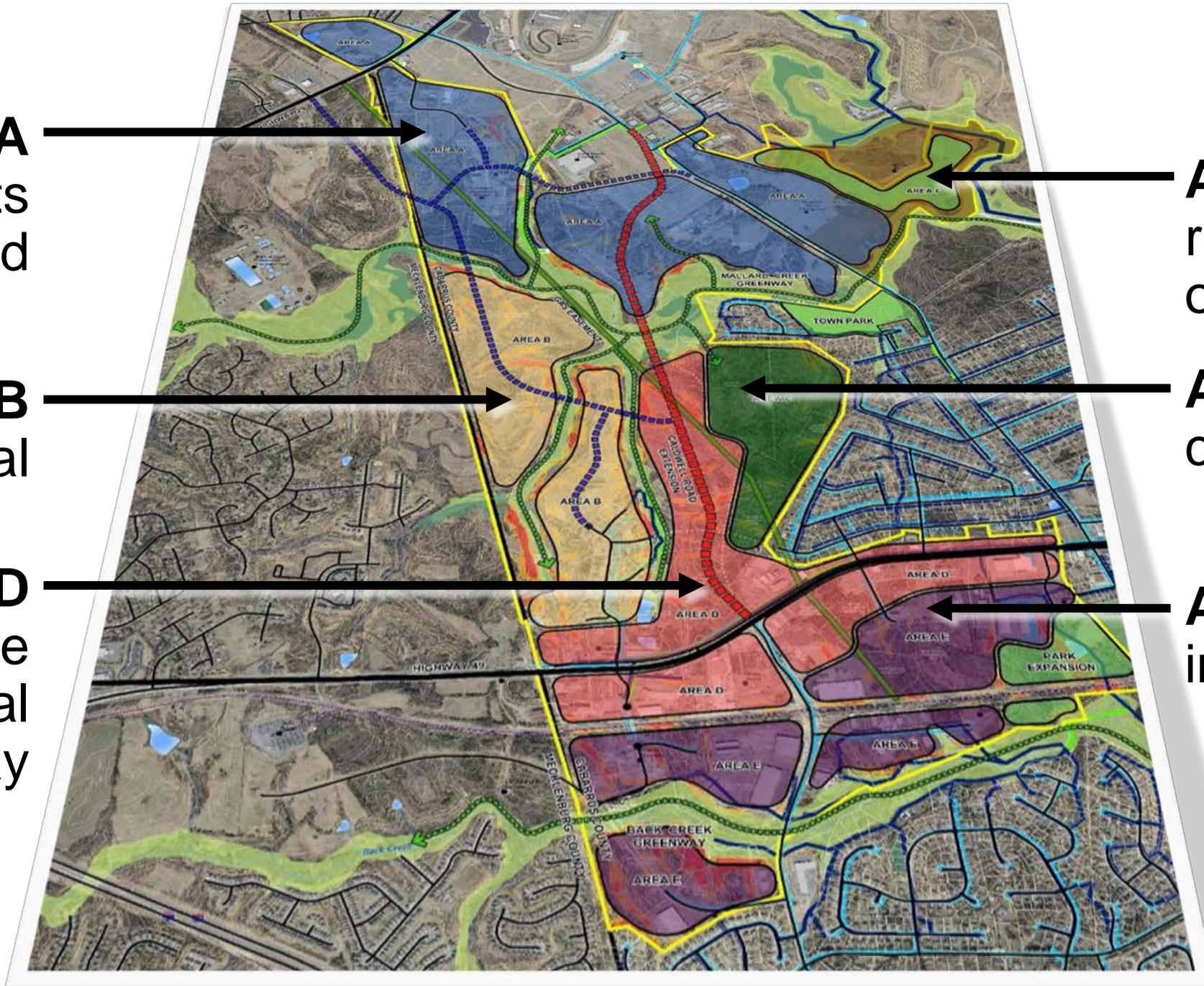
**AREA B**  
residential

**AREA D**  
mixed-use  
commercial  
gateway

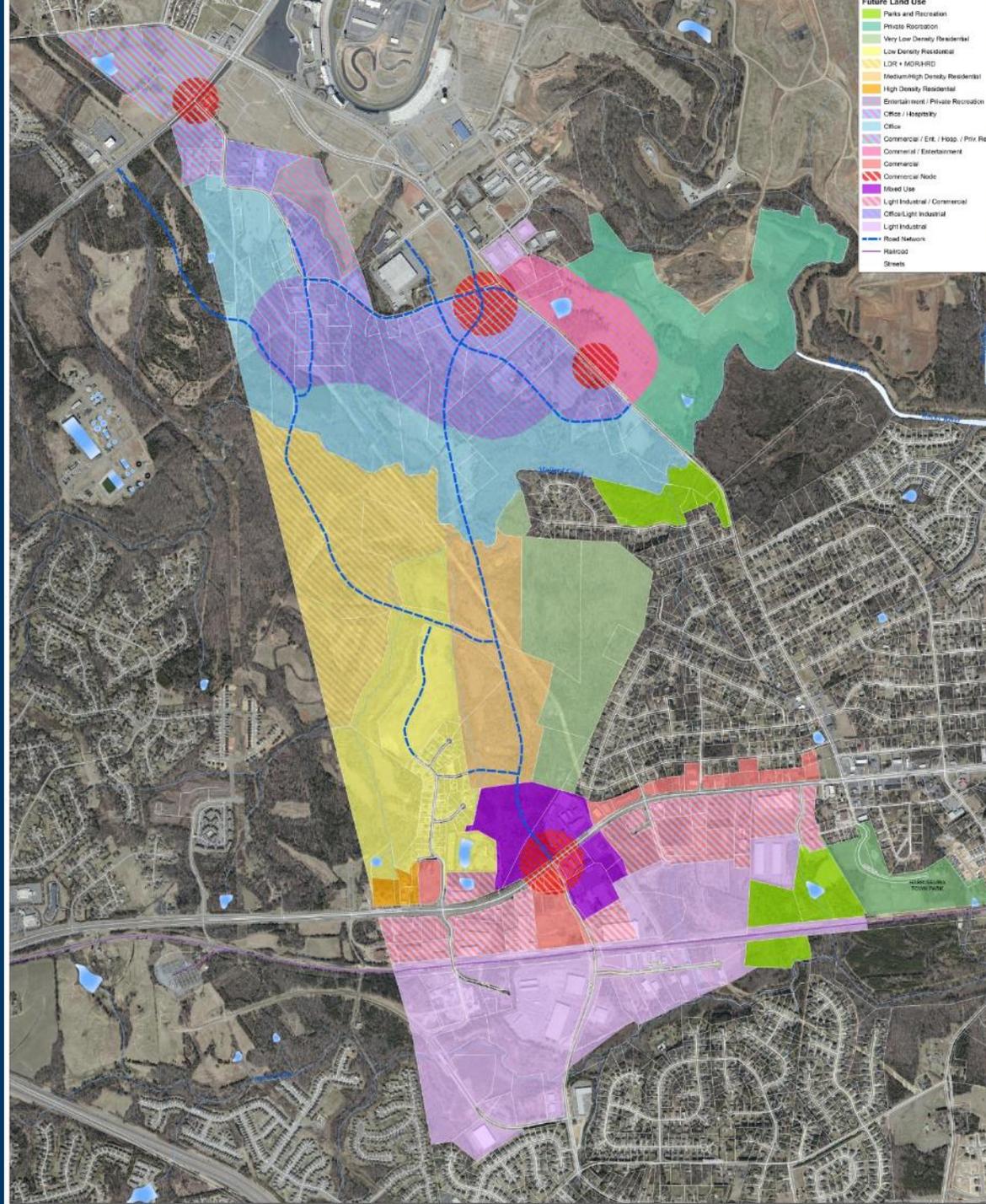
**AREA F**  
recreation +  
open space

**AREA C**  
conservation

**AREA E**  
industrial



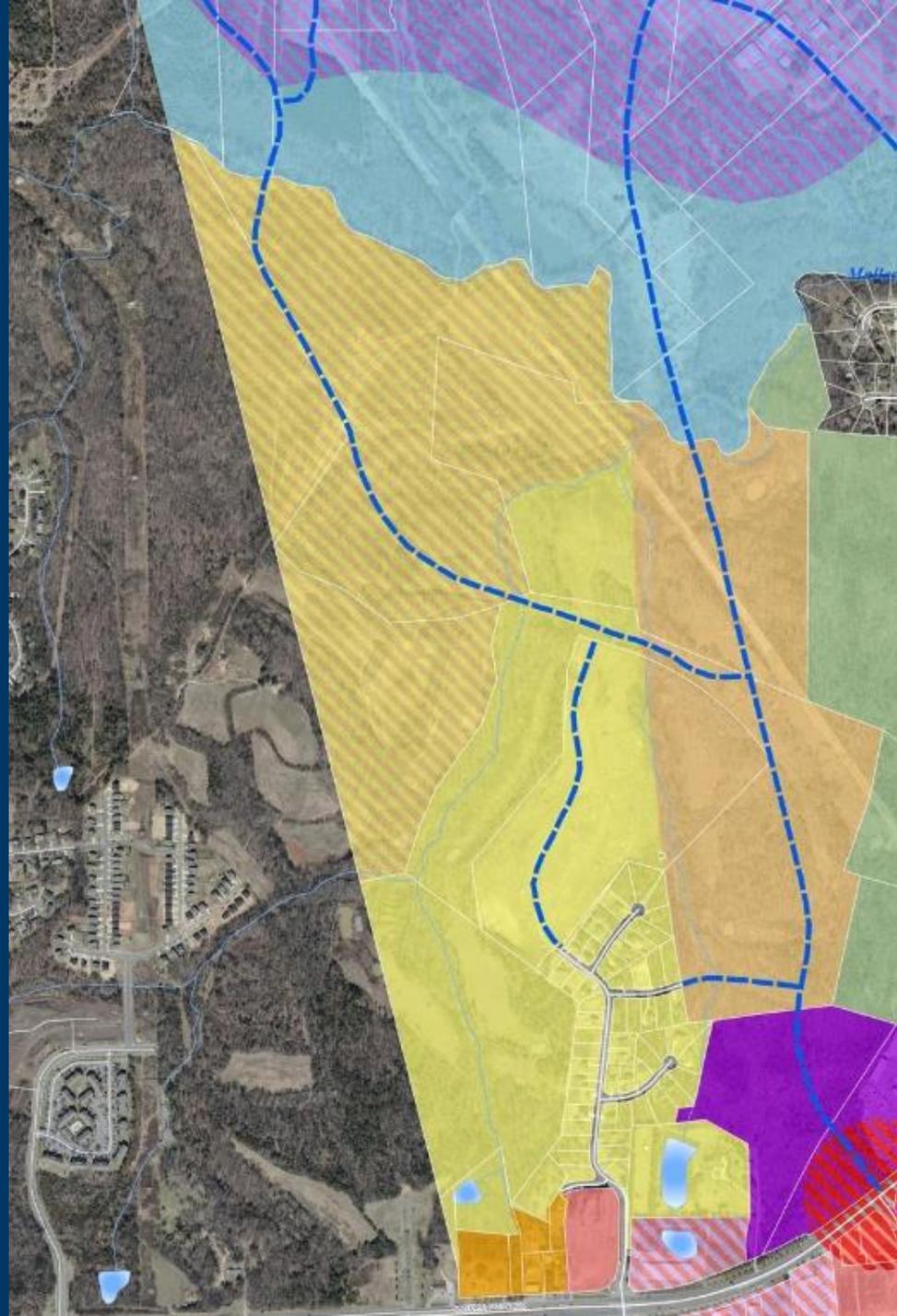
# Proposed Future Land Use



# Support residential development compatible with adjacent land

- Encourage a range of housing options
- Support higher density if N-S connection is made

## Area B



condos / apartments (55+)



single family



patio



townhouses

Area B | housing

# Conserve natural resources and make features an integral component of the development pattern

- Map resources
- Adopt regulations that incent conservation design
- Support efforts to create a conservation easement (and nature preserve) along Mallard Creek Greenway

## Area C



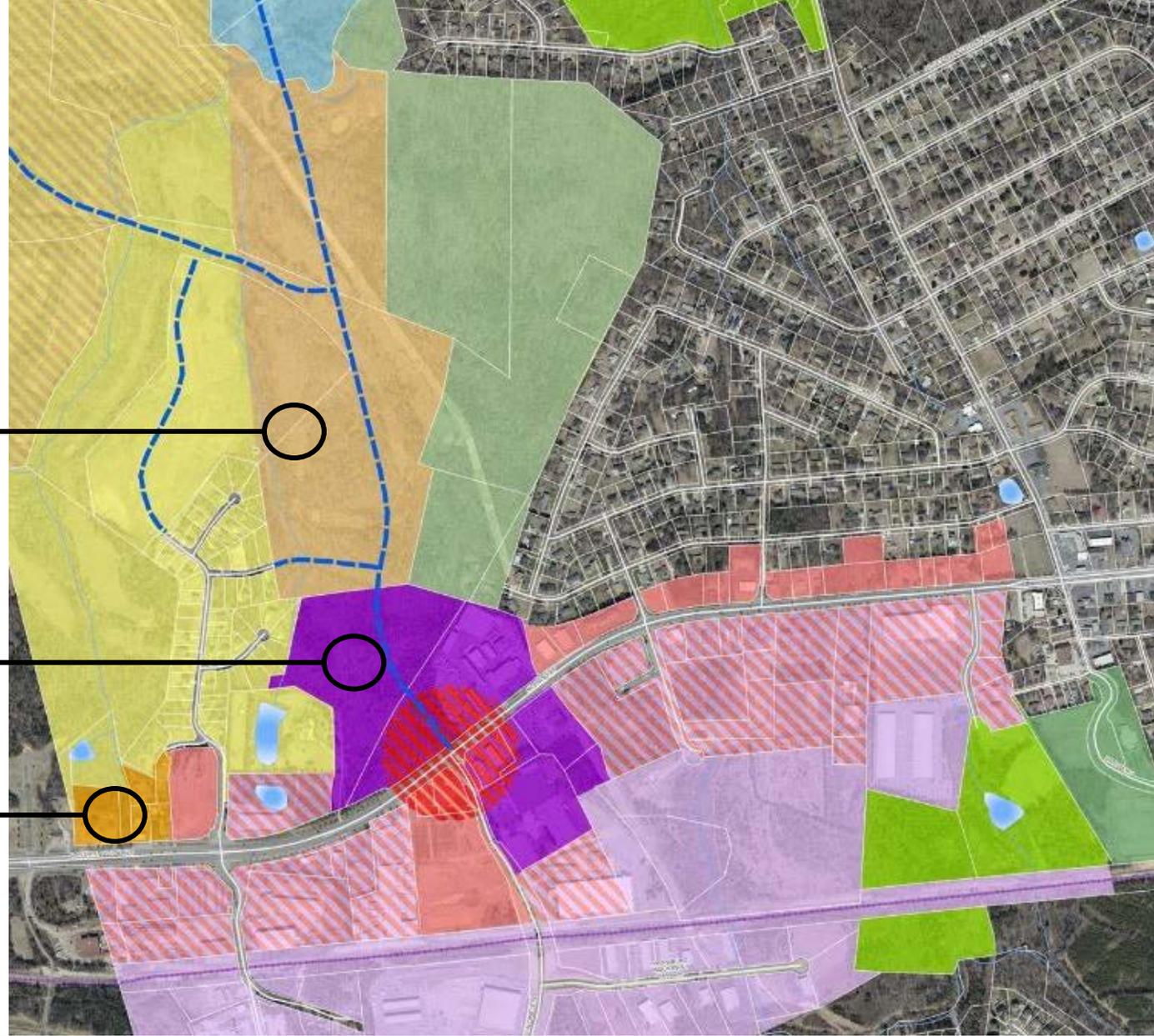


Area C | conservation

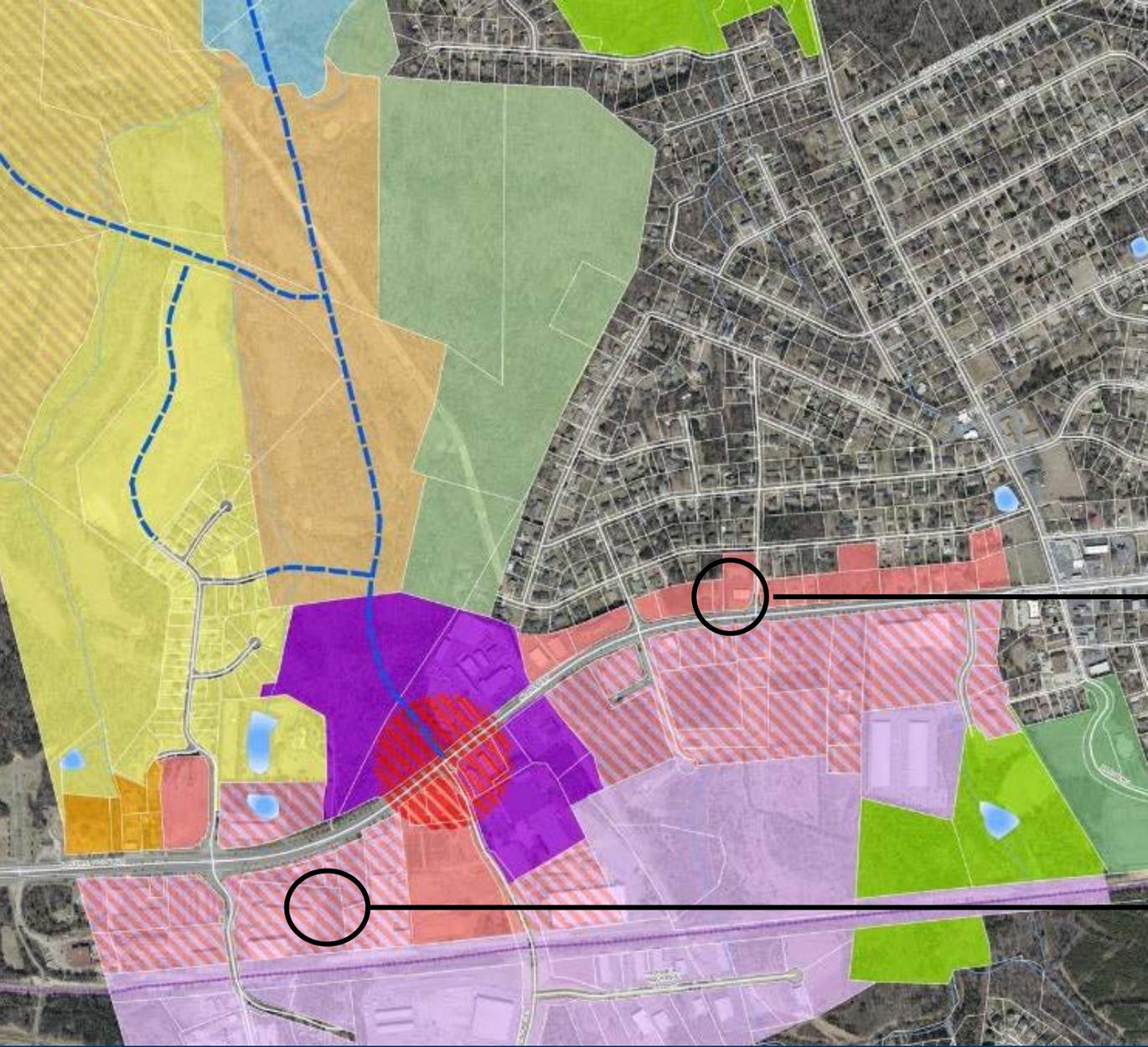
mixed residential (age-targeted)

restaurants, shops,  
businesses, local-serving retail,  
family-themed retail

high-end multi-family residential



# Area D



professional office, services

institutional, light industrial,  
existing retail and restaurants

# Area D

neighborhood serving  
retail and services



restaurants + children/  
family-oriented spaces



office

Area D | hwy 49 mixed-use, quality



specific area design - sketch 2

# Improve image of town and create a sense of arrival into town along NC 49

- Concentrate mixed-use development in “node” at Caldwell Road (creates sense of arrival and changes traffic patterns)
- Support existing businesses and properties zoned for commercial
- Support existing institutional uses
- Encourage higher density housing on sites west and north of node
- Improve appearance (quality of development, streetscape, wayfinding)

Area D | hwy 49



# Encourage industrial infill development south of NC 49

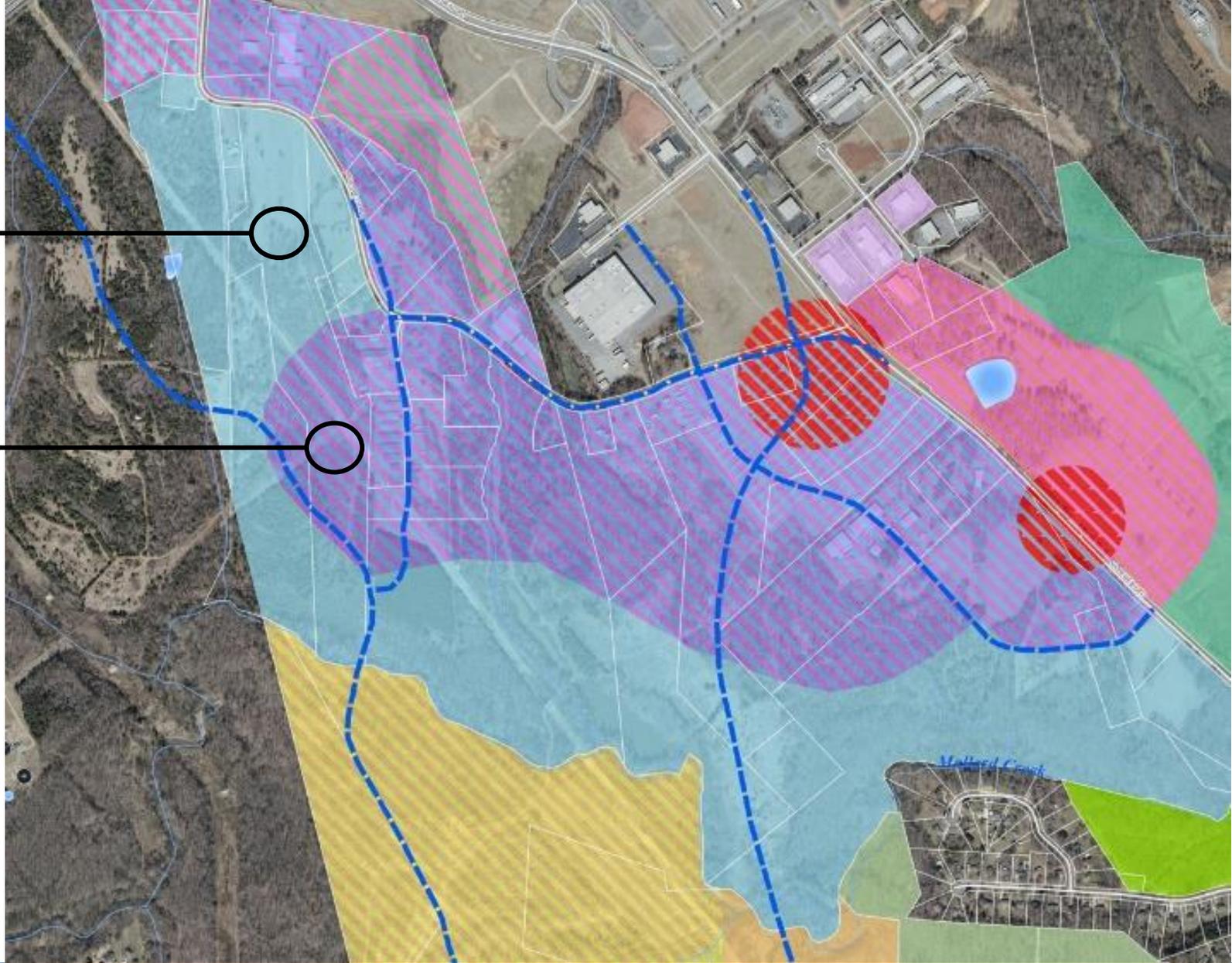
- Strategically rezone properties in “Area E” to I-1 zoning.
- Amend I-1 zoning to allow only industrial uses and supporting uses in order to protect land for future job-generating development.
- Facilitate expansions and access

Area E | industrial



office

light industrial, office,  
flex space



Area A | motorsports +



office



flex space



precision manufacturing

Area A | motorsports +

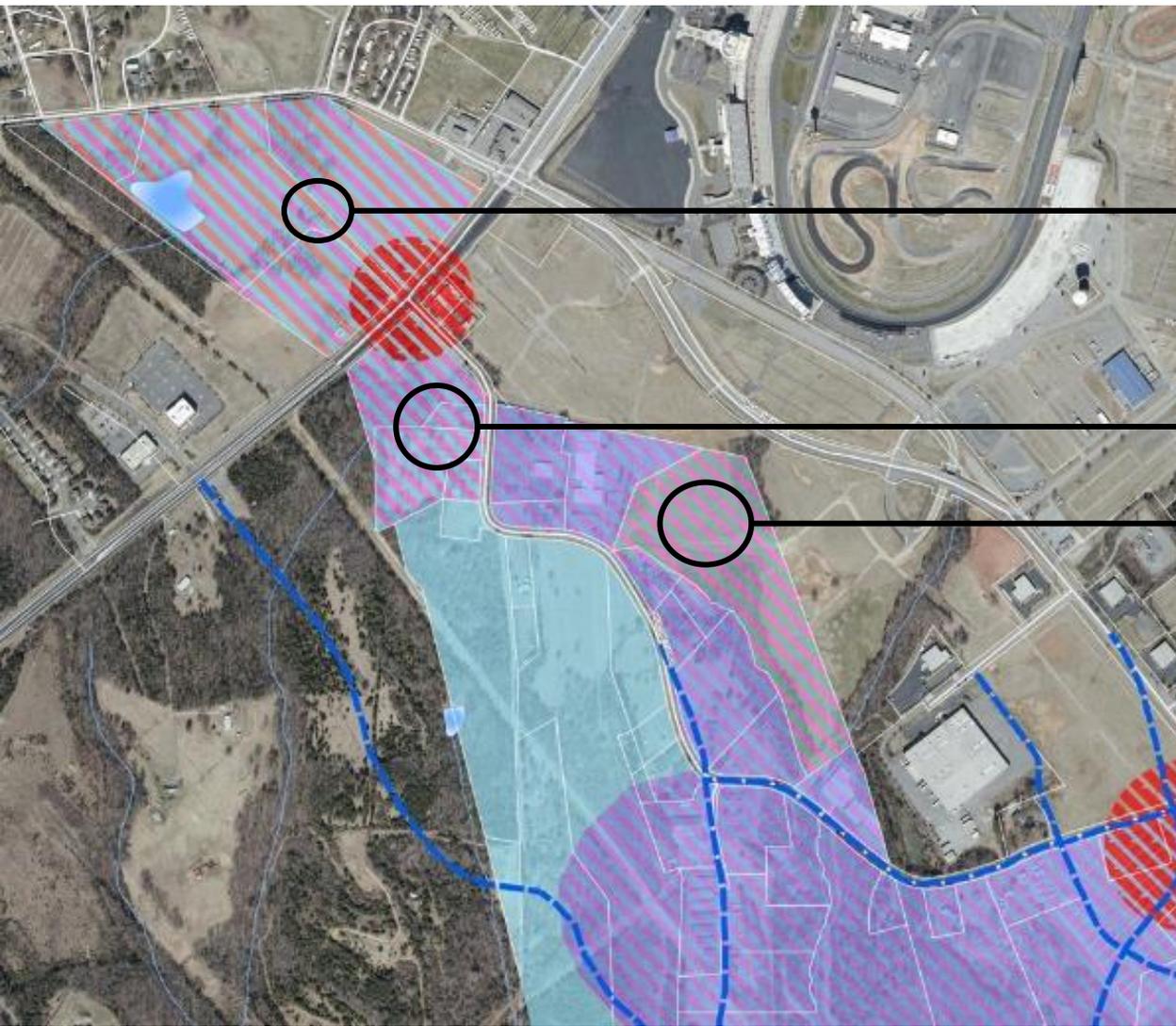
# Attract employment uses

- Motorsports related manufacturing
- Precision manufacturing
- Other light industrial, flex space
- Office

# Foster relationships between businesses and UNCC programs

- Promote businesses that are logical partners for UNCC

Area A | motorsports +



entertainment, private recreation,  
shops, restaurants, hotel

office, hotel

(land with Concord access)  
entertainment, recreation, light  
industrial

Area A | motorsports +

daytona



indianapolis

other motorsports destinations

family entertainment

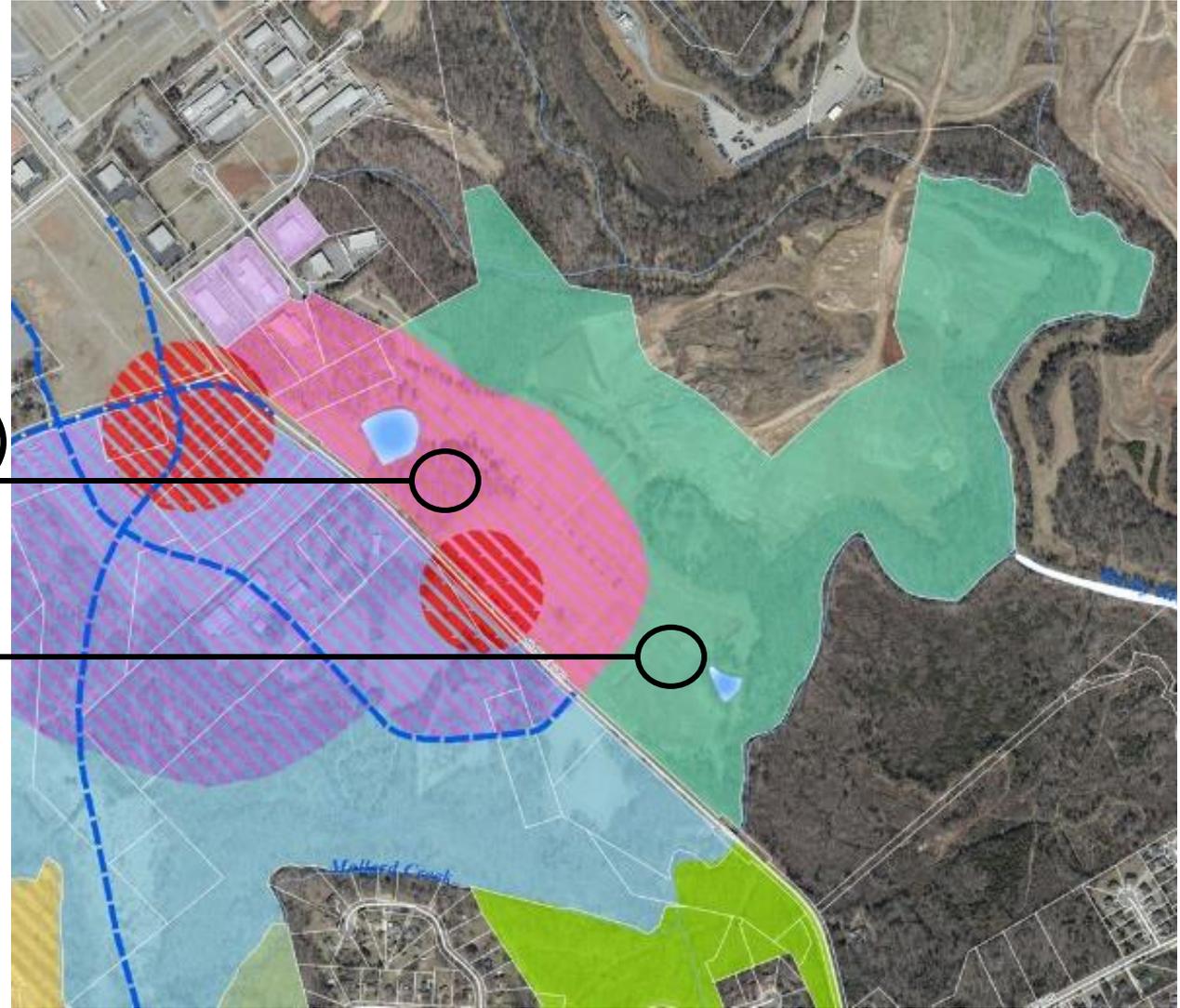


hospitality

Area A | motorsports +

entertainment (+ shops, restaurants)

related private recreation



Area A | motorsports +



Area F | active recreation

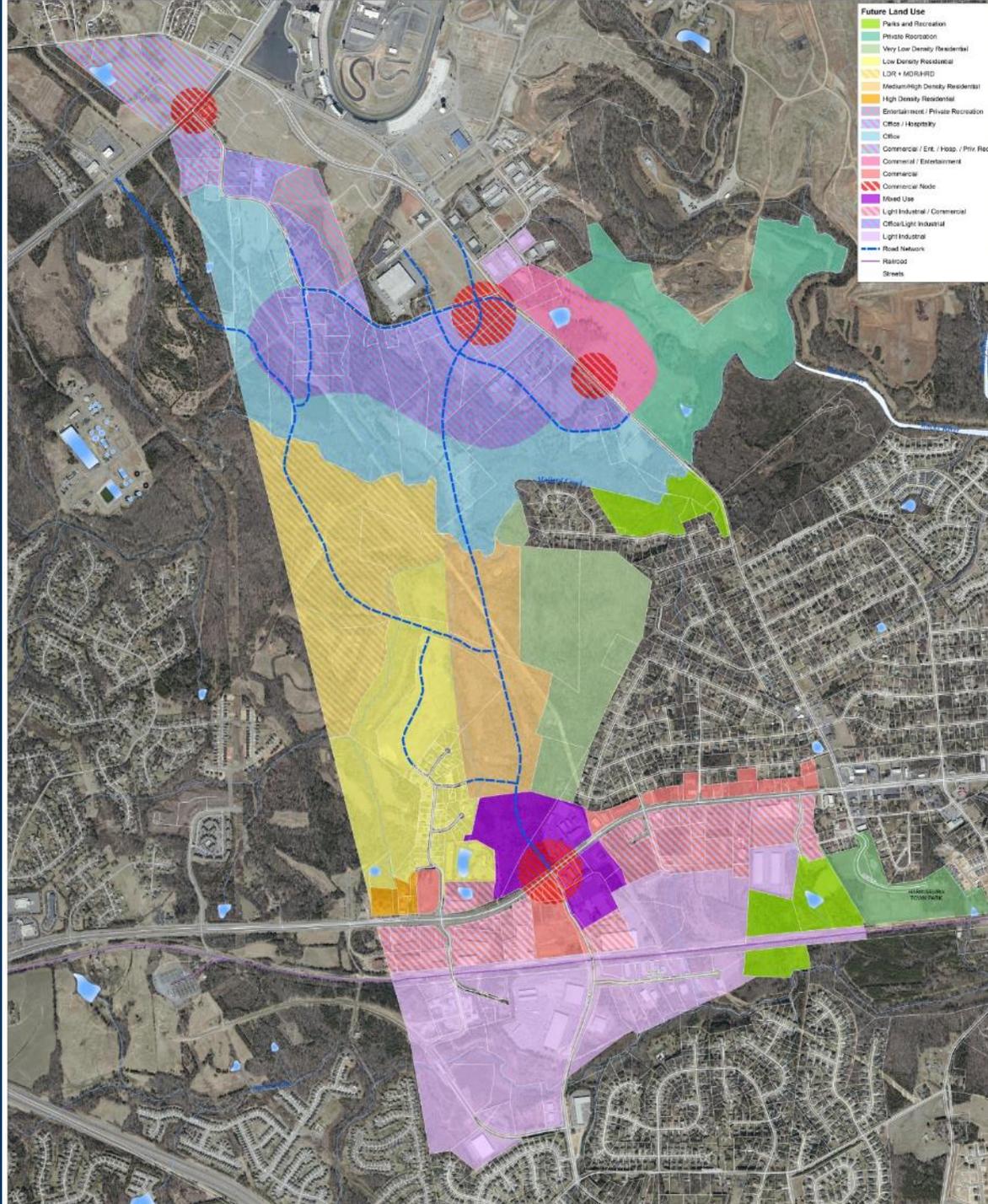


specific area design - sketch 1

# Ensure area remains economically stable

- Discourage residential uses north of Mallard Creek
- Support land uses that are compatible with the Speedway and help the area become economically viable as a year-round destination
- Work with Speedway and Concord to ensure well-designed, seamless development
- Support efforts to address event impacts and improve traffic patterns

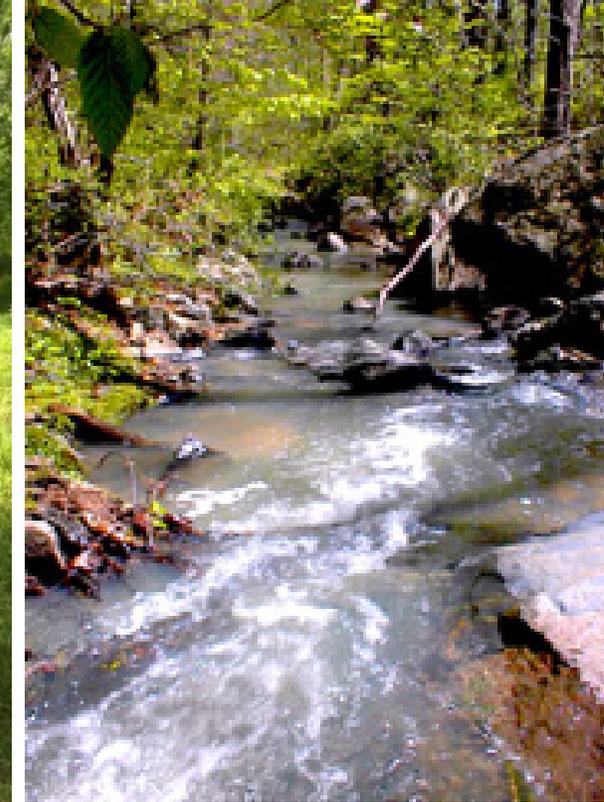
Area A | motorsports +



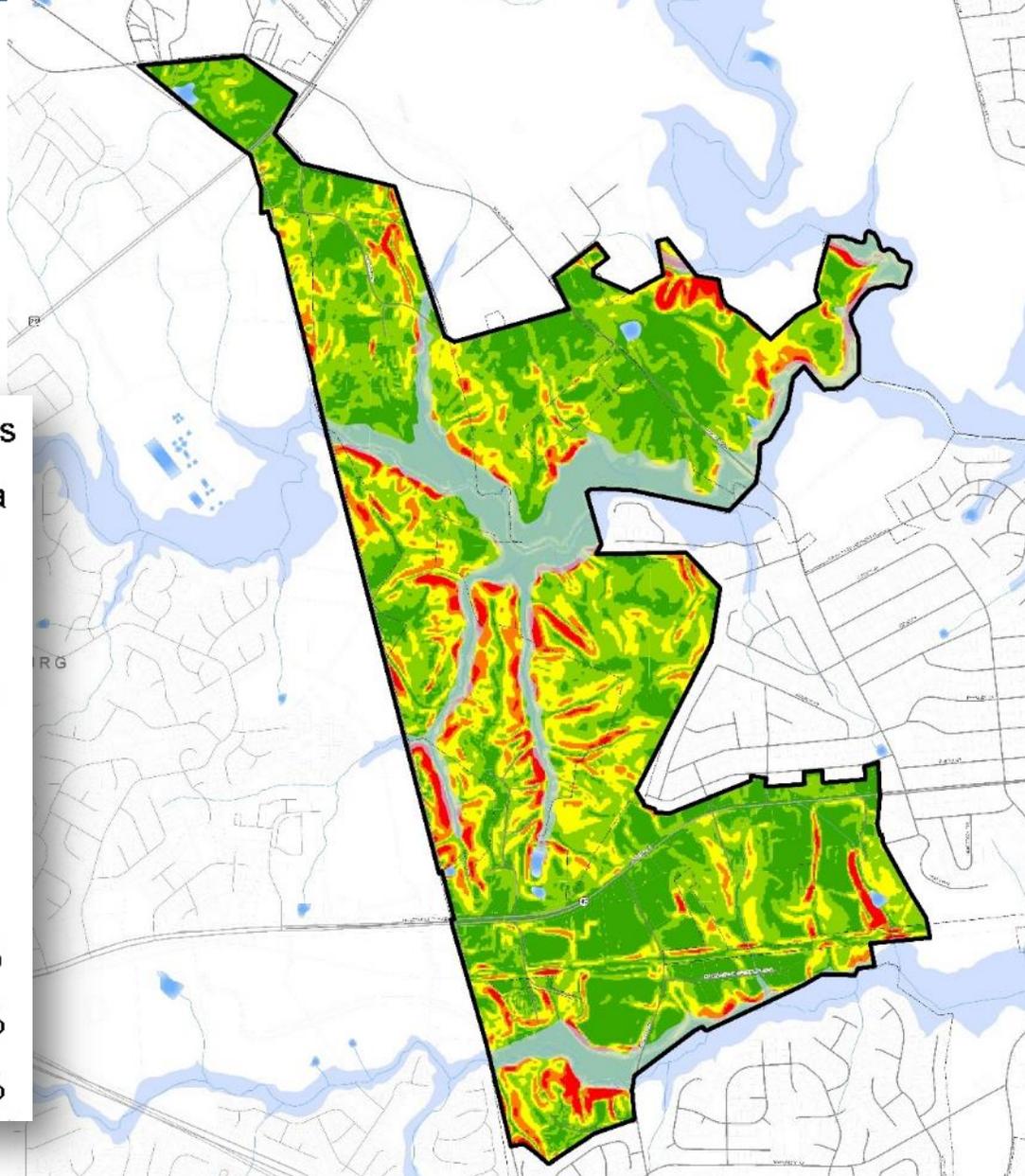
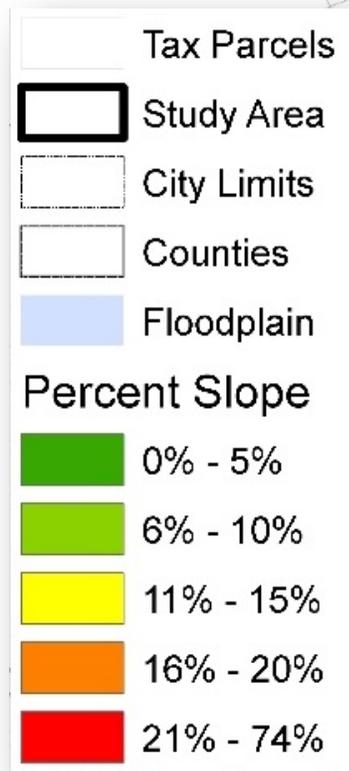
# Facilitate development consistent with the preferred land use concept

- Assess the existing zoning and consider Town-initiated rezoning of specific parcels
  - Eliminate PUD and rezone to low density districts
  - Reestablish value in land that comprises the area
  - Support rezoning applications consistent with the preferred land use concept
- Invest in infrastructure to support desired development

open space, natural  
resources, recreation



# Area F | passive recreation



Raise awareness of / appreciation for natural resources by making features an integral component of the development pattern

- Map resources and preserve key areas/features
- Provide programming

Area F | passive recreation



Area F | active recreation

# Assist public and private to establish active recreation destinations

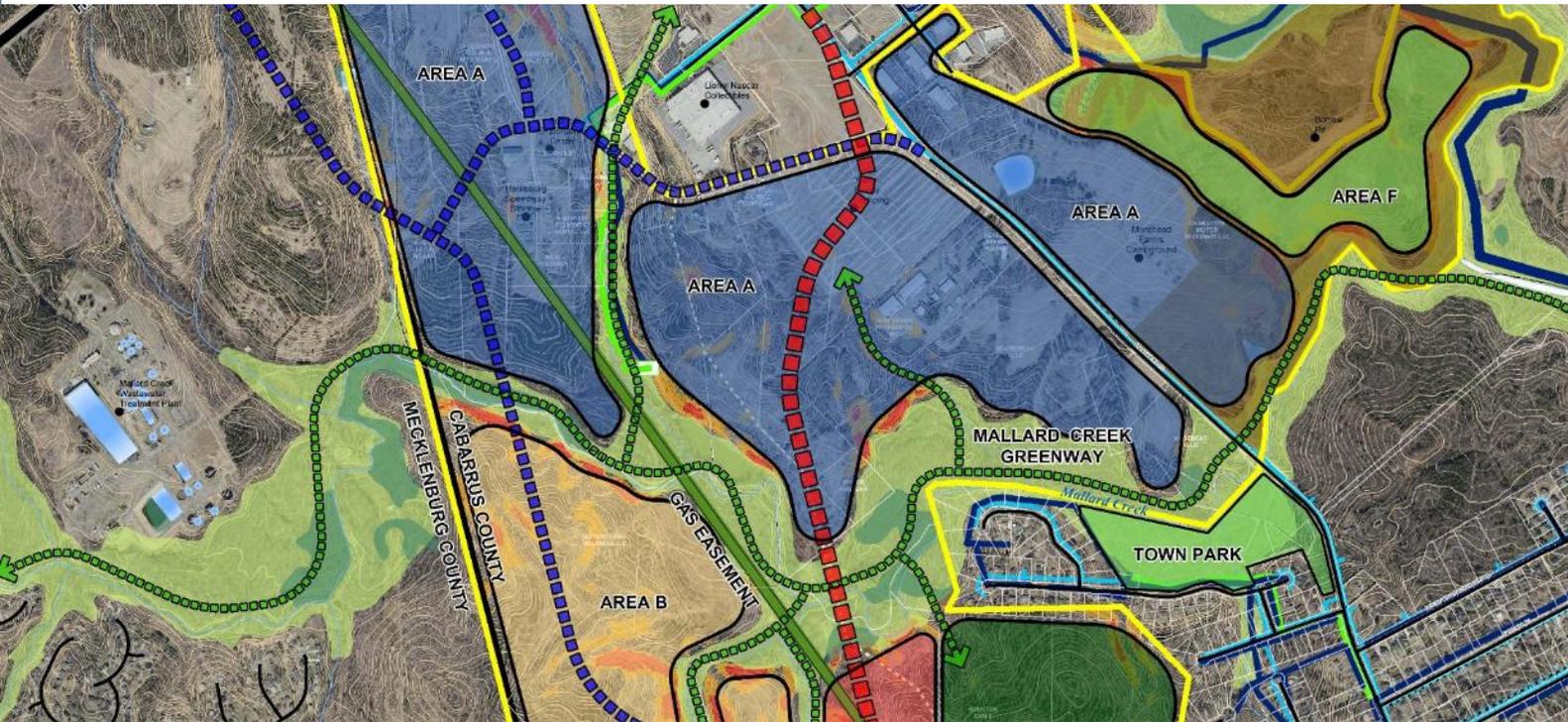
- Support private investment in entertainment and spectator sport venues that enhance the Speedway area as a competitive destination and regional economic engine
- Work with Cabarrus County Parks to implement Town and County Master Plans
- When appropriate, provide trailhead (access to trail with parking, map kiosk, etc) to Mallard Creek Greenway (also CTT and XCLT)

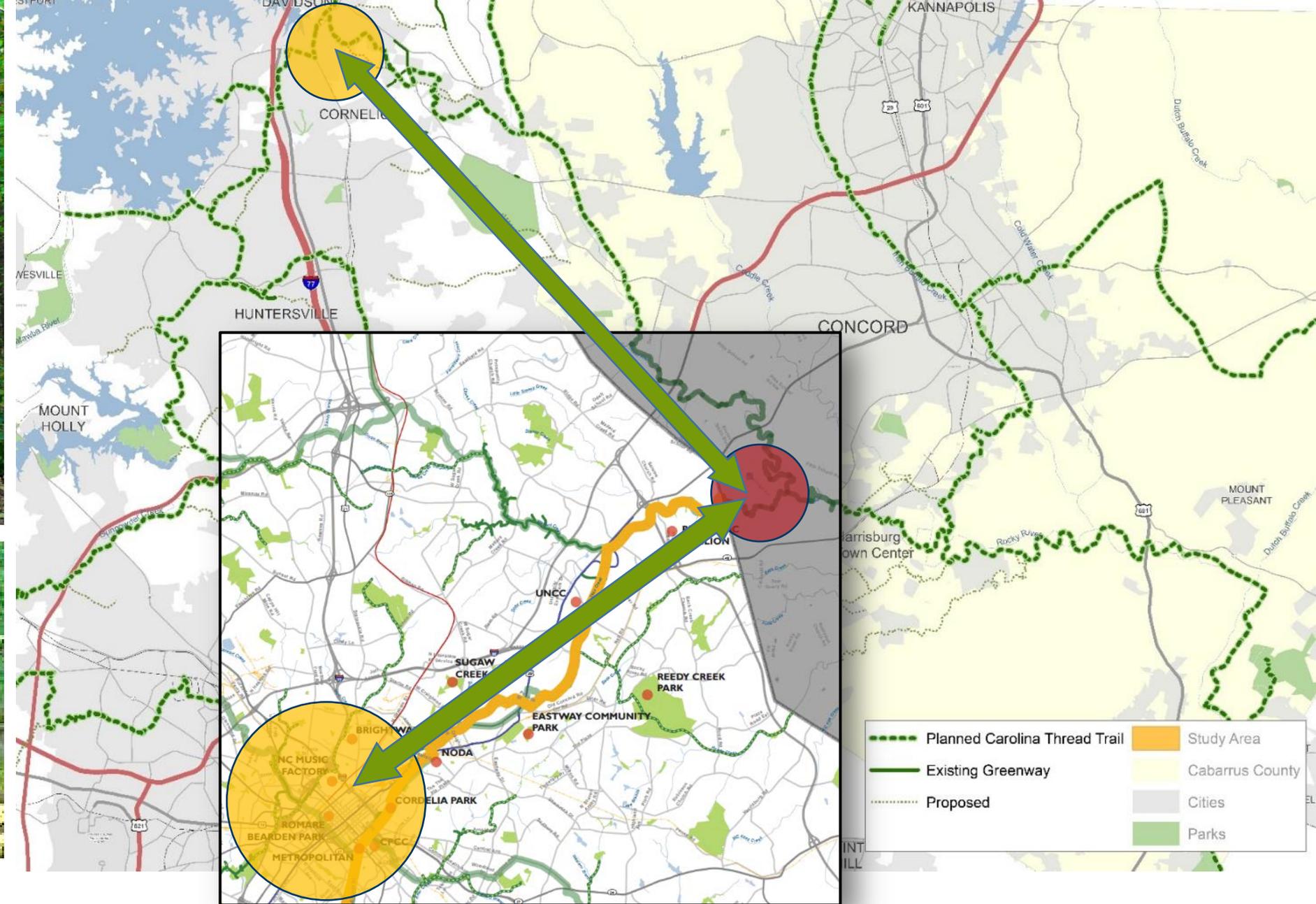
Area F

mobility

# Provide greenway connections

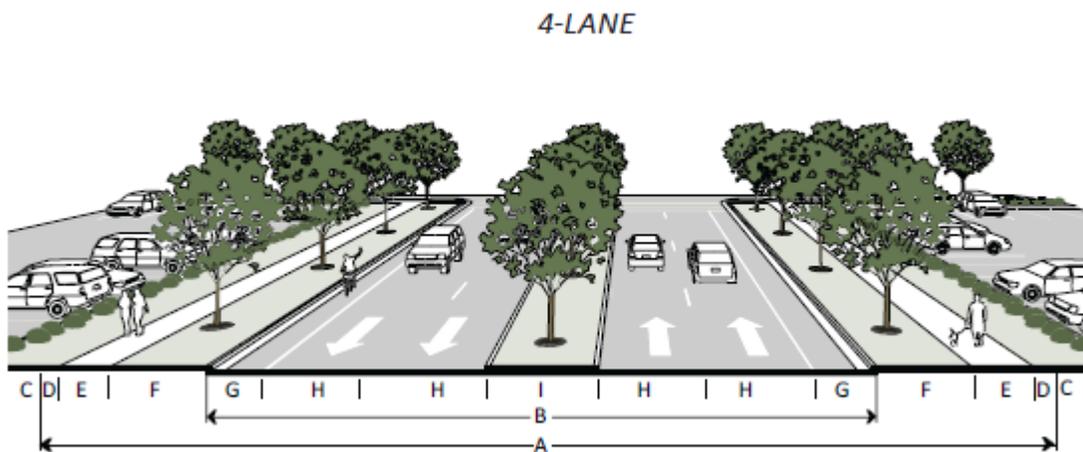
- Work with area partners for planning, funding, and implementation:
  - City of Charlotte
  - Mecklenburg County
  - Private property owners
  - Carolina Thread Trail
- Map existing and proposed destinations to ensure greenway linkages become “spine”





# Use complete streets designs

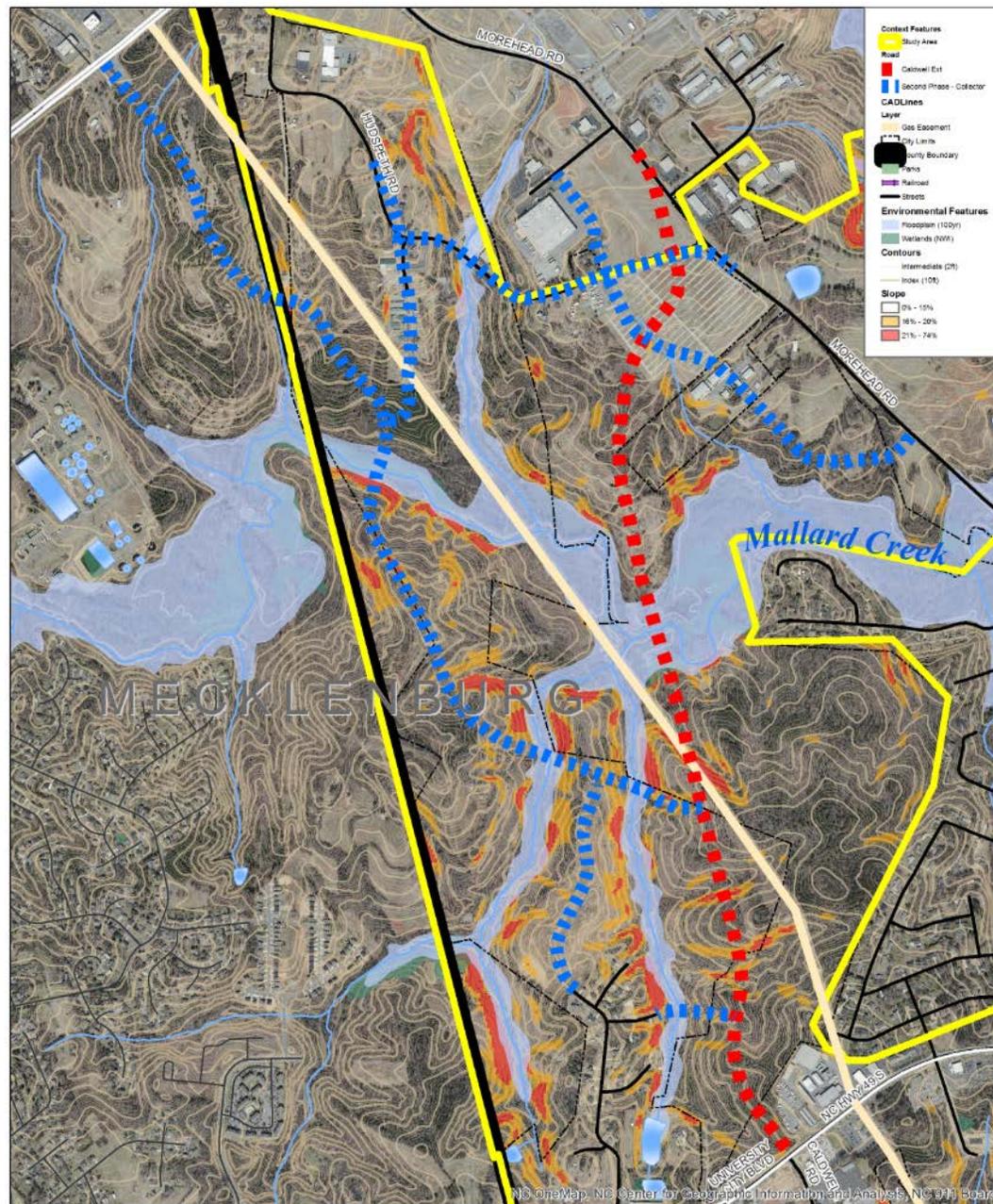
- Accommodate drivers, walkers, bike riders, and transit users within public right-of-way
- Provide connection to extensive proposed greenway network
- Provide connection between study area and downtown Harrisburg/Town Center options

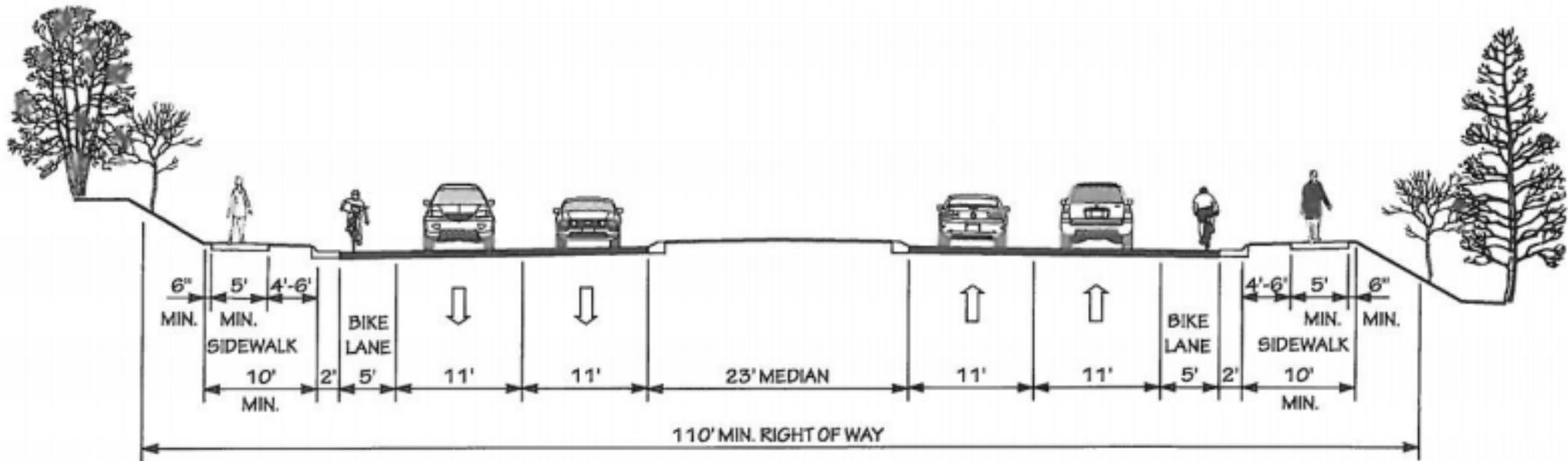


Sources: Town of Cary; NCDOT Complete Streets Manual; Raleigh Street Design Guide

# Facilitate Caldwell Road Ext

- Participate in seeking solutions... to ensure:
  - Event Traffic – second release option
  - Peak Hour Traffic – parallel route for commuters
  - Opens Study Area to development
- Coordinate with CRMPO and CRTPO...
  - Short-term: connection between NC 49 and Morehead and realign Morehead and Hudspeth
  - Long-term: collector road network supporting Caldwell Road Ext, providing new access, and connecting to US 29





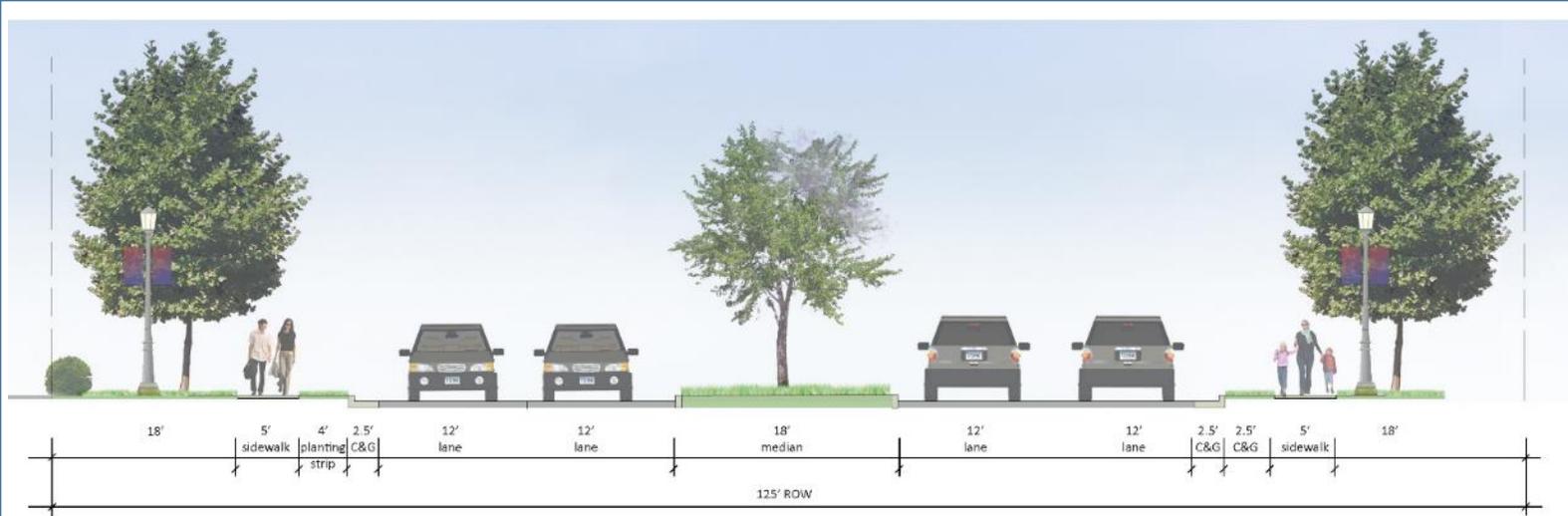
4 LANE DIVIDED (23' RAISED MEDIAN) WITH CURB & GUTTER,  
 WIDE OUTSIDE LANES, BIKE LANES, AND SIDEWALKS  
 POSTED SPEED 35-45 MPH

- 110-foot right-of-way
- Multimodal accommodations
- Include streetscaping and aesthetic elements

caldwell rd ext

# Improve NC 49

- Aesthetics
  - Accommodate street trees and other plantings
  - Utilize medians, if installed to control turning movements, for additional landscaping
  - Other treatments to consider:
    - Buried utilities
    - Decorative or pedestrian-level street lighting



Conceptual visualization of aesthetic elements on a four-lane thoroughfare

# Improve NC 49

- Access management through driveway consolidation and median treatment
  - Reduce congestion
  - Improve safety
  - protect the functionality of NC 49 as NCDOT Strategic Highway Corridor
- Increase mobility
  - Sidewalks
  - Crossing treatments
  - Bike accommodations



# Support transit and rail connections

- Possible Rider Transit routes to Concord and Kannapolis as Harrisburg grows
- Feeder service to Lynx and/or Express service to Charlotte
- Challenges:
  - Service and route interruptions around Speedway events a challenge
  - Funding
  - Coordinating across jurisdictions
- Advocate for Amtrak station closer to downtown



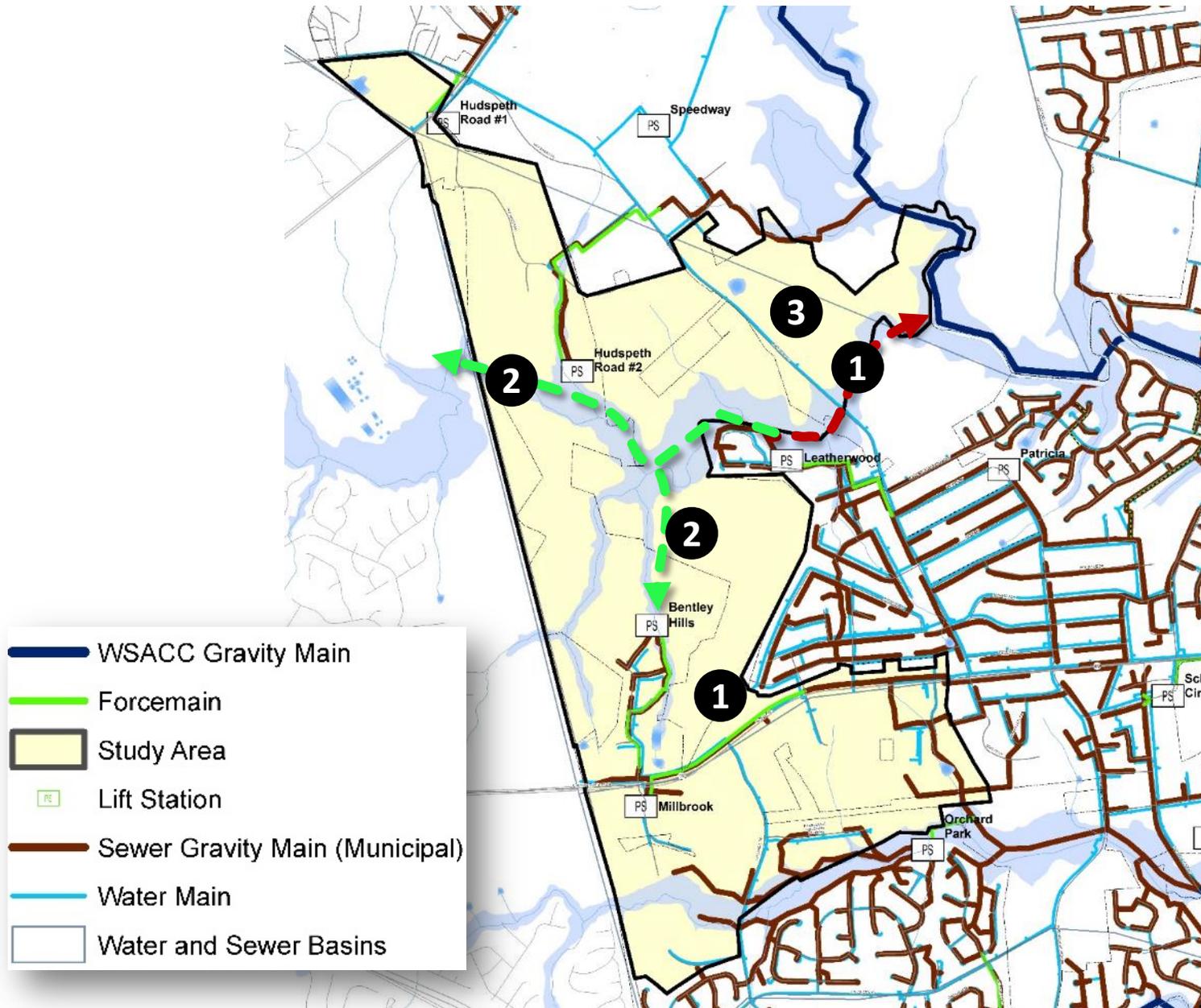
# Assist with orientation for better circulation



- Implement wayfinding
- Direct visitors where they need to go and to appropriate parking
- Reduce spillovers from event traffic and increase efficiency of event ingress/egress

**utilities**

# Facilitate development with needed utility infrastructure



- PHASE 1:
  - Serve new dev/redev @ Caldwell Road and NC 49
  - Gravity sewer trunk line along Mallard Creek to Leatherwood PS  
(Resolves issues with ex. Pump Station, Town initiated design and funding, Trail system to utilize ROW)
- PHASE 2: Gravity sewer to west and south  
(Removes 2 Pump Stations, Serves future development, Cost share opportunities)
- PHASE 3: Parallel  
(High flow use near Morehead might require more capacity)



# Facilitate development with needed utility infrastructure

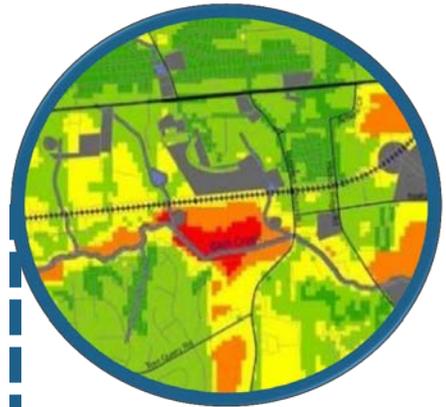
- Water connections, storage capacity / pressure issues
- Mecklenburg County – Coordinate with CW on serving NW and SW of Study Area
- Consider potential utility funding strategies

next steps



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