



PUBLIC INFORMATION MEETING #2

JUNE 17, 2021

Master Plan Update Process



Attend the Public Meeting on April 19

On April 19 at 6:00 pm, please join us *in-person or online* for a presentation on the major projects shaping downtown, a summary of the recent survey, and a discussion on the initiatives that should be included in the Master Plan Update. [Click here](#) to learn more.



About the Plan



Plan Documents



New Projects



Stay Connected

MASTER PLAN UPDATE

• Update Process

- Community Survey
- Listening Sessions
- Parking Study Update
- Public Meetings
- Master Plan Development

ACCOMPLISHMENTS

- \$24M Private Sector Investment Completed
- \$60M Underway
- \$15M Public Sector Investment Completed
- \$130,000,000 Underway
- 70 Residential Units (former Hotel Concord & Lofts 29)
- 300 Residential Units Underway
- 600-Space County-Owned Parking Deck
- Union Streetscape Starting Soon



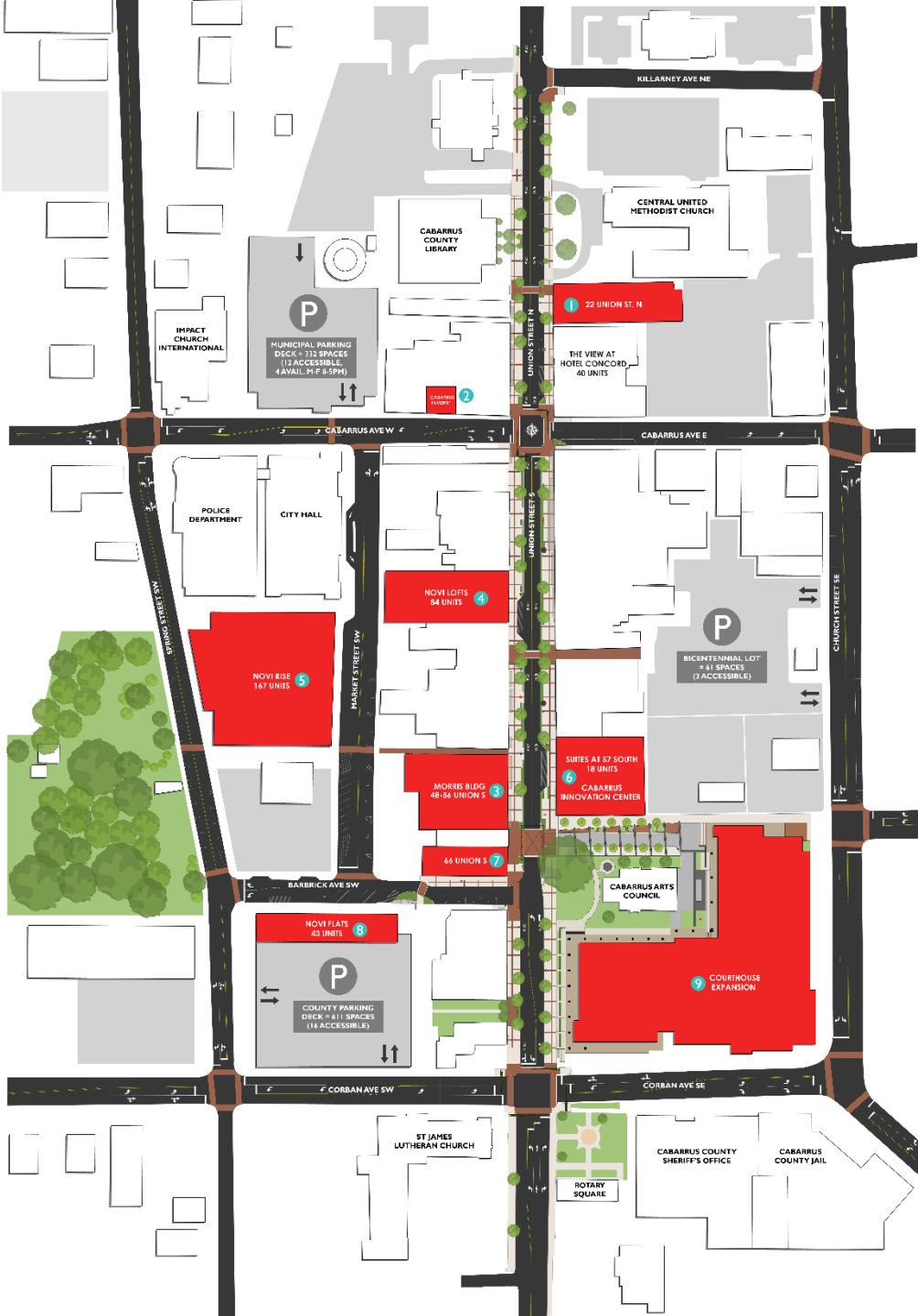
DOWNTOWN MASTER PLAN

August 2016



downtown
CONCORD

BENCHMARK



PROJECTS UNDERWAY

1. 22 Union St. N
2. Cabarrus Tavern
3. Novi Lofts (26 Union St S)
4. Morris Building
5. Novi Rise (30 Market St)
6. 57 Union St S
7. 66 Union St S
8. Novi Flats (25 Barbrick)
9. Courthouse Expansion

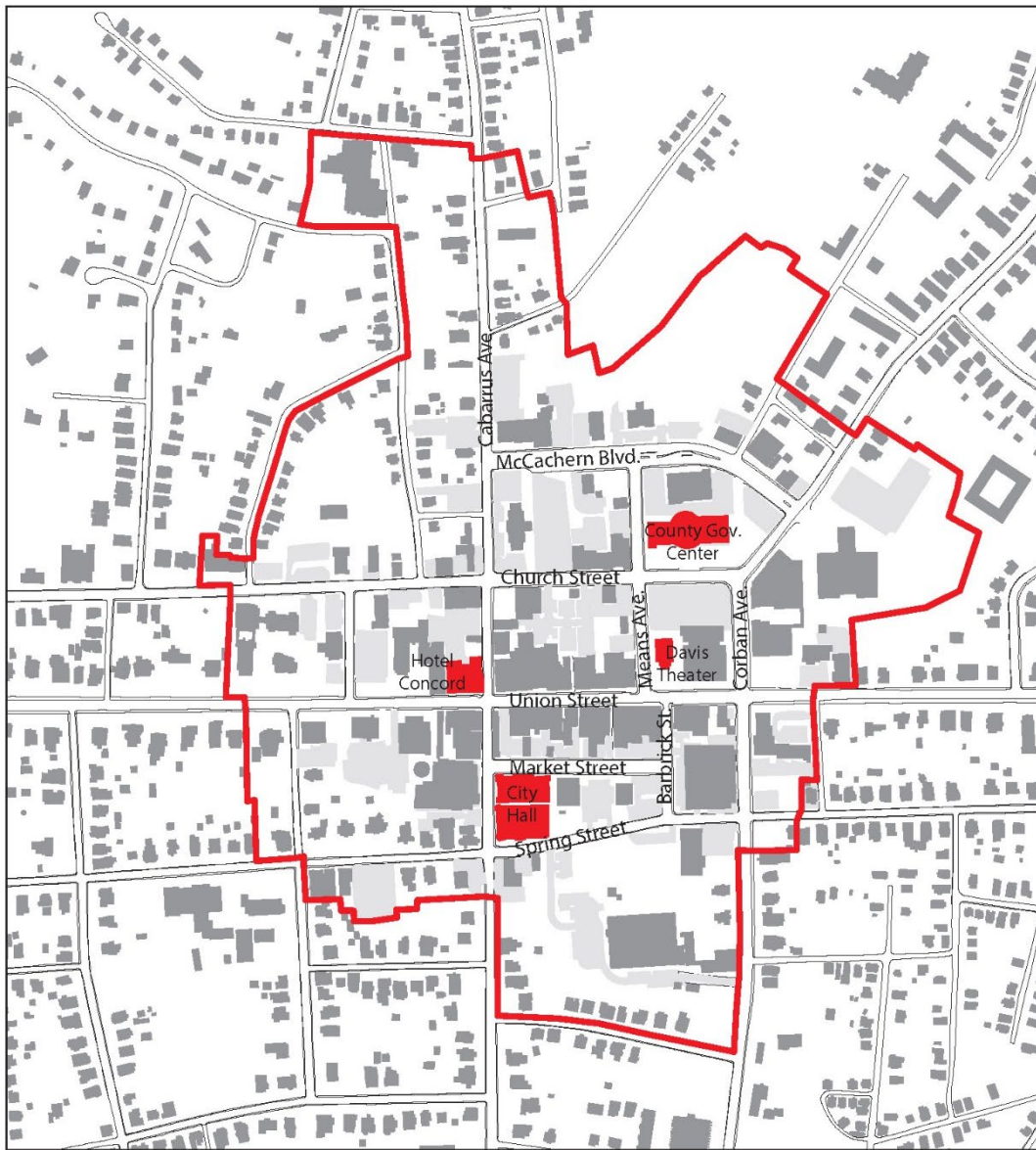
<https://concorddowntown.com/>

Background Review

STUDY BOUNDARY

- **Primarily Includes**

- MSD Boundary
- Key Streets and Avenues include Spring, Market, Union, Church, McCachern, Cabarrus, Corban



- Study Area Boundary
- Key Building Landmarks
- Building Footprints
- Parking Lots



0 100 500 Feet

Background Elements Reviewed

- Development Influences
- Existing Plans & Regulations
- Utilities & Infrastructure
- Parking & Transportation
- Historic & Cultural Resources
- Incentives (P3, Opportunity Zone, Façade Grants)



Parking Study Updates – Stantec

- Net gain of **+300 spaces** in the past five years
- Raw surplus of more than **1,000 parking spaces** during the busiest time of a typical weekday (conservative estimate)
- Future parking demand increase by **+550 spaces** (most likely 420 to 450 spaces based on time of day factors)



Parking Study Updates – Stantec

- Planned **reduction of -60 on-street parking** by Streetscape Enhancement project, which can easily be accommodated by the Bicentennial Lot, or either parking deck
- Near-term strategies for managing parking are numerous, and may help the City **delay or eliminate the need to construct additional parking in the next 5+ years**

Listening Sessions

- Elected Officials, Appointed Boards, City Departments
- Chamber, Tourism, Arts, Community Organizations
- Developers, Real Estate
- Utilities, Infrastructure
- Transportation, Transit
- County Administration Team
- Economic Development, Business Community
- Event Managers/Event Support



**+60 People
Interviewed**

Community Survey

Master Plan Survey

- Open the month of February
- 11 questions
- 740 Responses
- Perceptions about downtown
- Awareness of new projects
- Thoughts about the future

DOWNTOWN MASTER PLAN UPDATE

Downtown Master Plan Update Survey

Survey closed on February 28th at 11:59PM.
If you have any questions please contact Kaylee Caton at 704.920.5151 or katonk@concordnc.gov.

Since the adoption of the 2016 *Downtown Master Plan*, over \$24 Million has been invested by the private sector in response to over \$15 Million invested by the public sector in downtown. Investments have included nearly 50 residential units in the former Hotel Concord and Lofts 29, a 600-space county-owned parking deck, a variety of infrastructure improvements, and nearly 300 additional residential units with supporting retail and office space spread throughout three buildings that is nearing the construction phase on Market Street behind City Hall (anticipated investment \$60 Million). The City is also underway with the planning and design phase for a new streetscape for Union Street that will enhance the pedestrian experience and make room for additional outdoor dining and amenities. The Master Plan update aims to keep the momentum moving forward by building on the success of the 2016 plan and creating a strategic vision for downtown for the next five years.

Please take a few minutes to let us know your thoughts about the future of Downtown Concord.

1 2 3 4 5 6 7 8 9 10

What was your primary reason for visiting Downtown?
Select all that apply.

Dining Out	76%	Shopping	39%
Recreation/Exercise	37%	Festivals and Events	35%
Entertainment	33%	Library	26%
I live Downtown	18%	Government Services	15%
Church	11%	Other (Please comment below)	9%
Davis Theater	8%	Professional/Financial Services	6%

Closed to responses | 705 Responses

Continue

Master Plan Survey

What else should be considered for Downtown in the next 10 years?

- **448 open ended responses**
 - More restaurant/dining options
 - More entertainment/festivals/events/concerts – things to do
 - More outdoor space/gatherings/green space
 - More family and youth activities / things to do
 - Keep history, trees, small town feel, walkability

Development Framework & Planning Framework

Development & Planning Framework

- **Development Framework**

- Major Physical Development Strategies
- Similar to the catalyst approach from 2016 Master Plan

- **Planning Framework**

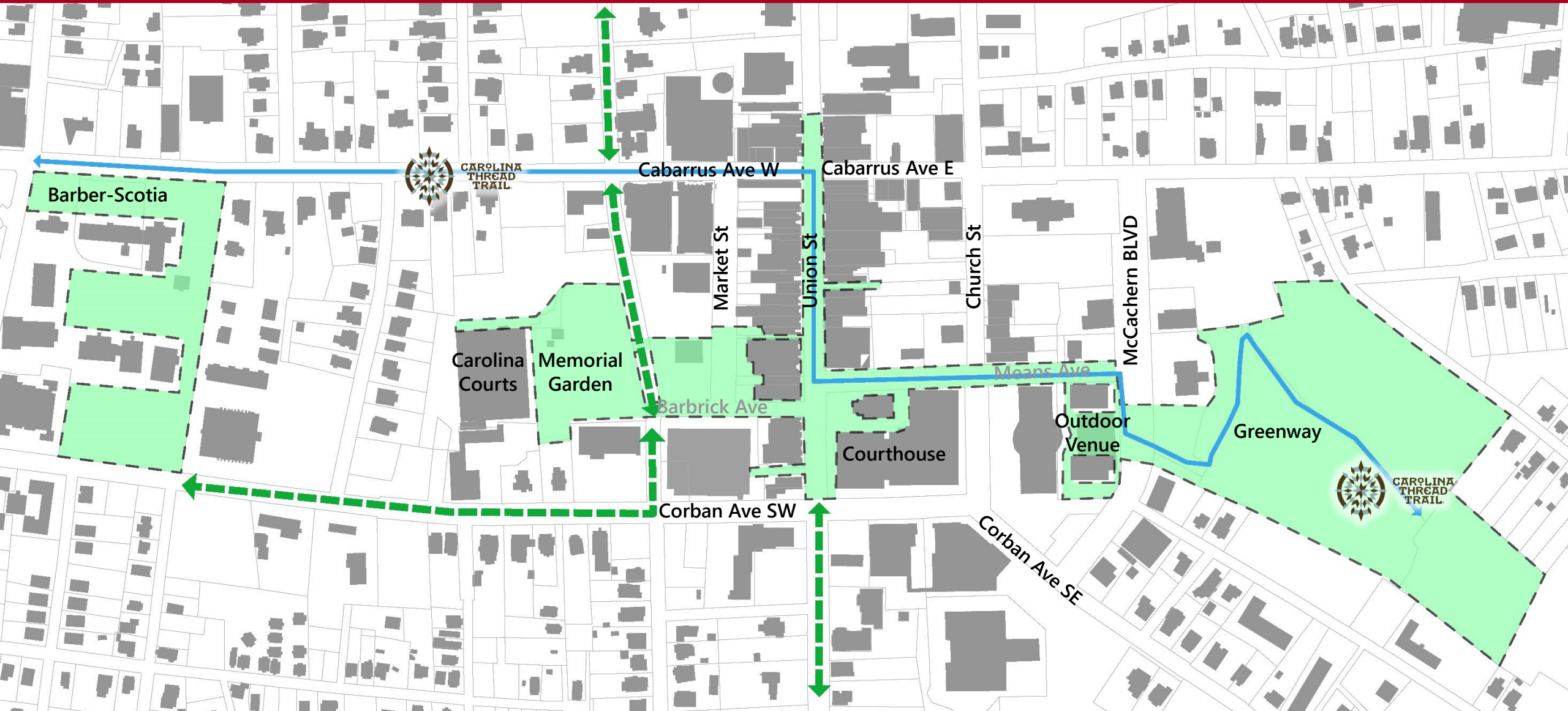
- List of detailed supporting strategies and actions
- Utilizes planning and vision themes from 2016 Master Plan

Development Framework

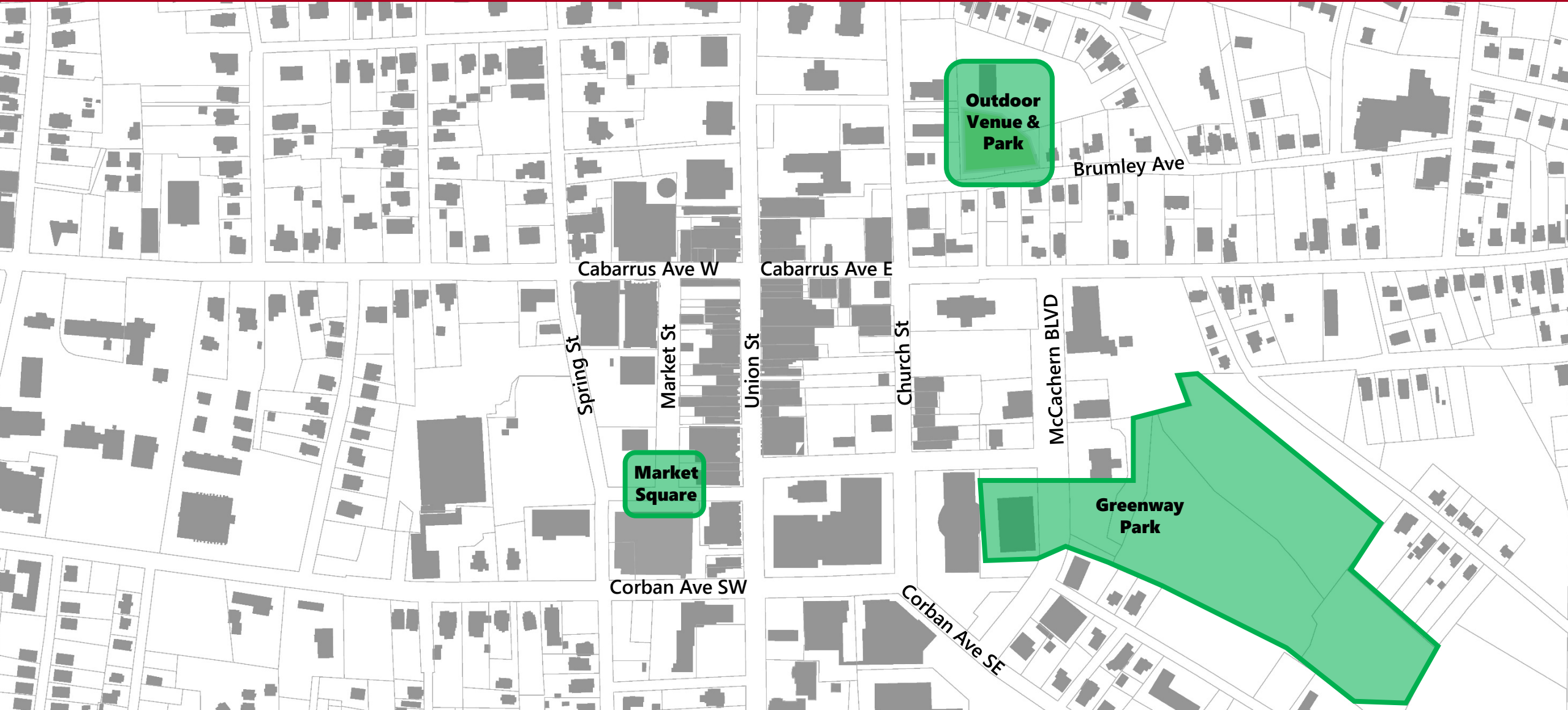
Development Framework

- **Cross-town Connector**
- **Parks and Public Spaces**
- **Market Square Development**
- **Church Street Corridor Redevelopment**
- **Cabarrus Avenue Improvements**
- **Long-Term Opportunities**

Cross-town Connector



Parks and Public Spaces



**Outdoor
Venue &
Park**

**Market
Square**

**Greenway
Park**

Cabarrus Ave W

Cabarrus Ave E

Brumley Ave

Spring St

Market St

Union St

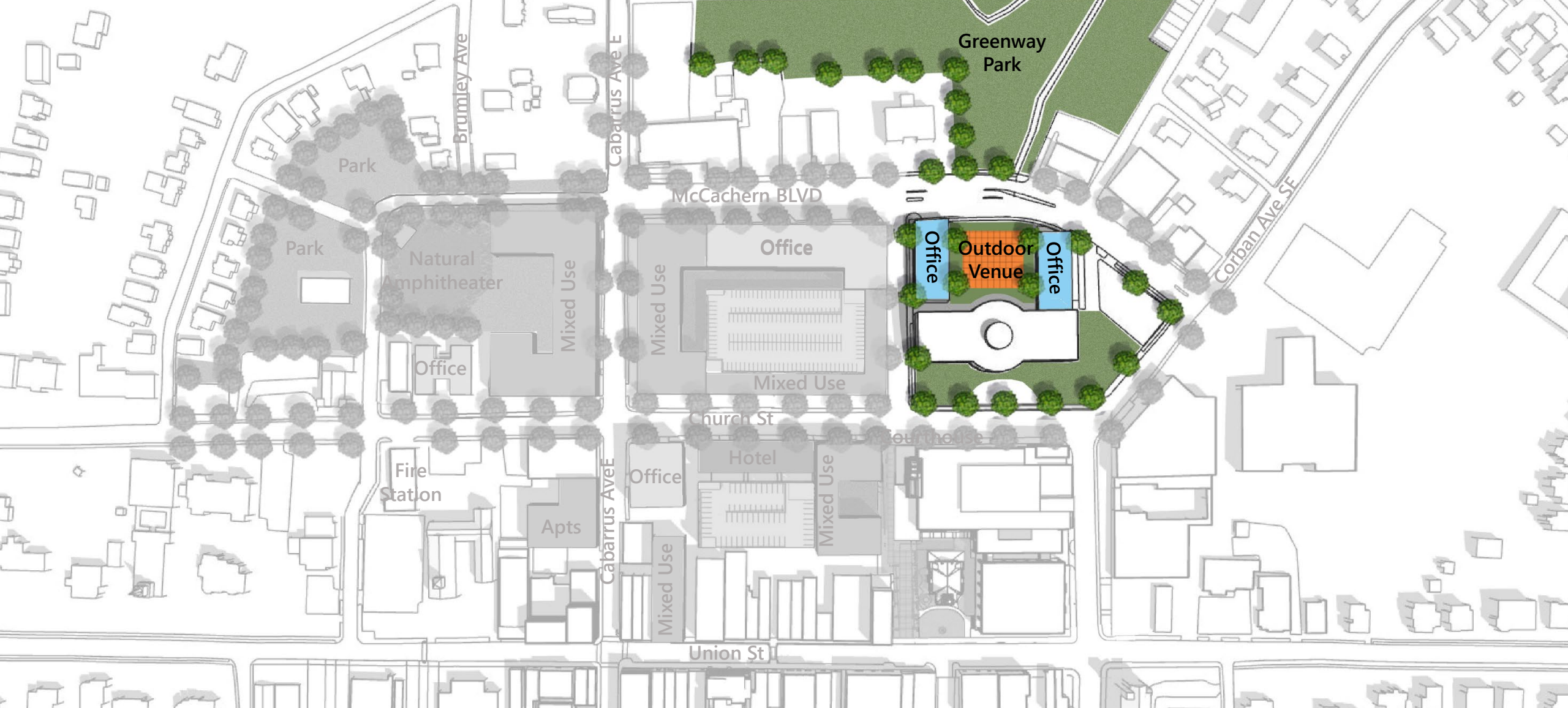
Church St

McCachern BLVD

Corban Ave SW

Corban Ave SE

Greenway Park



Greenway Park Outdoor Adventure



**Rose Kennedy
Greenway
Zip Line**

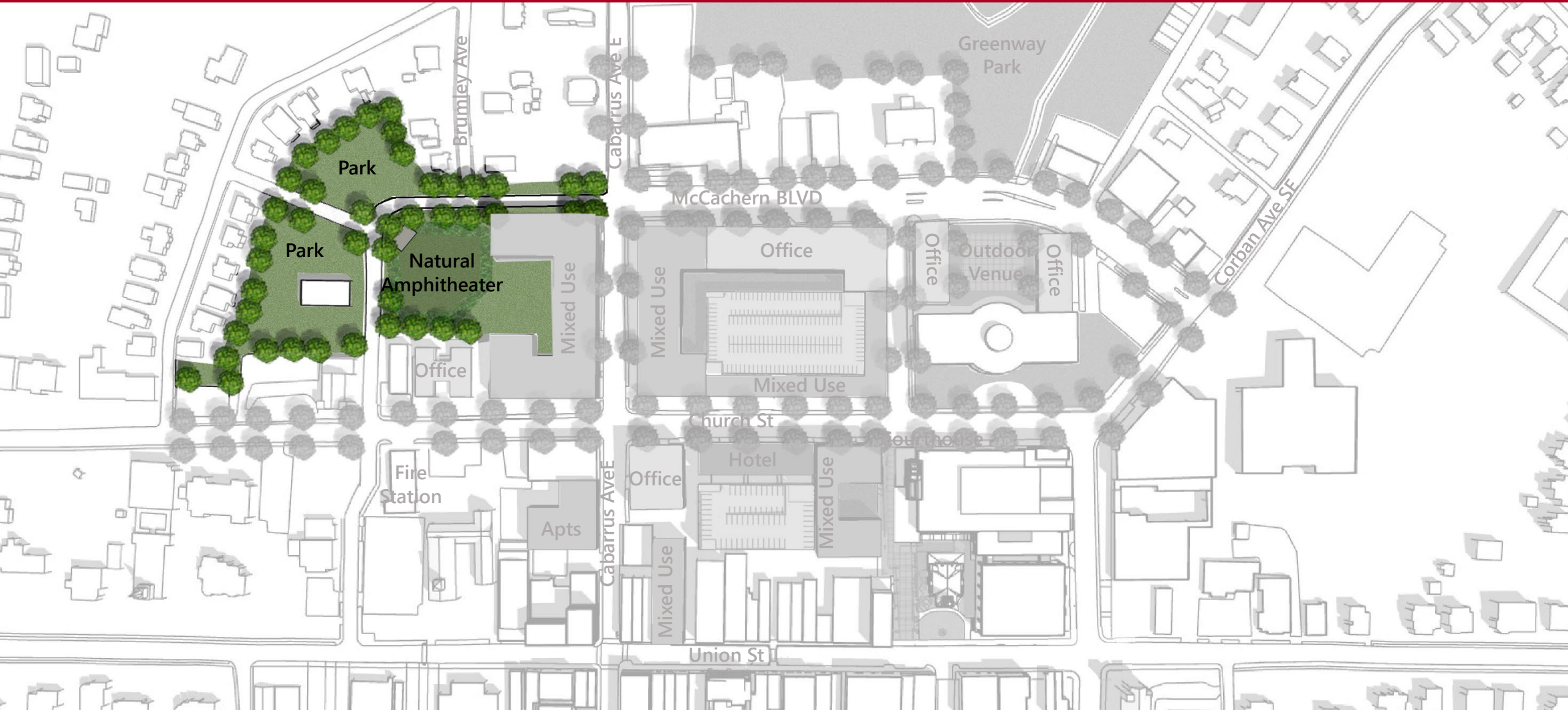


Greenway Park Amphitheater (Post Office Site)



Rock Hill, SC

Gold Mine Park



Gold Mine Park – Brumley / Masonic Lodge Area



Gold Mine Park – Brumley / Masonic Lodge Area



Gold Mine Park – Natural Amphitheater



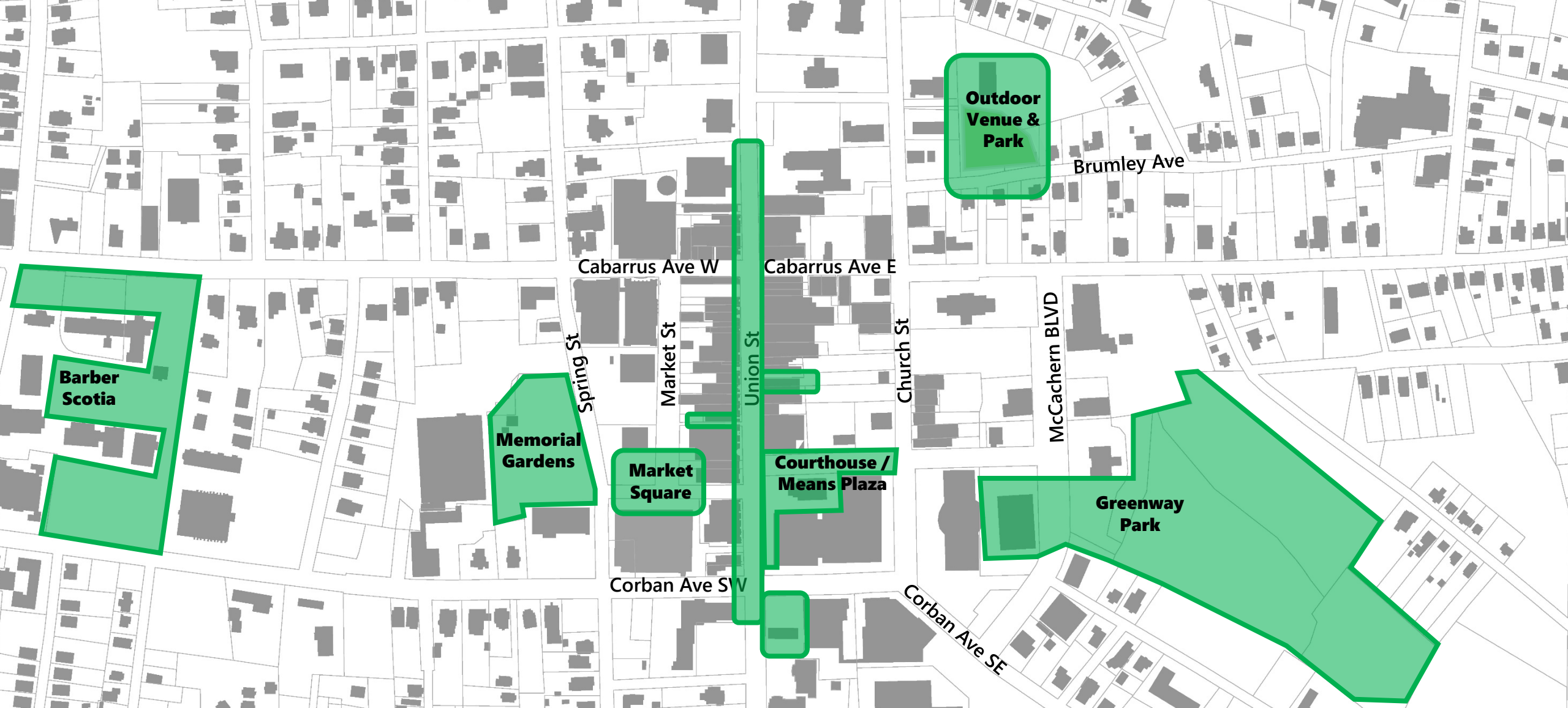
Market Square Concept



Market Square Concept



Parks and Public Spaces (Emerging & Planned)

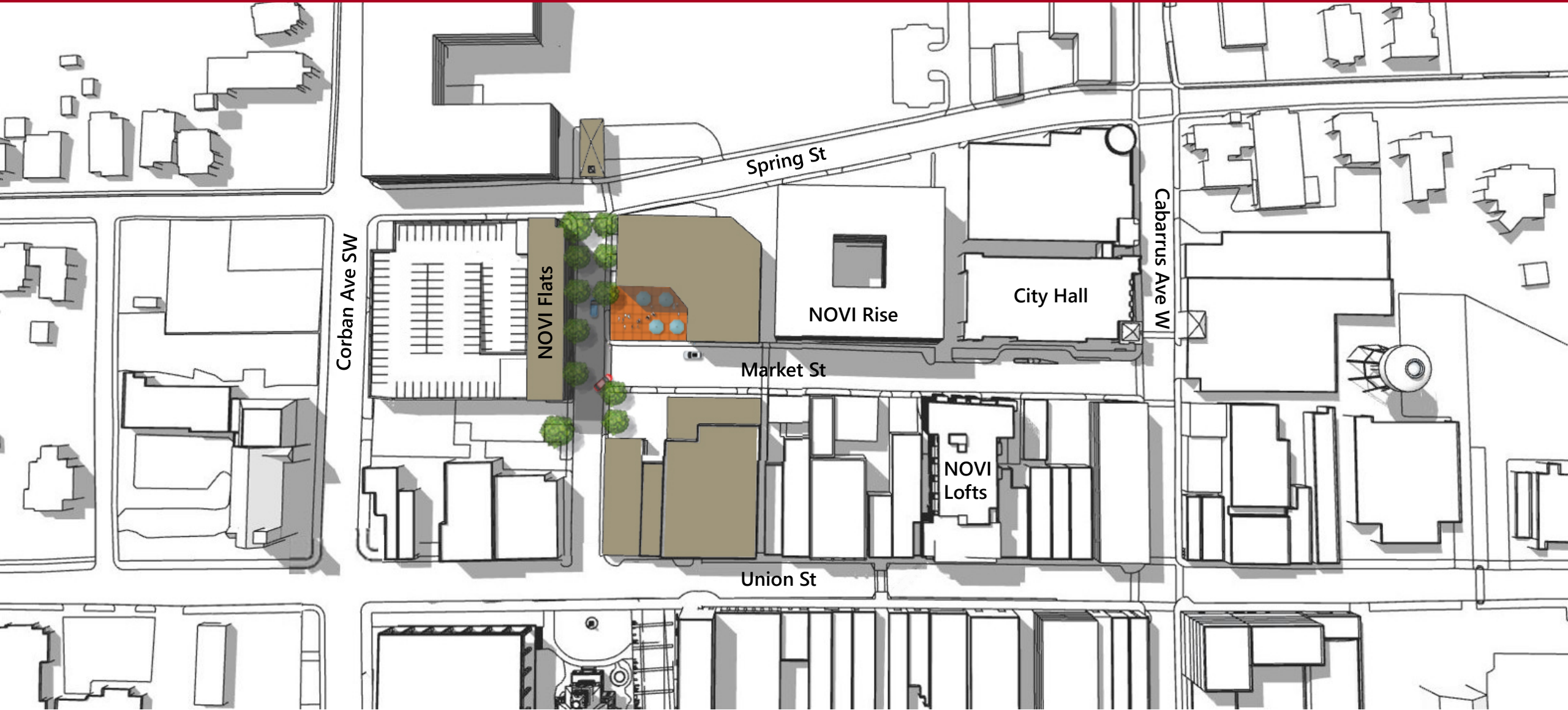


Market Street Development

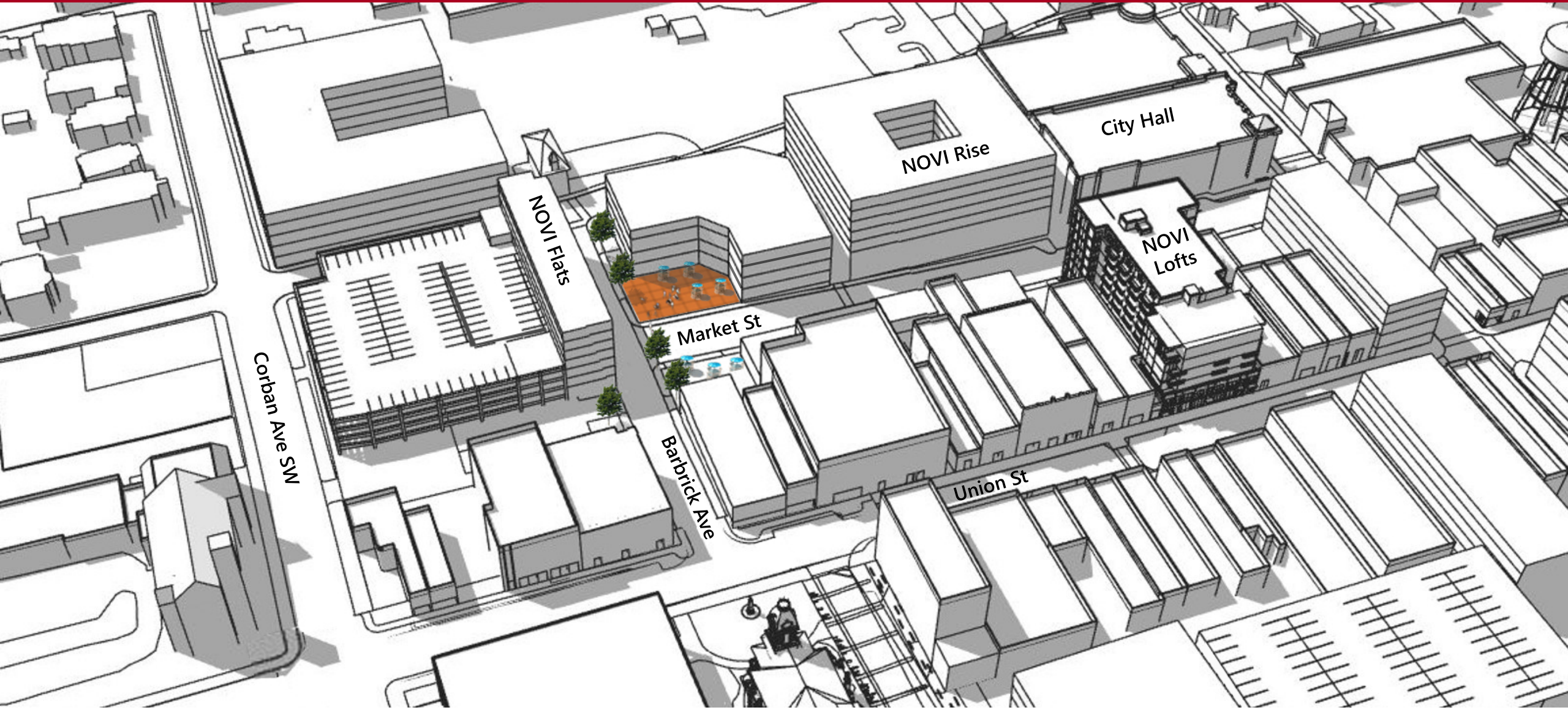
Market Square Development



Market Square Concept – Option A



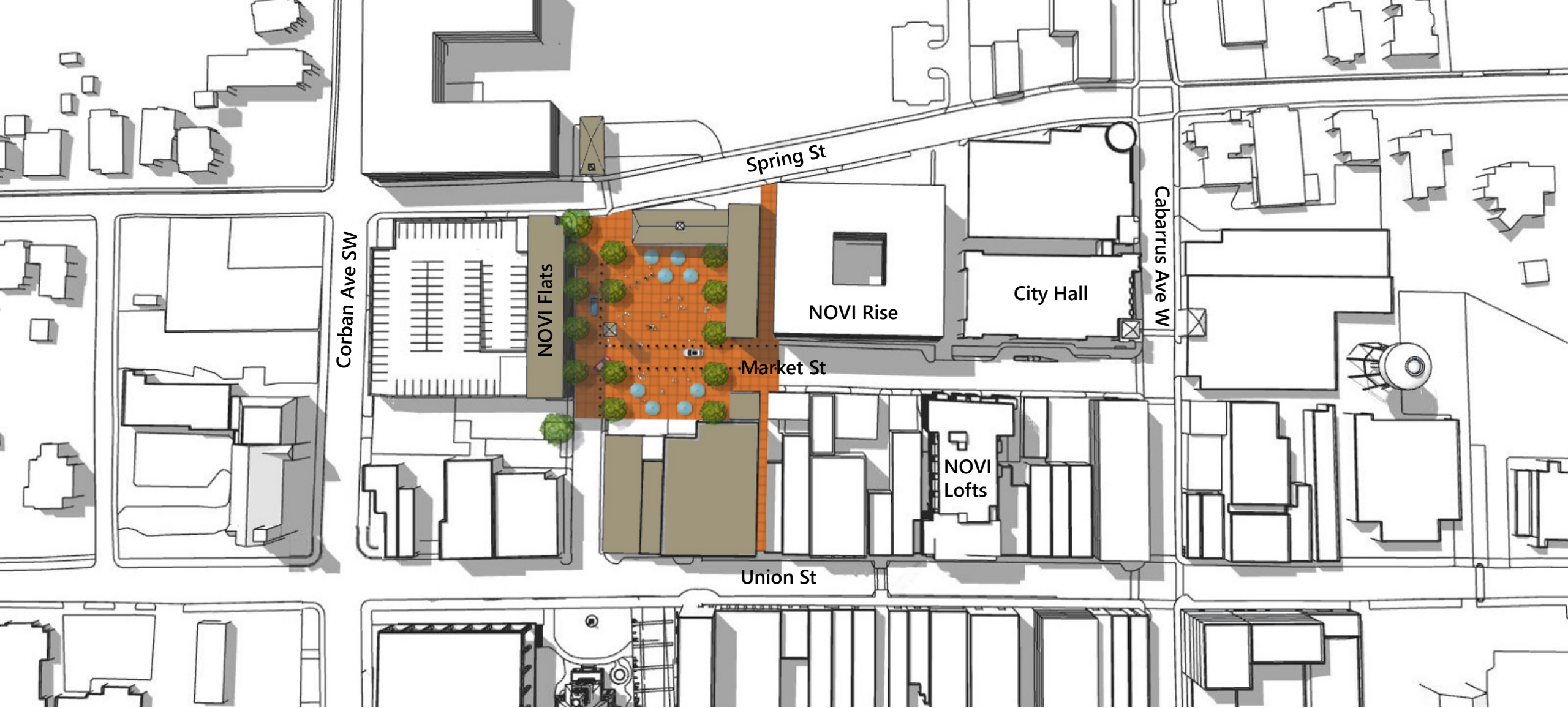
Market Square Concept – Option A



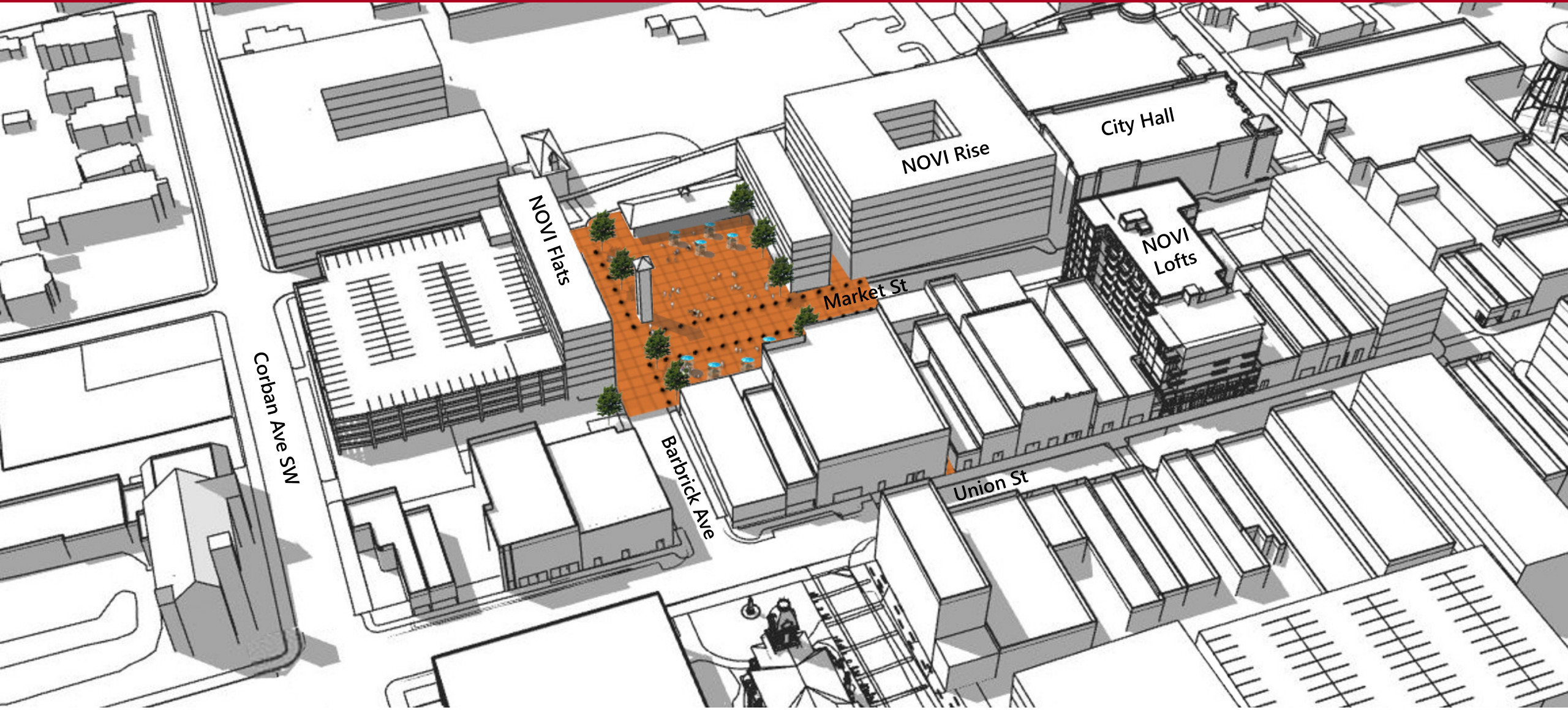
Market Square



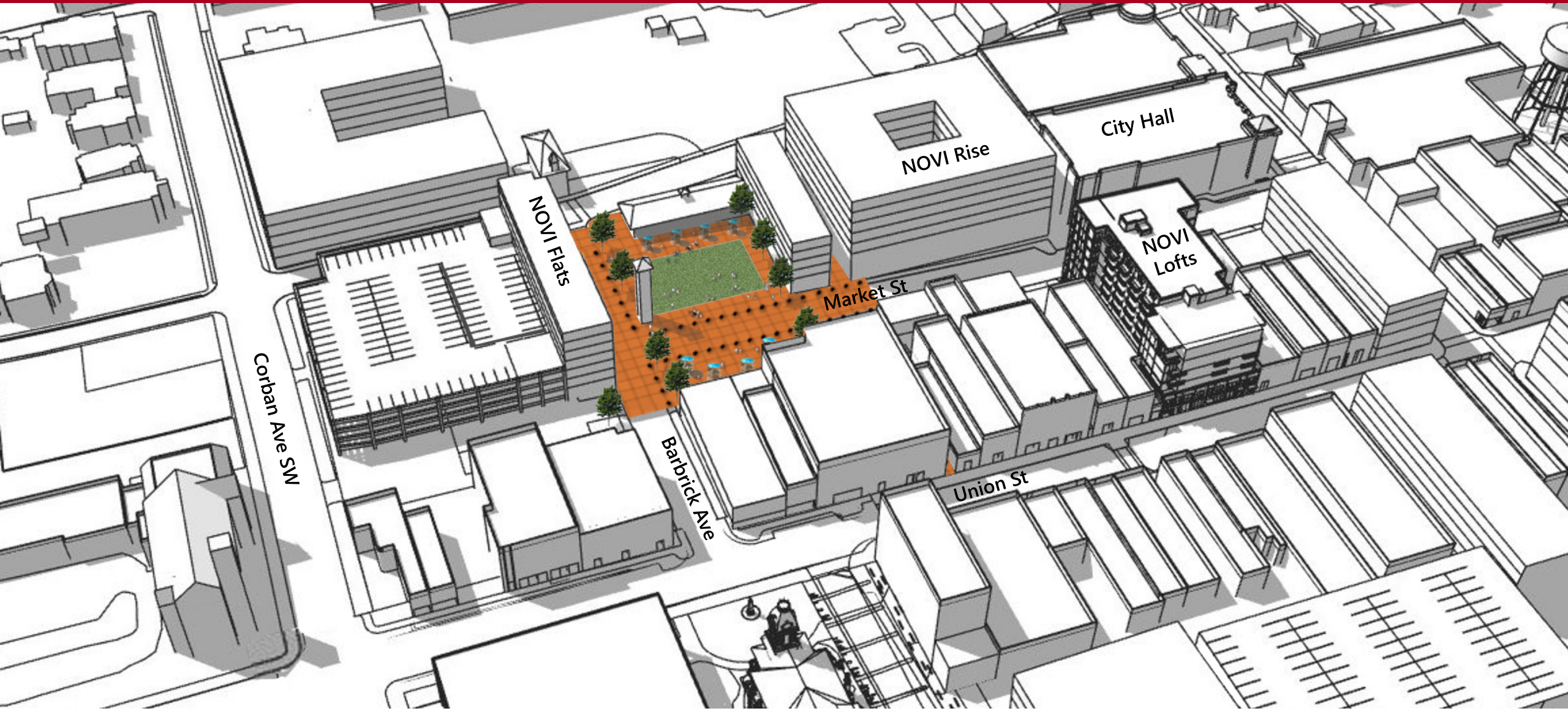
Market Square Concept – Option B



Market Square Concept – Option B



Market Square Concept – Option B (greenspace)



Market Square



Market Square - Bollards

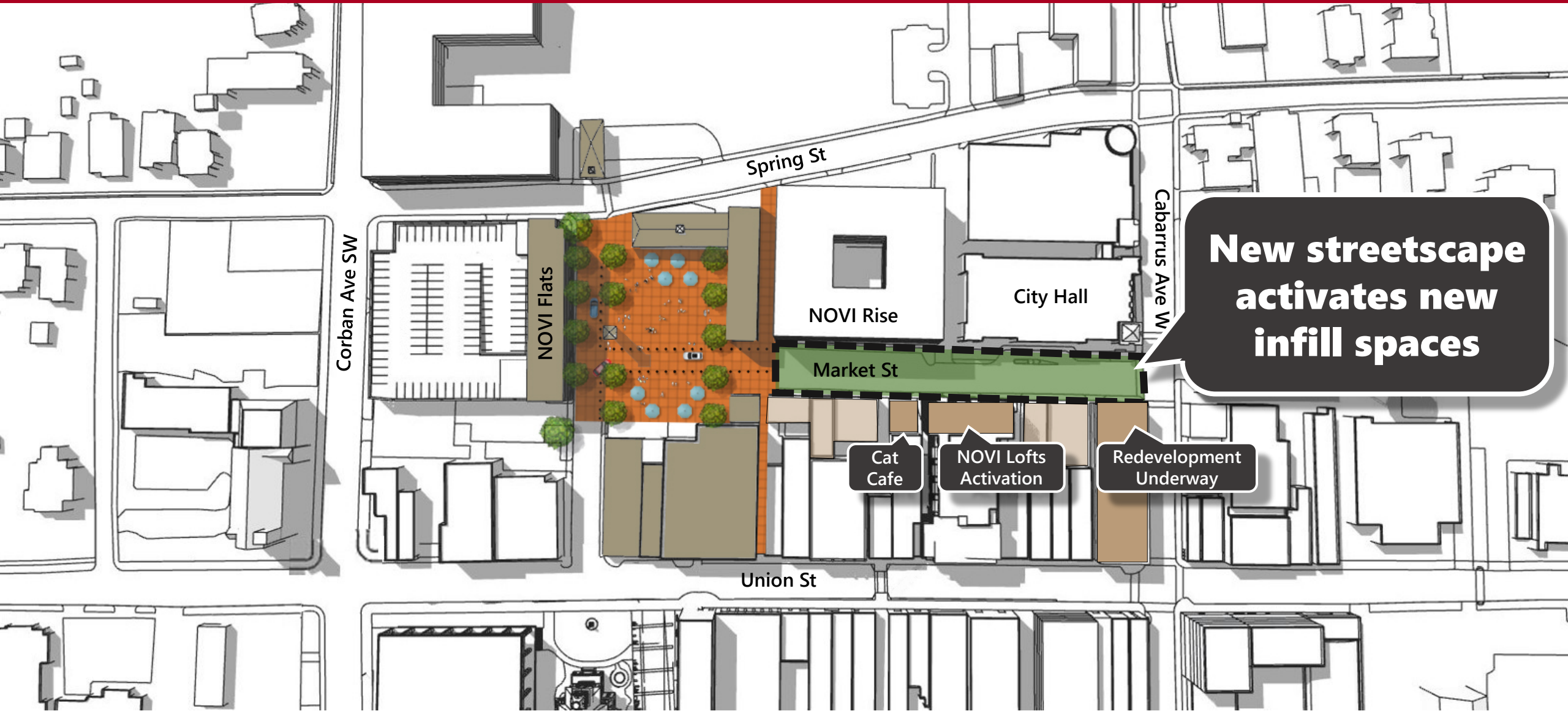


Market Square





Market Street Streetscape and Infill



Corban Ave SW

NOVI Flats

Spring St

NOVI Rise

City Hall

Cabarrus Ave W

**New streetscape
activates new
infill spaces**

Market St

Cat
Cafe

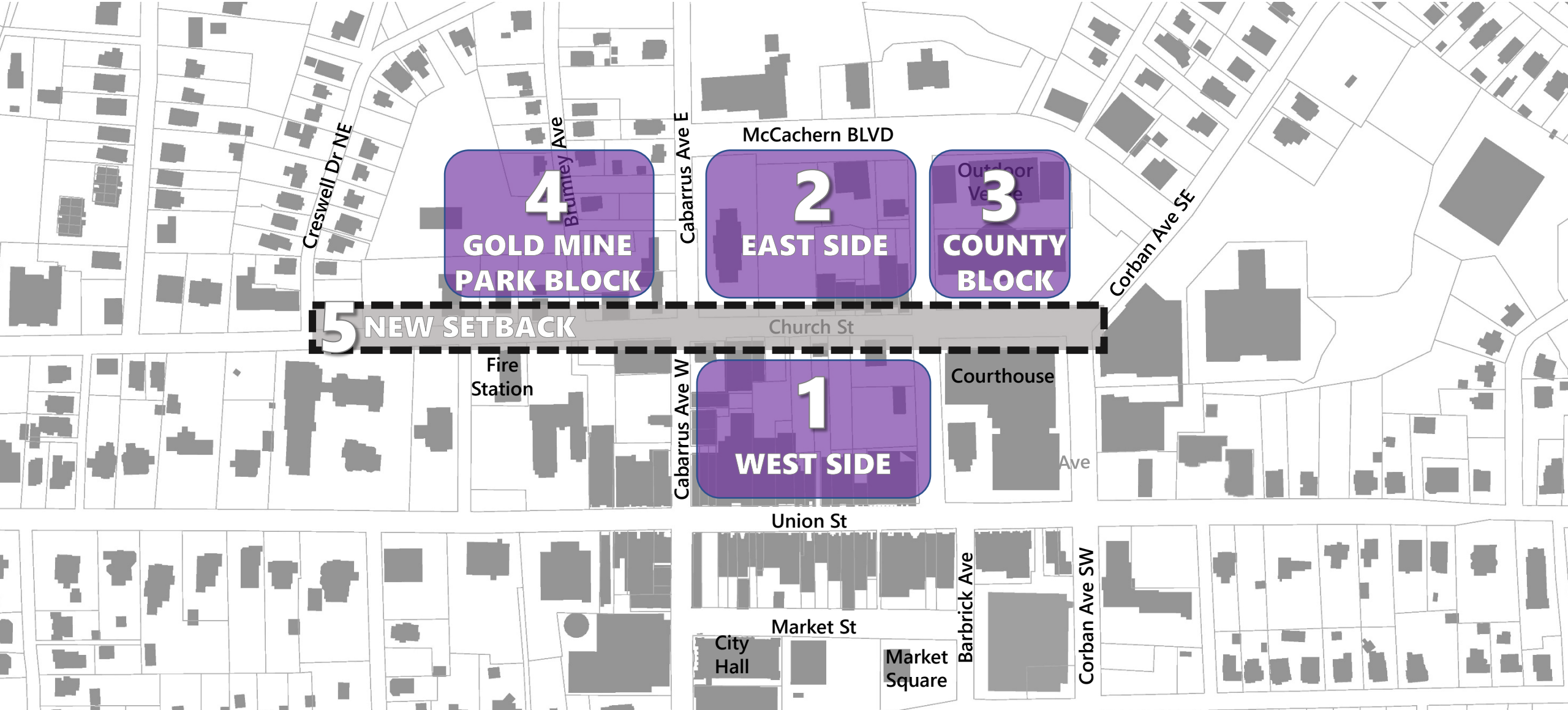
NOVI Lofts
Activation

Redevelopment
Underway

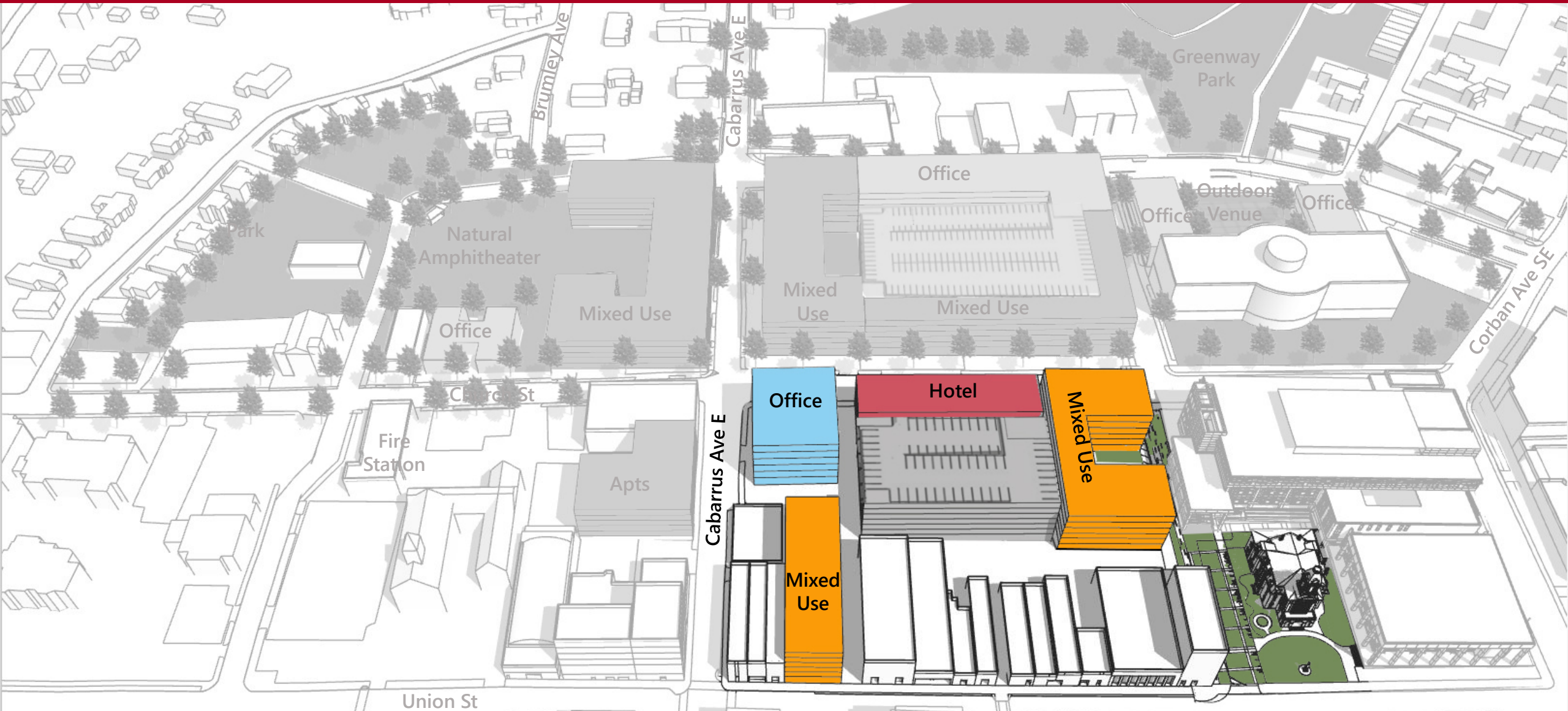
Union St

Church Street Redevelopment

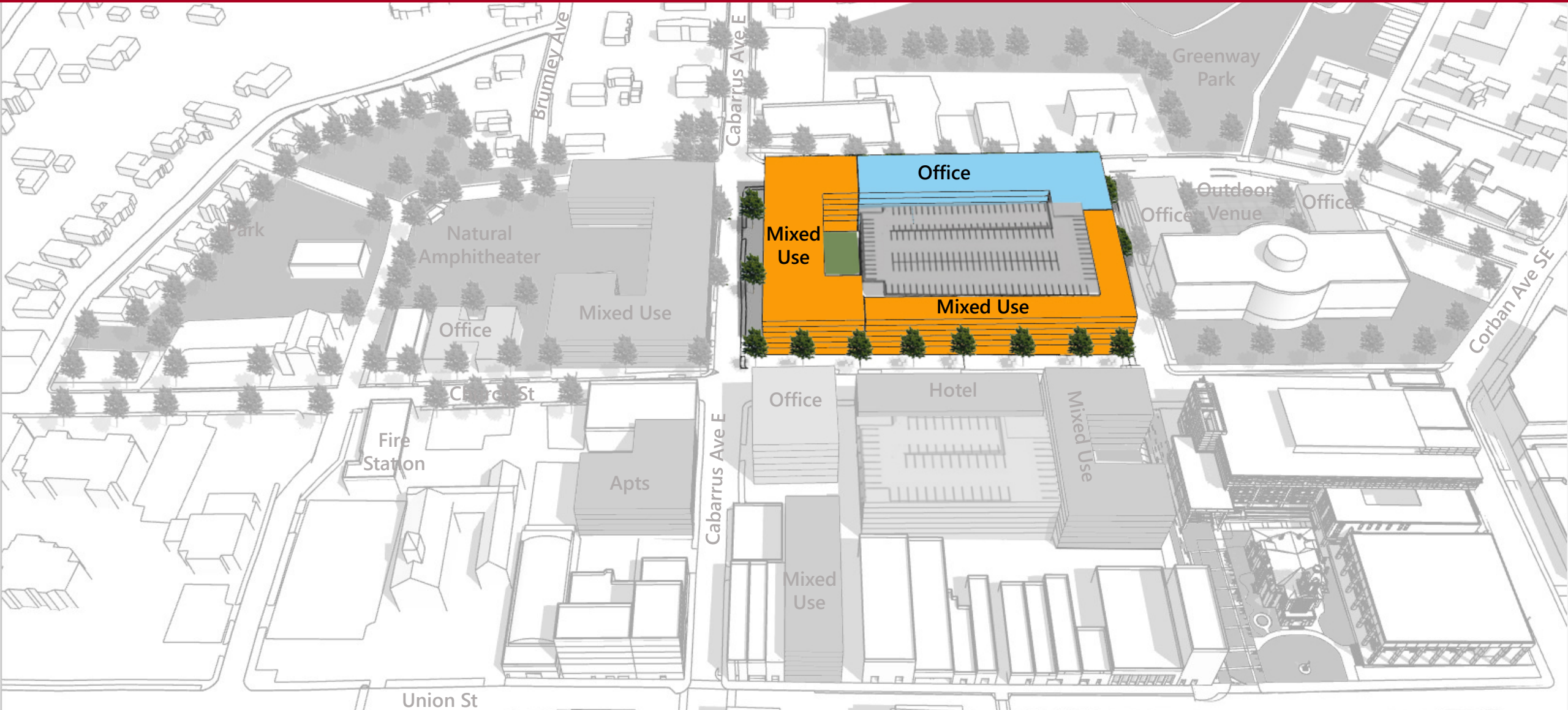
Church Street Corridor Redevelopment – 5 Areas



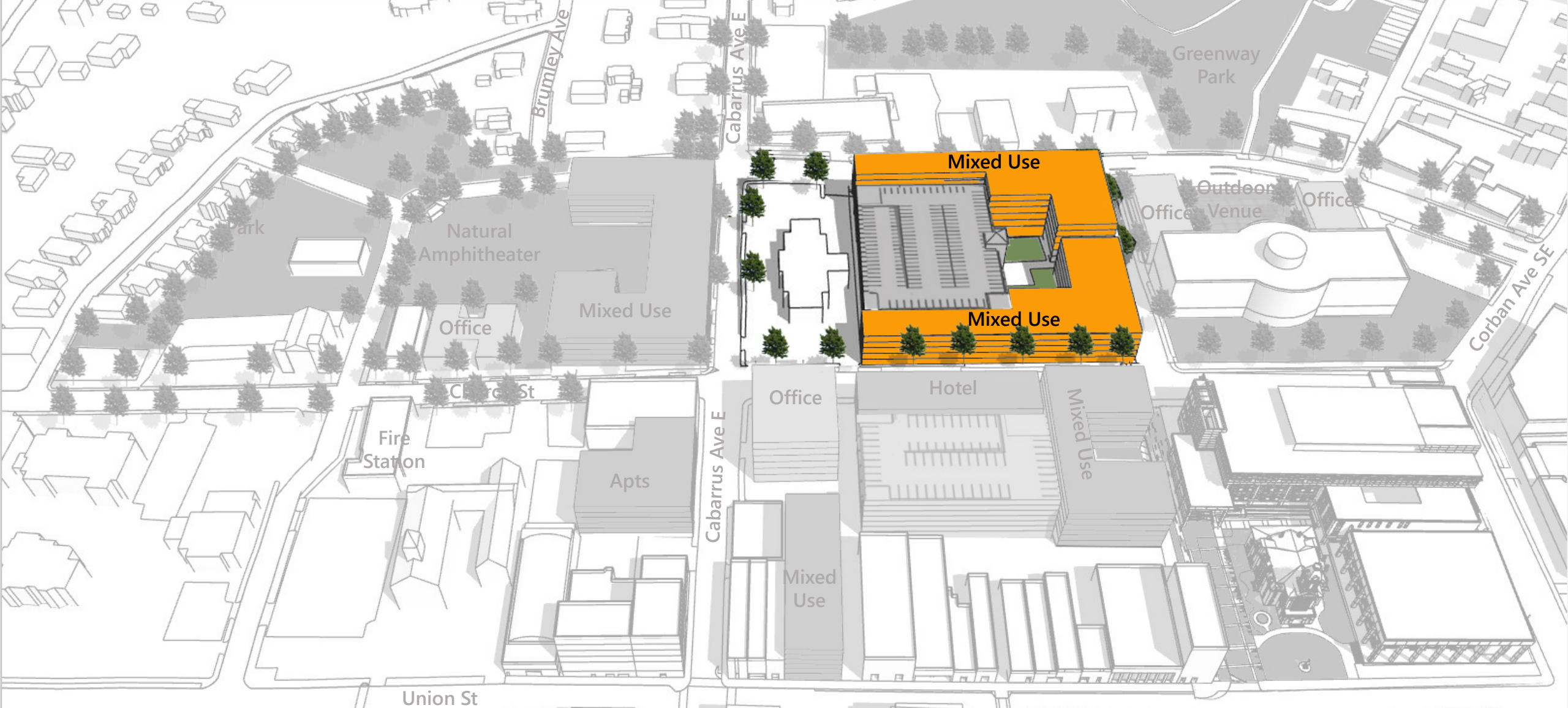
#1 East Side – Bicentennial Lot



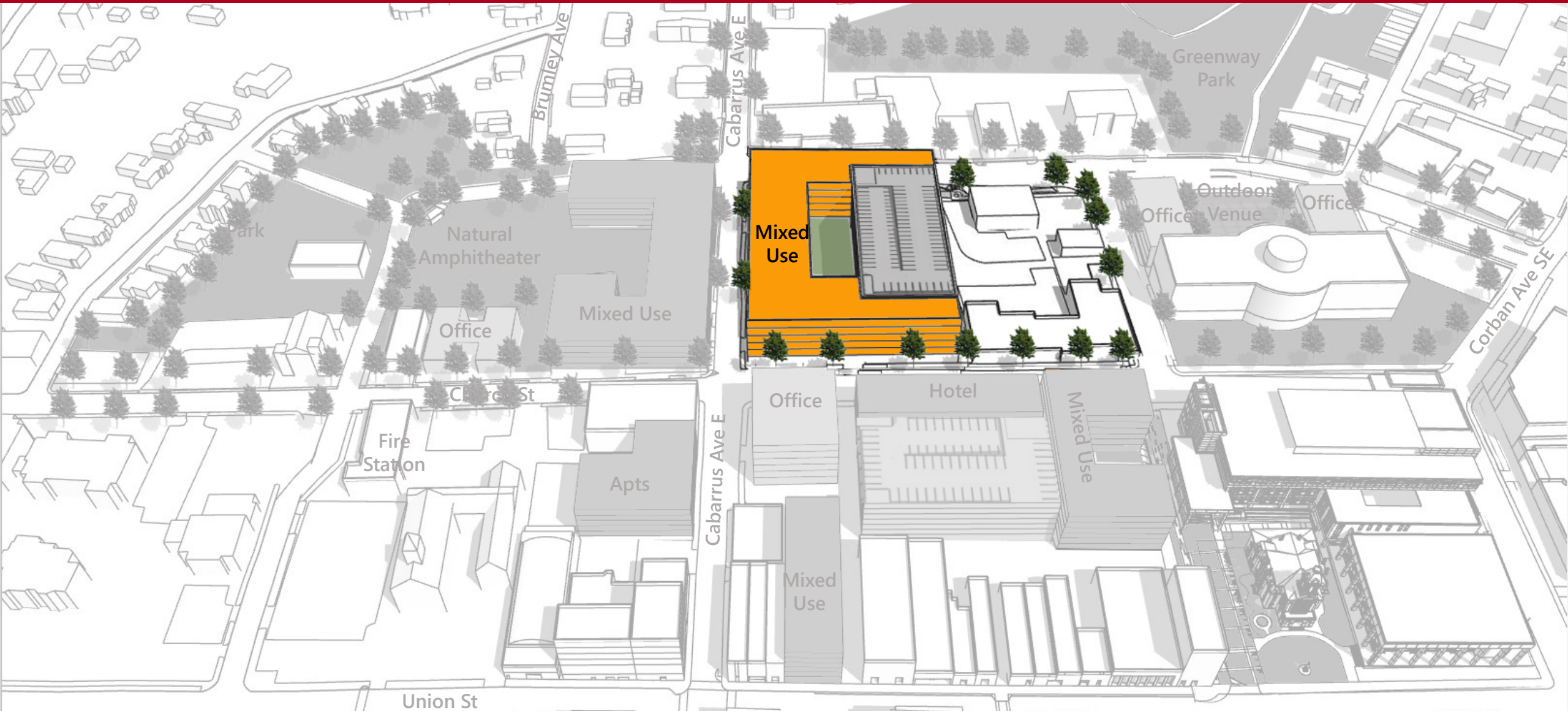
#2 West Side – Option A



#2 West Side – Option B



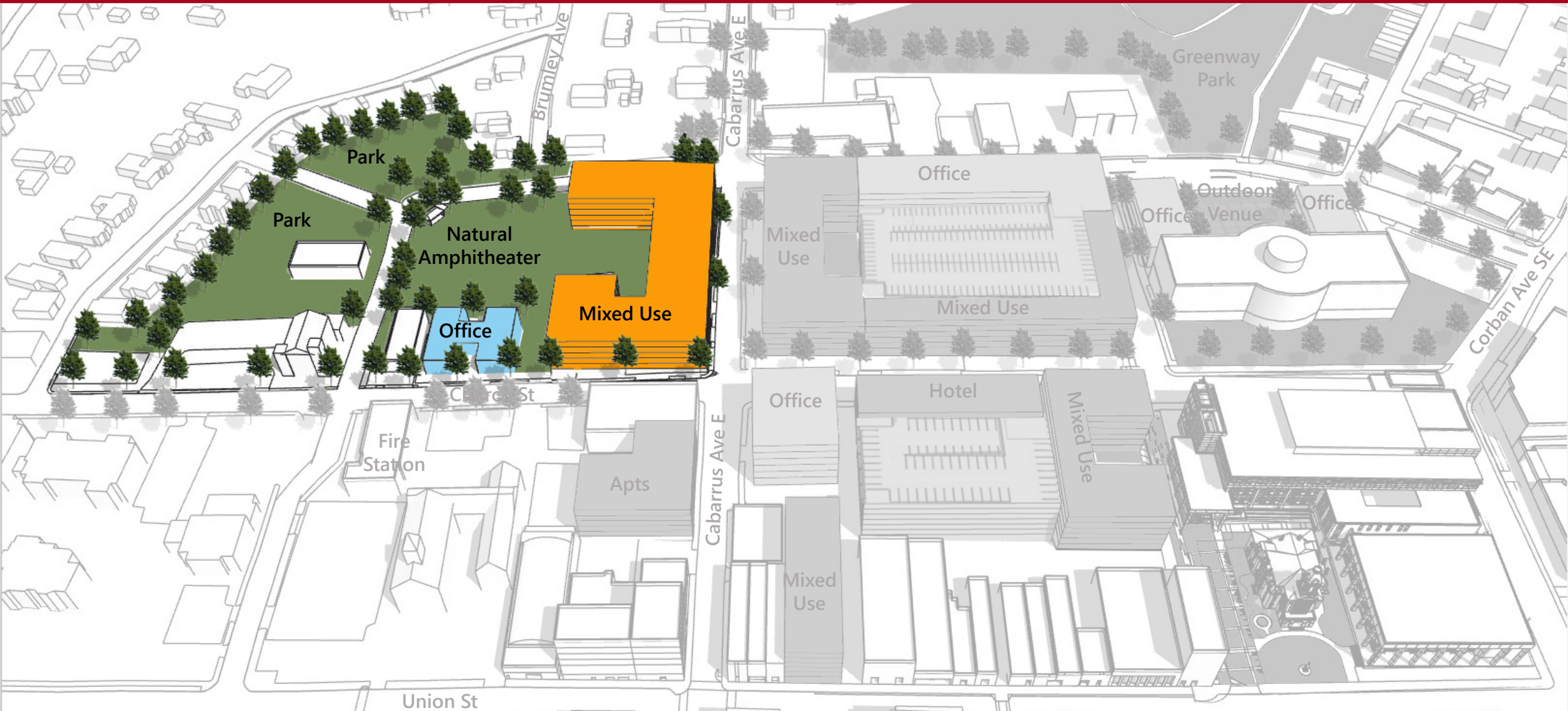
#2 West Side – Option C



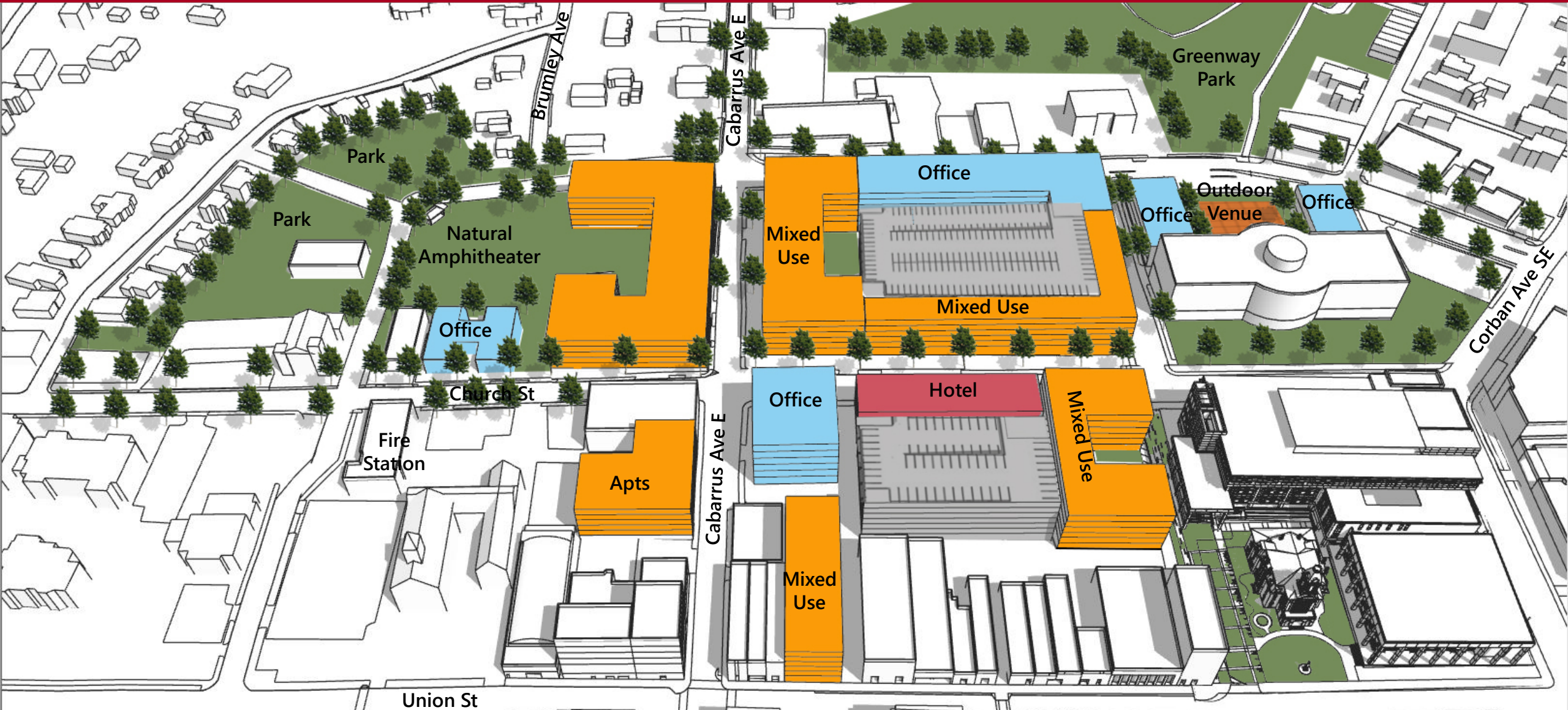
#3 County Block



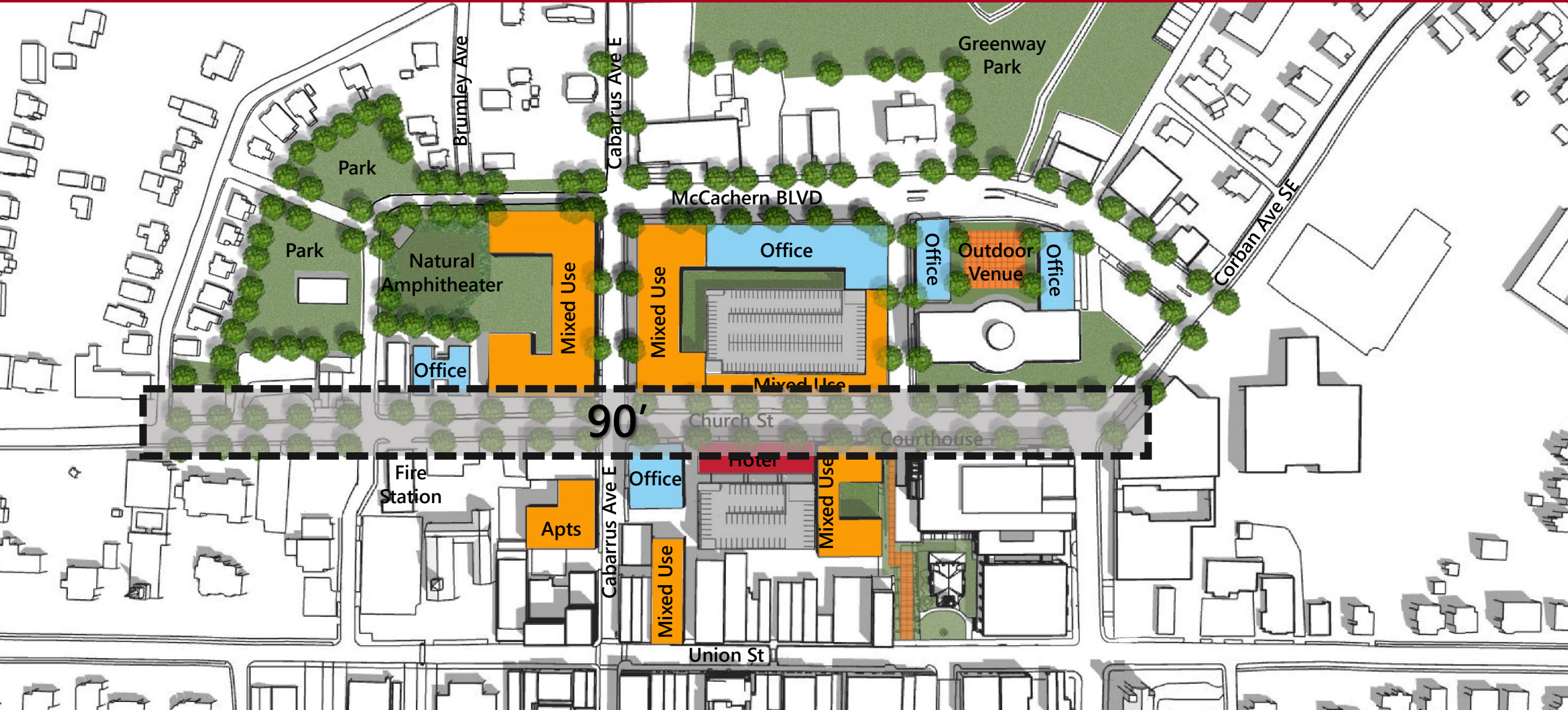
#4 Gold Mine Park Block



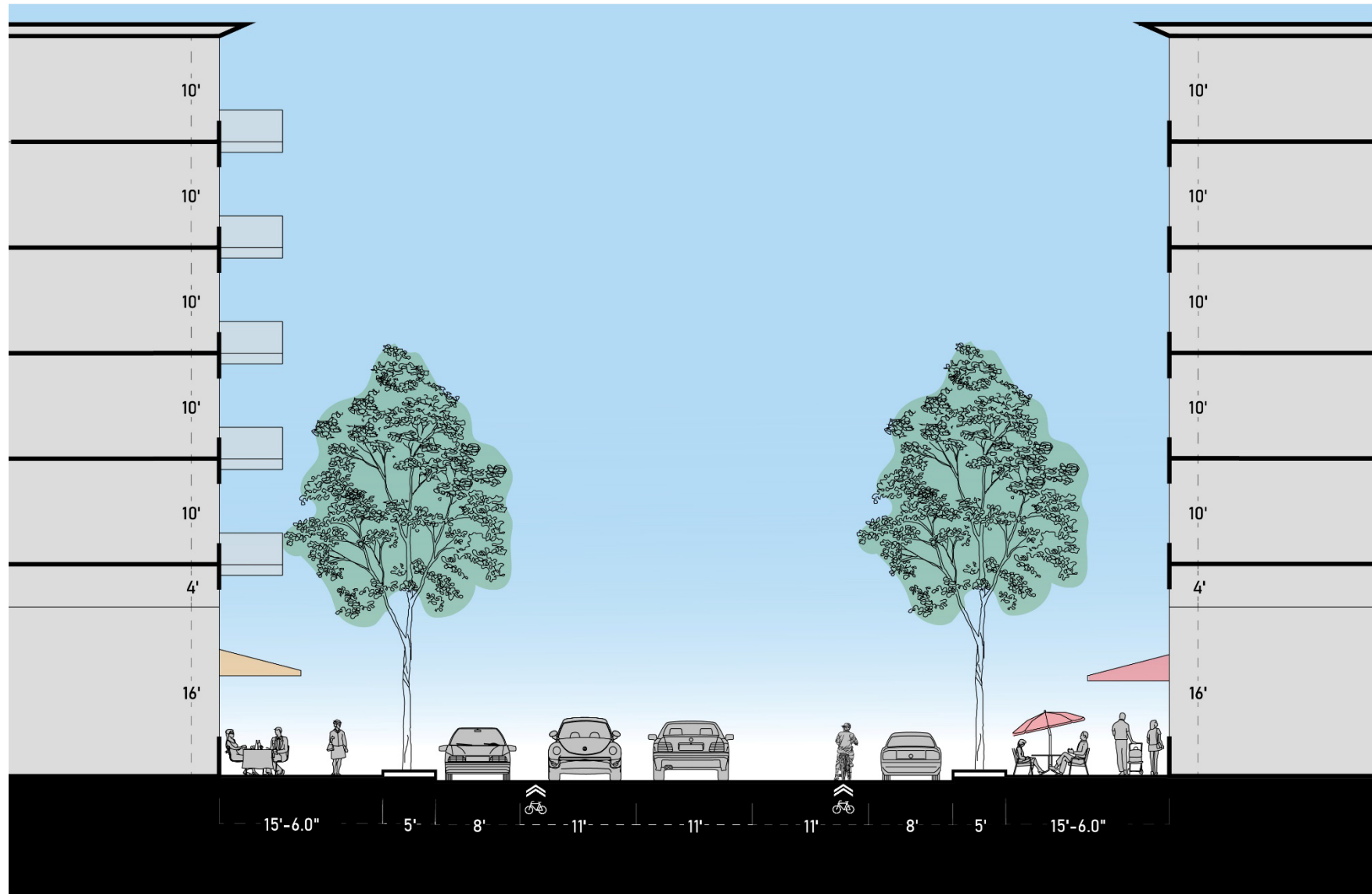
Overall Concept



#5 Church Street Corridor – New Setback Policy

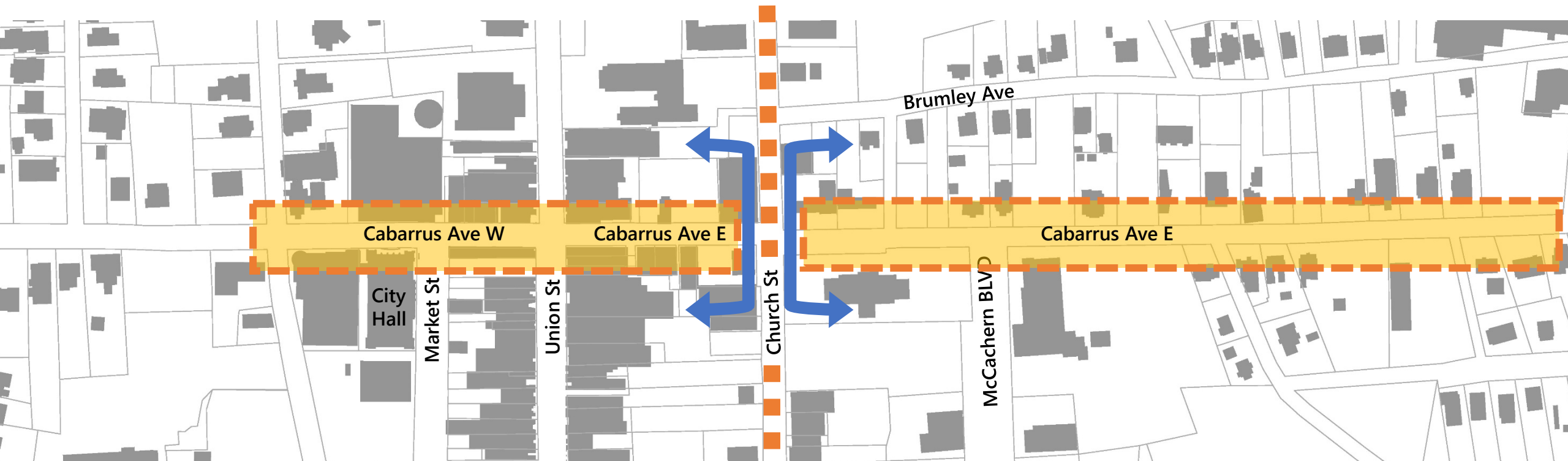


Church Street Corridor – Planning for the Future



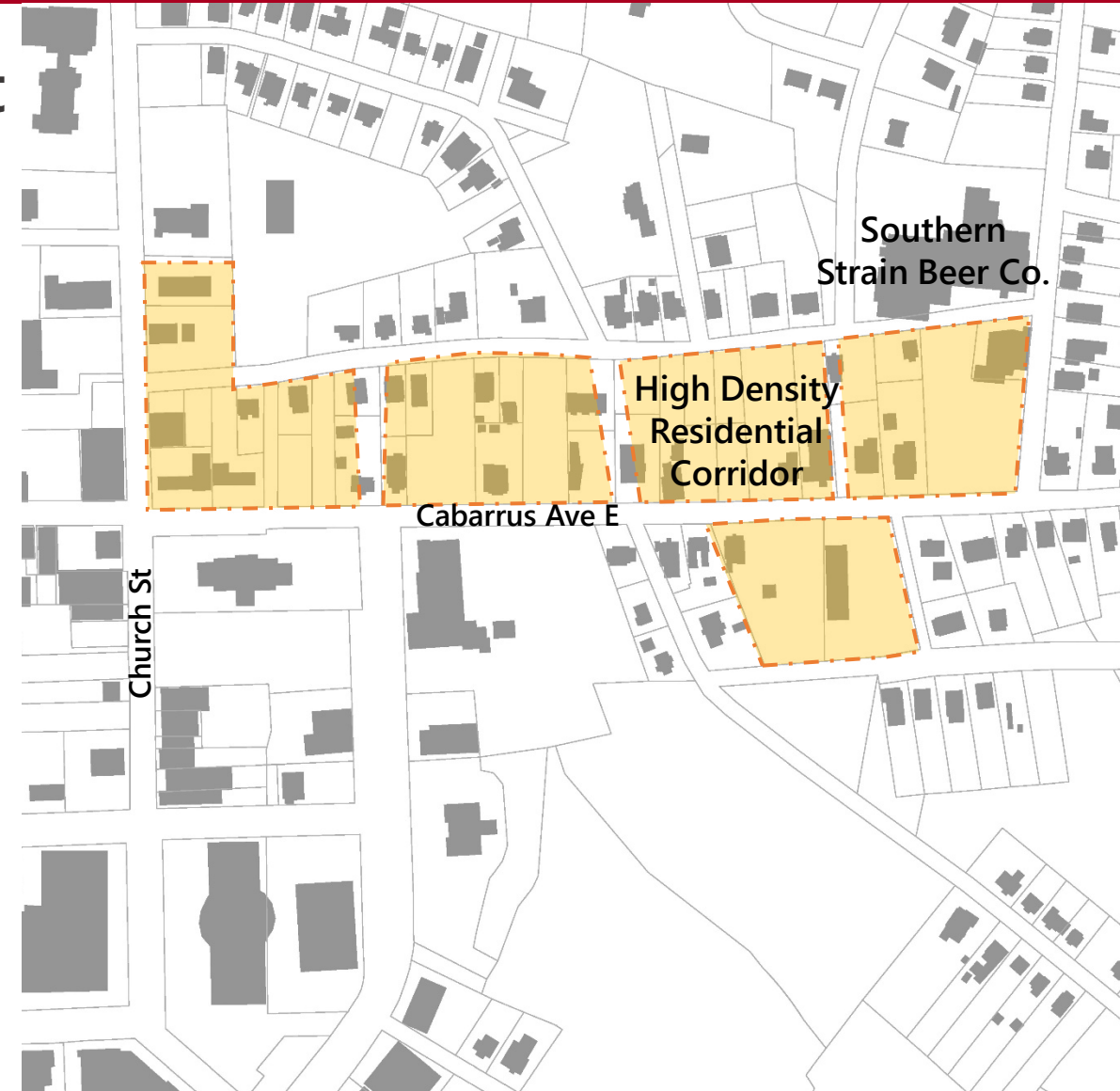
Cabarrus Avenue West and East

Tale of Two Corridors – Cabarrus West and East of Church Street



Cabarrus Avenue East of Church Street

- Expanding the downtown footprint to Reed Street
- The market is ripe for high density housing and mixed use (plans underway)
- Connectivity to downtown (streetscape improvements)
- Southern Strain Brewing



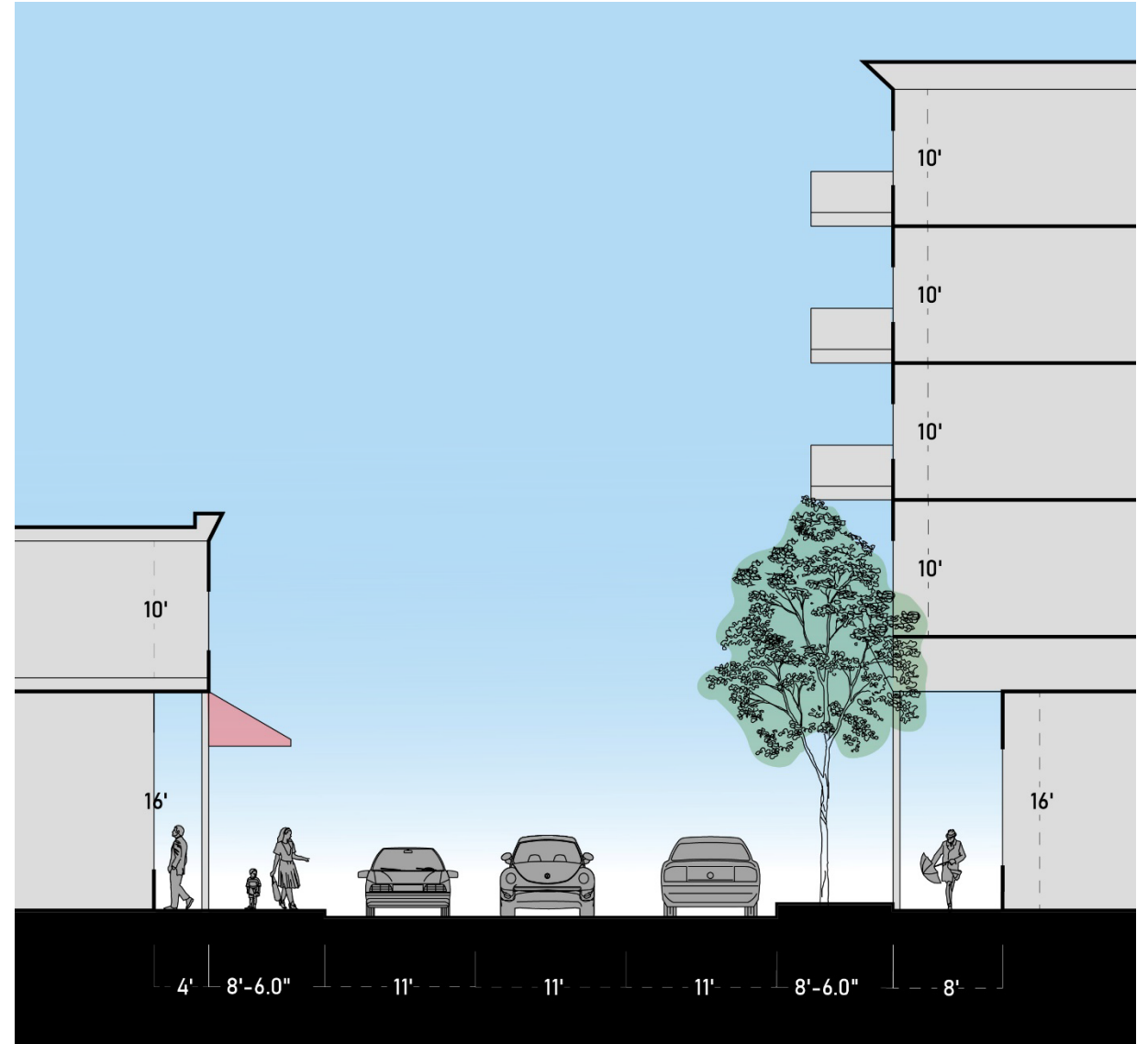
Cabarrus Avenue West of Church Street

- West of Church St to Spring St
- Very narrow street widths
- Very tight turning radii
- Impacted awning placement
- Metal bracket on building edge
- Pedestrian impediments
- Landscaping / Streetscape

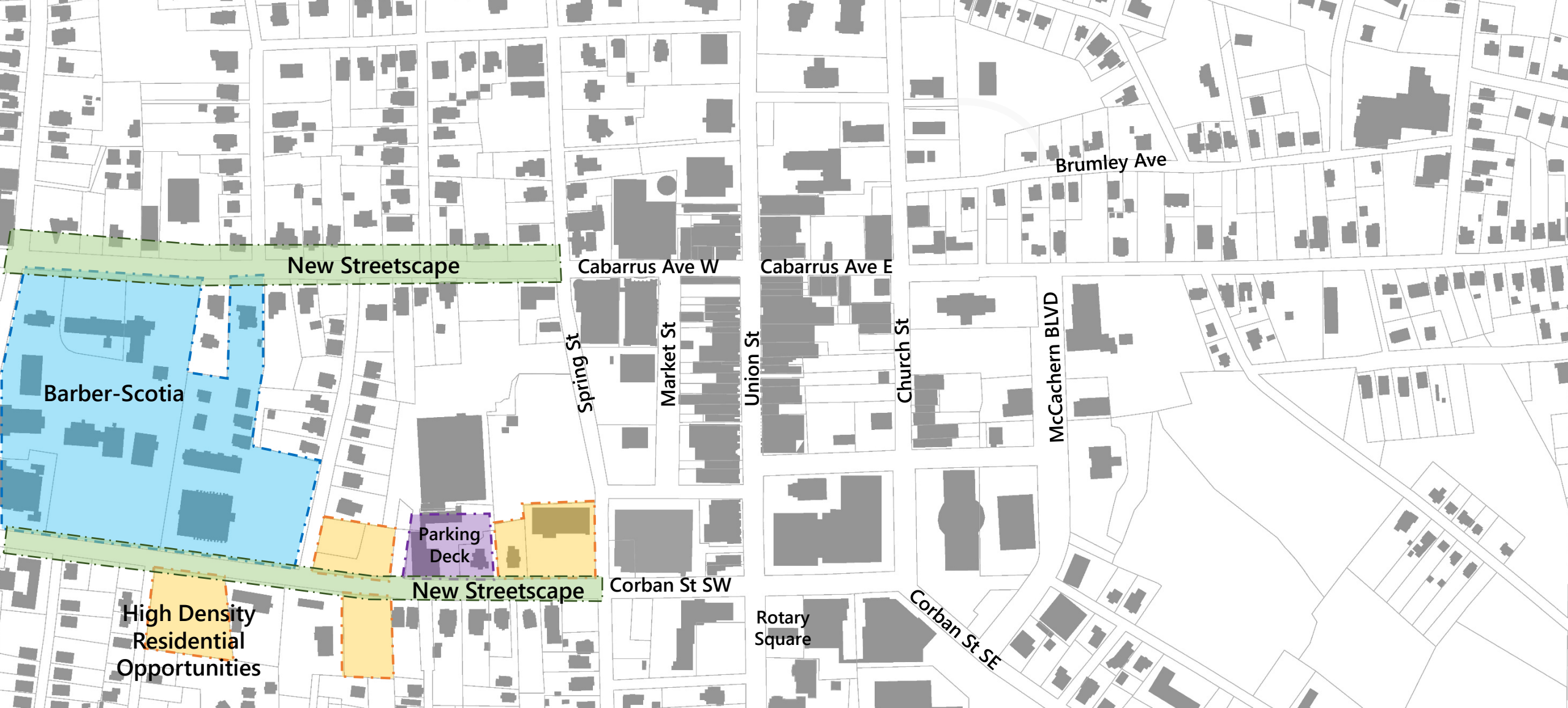


Cabarrus Avenue West of Church Street

- West of Church Street across Union Street to Spring Street
- Arcade Concept
- New Setbacks
- Long-Term



Other Long-Term Opportunities



New Streetscape

Barber-Scotia

Parking Deck

New Streetscape

High Density Residential Opportunities

Cabarrus Ave W

Cabarrus Ave E

Brumley Ave

Spring St

Market St

Union St

Church St

McCachern BLVD

Corban St SW

Rotary Square

Corban St SE

Planning Framework

Planning Framework

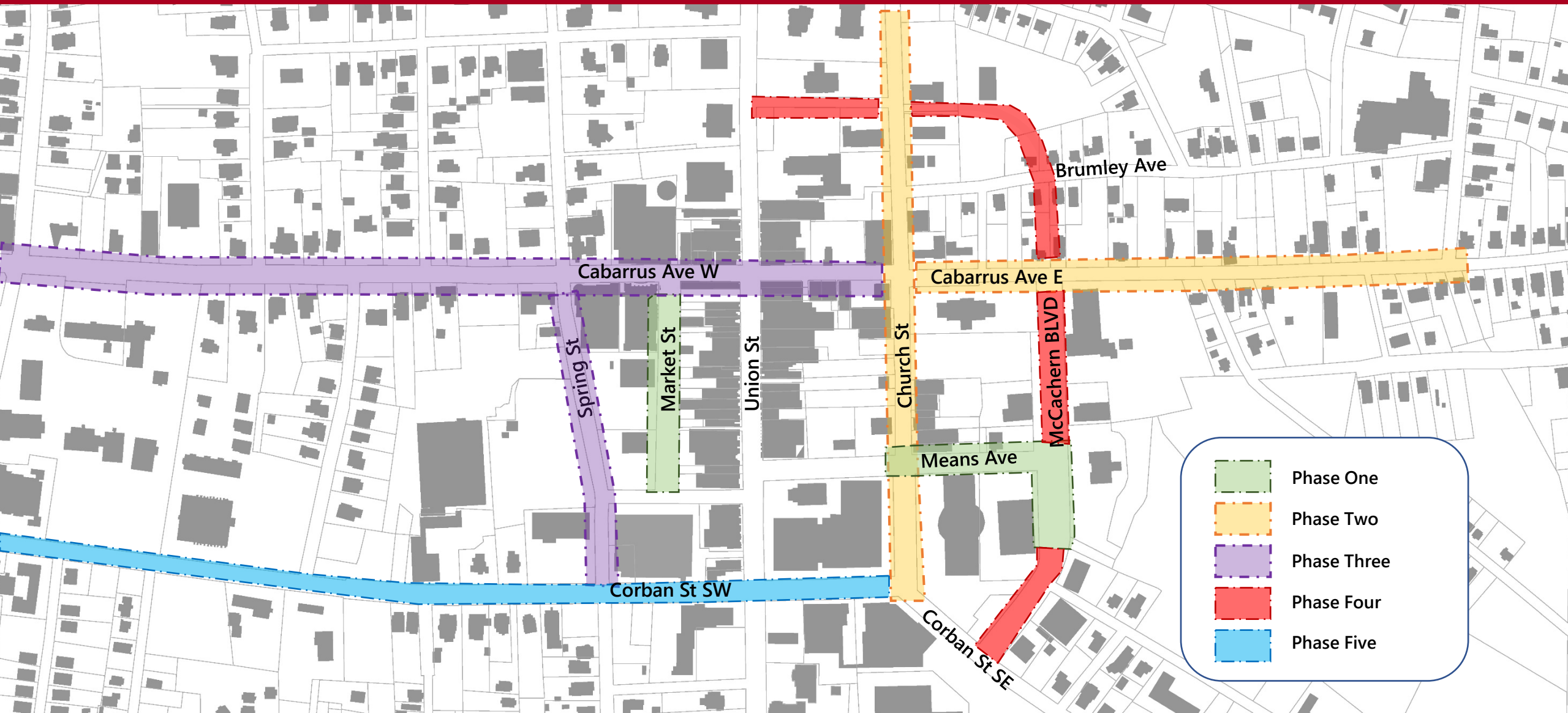
- **Update from the 2016 Master Plan**
 - Move & Park – 24 strategies
 - Live & Work – 20 strategies
 - Play & Stay – 20 strategies
 - Show & Tell – 12 strategies
 - Policy & Program – 13 strategies

Move & Park

[accessibility to all modes of travel, clear wayfinding and efficient, well-managed parking systems]

- 24 Strategies
 - Streetscape phasing for new projects
 - Wayfinding and parking signage
 - Future shared parking deck opportunities
 - Cross-town connector
 - Bicycle and pedestrian planning

Streetscape Phasing



Live & Work

[attracting new housing and employment opportunities]

- 20 Strategies
 - Ensure the successful completion of projects that are underway
 - Facilitate movement on the projects identified in the Development Framework
 - Market Square, Church Street Redevelopment Opportunity Sites, etc.
 - Leverage public improvements to attract private investment
 - Evaluate affordable housing policies for future public private partnerships
 - Prepare an assessment and strategy for upper story development

Play & Stay

[attracting new visitors, developing entertainment destinations, becoming everyone's second neighborhood]

- 20 Strategies
 - Develop and fund a strategy to expand performances at the Davis Theater
 - Destination Downtown Concord tourism study and implementation plan
 - Public art and historical displays strategy (Public Art Master Plan starting soon)
 - Local artist, African American history, historic figures, buildings
 - Prepare a restaurant and retail recruitment plan and strategy
 - Develop the parks and public spaces

Davis Theater – Expanding Options

- Theaters can be engines of downtown visitor growth
- The Davis Theater has averaged about 15 performances a year
- Average attendance is 170 per show



Davis Theater – Expanding Options

- Ramp up to 150 performances a year drawing 25,000 visitors
- 4 and a half new staff positions needed
- Additional contract employees for custodial, security, and concessions
- \$305,000 in additional monetary support needed



Davis Theater

How do we pay for it?

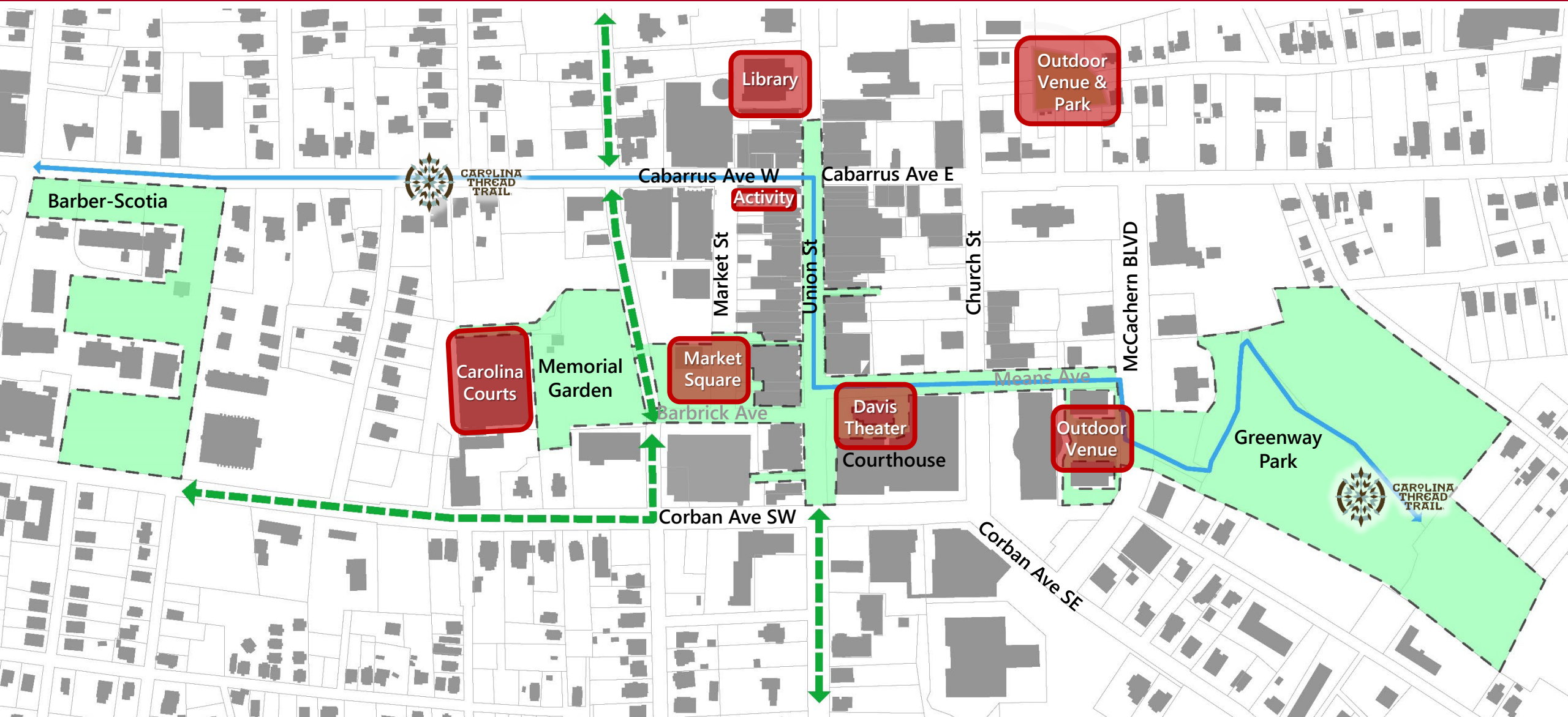
- Sponsorships
- Tickets and concession sales
- Expand city/county support



Davis Theater – Expansion Benefits

- Increased entertainment options for residents – music, theater, comedy etc
- More customers to support expanded dining and retail options in downtown
- New full time jobs at the arts council and additional part time jobs in support of performances
- Each attendee spends on average **\$31.47** beyond tickets on night of the show (source ;Arts and Economic Prosperity® 5 in NC)
- Increasing attendance at the Davis Theater to **25,000** represents a potential **\$787,000** in economic impact in Concord

Downtown Destinations & Cross-town Connector



Show & Tell

[telling downtown Concord's story well, showing off the changes in downtown, delivering a great downtown experience]

- 12 Strategies
 - Communication plan during construction (i.e. the live construction cameras)
 - Begin developing a marketing plan for the "reopening" after construction
 - Celebrate the new downtown projects and accomplishments
 - Incorporate new projects into downtown housing tours
 - Place branding in 2025 that highlights the future identity of downtown

Policy & Program

[enabling the downtown vision through a strategic development framework]

- 13 Strategies
 - Continue support of façade grants during streetscape construction
 - Develop a “Private Use of Public Space” manual and guidelines
 - Establish new right-of-way widths for Church Street and Cabarrus Avenue
 - Develop design guidelines for future streetscape improvements
 - Examine existing downtown zoning, design, and development regulations

**Questions
&
Discussion**

Next Steps

- **Develop the updated Master Plan document**
- **Adoption Process (July/August)**



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