

Statesville

Downtown & NC 115

Streetscape/Land Use Master Plan

August 2009



CONTENTS

Executive Summary

Organization of This Report

Chapter 1: Introduction

1.1 Context

1.2 Study Area

1.3 Purpose of the Statesville Downtown and NC-115 Streetscape/Land Use Master Plan

1.4 Guiding Principles

Chapter 2: Description of Plan

2.1 Overview

2.2 Land Use

2.3 Circulation and Parking

2.4 Urban Design and Streetscape

2.5 Natural Features, Open Space, Parks and Recreation

Chapter 3: Recommendations and Implementation Strategies

3.1 General

3.2 Land Use

3.3 Circulation and Parking

3.4 Urban Design and Streetscape

3.5 Statesville Character, Cultural and Historic Resources

3.6 Natural Features, Open Space, Parks and Recreation

3.7 Budgeting

Terminology

Appendices

A-1. Process to Develop the Plan

Advisory Committee Members

A-2. Existing Conditions, Opportunities and Constraints

A-3. Precedents Study

A-4. Circulation and Parking Plan by Glatting Jackson Kercher Anglin, Inc.

A-5. Project Phasing (5-10 Year Plan Opinion of Probable Cost for Streetscape Improvements)

A-6. Implementation Matrix

Maps & Exhibits

LIST OF MAPS & EXHIBITS

Existing Conditions, Opportunities and Constraints Exhibits

- 01.** Context Map
- 02.** Existing Land Use Map
- 03.** Development, Redevelopment and Infill Opportunities Map
- 04.** Zoning Map
- 05.** Historical Assets Map
- 06.** Block Pattern Map
- 07.** Existing Transportation Map
- 08.** Natural Features, Open Space, and Parks Map
- 09.** Opportunities Summary Maps
- 10.** Photo Inventory Maps

Proposed Master Plan Exhibits

- 11.** Proposed Land Use Plan
- 12.** Proposed Circulation & Parking Map
- 13.** Proposed Open Space, Bike & Pedestrian Linkages Map
- 14.** Existing & Proposed Cross-Sections, Streetscape & Site Furnishings
- 15.** Proposed District Map
- 16.** Illustrative Master Plan
- 17.** Illustrative Sub Area Plan A – The Square
- 18.** Perspective: The Square- Looking West at Center and Broad
- 19.** Perspective: The Square- Street Level View Looking West at Broad
- 20.** Illustrative Sub Area Plan B – Civic Center
- 21.** Illustrative Sub Area Plan C – Arts & Entertainment District
- 22.** Illustrative Sub Area Plan D – Gateway District
- 23.** Perspective: Gateway District- Looking Southwest at NC-115 toward Amity Hill

EXECUTIVE SUMMARY

In order to enhance the economic vitality as well as the visitor experience of downtown, the City of Statesville and Downtown Statesville Development Corporation (DSDC) has undertaken an effort to prepare the Statesville Downtown & NC-115 Streetscape/Land Use Master Plan. The purpose of this undertaking was to maintain and enhance the aesthetic appeal, access and impact of the historic downtown core and facilitate the redevelopment of the NC-115 corridor.

The consulting team assisted the City of Statesville and Downtown Statesville Development Corporation in developing a master plan for the central downtown area and the NC-115 corridor to serve as a guide for future policy and investment decisions as well as detailed planning and design initiatives. The plan provides the necessary vision for directing growth, resources and investments.

The plan development process for the Statesville Downtown & NC-115 Streetscape/Land Use Master Plan was developed over approximately nine months. The process involved phases that consisted of an inventory and analysis of information; meeting with city representatives and others involved in the planning process; facilitation of community meetings; preparing alternative plans; based on this collective information and input, preparing and finalizing the plan; and developing implementation strategies. Research and public participation were vital to the success of the planning process.

The process resulted in a recommended land use plan concept and schematic plans that includes streetscape design illustrations. Plans and illustrations reflected a set of guiding principles set early in the planning process and how they are to be achieved through implementation.

The Master Plan

The plan describes a vision that continues and builds upon the best attributes of Statesville, both past and present, for a more vibrant future. The plan seeks to make Statesville “the best city it can be” by taking advantage of its existing fabric and strengthening it.

The downtown is envisioned to be the primary destination in Statesville with a main street core retail area. The retail in downtown should be of primary importance to support the needs of the surrounding community. Adjacent to the core retail area are a variety of uses that allow a “live/work/play” downtown that embraces the history and diversity of the area. The NC-115 corridor is to become an attractive corridor that is recognized as one of the primary gateways into the core retail area in downtown. Uses along NC-115 and other connecting corridors should not provide competition for the downtown experience that includes shopping, dining and an urban living experience.

Use of the Plan

In contrast to regulatory tools such as zoning, this plan is only to be used as a long range planning document to provide general policy guidance. This is similar to how the adopted City of Statesville Land Development Plan is currently used by the City staff. This plan becomes a companion document to the Land Development Plan.

The Downtown Statesville Development Corporation will use the plan as a tool for recruiting private investment in downtown and has an important role in facilitating the implementation of the plan.

However, it will take the initiative of elected and appointed officials, City staff and proponents of downtown and the NC-115 corridor to achieve the vision set forth herein.

ORGANIZATION OF THIS REPORT

The following report for the Statesville Downtown & NC-115 Streetscape/Land Use Master Plan is presented with three chapters and includes:

Chapter 1: Introduction provides a background of this effort along with guiding principles, set early in the planning process with input from the Advisory Committee and the community. The guiding principles were established to serve as a roadmap to follow throughout the planning process.

Chapter 2: Description of Plan includes a description of the plan itself. This description provides more detail in terms of various elements of the plan: land use, circulation and parking, urban design and streetscape, natural features, open space, parks and recreation.

Chapter 3: Recommendations and Implementation Strategies describes in detail the results of the plan process in the form of specific recommendations and implementation strategies for the plan formulated by the consultant team at the conclusion of the plan process.

Terminology is intended to be a helpful reference for the reader of the report and appendices found at the end of this report.

Appendices found at the end of the report include supporting documentation prepared during the process.

Maps & Exhibits are provided as a reference and accompany recommendations and implementation strategies in Chapter 3 and in the appendices.

CHAPTER 1: INTRODUCTION

1.1 Context

Location

The City of Statesville is located in Iredell County approximately 38 miles north of Charlotte, North Carolina, in the foothills of the Blue Ridge Mountains as shown on the Context Map (Figure 01). Statesville is well positioned with easy access to both Charlotte and Winston-Salem, as it is located at the intersection of Interstates 40 and 77. In addition, Statesville is less than one hour from the Blue Ridge Mountains.

History

Statesville is one of the oldest communities in North Carolina, established in 1789. In 1790, the first courthouse was built next to the Fourth Creek Presbyterian Meeting House on an area that many now refer to as "The Square." The lots around the courthouse were soon sold at a public auction for other businesses, thus, beginning downtown Statesville. The site picked for Statesville was in the midst of a settlement of Scotch Irish Presbyterians who had moved to the area 30 to 40 years earlier. Some two miles north of Statesville was Fort Dobbs which was built to defend the forefront of the colonies from 1756 to about 1764. It was considered to be the center of the district of the Revolutionary War. Statesville was later incorporated as a city in 1847 and it is the county seat of Iredell County.

The first railroad reached Statesville in 1858. The railroad brought Statesville's greatest growth period from the 1860's to the 1930's. Industries around the turn of the century were based around three primary products: herbs, tobacco and liquor. The Wallace Herbarium on Meeting Street was one of the largest in the world and shipped processed herbs all over the globe.

Like many downtown main streets in the US, the downtown in Statesville has suffered decline due to rapid suburban growth in the past half century, the City of Statesville itself has experienced decline. In the early 1980s, the community began participating in the Main Street Program. Since then, Statesville has since encouraged downtown economic development within the context of historic preservation. Despite these efforts, the area has yet to reach its full market and economic potential according to the CBD & NC-115 Corridor Plan completed in 2007. The vacancy rate for building space in the CBD represents 10.4% of total space. The NC-115 portion of the study area has a vacancy rate of 14%. Formidable challenges limit potential for the NC-115 corridor including the presence of blighted properties, marginal retail, auto service uses and inherent social problems in adjacent neighborhoods. The area has an aging housing stock and buildings, and has experienced minimal public investment over the last 20 years.

Despite certain challenges, there is cause for optimism. At present, in addition to boasting a high quality of life, Iredell County is seen as not only a formidable economic driver in the Charlotte region but also in all of North Carolina. Downtown has seen a recent trend of resurgence of investment in its downtown. Several developers and business owners are refurbishing numerous properties in downtown Statesville. Additional business growth and property investment is anticipated in the next five to 10 years. Combined, these changes will continue to influence the vitality of the city “from the inside out.”

Statesville is currently about 20.6 square miles, and the downtown is approximately 0.31 square miles in size. The City of Statesville has reached a population of approximately 26,000 (2007) according to the US Census Bureau. Within a mile radius of the downtown core are an estimated 6,000 households.

1.2 Study Area

The study area encompasses the downtown as well as the NC-115 corridor and covers an area of approximately 322 acres. The study area includes the downtown commercial core bisected by NC-115 (Center Street) and US 21, Bus 70 (Front Street). Included are portions of surrounding residential neighborhoods.

The downtown core is 0.31 square miles and comprises only a portion of the City of Statesville, as shown in Context Map (Figure 01). Downtown is a vibrant and diverse area home to government, retail, residential, educational, financial, arts/culture, lodging, entertainment, religious and dining uses. It is the heart of the community where many events are held throughout the year including festivals and farmers markets.

The portion of the study area covering the NC-115 corridor extends south approximately 1 mile from downtown. The NC-115 corridor is predominantly commercial in use and consists of office, retail and industrial uses. In contrast to downtown, the corridor lacks stability and is unattractive in appearance given the presence of blighted properties and declining commercial buildings and certain uses that detract such as auto service uses.

1.3 Purpose of the Statesville Downtown & NC-115 Streetscape/Land Use Master Plan

In order to enhance the economic vitality as well as the visitor experience of downtown, the City of Statesville and Downtown Statesville Development Corporation (DSDC) has undertaken an effort to prepare the Statesville Downtown & NC-115 Streetscape/Land Use Master Plan. The purpose of this undertaking was to maintain and enhance the aesthetic appeal, access and impact of the historic downtown core and facilitate the redevelopment of the NC-115 corridor.

DSDC's mission is to “maintain and develop Downtown Statesville as the cultural, economic, social, and historic center of the community.” Its goal is to create an environment which fosters the redevelopment of Downtown Statesville's central business district and serve as a catalyst for private development and public partnerships.

The consulting team assisted the city and DSDC in developing a master plan for the central downtown area and the NC-115 corridor to serve as a guide for future policy and investment decisions as well as detailed planning and design initiatives. The plan provides the necessary vision for directing growth, resources and investments.

1.4 Guiding Principles

Below are the guiding principles, which are consistent with DSDC mission and were set early in the planning process with input from the Advisory Committee and the community. They describe in more detail the objectives of the Statesville Downtown & NC-115 Streetscape/Land Use Master Plan. The plan and the supporting recommendations were developed in accordance with these principles.

- Enhance economic vitality through land use, design and marketing.
- Support existing viable businesses and other uses that complement the vision for the study area. Encourage incremental development and redevelopment that adds to and enhances the current uses.
- Create a new development pattern that is complementary to the existing historic character and fabric.
- Establish a balanced transportation system that supports access, safety and vitality for all users.
- Allow the downtown to function as the primary destination.
- Enliven NC-115 corridor as an important gateway into downtown.
- Embrace the interdependency of the downtown and NC-115 corridor with their adjacent neighborhoods to foster overall success.

Chapter 2: Description of Plan

2.1 Overview

The Statesville Downtown & NC-115 Streetscape/Land Use Master Plan was created in response to continued dialogue around issues and opportunities identified by the Advisory Committee and the community. Early in the plan process, a community meeting was organized and input gathered around various elements of the plan further described in this section. This dialogue culminated in a two-day design workshop where plans were developed for each plan element. Plans developed during the workshop were reviewed by the Advisory Committee, elected officials and the public at a second community meeting held in conjunction with the two-day design workshop. A more detailed description of the process to develop the plan is found in the Appendices. Together, the resulting plan comprises the vision for the future of downtown and the NC-115 corridor.

The consulting team, working with the Advisory Committee and city staff, developed a thorough understanding of existing conditions through a review of information collected through prior planning efforts and additional documentation during this process including extensive mapping. Issues and opportunities had been carefully documented by the consulting team and confirmed during the plan process (see Maps and Exhibits at the end of this report in Appendix A-2: Existing Conditions).

The plan describes a vision that continues and builds upon the best attributes of Statesville, both past and present, for a more vibrant future. The plan seeks to make Statesville “the best city it can be” by taking advantage of its existing fabric and strengthening it. The downtown is envisioned to be the primary destination in Statesville with a main street core retail area. The retail in downtown should be of primary importance to support the needs of the surrounding community. Adjacent to the core retail area are a variety of uses that allow a “live/work/play” downtown that embraces the history and diversity of the area. The NC-115 corridor is to become an attractive corridor that is recognized as one of the primary gateways into the core retail area in downtown. Uses along NC-115 and other connecting corridors should not provide competition for the downtown experience that includes shopping, dining and an urban living experience.

In addition to land use, the vision is intended to guide physical improvements suggested by the plan, including significant redevelopment along the NC-115 corridor. Other areas where redevelopment opportunities exist are identified. Streetscape improvements targeting a variety of areas, thereby enhancing the public realm, is a key emphasis of this plan.

The following sections describe the plan in more detail in terms of various elements of the plan.

2.2 Land Use

According to the CBD & NC-115 Corridor Plan completed in 2007, the central business district (CBD) contains approximately 1.5 million square feet of building space primarily consisting of office, retail and industrial space (970,000 sf). Much of this space is made up of office uses (435,000 sf) including financial services, attorneys and insurance companies. Also included are city and county offices. Retail, restaurant and services total 384,000 square feet (25% of CBD space). Religious, educational and government uses represent almost 21% of the total CBD square footage.

The NC-115 corridor contains more than 189,000 square feet of office, retail and industrial space. General retail has the highest share of space and automotive retail the second highest.

The plan recognizes existing land uses that are intended to continue, including those structures that contribute to the historic character and fabric. The plan also encourages incremental development and redevelopment that adds to and enhances existing land uses. To strengthen economic health of the downtown and the NC-115 corridor it is imperative to promote a diverse mix of uses and activities throughout study area. This should include a mix of retail, office, institutional, residential, dining, entertainment and public open space. It is the existence of the mix of uses that provides economic stability through creating a community that is alive at all hours creating a healthy environment to live, work and play. With the dominance of one use over the other, the safety and vitality of the community diminishes.

The plan organizes new land uses by a set of eight districts. Districts are defined areas that emphasize a special or unique purpose within Statesville. Typically, each has a unique character. Districts can represent previously established areas to be built upon or strengthened. Others represent a future condition that Statesville strives to achieve. Refer to Proposed District Map (Figure 15) and see additional description of each below.

The Proposed Land Use Plan (Figure 11) designates future land use of parcels within the study area among a set of proposed categories shown on this map. Land uses should be considered in the context of the districts and the character envisioned.

Below is a general description of each land use category. Following this general description is a section describing the eight proposed districts, including intended uses, the relationships between each, and how they reinforce the intended character of each district.

Residential Land Use

The Residential land use designation is comprised of established detached residential neighborhoods and, in certain cases, provides for new attached residential uses. Attached residential can serve in a variety of types and price ranges (townhouse, condo, apartment, live/work). These forms of residential provide choices for additional living opportunities that are walkable and highly accessible to the downtown core, a desire expressed to the consulting team during the community meetings. This pattern of growth promotes a balanced transportation system that supports access, safety and vitality for all users.

Attached residential neighborhoods in proposed Residential and Mixed Use land use categories (MU-A, MU-B, MU-C), further described below, may range from 8-40 units per acre. Buildings are envisioned to be 2-3 stories in height. A 2002 Lincoln Institute study of multi-family neighborhoods, consisting of 2-3 story structures, yielded a similar density range. The study included older urban neighborhoods with triple-deckers and walk-ups as well as contemporary condominiums.

Density alone does not describe much about the character of residential development. The plan contemplates additional standards to address new residential building typologies to ensure development is complementary with established historic neighborhoods.

Mixed Use Land Use

Many areas designated on the plan are envisioned for a mix of land uses. There are three such categories called for in the plan for Mixed Use development.

MU-A (mixed use type A) provides for a range of uses, although primarily encouraging ground floor retail. Office, hotel and attached residential are also allowed.

MU-B (mixed use type B) designation provides for office and attached residential uses. Limited retail and services and hotel are also allowed (i.e., occurs only in nodes typically at key intersections, storefront character). Most of the new attached residential, office and employment uses will take place within the MU-B designated area. This will include rehabilitation, adaptive reuse and some redevelopment of existing commercial uses and some remaining industrial uses within the downtown core. Many of these uses are within the area presently zoned CBP.

MU-C (mixed use type C) is a separate category intended to encourage arts, entertainment, office and retail uses, while allowing for attached residential uses as well.

Institutional/Office Land Use

City and county municipal and office functions are intended to continue and remain in the downtown core. Sites for future institutional and civic uses are also envisioned. Thus, the Institutional and Institutional/Office designations were created to provide for these uses. The Institutional designation includes areas that are predominantly used for institutional and civic uses, including established areas serving this purpose. The Institutional/Office designation recognizes that general office uses may predominate, but also allows for institutional and civic uses to be established.

Districts

Below is a description of eight proposed districts, including intended uses, the relationships between each, and how they reinforce the intended character of each district. The intention for these districts is to encourage the diversity of uses outlined in the proposed mixed use districts, while recognizing the advantage of clustering similar uses in specific areas and that complement the area's existing character.

North End. This district consists of mixed office and residential uses. Examples of residential uses include condos (vertically mixed above ground floor retail/office), townhome or multi-family residential. Limited retail and services and hotel are also allowed and should be oriented to Center St where a storefront character will be present. The district includes established institutional areas including the Iredell County Public Library. This district is well connected to downtown and adjacent neighborhoods and has a similar character. A potential catalyst redevelopment opportunity for mixed use (multi-story office and condos/multi-family) is envisioned west of Center St. and north of Water St. in this district.

Mixed Office & Residential. This district consists of mixed office and attached residential uses. Examples of residential uses include condos (vertically mixed above ground floor retail/office), townhome or multi-family residential. Live-work uses that include a mix office and residential uses would be encouraged in this area. Limited retail and services and hotel are also allowed in nodes typically at key intersections, with a storefront character. This district includes an established mix of office and residential areas. New buildings in downtown are to be oriented to Center St, E Broad St. and Front St. Mass, height and orientation of buildings to these frontages is important to create a pedestrian-friendly environment. Also, concentrating buildings to these frontages minimizes impacts to established residential neighborhoods. Stand alone attached residential buildings may also be oriented to these frontages and are allowed throughout the district. The district is urban in character, with building setbacks and façades that are scaled to the pedestrian. This district is intended to strengthen the vitality of the Downtown Retail District.

Downtown Retail District. This district consists of a wide mix of uses. The primary use shall consist of retail (ground floor). Office, hotel and attached residential are also allowed. Due to the presence of existing storefront buildings, the type of residential use is likely to include condos above existing ground floor retail/office. The district is the primary retail destination in downtown and has the most accommodations for pedestrian and walking. The district has a storefront façade character.

Restaurant Row District. This district consists of restaurants, retail and services. The district is contiguous with the Downtown Retail District and provides a connection between this district and Mitchell Community College. Accommodations for pedestrian and walking, restaurants with outdoor dining and college-oriented businesses are envisioned for this district. College-oriented businesses intended for this district may include casual dining restaurants with outdoor dining, bookstores, cafes (may be combined with bookstore) and similar uses. The district has a storefront façade character.

Arts District. This district consists of local arts, cultural and historical facilities and related uses. The district is oriented to the established arts and museum facilities along Meeting St. (the old jail) and flanking the Downtown Retail District. A cluster of museums and galleries is envisioned for the district along with multi-story office and residential uses. Examples of residential uses in the district include condos (vertically mixed above ground floor retail/office), townhome or multi-family residential. A potential consolidated facility for Iredell Museums may be considered for this area. Programs such as artist in residence or related programs including affordable opportunities for tenants is encouraged. Rehabilitation and adaptive reuse of existing buildings for museums and galleries and affordable housing options is encouraged. This district would allow for enhanced educational opportunities and events in downtown. For example, a facility similar to the Children's Museum & Play Space (Signal Hill Mall) would help provide an inviting atmosphere for children and families in downtown. The district is urban in character, with building setbacks and façades that are scaled to the pedestrian.

Arts and Entertainment District. This district serves multiple purposes and builds off of an already interesting blend of architecture, land uses and urban patterns unique from the rest of the study area. This district would consist of a strong east west connection with art studios, music venues, and funky restaurants lining the streets. Residential uses in the district would likely include condos above ground floor uses. These new land uses are intended to intermingle with the existing industrial and residential land uses and buildings in order to create a unique destination for the south downtown area. Rehabilitation and adaptive reuse of some existing buildings is intended in the long term to enliven this district and better connect adjacent underutilized blocks to Center Street and the Academy Hill historic residential area to the northwest. The district is interrelated to the Arts District to the north and connects through the historic residential area via north-south streets. This district would also serve to lessen

the divide between downtown and the Shelton Avenue corridor created by Garner Bagnal and the rail line. The unique blend of uses and existing buildings with infill development will foster a vibrant and lively destination that appeals to artists, students, a younger population and visitors alike.

The district is urban in character. Below are general descriptions of areas within this district:

- Portions of the existing mill site located at the terminus of Center Street can be adaptively reused for boutique shopping, dining, entertainment, farmer's market, offices and special events. An example is The Factory at Franklin located in Franklin, Tennessee.
- Storefront buildings on Western Avenue can be adaptively reused for retail uses such as shops, dining, a cultural center and art gallery. Additional residential uses can be integrated on site (above ground floor uses) and in the surrounding area (condo, townhome or multi-family).
- Sites along Center Street and to the west along Steele St. may include possible entertainment and retail uses such as live music venues, restaurants and pubs. A neighborhood theatre is another possibility. Established industrial uses can continue. If abandoned, some may be adaptively reused to accommodate office and art related uses (crafts, glass blowers, metal workers, potters and art studios). An example is Asheville's River District.
- The Historic Depot is a strategic site, owned by NCDOT, with long term potential for a passenger rail stop in Statesville. Consider adaptive reuse of the Historic Depot for office or municipal uses in the near term. Explore whether some higher use (24 hr use, open to public) can be provided. In the long term, provide for enhanced pedestrian connections between the Historic Depot and the Arts and Entertainment District via the underpass (NC-115) and/or a pedestrian bridge across the railroad north to the node at the terminus of Center St. Any new development proposals on this site should take into consideration a long term master plan for this site contemplating a passenger rail stop, plaza and related facilities.

South District. This district serves the adjacent neighborhoods with mixed use development, office and attached residential uses. This district is well connected to a proposed park and adjacent established residential neighborhoods. The district is urban in character, with building setbacks and façades that are scaled to the pedestrian. Below are general descriptions of areas within this district:

- Mixed use node (primarily multi-story office and residential-condos above, limited retail) near the intersection of Hwy 70 (Garner Bagnal Blvd) and NC-115
- Attached residential uses such as townhomes along west side frontage of NC-115, north of Raleigh Ave
- Linear park along east side of NC-115, recognizing the limited depth of properties between right-of-way and existing railroad

- Office uses along west side frontage of NC-115, south of Raleigh Ave Transition to attached residential (townhome) uses in proximity to existing residential neighborhoods
- Relocate existing police substation to the area designated within the Gateway District.

Gateway District. This district provides for mixed use, attached residential, civic and institutional uses including a new municipal services node. The mixed use area is different in composition than the Downtown Retail District, for example. Mixed use areas are more likely to have chain retailers and limited anchor retailers such as a grocery store. Multi-story office is expected in the mixed use area. West of NC-115, residential uses would likely include condos above ground floor uses. East of NC-115, residential uses would consist of condos transitioning to multi-family uses to the east. This district serves as a southern gateway to the corridor and downtown. The district is urban in character, with building setbacks and façades that are scaled to the pedestrian.

A mixed use area is to be provided as part of the redevelopment of the intersection of Amity Hill Rd. and NC-115. The redevelopment concept contemplates eventual transition of the existing Godfrey Lumber Company to attached residential use. The establishment of this area as a major industrial district does not meet the intent of the Gateway District. However, the concept was carefully designed to accommodate continued operation of the facility.

Municipal facilities including Fire and Police would establish a desired presence in this area, promote public safety and serve as a catalyst for the large scale redevelopment (mixed use including retail, office, attached residential) at the intersection of Amity Hill Rd. and NC-115.

It also serves as a major entryway from the new Larkin development and Interstate 77 to the downtown area. As Larkin continues to develop, and potentially 10,000 new residents move in, the importance of this corridor will increase. The current road configuration in this area prohibits redevelopment opportunities, and needs to be reconfigured to allow for parcel assemblage to create the mass that is needed to spur redevelopment in this area.

2.3 Circulation and Parking

A guiding principle for the study, set early in the process, was to establish a balanced transportation system that supports access, safety and vitality for all users. This required a unique approach going beyond the traditional transportation planning approach, which focuses solely on automobile users, to account for other ways to move people including bicycling and walking. The relationship between land use and transportation planning was also integral to the approach taken by the consulting team.

Roads

While downtown Statesville is built on an outstanding grid, some of the function inherent in this system's theoretical connectivity has been lost over time. Currently, many of the streets in downtown Statesville have more vehicular travel lanes than they need given the daily volumes they carry.

The design team spent substantial time developing a more consistent street hierarchy and network plan (Refer to Figure 12). This is valuable for a couple of reasons. Understanding the function or role of each street can help to influence its design. For example, knowing that Center and Broad streets are important mobility streets tell us that driveways (which are about access) should be avoided. On the other hand, streets like Meeting, Court and Tradd share an access and mobility function and can have appropriately designed driveways. The proposed cross-section designs (Refer to Figure 14) are consistent with this hierarchy and typology of streets.

In many cases, the intersections downtown are far too wide and give far too much priority to the movement of vehicles. While the movement of cars to, from and within downtown are and always will be important, accomodating of cars to the detriment of the pedestrian damagaes downtowns economically. Right turn lanes, which are often simply used to allow cars to keep moving quickly, should be used sparingly, if at all, in downtown Statesville. Every effort should be made to have narrow intersctions with tight (around 25') corner radii. This will create short crosswalks, safe sight lines and a healthy balance between cars and pedestrians. The intersections designs illustrated in the proposed cross-section designs use techniques such as lane narrowing and intersection bulbouts to shorten these crosswalks.

Sidewalks

Adequate sidewalk facilities are imperative to the economic well being of any downtown. Because they are denser than suburban settings, downtowns require people to park farther away and consolidate more trips on foot. This reliance on travel by foot means that a safe, comfortable, functional pedestrian environment is not a luxury, but a necessity for a downtown. The physical elements that create such an environment are space, buffering and shade. Space that is tailored to each block will consider the level of pedestrian traffic, the functional needs of buildings (door swing, sidewalk displays, etc.) and special elements such as café dining.

Bicycle Facilities

Bicycle facilities, like sidewalks, are an important component of a balanced transportation system. Bicycles provide an alternative form of transportation which effectively quadruples the speed and provides sixteen times the coverage area of walking. Early consideration in the community planning process and

effective facility design will promote the bicycle as a viable transportation mode in a balanced transportation system, but some opportunities for retrofitting have emerged from this process.

Parking

Currently, parking in downtown is free and virtually unconstrained regardless of its location or desirability. This creates parking shortages in some areas, wide empty and fast streets in other areas and general frustration for many users. The City should develop a management program consisting of a combination of fully enforced time restrictions and pricing of public parking to help influence user behavior.

Parking is a commodity like any other and is responsive to the laws of supply and demand. Parking in more desirable, convenient areas should be priced higher than in areas of lower demand. On street parking is usually the most convenient parking and should be priced at a level that keeps spaces about 85% occupied at peak times. It will likely require some trial and error to determine what the right price points are for each block to achieve this occupancy.

Proper on-street pricing creates some availability to attract people to downtown in the first place. It is important, though, if someone cannot quickly find an on street space, to have a reliable, well signed, convenient off-street location for parking the user can go to as a backup. There are currently some surface parking lots that could partially serve this function, but consideration of a parking deck to serve this role is recommended. However, any off-street parking should be consistent with downtown's urban design goals.

Off-street surface parking can be detrimental to urban environments in a number of regards. When it is adjacent to the street, it degrades the quality of the pedestrian experience, it can necessitate the insertion of driveways in inappropriate locations, and it is a low-revenue use from a tax perspective, putting a greater burden on residential tax payers. As downtown begins to redevelop, the City should develop policies to replace surface parking with structure parking in a systematic way in partnership with private development. At some point tools such as assessing whether surface parking can be taxed at higher rates, in line with other retail uses, might be a way to encourage development on the sites of surface lots.

The City's parking management strategy should have some core goals:

- Ensure that parking is convenient for priority uses (deliveries, customers and short errands)
- Increase enforcement of regulations, particularly during busy periods
- Reduce on-street time limits where needed to increase turnover
- Encourage businesses to share parking
- Develop special regulations for disabled access, delivery and loading areas, etc.

- Implement a residential parking permit program if needed to address spillover problems
- Develop signs and maps showing motorists where they may park
- Have an overflow parking plan for occasionally special events that attract large crowds

Pricing:

- Adjust rates as needed to maintain optional utilization (i.e., 85% peak occupancy)
- Structure rates to favor short-term uses in core areas and longer-term parkers to shift to other locations
- Provide special rates to serve appropriate uses, such as for evening and weekend events

2.4 Urban Design and Streetscape

The most inspiring places in the world are found to be those with a tradition of great urban design. Many of these places are rooted in their heritage or deep history. Statesville has a distinct heritage, and has been able to retain the best attributes that contribute to its image through a preservation-minded approach toward infill and redevelopment. The plan attempts to build on these successes. One guiding principle is to create a new development pattern that is complementary to the existing historic character and fabric. Another guiding principle is to enliven the NC-115 corridor as an important gateway into downtown.

Built Environment and Scale

Form, placement, scale, proportion, architectural style and materials define the overall character of built form. The plan provides guidance on the desired form and placement of buildings through Illustrative Sub Area Plans (Figures 20-23) prepared for key portions of the study area.

In areas where desired new development is envisioned to take place, including the NC-115 corridor, equal or greater emphasis should be given to the character as envisioned for new development.

Streetscape

Promoting a strong relationship between areas within the public realm (streets, sidewalks, trails) and private property is a major focus of the streetscape improvement recommendations in this report. The City of Statesville and DSDC have recognized the link between high quality streetscape as an incentive to private investment. Other benefits recognized include a cohesive and strong visual environment and enhanced visitor experience. Thus, streetscape improvements have been made a primary focus of the master plan.

These improvements relate to sidewalks, street trees, lighting, street furniture, and landscape improvements that will provide a consistent and distinct character to key streets. Each streetscape design shall relate to the character envisioned for each district area, the intended function the street and the proposed land use.

1) Commercial Main Street - Broad Street and Center Street

These streetscapes function as the primary retail streets, and will appropriately need the highest level of design and detail that will create an environment that would encourage pedestrians to shop, stroll and linger downtown. These streets must be safe, clean, well lit, with easy parking access- well signed, and distinctive and beautiful. Pedestrian comfort should be given priority on these streets with sufficient shade in the summer. North Center Street streetscape functions more as a secondary retail street.

2) Commercial Collector Streets - Meeting Street and Front Street

Meeting and Front Street function as secondary retail streets and should be distinct from the primary streets in that there needs to be less detail in the paving, less width in the sidewalk dimension, and greater spacing of benches and trash receptacles.

3) Urban Avenue Vehicular/Image Streets- NC-115/Shelton Avenue

NC-115/Shelton Avenue is an important vehicular image street that serves as a gateway announcing arrival to the downtown to vehicular traffic. These streets should have clear signage, attractive landscaping and screening of parking lots and storage areas, and gateway elements such as welcome signs and art work. It is not necessary to have the same level of detail as the pedestrian streets; using a continuous grassed planting strip and continuous concrete sidewalk are appropriate.

The NC-115 corridor is a key entryway into the heart of downtown Statesville. Currently its appearance serves to interfere with creating a positive impression of the downtown. This plan recommends priority is given to this corridor for streetscape improvements to bring about an attractive tree-lined entryway into downtown.

4) Residential Streets

Significant historical neighborhoods surrounding the downtown area need to be well connected to encourage area residents to walk to downtown and encourage visitors to explore the historic neighborhoods. This plan recommends a minimum 5 foot planting strip with shade trees and 5 foot sidewalk.

Street trees are the key streetscape amenity in any downtown area. In the North Carolina climate, the shade they provide in the summer is critical to helping to provide a comfortable experience for the public. Street trees can be used to help create the unique identity of each individual street type, which is the goal in the street tree recommendations.

Streetscape recommendations are further described in Chapter 3 and are depicted on Existing & Proposed Cross-Sections, Streetscape & Site Furnishings (Figure 14). Illustrative Sub Area Plans (Figures 20-23) further depict streetscape for key portions of the study area.

Statesville Character, Cultural and Historic Resources

Elements important toward defining community character include significant cultural and historic resources. These important resources allow individual citizens to reflect on their community history and gain a better understanding of past achievements and values as the citizens of Statesville move into the future. Also, these resources help define a place with elements unique to a specific area's heritage, thus providing inherent stability in that place.

Statesville has assembled an impressive collection of historic structures that define what makes it unique. Four primarily residential historic districts together include more than 400 buildings. All are also listed in the National Register of Historic Places, a separate program that recognizes properties of cultural significance. Although not locally designated, Statesville's commercial downtown district is also listed in the National Register. Most of downtown was built around the turn of the century with most buildings dating from 1860 to 1930.

Using the historic patterns and materials throughout the public realm of the study area is a key recommendation of this plan.

Gateways

Gateways are critical signs or landmarks that identify places of transition that foster a sense of arrival and contribute to the character of an area. Improving the experience of coming into downtown Statesville from any of the major corridors was identified as a major issue at the beginning of the project. One of the guiding principles of the plan is to enliven the NC-115 corridor as an important gateway into downtown. Below are the key gateway opportunities identified in this plan:

- East Broad Street (multiple locations)
- West Broad Street (edge of Mitchell Committee College campus)
- Center Street (Stockton Street, Garfield Street)
- NC-115 (railroad underpass, Garner Bagnal, Amity Hill Road)

Secondary gateways identified include:

- East and West Front Street
- Davie Street

2.5 Natural Features, Open Space, Parks and Recreation

A critical element of any downtown is the number, location and types of public spaces. Public spaces include elements that provide necessary linkages between publicly accessible destinations within and outside of downtown. The Proposed Open Space, Bike & Pedestrian Linkages Map, shown on Figure 13, recommends enhancements to the existing public and open space framework. One guiding principle is to establish a balanced transportation system that supports access, safety and vitality for all users. Through a variety of parks, greenways and on-and off-street trail experiences, the plan seeks to enhance and diversify the options a user has to engage in outdoor public spaces in downtown and the NC-115 corridor.

Parks

Most of the park facilities are located outside the downtown core. Pecan Park represents the only public park space in the study area. The plan includes enhancements to Pecan Park to better connect it physically and visually to Center Street and Water Street. The park is presently underutilized and requires reconfiguration and improvements to be functional and accessible to the public.

The plan suggests the creation of a downtown park within the urban context at the southwest corner of Center and Bell Street. This new park is located on a site with environmental constraints, making redevelopment a challenge. However, the new park is strategically positioned to provide connections both east and west to a proposed greenway. The site takes advantage of one of the few remaining areas within the downtown core for this type of park facility. It is envisioned that this park provide passive recreation amenities, such as walking trails with creekside paths, display gardens, benches, open lawn area and possibly natural areas for water quality improvement.

Additional pocket parks are also recommended in the study area to enhance recreation opportunities for visitors, children and families and to create a hospitable environment in downtown.

New public parks are envisioned at strategic locations along the NC-115 corridor to provide recreational experiences within walking distance of established neighborhoods. The new park at three quadrants of the intersection of NC-115 and Garner Bagnal Boulevard represents a significant gateway park component. This is primarily comprised of public right-of-way for the improved intersection. It is envisioned this park be designed as a gateway and linear expression along NC-115 to embrace the historic character of Statesville, while conforming to NCDOT regulatory standards.

It was suggested during community meetings the NC-115 corridor portion of the study area does not have a destination for citizens of Statesville. Instead, the public traverses this corridor from other places in Statesville with little if any reason to stop. In order to serve the need for a destination for the surrounding community with added benefits of catalyzing community revitalization, a new linear park is recommended. This park utilizes the shallow depth of properties along the east side of NC-115 that prohibit redevelopment, with a linear walking and bike trail that connects to the larger Statesville Greenway system.

Other recommended park sites depicted in the plan include:

- South side of East Broad Street between Cooper and Center
- Public parking lot on south side of West Broad
- South Meeting Street at northwest corner of Front Street
- Eastside of South Green Street including vacant parcels to South Tradd Street
- Neighborhood connection off of Reynolda Drive
- Along Creek at South Green Street
- Cemetery on South Green Street

Plazas

Plazas are smaller open spaces that are generally extensions of public and private buildings, with an urban character comprising more hardscape than landscape material. Plazas are recommended in key areas within districts including:

- At the intersection of Broad and Center Street- “The Square”
- Renovated and improved Courthouse Plaza
- Civic Center
- Alley/Plazas- Landmark Alley, off of South Meeting Street by the Iredell Museum, off of West Broad Street between the Spot and HFMI Properties, off of West Broad Street connecting to Landmark Alley, alley connecting Cooper to Tradd between Broad Street and Front Street.
- Historic Depot redevelopment site
- Mixed use node near the intersection of Hwy 70 (Garner Bagnal Blvd) and NC-115
- Office uses along west side frontage of NC-115, south of Raleigh Avenue
- Municipal services node at northwest corner of intersection of Whites Mill Rd and NC-115
- Large scale mixed use redevelopment at the intersection of Amity Hill Rd. and NC-115

Greenways

Greenways offer significant connections between destinations for pedestrians and bicyclist as well as a much desired recreational amenity to their communities. The City of Statesville already has identified key greenways in their Greenway

Master Plan. We recommend using this already planned system and extending it to create a green loop around Statesville. In addition to the greenway loop, strategic north/south and east/west secondary connections which link Statesville's communities and open spaces are also recommended.

Additional bicycle and pedestrian connections are an important part of achieving a balanced transportation network. New on- and off-street greenway connections, which consist of multiuse trail facilities, were considered enhancements of ongoing efforts and successes achieved by the Statesville Recreation and Parks Department and the community. Community input emphasized the desire to create connections between destinations within downtown and NC-115.

Stormwater Management

As redevelopment takes place, the City of Statesville should consider embracing environmental responsibility above and beyond existing regulations. Several public open spaces identified in the master plan can provide a multifunctional use as park or greenway, as well as the location for Best Management Practices (BMP's - areas designed to improve water quality).

Chapter 3: Recommendations & Implementation Strategies

This section details specific recommendations and implementation strategies for the Statesville Downtown & NC-115 Streetscape/Land Use Master Plan formulated with assistance from the consulting team at the conclusion of the planning process. Implementation of the plan in accordance with the specific recommendations and implementation strategies is key to realizing the community vision. It will take the initiative of elected and appointed officials, city staff and proponents of downtown and the NC-115 corridor to achieve the vision set forth herein. A collective advocacy and support of community leaders for the plan and its recommendations is necessary to bring the vision to reality.

3.1 General

The following recommendations are general and are not related to specific plan elements. They are important to the implementation of the overall plan.

Recommendation 1: Define role of Downtown Statesville Development Corporation facilitating the implementation of the Statesville Downtown & NC-115 Streetscape/Land Use Master Plan. Distinguish the role of DSDC efforts in downtown from the City of Statesville in implementation, such as for the NC-115 portion of the study area.

Strategy 1: DSDC should support existing viable businesses and residential uses along with continued economic development efforts through marketing and promoting of downtown Statesville, using the plan as a tool for recruiting private investment in downtown.

Strategy 2: The City of Statesville should track progress on the implementation of the Statesville Downtown & NC-115 Streetscape/Land Use Master Plan and report findings on an annual basis.

Strategy 3: DSDC should support the implementation of the plan by supporting the City of Statesville on development decisions and investment.

Recommendation 2: As an extension of the Statesville Downtown & NC-115 Streetscape/Land Use Master Plan, consider “branding” downtown Statesville and then marketing as a way to define its function in the region and state and to support and reinforce the vision for the City of Statesville.

Strategy 1: Develop and implement a strategic branding and marketing plan. Examples of effective branding strategies include those executed by Salisbury and Durham as outlined in Appendix A-3 Precedents Study. This

plan may be developed and administered by the City of Statesville with the assistance of the Downtown Statesville Development Corporation.

Strategy 2: The Downtown Statesville Development Corporation should use its experience in planning and organizing events to expand to larger events and festivals, building on Statesville’s diverse population. For example, the Friday after Five Summer Concert Series has been a successful event for downtown. These events should generate revenue to continue with the marketing of downtown.

Recommendation 3: The City of Statesville may prepare a plan to reinforce downtown as a primary destination and its economic vitality through more visible signage for visitors to downtown. Wayfinding represents one of the greatest opportunities for the study area because one reoccurring comment for Statesville’s downtown is the need to allow it to be discovered by visitors who are unaware of the location of downtown and pass by the area.

Strategy 1: Continue with the preparation of Statesville’s Wayfinding and Signage Master Plan, and work closely with NCDOT to ensure compliance and support. Coordinate this plan with gateway monuments, recommended branding efforts, districts and other recommendations of this plan. The historic materials of Statesville should influence signage. The following main points of entry into downtown should be considered:

- E Broad Street
- Garner Bagnal (US 70)
- NC-115

3.2 Land Use

3.2.1 Existing Land Use

Certain existing viable land uses are intended to continue, including those structures that contribute to the historic character and fabric. The plan encourages incremental development and redevelopment that adds to and enhances existing land uses. The following set of recommendations address those uses that currently exist.

Recommendation 1: Support established civic uses that maintain downtown Statesville as a primary zone for municipal government uses.

Strategy 1: Continue to promote public offices and facilities related to city and county government within the downtown core. Refer to Proposed Land Use Plan (Figure 11).

Recommendation 2: Recognize that Mitchell Community College (MCC) is an important institution of higher learning within downtown and is a historic asset

and that the students, staff and faculty provide a customer base to downtown establishments which is currently not fully realized. MCC is located immediately adjacent to established historic neighborhoods. Continue to allow expansion of MCC in a manner that is sensitive to the historic neighborhood fabric.

Strategy 1: The City of Statesville will participate in a working group with Iredell County and MCC representatives to discuss items for continued collaboration, which may include a long range plan for the campus improvements and the surrounding area.

Strategy 2: The City will amend existing Historic Preservation Commission (HPC) Design Guidelines to create guidelines for non-residential buildings on properties within a defined campus area to assist the HPC in reviewing future requests for expansions and new construction.

Strategy 3: Coordinate MCC expansion and parking needs with the City of Statesville. Refer to the next section, Circulation and Parking, for specific recommendations.

Strategy 4: DSDC and MCC should continue to have a representative from MCC on DSDC committee on a regular basis to help facilitate the economic opportunities the MCC community can bring to the downtown business.

Strategy 4a: Work with MCC to provide outdoor events in downtown oriented to students.

Strategy 4b: Existing retailers benefit from the activity of student and MCC employee patrons. DSDC will continue to work with existing retailers to assess customer service for these patrons.

Recommendation 3: The team understands historically how the O-1 zoning has been extended into established neighborhoods, allowed some existing residential structures to be changed to non-residential use. In order to preserve the residential character of the area, restrict the use of existing residential buildings along Green Street and the north side of E Broad Street to residential uses only. Additional intrusion of office or commercial uses is not desired for these properties. Refer to Proposed Land Use Plan (Figure 11).

Strategy 1: Modify the adopted zoning map to rezone areas presently zoned O-1 to a residential zoning district consistent with the Proposed Land Use Plan (Figure 11). This will limit additional encroachment of office uses into residential neighborhoods.

Strategy 2: City of Statesville staff should recommend denial of rezoning proposals that would allow new office or commercial uses for these properties.

Recommendation 4: Existing historic buildings within downtown should be retained and rehabilitation and adaptive reuse encouraged. Barriers to rehabilitation and adaptively reusing historic buildings should be removed so this may be a more viable option.

Strategy 1: Evaluate the current development review process through construction to determine if the process can be improved. Create relationships with the precedent cities of Salisbury and Durham to learn from their successes and failures. Appendix A-3 for more information.

Strategy 2: The City of Statesville should work with Iredell County to determine what possibilities exist for a dedicated inspector for downtown or other options. Explore possible funding options including revenue sharing (e.g., obtained using application fees) between the City and Iredell County for this specific purpose. Consider taking over the building inspection process performed by Iredell County to make it easier for owners to get renovations in downtown historic buildings permitted.

Strategy 3: Façades of existing historic buildings and storefronts within downtown are aging and in need of improvement and maintenance. Consider establishing a façade improvement program including façade grants, loans or other mechanisms as an incentive for owners to improve facades. This program may be administered by the Downtown Statesville Development Corporation. Façade improvements shall comply with the Downtown Statesville Design Guidelines (currently there is only a historic tax credit as an incentive). Publicize the grant opportunity through DSDC and the City of Statesville's websites.

Recommendation 5: Civic and institutional uses have an important presence in the City of Statesville, including downtown and the NC-115 corridor. Support existing civic and institutional uses including, but not limited to, the Iredell County Public Library, First Presbyterian Church, Broad Street United Methodist, Mitchell Community College, the American Renaissance Charter School, and the South Statesville Skills Center.

Strategy 1: In order to promote downtown as the main cultural center, DSDC should leverage and partner with civic and institutional organizations to provide programming, events and activities in downtown. These events are also beneficial for retailers. Seek to increase cultural diversity in events planning.

Strategy 2: The City should work with the South Statesville Skills Center to support opportunities for self-improvement and economic self-sufficiency for residents of South Statesville and the City of Statesville.

3.2.2 New Land Uses and Proposed Districts

New land uses are proposed as part of the plan. The following set of recommendations address proposed new land uses.

Recommendation 1: Modify the Statesville Land Development Plan (SLDP) to reflect land uses shown on the Proposed Land Use Plan (Figure 11).

Strategy 1: Revise the SLDP Future Land Use Map to be consistent with the categories on the Proposed Land Use Plan (Figure 11), or make reference to it.

Strategy 2: Increase the allowable maximum intensity of the Central Business District, Mixed Use and High Density Residential Future Land Use Plan categories in the SLDP to 40 units per acre. This level of intensity is encouraged for attached residential neighborhoods in proposed Residential and Mixed Use land use categories (MU-A, MU-B, MU-C), which may range from 8-40 units per acre. A 2002 Lincoln Institute study of multi-family neighborhoods, consisting of 2-3 story structures, yielded a similar density range. The study included older urban neighborhoods with triple-deckers and walk-ups as well as contemporary condominiums.

Recommendation 2: Modify zoning districts (including CB, CBP, H115 district, other districts in study area) to be consistent with land uses shown on the Proposed Land Use Plan (Figure 11) and further described herein.

Strategy 1: Require minimum 10' landscape easement in H115 zoning district for the exclusive purposes of landscaping or pedestrian improvements. Outdoor dining may be permitted within this easement subject to zoning requirements.

Recommendation 3: Create a set of eight districts for the study area and formalize by adopting districts and related standards set forth in the plan in ordinances and guidelines. Refer to Proposed District Map (Figure 15).

Strategy 1: Modify the adopted zoning ordinance and/or amend adopted design guidelines to achieve the following related to districts:

- Offer incentives for uses encouraged within each district. Possible options for incentives may include, but are not limited to:
 - Expedited plan review
 - Fee waivers/reductions
 - Public land leased and sold at below-market rates

- Low interest loans/revolving loan fund
- Property tax breaks
- Tax increment financing (TIF)
- Grants, including CDBG, or energy initiative funding from ARRA State Energy Program
- Recovery bonds
- Special assessment districts

Recommendation 4: Consider a public/private partnership for a potential catalyst redevelopment opportunity for mixed use (office and attached residential) west of Center St and north of Water St. The Downtown Statesville Development Corporation, working with the City of Statesville, will assist with recruitment of a redevelopment partner.

Recommendation 5: In the MU-B land use designation, support requests for rezonings and/or change of use from commercial/industrial use to office and/or residential. For example, areas along E Front Street have been developed with a pattern of strip commercial uses in a manner that undermines the vitality of the Downtown Retail District. Areas along W Front Street have existing commercial and industrial uses that are also out of character with the Downtown Retail District. These areas should transition to office and/or residential with only limited retail or service areas permitted in nodes typically found at key intersections, with a storefront character.

Strategy 1: Support rezonings and development requests to construct new attached residential buildings. Buildings are envisioned to be 2-3 stories in height.

Strategy 2: New building typology contemplated for the MU-B land use designation predominantly consists of mixed office and residential and attached residential buildings of various types. Consider standards that address form, placement and proportion of new infill and redevelopment to ensure development is complementary with established historic neighborhoods. This may include modifying the adopted Downtown Design Guidelines for new construction / additions to better reflect these new typologies.

Recommendation 6: Priorities for downtown involve the clock tower building and former Vance Hotel site. These two highly visible sites, along with other existing historic assets, serve as major anchors for downtown. Success of these sites is critical to denoting a vibrant Downtown Retail District and for the future of downtown. Given the importance of these two sites, the City of Statesville should be involved in these improvements including consideration of a public/private partnership.

Strategy 1: Future development of the clock tower building and the former Vance Hotel should include the following considerations:

- Clock Tower Building – The existing historic building façade should be retained and rehabilitation and adaptive reuse encouraged. The ground floor use shall consist of retail, service and/or a restaurant use to activate the street level. A downtown visitor center is also permissible.
- Vance Hotel – The former hotel building façade should be retained and rehabilitation and adaptive reuse encouraged. A mix of uses within the building is encouraged. Future use of the site should be determined through partnership of the City of Statesville and a developer. This may include a master planning effort that takes into consideration the Vance Hotel site, the existing vacant storefronts and “shell” building on W Front St, and adjacent city-owned properties.

Recommendation 7: Automobile-oriented businesses are not considered appropriate uses within downtown (CB, CBP) given its context. The zoning ordinance already prohibits most automobile-oriented businesses (motor vehicle repair, gas stations). Consider prohibiting other automobile-oriented businesses in proposed Mixed Use land use categories (MU-A, MU-B, MU-C) such as automotive parts retailers currently allowed in CB, CBP, H115.

Recommendation 8: Drive through uses in downtown and NC-115 (CB, CBP, H115) are to be discouraged, particularly along Broad and Center Streets. They are not consistent with the character of downtown and pedestrian-oriented design of sites/buildings. The City of Statesville should consider adopting more stringent standards for reviewing any future requests for the design of drive through uses, which could include revising the zoning ordinance to incorporate these standards. Some considerations include: exits onto a side street, adequate stacking, filters through a parking deck/lot, cannot offer service exclusive to drive through (e.g., bank tellers separated for walkup and drive through).

Recommendation 9: In order to promote a visible and unique dining experience in downtown, new businesses within Restaurant Row are encouraged to provide public outdoor seating areas, as well as all Mixed Use land use categories (MU-A, MU-B, MU-C).

Recommendation 10: Within the Arts and Entertainment District, DSDC, working with the Iredell Arts Council and local artists, will recruit a range of possible tenants to catalyze this district and build momentum. Examples of possible catalyst uses include live music venues, restaurants and pubs. A neighborhood theatre is another possibility.

Recommendation 11: The Historic Depot is a strategic site, owned by NCDOT, with long term potential for a passenger rail stop in Statesville. Consider adaptive reuse of the Historic Depot for office or municipal uses in the near term. Explore whether some higher use (24 hr use, open to public) can be provided. In the long

term, provide for enhanced pedestrian connections between the Historic Depot and the Arts and Entertainment District via the underpass (NC-115) and/or a pedestrian bridge across the railroad north to the node at the terminus of Center St. Any new development proposals on this site should take into consideration a long term master plan for this site contemplating a passenger rail stop, plaza and related facilities.

Recommendation 12: The Housing Authority has several different programs ongoing to revitalize the area along NC-115 comprised by the South District. One of the goals is increasing the availability of owner occupied housing in the immediate area and rehabilitation of existing housing stock. The City of Statesville should work with the Housing Authority as they seek to provide affordable, quality housing for low to moderate income persons and improve their quality of life. Further define “quality” for how proposed housing will be developed (lot sizes, site design and building product) so that new or rehab housing has a standard similar to quality market rate housing. For example, small lots with new detached (or attached) single family residential product can be properly designed to use land more efficiently and have elements of timeless architecture (i.e., vertical proportion, porch/first floor elevation above ground level, front porches min 8’ in depth, exterior walls with wood clapboard/brick over masonry, shallow front yard setback, windows, roof design, garage at rear of lot with alley access). When combined, this quality should encourage pride in ownership.

The City should also work closely with other groups such as Habitat for Humanity in a similar manner.

Recommendation 13: Coordinate any new public infrastructure improvements with the plan for realigning Amity Hill Rd and Whites Mill Rd and other desired improvements associated with the redevelopment plan for the intersection of Amity Hill Rd and NC-115.

Recommendation 14: The City of Statesville should consider acquiring the site designated on the redevelopment plan for a new municipal services node. Municipal facilities including Fire and Police would establish a desired presence in this area, promote public safety and serve as a catalyst for the large scale redevelopment (mixed use including retail, office, attached residential) at the intersection of Amity Hill Rd and NC-115.

Recommendation 15: Consider adopting standards that address design and building materials, including new attached residential buildings, in the NC-115 corridor. This might be addressed as part of a future effort to prepare residential design guidelines that are intended to protect the character of established traditional neighborhoods of the City of Statesville and provide general appearance review standards. Standards may be applied to renovation/additions and new residential construction, for example through a zoning overlay district.

3.3 Circulation and Parking

Recommendation 1: Illustrations of street cross-sections for downtown streets have been developed and are included in the body of the report. These new cross-sections use techniques such as road diets and lane narrowing (11' lanes will suffice in most instances) to create space for trees, additional sidewalk width and bike lanes. The following text summarizes the changes recommended:

Center Street (Between Broad and Bell)

- Reduce travel lanes on street from 2 each direction to 1 each direction
- Keep left turn lanes at cross street intersections
- Moving lanes and turn lanes should be 11' wide
- Each block should have parallel parking on both sides (7.5' wide)
- Intersection bulbouts should be provided at: Bell, Sharpe, Front, Court and Broad

Center Street (Between Stockton and Broad) – Commercial Main Street

- Create consistent cross section with 1 moving lane in each direction
- Keep left turn lanes at cross street intersections
- Moving lanes and turn lanes should be 11' wide
- Each block should have parallel parking on both sides (7.5' wide)
- Intersection bulbouts should be provided at: the midpoint location between Broad and Water (site of current crosswalk), Water, the midpoint location between Water and Stockton, Stockton

Broad Street (Between Kelly and Tradd) *involves north side curb relocation*

- Keep 1 travel lane in each direction
- Add left turn lanes at Meeting
- Moving lanes and turn lanes should be 11' wide
- Include a 12' raised grassed median in the center
- Convert angle parking to parallel parking on both sides (7.5' wide). At the time of construction of this project, the City should consider implementation of a downtown parking management and pricing strategy.
- The section between Center and Tradd should be constructed in a later phase in conjunction with redevelopment that consolidates or eliminates existing driveways
- Intersection bulbouts should be provided at: Meeting, Center, Cooper and Tradd

Meeting Street (Between Broad and Front)

- Intersection bulbouts should be provided at: Broad, Court and Front

Front Street (Between Mulberry and Salisbury)

- Reduce travel lanes on street from 2 each direction to 1 each direction
- Keep left turn lanes at cross street intersections

- Moving lanes should be 11' wide
- Use additional space to add on-street bike lanes (5' each)
- East of Tradd, stripe bike lanes at outside edges of existing wide lanes

Route 115 (Between Raleigh and Garner Bagnal)

- Plan for 2 travel lanes in each direction
- Create a 12' center median from which left turn lanes at intersections can be cut
- Moving lanes should be 11' wide
- Each block should have parallel parking on both sides (8' wide)

Route 115 (Between Garner Bagnal and Bell)

- Create consistent cross section with 1 moving lane in each direction
- Keep left turn lanes at cross street intersections
- Moving lanes and turn lanes should be 11' wide

Court Street (Between Meeting and Center)

- Remove south side parallel parking (this change should be verified through a targeted stakeholder work process including business and property owners on the street)
- Moving lanes should be one lane each way, 9' wide (this clear distance will require concurrence from emergency services)
- On street parking on the north side should be 7'

Several strategies will be key to implementation of these recommendations:

Strategy 1: Work with NCDOT on roads designated as state routes. The City will need to clarify its role in implementation, including the road diet approach on Center Street.

Strategy 2: In addition to the bicycle lanes that are shown on the proposed street cross sections, the City of Statesville should pursue the implementation of bicycle infrastructure to and from community nodes, including: multi-use trails and off-street bicycle paths, bicycle lanes, and safe routes that share traffic with cars

Strategy 3: The City should consider requiring that new developments in activity centers provide appropriate bicycle amenities. This may include revising current zoning standards to include more specific bicycle parking requirements.

Recommendation 2: Trucks driving through downtown, particularly on Center Street has been a source of frustration. We recommend the City begin with a multi-pronged approach to changing behavior:

Strategy 1: Meet with NCDOT to assure that truck route designation is clearly on Garner-Bagnal, I-40 and I-77. These three roads can conveniently serve all of the City's industrial sites.

Strategy 2: Meet with the operators of all of the surrounding businesses that generate truck traffic to solicit their cooperation in efforts. Perhaps consider developing a flyer with a map for distribution to drivers.

Strategy 3: Work with NCDOT to narrow lanes and neck down intersections on Center Street. While the primary purpose of these projects is to improve the pedestrian environment, they will have the side benefit of making Center Street less attractive to trucks.

Strategy 4: Develop and implement a signage program for major decision points that clearly orient truck traffic to the designated route(s) rather than Center Street.

Strategy 5: Ramp up enforcement for periods of time to help communicate the message that cut through truck trips are unacceptable.

This package of steps are either already likely to be in progress or involve very low capital investment. If that package of approaches proves unworkable or still does not achieve the desired changes, removal or relocation of state route designation for Center Street remains an option.

Recommendation 3: Proper on-street enforcement (and, at some point in the future, pricing) creates some availability to attract people to downtown in the first place. It is important, though, if someone cannot quickly find an on street space, to have a reliable, well signed, convenient off-street location for parking the user can go to as a backup. There are currently some surface parking lots that could partially serve this function, but consideration of a parking deck to serve this role is recommended. However, any off-street parking should be consistent with downtown's urban design goals.

If a parking structure is considered, a few basic parameters should be fundamental:

- Spaces should be within a 1 to 2 minute walk of any properties that are expected to benefit from their presence.
- The selected location should be one that provides relief to blocks whose current leasing is suffering due to parking shortages
- The selected location should stimulate new development or redevelopment on adjacent block(s)
- At the time of construction of the first parking structure, the City should consider implementation of a downtown parking management and pricing strategy. The structure should be priced and managed as a part of a comprehensive system with the surrounding on-street and surface spaces.

The first three points above relate to proximity to sites that will benefit from parking added to downtown. An analysis of several downtown sites was undertaken to help guide these location decisions. Two were considered potential options:

- The next location considered is the northeast corner of Front and Meeting Street. A larger parking structure (over 400 spaces) could fit on the site considered. This location would require the demolition of the current abandoned buildings on this corner and would also occupy the land currently serving as surface parking for the Vance Hotel building. As such, a contractual arrangement with that building owner to replace and enhance the parking taken would have to be worked out.

This site has several advantages. The high number of spaces would be able to relieve needs for existing buildings in the southwest quadrant of downtown. This site is also surrounded by numerous development/ redevelopment opportunities. It would allow for consideration of expansion of the Civic Center or even joint development (a hotel, for example) on the site of the Civic Center's current surface parking.

- The other location considered was the current location of a surface parking lot along Water Street and Pecan Park. While displacing a downtown greenspace is a significant policy decision which would require significant public debate, the current park is poorly situated in the middle of asphalt parking lots and the greenspace could be replaced in a better location in conjunction with this project. It should also be noted that the location advantages of this site for parking are significant.

A structure on this location would be small (225 spaces), but would serve the existing buildings in the northeast quadrant of downtown. It could also serve to potentially stimulate positive redevelopment in conjunction with the County-owned property on the north side of water street.

Recommendation 4: Currently, parking in downtown is free and virtually unconstrained regardless of its location or desirability. This creates shortages in some areas, wide empty (and fast) streets in other areas and general frustration for many users. The City should develop a management program, phased in over time, consisting of a combination of fully enforced time restrictions and pricing of public parking to help influence user behavior. As downtown begins to redevelop, the City should develop policies to replace surface parking with structured parking in a systematic way in partnership with private development. At some point tools such as assessing whether surface parking can be taxed at higher

rates, in line with other retail uses, might be a way to encourage development on the sites of surface lots.

The City's parking management strategy should have some core goals:

- Insure that parking is convenient for priority uses (deliveries, customers and short errands)
- Increase enforcement of regulations, particularly during busy periods
- Reduce on-street time limits where needed to increase turnover.
- Encourage businesses to share parking.
- Develop special regulations for disabled access, delivery and loading areas, etc.
- Implement a residential parking permit program if needed to address spillover problems.
- Develop signs and maps showing motorists where they may park.
- Have an overflow parking plan for occasional special events that attract large crowds.

Over time as demand downtown rises, the City should plan and develop a pricing strategy with the following considerations:

- Adjust rates as needed to maintain optional utilization (i.e., 85% peak occupancy).
- Structure rates to favor short-term uses in core areas and longer-term parkers to shift to other locations.
- Provide special rates to serve appropriate uses, such as for evening and weekend events.

3.4 Urban Design and Streetscape

3.4.1 General Streetscape Recommendations

Recommendation 1: Encourage efforts to place all public and private utility services underground or behind buildings.

Strategy 1: Require all new public and private utilities be placed underground or relocated away from the street frontage when they are changed or when new construction occurs.

Strategy 2: Establish a "utility zone" for the underground location of utilities.

Strategy 3: Install extra ductwork for future utility infrastructure improvements.

Strategy 4: Select a signal pole to be used at all intersections and begin upgrading the existing mast arms. Coordinate with NCDOT on State-owned or maintained roadways.

Recommendation 2: Study and plan for infrastructure improvements during the design process of transportation and streetscape improvements to ensure capacity for future growth and continued functionality (water, sewer, power, telephone).

Recommendation 3: Adopt an official street tree for each primary and secondary retail street and NC-115 that supports the adjacent land use and provides needed shade for a comfortable experience. The placing and spacing of the street trees should recognize the horticultural requirements of the species with the goal of a tree canopy that last at least 30 years, if not the expected life cycle for the urban tree.

Strategy 1: Follow recommendations for proposed street trees species laid out in this report per street where applicable. Changes are allowed prior to the initiation of the actual improvements as long as the change is approved by staff and meets the considerations outlined.

Strategy 2: Place trees per the street cross-section recommendations. Limit use of tree planters and grates to enhance the life span of urban trees.

Strategy 3: Prepare an urban street tree maintenance program to be followed by the Recreation and Parks department.

Strategy 4: Street tree selection- The following criteria have been used and should guide future selection of street trees in Statesville:

- Trees that are adapted to the Statesville area.
- Trees that do not have a history of brittleness or anchorage problems.
- Trees that are not known to have serious pest, disease, or fruiting problems.
- Trees that will not require a high level of maintenance.
- Trees with root systems that are not overly aggressive.
- High branching pattern and open canopy- generally 13' or higher- so that trees do not obstruct commercial signage and storefront windows or conflict with truck traffic.

Strategy 5: Semi-uniform planting patterns- Throughout the project area the street canopy should reflect a diverse trees species selection while create uniformity along the individual street. It is recommended that each street be assigned its unique tree species.

Strategy 6: Street Tree Siting

Trees should be located per the street cross-sections included in this report.

- 35'to 40' on center unless obstacles exist.

- Trees should be kept out of clear vision zones at intersections and driveways.
- Irrigation should be provided, by the developer where applicable.
- Keep trees 5' from business signs and 6' from sewer lines and fire hydrants when possible.

Recommendation 4: Streetscape Amenities- Statesville downtown streets have seen efforts to create a more pedestrian friendly environment over the years. To continue with this effort streetscape standards should be adopted to provide a unified continuity through out Statesville's streetscape. The following are suggestions to build off of as developing those standards.

Strategy 1: Benches-

- Adopt a standard bench for the downtown area. See appendix for recommended bench style.
- Benches should be located beside the building facing street when walkway is narrow.
- See appendix for guidelines for placing benches and other types of seating along Center Street, Broad Street and the Square.

Strategy 2: Trash receptacles-

- Should be located regularly at intersections, near major buildings entrances, and adjacent to outdoor seating areas, and at least every 200' along the primary streets, and every 400' along the secondary streets.
- Each receptacle should accommodate recycling, prevent wind and rain from entering the container, facilitate side access to the liner, and have the option of being anchored to the pavement.
- Adopt a standard trash receptacle. See appendix for recommended trash receptacle style.

Strategy 3: Street and pedestrian zone lighting-

- Adopt a single consistent style and size of fixture that is pedestrian scale light to be used through out the downtown and the connecting corridors. Highway style lighting with cobra heads should be eliminated from the downtown. See appendix for recommended pole and fixture.
- Use decorative fixtures for both street lighting and streetscape lighting. Light distribution can be controlled with the outer optics. Use Type 3 distribution to provide higher light level on street than in pedestrian zone. Ensure uniform light levels with no glare.
- Use borosilicate glass with prisms to control distribution and prevent yellowing and fading of light distribution. Polycarbonate should not be used.
- Use Pulse Start Metal Halide light to provide white light.

- 12'-16' mounting height will be determined during the design phase to achieve the desired footcandles for the road and per recommended luminaire spacing.
- Include banner arm as an option with a clearance of 8-1/2' to accommodate bicyclist.
- Higher levels of lighting to be provided in areas where there is the potential for conflicts between pedestrians and vehicles.
- Poles should be selected that are aluminum with a highly durable powder coat black finish and maximum pole strength. See appendix for recommended pole.
- Maintenance- fixture selection should be maintenance friendly, with easy access to lamp and ballast and quick disconnects for wiring. Fixture should have a twist lock photocontrol for ease of access.
- Siting- along Broad Street and Center Street the luminaires should be placed 40' on center in between the street trees on both sides of the street for aesthetic reasons. Adjust light levels with the optics to achieve the desired footcandles, rather than changing the luminaire spacing. Luminaires can be placed closer together at intersections to provide a higher light level and for aesthetic reasons. Secondary streets it is appropriate to space the luminaires further apart and provide in alternating patterns on both sides of the street to achieve the desired footcandles.
- Recommended footcandles (use uniform lighting levels):
 - Primary retail street: 12 Lux (lx) / 1.2 Footcandles (fc)
 - Primary retail pedestrian zone: 5-8 lx/.5-.8 fc
 - Primary retail street intersection: 17 lx/1.7 fc
 - Primary retail pedestrian zone at intersection: 10lx/ 1 fc
 - Secondary retail street: 13 lx/ 1.3 fc
 - Secondary retail pedestrian zone: 5 lx/.5 fc

Strategy 4: Moveable tables and chairs- restaurant establishments can choose their own style. Public moveable table and chairs should be standardized.

Strategy 5: Stationary tables and chairs- Should be standardized throughout the downtown corridor, in the streetscape as well as in the urban plazas.

Strategy 6: Water features in the streetscape and public plazas and parks are highly encouraged. It is preferable that they are approachable and child friendly, while meeting all necessary regulatory codes.

Strategy 7: Public Art is encouraged throughout the study area to help activate and provide interest for the pedestrian. Murals, sidewalk

enhancements, sculptures are all examples of art that should be used to celebrate the character and diversity of Statesville. Art that is approachable and interactive helps to activate the streetscape and public plazas more so than art displayed on a pedestal or gallery-like.

- Public art should be placed near street corners and in plazas.
- Local artists and themes should be encouraged to emphasize Statesville's unique character and history.

Strategy 8: Decorative Paving

- Decorative paving materials, patterns, textures and colors should be used to highlight important pedestrian zones, such as gateways, the Square, main retail streets, and important street intersections. Clay pavers are preferred.
- Adopt a standard paver, paver color and pattern to be used throughout the downtown and along its entry corridors. See appendix for recommended patterns for the primary retail streets and the Square. Clay pavers are preferred.
- All surfaces should be accessible and slip resistant.
- Paving in street crosswalks should be approved by the appropriate DOT having jurisdiction. Stamped and painted asphalt is the recommended alternative to pavers in street crosswalks.

Strategy 9: Alleyway Paving- Pave all city-maintained alleyways with a standard cobblestone pattern to celebrate Statesville's historic roots, provide additional pedestrian interest and visual appeal. Clay pavers are preferred.

Strategy 10: Curbing Strategy- Preserve and match existing granite curbing in the downtown area where appropriate.

Strategy 11: Crosswalks- Per the Transportation recommendations narrow the crossing width at crosswalks by utilizing curb bulbouts and eliminating parking in these areas. Crosswalks should be consistently and clearly marked based on approved NCDOT standard.

Strategy 12: Planting strip- no grass on Center Street, all other streets can use grass in the planting strip. See street cross-sections for proposed widths.

Strategy 13: Planters and Pots- Use planters in designated areas and encourage their use in front of retail establishments throughout downtown to provide seasonal color.

Strategy 14: Accent planting (Planting in landscape beds, seasonal color plantings and planters) should either be provided with irrigation or be drought tolerant.

Strategy 15: Incorporate recommended branding efforts into streetscape elements

Strategy 16: Create outdoor public dining places. See appendix for siting guidelines along Center, Broad Street and the Square.

Strategy 17: Create outdoor private dining places- see appendix for siting suggestions along Center and Broad Streets.

Recommendation 5: Promote effective business storefront signage, graphics and window displays.

Strategy 1: Create a business signage program for businesses to have easy access to signage design standards and manufacturers.

Strategy 2: Investigate any regulations that would prohibit appropriate outdoor displays and temporary signs.

Recommendation 6: Promote a diverse and active street life anchored on Broad and Center Streets.

Strategy 1: Investigate any regulations that would prohibit vendor carts placed in appropriate destinations on these streets.

Strategy 2: Identify locations for newspaper boxes to be located.

Strategy 3: Allow for outdoor entertainment with limits to locations and hours.

Strategy 4: Provide a variety of standardized public street furniture along Broad and Center Street.

Strategy 5: Encourage and incentivize business owners to provide and maintain planter displays and seating in the store front zone.

Recommendation 7: Streetscape Maintenance-As well as more costly and time consuming infrastructure improvement projects, there are several maintenance projects that should be undertaken on an annual basis to improve the appearance of the downtown and NC-115 corridor through the Public Works Department.

Strategy 1: Clean existing sidewalks.

Strategy 2: Repair broken sidewalks and driveway cuts where possible.

Strategy 3: Mowing of public right-of-way.

Recommendation 8: Zoning Compliance

Strategy 1: Require property owners bring their properties into code to clean up the visual clutter. This mainly refers to vehicle storage, screening of parking, utilities, dumpsters and inappropriate outdoor displays (i.e., storage items such as wheels and tires on NC-115).

Strategy 2: Require property owners to repair broken windows, and maintain vacant buildings, etc.

3.4.2 Key Landmarks and Gateways

Recommendation 1: Improve the visual quality of all the major corridors into Downtown Statesville.

Strategy 1: Support efforts to improve the NC-115 corridor by adopting the recommendations in this report as well as previous efforts outlined in the CBD & NC-115 Corridor Plan prepared in 2007.

Strategy 2: Begin transportation improvements, streetscape design and planning for the following the corridors throughout the plan, which complement the guidelines laid out in this report.

Recommendation 2: The intersection of Broad and Center should be recognized as the “center” of Statesville. Currently the sense of place is lacking due to insufficient space to develop a formal plaza, and instead just appears as an intersection. Provide significant enhancements that separate this intersection from others.

Strategy 1: Work with NCDOT for paver options in the pedestrian cross walk as well as any other improvements to this intersection.

Strategy 2: As stated in the transportation recommendations, narrow the roadway at the intersection by eliminating on street parking at least 50’ from all corners.

Strategy 3: Install decorative pavers at entire sidewalk intersection from 50’ on all four corners.

Strategy 4: Following the land use recommendations upgrade clocktower building to enhance its presence as a visual icon.

Strategy 5: Provide other visual amenities to create a plaza feeling and gathering place, like public art, lighting, vendor carts and a Statesville information kiosk.

Strategy 6: Work with NCDOT and follow their guidelines to gain their support of any improvements in this intersection.

Recommendation 3: Create a more pedestrian oriented streetscape along the NC-115 between Garner Bagnal and Bell Street.

Strategy 1: Use the existing railroad bridge to celebrate the entrance into downtown by applying façade improvements to the structure, using brick pavers in the bridge location, and providing more lighting along the walk. Coordinate with NCDOT and rail to gain support for all improvements.

Strategy 2: Work with NCDOT to gain a pedestrian and bike friendly crossing with the Garner Bagnal widening.

Strategy 3: Use the NCDOT right of way for public art, gateway monumentation.

Strategy 4: Per land use recommendations promote pedestrian-oriented interest through building orientation and architecturally embrace the sidewalk.

Recommendation 4: Create a strong visual and physical link across the rail line to connect the downtown and the historic train station along South Center Street to build off of the energy created in the proposed Entertainment District.

Strategy 1: Provide wide sidewalks (6-8') with a planting strip and shade trees on both sides of South Center Street.

Strategy 2: Study the options for creating a pedestrian bridge over the railroad tracks extending South Center Street to the train station redevelopment area that terminates with a grand pedestrian plaza.

Strategy 3: As part of the Proposed Western North Carolina Passenger Rail Service between Salisbury and Asheville, and to promote the important tourism industry this could bring to Statesville, study the feasibility of trolley service to transport people from the historic train depot into the downtown core.

3.4.3 Statesville's Key Streetscape Improvements

Proposed street cross-sections are included in the report. Below are text descriptions regarding the key recommendations for streetscape improvements.

Recommendation 1: Center Street Corridor (between Broad and Bell)
Center Street, defined as the area from Broad Street north to Bell Street, serves as Statesville main retail street.

Strategy 1: Follow proposed street cross-section in the transportation recommendations as well as the following streetscape guidelines –

- Street tree- Saw Tooth Oak (*Quercus acutissima*), planted in proposed planting bed areas.
- Place trees 40' on center with consideration for all sight triangles and with minimizing blockage to signs as much as necessary.
- Bench locations – adjacent to building facing street and between street trees
- Outdoor dining accommodated adjacent to buildings in locations without planters, separate with proposed fencing or planters
- Improve existing planting areas- replant from provided plant list
- Sidewalk surface- with concrete walks with clay brick accents
- Upgrade electrical power for tree lights and events
- Provide public sitting in key locations identified in configuration identified (facing each other)
- Create bulb-outs for public outdoor seating
- Driveway access from the rear- limit driveway cuts
- Bury overhead utility lines underground or move to back of buildings
- Provide water fountains for public display at key locations

Recommendation 2: Broad Street from Kelley to Tradd Street- Implement changes to the existing street cross-section that celebrates the presence of this historic college and its surrounding architecture. One of the most dramatic improvements to the downtown streetscape could be made to transform the appearance of Broad Street to provide a more appropriate frame for MCC and the significant architectural buildings along the street. Although parking is critical in this area, it should not dominate the appearance of one of Statesville's most significant streets. A wide grassed median in its center would greatly enhance the environment of this particular street, and would appropriately relate to its character on the east side of Center.

Strategy 1: Provide a median in the center with open lawn as the landscape element. Open lawn will keep the view to the college at the terminus open and present. The median in the center is appropriate on Broad Street as a continuation of the college campus experience and repeats Broad Street's pattern established on the east side of Center Street. The median should be designed to support festivals and programs in this area when the road is closed. This may include viewing post-festival lawn repair is a sign of a successful event and built into the event cost.

Strategy 2: Work with MCC to open up their entrance with a redesign that celebrates the location of the college's main building as the terminus of Broad Street.

Strategy 3: Follow proposed street cross-section in the transportation recommendations as well as the following streetscape guidelines -

- Street tree- repeat East Broad Street large maturing street tree, or *Ulmus parvifolia*, Chinese Elm.
- Place trees 40' on center with consideration for all sight triangles and with minimizing blockage to signs as much as necessary.
- North side improvements:
 - 6' grass planting strip, tree in center
 - 8' clear walk zone on north side
 - Approx. 20' restaurant zone
 - Benches located on pads in planted strip zone
- South side improvements:
 - Maintain existing curb location
 - 6' planting strip (grass and large maturing tree)
 - 6' walk zone
 - 5' store front zone
 - Benches located in store front zone
- Lawn is the only ground cover allowed. Street trees in planting strip only, not in raised median. Grass only in raised planted median.
- Surface with concrete and brick accents as shown
- Upgrade electrical power for tree lights and events
- Separate outdoor dining with standard fencing
- Awnings allowed
- Driveway access from the rear- limit driveway cuts
- Bury overhead utility lines underground or move to back of buildings

Recommendation 3: NC-115 Corridor- Eliminate visual clutter along the NC-115 corridor by accommodating parking, utilities, dumpsters, and other required amenities in a manner less visible to the public.

Strategy 1: Do not allow new surface parking to be built at the corner of lots.

Strategy 2: Require screening or landscape buffering for parking.

Strategy 3: Allow architecturally compatible brick screen walls to be built within the setback.

Strategy 4: Require screening with solid gates for dumpsters and utility enclosures. When possible these should be congruous to the building side.

Strategy 5: Follow the proposed street cross-section developed in the transportation recommendations.

- 5-8' planting strip
- 5'-6' sidewalk
- Building up the ROW, 10-20 landscaped setback in other areas.
- Parking in back or side
- Limitation on driveway widths and number of driveways per property

3.5 Statesville Character, Cultural and Historic Resources

Recommendation 1: Embrace Statesville’s unique and rich history through the repetition of existing historic patterns and materials.

Strategy 1: Incorporate elements from Statesville’s Settlers cemetery throughout the downtown streetscape. Provide a pattern and material palate based off of these historic forms that would better ground the downtown with its history. Make the history more accessible by bringing it out onto the street.

Strategy 2: Tell Statesville’s unique history story in the public open spaces and streetscape. Coordination with a recommended Branding Strategy should explore Statesville’s historic themes and traditions: the history of herbs in Statesville, historic beginnings as the “Congregation,” and the legend of Tom Dooley, to name a few examples.

Recommendation 2: Promote Statesville as a tourist destination.

Strategy 1: Coordinate with the recommended branding efforts

Strategy 2: Promote the development of a hotel and bed and breakfasts in the downtown. Encourage the redevelopment of the Vance Hotel to incorporate hotel accommodations.

Strategy 3: Coordinate and assign a Statesville representative to work with the Western North Carolina Rail Corridor Committee to help promote for the return of the Western North Carolina Passenger Rail Service.

Strategy 4: As Statesville’s historic train station develops to the proposed multimodal center, provide trolley service to connect visitors to downtown. Continue to work with the federal Station Enhancement Program to ensure readiness for the western North Carolina route.

3.6 Natural Features, Open Space, Parks and Recreation

Recommendation 1: Create a large loop trail per the schematic plans shown to provide a continuous biking and walking trail around the downtown area.

Strategy 1: Revise Statesville proposed greenway master plan to include the additional greenway amenities shown in the Master Plan.

Strategy 2: Coordinate with the appropriate DOT where shared access occurs.

Strategy 3: Easements through private property, the railroad and NCDOT right-of-way issues will need to be coordinated and will require cooperation to accomplish this significant extension of Statesville's greenway system.

Recommendation 2: Increase the public open space in the downtown area and NC-115 corridor to provide for more family centered attractions, and provide for public outdoor seating options.

Strategy 1: Enter into an agreement with the church to allow public use of their open lawn area.

Strategy 2: Enter into a similar agreement with the college to allow public access to their open lawn area into Broad Street.

Strategy 3: Open up Pecan Park to both Center Street and East Water Street when a structured parking deck is built. If it is determined that the parking deck is better suited for this location, the existing parking along Center Street should be reconfigured into a public park. This would provide for much better access, visibility and connectivity. The existing Pecan trees would be lost, but with the benefit of providing more useful and connected park space in the downtown area.

Strategy 4: Enhance the visual awareness of Settlers cemetery as part of the open space system in Statesville. Settlers Cemetery is the backbone of Statesville history. Its unique and culturally significant character and materials could be woven into the fabric of the downtown. Materials used in the cemetery – stone walls and wrought iron fencing should be elements which are common to, and repeated along the Statesville Parks and Open space system, and incorporated in key gateways and entry's to better tie Statesville rich cultural history and patterns back into the current city life to help tell the story of Statesville. The cemetery should also be accessible for the general public to tour and walk to look at the mature trees and tomb stones. The current ghost tours held in the cemetery should be continued and supported to grow.

Strategy 5: The property south on Center Street should be redeveloped in a public park that serves as a neighborhood park. This property would also be part of the greenway system, and provide the opportunity to enhance the stream and its floodplain into a natural amenity. Due to topographic

conditions, this park should only be developed as a passive open space with walks, gardens, with outdoor resting and sitting areas. It is not conducive for active recreation such as fields.

Recommendation 3: Create a linear park between the east side of NC-115 corridor and the railroad right of way.

Strategy 1: Incorporate multi-use trail in the space to be used as the street sidewalk, greenway connection and for bicycles.

Strategy 2: Because this park will not be adjacent to development on its east side, and therefore have less “eyes on the park” the perception of one’s safety is paramount to successfully activate it. Incorporate Crime Prevention through Environmental Design (CPTED) strategies to decrease user’s perceived risks in using this park.

Strategy 3: Explore opportunities to incorporate water quality measures in the park as the west side of the street redevelops.

Recommendation 4: Create a comprehensive vision for bike and ped connections to key destinations and open spaces within Statesville and the surrounding region.

Strategy 1: The City should create a Comprehensive Bicycle and Pedestrian Plan in coordination with Iredell County and adjacent municipalities.

Strategy 2: Coordinate with the Carolina Thread Trail in the Master Planning process for Iredell County to connect Statesville’s Loop trail to the Carolina Thread Trail. Promote downtown Statesville as a destination on the Carolina Thread Trail.

Strategy 3: Preserve existing at grade crossings of railroads and streets. Future requests for closures should be heavily discouraged unless no other options exist.

3.7 Budgeting (Reserved)

Terminology

Charrette – multiple day collaborative design and planning workshop held on-site and inclusive of all affected stakeholders.

District - areas that emphasize a special or unique purpose within Statesville. Typically, each has a unique character. Districts can represent previously established areas that are built upon or strengthened. Also, they represent a future condition that Statesville strives to achieve.

Node - important destinations or focus areas of activity within districts.

Best Management Practices (BMP's) - The acronym is used to describe many forms of treating and limiting pollutants and other damaging effects of storm water runoff. Some examples of BMP's would be bioretention, sand filters, storm water wetlands, wetponds, grassed swales, rooftop runoff management, etc.