The Strategies of the Concord Parkway (US 29) / Warren C. Coleman (US 601) Small Area Plan Continued:

Land Use

1. The plan provides a mixture of uses for the purpose of providing a vibrant 24-hour environment that is safe for all users. Mixed both horizontally and vertically within multi-use buildings, uses in the plan include office, retail, civic/community, open space, and a variety of residential types including; single family, townhomes, apartments and condominiums.
2. The plan provides a connected system of streets, which improves access, by providing multiple routes between destinations. The intent is to provide a system of interconnected roadways that distributes traffic evenly.
3. The plan provides complimentary land uses by providing uses in appropriate locations throughout. Lower density single family residential is located in the Mill Village and along Rock Hill Church Road to compliment and support existing neighborhoods. Higher density residential is located adjacent to and within the mixed-use retail village center. Office uses are located adjacent to the major thoroughfares, which support a regional employment base in the area and serve to buffer and act as a transition between higher density residential and lower density single family residential.
4. Based on the market data the development of the plan creates a more balanced tax base by promoting the development of office parks, businesses, retail centers, and industrial parks as well as residential.

Open Space

1. The development of any area should promote a sense of community through the design and construction of a variety of parks, plazas and open spaces. These areas should be designed for safety, comfort, beauty and social gatherings and should become places of community activity, as well as neighborhood identity.
2. Both active and passive areas should be designed to engage citizens and offer different programmatic uses. Neighborhood squares, parks, playgrounds and green space are for the use, benefit, and enjoyment of the entire community. These are places where citizens can gather for celebrations, picnics, socializing, and where individuals can find solitude. These spaces become the defining places where the community comes to know one another through interaction.

Open Space Criteria

1. Require the construction of open space or other public amenities with any new development.
2. Promote the construction of a variety of parks, plazas, and open space for both active and passive recreation that range in size from an intimate scale to regional open space. Such open spaces should include, outdoor cafes, plazas, gardens, smaller parks, a civic or community open space and regional parks and trail system which will create a diverse and extensive open space network.
3. Promote the construction of plazas and smaller parks for outdoor cafes and gathering places during the development of new buildings.
4. Promote the connectivity of the different open spaces through improved streetscape, sidewalks and lighting.
5. Promote buildings with active uses such as retail shops and restaurants adjacent to public open spaces to promote a pedestrian friendly environment.
6. Promote the construction of a regional trail system along the existing streams and creeks as a requirement for new developments.

Building Architecture

1. Appropriate building heights for the different zoning classifications in the area should promote a sense of place and provide for a pedestrian scale in the redeveloped areas.
   a. Building setbacks are encouraged on the upper floors to accommodate balconies and allow for natural light to reach the street level.
   b. Non single family residential buildings should be a minimum of two stories or have roof pitches equal to or greater than 8/12.
2. Mixed and Single Use buildings should use high quality materials that project a perception of warmth, permanence and quality.
   a. Brick, hardy plank or stone should be the primary building materials and should be similar in color, texture with other historic buildings in the City of Concord.
   b. Pre-cast, concrete and hardy board plank should be considered to accent building entrances, window and door trims, and balconies.
   c. For structures 3 stories or less, roofs should be pitched with slopes greater than 3:1. Roofing material shall complement the building architecture.
   d. The use of vinyl is discouraged.
3. Mixed-Use buildings should be set back a minimum of 20 feet from the back of curb except to provide recessed storefront entrances, special corner features, or usable open space for outdoor dining.
4. Mixed Use and Single-Use Buildings should have a rhythmic façade composition with a defined base, middle and top with an articulation and detailing where the roof meets the wall including cornices, eaves, moldings, and varied roof types and shapes.
5. The main entrance(s) to all buildings should face the primary interior streets with secondary entrance(s) as necessary from off-street parking areas.
6. Mixed Use buildings should have a continuous facade along sidewalks with no blank walls and should maintain a typical rhythm from 25 to 50 foot wide storefronts on the ground level.
7. Mixed Use and Single Use buildings located on corners should be more substantial and ornate than mid-block buildings and should feature elements such as clock towers, roof flags, turrets, and other landmark elements.
8. All roof equipment should be screened from public view. Service areas should be separate and screened from public areas by the use of walls and/or landscaping.
9. Architecture for single family and townhouses should add to the pedestrian experience by complimenting the surrounding style, height and materials of existing neighborhoods.
10. Residential architecture should meet the street and encourage social interaction through the design of usable front porches with a minimum depth of 6 feet.
11. Promote the design of finish floor elevations a minimum of 24 inches above the street level.

Small Area Plan

STRATEGIES

To achieve the strategies for this area, the plan provides a set of guidelines for the community and civic leaders to use as a tool to ensure high quality development that meets the overall goals of its citizens. Through this public process the following guidelines for development have been created for civic leaders to use when considering future development opportunities. The Small Area Plan represents an activity center identified in the City of Concord Land Use Plan as a mixed use district, which is meant to accommodate higher densities, focus growth into defined geographic areas, maximize infrastructure and avoid sprawl. Mixed Use areas have a different character from surrounding areas due to their location, proximity to transportation routes, and higher intensity land uses. This plan illustrates how development can incorporate a broad range of uses in an organized manner that has many benefits. The following describes the plan components and their importance.

The Strategies of the Concord Parkway (US 29) / Warren C. Coleman (US 601) Small Area Plan:

The City of Concord established the following strategies for the Concord Parkway (US 29) / Warren C. Coleman (US 601) Small Area Plan:

Transportation and Traffic Congestion Improvements

The plan establishes a development pattern that relieves congestion by providing an improved thoroughfare plan with multiple new roadway connections. The plan provides for a series of transportation and traffic improvements designed to:

1. Reduce travel time both in and through the area,
2. Provide alternative routes by creating new connections through the area,
3. Improve vehicular and pedestrian safety by cleaning up and eliminating unnecessary and dangerous intersections and lights, and
4. Create compact pedestrian friendly redevelopment opportunities internal to the major roadway systems.

Transportation Criteria

1. Conduct an alternative alignment study for the Concord Parkway US29 / Warren C. Coleman US601 By-pass.
2. Realign Cabarrus Avenue at US29 by-pass and remove the light at Union Cemetery Road intersection
   a. Change signalization at the reconfigured Cabarrus Avenue and southbound US29 by-pass to a conventional four way intersection.
3. Realign Rock Hill Church Road at US29 and provide a full movement intersection.
4. Provide a new connection at the redesinged Rock Hill Church Road intersection to Union Cemetery Road.
5. Provide a road connection from Rock Hill Church Road to US601 through private development initiatives
6. Consider connecting existing Liske Avenue to Ramdin Court to provide alternative vehicular connections to Cabarrus Avenue.

Compact Pedestrian Friendly Form

1. The redevelopment plan provides a compact development form, which increases overall densities and concentrates growth in activity centers; thus land is utilized more efficiently and the pressure to develop in rural areas is greatly reduced.
2. By concentrating growth and creating a higher density mixed-use development, the area supports transit in the future and as traffic congestion worsens and fuel prices increase, making access to work, shopping, and services via modes other than the automobile becomes increasingly important.
3. The plan provides a diverse range of housing options, including varying densities of Single-family, Multi-family, Traditional Neighborhood Development (TND), and Mixed-Use in order to provide both affordable living and for market value opportunities to a broad range of residents.
4. The plan promotes adequate shared parking facilities to minimize the amount of unnecessary surface parking lots.
5. The plan provides well-designed streets and streetscapes, which is a critical component to developing an attractive street system, that enhances bicycle and pedestrian activity while connecting the public (street) and private (homes and businesses) realms. The streets within this area will balance pedestrian, bicycle, and vehicular needs through the following characteristics:
   a. Sidewalks on both sides of the street, connected by well-marked crosswalks and other pedestrian safety features.
   b. New sidewalks in the existing Mill Village by creating easements with the private homeowners.
   c. Street trees 30'-0" on-center that provide shade as well as aesthetic relief.
   d. Street walls articulated by windows, doors, awnings, and other architectural details, that add interest and variety to the streetscape and make the street an attractive and comfortable space for pedestrians.
   e. Along appropriate streets, on-street parking that serve multiple purposes by providing convenient access to building entrances, buffering pedestrians on the sidewalks from vehicular traffic on the street, and calming traffic.
   f. Narrow streets and utilization of other traffic calming devices to help slow traffic and contribute to the improved pedestrian safety.
   g. Where applicable, medians should be considered on larger roadways to provide a safe pedestrian refuge.
   h. Burying utility lines, which should be coordinated with street tree and lighting locations to avoid conflicts.
   i. Metal pole and mast arm traffic signals should be considered where applicable to reduce visual clutter and promote a more pedestrian friendly environment.
   j. Introducing site furnishings such as benches, bus shelters, planters, and trash cans.

Acknowledgements

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  - Scott J. Padgett, Mayor
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  - Alfred M. Brown, Jr.
  - W. Lamar Barrier
  - Dr. Hector H. Henry II
  - Ella Mae Small
- The City of Concord Planning and Zoning Commission
  - Mr. Bill Cone, Chairman
  - Mr. Terry Derner, Vice Chairman
  - Reverend Donald Anthony
  - Mr. James Todd
  - Mr. David Kataja
  - Mr. Daniel Criscoe
  - Mr. Austin Obasohan
- City Staff Administration
  - Brian Hiatt, City Manager
  - Jim Greene, Deputy City Manager
- City Staff Business and Neighborhood Services
  - Jeff Young, Director
  - Steve Osborne, Deputy Director
  - Karl Fritschen, Planning and Development Manager
- Stakeholder Committee Members
  - Alan Davis and Ryne Davis, S & D Coffee
  - Brown Mill Neighborhood Association
  - Cabarrus County
  - Cyndi and Richard Mynatt, Ben Mynatt Chevorlet
  - Dennis Yates and Danny Bost, property owner
  - Jim Gann, First Assembly Church
  - Mike Harmon and Howard Kosofsky, Private Capital Corporation
  - Mike Robertson, Phillip Morris Company
  - Mr. Paul Schaefer, Food Lion Corporation
  - Raeford, Gary, and Wayne Troutman, Troutman Enterprises
  - Thomas Grady, Property Owner
  - Tim Marburger, President CEO, Marburger Dodge

For more information about business development opportunities in The City of Concord, NC, please contact:

The City of Concord, Business and Neighborhood Services Department
66 Union Street South, PO Box 308
Concord, NC 28026
704.920.5121
www.ci.concord.nc.us

Small Area Plan

VISION

- Create a unique character within the small area plan for the City Concord, North Carolina through its architectural, streetscape, and development / redevelopment opportunities which are based in market realities.
- Promote a walkable, pedestrian friendly environment through improvements to the street networks with street trees, landscape setbacks, architecture frontages, plazas, parks, cross sections and connectivity.
- Promote a well defined sub-district for neighborhood/regional retail, commercial, and office services to develop, expand and or redevelop over the next twenty years.
- Provide a diverse range of residential housing opportunities to accommodate a population with varied ages, races and socioeconomic backgrounds.
- Provide a variety of parks, plazas, recreational open space and greenway networks.
- Provide a flexible plan that accommodates economic changes and allows incremental growth.
- Provide an interconnected street network that provides alternative routes through the area, relieves traffic congestion and pressure on the Warren C. Coleman and the Concord Parkway intersection for the purposes of promoting a safer more efficient driving environment.
- Establish the redevelopment of village center with the conversion of the existing parking lots to a mixed use village center with residential, retail and office uses anchored by the future church.
- Establish the redevelopment of First Assembly Church's Village with the conversion of existing parking lots to a mixed use village center with residential, retail and office uses.
- Redevelop the triangular parcel to a mixed use office development that provides opportunities to create visually prominent buildings as users approach from both the north and south. The redevelopment of this property creates a gateway to downtown and capitalizes on the public investment along Cabarrus Avenue and encourages the redevelopment of the County property for future office uses.
- The plan establishes infill single family residential in the Mill Village to both stabilize and honor the history of this area. Residential architecture should compliment the existing mill housing in the neighborhood.

CONCORD PARKWAY (US 29) WARREN C. COLEMAN (US 601)

Small Area Plan

"The Vision for the City of Concord is to plan for a sustained balance of land uses and public facilities in pursuit of the City's Mission Statement. The Mission for the City of Concord is to partner with our community to deliver services, preserve, protect and enhance the quality of life and plan for the future."

Concord Land Use Plan Vision Statement
Vision for Concord, November, 2004

HNTB Corporation
HNTB North Carolina, P.C.
121 West Trade Street, Suite 2050
Charlotte, NC 28202
704-372-8020

The City of Concord
Revised April, 2007

Small Area Plan

OBJECTIVES

- The Small Area Plan provides guidance for the future development of the study area and establishes the basis for zoning, land use, economic development, public facility and utility decisions by elected officials and appointed bodies .
- The Small Area Plan addresses the future market demands for retail, commercial, open space, and residential and uses within the study area for the next twenty years.
- The Small Area Plan provides a mechanism for updating the Concord Unified Development Ordinance (UDO) for the purposes of creating a stable, appealing and economically viable community.
- The Small Area Plan shall form the basis for establishing policies and priorities for coordinated public and private development and redevelopment within the study area. It includes policy statements, strategies, objectives, guidelines, maps and graphics that shall serve as the foundation for future land use decisions by elected officials and appointed bodies.
- The Small Area Plan provides strategies to encourage economic development, quality residential growth, and general improvements for the protection and enhancement of the quality of life for the City's residents and businesses.
- The Small Area Plan provides a list of priority or catalyst projects and funding mechanisms based in market realities to leverage public improvements that maximize private reinvestment.
- The Small Area Plan establishes a citizen based vision and set of goals that developers will utilize as part of future development projects within the study area

Concord Parkway (US 29) / Warren C. Coleman (US 601) Transportation Alternatives:

Through the stakeholders meetings, public design workshops and input from the City of Concord staff members, many roadway alignment have been proposed for the intersection of Concord Parkway (US 29) / Warren C. Coleman (US 601). Additional traffic modeling consultation need to follow the Small Area Plan study for further information regarding the alternative vehicular alignments at this location.

The following are alternatives that have been recognized by this plan as potential solutions:

Vehicular Alignment Alternative 1

US29 / US601 Bypass ROW Remains Existing 2-3 Lanes One Way Movement.

Realign US29 to Cabarrus Avenue.

T-Intersect Union Cemetery Rd. into US29 / Cabarrus Avenue w/ Right In Right Out Only.

Four Way Intersection w/ Dbl. Left Turn Lanes to US601 North Bound.

Vehicular Alignment Alternative 2

US29 / US601 Bypass Remains Existing As Two Way Traffic.

T- Intersect Warren C. Colemen /US601 & Cabarrus Avenue into US29 / US601 Bypass.

T-Intersect Union Cemetery Rd. into Cabarrus Avenue.

Recommendations
& Implementation

- Conduct a preliminary engineering study with input from NCDOT to determine the appropriate geometrics, signalization and lane configurations for the reconfiguration of the US29/601 by-pass as recommended in the small area plan.
- Conduct a preliminary study with input from NCDOT to determine the geometrics and property acquisition for the reconfiguration of Rock Hill Church Road and the future connection to Union Cemetery and Warren C. Coleman through the Phillip Morris property.
- Consider an update to the City of Concord's Transportation Plan to reflect the following:
  - a. Reconfiguration of the four existing intersections to three future intersections along US29 and US 601.
  - b. Reconfiguration of Rock Hill Church Road at US 29 and future connection to Union Cemetery through the Phillip Morris property.
  - c. Future connection from Rock Hill Church Road to US 601 as generally depicted on the plan.
- Conduct a preliminary engineering study with input from NCDOT to determine the best alternative to the US29 / US601 interchange.
- Explore opportunities for public-private partnerships to make necessary, transit-supportive infrastructure improvements. Examples include the following:
  - a. The construction of surface and/or structured parking lots that serve new development as well as transit (park-and-ride lot).
  - b. The construction of critical road connections that also serve as access to new development.
  - c. The construction of public spaces in key locations, such as the formal green in front of the transit station, as an integral part of new development.
  - d. The construction of greenway trails.

In order for the development patterns, mix of land uses, and other elements described in this plan to become a reality, the following steps should be taken.

- Update the Land Use Plan to more specifically reflect the arrangement of uses proposed in this plan.
- Allow flexibility in development phasing provided it follows the small area plan. Though a mixture of uses in future development is desired, the phasing of development should allow for single uses to develop in response to current market demands, so long as future phases introduce other uses that complement first-phase development and create the mixture intended.
- Work with property owners and/or developers to implement the new alignment from Rock Hill Church Road to Concord Parkway (US29) through the development process or through capital improvements.
- Modify local street design standards to allow narrower travel lanes and other features illustrated in the plan.

Priority Projects
& Funding Strategies

Through the public involvement process the following project priorities were identified by the community as necessary to promote the vision for the Concord Parkway (US 29) / Warren C. Coleman (US 601) Small Area Plan.

Priority Projects:

A. Improve the intersection of Rock Hill Church Road and Concord Parkway (US-29).

B. Create a Parkway Connection between Concord Parkway (US 29) and Union Cemetery Road.

C. Sidewalk and street improvements in the Brown Mill Village neighborhood.

D. Make Union Cemetery Road a right-in / right-out at Cabarrus Ave and straighten Concord Parkway (US 29) in front of Ben Mynatt Chevrolet.

Potential Funding Strategies:

A. Create a Business Improvement District (BID).

B. Develop a Tax Increment Financing District (TIF).

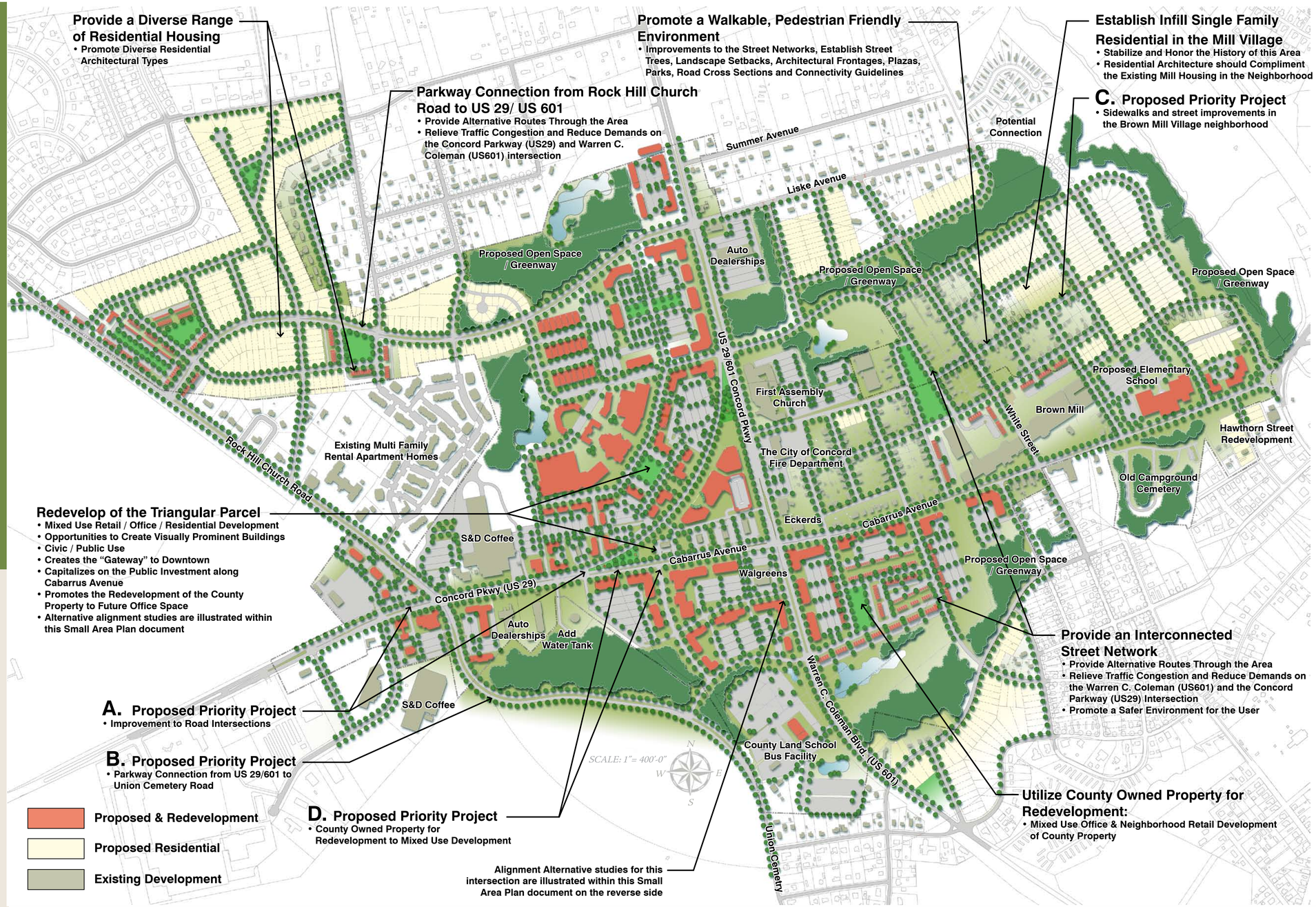
C. Promote Public / Private Development Partnerships.

D. Apply for various Grant Funding.

E. Access the State's Moving Ahead and Economic Development programs for road projects.

F. Issue bonds.

G. Encourage local financial institutions to offer attractive financing for companies willing to locate in the small area plan boundary.



Development Summary

Single Family Detached Garage	+/- 494 DU
Multi Family 2 & Story Townhouse Mix Tuck Under & Detached Garage	+/- 278 DU
Multi Family For Rent Above 1st Floor Retail	+/- 202 DU
Multi Family Live/Work Above 1st Floor Retail	+/- 56 DU
Proposed Sanctuary Assisted Living	+/- 155 DU
Proposed Sanctuary	+/- 70,000 to 100,000 SF.
Proposed Sanctuary 2 Story Daycare	+/- 30,000 SF.
Proposed Elementary School 400 Students	+/- 400 STUDENTS
Existing Retail First Assembly Church "The Village"	+/- 200,000 SF.
Proposed 1st Floor Retail	+/- 314,000 SF.
2 & 3 Story Office / Commercial	+/- 1,030,000 SF.
1 Story Flex / Industrial	+/- 105,000 SF.
Total Open Space Park Planned Development Area	+/- 9.55 AC.
Total Site Acreage	**+/- 545 AC.**

DEVELOPMENT SUMMARY NOT INCLUDING BROWN MILL PROPERTY

Concord 2025

Concord Parkway (US 29) / Warren C. Coleman (US 601)

20 Year Small Area Plan