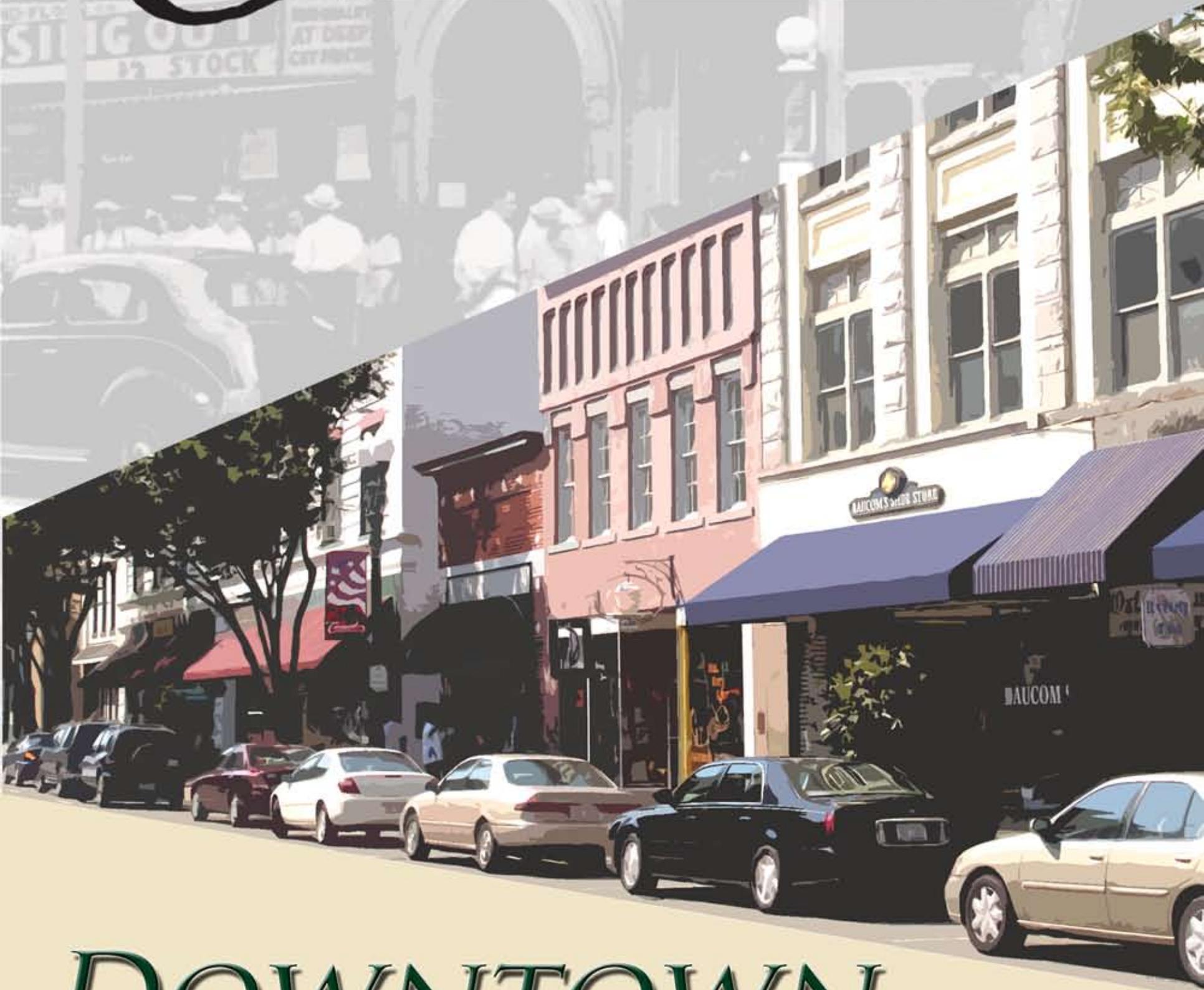


# Concord

NORTH CAROLINA



## DOWNTOWN MASTER PLAN



# HISTORY

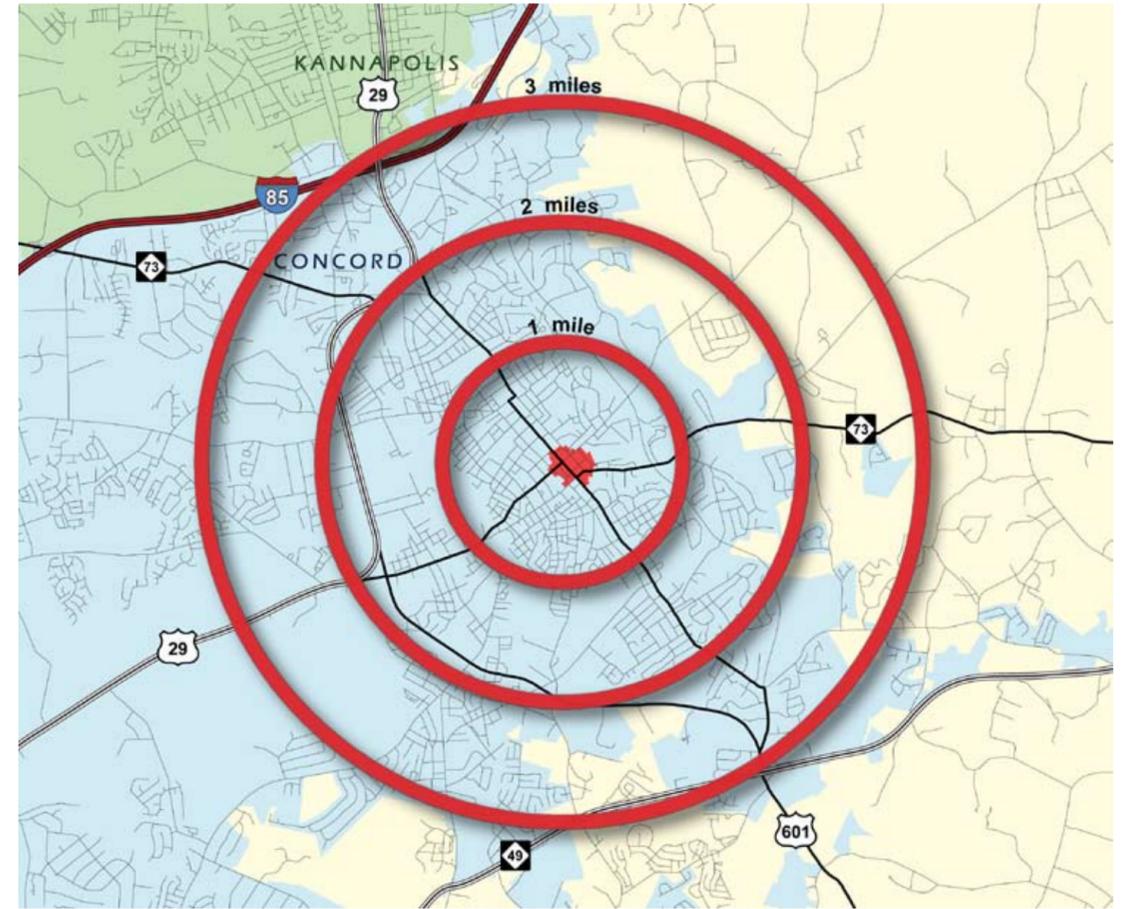
# DOWNTOWN FACTS



attractive and thriving rather than just surviving. Today downtown supports a healthy and diverse professional and retail economy.

The City completed its first ever Downtown Master Plan in 2002. The planning process included public input sessions/meetings and the creation of a steering committee to collect, review, and share information. This plan involved four components: Visioning, Economic Analysis, Physical Improvements, and Parking Management.

The 2008 update to the Downtown Master Plan focuses on three core areas: Economic Analysis, Private and Public Investment Opportunities, and Parking Management. The Master Plan will help guide the City's and Concord Downtown Development Corporation's efforts to foster appropriate commercial, industrial, and residential growth and development in Downtown Concord. The planning process was guided by two steering committees, each comprised of members of the business community, citizens, elected officials, and other interested stakeholders.



**Established in 1796**, the City of Concord is located approximately 20 miles from downtown Charlotte and has convenient access to the region's cultural, recreational, educational, and business opportunities. The City of Concord and Cabarrus County are part of the Charlotte Metro region. The region, comprised of a 40-mile radius containing 14 counties, has grown at a record pace over the past fifteen years. The region has emerged as a single large economic unit that trades directly with the global economy. Concord is one of the fastest growing cities in the region with a population of 70,071 (2007 State Estimate) and encompasses approximately 57.2 square miles of land area. Concord serves as the County seat and has a City Council/Manager form of government. The City is strategically positioned along the I-85 corridor and the only metro ring city with two centers: the traditional downtown at the metro perimeter and Concord Mills/ Bruton Smith Boulevard. Concord has increasingly become a highly desirable location for business relocation, new commercial development and exploding residential. It is home to Lowe's Motor Speedway, Concord Mills Shopping Mall, Sysco Foods, Oiles America Corporation, S&D Coffee, and several top NASCAR race teams.



*Top: Downtown Concord in the 1930s*  
*Middle: Present-day Downtown Concord*  
*Bottom: Citizens provide their input and ideas at a planning workshop held downtown*



Downtown Concord has seen many changes over the last 40 years. In the early 1970's several major department stores relocated to other areas of the City which left the once bustling downtown filled with empty buildings, deteriorating real estate values, and negative public perception. In the 1980's the Concord Downtown Revitalization Committee (CDRC), a merchants' association, decided to pursue participation in the North Carolina Main Street program. On the heels of filing this application, the City of Concord began a major streetscape improvement program. The City also pledged financial support of a non-profit corporation and endorsed the establishment of a Municipal Service District. In 1990, Concord was designated as a North Carolina Main Street Community. The CDRC was formed as a non-profit corporation with the mission of implementing the Main Street four-point approach to revitalization. In 1995, CDRC's name was changed to Concord Downtown Development Corporation (CDDC). Through the efforts of the City of Concord and the CDDC the central business district is now

## Key Statistics

Number of downtown employees	1,835
Number of downtown businesses	223
Total annual sales volume	\$131,090,000
Total occupied retail space	163,677 sf
Total occupied office space	617,894 sf

## Daily Traffic Counts

Union St @ Cabarrus Ave	8,000
Cabarrus Ave E @ Church St	8,600
Corban Ave @ Union St	6,000
Union St N @ Edgewood Ave	7,700
Cabarrus Ave E @ Wooddale Pl	7,700
Corban Ave SE @ Church St S	9,700
Union St S @ Washington Ln SE	9,300
Spring St SW @ Corban Ave SW	3,300
Spring St SW @ Cabarrus Ave W	3,300

## Demographic Information

	1 - mile radius	2 - mile radius	3 - mile radius
<b>Population - 2007</b>	11,529	23,376	38,292
Age 0 - 9	1,793	3,448	5,480
Age 10 - 19	1,636	3,196	4,794
Age 20 - 39	3,606	6,962	11,981
Age 40 - 64	2,967	6,423	10,622
Age 65 +	1,527	3,347	5,415
<b>Population - 2012</b>	12,020	24,344	40,986
<b>Households - 2007</b>	4,158	8,602	14,820
<b>Household Income Distribution - 2007</b>			
< \$20k	26.9%	21.9%	17.1%
\$20 - 40k	27.8%	27.6%	26.1%
\$40 - 60k	20.1%	20.8%	22.1%
\$60 - 75k	7.5%	9.7%	11.6%
\$75 - 100k	6.7%	9.2%	11.0%
\$100k and up	11.0%	10.9%	12.1%
<b>Dwellings - 2007</b>	4,755	9,804	16,760
<b>Labor Force - 2007</b>	5,976	12,296	21,000



# PARKING

Since the previous study was conducted, significant changes have occurred in downtown. A major parking deck containing 344 spaces was built and opened, a new police facility was constructed, Cabarrus County began construction of the Justice Center including a sheriff administration facility and a separate detention facility, and numerous consolidations and changes in downtown banking, retail, and other private firms have occurred.

The parking study focused on four key goals:

1. **Addressing existing and future parking needs**
2. **Making existing parking more efficient**
3. **Identifying future parking needs**
4. **Assuring future parking demands are met**

In 2001, Downtown Concord had 2,473 parking spaces within the study area. This includes both public and private spaces – on-street and off-street. At that time, Downtown Concord had 49 spaces/1,000 population – less than the national average for cities of similar size. Currently, the downtown study area has 38 spaces/1,000 population. Though the City built a parking facility containing 344 spaces, the downtown area actually lost spaces due to major construction projects in the downtown area.



Downtown Parking Inventory - 2001 and 2007		
Type	Year 2001	Year 2007
On-street	212	192
Off-street Public	1,036	1,043
Off-street Private	1,225	1,036
Sub total Off-street	2,261	2,079
<b>Total of All Spaces</b>	<b>2,473</b>	<b>2,271</b>

Above: Downtown's first parking deck, on Cabarrus Ave W, provided 344 spaces in addition to tenant space on the first level

Left: Market Street before the proposed restriping and angling of parking



## RECOMMENDATIONS

### SHORT TERM ( five-year horizon for implementation)

- Restripe MaCachern Boulevard- Remove two-hour time limit
- Restripe Market Street for angled parking
- Restripe/Reconfigure Church Street parking lot (County) – install 45 degree parking angles
- Redesign Means Street lot (Wachovia)
- Reconfigure/combine Barbrick Street lots (County)
- Increase parking fines
- Increase frequency of parking enforcement personnel
- Purchase new hand-held computers for enforcement personnel
- Create a map to illustrate where public and private off-street lots are located
- Install wayfinding system to identify parking
- Prepare brochure about the parking deck
- Provide parking map in jury summons
- Initiate shared lease parking program



Above: Increased frequency of enforcement is recommended to improve downtown parking availability

Below: Examples of downtown-appropriate parking decks, one with tenant space on the first level (left)

### LONG TERM (over a five-year implementation schedule)

- Partner with developer to construct parking deck at Spring Street Commons site
- Construct parking deck and retail at Church Street site (County or Private)
- Construct parking deck with retail/office at Barbrick Street site (County)
- Relocate State and Sheriff's vehicles to new lot on Corban Avenue and convert Barbrick Street lot to public use
- Pursue building parking deck near Helig Meyers site as part of the Concord Hotel redevelopment



## PARKING USAGE

Parking usage (as shown in the table below) is defined as the peak number of cars parked at spaces within the study area during the peak hours of 10:00 a.m to 11:00 a.m.

- Blocks that **exceed 80%** indicate a real shortage in short-term parking
- Blocks that **exceed 100%** indicate illegal parking

Downtown Parking Usage			
On-Street		Off-Street	
S Union (Cabarrus to Barbrick) - West Side	95%	Market (Cabarrus to Barbrick)	77%
<b>S Union (Cabarrus to Barbrick) - East Side</b>	<b>115%</b>	Barbrick (Union to Market) - North Side	75%
S Union (Barbrick to Corban)	100%	Barbrick (Union to Spring) - South Side	100%
N Union (Cabarrus to Killarney) - West Side	100%	Means (Church to Union) - North Side	93%
N Union (Cabarrus to Killarney) - East Side	80%	Means (McCachern to Church) - North Side	100%
Church (Cabarrus to Means) - West Side	100%	Means (McCachern to Church) - South Side	86%
Church (Cabarrus to Means) - East Side	93%	McCachern (Cabarrus to Means) - West Side	78%
		Bi-centennial Parking Lot	99%
		<b>Church Street Lot</b>	<b>111%</b>
		Spring Street Lot	90%
		Barbrick Street Lot	86%
		Corban Street Lot	96%
		City Parking Deck	57%



DOWNTOWN

MASTER

PLAN



# ECONOMIC DEVELOPMENT

Concord has achieved significant accomplishments in the revitalization of its downtown area through economic development. Public investment in streetscape improvements, the creation of a myriad of incentive programs, and the preparation and formation of a business improvement district to provide additional marketing and enhancement services for the downtown area are just a few of the accomplishments that are driving this revitalization effort.

In the past five years downtown has seen 23 properties change hands and has experienced \$23 million in public and private investment. Another \$100 million is currently being invested by Cabarrus County for a new jail and sheriff's administration building. Additionally, three private sector projects are in various stages of planning that could easily result in an additional \$40 million invested over the next two years.

A market analysis was commissioned to evaluate demographic, economic base, and real estate aspects of the downtown municipal service district. The assessment highlights demographic and economic base factors for Concord and the Charlotte region as well as demand implications for retail, residential, and office development.



Above: Upper stories of downtown buildings provide professional office space

Below: A renovated historic building houses retail, professional office, artist space, and a massage school

## Population

### Population Growth

Jurisdiction	1990 Census	2000 Census	2006 State	2006 ACS	CAGR (90-06) State	CAGR (90-06) Census
Concord	27,347	55,941	66,107	62,587	5.7%	5.3%
Cabarrus County	98,935	131,063	157,179	156,395	2.9%	2.9%
Charlotte MSA	1,162,093	1,499,293	1,378,762	1,583,016	1.1%	2.0%
North Carolina	6,628,637	8,049,313	8,860,341	8,856,505	1.8%	1.8%

## Income

### Median Household Income

Jurisdiction	1990	2000	2007	CAGR
Concord	\$25,473	\$46,094	\$59,369	5.10%
Cabarrus County	\$30,133	\$46,140	\$58,493	3.98%
Charlotte MSA	\$31,125	\$46,119	\$60,375	4.01%
North Carolina	\$26,647	\$39,184	\$49,687	3.73%

## Employment Growth

3.8% unemployment rate (2006) - 5.2% annual growth rate.

Largest growth in Cabarrus County has occurred in these occupations: Management of companies and enterprises (16.7%); Educational Services (15.6%); Arts, Entertainment and Recreation (12%); Professional and Technical Services (12%). The greatest real job gains have occurred in Accommodation and Food Services and Health Care and Social Assistance and Retail Trade. Information and Manufacturing had the greatest annual loss with with 11.3% and 7.4 % respectively.

### Employment Status (2006)

	Concord	Cabarrus County	Charlotte MSA	North Carolina
Employed	30,962	77,545	787,403	4,250,619
Unemployed	1,222	3,354	39,583	214,256
% Unemployed	3.8%	4.1%	4.8%	4.8%



## Retail

The City of Concord has over 5.3 million retail square feet inventory with a vacancy rate of 5.1%. Average rental rates are \$17.83 per square foot. Downtown Concord's overall inventory is approximately 966,830 square feet of which 550,200 square feet is concentrated in street level uses, with a corresponding vacancy rate of 9.6% (52,800 sqft). Downtown's total retail inventory is approximately 163,677 square feet.

### City Retail Inventory per Square Foot

Area	Total Retail SF	Population	SF per Capita
Concord (w/ Mills)	5,307,521	65,180	81.4
Concord (w/o Mills)	3,978,483	65,180	61.0
Mecklenburg County	45,585,718	827,445	55.1
Charlotte MSA	75,091,958	1,621,635	46.3

### Retail Inventory By Store Type, Downtown Concord

Store Type	Occupied Retail SF	Occupied Office SF	Vacant SF	Other Space	Total Space	Vacancy Factor
Street Level	141,672	355,721	52,823	-	550,216	9.6%
Upper Floor(s)	22,005	262,174	104,570	27,867	416,616	25.1%
<b>Total Floor Area</b>	<b>163,677</b>	<b>617,894</b>	<b>157,393</b>	<b>27,867</b>	<b>966,831</b>	<b>16.3%</b>

## Office

Downtown has 355,721 square feet of occupied street level office space and 262,174 square feet of occupied upper story office space. Sixty percent (60%) of the office inventory is located in downtown Concord.

### Total Rentable Building Area

Market		Class A	Class B	Class C	Total
Concord	RBA	354,389	328,301	314,419	997,109
	Buildings	6	29	40	75
Cabarrus County	RBA	504,389	462,802	341,169	1,308,360
	Buildings	9	44	53	106
Charlotte MSA	RBA	29,927,908	30,380,119	10,562,922	70,870,949
	Buildings	220	940	1,107	2,267

## Residential

The study area for the Center City area is a 0.3 mile radius emanating from the respective city's center of downtown. Residential buying patterns and lifestyle patterns unique to city living share high similarities for residents living within 0.3 radius of downtown and primary public transportation. The economic analysis revealed a 300 - 400 unit capacity for downtown residential development.

### Demand and Supply

Segment	Concord
Houses in 0.3 Mile Urban Radius	328
Households with City Living Characteristics	13,753
Citywide Households	24,535
% Households w/ City Living Characteristics	56%
% of Current Market Served in Downtown	2.4%

## Arts & Entertainment

### Cabarrus Arts Council

Art Walk - 3,150 annual attendees  
Art Council Galleries - 6,000 annual attendees in 6 galleries

### Old Courthouse Theatre

Annual Attendance - 9,000

### Concord Downtown Development Corporation Events

Spring Into Arts 3,000 attendees  
Summer Reading Program / Fun in the Sun 1,000 annual attendees  
Union Street Live 10,000 annual attendees  
Candy Crawl (Halloween) 2,000 attendees  
Holiday Happenings (Christmas) 3,500 attendees

## Economic Development Strategies

- I. Provide adequate parking for existing and planned needs
- II. Intensify and increase the number and strength of uses (retail, residential, and office)
- III. Identify key catalyst projects to spur redevelopment
- IV. Project Policy Recommendations:

- Devise a targeted retail business strategy such as clustering to place stores in close proximity to each other to build sales and strengthen the destination appeal of the downtown area
- Develop a range of demand generators for downtown with the intent of increasing the market for downtown, broadening the length of stay for downtown visitors, and expanding hours of operations. These generators could include more Arts and Entertainment venues, and establishing a residential market to act as a catalyst for more activity downtown in the evenings
- Establish an aggressive role for the public sector which includes:

- Building public consensus and involvement profit
- Identifying important sites and securing preliminary entitlements for their redevelopment
- Improve the appeal of infill sites with targeted infra structure and access improvements
- Marketing infill sites aggressively

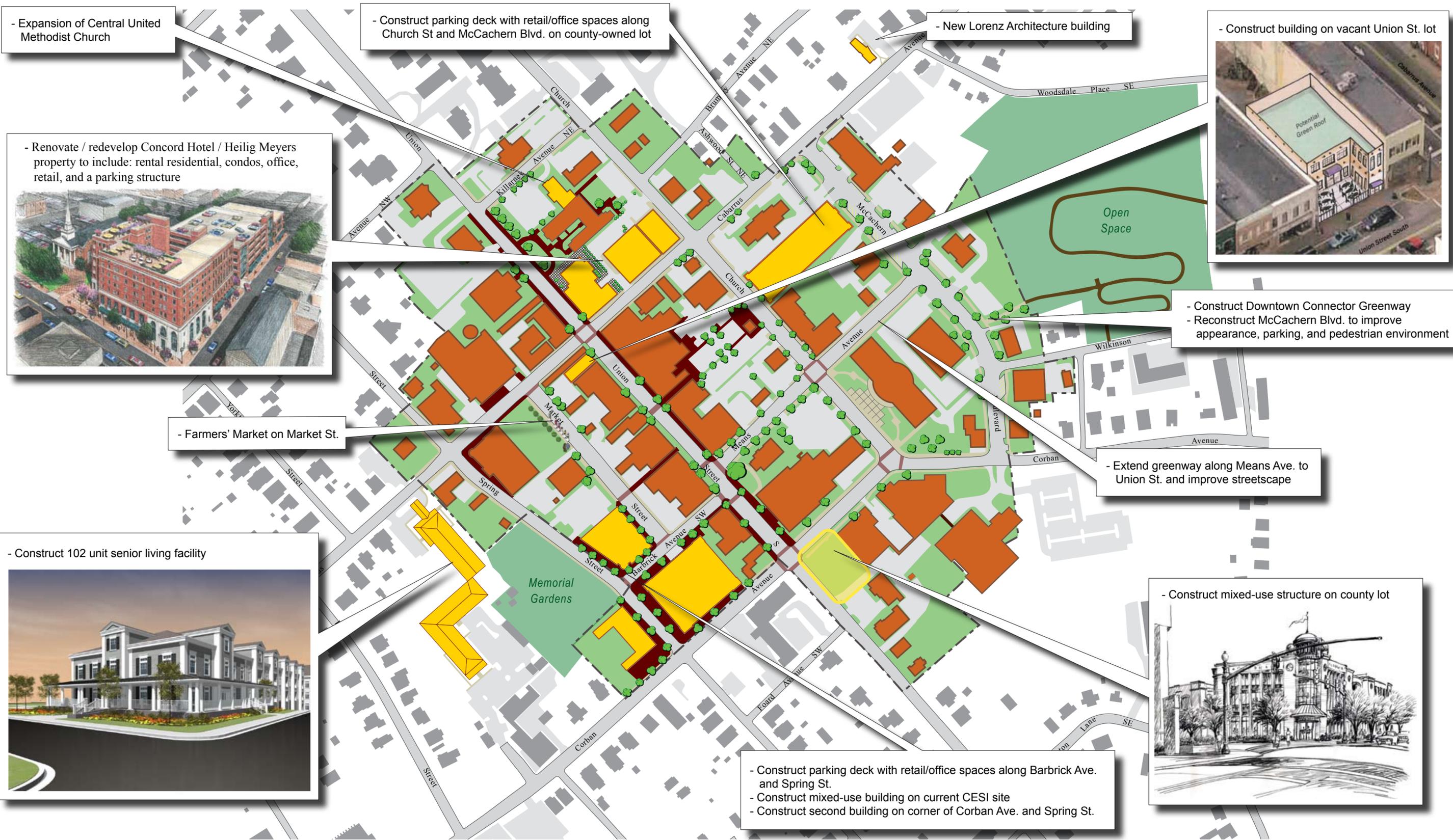
- Refocus the Concord Downtown Development Corporation's (CDDC) mission on business recruitment and economic development, and expand the boundaries of the Municipal Service District (MSD)
- Retool incentive programs to include instituting larger incentives to facilitate redevelopment and revitalization



# DOWNTOWN MASTER PLAN



# PUBLIC & PRIVATE INVESTMENT STRATEGIES



## DOWNTOWN MASTER PLAN



# DOWNTOWN SIGN PLAN

In order for Downtown Concord to continue to experience growth and vibrancy it must attract new visitors. A common theme throughout the master planning process was the difficulty experienced in navigating to and around Downtown Concord. This sentiment was repeated in the Parking Management Study, the Economic Development Analysis, and through numerous meetings with stakeholders and the general public. In order to draw more visitors to Downtown, a system of well-designed, well-placed signs should be installed along key corridors leading to Downtown. A second, complimentary system of signs should be installed within Downtown Concord to guide persons once they arrive. These are referred to as Trailblazing and Wayfinding, respectively.

Installation is recommended to occur in phases, beginning in Downtown with the wayfinding signs and moving outward in later phases to install the trailblazing signs.



## Trailblazing

Trailblazing refers to the routes persons travel as they leave the main roads and head towards their destination. For Downtown Concord, this involves motorists turning off of I-85, US 29, or NC 49 and towards downtown.

The numerous, and often poorly visible, turns required to successfully navigate to downtown require distinctive, legible, visible signs to guide visitors.

The map on the left shows the proposed locations for trailblazing signs as well as two conceptual sign designs. 'Sign 1' is specifically designed to hang along US 29 in front of the hospital while 'Sign 2' is designed for most other installations.

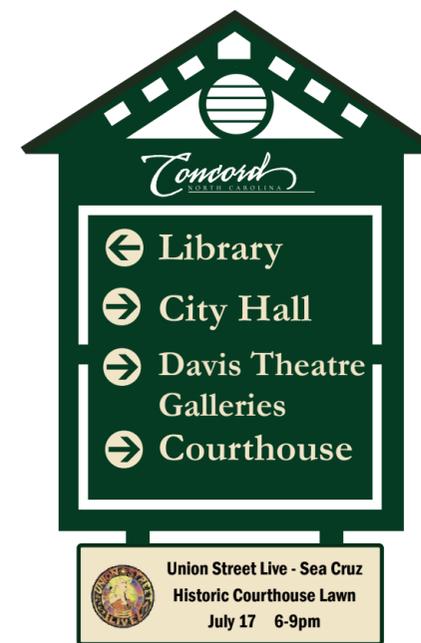
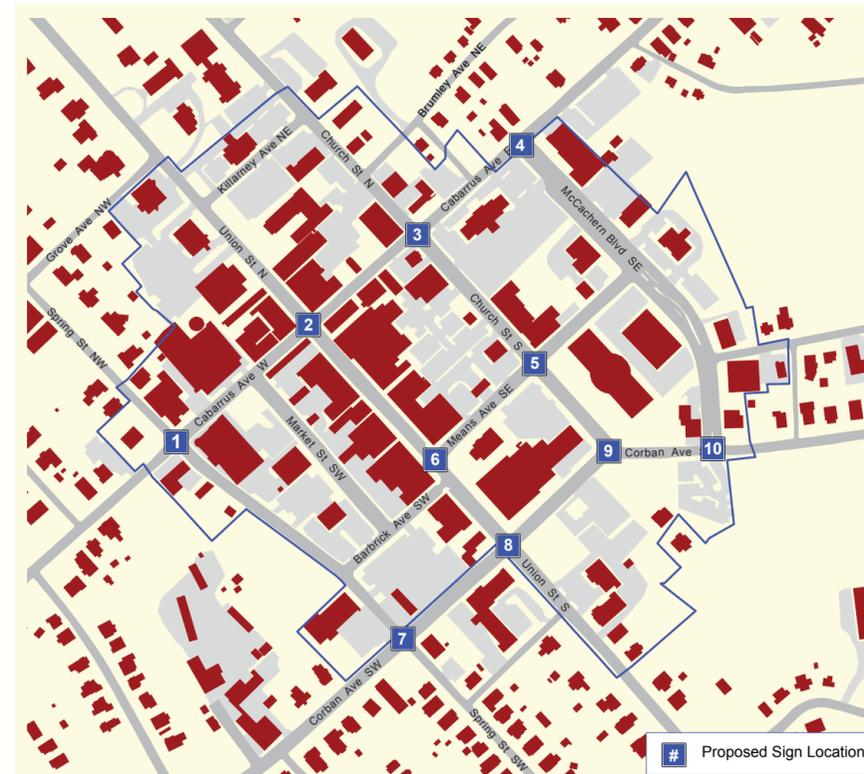
## Wayfinding

Wayfinding signs are geared to help pedestrians and low-speed traffic navigate in and around a destination area. The map to the left depicts proposed locations of wayfinding signs.

The sign pictured on the lower left has been approved by the CDDC Design Committee, City Transportation Department, and NC D.O.T. for installation in downtown. It incorporates historic elements, through the use of the gable-end design inspired by the historic courthouse, along with the newly-adopted Concord logo.

The proposed design is three dimensional, crafted out of aluminum, and includes raised lettering, "cut-out" details, and a roof line along the top that protrudes from the surface of the sign.

Event signs, to be hung below the wayfinding signs, are being explored by the City and CDDC. Changeable signs would be provided by the agency (CDDC, City, Arts Council) conducting the event and placed in brackets.



Bottom Left: Proposed wayfinding sign design

Bottom Right: Example wayfinding sign mount

# FUTURE DEVELOPMENT VISION

## PRESENT



Barbrick Ave looking west towards Spring St

Tenant spaces in a new deck help to lead people off Union Street and down Barbrick Avenue to the Memorial Garden and new downtown buildings at the corner of Spring Street and Barbrick Avenue.

## FUTURE



Barbrick Ave looking east towards Union St

A new mixed-use structure (on the current CESI site) and parking deck with tenant space (on the current County parking lot) at the corner of Barbrick Avenue and Spring Street help to define Barbrick Avenue and expand downtown's reach beyond Union Street.



Spring St looking south towards Barbrick Ave

New tenant spaces on the first floor of the CESI site mixed-use building and the parking deck help to define the edge of Spring Street. Residential units on the upper levels of the CESI site building will overlook Memorial Garden.



Corner of Spring St and Corban Ave, looking northwest

A new mixed-use structure on the corner of Spring Street and Corban Avenue (TechEdge/Golden Dragon) provides additional office, retail, and residential space downtown. The tenant space along Spring Street faces tenant spaces in the parking deck, defining the edges of the street.



BARBRICK AVENUE DEVELOPMENT

The Barbrick Avenue area, pictured above and on the opposite page, has some of the largest, single-owner tracts of land in Downtown Concord as well as property owners expressing an interest in intensifying the development of their property. For this area of downtown to succeed it must function as a logical pedestrian extension of Union Street and have sufficient public parking. Tenant spaces and a pleasant streetscape will help to draw persons off of Union Street and down Barbrick Avenue to further explore Downtown Concord. Blank, empty spaces will not draw pedestrians and will create a disjointed feel. Increased retail and office space will require an increase in the provision of public parking. Easily accessible public parking in the deck along Barbrick will help development in this area to succeed.



CONCORD HOTEL / HEILIG MEYERS PROPOSED REDEVELOPMENT

- Ground floor retail
- Office space in Heilig Meyers
- Parking deck on current lot
- Rental apartments in current Hotel structure
- Restaurant in current Hotel structure
- Amenity center for residents
- Condos overlooking N. Union Street
- Bank in existing location
- Street-level patio

# IMPLEMENTATION STRATEGY & ACTION PLAN

STRATEGIES	2008 - 2009	2009 - 2010	2010 - 2011	2011 - 2012
<b>IMPROVEMENTS / INVESTMENTS</b>	<p>Construct Phase I McCachern Streetscape Improvements</p> <p>Install Wayfinding Signage System in MSD and gateway areas (Phase I)</p> <p>Implement maintenance management program for MSD to address utility furnishing repairs, sidewalk repairs, weed abatement, graffiti abatement, and cross walk repairs</p> <p>Evaluate pedestrian connectivity across all streets in MSD</p> <p>Encourage the display of public art in the MSD (Cabarrus Arts Council)</p> <p>Establish a Farmers' Market Downtown</p> <p>Redevelop vacant second and third floors in MSD</p>	<p>Implement pedestrian improvements (Phase I)</p> <p>Construct Phase II McCachern Streetscape Improvements</p> <p>Install new streetscape amenities such as newspaper bins / print media vending / trash receptacles (Phase I)</p> <p>Purchase/install additional banners for greenway and corridor identification</p> <p>Install Wayfinding Signage System in MSD and gateway areas Phase II</p> <p>Install street trees along Market, Means, Barbrick, Church Phase I</p> <p>Facilitate development of structured parking lots</p> <p>Study need/potential for public restrooms to serve downtown patrons</p> <p>Conduct comprehensive study of easements, titles, and infrastructure located on potential redevelopment sites (Phase I)</p> <p>Encourage the display of public art in MSD (Cabarrus Arts Council)</p> <p>Redevelop vacant second and third floors in MSD</p>	<p>Implement pedestrian improvements (Phase II)</p> <p>Install new streetscape amenities such as newspaper bins / print media vending / trash receptacles (Phase II)</p> <p>Facilitate development of structured parking lots</p> <p>Install street trees along Market, Means, Barbrick, Church (Phase II)</p> <p>Conduct comprehensive study of easements, titles, and infrastructure located on potential redevelopment sites (Phase II)</p> <p>Redevelop vacant second and third floors in MSD</p>	<p>Facilitate private development</p> <p>Facilitate development of structured parking lots</p> <p>Redevelop vacant second and third floors in MSD</p>
<b>ECONOMIC DEVELOPMENT</b>	<p>Partner with community colleges to provide small business assistance seminars</p> <p>Maintain parking space and land use square footage databases for MSD</p> <p>Review grant programs and update collateral material</p> <p>Facilitate the development of Concord Hotel, Heilig Meyers &amp; Fifth Third Bank</p> <p>Create marketing material to showcase all incentive programs</p> <p>Continue grant programs</p> <p>Examine programs for, and facilitate, residential development</p> <p>Utilize the CDDC non-profit entity for redevelopment of downtown buildings</p>	<p>Establish a clustering strategy for key store targets in downtown</p> <p>Expand MSD boundaries</p> <p>Continue grant programs</p> <p>Conduct small business assistance seminars</p> <p>Facilitate the development of Concord Hotel, Heilig Meyers and Fifth Third Bank</p> <p>Conduct an annual development forum for developers, realtors, and stakeholders to showcase Downtown Concord and share information about economic development incentives</p> <p>Maintain parking space and land use square footage databases for MSD</p> <p>Utilize the CDDC non-profit entity for redevelopment of downtown buildings</p> <p>Establish programs to attract residential development</p> <p>Facilitate residential development</p>	<p>Continue grant programs</p> <p>Conduct small business assistance seminars</p> <p>Facilitate the development of Concord Hotel, Heilig Meyers &amp; Fifth Third Bank</p> <p>Conduct an annual development forum for developers, realtors, and stakeholders to showcase Downtown Concord and share information about economic development incentives</p> <p>Maintain parking space and land use square footage databases for MSD</p> <p>Evaluate the use of forgivable loans for economic development</p> <p>Utilize the CDDC non-profit entity for redevelopment of downtown buildings</p> <p>Facilitate residential development</p>	<p>Continue grant programs</p> <p>Conduct small business assistance seminars</p> <p>Conduct an annual development forum for developers, realtors, and stakeholders to showcase Downtown Concord and share information about economic development incentives</p> <p>Maintain parking space and land use square footage databases for MSD</p> <p>Facilitate development of key sites in the MSD (CESI, TechEdge, Union/Corban)</p> <p>Utilize the CDDC non-profit entity for redevelopment of downtown buildings</p> <p>Facilitate residential development</p>
<b>MARKETING</b>	<p>Expand and continue special events</p> <p>Pursue partnerships to sponsor events downtown</p> <p>Refine shopping and dining guide</p> <p>Encourage the use of the downtown logo on brochures and other marketing materials</p>	<p>Expand and continue special events</p> <p>Pursue partnerships to sponsor events downtown</p> <p>Research additional grants for streetscape improvements and economic development</p> <p>Continue marketing and promotion efforts</p> <p>Create marketing materials for MSD infill sites to market more aggressively</p>	<p>Expand and continue special events</p> <p>Pursue partnerships to sponsor events downtown</p> <p>Continue marketing and promotion efforts</p>	<p>Expand and continue special events</p> <p>Pursue partnerships to sponsor events downtown</p> <p>Continue marketing and promotion efforts</p>
<b>PARKING</b>	<p>Add angled parking along McCachern Blvd</p> <p>Change two-hour parking signs to all day parking along McCachern Blvd.</p> <p>Convert 90 degree parking to 45 degree parking along Market Street</p> <p>Implement redesign of Cabarrus Bank and Trust lot (Private)</p> <p>Purchase hand-held computers and related software for parking enforcement</p> <p>Increase parking fines and fees</p> <p>Change enforcement officer's schedule to increase rotations per day</p> <p>Refine parking map and combine with CDDC dining/shopping guide</p>	<p>Encourage shared parking program with private lots</p> <p>Install parking signage in MSD</p> <p>Update parking demographic data</p> <p>Implement redesign of Church Street lot (County lot)</p> <p>County scheduled to relocate vehicles from Barbrick parking lot to Corban parking lot</p>	<p>Encourage shared parking program with private lots</p> <p>Install parking signage in MSD</p> <p>Update parking demographic data</p>	<p>Encourage shared parking program with private lots</p> <p>Install parking signage in MSD</p> <p>Update parking demographic data</p>

**RESPONSIBILITIES**

**Red = City**

**Blue = Concord Downtown Development Corporation**

**Green = Cabarrus County**

**Black = Private**



## DOWNTOWN MASTER PLAN





# Acknowledgements

The Concord Downtown Master Plan was developed with input and guidance from numerous stakeholder groups and citizens including:

**Barber-Scotia College**  
**Cabarrus Arts Council**  
**Cabarrus Avenue Merchants**  
**Cabarrus County**  
**Concord Downtown Development Corporation**  
**Piedmont Farmers' Market**  
**Downtown Merchants, Businesses, and Property Owners**

**Economic Development Steering Committee**  
**Kenneth A. Griffin Architects**  
**Parking Management Steering Committee**  
**Real Estate Professionals**  
**The City of Concord**  
**United States Postal Service**  
**Windstream Communications**

We would like to say thank you to the citizens of Concord who took time to attend the numerous community meetings and planning workshops that were conducted during this process. Your participation was a critical component of a collective effort to develop the future vision for downtown.

For more information about the master plan and development in Downtown Concord please contact:

City of Concord  
Business and Neighborhood Services  
66 Union Street South  
Concord, NC 28025  
704.920.5143

Concord Downtown Development Corporation  
30 Cabarrus Avenue West  
Concord, NC 28025  
704.784.4208

Or



## **City Council**

J. Scott Padgett, Mayor  
W. Lamar Barrier, Mayor Pro-Tem  
David W. Phillips  
Jim Ramseur  
Ella Mae P. Small  
Alfred M. Brown, Jr.  
Dr. Hector H. Henry II  
Randy Grimes

## **City Manager**

W. Brian Hiatt

## **Business and Neighborhood Services Staff**

Jeff Young, Director  
Steve Osborne, Deputy Director  
LeDerick Blackburn, Planning and Development Manager  
Andy Christy, Senior Planner  
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