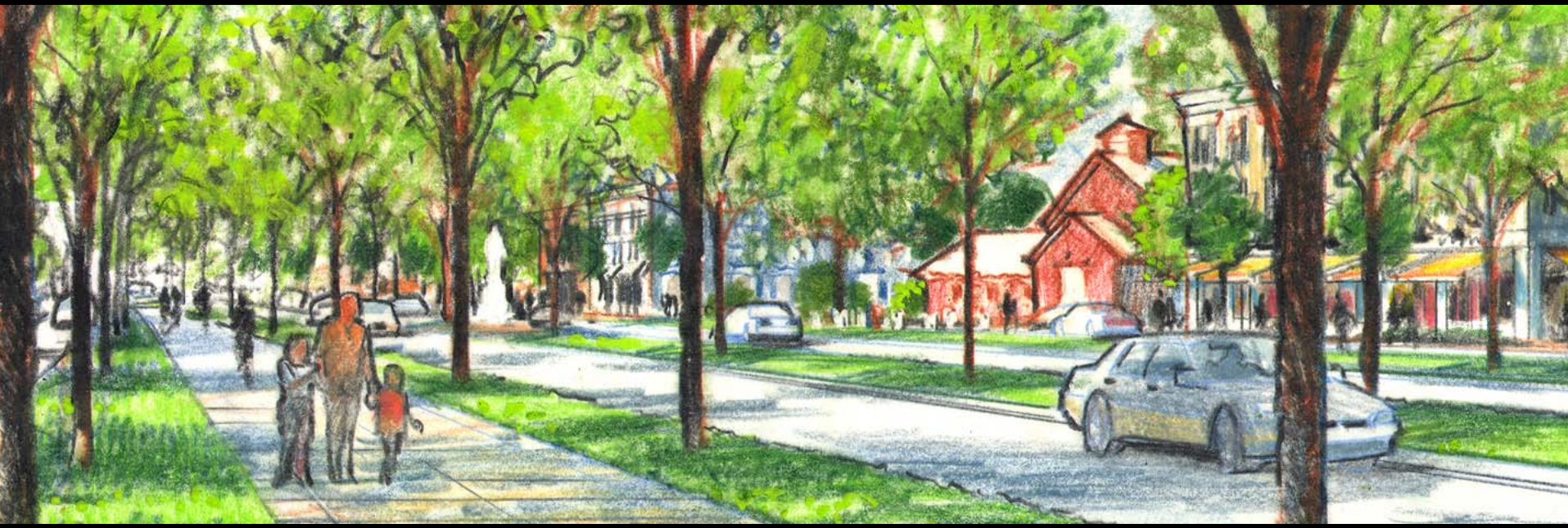
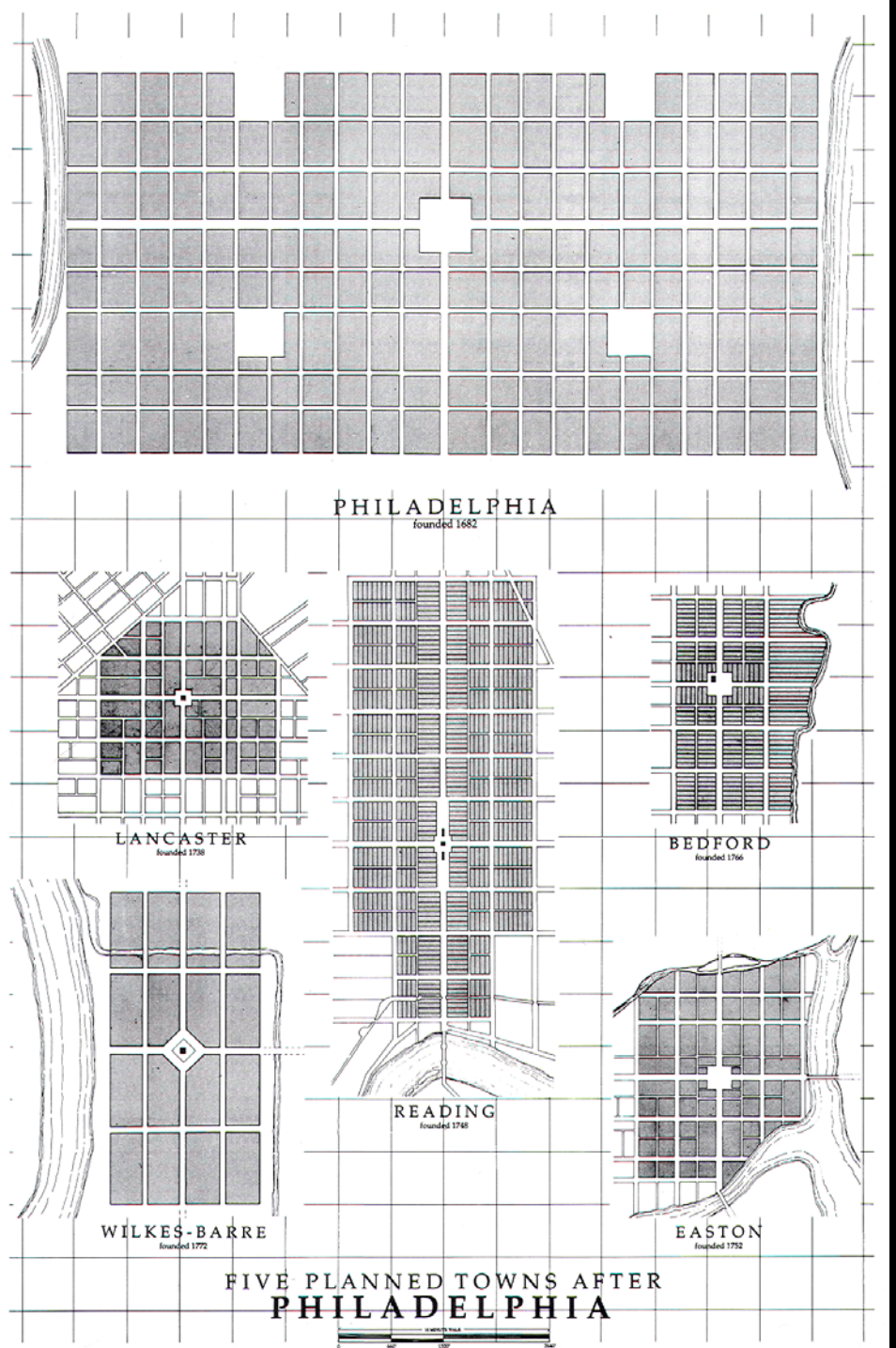
NC 73 East Davidson Small Area
Land Use & Economic Development Plan

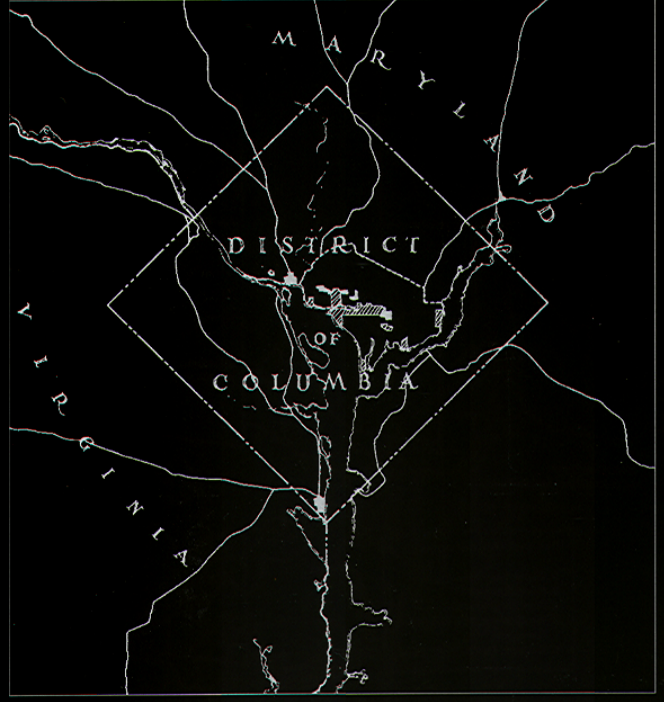
NC 73 East Davidson Small Area Land Use & Economic Development Plan



A Livable Green Future


PHILADELPHIA
founded 1682
LANCASTER
founded 1738
READING
founded 1748
BEDFORD
founded 1766
WILKES-BARRE
founded 1772
EASTON
founded 1752
FIVE PLANNED TOWNS AFTER
PHILADELPHIA

1800

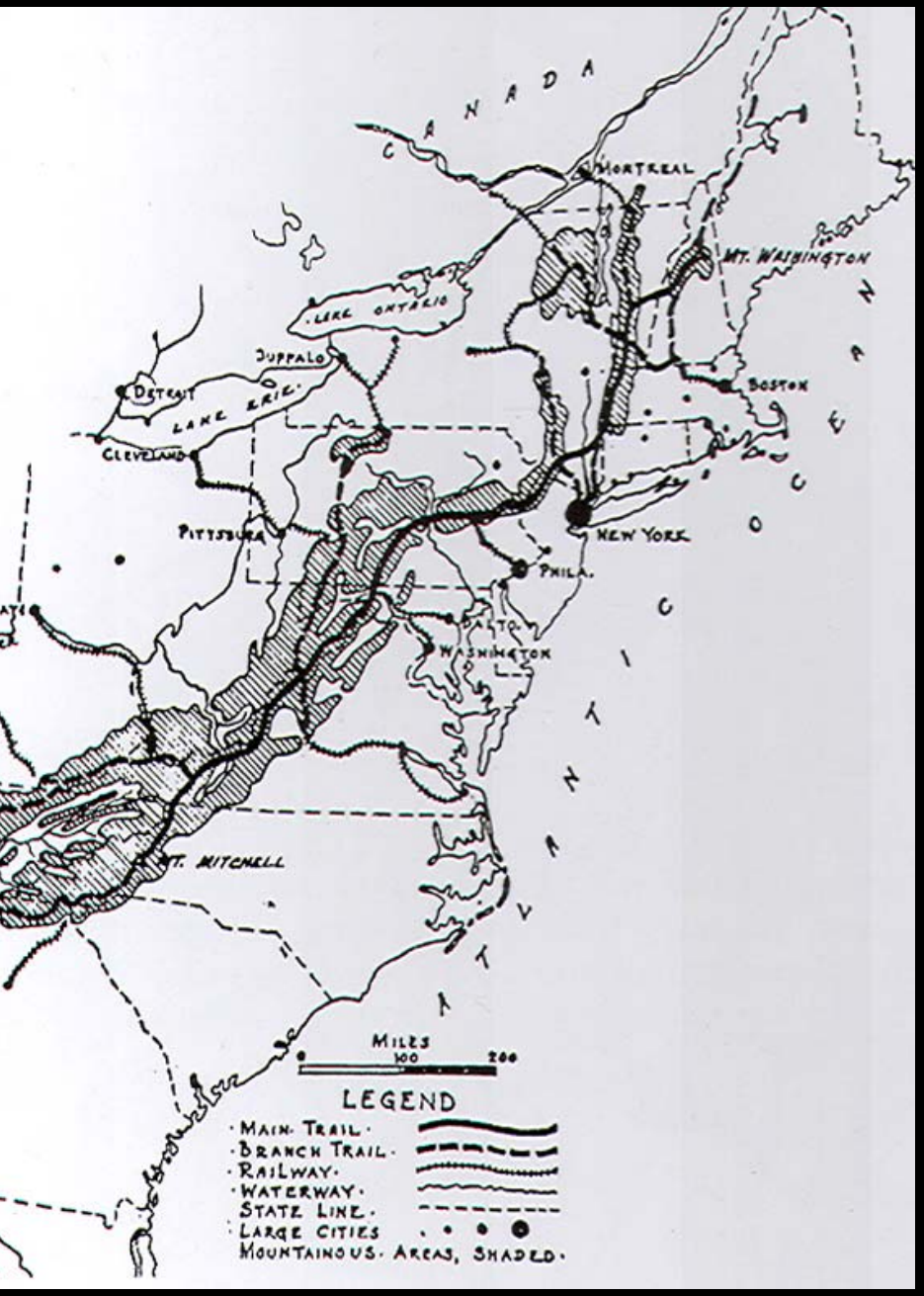


1857

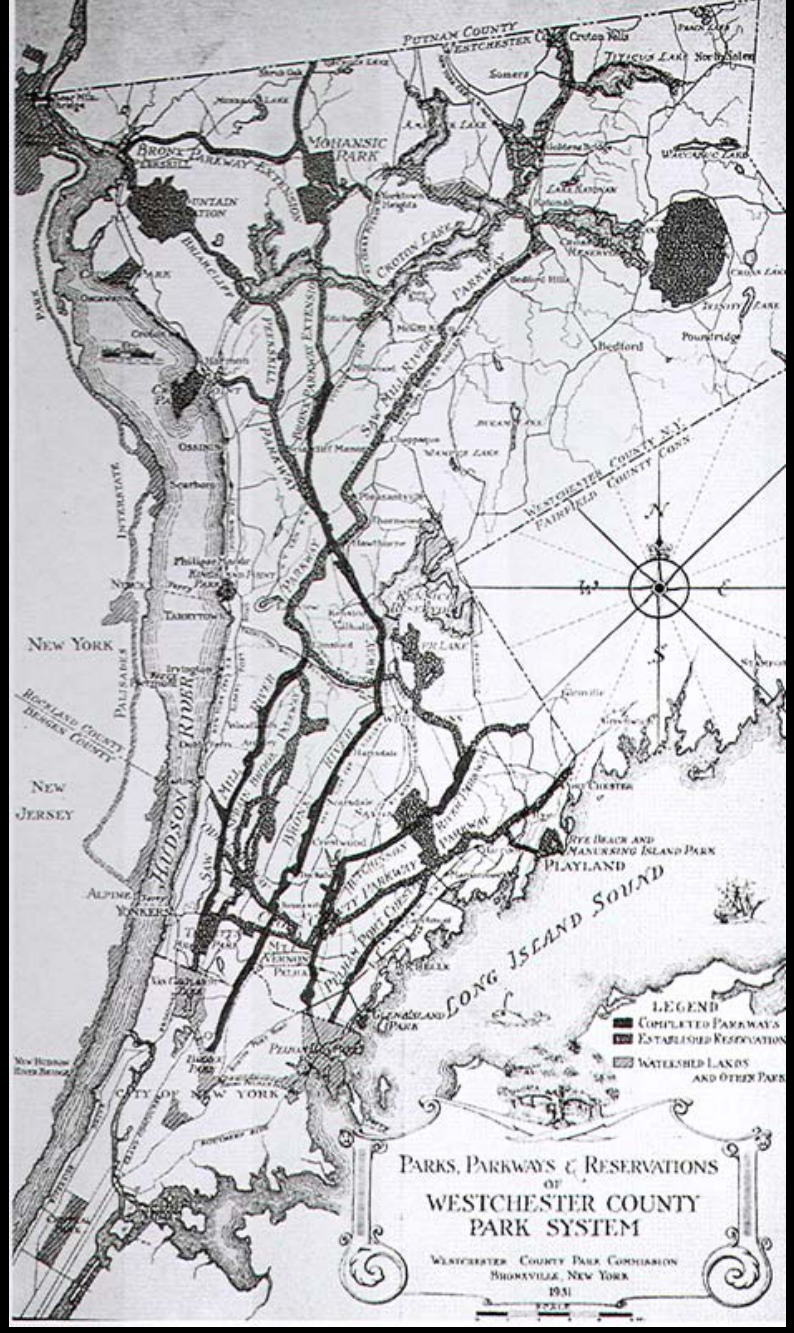
1917

1.15

1947



The Appalachian Trail, 1910s



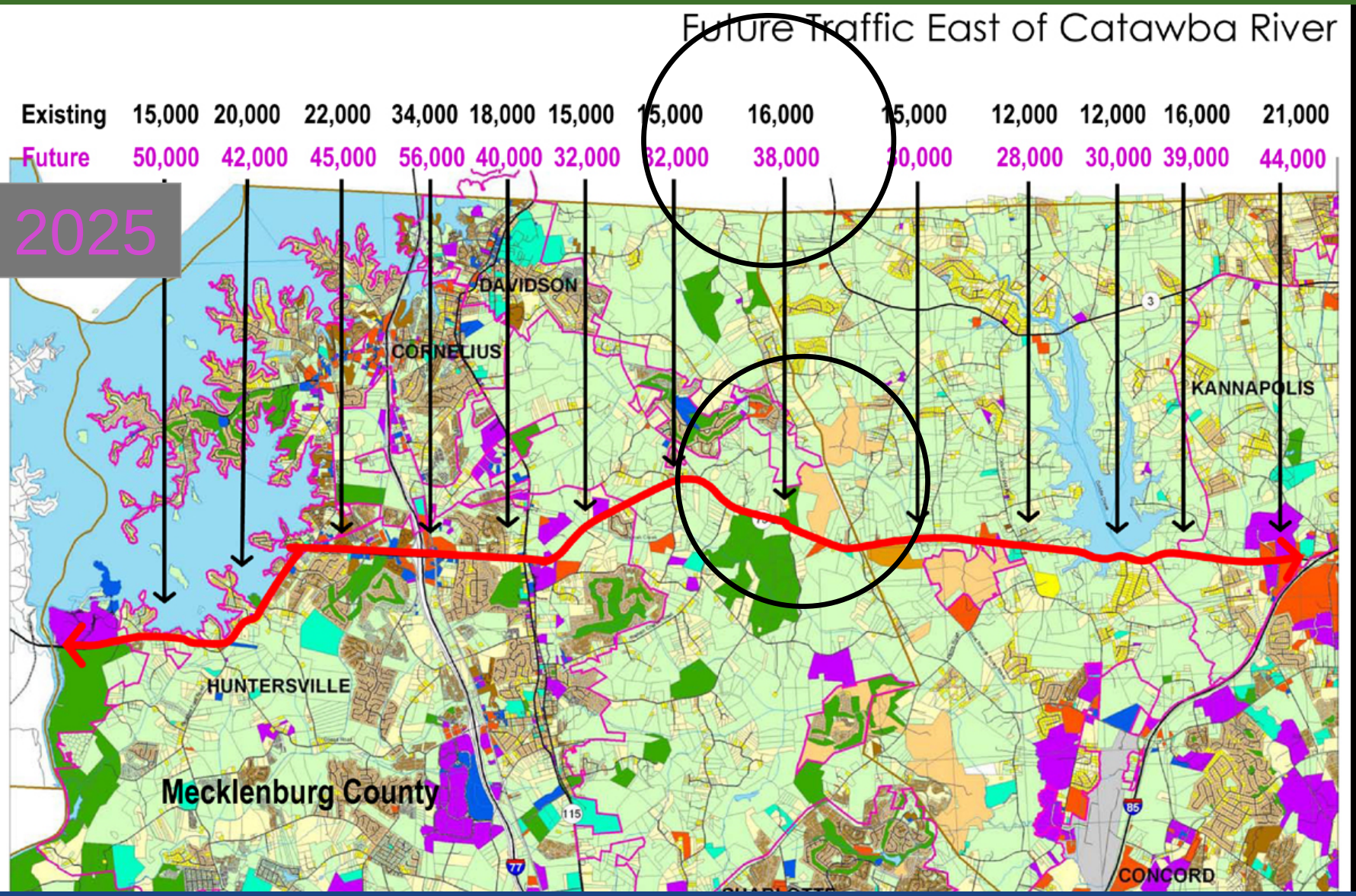
The Westchester County Park System,1931

A Great Opportunity to Proactively Plan

Town vs. Country

Town & Country vs. Sprawl

Why are We Here?



Think Outside the Transportation Box

Urban Form & Land use Can 'Drive' Transportation

HWY 73
MITIGATE HARSHNESS
CALM TRAFFIC
NO HARRIS BLVD
PROVIDENCE WORK BETTER(?)
FRONTAGE ROADS
BLVD STYLE?
STREET NETWORK
MAKE EAST WEST CHANGE
KEEP USES MIXED & CONCENTRATED
MIXED USE, LESS CAR TRAFFIC
WALKABLE
MAINTAIN GOOD THROUGH FARE
BUT KEEP RURAL, PLEASANT CHARACTER

NO CENTER
connect Huntersville / Davidson
TO KANNAPOLIS
-enjoyable trip & visible space
NILL 485 take the place of NC73
-TRUCKS off of 73
-73 is SHORTCUT
SCHOOL NEEDED
INDUSTRIAL USES @ Interstate
OF ROOFTOPS
GREAT ARCHITECTURE
GREEN
WALKABLE
TRANSPORTATION NODES
GAS
ENERGY SOURCES IN PLAY
= LEG POWER
-BICYCLE

The Public Process

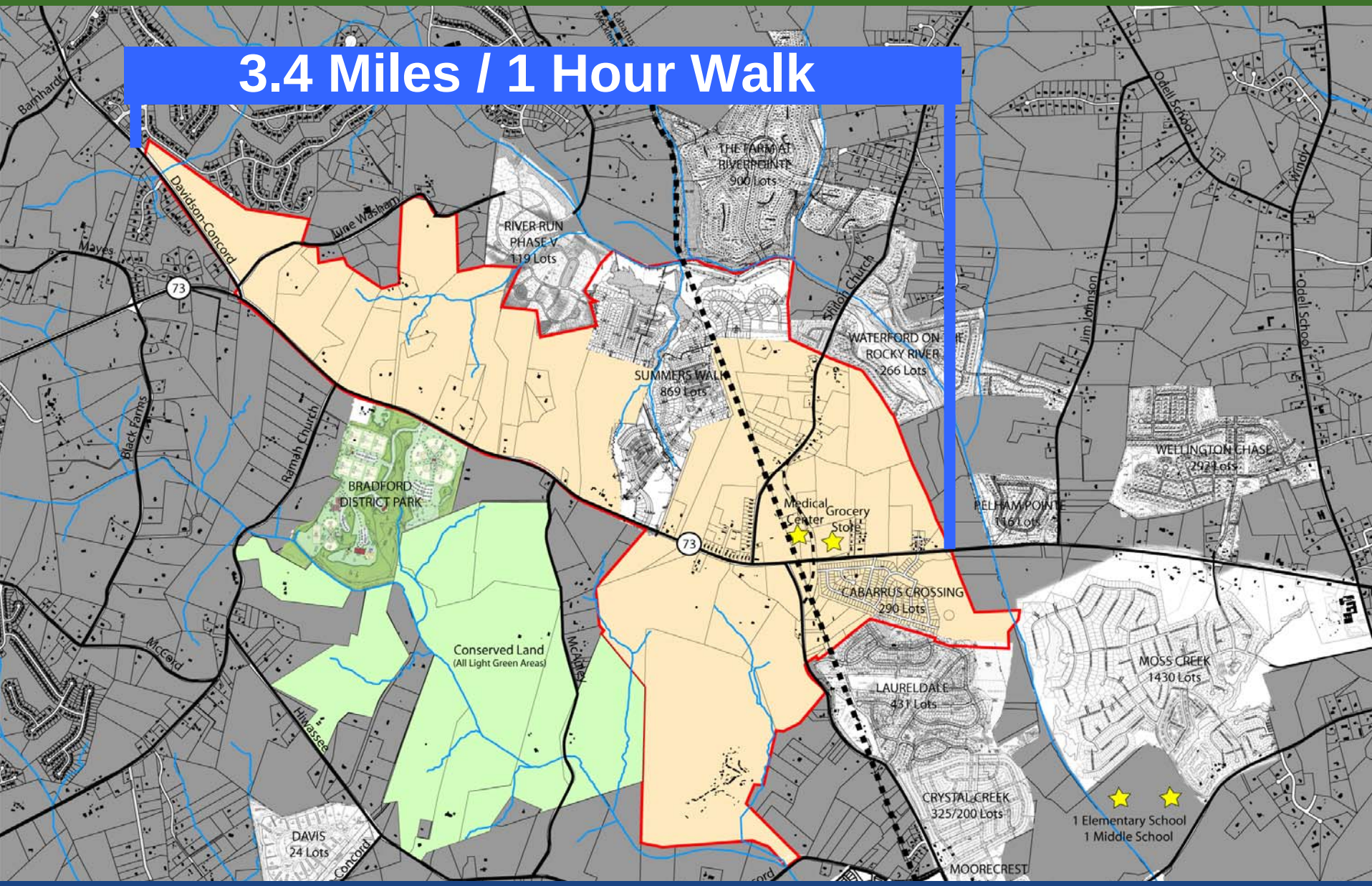
Common Themes & Concerns Identified

The Public Process

- Comfortable with Poplar Center
- Preserve/Celebrate Historic Resources
- Preserve Open Space
- Walkability - Trails & Biking
- Provide a Range of Housing Types

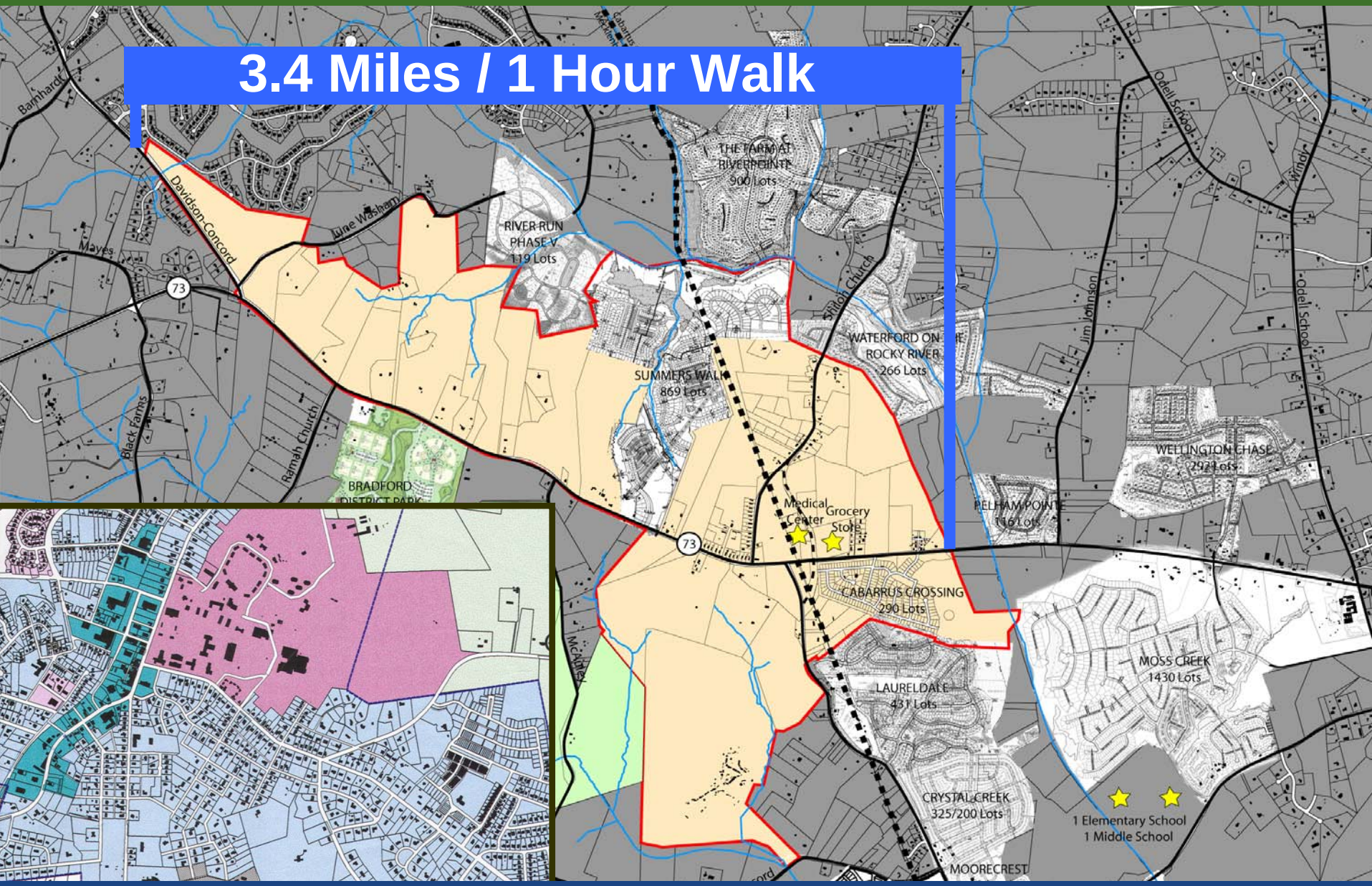
Common Themes & Concerns Identified

Analysis: Important Details



Scale – How Big is this site?

Analysis: Important Details



Scale – How Big is this site?

Analysis: Important Details

Tremendous Appreciation of the Cultural Landscape

Analysis: Important Details

Access

Less Access

Regional Parks

Trails & Greenways

Community Parks

Neighborhood Parks

Preserved Lands

Agricultural Lands

Tremendous Appreciation of the Cultural Landscape

Analysis: Important Details

Dual Communities Approach:

Protect & Expand The Traditional Villages:

- Assess physical and market expansion opportunities
- Capture destination potentials through broader retail mix
- Retain and strengthen Davidson & Huntersville heritage and character
- Add to community asset base: parks, civic facilities, arts & cultural base
- Enhance and diversify housing mix, including rentals
- Address traffic issues
- Identify linkages to NC73 site and other parts of community

Analysis: Important Details

Dual Communities Approach:

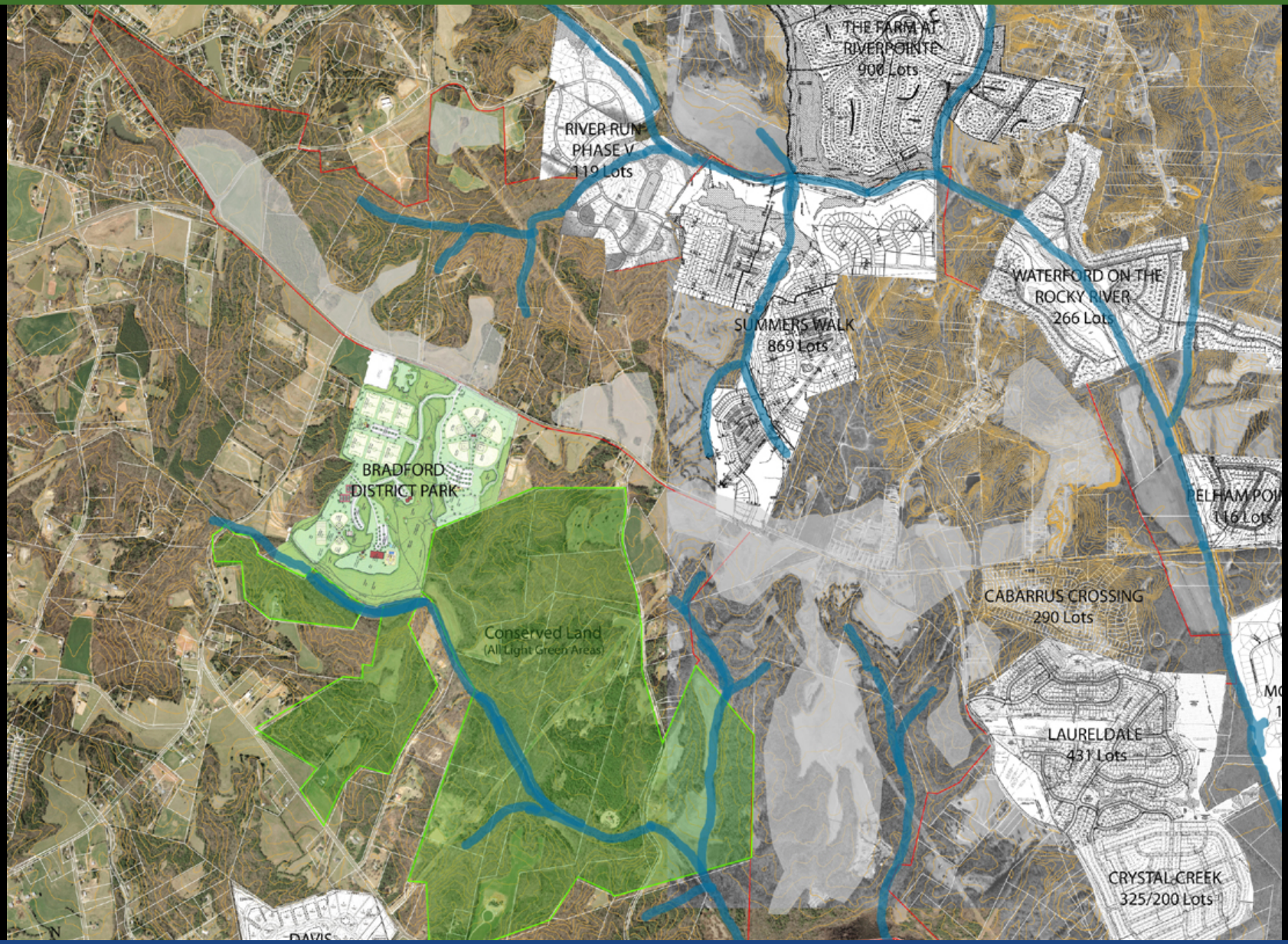
Allow NC73 to be "Green Cutting Edge"

- Explore UNC-related R&D spin-off as well as medical and **environmental-related businesses** (R&D, consulting, design, etc)
- Incent experimentation with **green architecture**, design, & protection of environment and rural character
- Encourage mixed-age and senior housing.
- Target **resident-related corporate & business relocation**
- **Discourage destination or specialty retail** and civic facility development that might compete with The Village.
- Discourage manufacturing and distribution, in order to enhance markets for these uses elsewhere in **Huntersville and Cabarrus County**

Analysis: Important Details

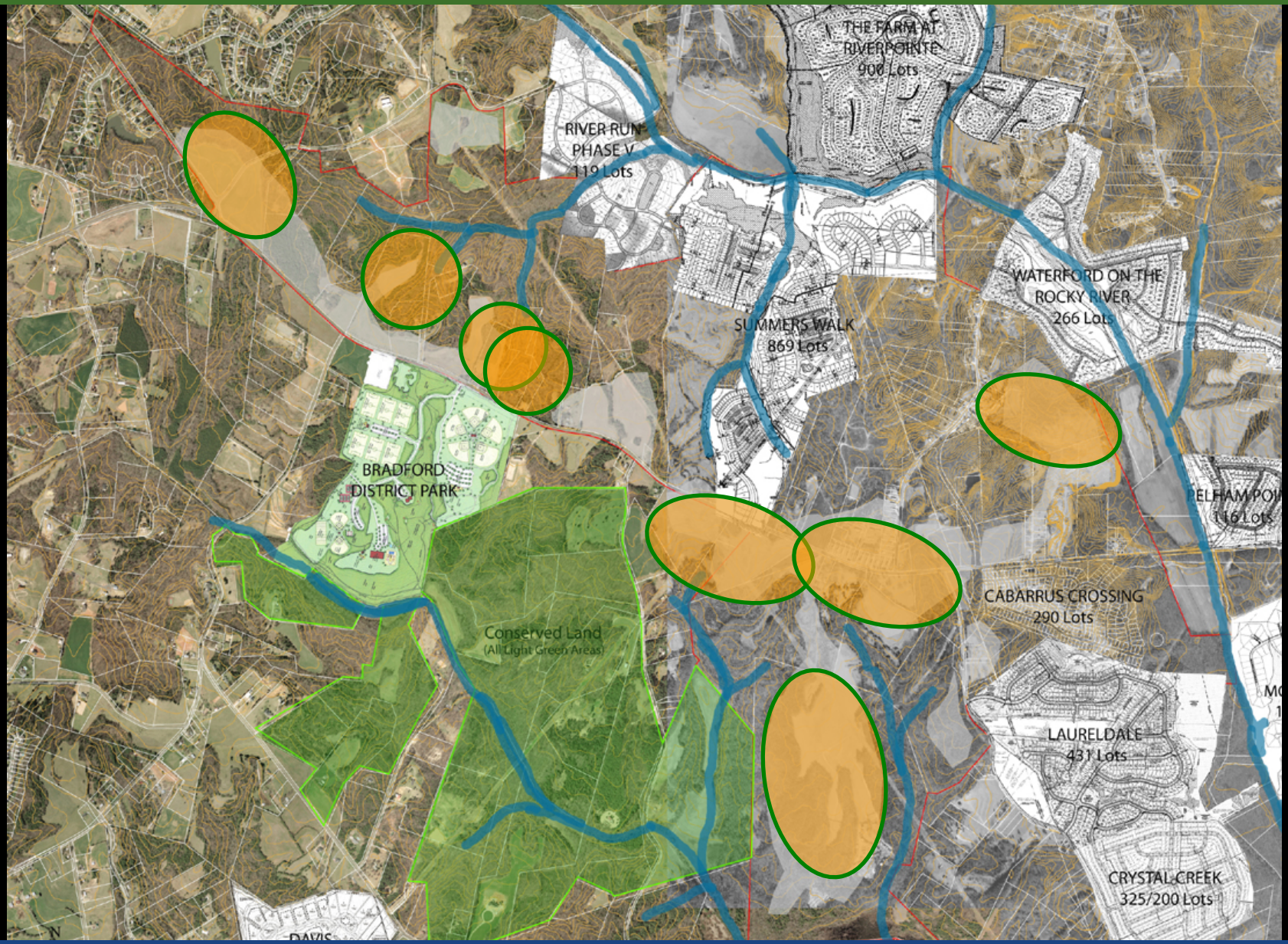
- "Green" Businesses and Environmental Services
  - Consistent with rural character, labor force, and policy direction
  - Provides area with a "**cutting edge**" development strategy with a unique role among Charlotte-region communities
- Start-up & business headquarters
  - Banking, investment, and other financial services
  - Resident-related relocations
- Research & technology
  - Research, design, testing, development, & production of new technologies
  - Spin-off from UNC-Charlotte, or from manufacturers in region
  - Resident-related relocations
- Medical center
  - Due to central location in north Mecklenburg / Cabarrus
- Professional services
  - Medical, design, environmental, engineering, FIRE
  - Resident-related businesses

Analysis: Important Details



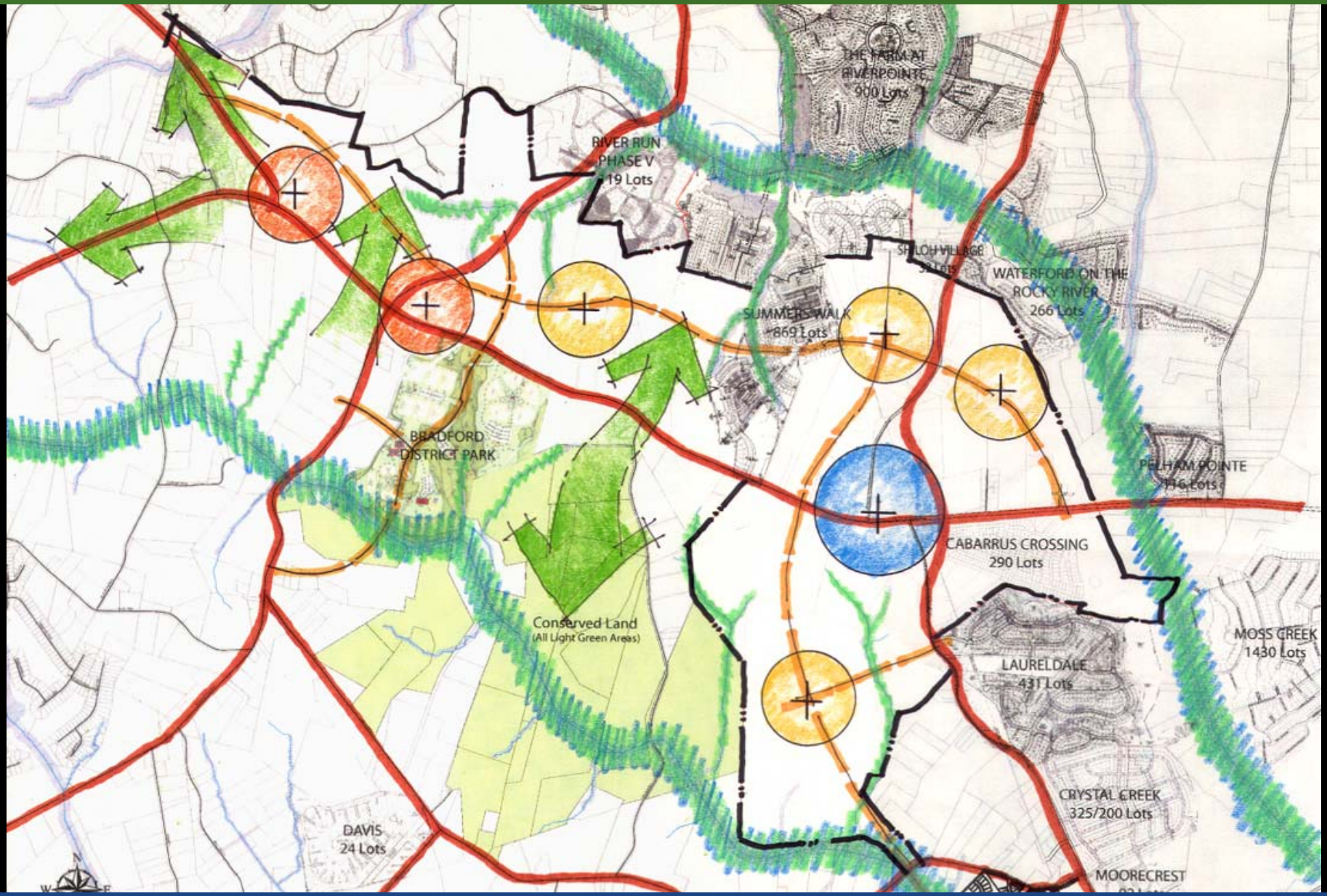
Site Opportunities & Constraints

Analysis: Important Details



Site Opportunities & Constraints

The Basic Concept



Site Opportunities & Goals

The Basic Concept

Developing Options

The Basic Concept

Developing Options

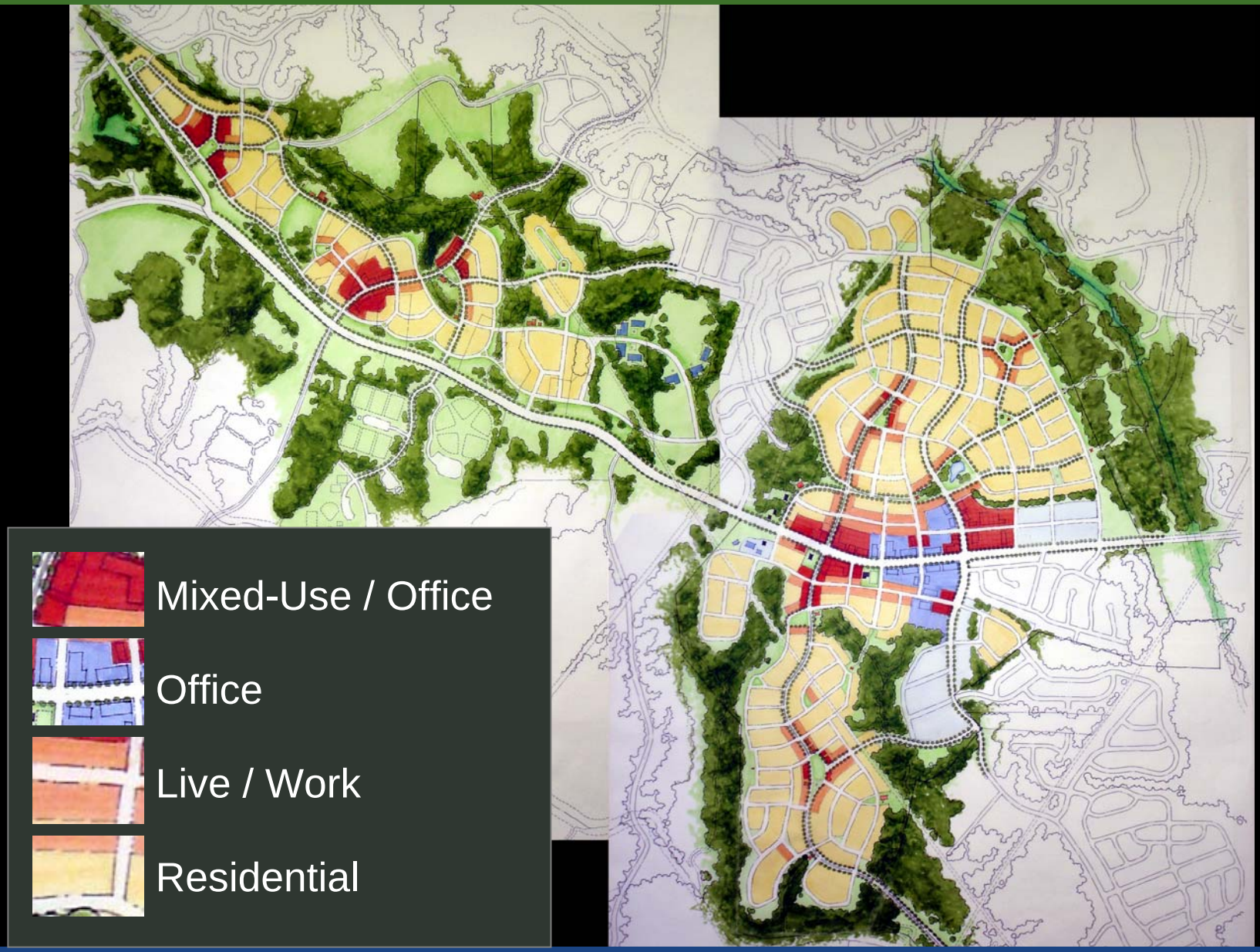
A Long Term Framework

Addresses Short-term Development
While Creating a Long-term Framework for Change

- A Jobs / Housing Balance
- A Network of Streets & Street Types
- A Series of Walkable Neighborhoods
- A Range of Building Types & Uses
- A Variety of Open Spaces
- A Green Network of Pedestrian Pathways
- A Diversity of Housing Types

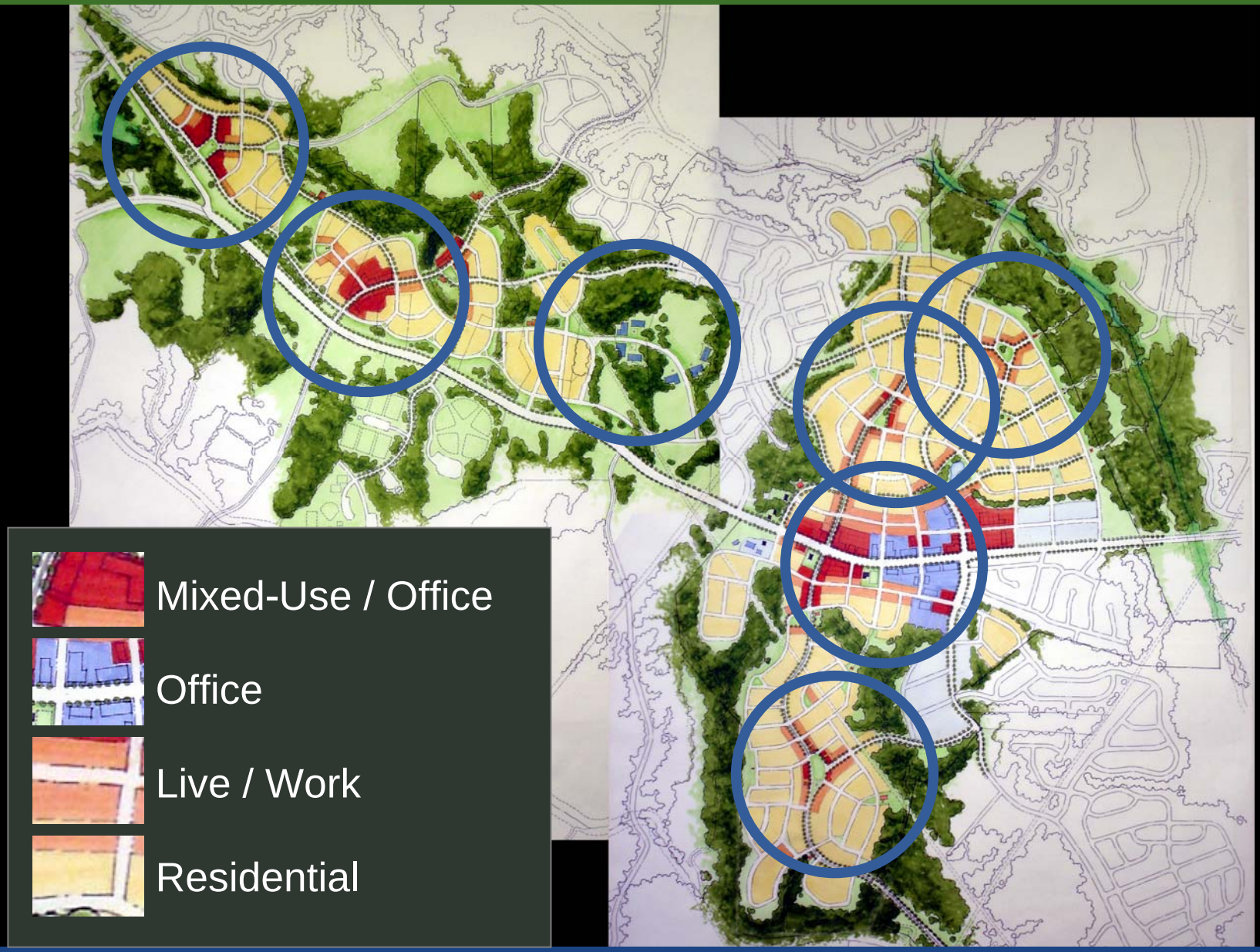
A Series of Neighborhoods Offering Different Lifestyles

The Framework



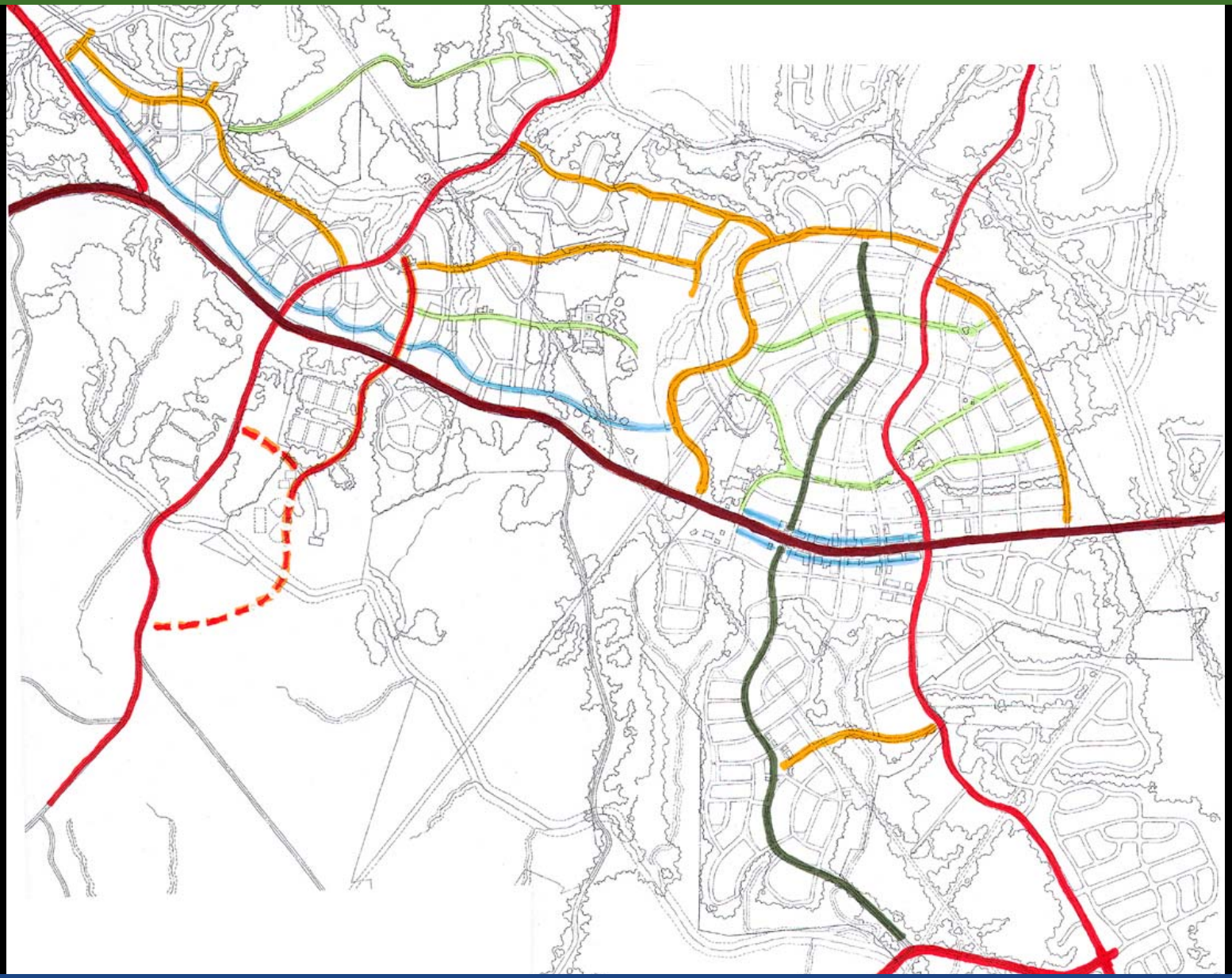
Long Range Vision

The Framework



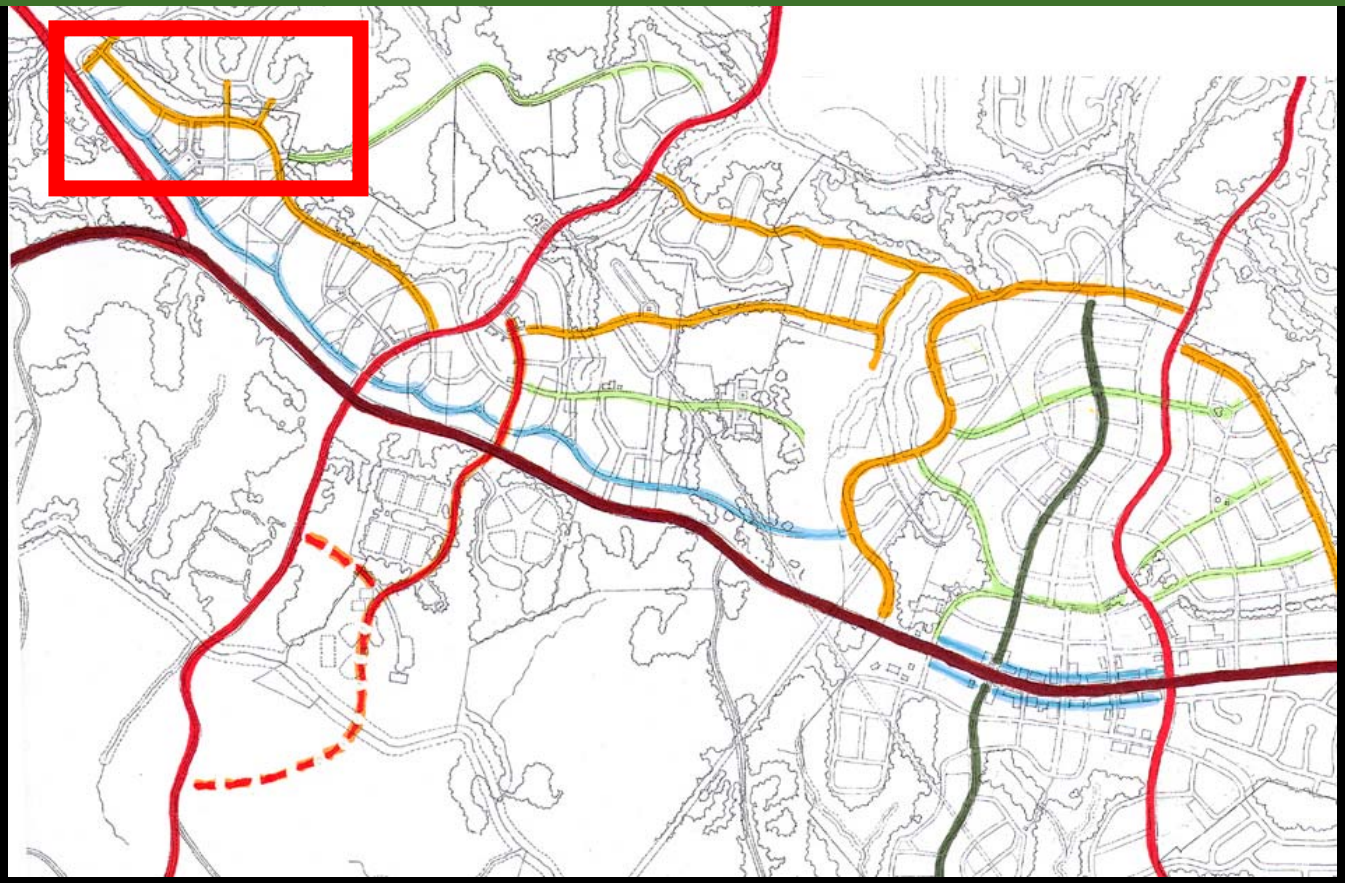
Long Range Vision

A Network of Streets



Important New Connections

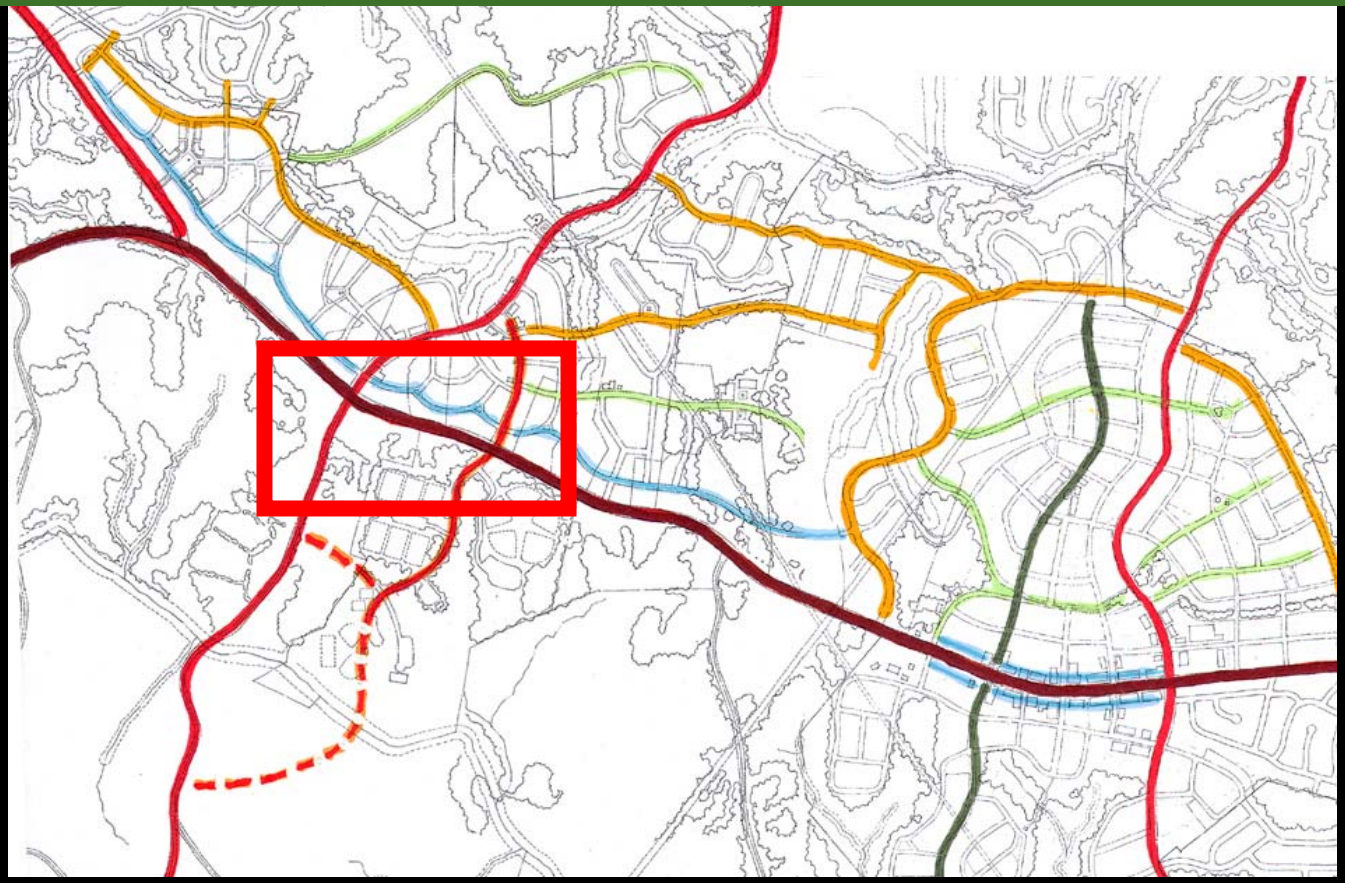
A Network of Streets



Connections to Adjacent Development

The Role of New Streets

A Network of Streets

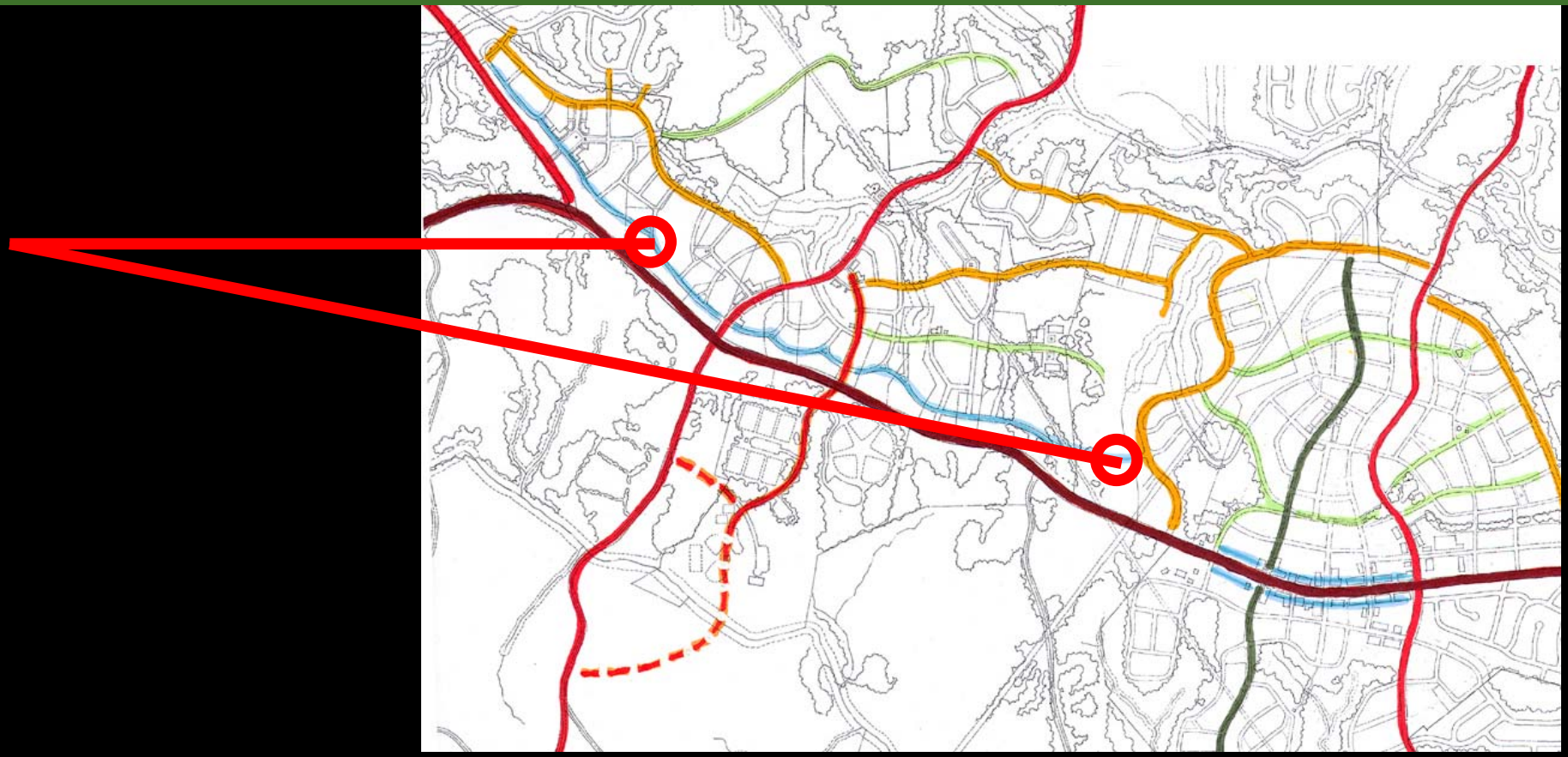


Align Bradford District Park Entrance to New Development Entrance

- Creates an Alternate North/South Option to Ramah Church Road
- Alternate connection to the Extension of Shearer Road

The Role of New Streets

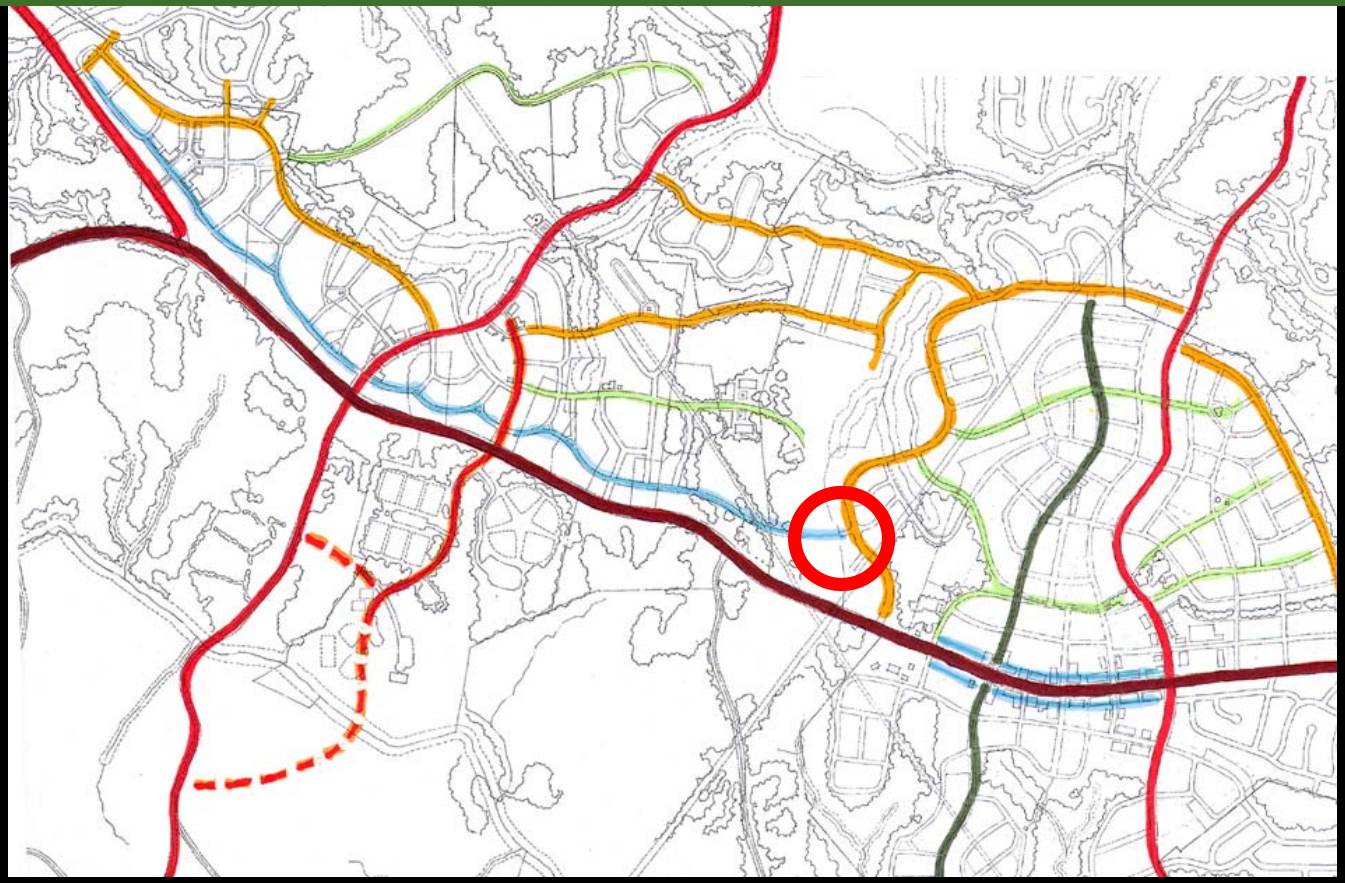
A Network of Streets



Internal Alternate Road to NC 73

The Role of New Streets

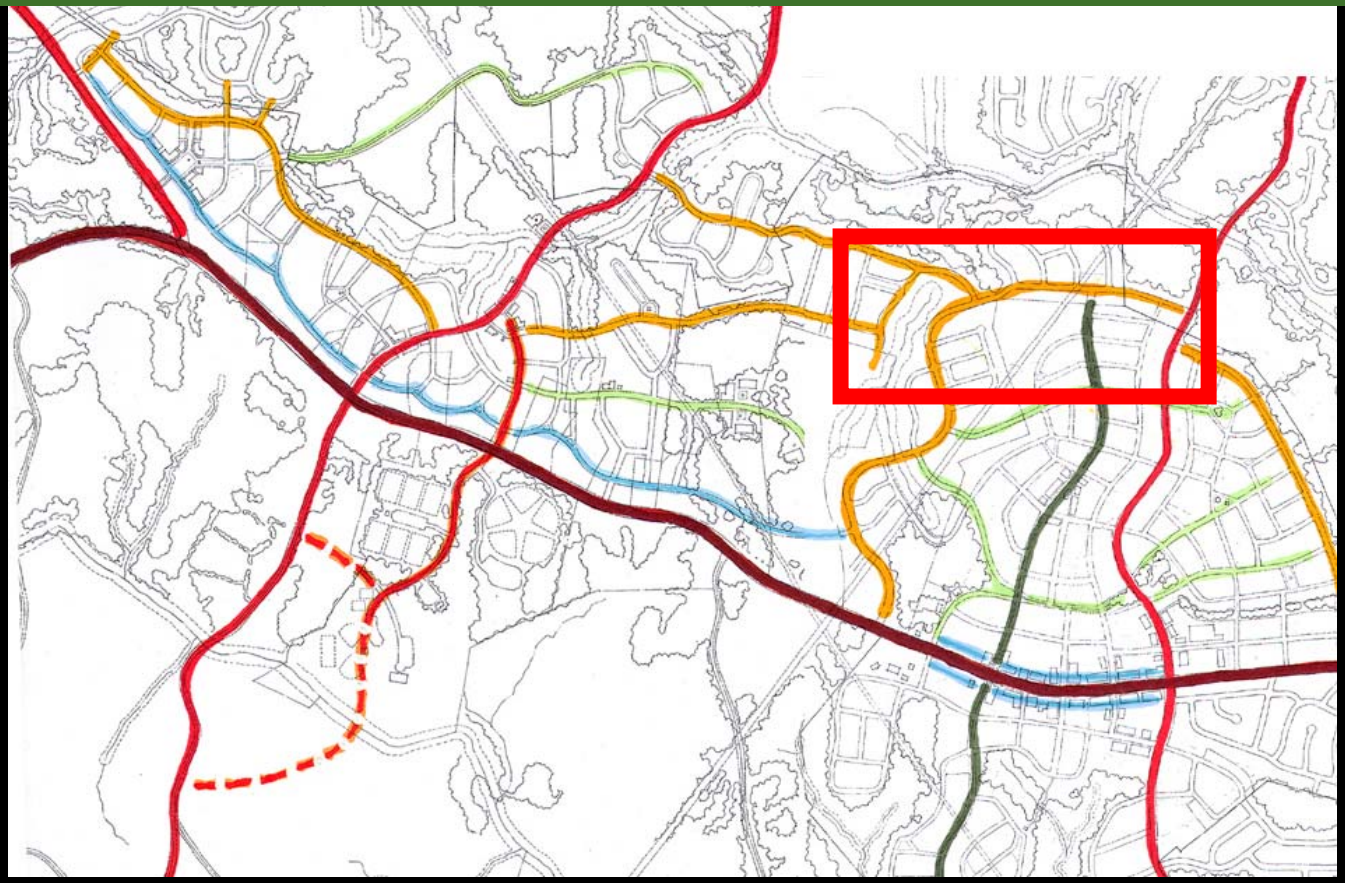
A Network of Streets



Connection to Summers Walk Development

The Role of New Streets

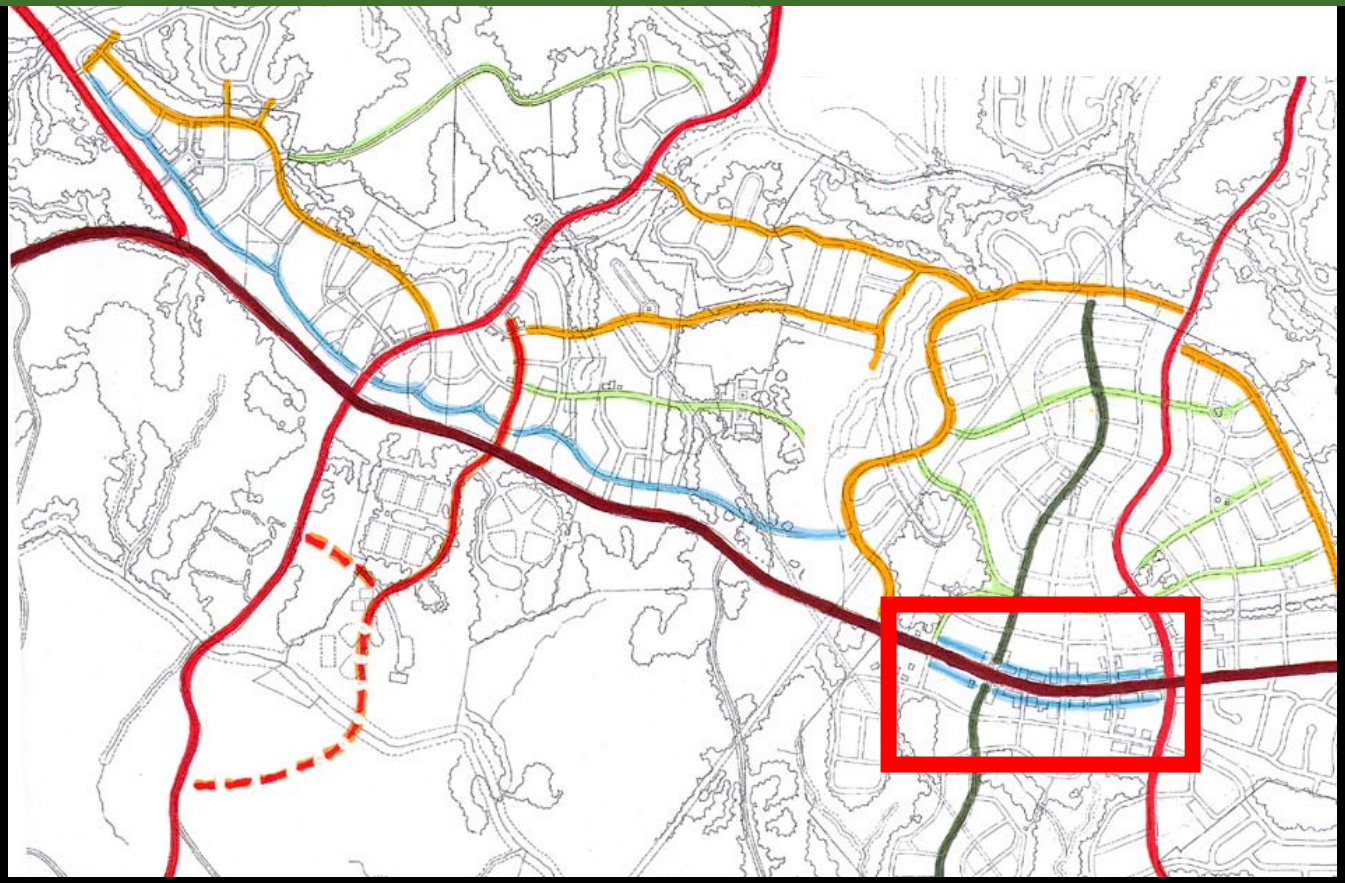
A Network of Streets



New Connections to Shiloh Church Road

The Role of New Streets

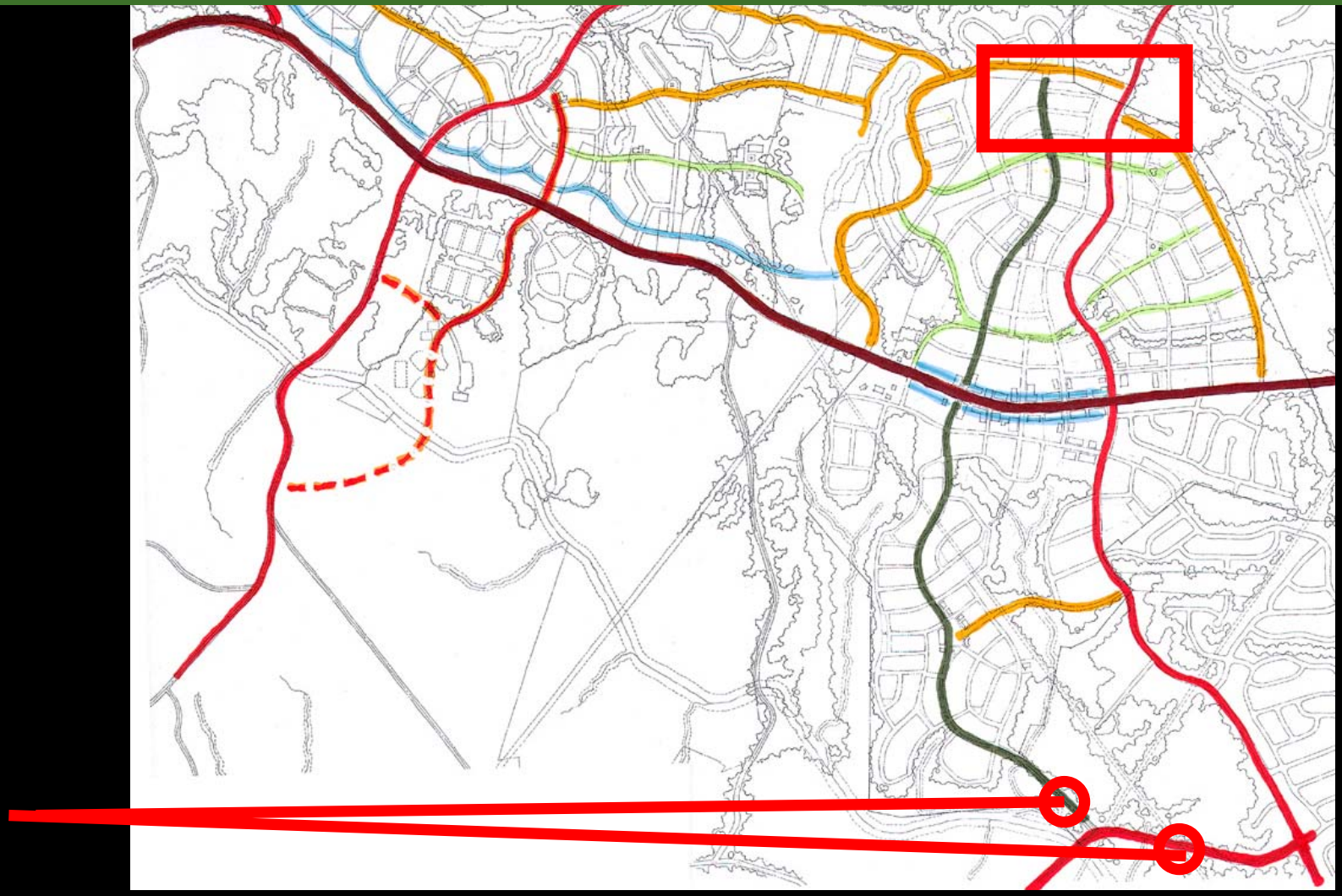
A Network of Streets



Frontage Road at Poplar Center Creates
Pedestrian Friendly Mixed-use Environment

The Role of New Streets

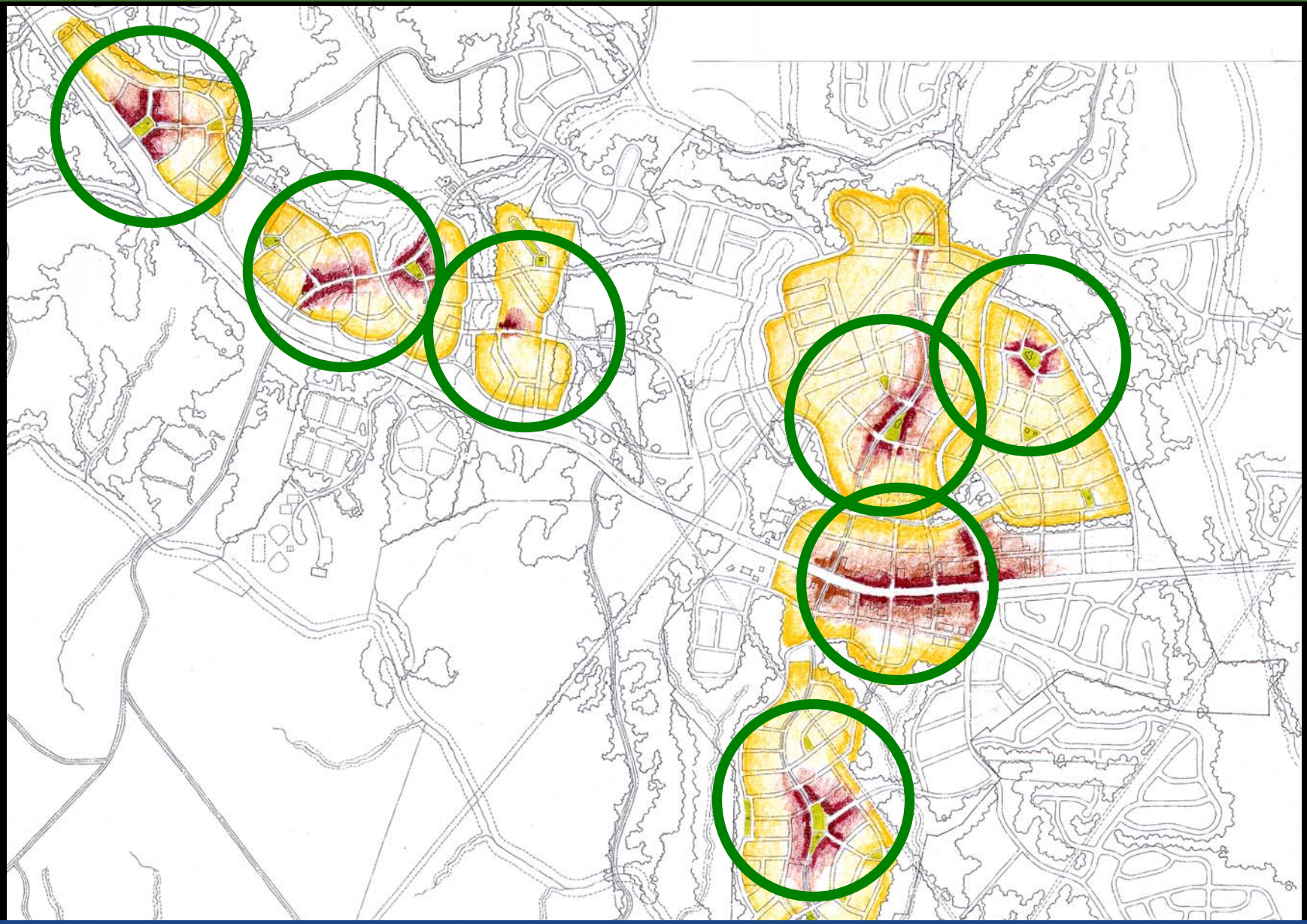
A Network of Streets



Alternate North/South Road to Poplar Tent Road

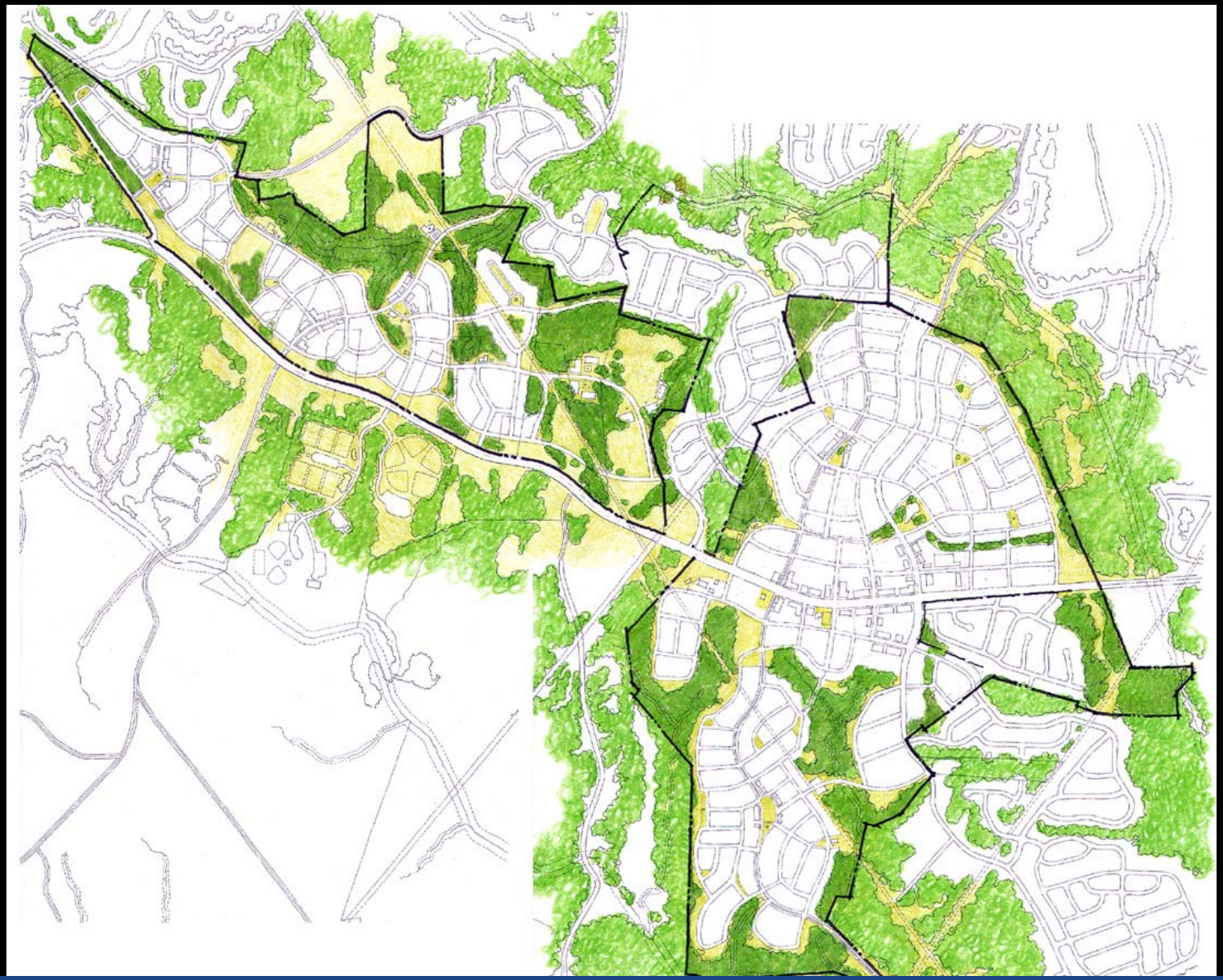
The Role of New Streets

A Series of Walkable Neighborhoods



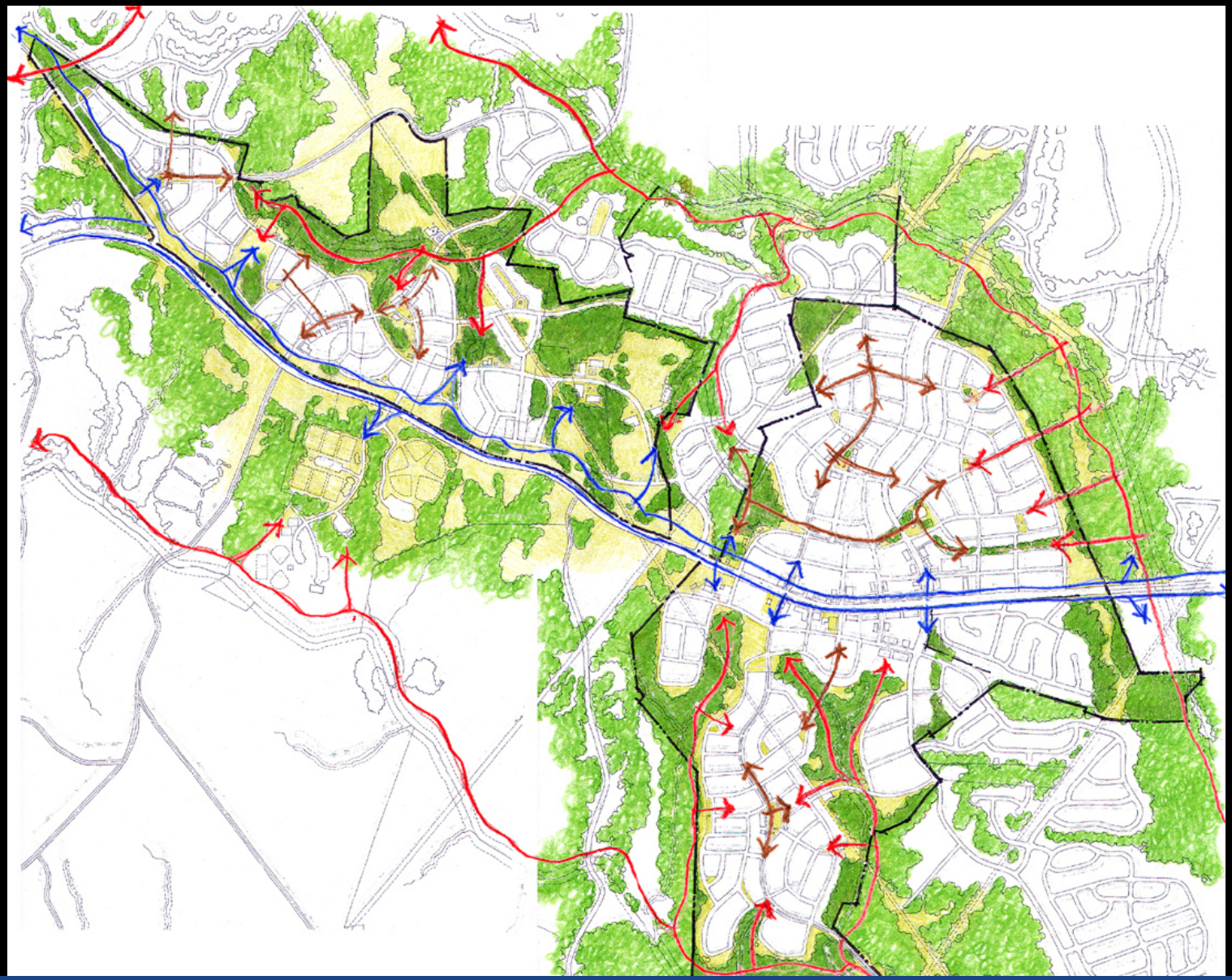
A Series of Neighborhoods Offering Different Lifestyles

A Variety of Open Spaces

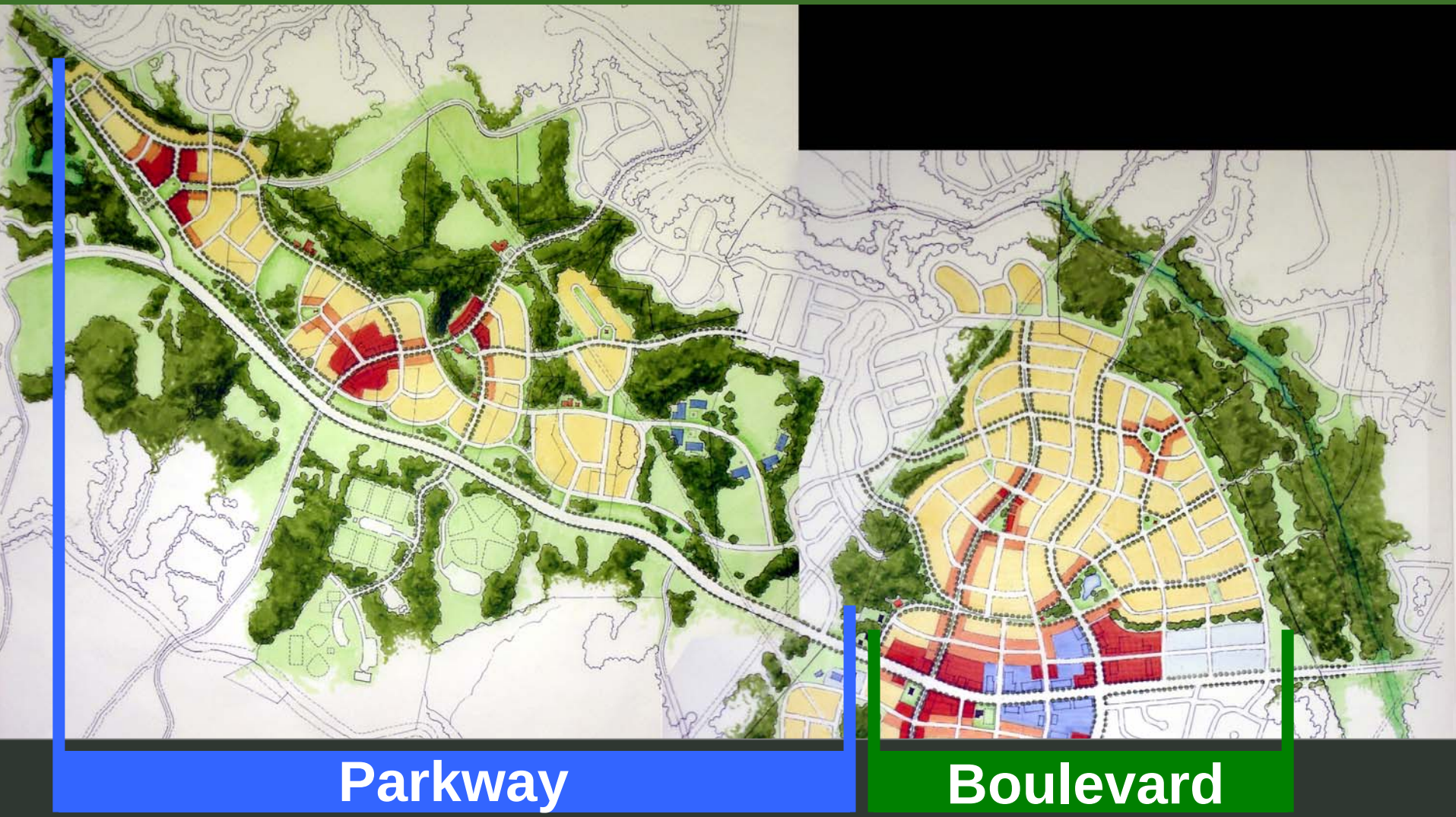


Access to a Variety of Green Spaces

A Green Network of Pedestrian Pathways



The Framework



NC 73 as a Boulevard & Parkway

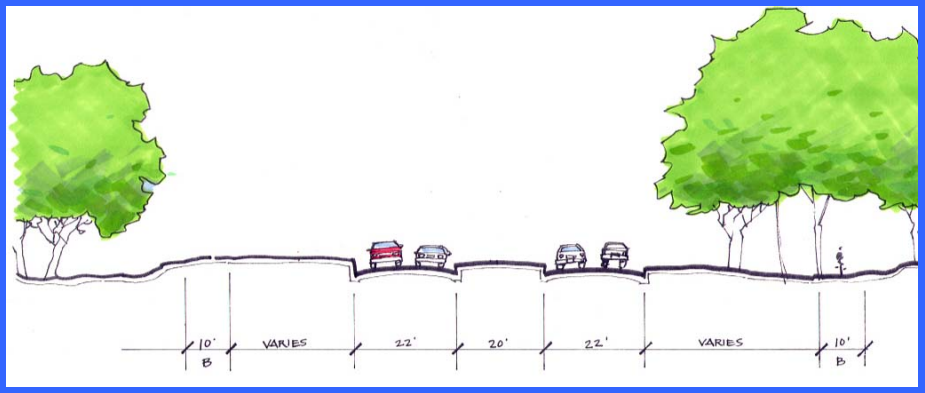
The Framework

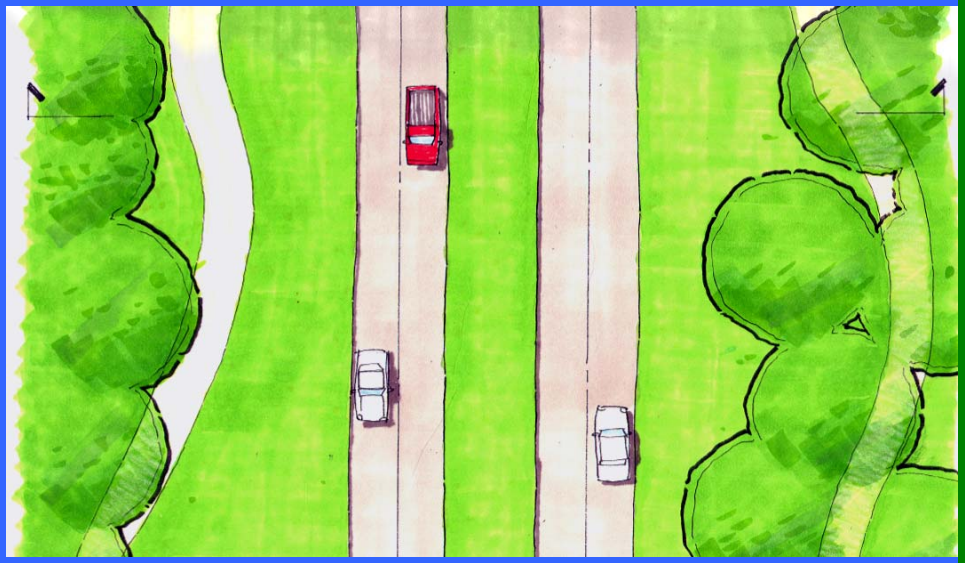
Parkway

Boulevard

NC 73 as a Parkway & Boulevard

The Framework





Parkway

Boulevard

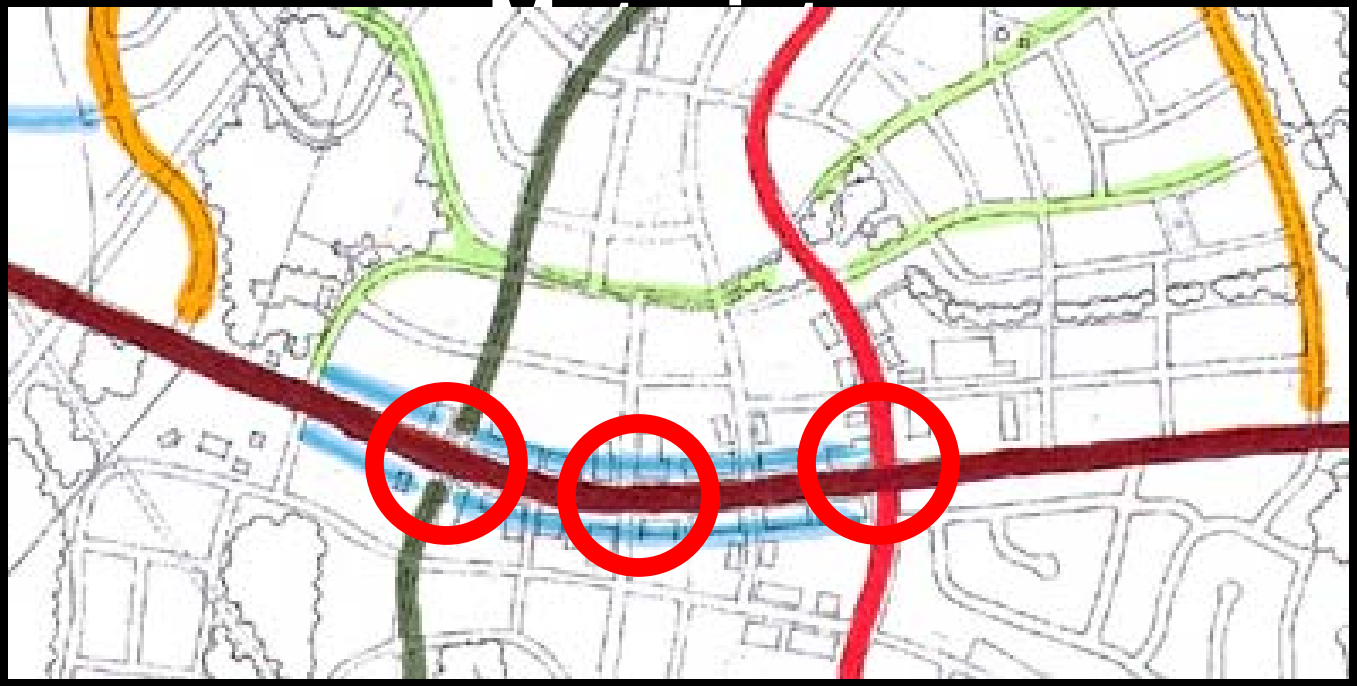
NC 73 as a Parkway & Boulevard

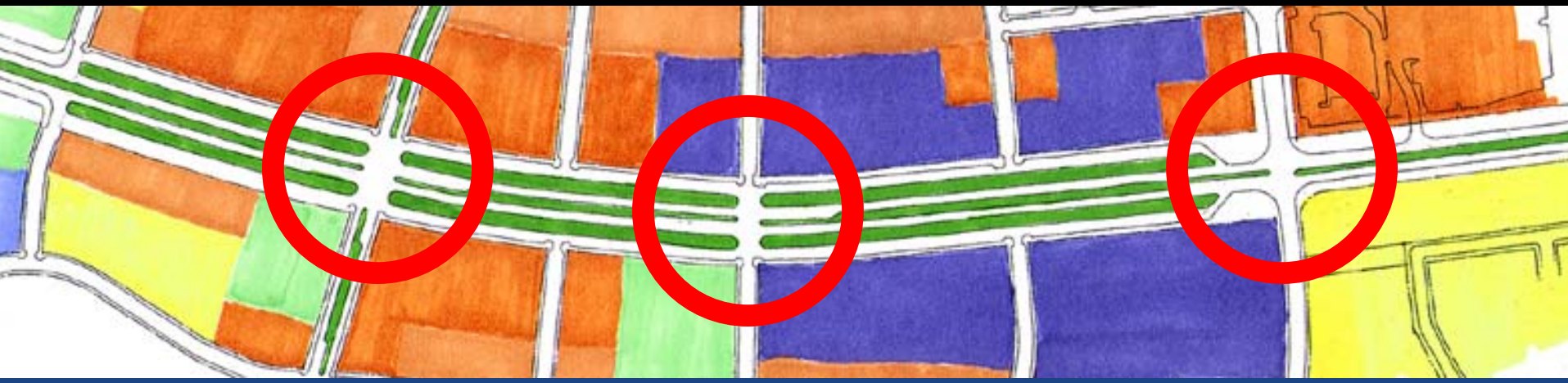
NC 73 Access Management Plan

1 - Davidson Concord/ NC 73
2 - Ramah Church Connection
3 - Bradford Park Road
4 - Summers Walk Development
5 - New Ramah Church Alternate Route
6 - New Poplar Center “Pedestrian Crossing”
7 - Poplar Tent / Shiloh Church Road
8 - New Rocky River Drive

Recommended Location of Traffic Signals

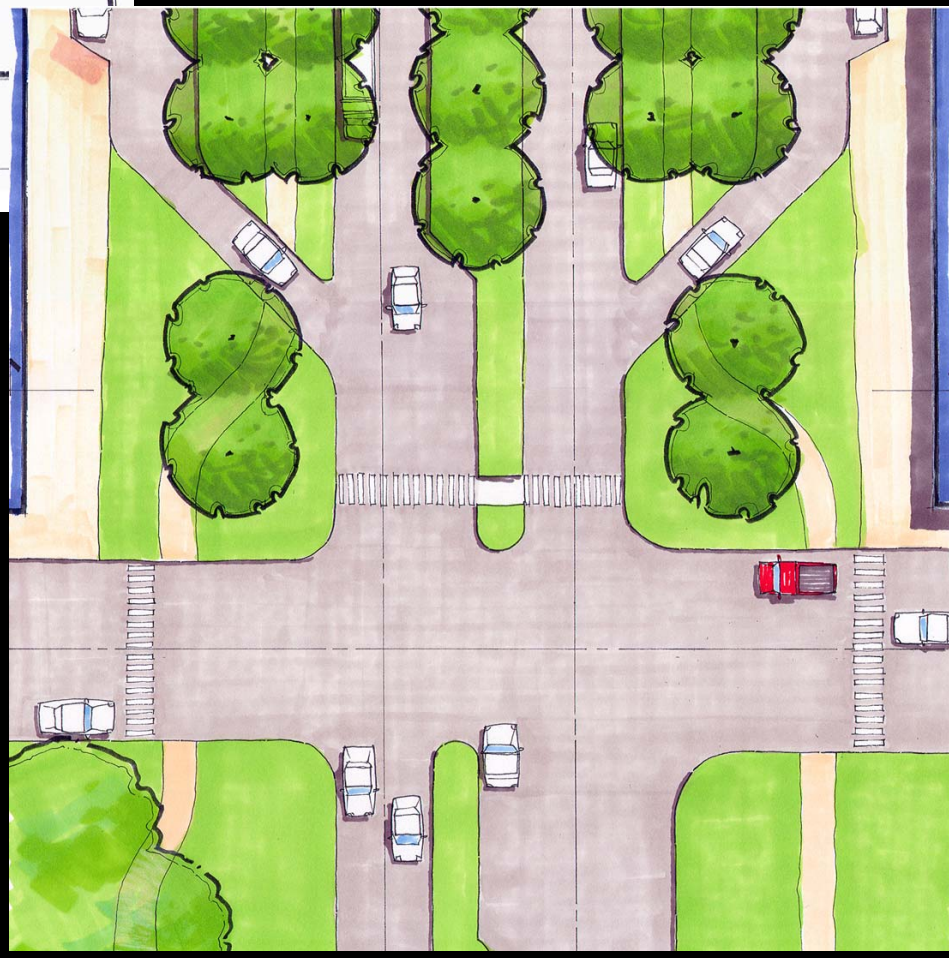
Boulevard – Balancing Pedestrians & Motorists

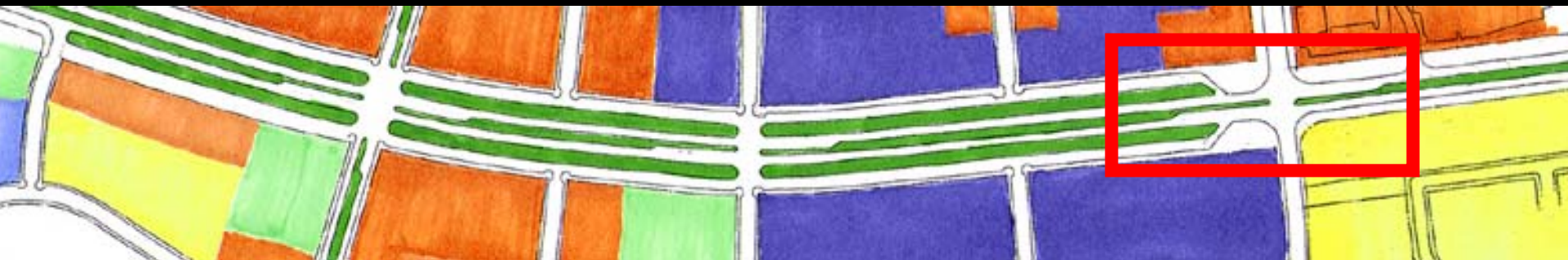




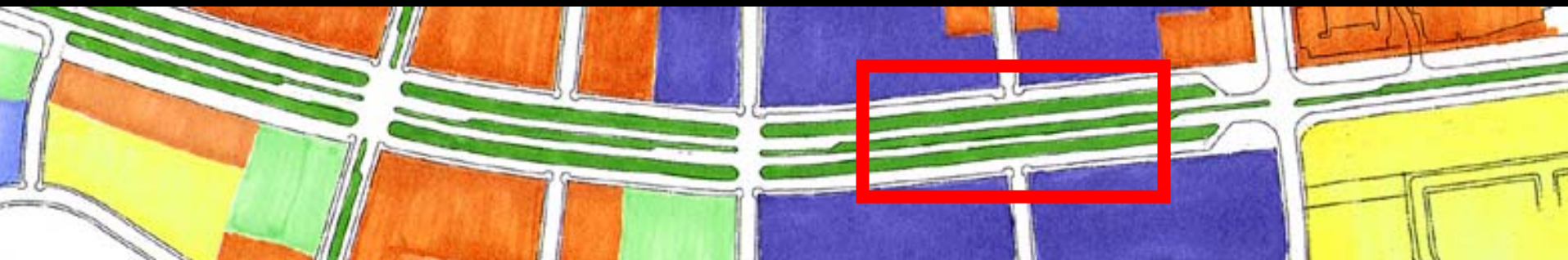
Important Intersections at Poplar Center

6'
B
9'
T
6'
B
VARIES
22'
20'
22'
VARIES

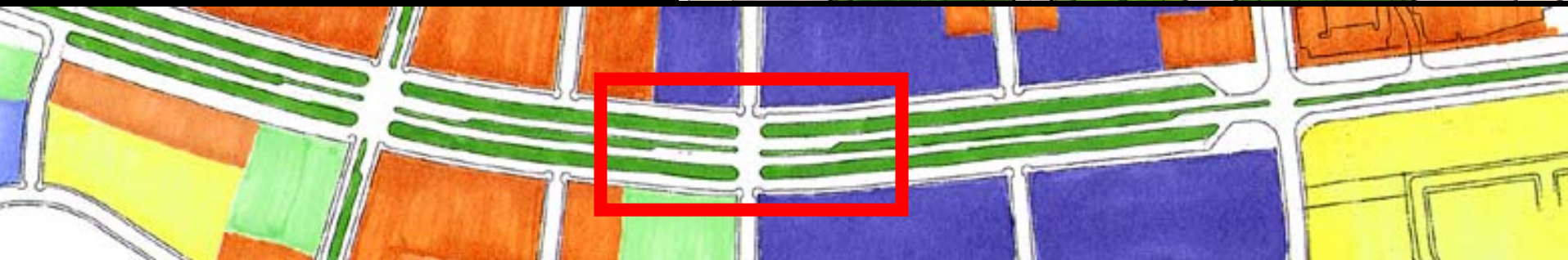




P
6'
B
6'
B
P
10'±
24'
30'
22'
20'
22'
30'
24'
10'±

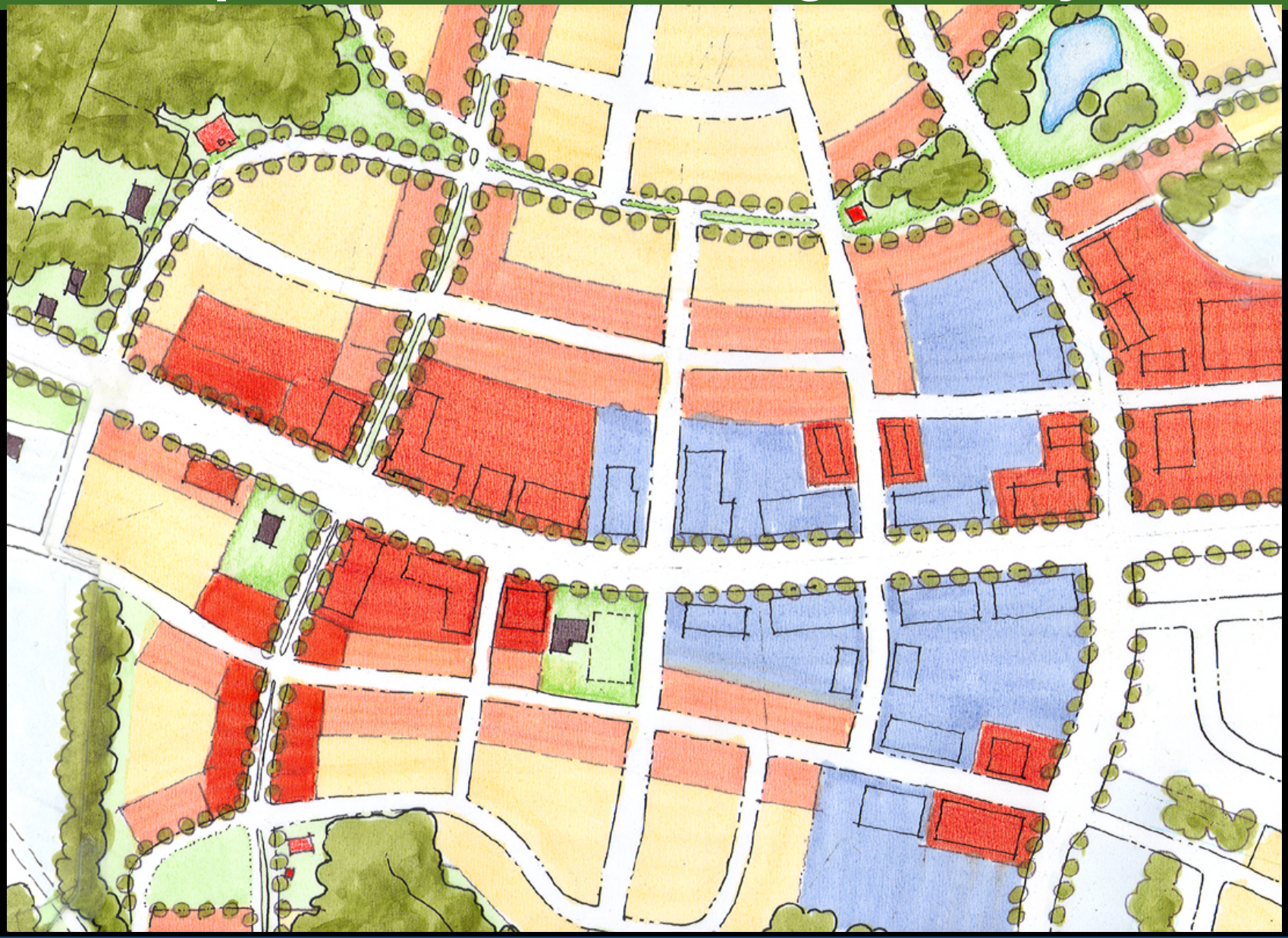


10'±
P
24'
6'
B
30'
22'
9'
T
20'
22'
6'
B
30'
24'
P
10'±



Poplar Center: A Village Lifestyle

Poplar Center: A Village Lifestyle

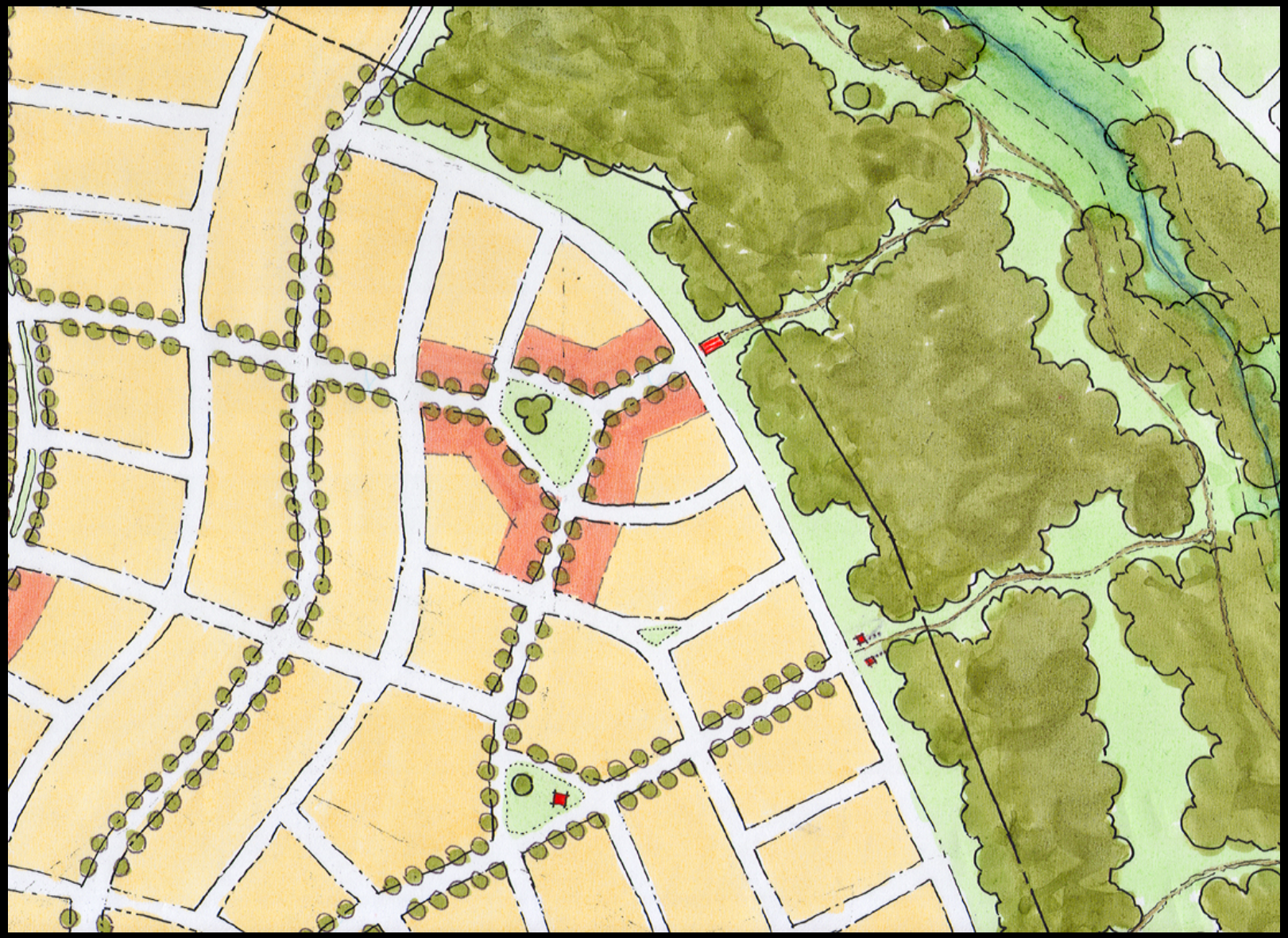


A Series of Neighborhoods for Different Lifestyles

COMMERCIAL
Signage

The Rocky River Neighborhood: Greenway

The Rocky River Neighborhood: Greenway



A Series of Neighborhoods Offering Different Lifestyles

South Poplar Neighborhood: Quiet & Convenient

South Poplar Neighborhood: Quiet & Convenient

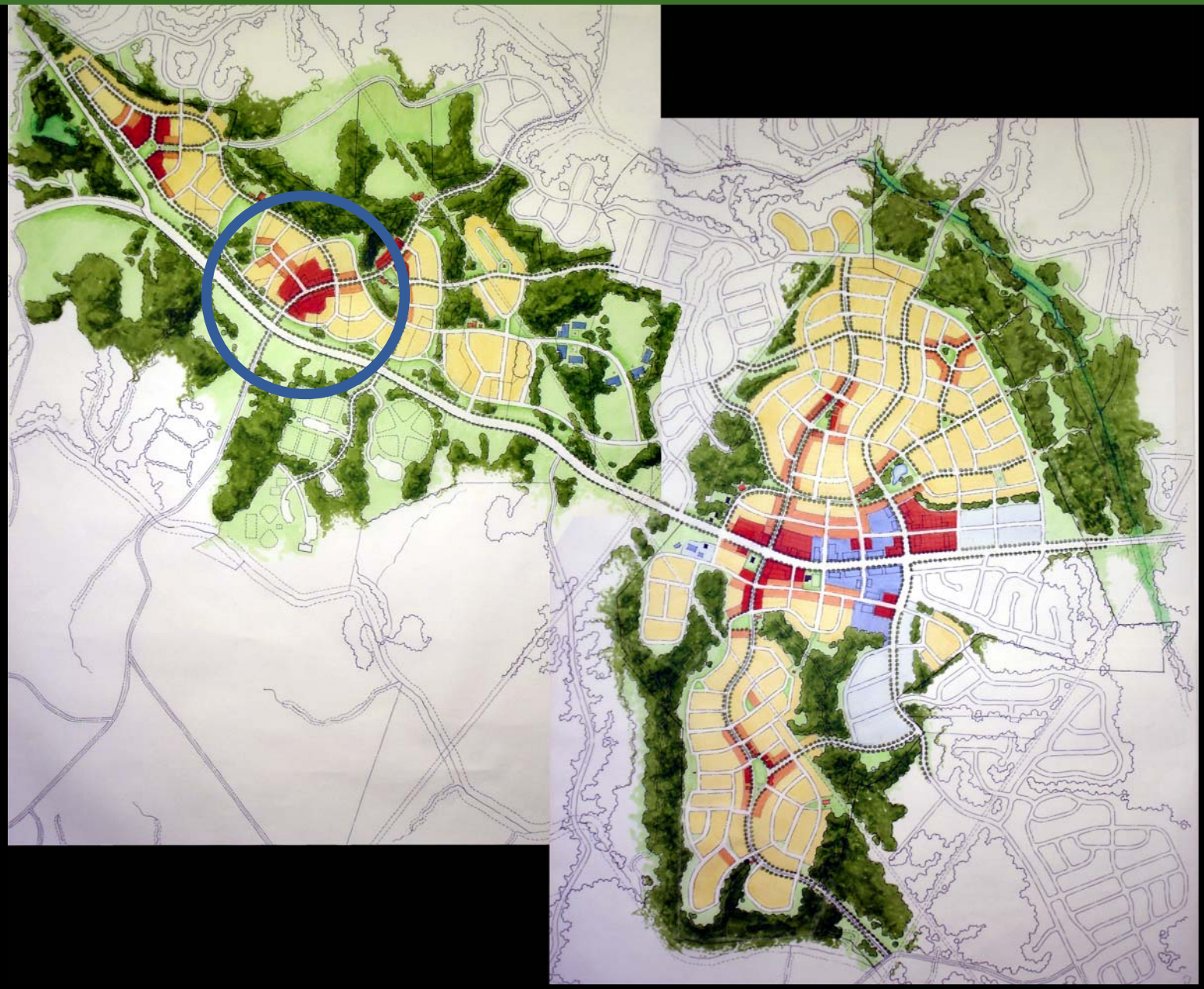
A Series of Neighborhoods Offering Different Lifestyles

Corporate Campus Preserving Rural Lands

Corporate Campus Preserving Rural Lands

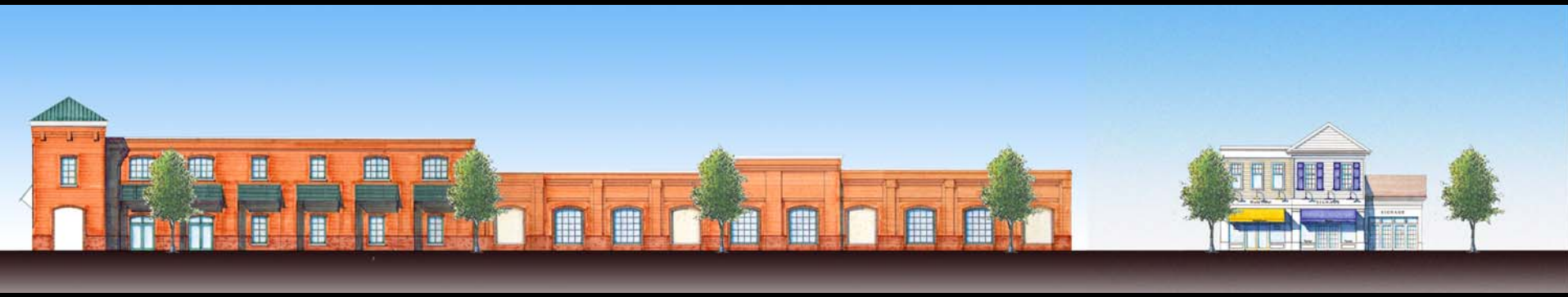
A Series of Neighborhoods Offering Different Lifestyles

Hamlets: New Crossroad Neighborhoods

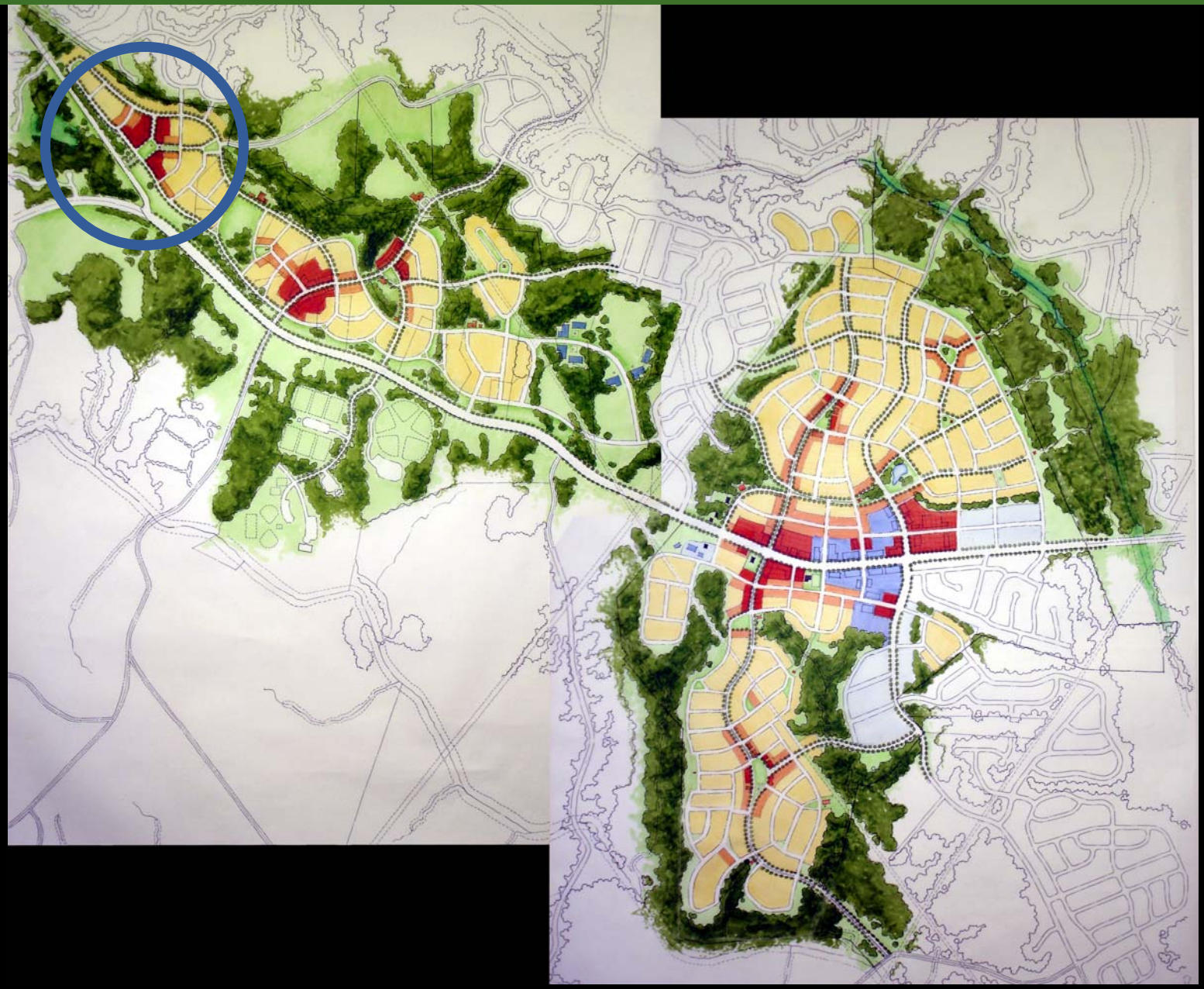


Hamlets: New Crossroad Neighborhoods

A Series of Neighborhoods Offering Different Lifestyles



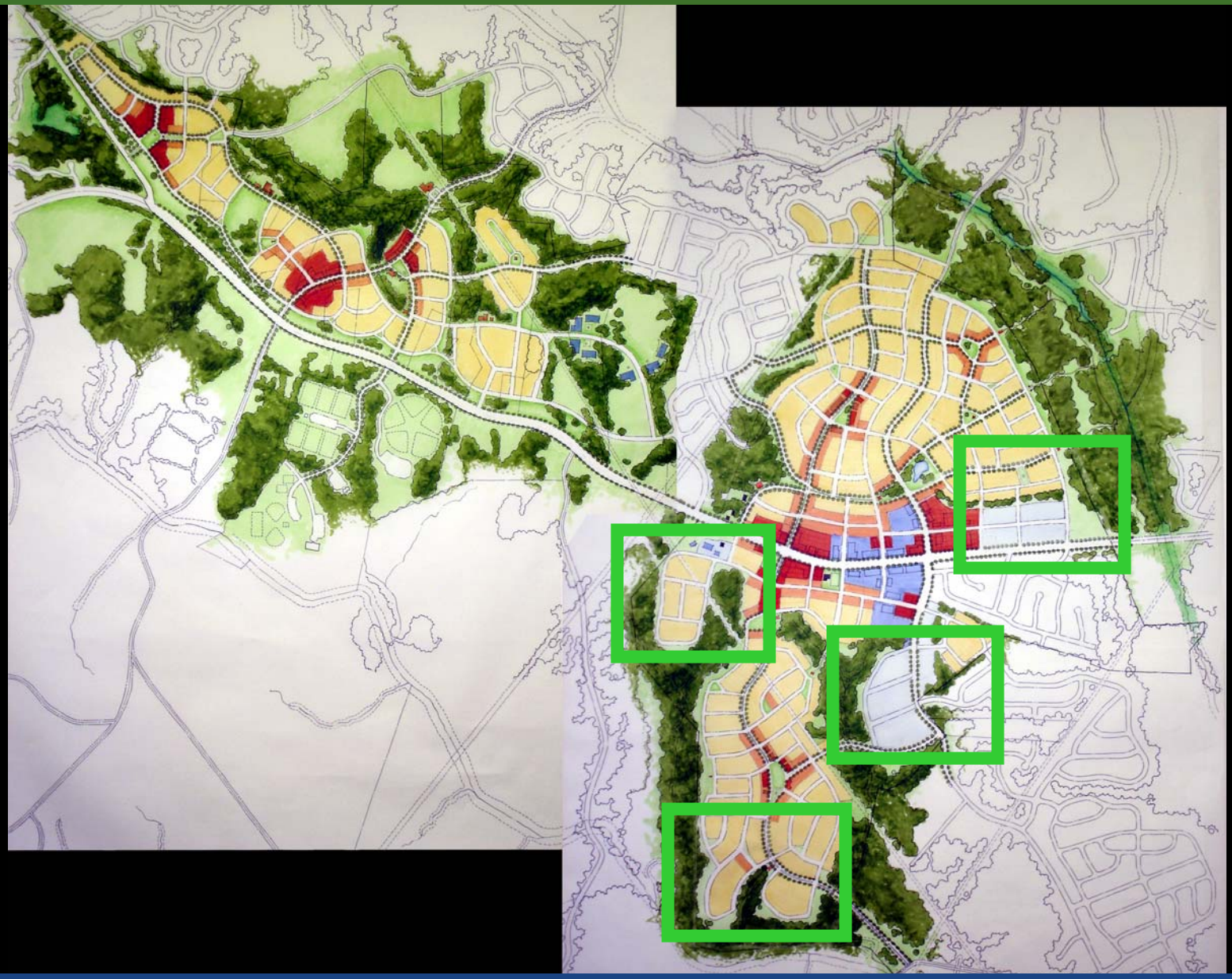
Hamlets: New Crossroad Neighborhoods



Hamlet: Low Key with Commercial Amenities

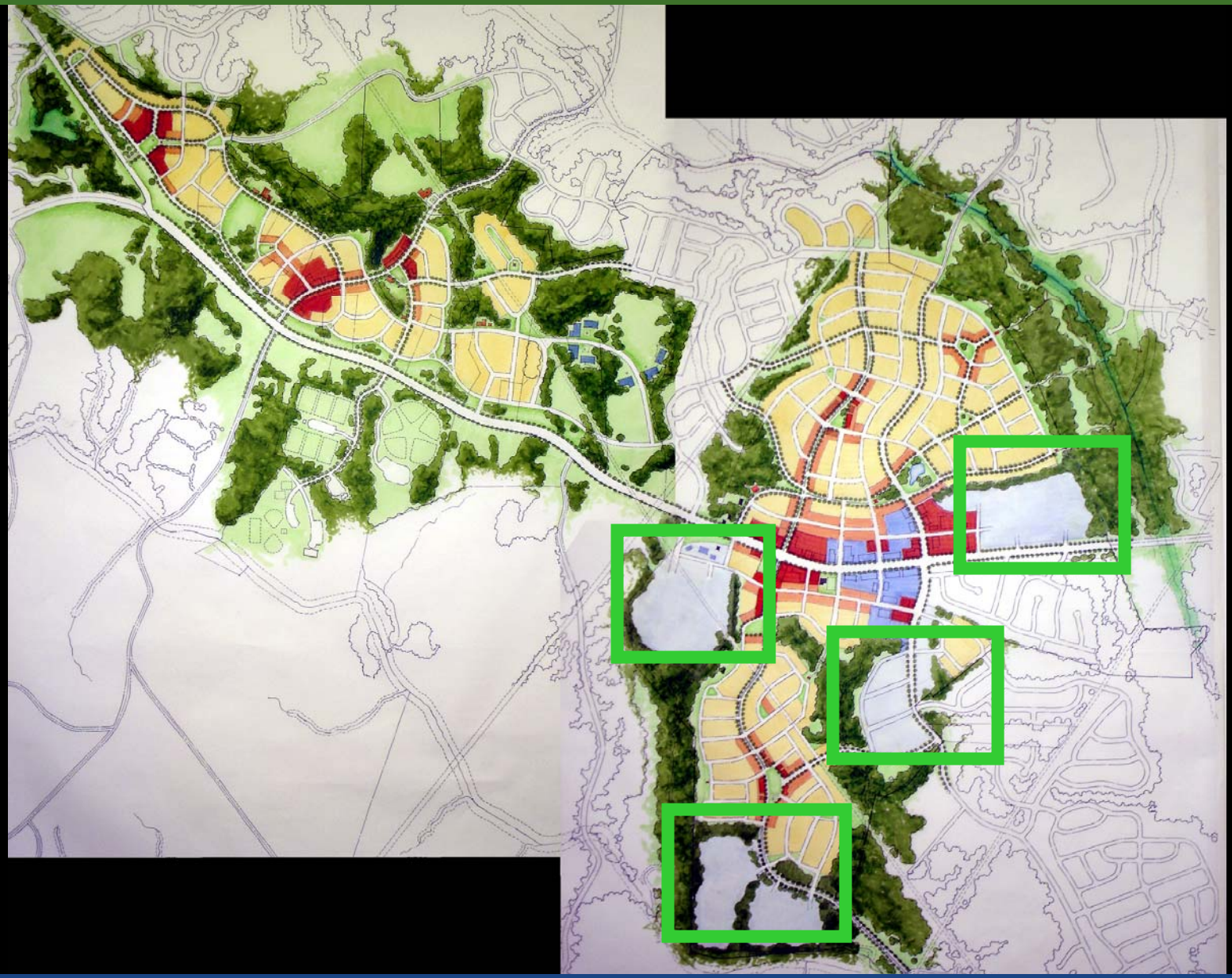
A Series of Neighborhoods Offering Different Lifestyles

Economic Development within the Framework



Follow the Principles but Rethink the Proportion of Uses

Economic Development within the Framework



Follow the Principles but Rethink the Proportion of Uses

Economic Development within the Framework

Office Uses	
Speculative Office Space	500,000 square feet
Built-To-Suits	280,000
Small Office Units	180,000
Flex / R&D Space	1,300,000
Sub-Total Office	2,260,000
Retail	340,000
TOTAL Commercial Program	
	2,600,000 square feet

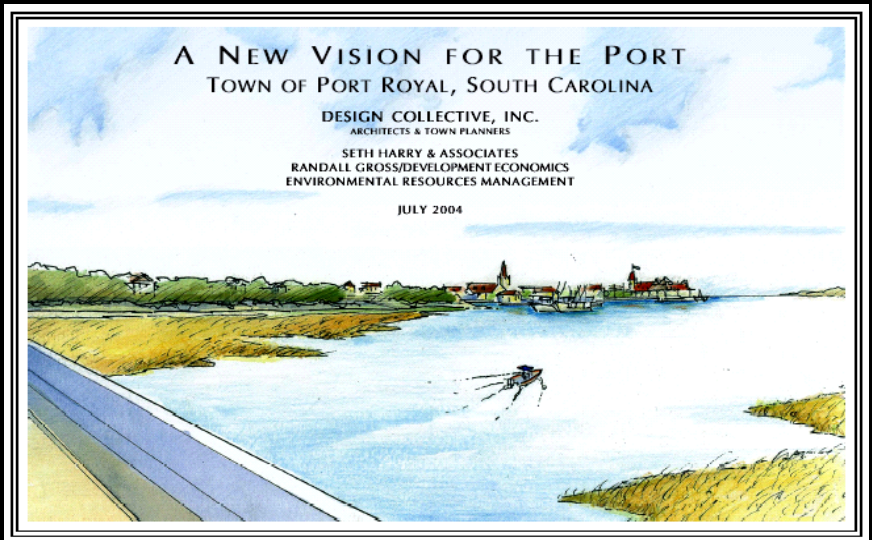
Follow the Principles but Rethink the Proportion of Uses

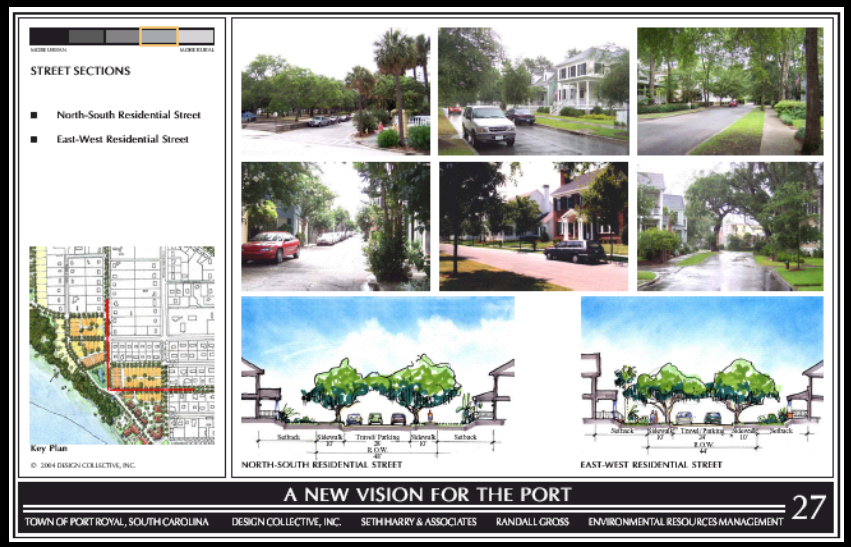
Economic Development within the Framework

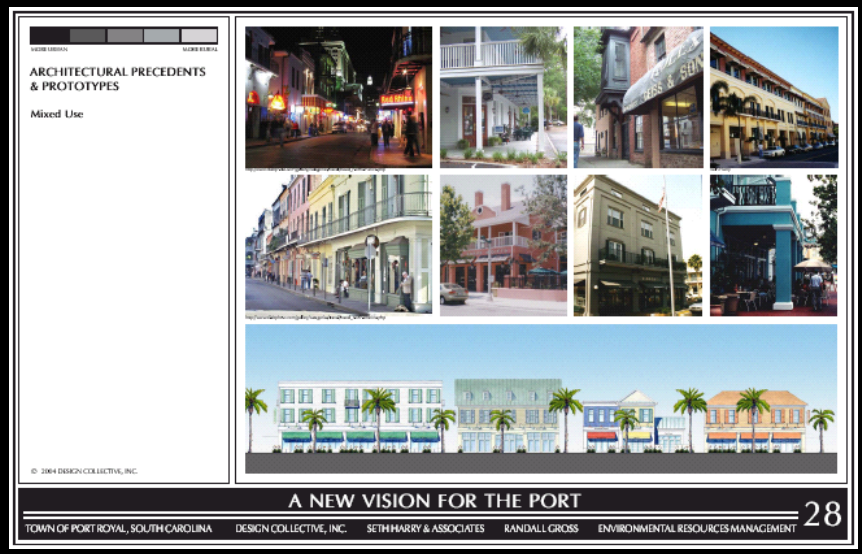
Office Uses		
Speculative Office Space	1,480 FTE Jobs	2.96 / 1k sf
Built-To-Suits	600	2.14
Small Office Units	320	1.78
Flex / R&D Space	850	0.65
Sub-Total Office	3,250	
Retail	520	1.53
TOTAL	**3,770 FTE Jobs**	

Speculative Office Create Five Times as Many Jobs

Tools to Implement the Plan

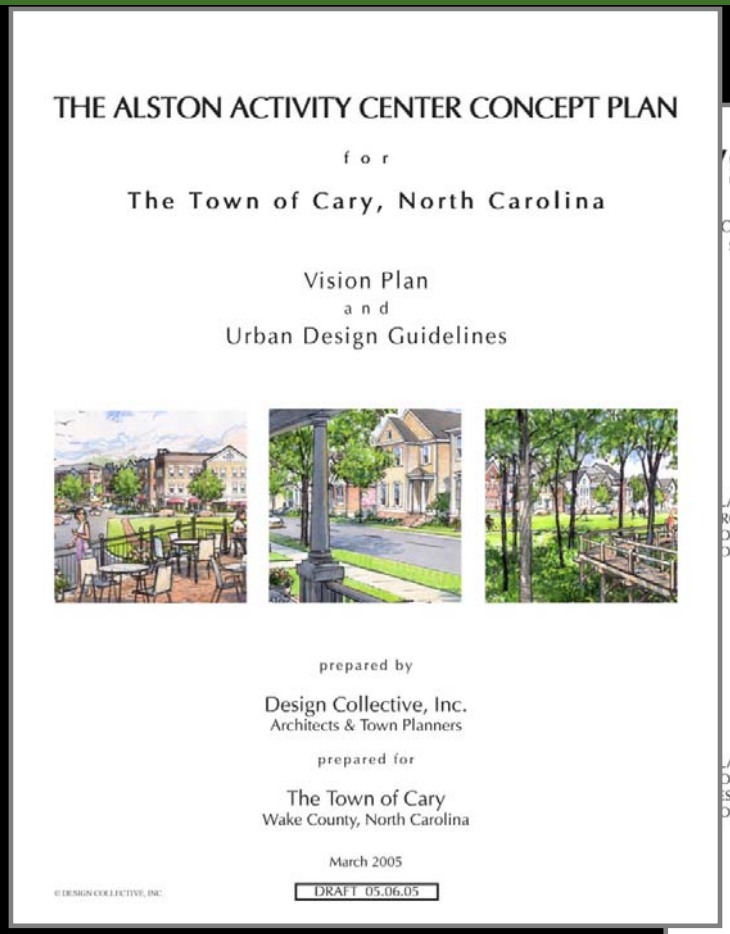






The Important Details

Tools to Implement the Plan



THE ALSTON ACTIVITY CENTER CONCEPT PLAN

for

The Town of Cary, North Carolina

Vision Plan
and
Urban Design Guidelines

prepared by

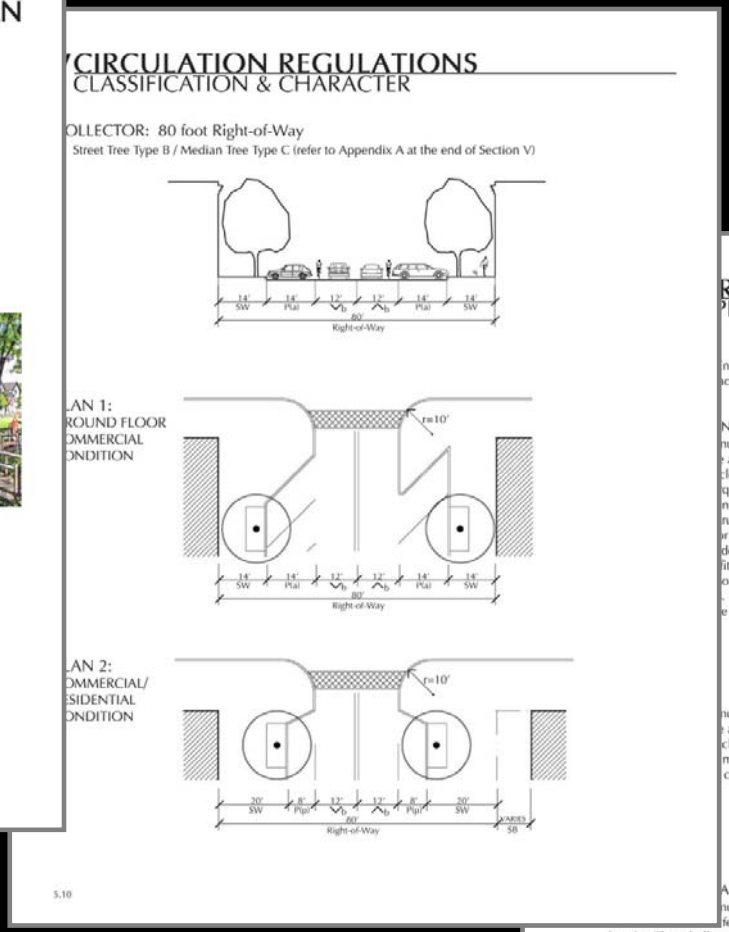
Design Collective, Inc.
Architects & Town Planners

prepared for

The Town of Cary
Wake County, North Carolina

March 2005

DRAFT 05.06.05

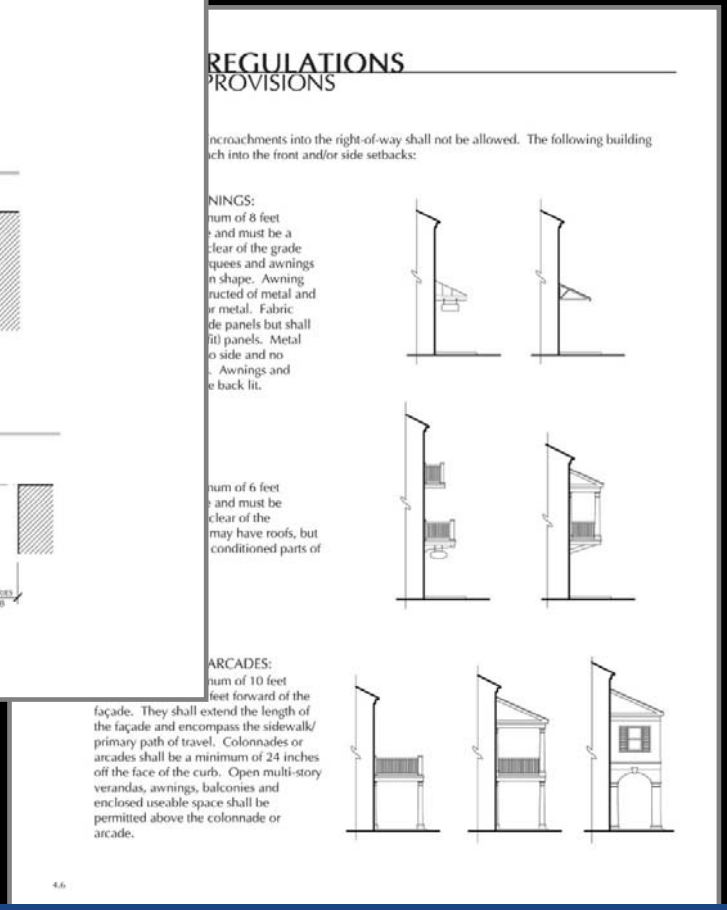


CIRCULATION REGULATIONS
CLASSIFICATION & CHARACTER

OLLECTOR: 80 foot Right-of-Way
Street Tree Type B / Median Tree Type C (refer to Appendix A at the end of Section V)

LAN 1:
ROUND FLOOR
OMMERCIAL
ONDITION

LAN 2:
OMMERCIAL/
ESIDENTIAL
ONDITION



REGULATIONS
PROVISIONS

ncroachments into the right-of-way shall not be allowed. The following building ch into the front and/or side setbacks:

NINGS:
num of 8 feet
and must be a
clear of the grade
quees and awnings
n shape. Awning
ructed of metal and
r metal. Fabric
de panels but shall
fit) panels. Metal
o side and no
. Awnings and
e back lit.

num of 6 feet
and must be
clear of the
may have roofs, but
conditioned parts of

ARCADES:
num of 10 feet
feet forward of the façade. They shall extend the length of the façade and encompass the sidewalk/ primary path of travel. Colonnades or arcades shall be a minimum of 24 inches off the face of the curb. Open multi-story verandas, awnings, balconies and enclosed useable space shall be permitted above the colonnade or arcade.

The Important Details