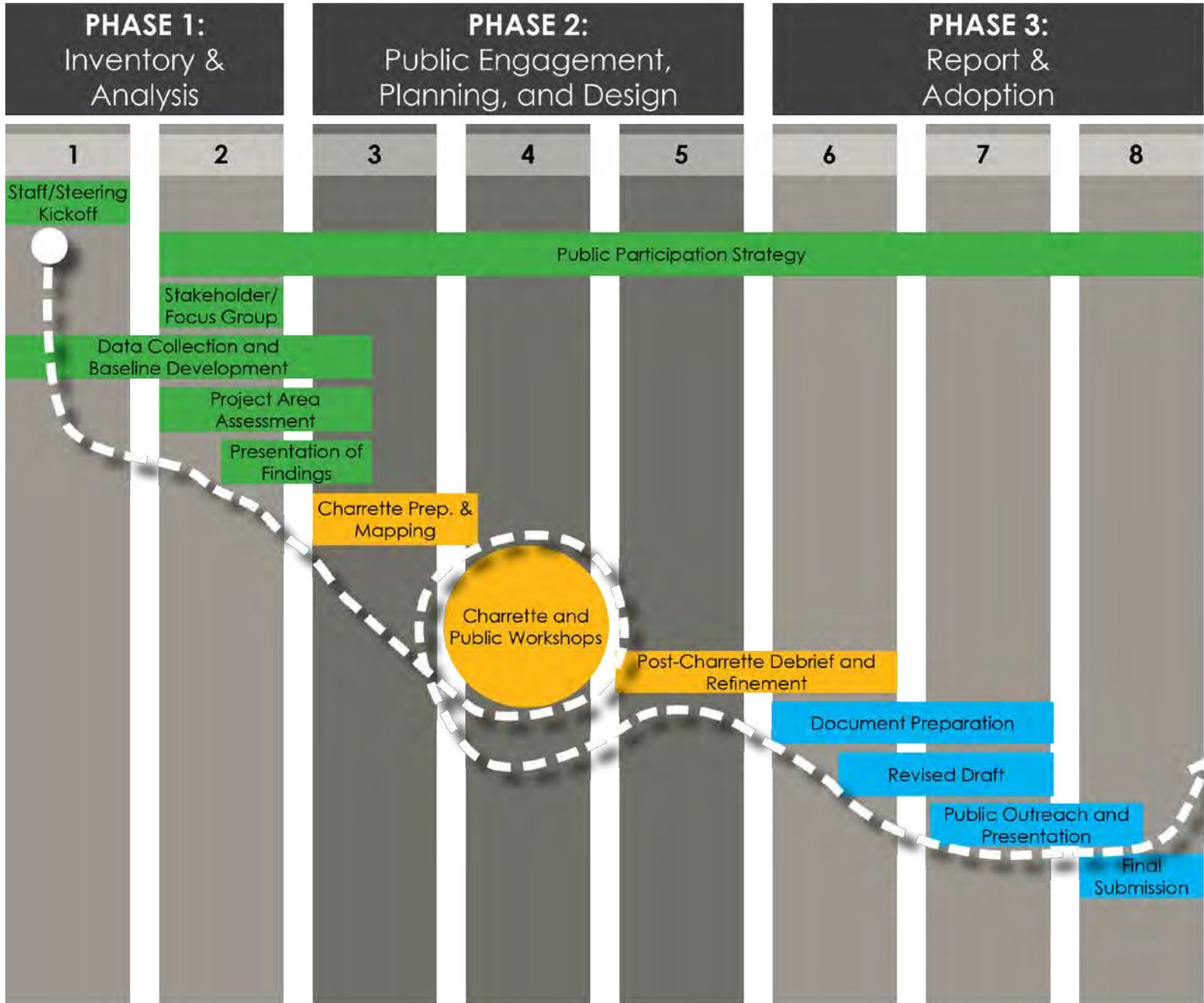




**DOWNTOWN**  
**MORGANTON**  
crafting community  
connections

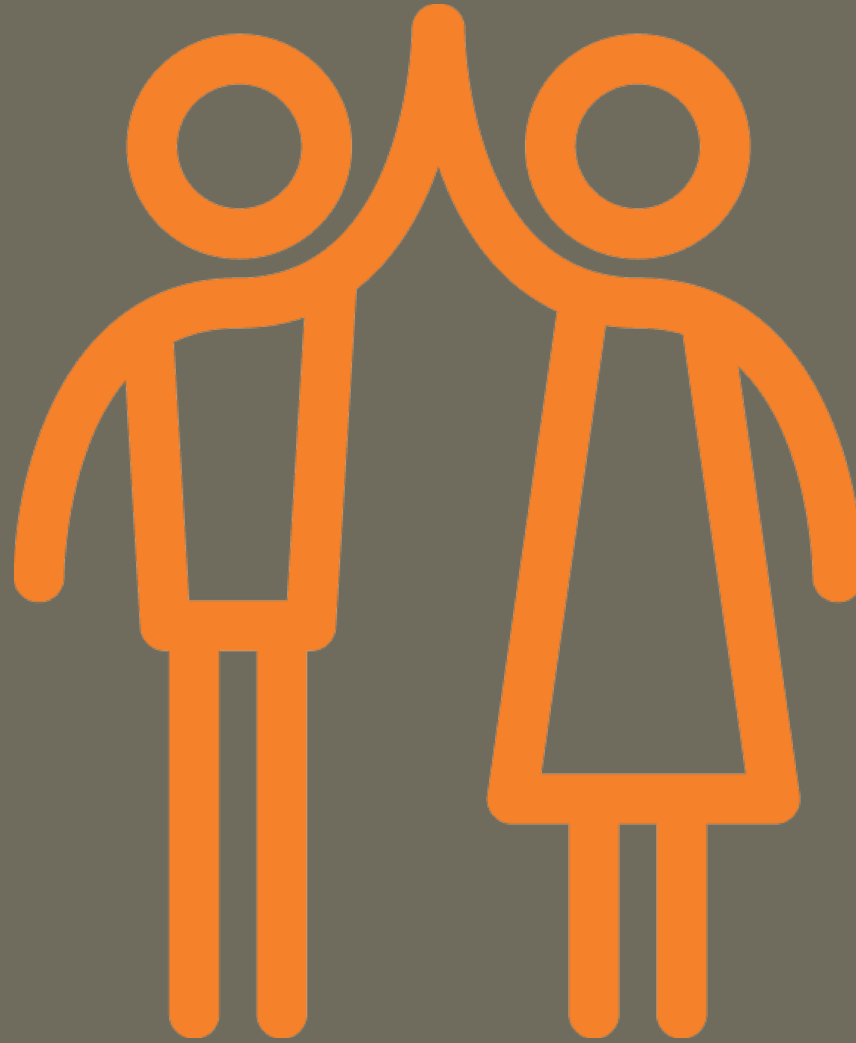
MASTERPLAN 2017



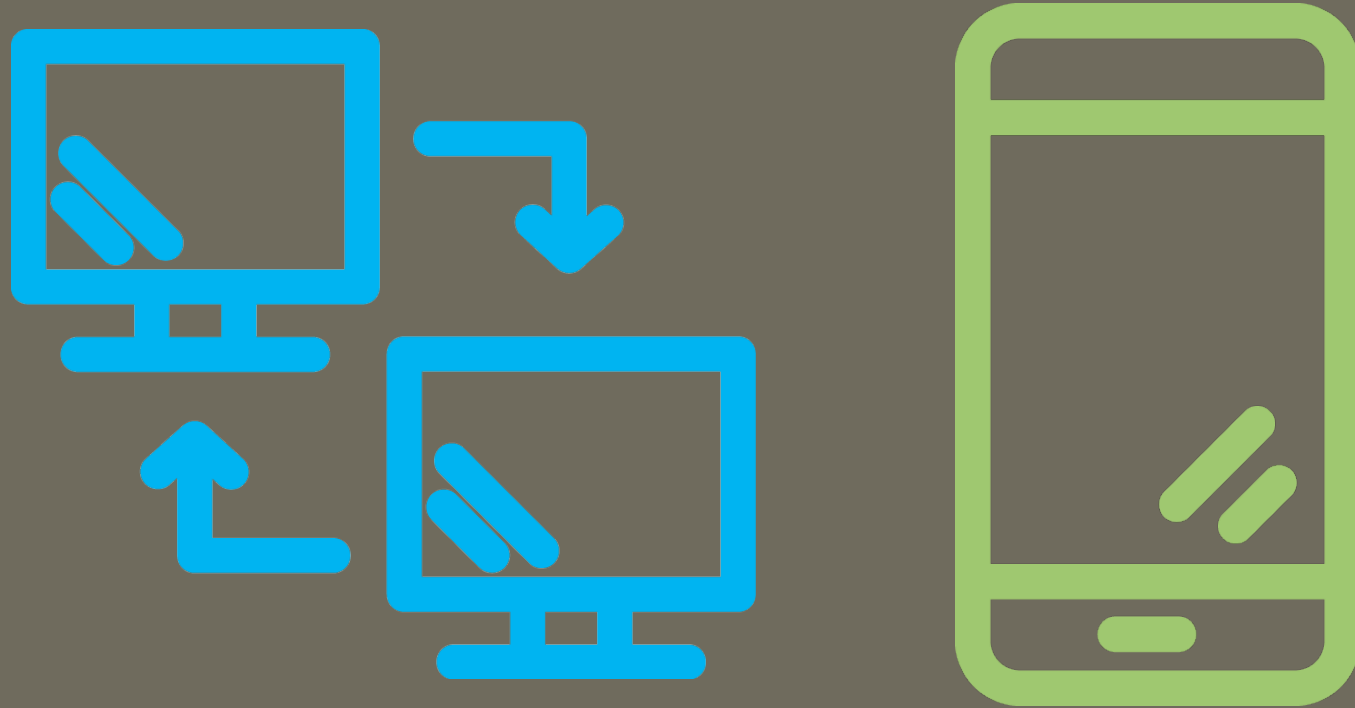
ADOPTION TIMELINE BASED ON HEARING PROCESS

# Community Outreach

---



# Online Survey



Nearly 500 Responses!!!

# Focus Group Meetings





# Morganton on Tap



# Walking/Biking Tour





# The Place Game

downtown morganton

**Place Performance Evaluation**  
a tool for initiating downtown improvements  
in Morganton, NC

Sociability



Comfort & Image



PLACE



Access & Linkages



Uses & Activities

©2002 Project for Public Spaces, Inc.  
Administered by Stantec

## Rate the Place:

COMFORT & IMAGE	POOR		GOOD	
Overall attractiveness	1	2	3	4
Feeling of safety	1	2	3	4
Cleanliness/Quality of maintenance	1	2	3	4
Comfort of places to sit	1	2	3	4

**Comfort & Image average rating:** (sum/4) \_\_\_\_\_

Comments/Notes:

## ACCESS & LINKAGES

Visibility from a distance	1	2	3	4
Ease in walking to the place	1	2	3	4
Transit access	1	2	3	4
Clarity of information/signage	1	2	3	4

**Access & Linkage average rating:** (sum/4) \_\_\_\_\_

Comments/Notes:

## USES & ACTIVITIES

Mix of stores/services	1	2	3	4
Frequency of community events/activities	1	2	3	4
Overall busy-ness of area	1	2	3	4
Economic vitality	1	2	3	4

**Uses & Activities average rating:** (sum/4) \_\_\_\_\_

Comments/Notes:

## SOCIABILITY

Number of people in groups	1	2	3	4
Evidence of volunteerism	1	2	3	4
Sense of pride and ownership	1	2	3	4
Presence of children and seniors	1	2	3	4

**Sociability average rating:** (sum/4) \_\_\_\_\_

Comment/Notes:

## Identify Opportunities

1. What do you like best about this area?

2. List three things that you would do to improve the area that could be done right away and that wouldn't cost a lot:

- 
- 
- 

3. What three changes would you make in the long term that would have the biggest impact?

- 
- 
- 

4. Ask someone who is in the area what they like about it and what they would do to improve it. Their answer:

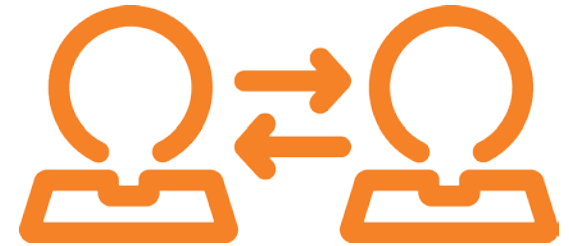
5. What local partnerships or local talent can you identify that could help implement some of your proposed improvements? Please be as specific as possible.

City of Morganton Downtown Master Plan

# 1997 Vision Yielded Results!

## 1997-2007 Public/Private Partnerships

- Downtown Mill Restoration Mixed Use
- Downtown New Construction Mixed Use
- Downtown Non-Profit Offices
- Downtown Senior Living Facilities
- Downtown Multi-Plex Movie Theater
- Downtown Second Floor Residential
- Downtown Multi-Family Residential
- Amateur Sports Facility
- Greenway/Commercial Center
- Single-Family Subdivisions



**The 1997  
Masterplan  
has yielded  
\$34 million in  
private  
investment  
and  
\$8 million in  
public  
investment!**

# 1997 Vision Yielded Results!

---

2010 – 2013

Main Street Solutions Fund  
Revolving Loan & Grants and/or HUD

- *Root and Vine*
- *Grind Café*
- *Yianni's (deck)*
- *Alley's*
- *Ginny Erwin (Jakes)*
- *Murrays Restaurant*
- *My Local Bakery*

2014

Main Street Solutions Fund Grants  
and/or HUD

- *Hamilton Williams Gallery & Studio (community kiln)*
- *Fonta Flora (expansion)*
- *Treat*
- *Community House (Community Kitchen)*
- *Food Matters*



You don't have to live in a  
big town to do big things!

Ten years ago, you had  
to sell a vision. Today,  
you are able to tell a  
story.





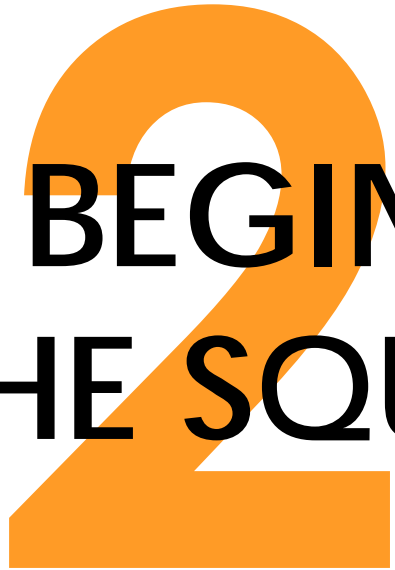
# GUIDING PRINCIPLES

# 1 PUT PEOPLE FIRST

maximize  
the human  
experience



# LIFE BEGINS AT THE SQUARE



the  
emotional  
and  
historical  
center





# KEY GOALS



# RESTORE TWO WAY OPERATIONS

improve access and higher visibility for retail



# One Way Pair Conversions

## Why One-Way?

- ❑ Faster Throughput

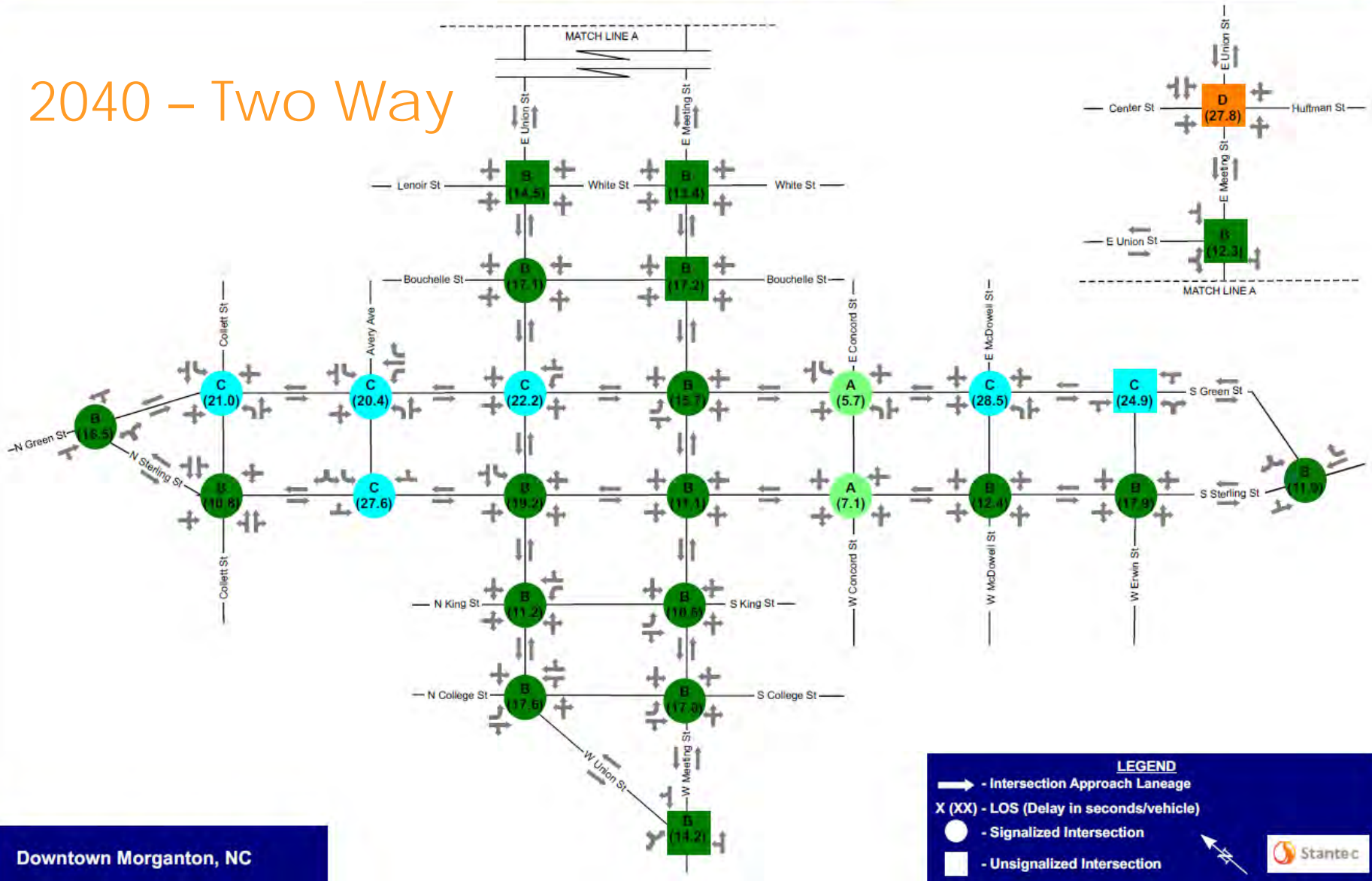
## Why Two-Way?

- ❑ Increased visibility
- ❑ Improved vehicular access (most direct route)
- ❑ Reduced driver confusion
- ❑ Often decreased crash rate
- ❑ Higher levels of economic activity
- ❑ More efficient



Photo Credit: The News Herald/Jessica Isaacs

# 2040 - Two Way



Downtown Morganton, NC

# One Way Pair Conversions

Nothing like a good example...

- ❑ Main Street/CBD Loop, North Wilkesboro, NC
- ❑ South Street/Lenoir Street, Raleigh, NC
- ❑ Main Street/Chapel Hill Street, Durham, NC
- ❑ Spring Street/Cannon Street, Charleston, SC
- ❑ Hargett Street/ Martin Street, Raleigh, NC



Union Street-Then

Union Street-Now

Union Street-Future

# East Connector



# North Connector



# South Connector

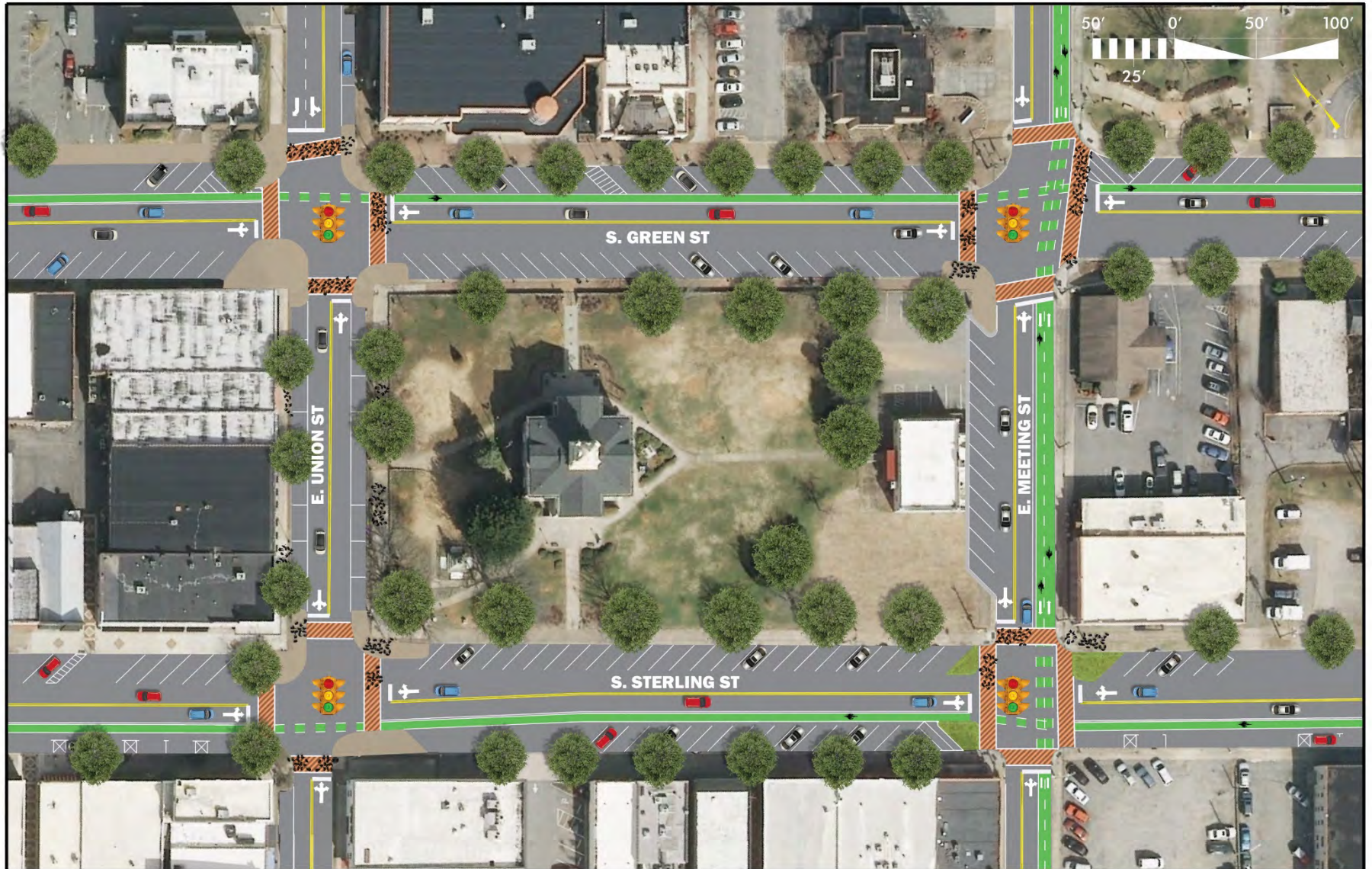


# West Connector





# Courthouse Square-Option A



# Courthouse Square-Option B



# Meeting Street Cycle Track



# Meeting Street Cycle Track



# Sterling Street Terminus

The two-way street system presents an opportunity to recreate a prominent view from 1910.



# Sterling Street Terminus 1910

---



Presnell House image courtesy of Picture Burke & the History Museum of Burke County

# Sterling Street Terminus 2017



# Sterling Street Terminus-Multi-Modal





# Sterling Street Terminus-Temporary Installation



# Sterling Street Terminus-Building



# MAXIMIZE COURTHOUSE SQUARE AS FLEXIBLE PUBLIC SPACE

simplify  
and  
enhance  
the space

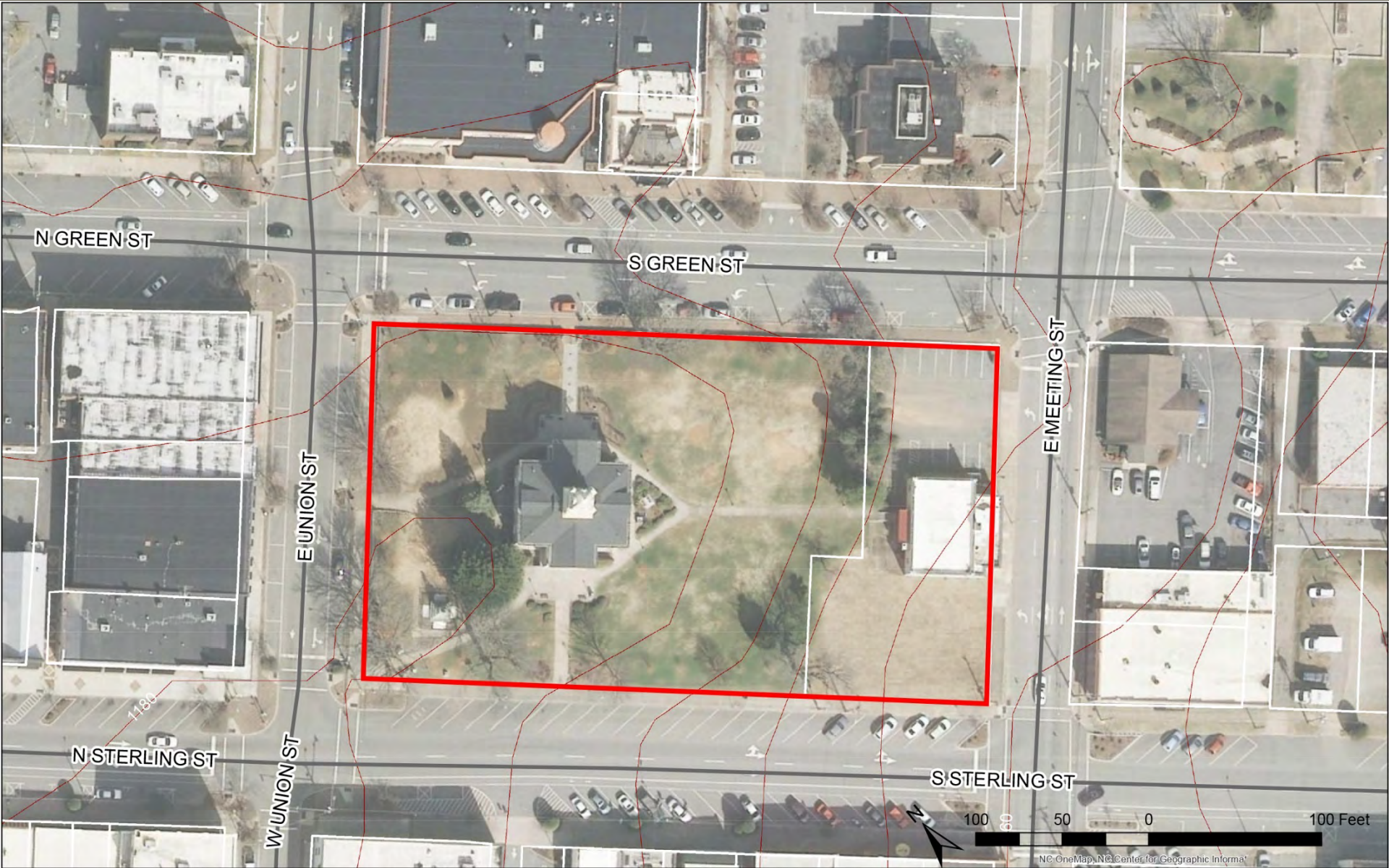


# General Strategies

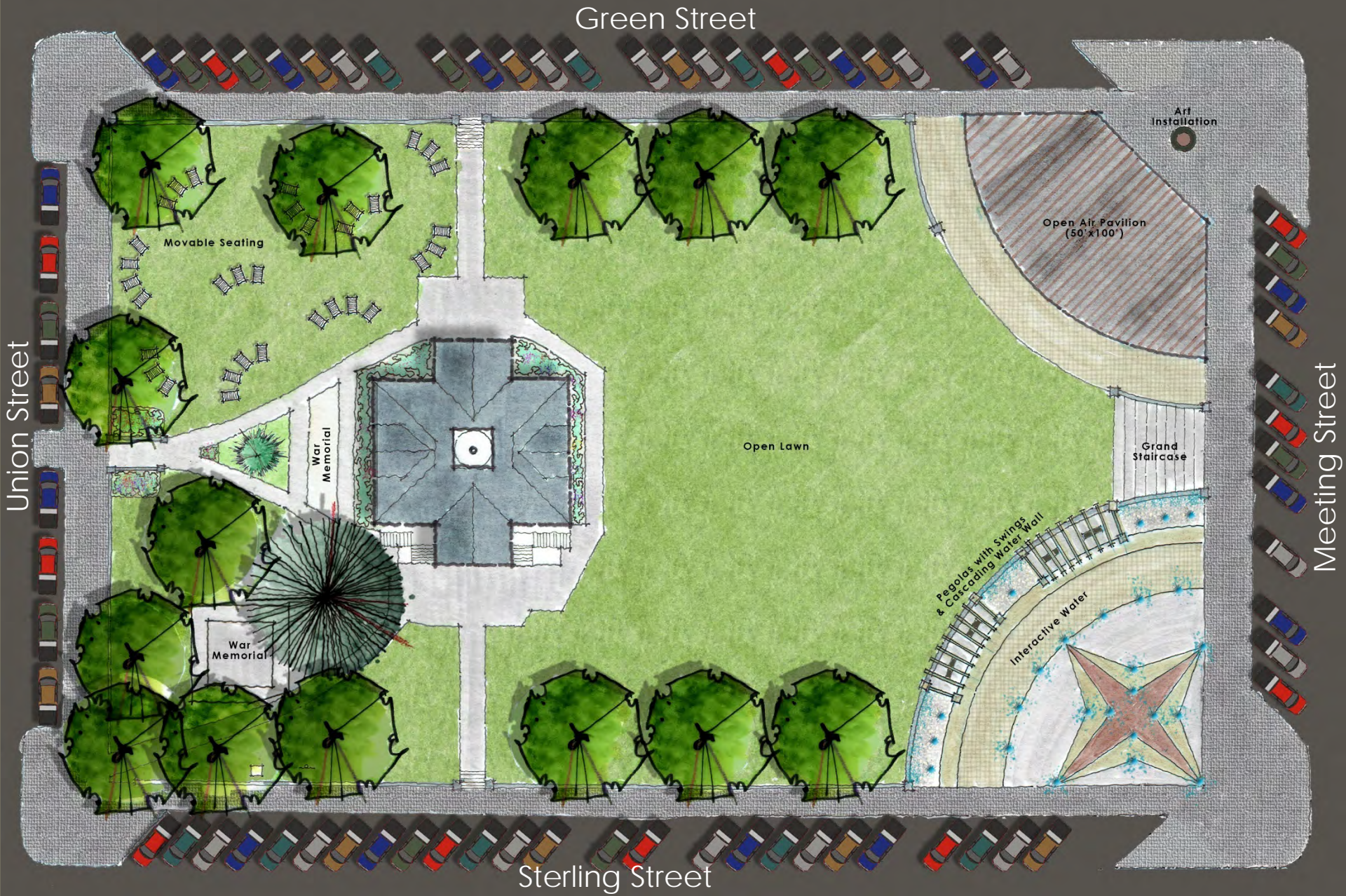
- Simplify landscaping design and plant large shade trees along edges
- Maximize uninterrupted open lawn as multi-use space
- Provide movable seating
- Provide interactive water
- Provide permanent multi-use structure



# Existing Conditions



# Courthouse Square Option A



# Courthouse Square: Option A

---

- Large Multi-Use Open Air Pavilion at Intersection of Green and Meeting Streets (utilized for both farmer's market and performances)
- Sloping Lawn for Seating & Natural Play
- Interactive Water Feature at Corner of Sterling and Meeting Streets





# Courthouse Square Option B

Green Street



Movable Seating & Interactive Water

Umbrellas

War Memorial

War Memorial

Open Lawn

Ramp (8%)

Ramp (8%)

Two Level Structure

Grand Staircase

Plantation Mix

Union Street

Meeting Street

Sterling Street

# Courthouse Square: Option B

---

- Multi-Use Market Building Centered on Space (street level utilized for table vendors during market time, restrooms, storage and concessions; lawn level utilized as performance space)
- Additional Multi-Use Space at Corners of Meeting Street with Permeable Surface with Trees (utilized for tent vendors and movable umbrella style tables/chairs)
- Level Lawn for Seating & Natural Play
- Interactive Water Feature in Union/Green Quadrant with Movable Adirondack Chairs under Three Existing Shade Trees



# FOCUS ACTIVITY INTO THE CORE

vibrancy  
that  
emanates  
from the  
core



# The New (Old) Main & Main

---





In core, 46% of ground floor storefronts host **PASSIVE** uses not open past 6pm.



# Residents as Customers

## Small Town Simplicity

Median Age: 40.0

**Young families**, senior householders

Price-conscious consumers



## Heartland Communities

Median Age: 41.5

Semi-rural and semi-retired, slower pace of life

**Empty nesters**

Traditional shoppers, budget savvy consumers



## Front Porches

Median Age: 34.2

**Young families, single households**

Diverse group

Price conscious, seek adventure



## Comfortable Empty Nesters

Median Age: 46.8

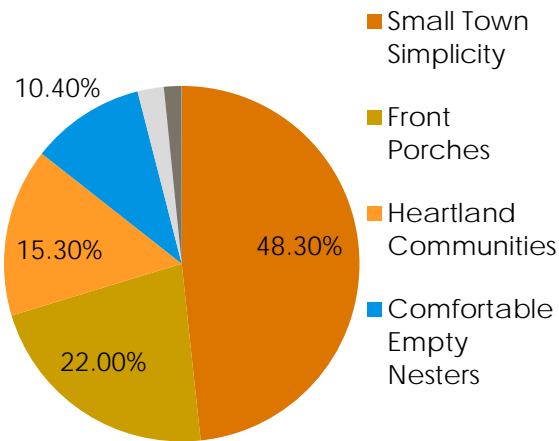
**Baby Boomers, transitioning to retirement**

**Physically active and financially active**

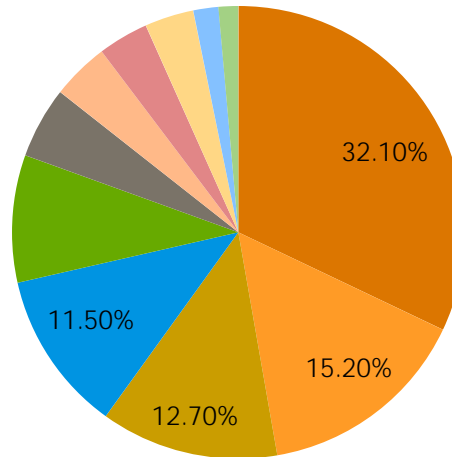
Prioritizes home maintenance and prefer eating in



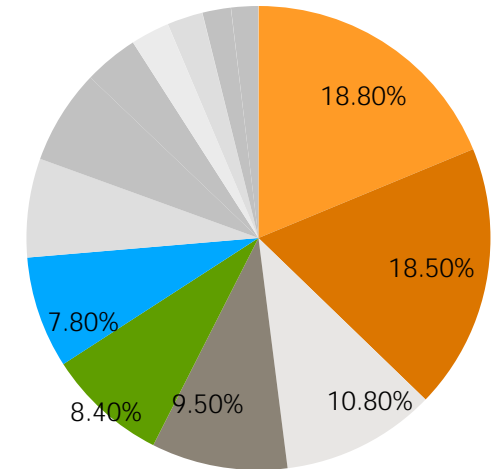
Source: ESRI Business Analyst Online



5-minute drive



10-minute drive



15-minute drive



# Resident Needs vs. Visitor Needs

- Growing # of residents 55+ downsizing, still active, and with disposable incomes
- Young families looking for entertainment & recreation
- Price conscious consumers
- Hispanic population is fastest growing ethnic group

- Adventure and entertainment seeking
- Mostly from Charlotte and Asheville – well-educated and higher median household incomes



# Bring “nature’s playground” downtown both perm and temporary investments



Rock Wall



Ropes Course



Zip Line

# Drive downtown visitation with non-retail, ambient/ impulse entertainment



Music/ Busking programs



Water feature



Bar crawl/ Art walks



Farmers Market



# Activate downtown retail spaces in core

Restrict passive ground floor retail uses in core





# Fill gaps in existing offerings with similar district recruitment



Black Mountain



Charlotte



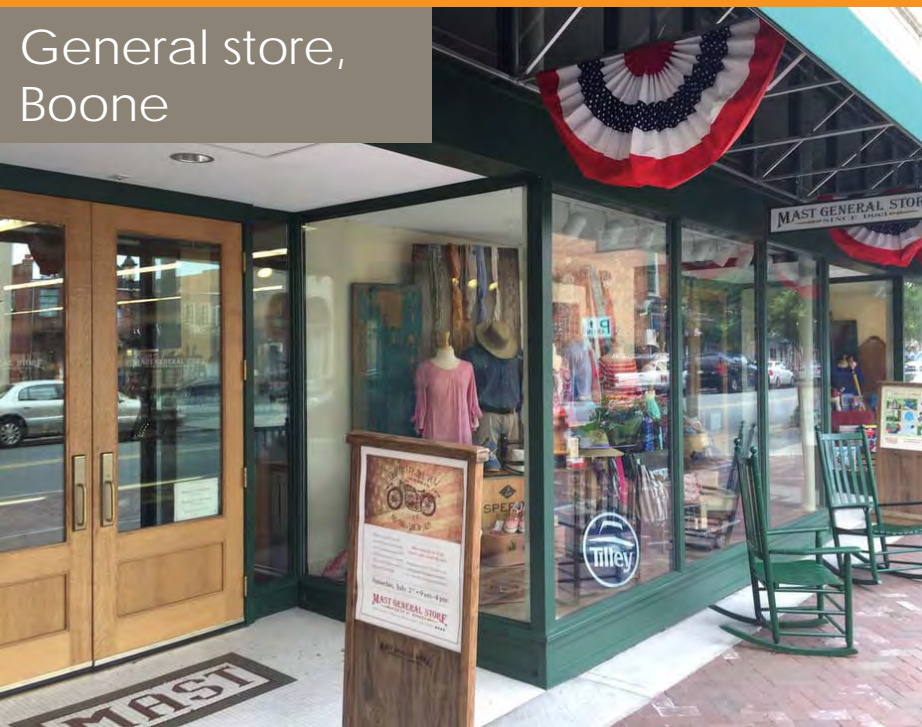
Blowing Rock



Asheville



Chocolate/ confectionery store,  
Black Mountain + Hendersonville



General store,  
Boone

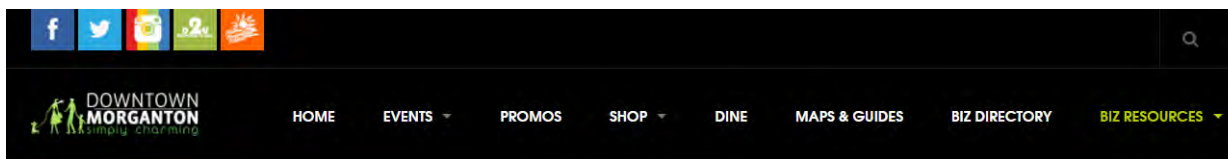


Pet supply store, Asheville NC



GA  
up &

# Enhance tenant attraction tools



## DOWNTOWN BIZ WANTED

Located about a mile away from Catawba River, historic downtown Morganton is fast attracting visitors from all across North Carolina with a wide range of family-friendly activities, events, and attractions. From outdoor concerts and art walks to farm-to-table dining options and craft breweries, Downtown Morganton is truly nature's playground.



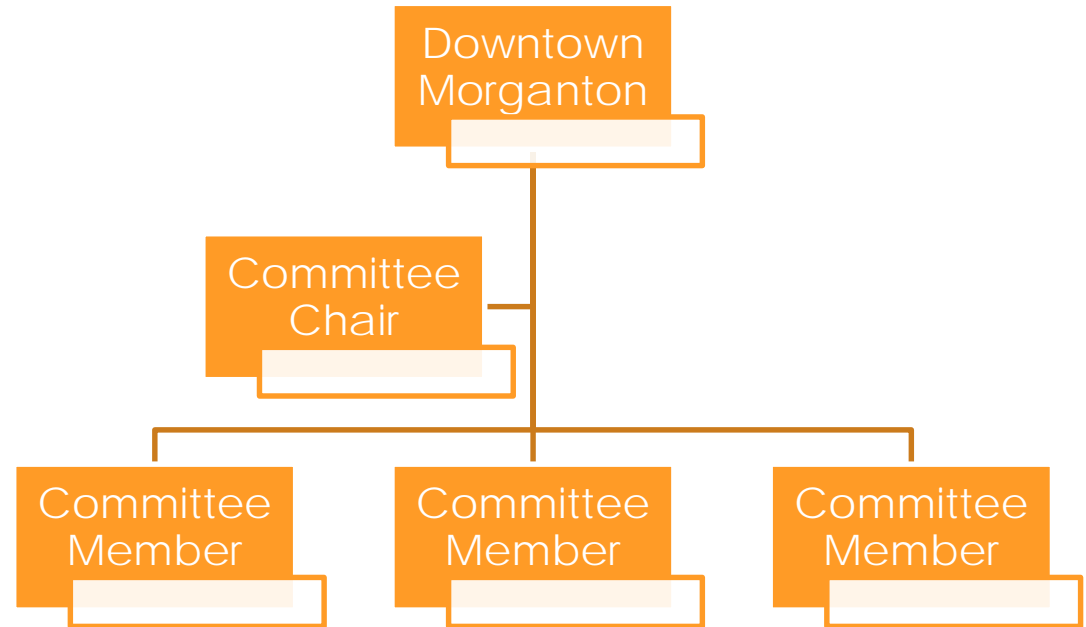
## POTENTIAL DEMAND

	RESIDENT	WORKER
5 MINUTE DRIVE	6,741	6,328*
10 MINUTE DRIVE	19,892	13,644
15 MINUTE DRIVE	37,671	16,746

# Retail Attraction Sub-Committee

## Committee responsibilities:

1. Develop and refine top retail categories
2. Develop communications material (website, print, electronic, etc.)
3. Shop, wine, dine “like-districts”
4. Meet monthly or quarterly to share leads to pursue
5. Establish downtown “hot prospect list”





# Sterling Street Sidewalk

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# Sterling Street Sidewalk



# Sterling Street Sidewalk-Wells Fargo



# Sterling Street Sidewalk-Wells Fargo



# Sterling Street Sidewalk-Wells Fargo



# Corner of Union & King Streets



# Corner of Union & King Streets



# Corner of Union & King Streets





# DIVERSIFY & 4 EXPAND HOUSING

meet the  
demand  
for  
downtown  
housing



# Housing Opportunities



# Latent Citywide Demand for Housing

	Total Population aged 15-34 (Millennials)	Total Population aged 50-74 (Boomers)
2016 Population	4,532	10,349
Percentage that prefer city living*	30%	30%
Potential Downtown Population	1,360	3,105
Potential Downtown Housing Demand	569	1,299
<b>Total latent demand for downtown housing</b>	<b>1,868 units</b>	

Source: ESRI Business Analyst Online, 2016 Census Data

There are approx. 720 dwelling units within a 10-minute walk of downtown and 119 units under construction, leaving **Downtown Morganton with a deficit of 1,029 downtown housing units.**

\*Assumption made by Billy Parrish Consulting, 2015 Calculating Your Market for City Living

There are approx. 720 dwelling units within a 10-minute walk of downtown and 119 units under construction, leaving Downtown Morganton with a deficit of **1,029** downtown housing units.



# Premium for Downtown Housing

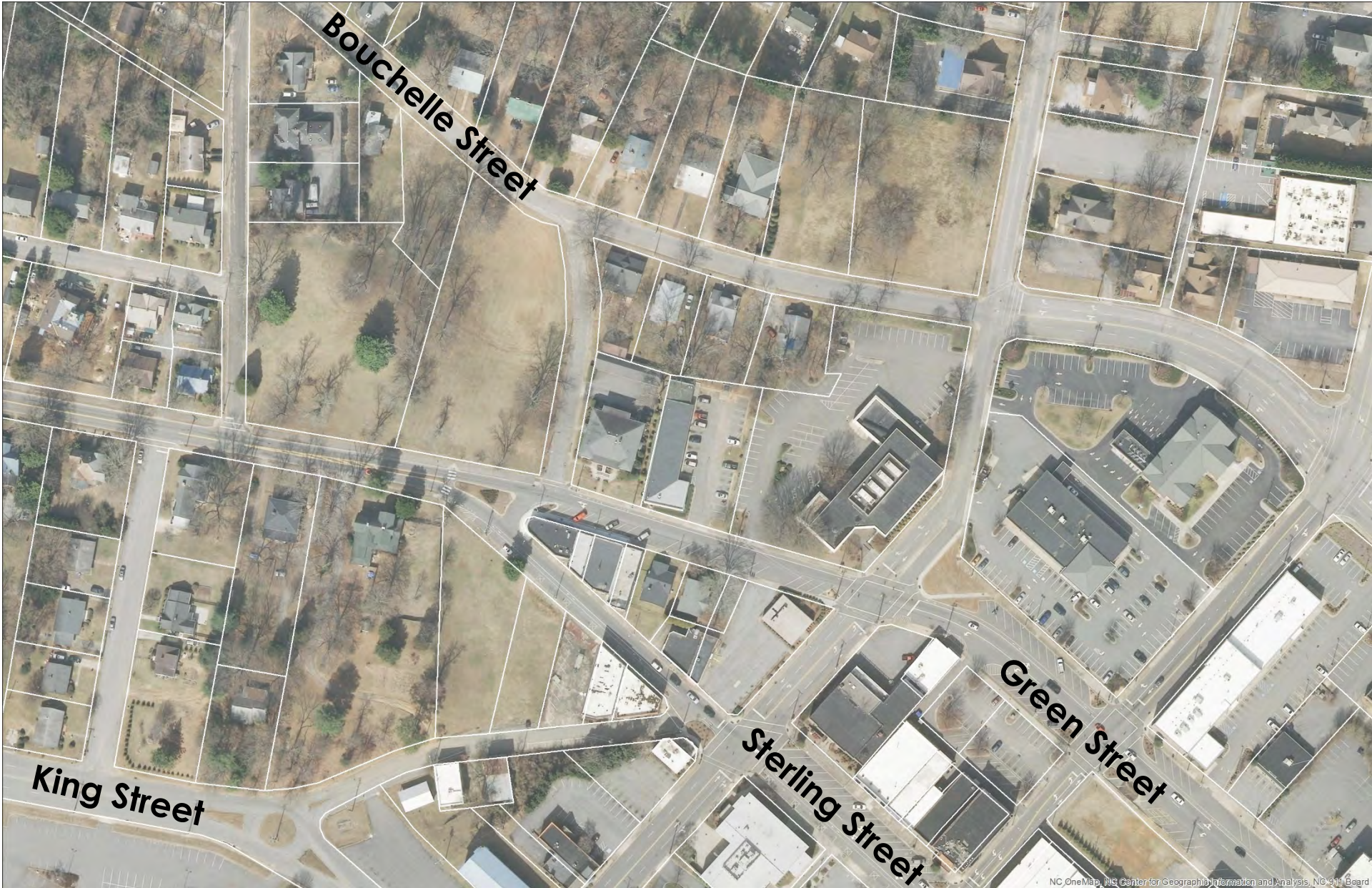
	City of Morganton*	Monthly Rent	% Increase	Summary Downtown Rent/SF
<b>One Bedrooms**</b>	530	850	60%	12.59
<b>Two Bedrooms**</b>	650	1,250	92%	10.93
<b>Three Bedrooms***</b>	840	1,479	76%	8.16

\*Source: \*Best Places, National Association of Realtors, 2016

\*\*Morgan Trading Co, 4/1/17

\*\*\*King Street Court, 2015

# Flat Iron District



# Flat Iron District Option 1



# Flat Iron District Option 2







# Union Square



Bouchelle Street

Union Street

Meeting Street

# Union Square-Option 1



Bouchelle Street

Union Street

Meeting Street

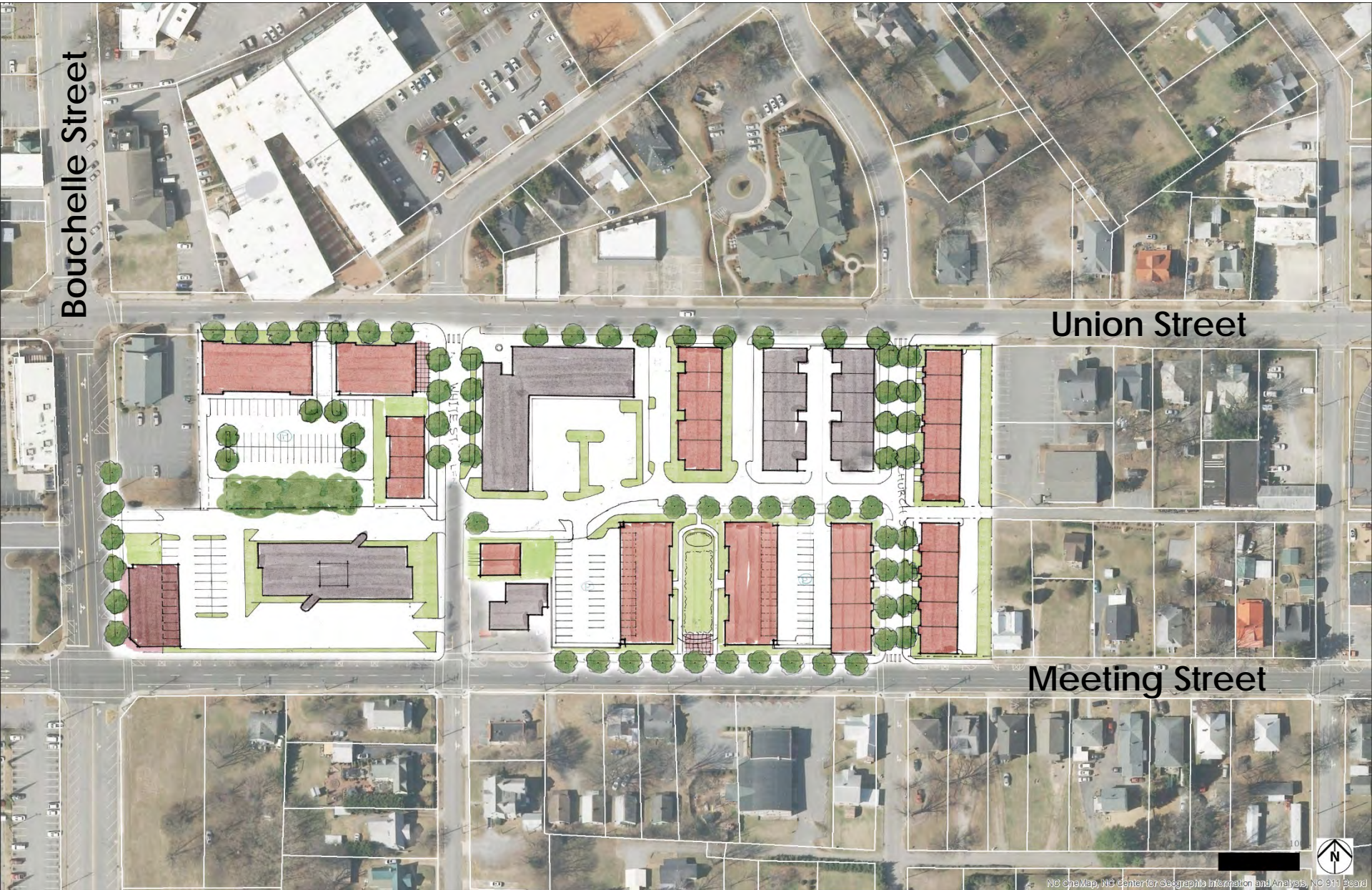
WHITE ST

FURCH ST





# Union Square-Option 2



Bouchelle Street

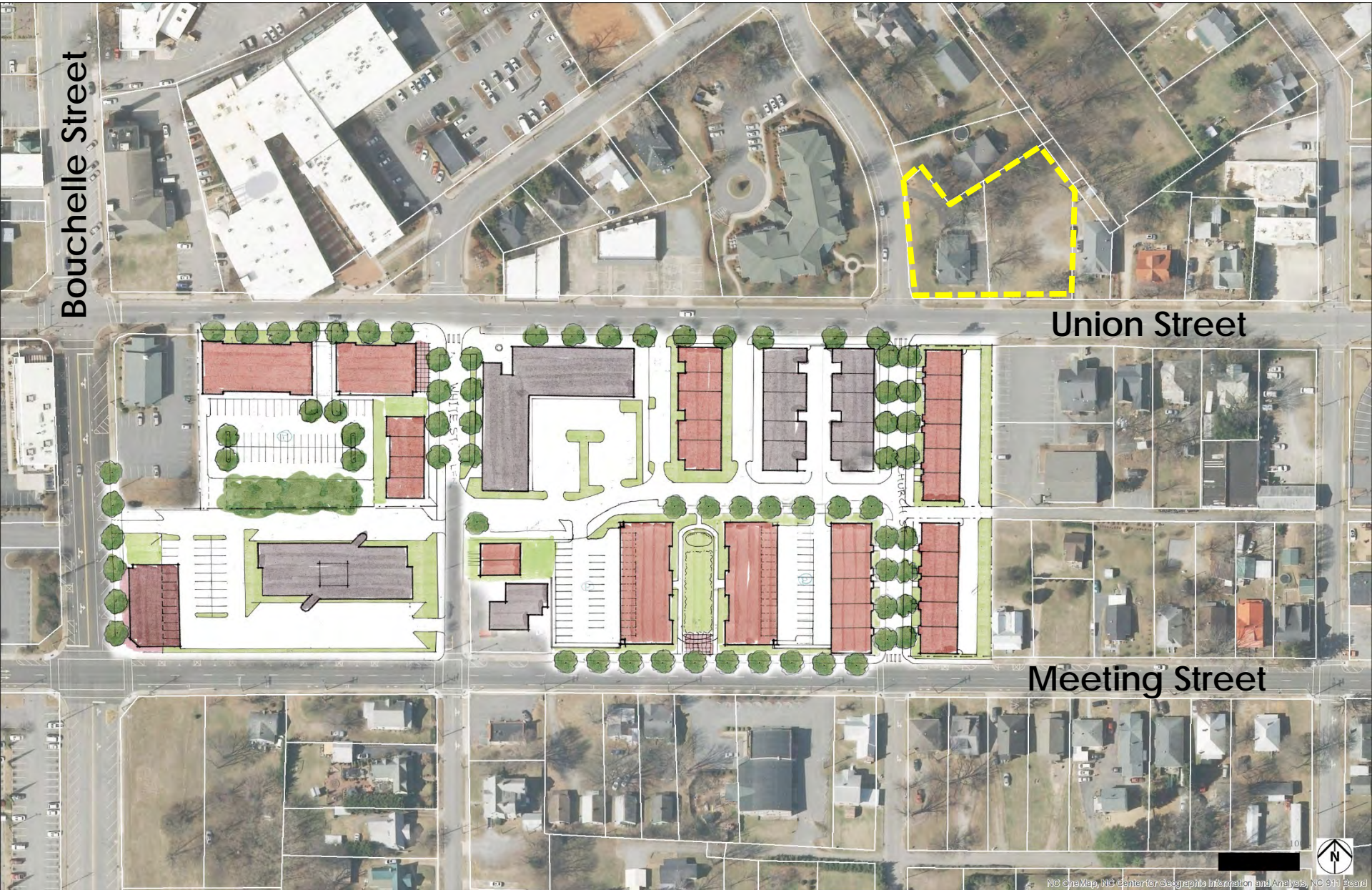
Union Street

Meeting Street





# Union Square-Option 2



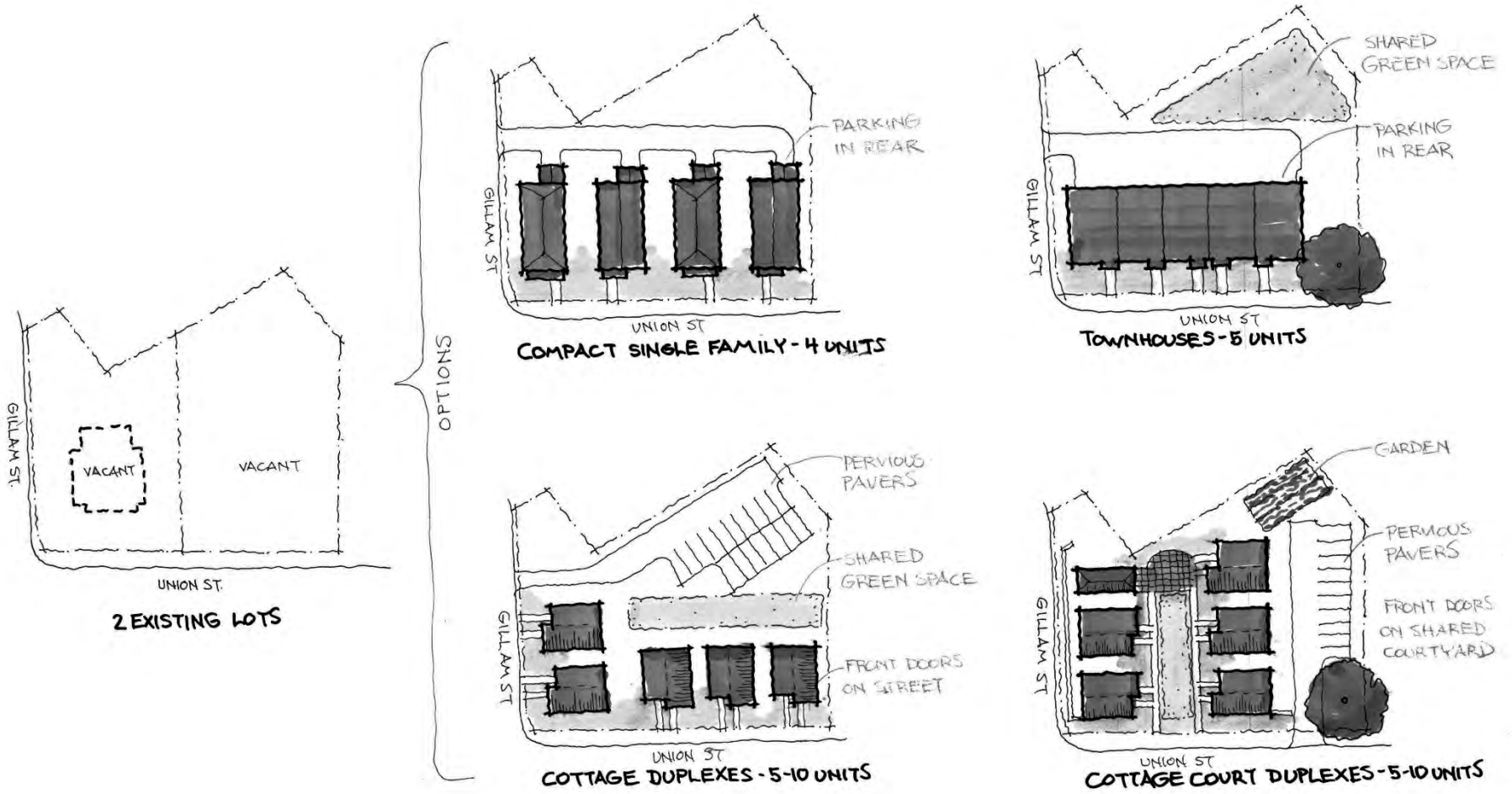
Bouchelle Street

Union Street

Meeting Street



# Density Study on Union Street





# Southern Depot



# Southern Depot



# Infill Housing @ Oak Hill



# Infill Housing @ Oak Hill





10-11-12  
PARKING  
SPACES





# Improve Housing Stock via Institutional Partnership



## Clustered Improvement Grants – Oswego Renaissance Association (ORA)

ORA issues the **Renaissance Block Challenge Grants** annually to promote the revitalization of neighborhoods. In 2015, 17 separate city blocks participated. In each neighborhood, **residents were required to gather 5+ houses in the same block to participate**, each receiving a matching grant award for \$1,000 in expenses towards exterior home improvements, landscaping, and street improvements. \$490,471 was invested in homes and neighborhoods through the program funded by the Shineman Foundation, local banks, and administrative support through State University New York Oswego.

**In Morganton, there is potential for a similar program for staff and family at the HSSM and Broughton Hospital.**



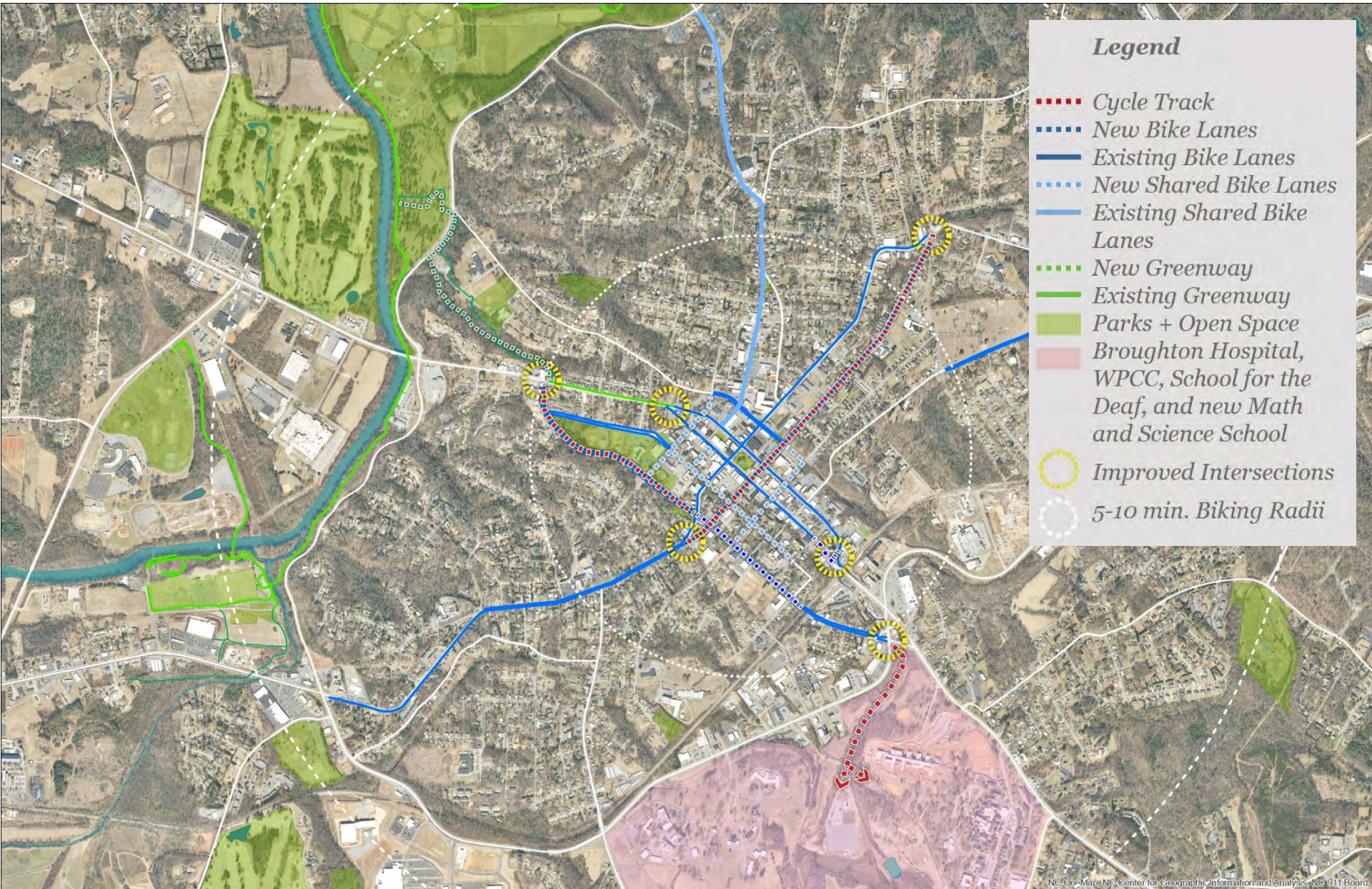
# CONNECT TO THE COMMUNITY

downtown  
is the  
intersection  
of the city





# Overall Connectivity & Mobility





# How do you rate walking and biking?

## How Walkable/Bikable is Morganton?

**Walking/Biking Tour:** graded 1-4 on comfort, access, uses, & sociability

- Area 1: 3.5
- Area 2: 2.0
- Area 3: 2.8
- Area 4: 2.3
- Area 5: 3.0
- Area 6: 3.1

**Biking Audit:** based on safety, surfaces, intersections & drivers

*16-20 points = Conditions for riding are okay, but not ideal  
plenty of opportunity for improvements*



**Total: 16/30 possible points**

*Note: Area 1: The Square Area 2: North Green/Sterling Area 3: City Hall  
Area 4: South Green/Sterling Area 5: COMMA Area 6: North King/Queen*

# Southern Gateway Bridge

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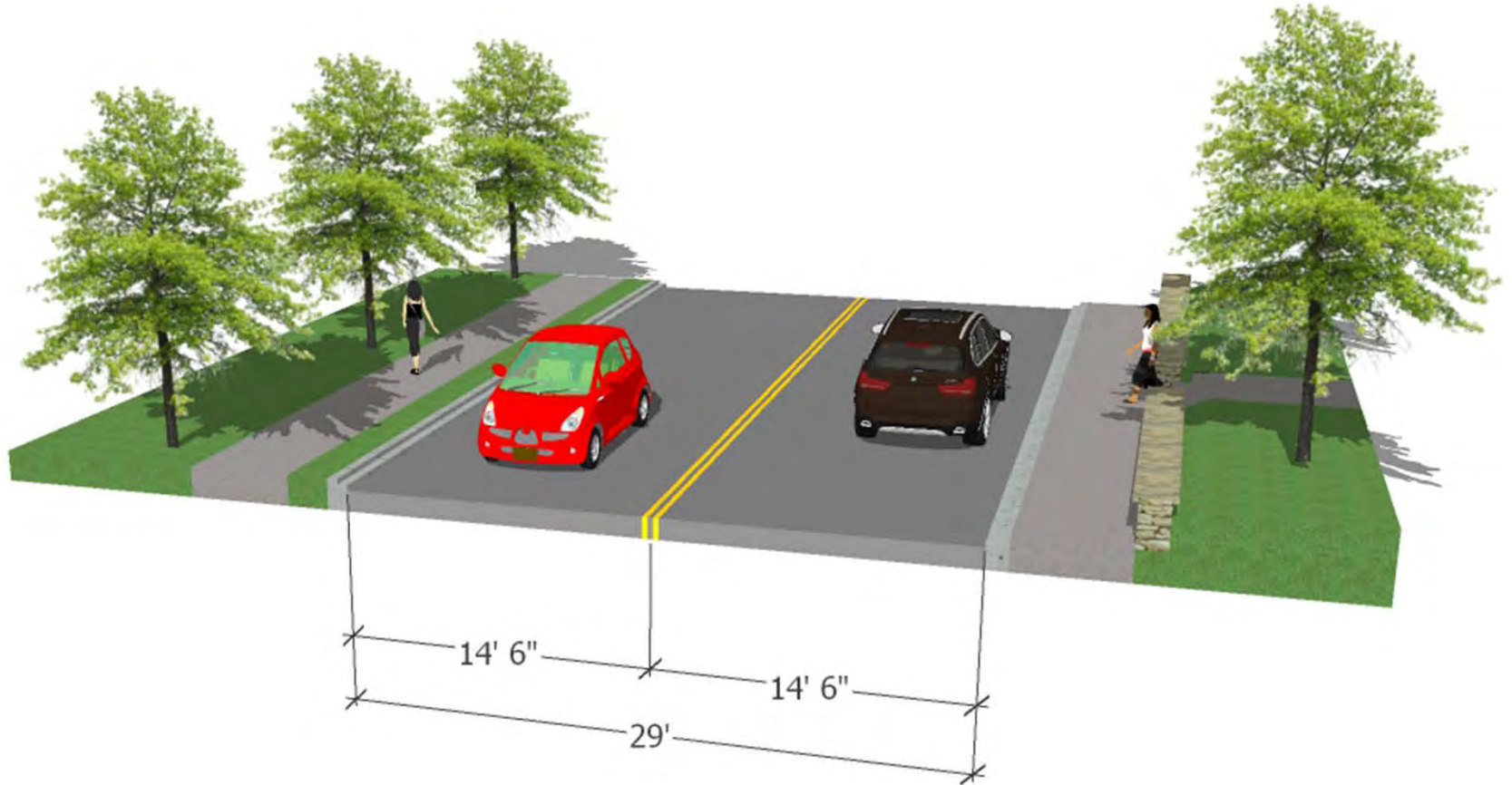
# Southern Gateway Bridge-Day



# Southern Gateway Bridge-Night

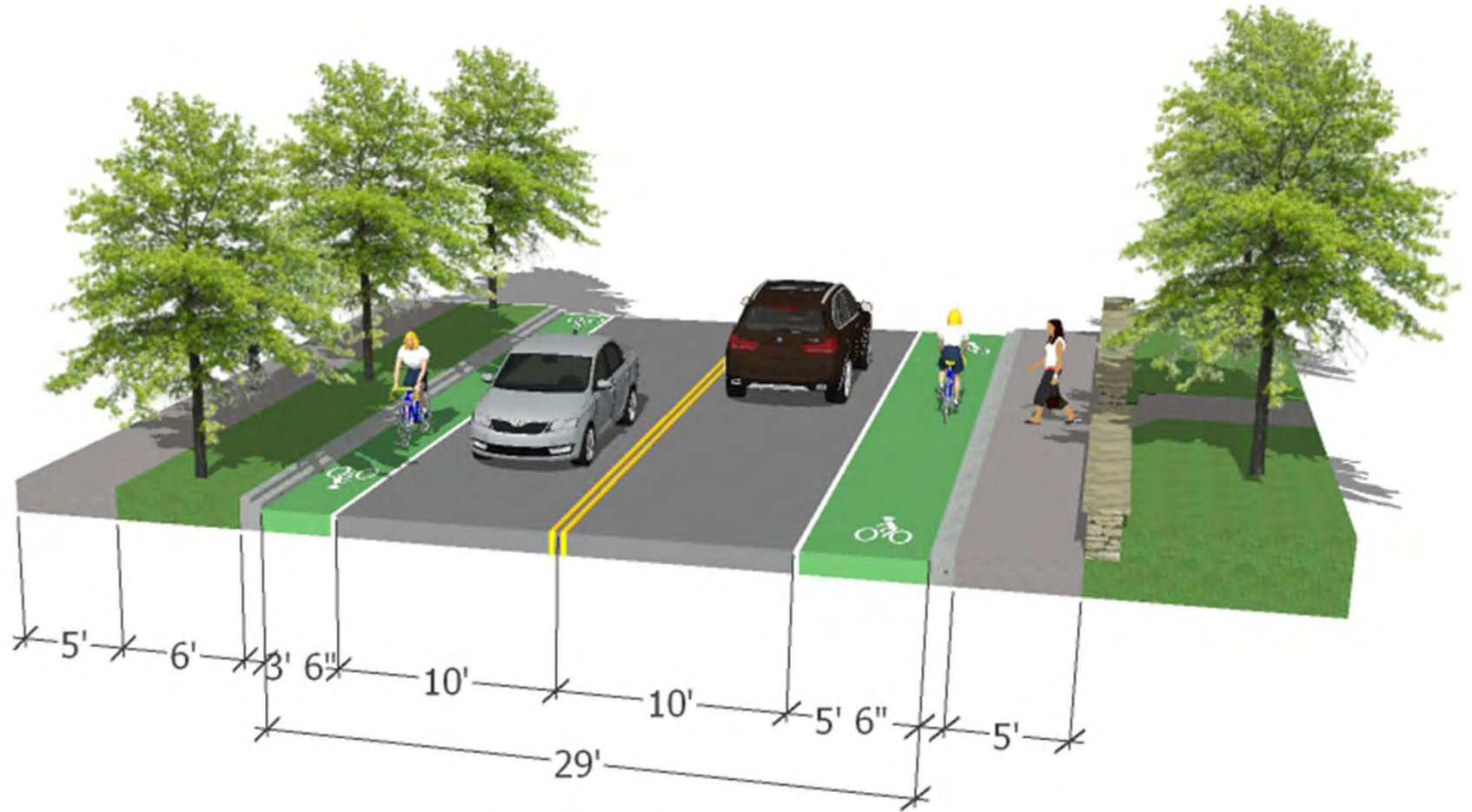


# College Street-Multi-Modal Connector



**College St.**  
Union to Fleming  
Existing

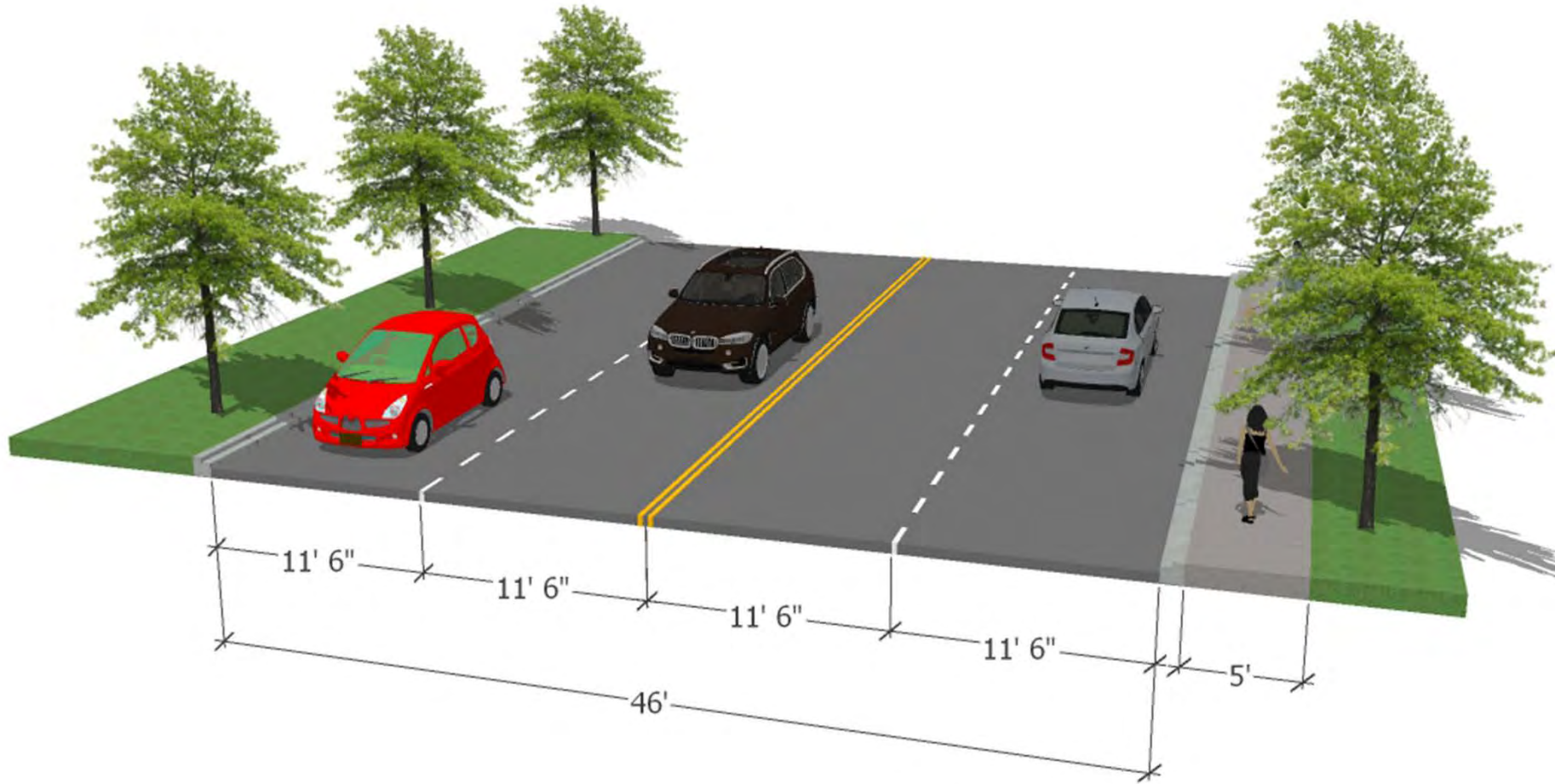
# College Street-Multi-Modal Connector



**College St.**  
Union to Fleming  
Proposed

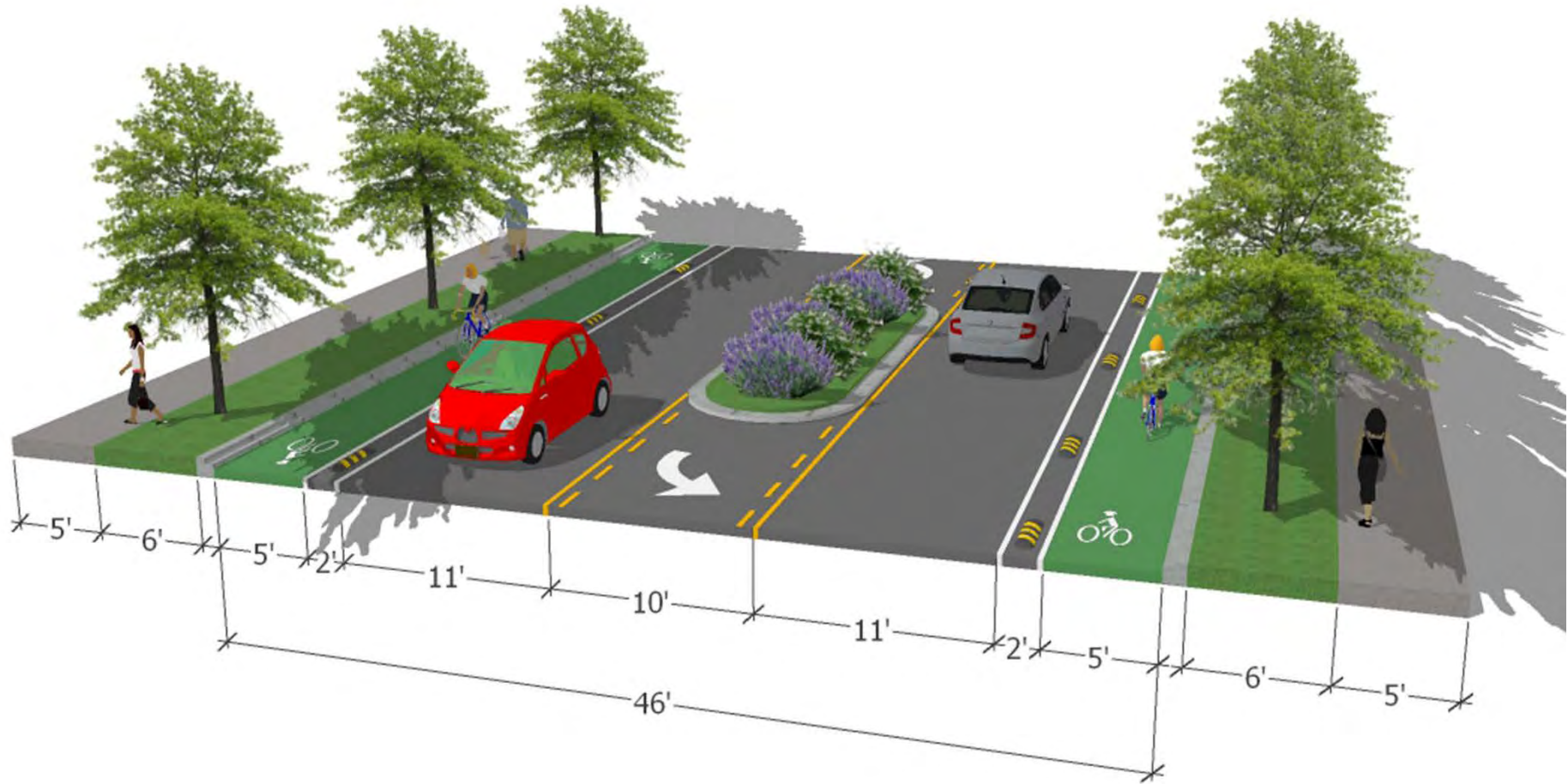


# College Street-Multi-Modal Connector



**College St.**  
Green to Union  
Existing

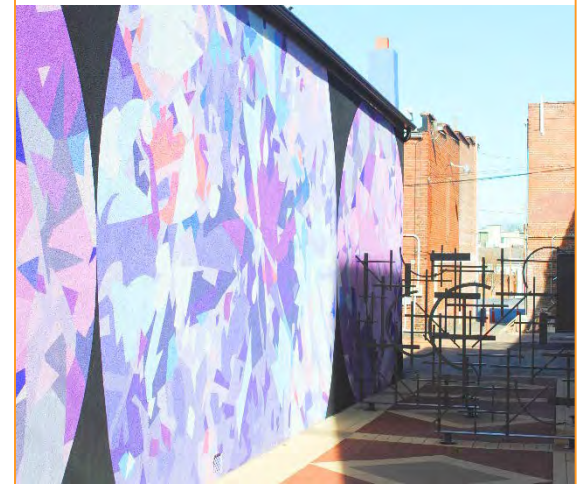
# College Street-Multi-Modal Connector



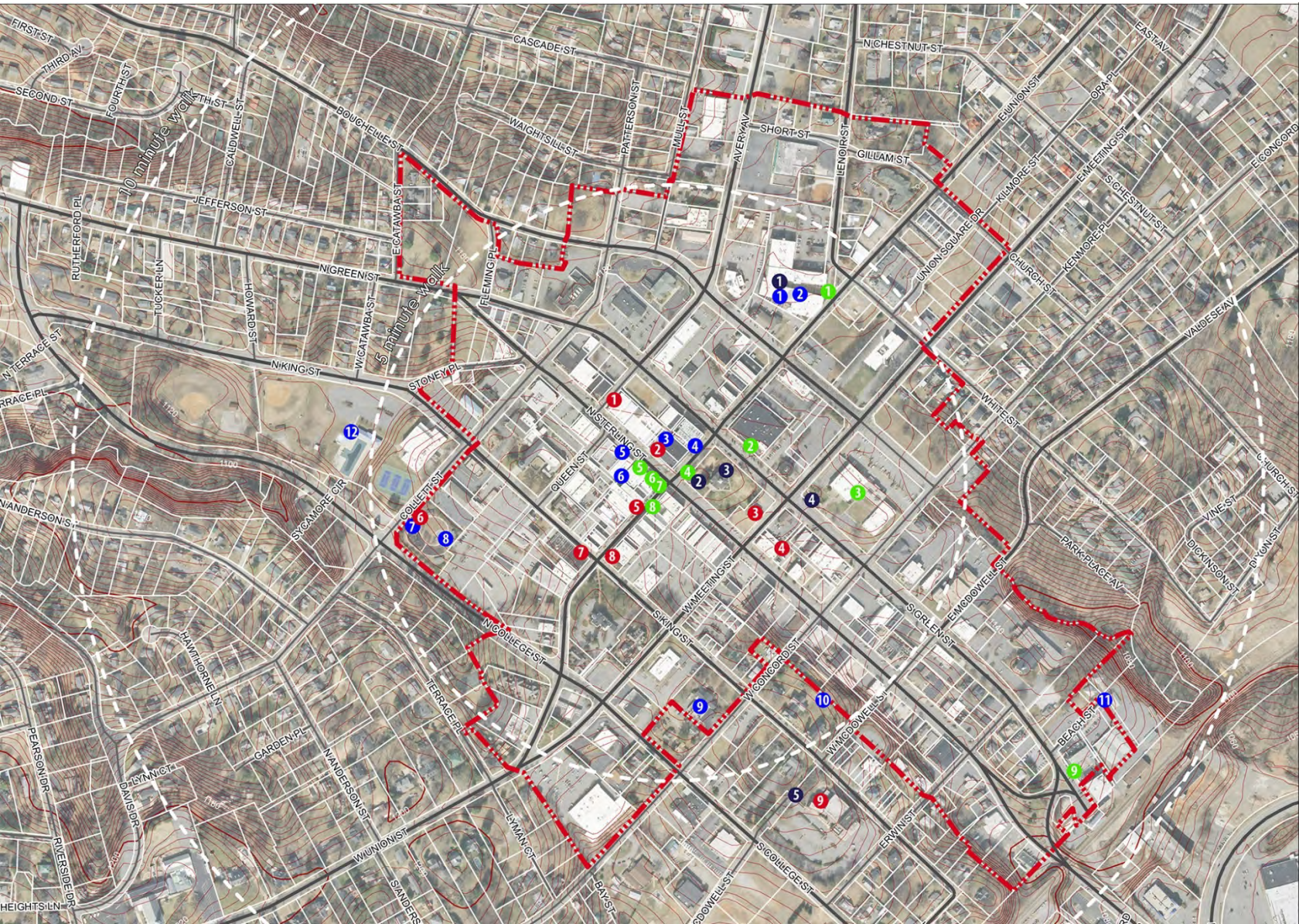
**College St.**  
Green to Union  
Proposed

# EMBED ART INTO EVERYTHING

cultivate a  
unique  
public  
identity



# Public Art: Spaces



ART LEGEND	
<b>BENCHES</b>	
1	Table Rock & Hawksbill
2	Film Reel
3	Memorial Butterfly
4	Concave & Convex Ribbon
5	Hammered Rod
6	Table Rock Silhouette
7	Reclaimed Tank
8	Milton Brittain Memorial Leaf
9	Butterfly
<b>HISTORIC</b>	
1	General Daniel Morgan Bust & Portrait
2	Confederate Soldier Memorial & Statue
3	Senator Sam Statue & Quote Plaques
4	WWII Memorial
5	Etta Baker
<b>MURALS, MOSAICS, &amp; WINDOW PAINTINGS</b>	
1	Graffiti Window Paintings
2	Trompe L'oeil Painting & Gregory Jewels Mural
3	Window & Wall Mosaics and Arts Council Mural
4	Wisteria Mural
5	Grecian Mural & Window Painting
6	Butterfly & Flower Mosaic
7	Trompe L'oeil Mural
8	Root & Vine Restaurant Mural
9	Sacred Dance & the Muses Fresco (Lobby ceiling)
<b>OTHER ART</b>	
1	Light Molecule Sculpture
2	Board of Realtors Bike Rack
3	Iron Gateway
4	Sidewalk Steel Panel Bar
5	Mimosa Kaleidoscope
6	Iron Bollards
7	Flower Gates
8	Butterfly Gates, Elephant, Dragon, & Splash Pad
9	Bronze Child
10	Grace Episcopal Labyrinth
11	Ad Valorem Ad Nauseum
12	Dolphin Fountain Sculpture

# Public Art Action Plan (Short & Long Term)

## Embed art into blank walls, alleys and public space!



- Address artists' needs and create calendar of events
- Align arts/culture/history of Morganton with tourism
- Create opportunities for local artists to enrich downtown
- Open WPCC Flex Space downtown
- Help the arts drive economic development

# Corner of Avery & Green

---



# Corner of Avery & Green



# COMMA

---





# COMMA

---







DO NOT  
ENTER

DO NOT  
ENTER

Web Forge



DO NOT  
ENTER

DO NOT  
ENTER

Wells Fargo



# HAVE FUN & EXPERIMENT!

temporary installations inject whimsy







*Benjamin's*





OYSTERS &  
ICE CREAM

SUFFALO, NY  
HYDRAULIC  
HEARTH  
RESTAURANT & BEER GARDEN

BROWN  
MOUNTAIN  
BOTTLEWORKS





# Catawba Brewing-Sterling Street



# Food Truck Rally



# Catawba Brewing Expansion



Opportunity is missed by most people because it is dressed in overalls and looks like work.

Thomas A. Edison



# Top 10 in 5

---

1. Complete feasibility study, final design, and construction of the two-way conversion
2. Adopt a ground floor active use overlay for the core blocks
3. Increase retail & restaurant use on the ground floor of the core to 90% (1,300-1,400 linear feet)
4. Attract a hotel to downtown



# Top 10 in 5

---

5. Move the Arts Council to pioneer a new block (fill space away from the core but where the gaps are important such as South Sterling) and expand public art opportunities both permanent and temporary.
6. Begin Courthouse Square Improvements
7. Construct 100 new housing units in the downtown

# Top 10 in 5

---

8. Convert College Street to a greenway street connecting the downtown to the Broughton and State property Campus
9. Bury or relocate the overhead utilities around the core
10. Create an outdoor courtyard space behind Brown Mountain Bottle Works

# How will we know we've succeeded

---

1. Union and Sterling will be full of people – day and night
2. Retail and restaurant rents will outperform office
3. We've added 200 more housing units to the downtown area
4. We've created a REAL parking problem

# Let's Get Started

