

Downtown Implementation Plan

August
2015



Why are Downtown areas important?

Your downtown or traditional commercial district is the most visible indicator of community pride, along with its economic and social health. It is either an asset or a liability in the effort to recruit new residents, new businesses and industries, retirees, tourists, and others to your community and to keep those you already have.

Quality of life is what separates successful cities and towns from declining communities in the new millennium. Finally, your downtown or neighborhood commercial district is the visual representation for your community's heritage. The architecture of your commercial district is a physical expression of your community's history. The Main Street approach encourages forward-thinking economic development in an historic preservation context so this community asset and legacy can be passed on to future generations.

Information from the National Trust Main Street Center: www.mainstreet.org



Why are Downtown areas important?

❖ **The downtown district is a reflection of community image, pride, prosperity, and level of investment — critical factors in business retention and recruitment efforts.**

❖ **The traditional commercial district is an ideal location for independent businesses, which in turn:**

- *Keeps profits in town with local owners*
- *Supports other local businesses and services*
- *Supports local families with family-owned businesses*
- *Supports local community projects*
- *Provides a stable economic foundation with direct ties to the community*



Why are Downtown areas important?

- ❖ **Downtown is the historic core of the community.** Its buildings embody the community's past and its visual identity.
- ❖ **A vital downtown area reduces sprawl** by concentrating business in one area and uses community resources wisely, such as existing infrastructure, tax dollars, and land.
- ❖ **A healthy downtown core protects property values** in surrounding residential neighborhoods.
- ❖ **The district is a government center** where city hall, municipal buildings, the courthouse, and/or post office are located. It often is an important service center as well for finding attorneys, insurance offices, financial institutions and other important services.

Why are Downtown areas important?

❖ **Downtown provides an important civic forum, where members of the community can congregate.** Special events and celebrations held downtown reinforce intangible sense of community.

❖ **Downtown is a reflection of how your community sees itself-a critical factor in business retention and recruitment efforts.** When an industry begins look at your community as a possible location, they examine many aspects including the quality of life. Included in quality of life is interest in downtown-is it alive and viable, or does it represent local disinterest and failure?

❖ **Downtown districts are prominent employment centers.** Even the smallest commercial district employs hundreds of people, and often the district is collectively the community's largest employer.

Why are Downtown areas important?

❖ And, perhaps, most important, your downtown provides a sense of community and place. As Carol Lifkind, author of *Main Street: The Face of Urban America*, said "...as Main Street, it is uniquely American, a powerful symbol of shared experiences, of common memory, of the challenge, and the struggle of building a civilization...Main Street was always familiar, always recognizable as the heart and soul of the village, town, or city."



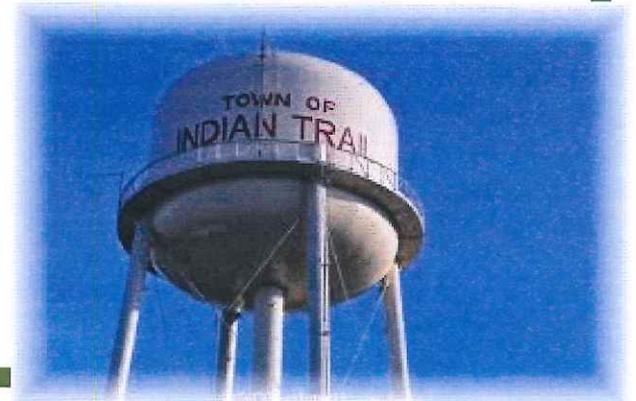
History of Indian Trail's Downtown

- ❖ Indian Trail Downtown founded 1904.
- ❖ Indian Trail Downtown founded as railroad drop off point for the agricultural growers in Union County.
- ❖ Significant portions of Indian Trail Downtown have been demolished.



History of Indian Trail's Downtown

- ❖ In 2003, a major addition was proposed for Downtown area.
- ❖ In 2005, the Council voted to move forward with Municipal Complex and Downtown project.
- ❖ In 2006, the new Council voted to invalidate the agreement with the development group.



History of Indian Trail's Downtown

- ❖ In 2014, the proposed property was sold to development group.
- ❖ In 2014, the Town Council began planning process for a Municipal complex within Downtown and adjacent to potential new development.
- ❖ In 2015, EDAC Committee considers starting implementation for Downtown.



History of Indian Trail's Downtown

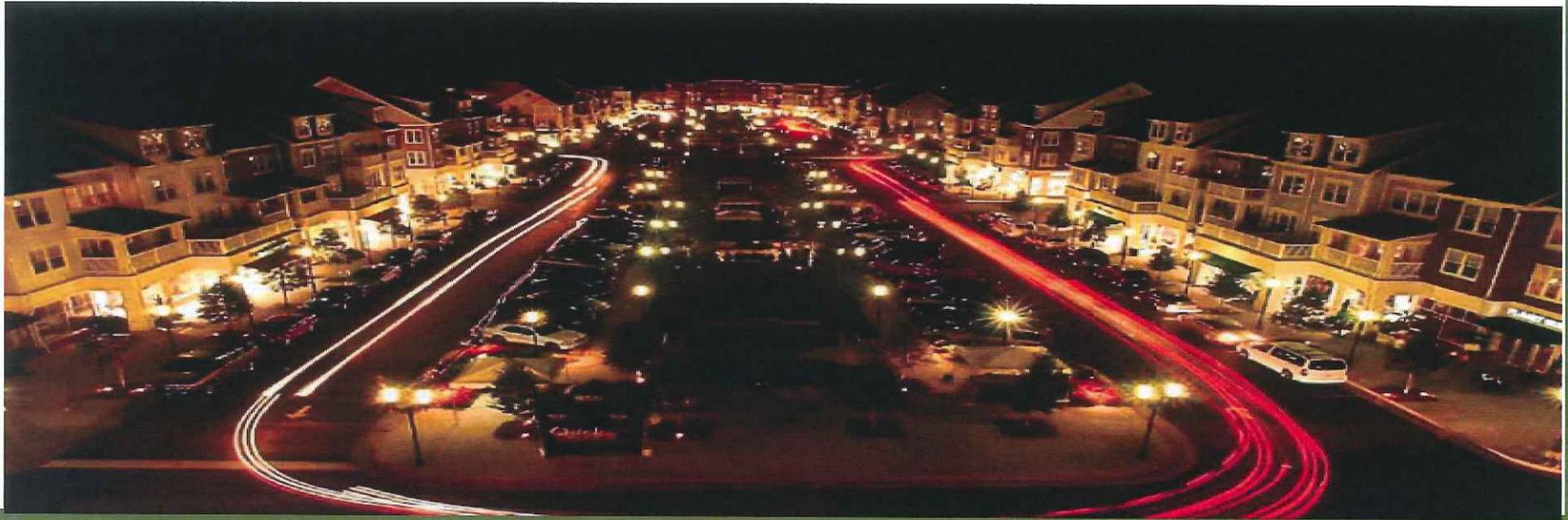
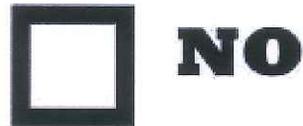
❖ Discuss approved Downtown Plan.

INDIAN TRAIL
downtown master plan
Downtown Master Plan



EDAC Decision

Move Forward with this project?



Downtown Implementation Plan

Goals:

- 1) Develop infrastructure in Downtown area to encourage investment and significantly reduce traffic congestion.
- 2) Develop a Main Street Program for community events and business partnerships in Downtown area.
- 3) Begin strategic recruitment program for future investors in our Downtown.
- 4) Work with Downtown partners to make ordinances and zoning more effective and feasible.
- 5) Develop plan for to entice creative culture, younger residents, empty nest residents, and senior citizens.

Downtown Implementation Plan

Goal #1:

Develop infrastructure in Downtown area to encourage investment and significantly reduce traffic congestion. Infrastructure work will be funded by private funds, state funds, local funds, grants, and other economic development tools.

- Complete Chestnut Parkway
- Widen Indian Trail Road to 3-lanes with streetscape from Gribble Road to Matthews-Indian Trail Road; includes new intersections.
- Create additional access to S. Fork Road.
- Widen Matthews-Indian Trail Road to 3-lanes.
- Connect Blythe Drive to Matthews-Indian Trail Road
- Union County Public Works can upgrade sewer/water during street construction.



Downtown Implementation Plan

Goal #2:

Develop a Main Street Program for community events and business partnerships in Downtown area.

- Develop plan to attract more restaurants and family entertainment options.
- Create EDAC Downtown/Main Street Sub-Committee to assist with public outreach and engagement.
- Investigate Main Street Program, potential future Main Street Manager position.
- Hold regular events focused at business attraction.



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Goal #3: Begin strategic recruitment program for future investors in our Downtown.

- Complete Market Analysis for Downtown and Chestnut Corridor
- Complete Small Area Plan for Chestnut Corridor/possible Downtown expansion.
- Develop a Financial Plan for future Downtown investments.
- Hold bi-annual events to recruit developers to our area.



Downtown Implementation Plan

Goal #4:

Work with Downtown partners to make ordinances and zoning more effective and feasible.

- Review ordinance structure for Downtown zoning.
- Review Downtown Master Plan for any modifications.
- Develop small business grant programs for façade improvements.



Downtown Implementation Plan

Goal #5:

Develop plan for to entice creative culture, younger residents, empty nest residents, and senior citizens .

- Create Beautification and Streetscape Plan.
- Create Recreation Amenities in Downtown area.
- Create Art's District overlay in Downtown area.



Questions/Discussion

