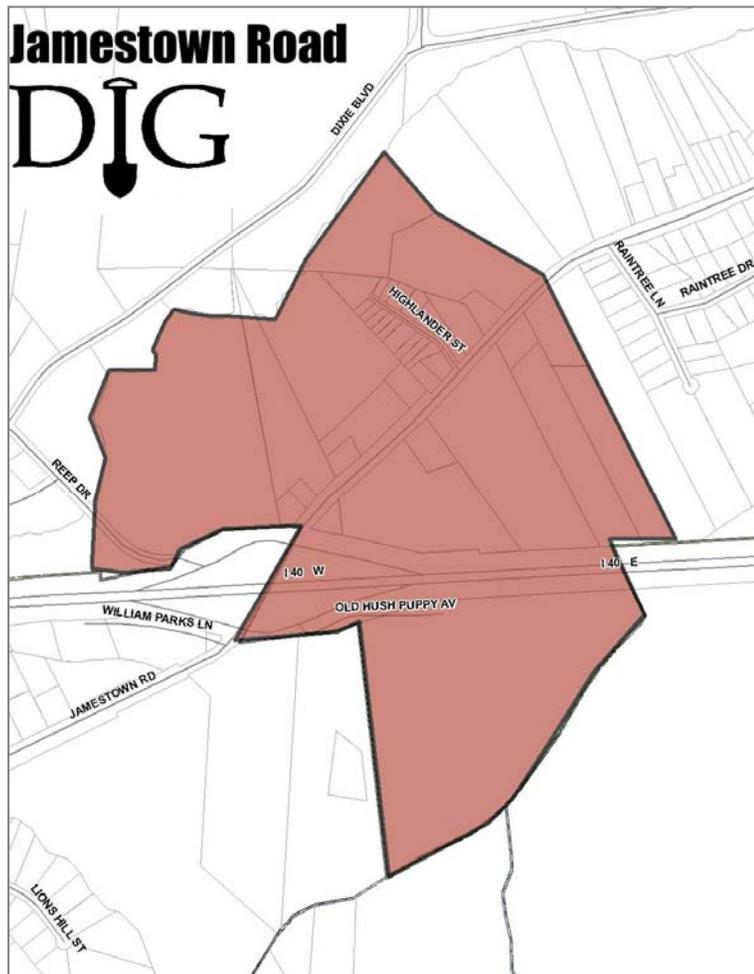


Morganton DIG

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JAMESTOWN ROAD MOTOR VEHICLE DIG ZONE

One of the key commercial activities that falls within the category of larger-scale commercial uses is Motor Vehicle Sales. There are currently five dealers for new vehicles within the City limits. The land designated as Commercial Corridor/Motor Vehicles Sales Corridor already houses two of these dealerships. The remainder of the City's dealerships are scattered throughout the City.

A recent analysis of sales tax revenue identified automotive sales as one of the largest missed opportunities for Burke County. Motor vehicle and parts sales in Burke County are significantly lower than would be projected for a similar size community. Many of these sales are lost to neighboring counties. Increasing the volume of sales of new and used vehicles would be of great benefit to the City and County. Studies indicate that the distance separating dealerships can be detrimental to their performance, particularly with the trend to cluster auto dealerships and the advent of regional auto mall typically located near highway interchanges.

JAMESTOWN ROAD CORRIDOR DESIGN CONCEPT

The design concept for Jamestown Road is three or four blocks in length and includes automobile related uses. The existing service station could be expanded as a motorist service center with restaurants, market, fuel and carwash. It is located adjacent to the exit ramp and provides easy access for travelers and would support the adjacent vehicle dealers. Other dealerships could include, boats, motorcycles, RV's, golf carts, carwashes, detailers, and aftermarket fabricators or installers.

An important element of the design is the compact urban character of the area, with buildings brought close to the roadway and parking lots framed by landscaping. Motor vehicle dealerships could include unique façade design elements and lighted indoor showrooms that would contribute to the destination character of the area.





NORTH GREEN STREET: RIVER DISTRICT DIG

The North Green Street Corridor is an important heritage corridor, employment and retail center. The goal is to encourage reuse and redevelopment of the vacant manufacturing and industrial buildings with new employment uses, encourage the continued development of retail and commercial uses, and enhance the visual appearance as an important heritage and tourism corridor. New buildings should be brought close to the roadway creating a defined edge softened by shrubs and landscape material.

Significant development opportunities exist on the south side of North Green beginning at its intersection with Bost Road. This site does present some topographic challenges but sensitive and creative design can offer high visibility and proximity for a multitude of uses. The design concept proposes the addition of a new road that would serve the site allowing the buildings to be built close to the roadway with parking in the rear.

On the north side of the street on the site of the former K-Mart, the design concept proposes adding new buildings along the street frontage with split rail fencing and low shrubs and landscape materials transforming an outdated shopping center into a modern attractive mixed use retail center.



WEST UNION STREET RIVER DISTRICT DIG ZONE

The West Union Street intersection has significant potential for redevelopment and to serve as a gateway to Morganton's River District and the growing number of recreational and cultural offerings. West Fleming Drive offers a primary transportation link from Interstate 40 and destination retail centers.

The Westmore shopping center on Carbon City Road provides an excellent opportunity for creative redevelopment as a mixed use retail, entertainment and residential center. The design concept illustrates the redevelopment of the site with one and two story buildings in the interior of the site, with a restaurant located along Silver Creek which will can capitalize on a new Silver Creek greenway extension to the Catawba River. Two story apartments are envisioned to face Golf Course Road with parking to the rear of the buildings.

The opposite corner, a former auto dealership is shown redeveloped with a mix of residential and commercial uses. Buildings are brought up to the roadway with parking in the rear to help define the intersection.

Additional landscaping, plazas and pedestrian crossings are added at the corners to enhance the pedestrian character of the area and help reinforce the River District theme in the area.

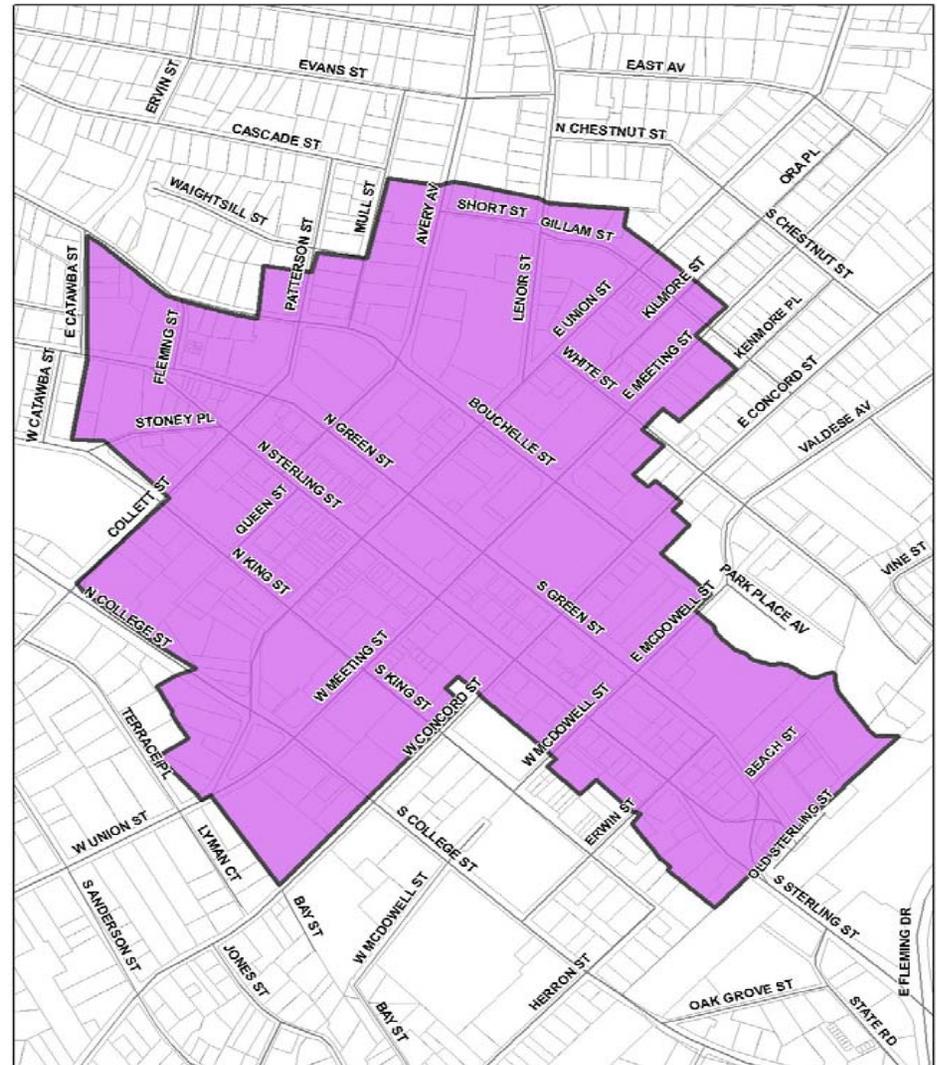


DOWNTOWN MORGANTON DIG ZONE

Downtown Morganton continues to be the heart of the community. It serves as the government, finance, service and entertainment center for Burke County. As in many other small cities, retail uses are primarily specialty shopping. Downtown Morganton is characterized by pedestrian friendly streets and a mixture of restaurants, and retail stores; and office, residential and institutional uses. Downtown streets form an interconnected grid and are designed to accommodate vehicular and pedestrian use. Buildings are typically set close to the street and often adjoin each other. Parking is generally concentrated in rear parking areas or along the street front. Morganton's downtown continues to serve as the economic and cultural center for the region. Small shops, restaurants, financial and business services are the primary business uses. The new multiplex movie theater located is a popular destination for people of all ages. Public buildings include City Hall in a renovated knitting mill, Burke County offices, Burke County Courthouse and the historic Burke County Courthouse on the Square.

Over the past several years, the City has made major investments to revitalize Downtown. The award winning "Trading Company" is a signature building in Downtown. The building was renovated through a public/private partnership that leveraged historic mill tax credits and public and private funds. City Hall offices are located in the south wing, with professional, service and retail uses on the main levels. There are forty three apartments on the second and third floors of the former Premiere Textiles Mill.

The multiplex movie theater is a popular destination for people of all ages. The Morganton Main Street Office develops and coordinates community and economic development activities in Morganton's Downtown District including coordinating the Morganton Farmers market, providing funding for façade improvements and development public/private partnerships to leverage private investment in downtown projects.



For Downtown Morganton to be a viable, sustainable multi-use center in the 21st century, retail, service, professional, institutional, governmental, recreational and residential uses must be clearly identified that are creative, authentic uses based on Morganton values. These values will develop into business ideas that will be supported by the community

ECONOMIC DRIVER – Nature’s Playground – Access to Scenic Beauty of the Blue Ridge Mountains

Downtown Morganton was built to supply goods and services that would support the needs of the Morganton & Burke County community. In addition there are opportunities to supply goods and services that support the visitors that are accessing the Blue Ridge Mountains through Morganton. These are the goods and services that are still needed by these population sectors?

RETAIL USES	SERVICE USES	PROFESSIONAL USES	INSTITUTIONAL USES
Restaurants	Travel Agencies	Doctors	Classes on outdoor sporting
Grocery items	Bicycle rental	Dentists	Arts & Cultural Institute
Convenience items	Car/ SUV rental	Walk-in clinic	Camps
Personal care items	Car Repair	Magistrate	Environ. educational opportunities
Fresh Fruits & Vegetables	Laundromat	Attorneys	Bluegrass music venue
Juice Bars	Dry Cleaners		
Hotels & B & B's	Gas Station - full service station		
Coffee Shops	Bicycle Repair		
Indigenous craft shops	Kayaking/canoeing tours		
Bike Shops	Mountain Biking Tours		
Kayaking/canoeing/outdoor sports shops	Llama Trekking Tours		
Ski shops	Skiing tours		
Art Supplies	Farmers Market		
Music instrument shop			
Nurseries			

AUTHENTIC VALUE – Small Town Quiet Charm & Sophistication

Downtown Morganton's values are based on quiet small town charm and friendliness, It is the draw to downtown that separates us from other shopping options. These uses support these values.

RETAIL USES	SERVICE USES	PROFESSIONAL USES	INSTITUTIONAL USES
Galleries	Theatres	Entertainers	Museums
Restaurants	Bowling alley	Professional musicians	Winery
Coffee Shops	Entertainment venues	Professional artists studios	Cidery
Clothing		Professional theatrical company	Dinner Theatre House
Outdoor shopping goods		Street Performers	Comedy Theatre
Shoes & Boots			Historical Museum
Workman clothing - Carhart, etc.			
Furniture Stores			
Woodworking products			

ECONOMIC DRIVER - A CENTER FOR LIVING

Downtown Morganton offers the city's most unique living options, from loft living, to historic district homes, to urban condominiums. These businesses are needed to support and grow downtown Morganton as a premiere place to live.

Loft Living goods (furnishings)	Gas & service station	Property management company	Life-Long Learning Opportunities
Housewares (dishes, linens, etc.)	Dry cleaners	Realtors	Arts & Cultural Development
Farmers Market	Parks		
Organically grown products	Recreational Opportunities		
Grocery items	Fitness Centers		
Pharmacy	Fitness Classes		
Clothing	Child care services		
Shoes	Post Office		
Household products	Shipping Services		
Restaurants	Security Services		
Alcohol Options			
Framing			
Security systems			
Gaming Centers (laser tag, climbing wall, etc.)			
Gaming Products (Nintendo, etc.)			
Appliances (Washers, Dryers, Refrigerators)			
Exercise equipment			

HOSPITALITY CORRIDOR DIG ZONE

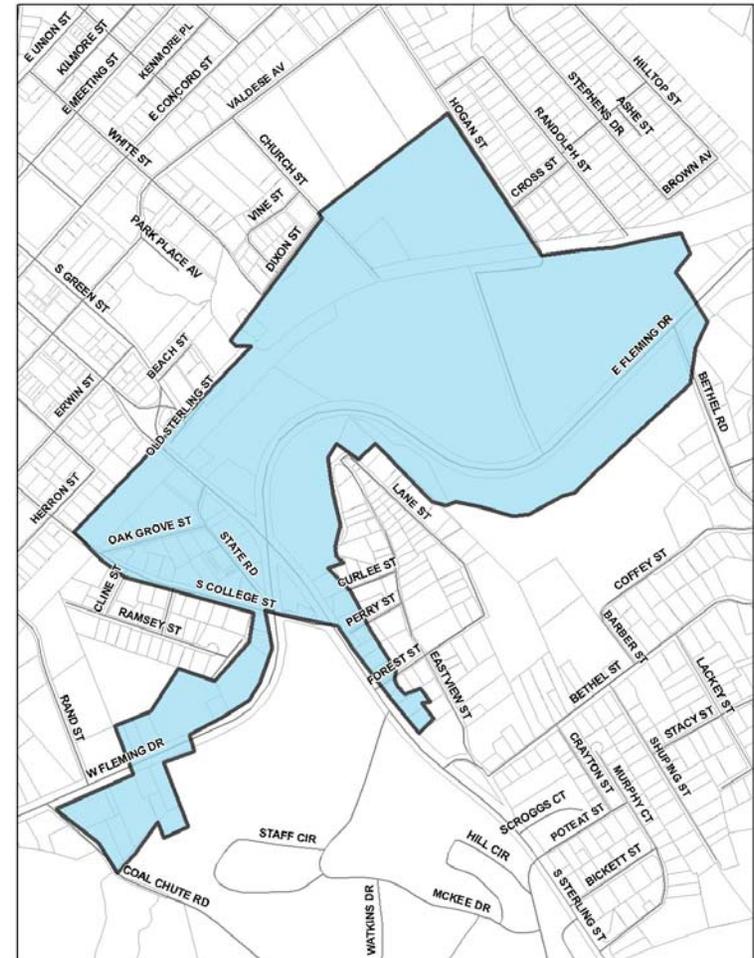
(S. STERLING AND FLEMING DR.)

The Hospitality Corridor is located along South Sterling Street from I-40 Exit 105 to the railroad trestle, or the edge of the Central Business District. BlueRidge Healthcare and Broughton Hospital, Foothills Allied Health and Science Education Center, the North Carolina School for the Deaf anchor the corridor, with hotels and restaurants serving employees, visitors and residents.

The corridor has the potential to become a signature entrance for Morganton. There are several opportunities that the City can leverage to strengthen the visual appearance and economic vitality of the hospitality corridor.

Design Principles

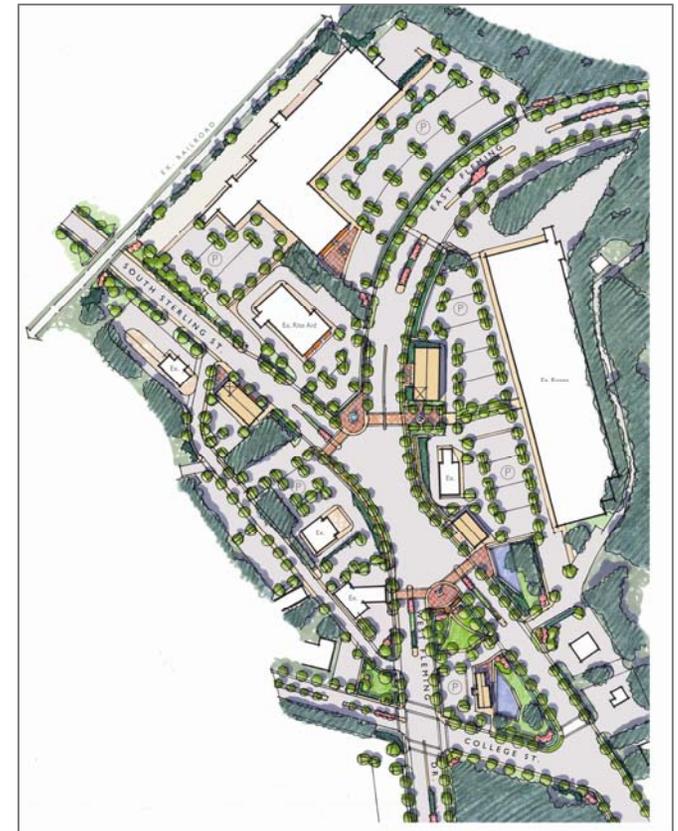
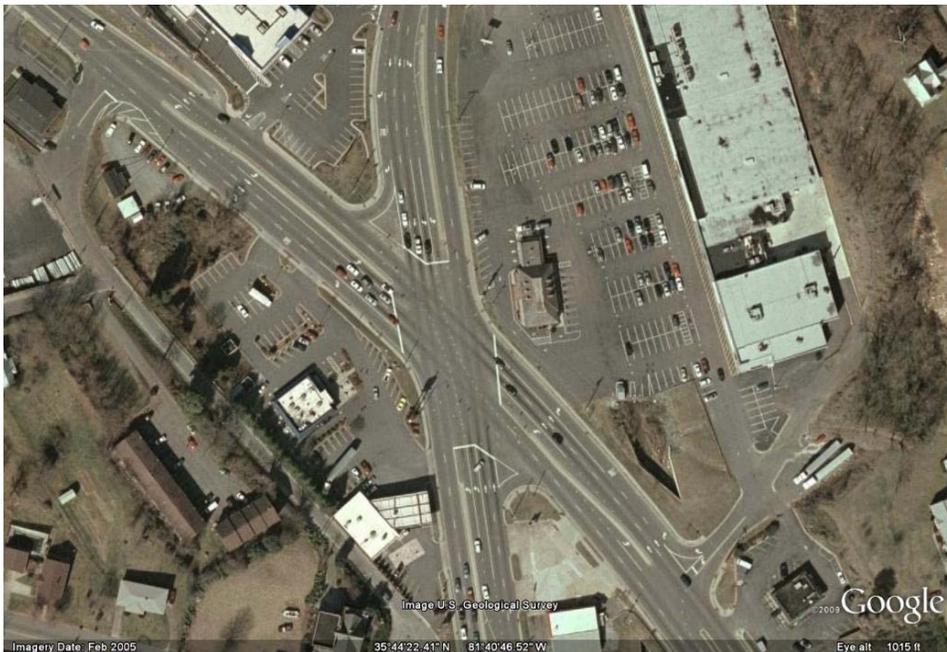
- Commercial development should be concentrated at this key intersection and should encourage higher-density, mixed-use development. Curb cuts should be minimized; shared entrances and parking lots should be encouraged.
- Site development should be maximized through reduced parking spaces, increased lot coverage.
- Visual clutter, outdoor storage and excessive lighting should be discouraged. Signs should be attractively designed and located on monuments or ground mount signs.
- Local commercial centers should maximize site development through reduced parking spaces, increased lot coverage, and parcels developed along street frontages.
- Parking lots should have multiple vehicular entrances that are clearly marked and attractively landscaped. Parking lots should have trees located in the interior of the site and along street frontages.
- Visual clutter and excessive lighting should be discouraged. Signs should be consolidated and attractively designed.
- Developments not located in a center or node may be setback from the roadway. Minimal parking should be provided in front of the buildings. Employee and additional customer parking should be located at the side or rear.
- Landscaping along the street frontage should be limited to street trees planning in the planting strips to create a more attractive pedestrian environment.



- Shared entrances and interparcel connections should be considered whenever possible. Where feasible curb cuts should be consolidated.
- Outdoor storage should be screened from view.
- The landscape planting strip should separate the sidewalk from the curb and roadway.
- Pedestrian amenities should include well defined crosswalks and refuge area for crossing from east to west.

SOUTH STERLING / FLEMING DRIVE DESIGN CONCEPT

Function: This is a high visibility intersection. The roadway was designed to carry high volumes of transport truck traffic to and from the manufacturing complex to the east. The intersection is poorly defined with multiple lanes in each direction and limited pedestrian facilities. Improvements to the configuration of the intersection are constrained by existing development and the stream bed that crosses under the shopping center parking lot.



There are three important opportunity sites adjacent to the intersection. The vacant Drexel Plant #7, Roses Shopping Center and planned development on the Broughton Hospital property.

Design Concept

The design concept reconfigures the intersection, by narrowing the roadway and installing landscaped medians to create a more urban and pedestrian friendly area, installing entrance features on the north and south corners, adding low walls to frame the parking lots, and installing additional landscaping to soften the impact of the pavement at the wide intersection.

The shopping center is redeveloped adding small shops along the edge of the parking lot with trees and a low wall to define the edge of the parking lot separating pedestrian and vehicular entrances. The culvert that encases the stream running from the Broughton Hospital campus under the roadway and shopping center parking lot is opened at two locations and included as a landscape feature.

The site bounded by College Street, South Sterling Street and Fleming Drive is redeveloped to include a gateway plaza with pedestrian crosswalks. A small food/beverage store could be incorporated in the redevelopment scheme.

Landscape medians should be installed at the intersections and along Fleming Drive, transforming the roadway from an industrial thoroughfares to city streets. The design concept encourages the use of low walls as defining landscape features to create vehicle entrances and separate the sidewalk from the parking lots. By using a combination of low shrubs, street trees and lighting what was a wide open intersection with poorly defined vehicle entrances and few pedestrian amenities, the intersection becomes an attractive gateway to Downtown and crossroads leading to the Catawba Meadows and the mountains.



Drexel Plan #7

Drexel Plant #7 is a vacant structure adjacent to the Rite Aid Pharmacy. The large brick building is a significant landmark at the entrance to downtown. The site is directly across from the shopping center and has ample parking to accommodate multiple uses.

A design concept was developed for the adaptive reuse of the buildings for flex employment space, office, retail and residential uses.

The addition of new glass windows and awnings at ground level, an entry plaza with outdoor seating and landscaping creates an attractive gateway building. There are additional manufacturing sites further along Fleming Drive that have potential for redevelopment as a destination retail center. Drexel Plant #7 is physically separated from these sites and should be redeveloped for smaller scale uses that would enhance the pedestrian feel of the corridor.



Rite Aid Pharmacy

Rite Aid Pharmacy is a relatively new building with entrances on Fleming Drive and South Sterling Street. The design concept proposes the addition of a low wall with landscaping to frame the corner of the intersection. Installing awnings over the windows would soften the façade and transform a suburban style building to a more urban design.

Redevelopment of the Drexel plant would create an opportunity to incorporate similar landscape elements at both locations.

