



September 28, 2015

City Council Sets Guiding Principles for Downtown Revitalization

KANNAPOLIS, N.C. – The Kannapolis City Council has adopted a set of Guiding Principles for the Downtown Revitalization Plan. The five Guiding Principles will be used by the council, staff and consultants who are working on the strategic plan and implementation of the revitalization efforts.

The Guiding Principles are:

1. Encourage maximum density of downtown uses. Create activity on the street, drive demand for additional activity and capture value.
2. Create a mixed-use district that attracts diverse users and activities. Encourage day to night activity, attract new users, and expand the downtown market.
3. Maximize demand generated by anchor amenities/game changers. Appropriately scale, phase and locate anchors to capture local and regional demand.
4. Respect the historic integrity of downtown. Leverage our unique historic assets to add value and create a sense of place.
5. Seek to maximize value for the Kannapolis community. Leverage public investment to attract private investment that improves the quality of life for Kannapolis citizens.

The City Council's primary goal for the Downtown Revitalization Plan is to promote strategic public investments and partnerships with private investors. The end result will be a downtown area that is a vibrant urban center with entertainment and cultural options. The Council has further stated the plan will be to leverage private investment in order to return the downtown properties to private ownership, encourage employment opportunities and property tax growth.

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