

# DOWNTOWN KANNAPOLIS: SITE ANALYSIS WORK SESSION



UNC  
SCHOOL OF GOVERNMENT

# AGENDA

- Site Analysis Overview
- Community Comparisons
- Massing Study
- Demonstration Project
- Next Steps & Timelines

# SITE ANALYSIS OVERVIEW

# KEY QUESTIONS

- Questions:
  - How to create a vibrant downtown environment?
  - Where are key locations for anchors?
  - What is needed for an active pedestrian environment?
  - How to recreate a built environment?
  - What scale of development can the site support?
  - What is ideal mix of uses for the project area?
  - What is ideal mix of uses for downtown?
- ***How to maximize the potential value of each site?***

# SITE ANALYSIS GOALS

- Benchmark mix of uses in case study communities
- Identify maximum achievable program:
  - Total estimated square footage or unit count by use
  - Include residential, retail, office, hospitality, public uses, anchors
  - Estimate associated parking
- Create preliminary program layout:
  - Consider existing entitlements
  - Incorporate local guidelines
  - Assume the establishment of anchor uses in downtown

# SITE ANALYSIS FRAMEWORK

- Incorporate guiding principles
- Conduct downtown parcel analysis
- Continue case study research
- Identify existing development parameters
- Conduct massing study
- Share preliminary findings with staff, Council, other stakeholders
- Incorporate feedback to inform next phases of master development plan

# COMMUNITY COMPARISON

# COMMUNITY GROWTH METRICS

	Kannapolis, NC	Greenville, SC	Bowling Green, KY	Durham, NC
City Population (2014)	45,245	62,252	62,479	251,893
City Annual Growth (2010-14)	1.6%	1.3%	1.5%	2.6%
MSA Population (2014)	2,380,314	862,463	165,732	542,710
MSA Annual Growth (2010-2014)	1.8%	1.2%	1.1%	1.8%
Distance to Larger City (Travel Miles)	30 miles	100 miles	65 miles	25 miles



# MIX OF DOWNTOWN USES

	Kannapolis, NC <i>(current)</i>	Bowling Green, KY	Greenville, SC	Durham, NC
Downtown Area	240 acres	350 acres	300 acres	230 acres
Downtown Scale	1.5M SF	5M SF	8M SF	10M SF
Downtown Mix of Uses:				
<i>Residential</i>	2%	20%	30%	30%
<i>Retail</i>	16%	4%	10%	7%
<i>Office</i>	54%	35%	40%	45%
<i>Hotel</i>	-	1%	5%	3%
<i>Public/Institutional</i>	28%	40%	15%	15%
<i>Open Space</i>	17.5 acres	13 acres	30 acres	6 acres

# MASSING STUDY

# GUIDING PRINCIPLES

- Encourage maximum density of downtown uses.
- Create a mixed-use district that attracts diverse users and activities.
- Maximize demand generated by anchor amenities/game changers.
- Respect the historic integrity of downtown.
- Seek to maximize value for the Kannapolis community.

# GUIDING PRINCIPLES

- *Encourage maximum density of downtown uses.*
- *Create a mixed-use district that attracts diverse users and activities.*
- *Maximize demand generated by anchor amenities/game changers.*
- *Respect the historic integrity of downtown.*
- *Seek to maximize value for the Kannapolis community.*
- Increase density, connectivity and walkability
- Include anchors and location for landmark building
- Leverage existing districts and assets
- Allocate space for public uses
- Provide appropriate parking

## Massing Study Approach:

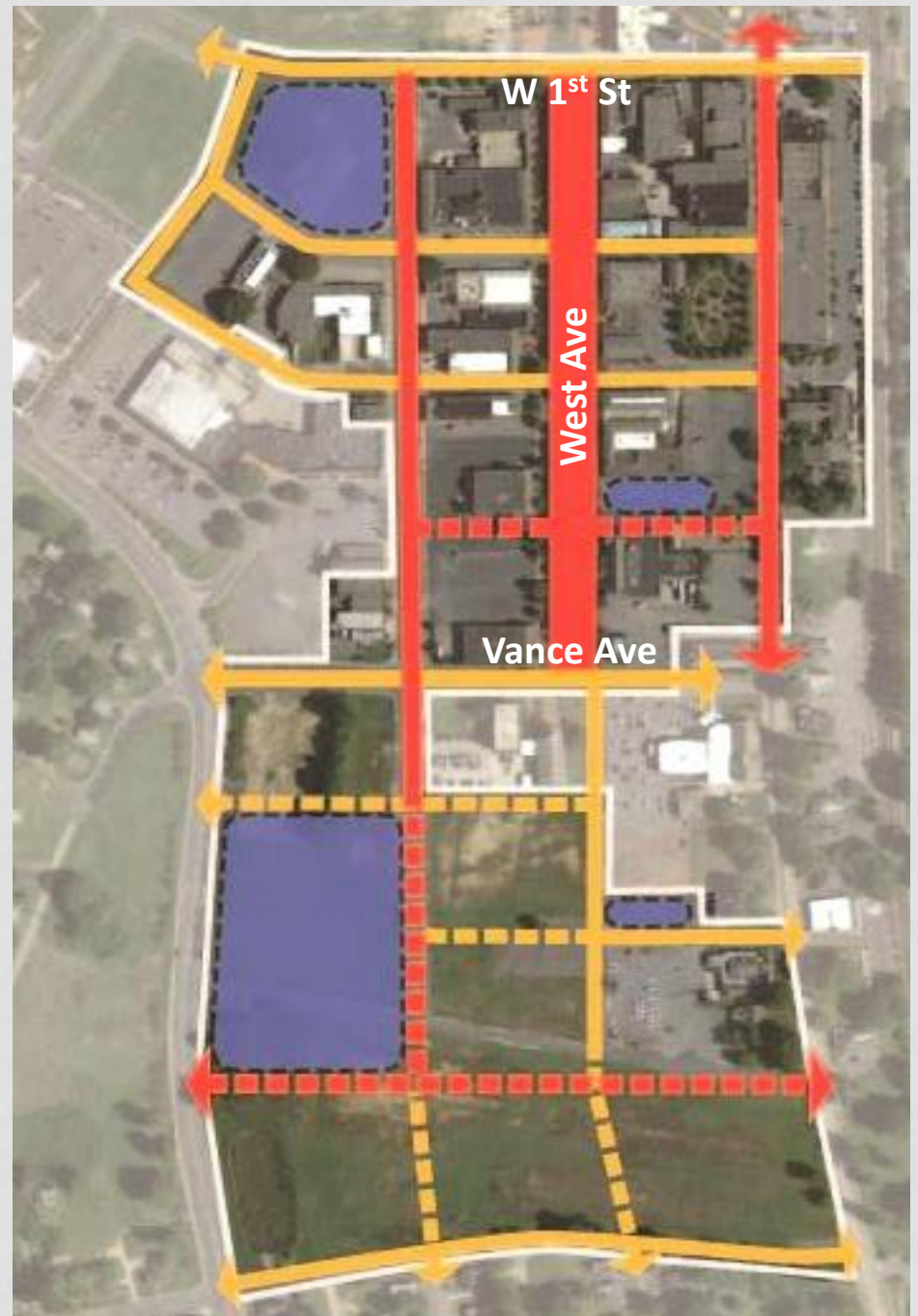
- Determine location and scale of developable land
- Determine key features:
  - “0,0” coordinates
  - Anchor locations
  - Retail corridors
  - New connections
  - Complementary uses
  - Parking distribution
- Preliminary program assuming maximum achievable development with parking



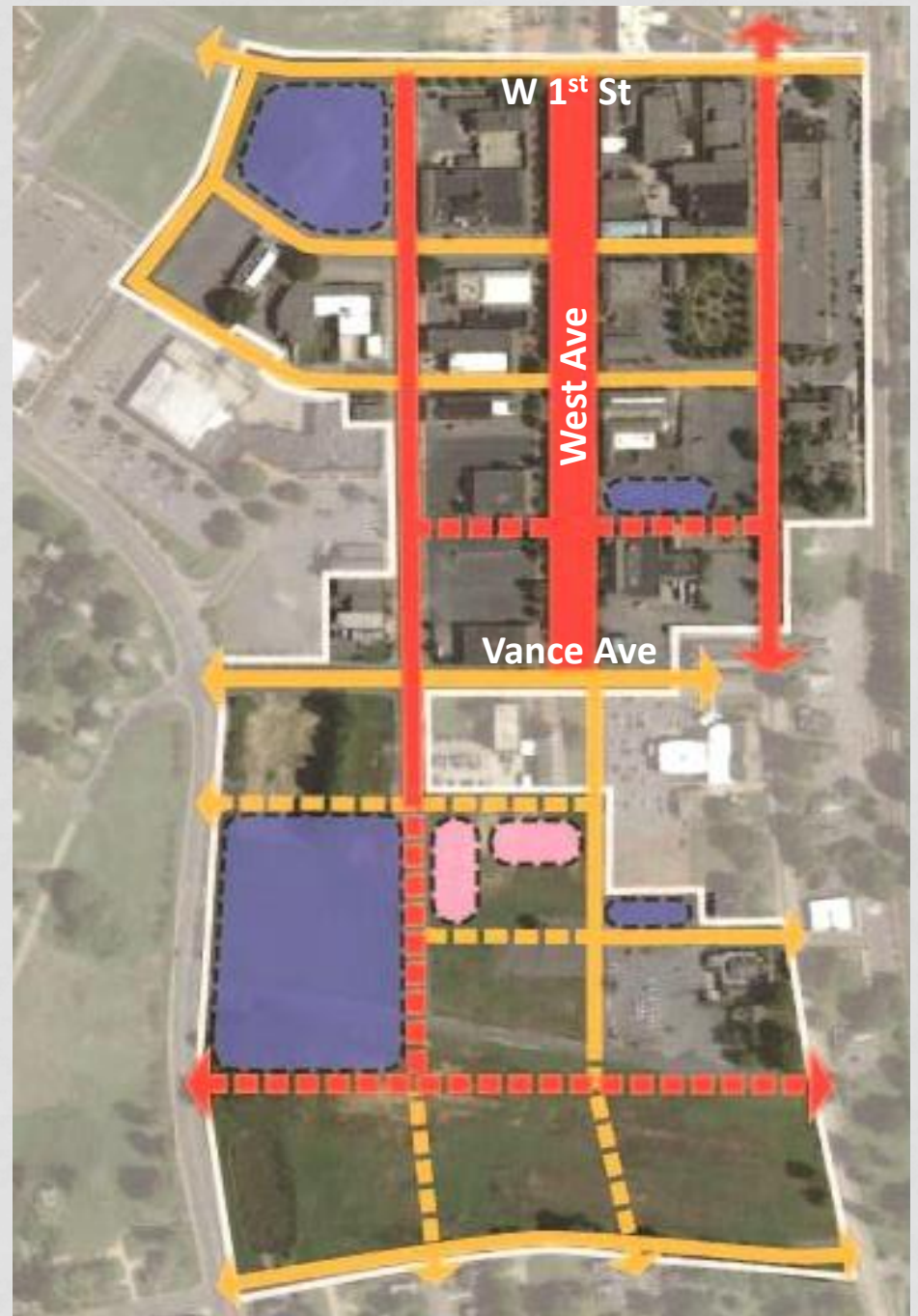
- “0,0” Coordinates
- Retail Corridor
- Existing Street
- New Connection



Use	Scale	%
Residential	1,483,900	58%
Retail	291,800	11%
Office	408,000	16%
Hotel	72,000	3%
<b>Public/ Institutional</b>	<b>309,700</b>	<b>12%</b>
<b>Total Built</b>	<b>2,565,400</b>	<b>100%</b>
Open Space	3	acres
<b>Total Open</b>	<b>3</b>	<b>acres</b>
Structured Parking	4,055	spaces
<b>Total Parking</b>	<b>4,055</b>	<b>spaces</b>



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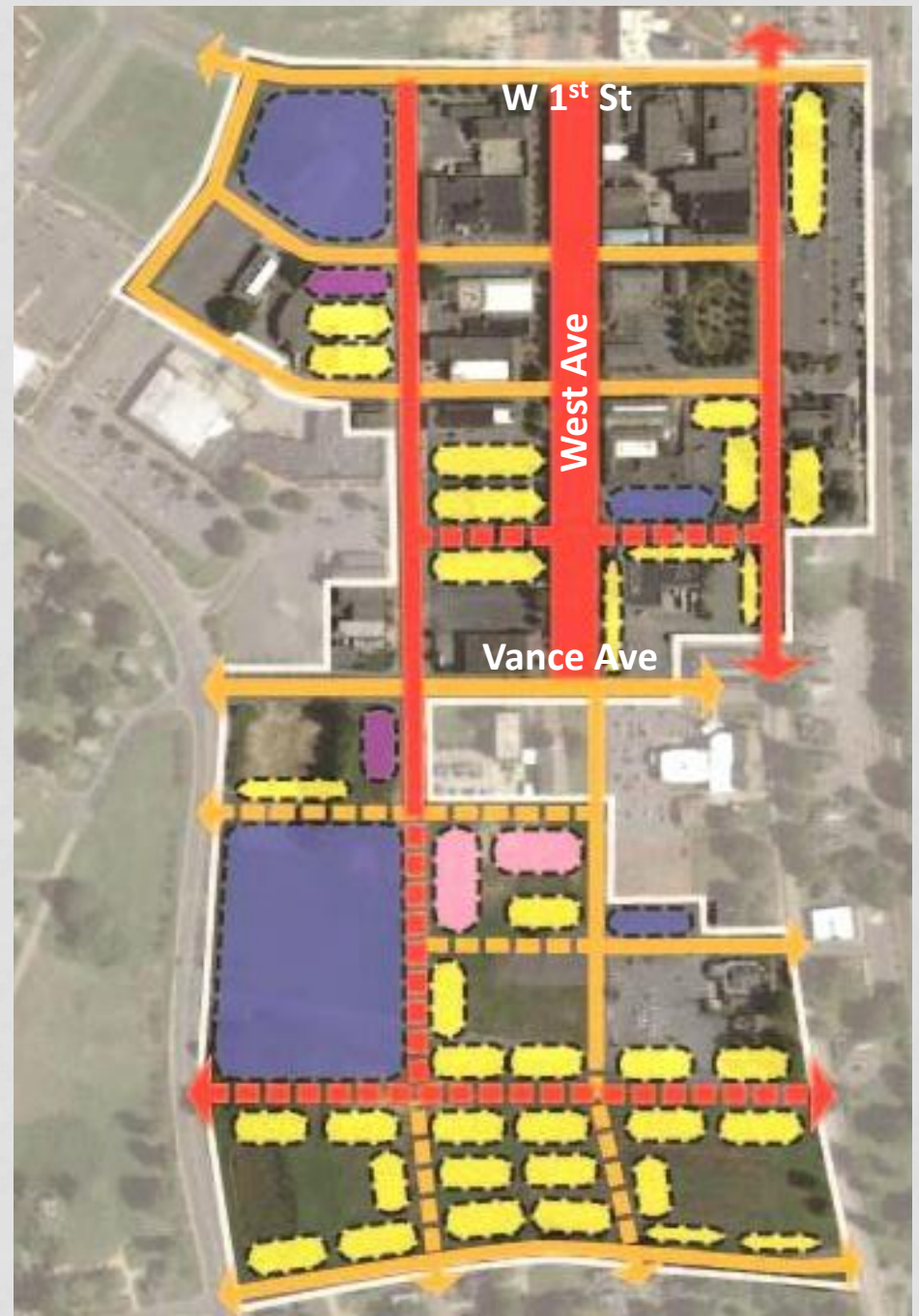
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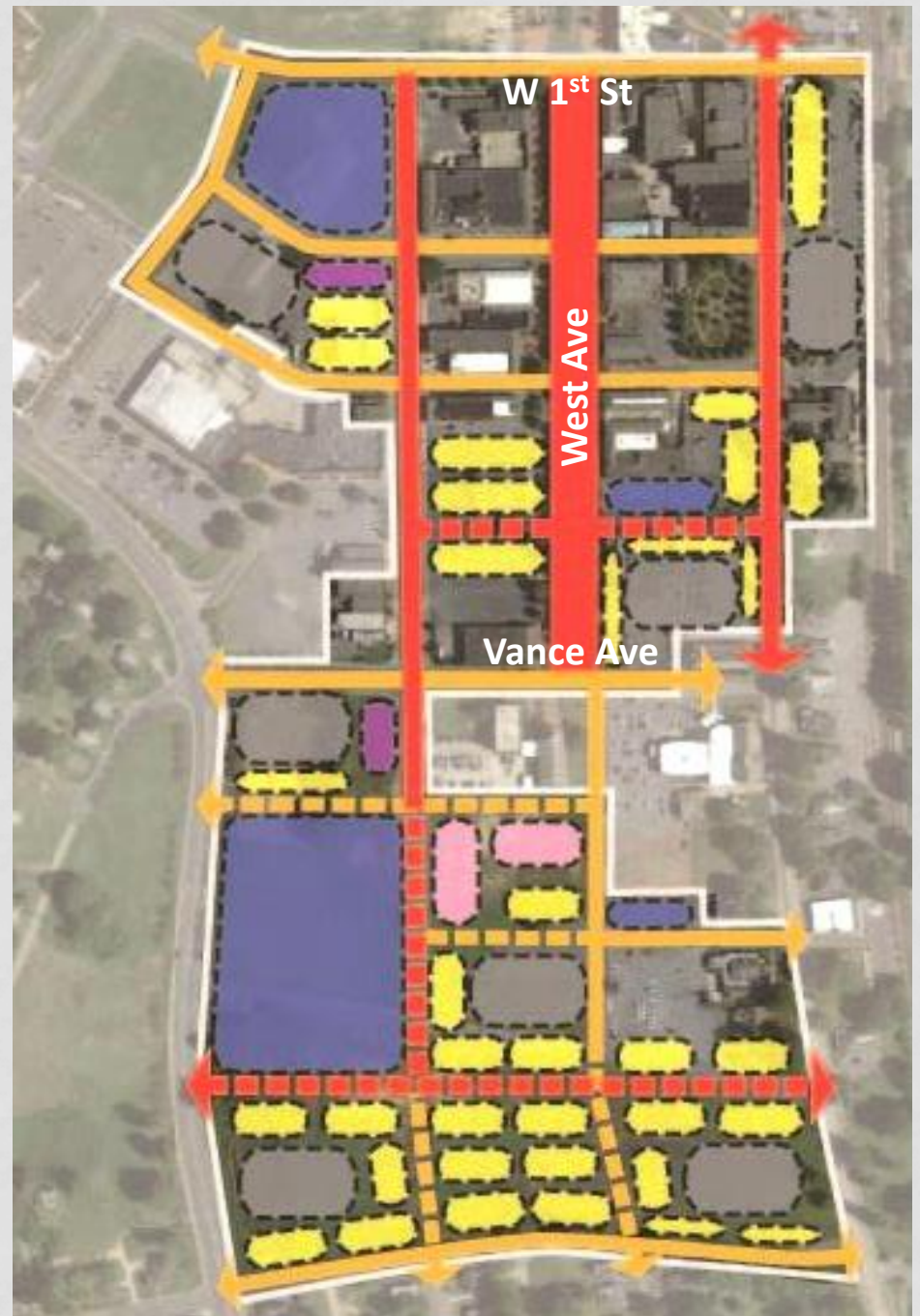
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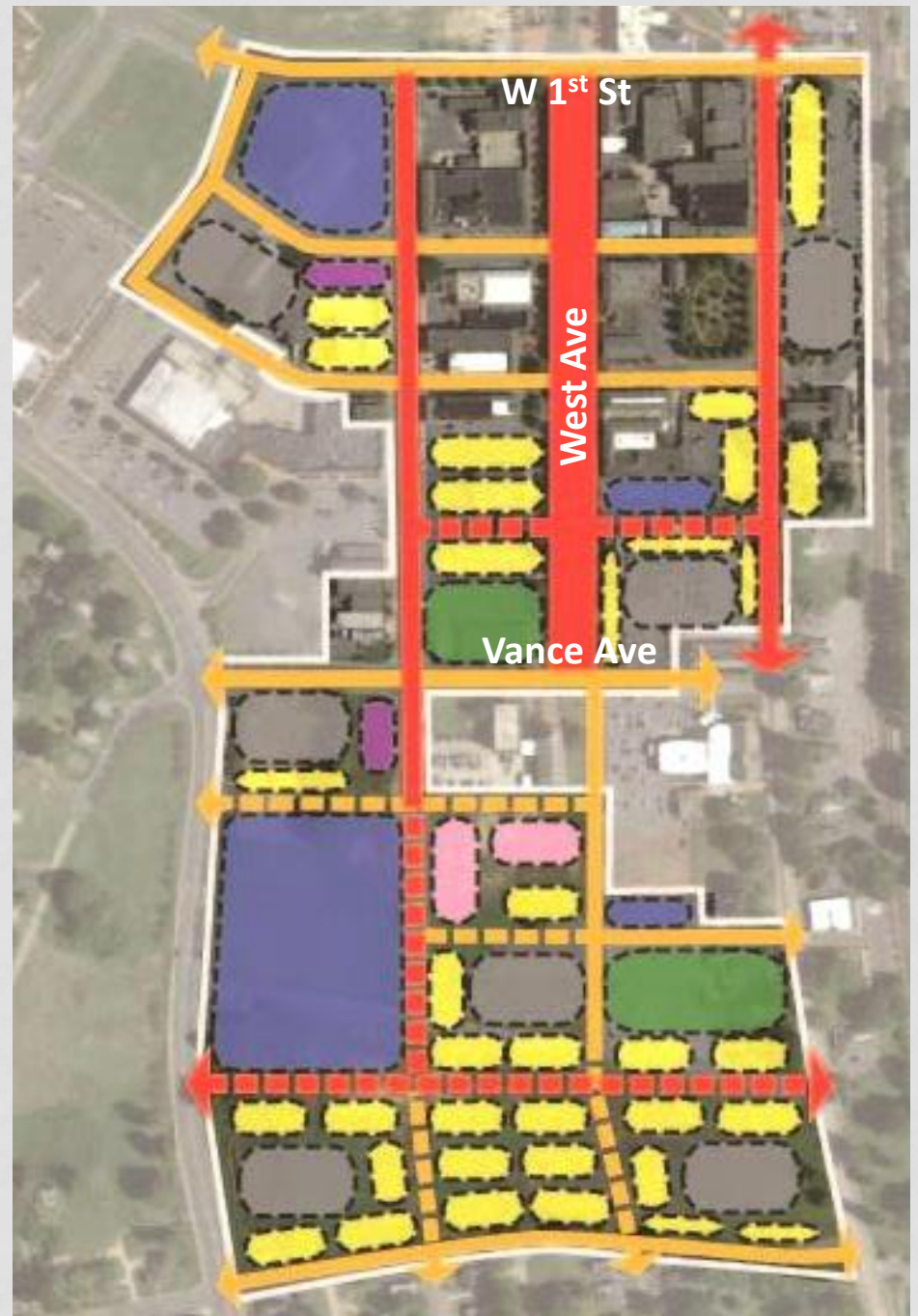
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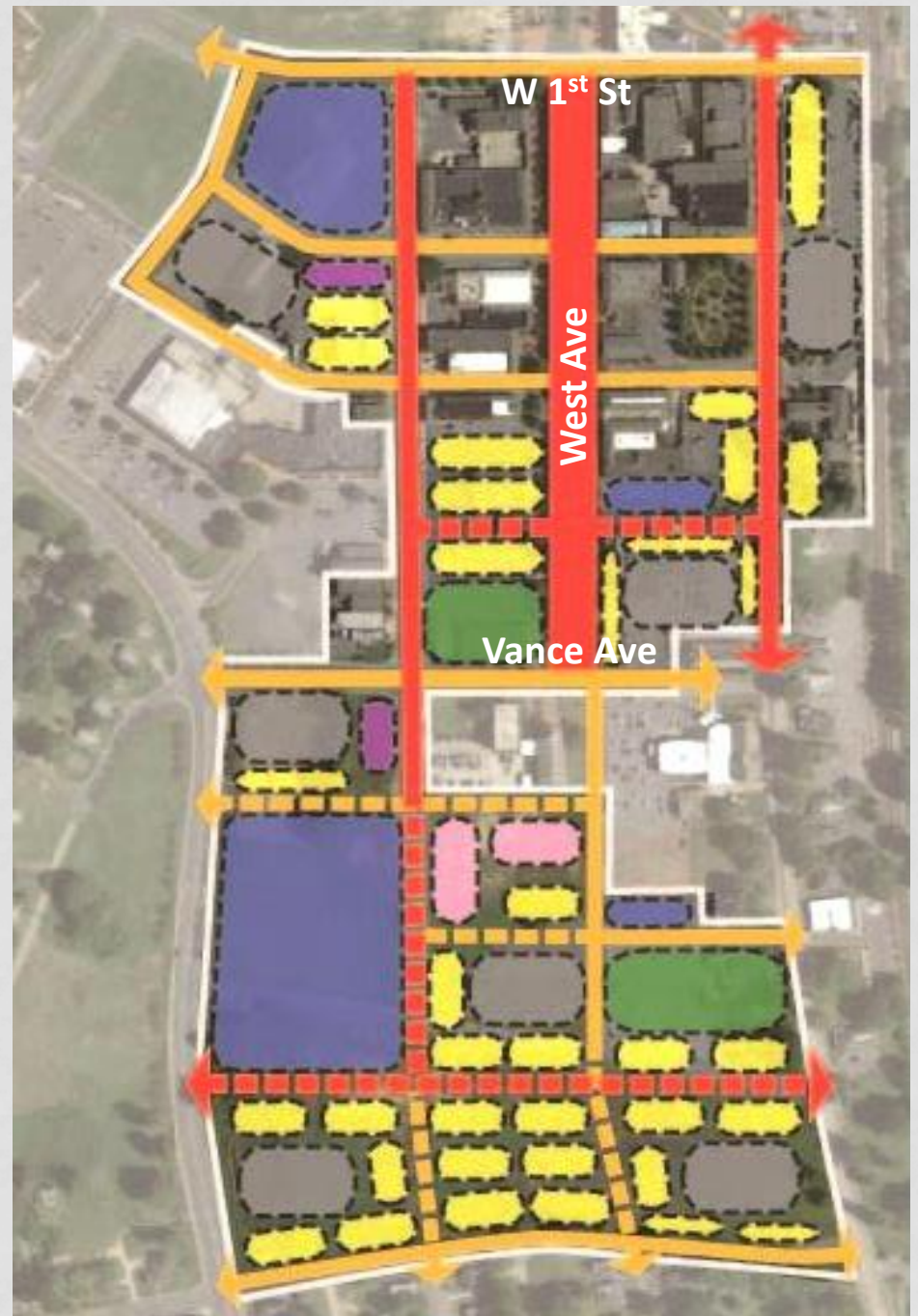
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# MASSING STUDY PROGRAM

Use	SF	Units	Type	%
Residential	1,483,900	1,484	units	58%
Retail	291,800			11%
Office	408,000			16%
Hotel	72,000	110	rooms	3%
Public/Institutional	309,700			12%
<b>Total Built</b>	<b>2,565,400</b>			<b>100%</b>
Open Space	128,300	3	acres	
<b>Total Open</b>	<b>128,300</b>			
Structured Parking	1,216,500	4,055	spaces	
<b>Total Parking</b>	<b>1,216,500</b>	<b>4,055</b>	spaces	





# DOWNTOWN PROGRAM

Use	Historic Core		NCRC		Total Downtown			
	SF	%	Total SF	%	SF	Units	Type	%
Residential	1,617,256	52%	700,000	28%	2,317,256	2,317	units	40%
Retail	478,699	15%	347,459	14%	902,969			15%
Office	408,000	13%	1,204,642	48%	1,625,142			28%
Hotel	72,000	2%	36,000	1%	108,000	166	rooms	2%
Basement	177,971	6%	-	0%	177,971			3%
Institutional	346,466	11%	247,362	10%	715,486			12%
<b>Total Built</b>	<b>3,100,392</b>		<b>2,535,463</b>		<b>5,846,824</b>			
Open Space	159,660		730,144		889,804	20.5	acres	
<b>Total Open</b>	<b>159,660</b>				<b>4,856,573</b>			
Parking	1,216,500							
<b>Total Parking</b>	<b>1,216,500</b>				<b>1,216,500</b>			

# DEMONSTRATION PROJECT

# PROJECT GOALS

- Build momentum for downtown
- Generate interest and leverage publicity
- Attract investment for future projects
- Demonstrate successful Public-Private Partnership

***Selected project/s must be successful given current constraints, be consistent with guiding principles and add long-term value.***

## Site Considerations:

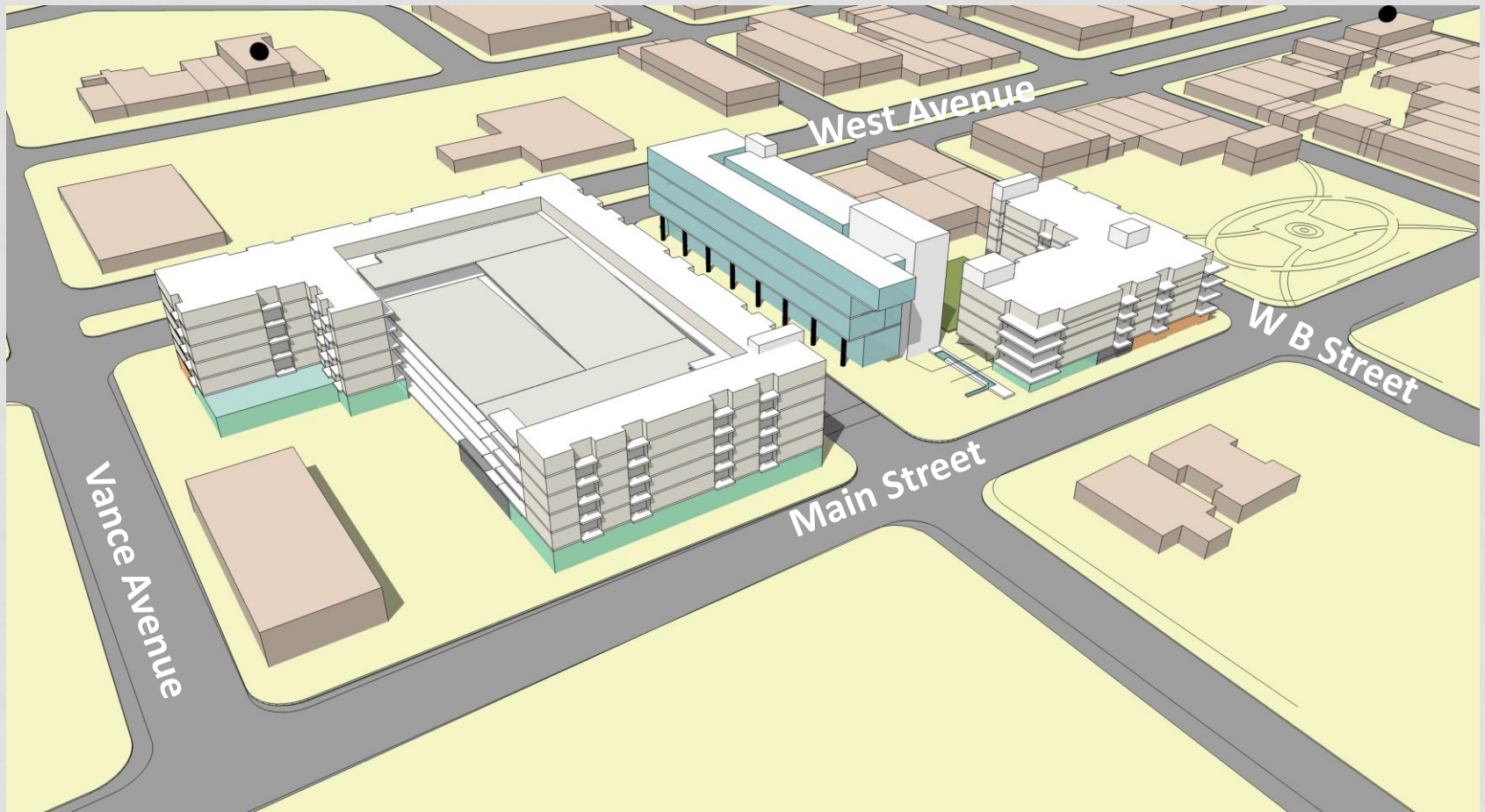
- Are multiple access points possible?
- Does project add long-term value?
- Will project have near-term impact?
- Which uses are feasible based on current market?
- What is the type and timing of activity at the site?



# PROPOSED PROGRAM

Building Type	Total SF	Floors	Residential	Retail	Public	Parking
Mixed Use: Retail + Condos <i>(48 units)</i>	65,400	5	58,400	7,000	-	-
Educational Facility	58,100	4	-	-	58,100	-
Mixed Use: Retail + Apts <i>(120 units)</i>	144,000	6	120,000	24,000	-	-
<b>Total Proposed SF</b>	<b>267,500</b>	-	<b>178,400</b>	<b>31,000</b>	<b>58,100</b>	
Structured Parking <i>(80 spaces/floor)</i>	136,500	5	-	-	-	450 spaces

# PRELIMINARY PLANNING STUDY



# PRELIMINARY PLANNING STUDY



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# PRELIMINARY PLANNING STUDY



# NEXT STEPS & TIMELINE

# DEMONSTRATION PROJECT TIMELINE

## Key Demonstration Project Milestones:

- Present proposed location and program of uses – Dec 7
- Development plan presentation to Council – March 2016
- Final development recommendation for Council – April 2016
- Engage private partner – *Following Council Approval*

# MASTER DEVELOPMENT PLAN TIMELINE

<b>Downtown Timeline</b>	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Acquisition & Due Diligence	Dark Blue	Dark Blue	Dark Blue									
<b>Master Development Plan</b>		Light Blue	Light Blue	Light Blue	Light Blue	Light Blue	Light Blue	Light Blue	Light Blue	Light Blue	Light Blue	Light Blue
Market Analysis		Dark Blue	Dark Blue	Dark Blue								
Site Analysis				Dark Blue	Dark Blue	Dark Blue	Dark Blue	Dark Blue				
Financial Analysis							Dark Blue	Dark Blue	Dark Blue	Dark Blue	Dark Blue	
Public Engagement											Dark Blue	Dark Blue
<b>Demonstration Project</b>				Dark Blue	Dark Blue	Dark Blue	Dark Blue	Dark Blue	Dark Blue	Dark Blue	Light Blue	Light Blue