CONTENTS

MASTER PLAN OVERVIEW

Executive Summary 1
Historical Overview 3
Character Areas 4
Plan Principles 5
Study Area 6
Master Plan 7
The Core 9
North Main 11
South Main 13
The Mill District 15
Character Vignettes 16

PLANNING PRINCIPLES

1. Strengthen the Core
   1.1 Restore Transit 19
   1.2 Re-Affirm Main Street 20
   1.3 Re-Define Main Lane 22
   1.4 Refine Broad Street 24
   1.5 Re-Establish Church Street 26
   1.6 Parking Strategies 28
   1.7 New Town Green 29

2. Stabilize North Main
   2.1 Commercial & Mixed-Use Infill 33
   2.2 Large Redevelopment Site 34
   2.3 Historic Overlay District 35
   2.4 Street Improvements 36

3. Connect South Main
   3.1 Commercial & Mixed-Use Infill 40
   3.2 Residential Infill 41
   3.3 Street Improvements 42
   3.4 Improve Rail Crossings 43

4. Integrate the Mill District
   4.1 Mill Village Civic Plan 46
   4.2 Mooresville Mill Redevelopment 47
   4.3 Improvements to Streets & Public Spaces 48
   4.4 Mill Village Neighborhood Conservation Overlay District 51
   4.5 Mill Village Architectural Guidelines 53

5. Re-Build the Gateways
   5.1 Regional Approaches to Mooresville 56
   5.2 Connections to the Center 57
   5.3 Gateway Improvements 58

6. Increase Mobility Options
   6.1 Street Improvements 62
   6.2 Parking Strategies 63
   6.3 Transit Connections 64
   6.4 Parks and Greenways 65

7. Support Preservation and Rehabilitation
   7.1 Redevelopment, Preservation & Regulatory Challenges 68
   7.2 Historic Districts & Conservation Overlay Neighborhoods 69

8. Redevelop with Compatible Urban Building Types
   8.1 Commercial Mixed-Use 74
   8.2 Live-Work 75
   8.3 Mansion Apartment 76
   8.4 Townhouse 77
   8.5 Detached Residence 78
   8.6 Carriage House Apartment 79
   8.7 Parking Structure 80
   8.8 Civic & Institutional 81

IMPLEMENTATION

Short-Term
Intermediate-Term
Long-Term
Ongoing Initiatives

APPENDIX

Charrette Process & Overview 88
Existing Conditions Photo Survey 90
Bibliography & Related Sources 99

Downtown Master Plan
MOORESVILLE
NORTH CAROLINA

March 2009
Soutile & Soutile, Urban Design

Town of Mooresville
Soutile & Soutile, Urban Design
CadeJensen & Stone
Nutmeg Wright Greek
Burgess Design Studio
CHARRETTE TEAM

Sottile & Sottile Urban Design
Savannah, GA
Christian Sottile
Craig Clements
Kirsten Sparenborg
Anthony Cissell

ColeJenest & Stone
Davidson, NC
Brian Jenest
Jonathan Crowder

Narmour Wright Creech Architecture
Charlotte, NC
David Creech
Brent Green

Burgess Design Studio
Davidson, NC
John Burgess

SPECIAL THANKS
For Support & Assistance:

Town of Mooresville Board of Commissioners
Bill Thunberg, Mayor
Frank Rader
Miles Akins
Mitchell Abraham
Thurman Houston
Mac Herring
Chris Carney

Town of Mooresville Planning Board
David Nail, Chairman
John Robertson, Vice-Chairman
David Sime
Joe Thompson
William Ogburn
Danny Martin
Stew McGlothlin
Larry Stamm

Town of Mooresville
Steve Huemann, Town Manager
Erickine Smith, Assistant Town Manager
Janet Pope, Town Clerk

Planning Department
Tim Brown, Planning Director
Jim King, Project Manager, Senior Planner
Craig Calkins, Senior Planner
Neil Burke, Transportation Planner
Irene Mann, GIS Technician
Maureen Gable, Planner
Mandy Edwards, Zoning Administrator
Kim Humphrey, Admin Specialist
Cindy Sparks, Planning Tech

PLANNING CHRONOLOGY
Associated Documents & Publishing Dates

Downtown Mooresville Master Plan
The Lawrence Group
May 2000

Parking Planning Study
Walker Parking Consultants
April 2003

Parking Wayfinding Program
Rizzell Design Inc.
2003 - 2005

Mooresville Historic Preservation
Commission Guidelines
Town of Mooresville
October 2005

Comprehensive Pedestrian Plan
Town of Mooresville
June 2006

Broad Street TAP
Urban Land Institute - Charlotte
August 2007

Comprehensive Land Use Plan
Town of Mooresville
December 2007

Mooresville Zoning Ordinance
Town of Mooresville
March 2008

Mill Village TAP
Urban Land Institute - Charlotte
April 2008

Comprehensive Transportation Plan
Kimley-Horn Associates
June 2008

Comprehensive Bicycle Plan
Town of Mooresville
June 2008

Downtown Master Plan
Design Charrette
Mooresville Town Hall
August 5-8, 2008

Downtown Master Plan
Mooresville NC
Sottile & Sottile, Urban Design
March 2009
MASTER PLAN OVERVIEW

EXECUTIVE SUMMARY

HISTORICAL OVERVIEW

PLAN PRINCIPLES

CHARACTER AREAS

STUDY AREA

MASTER PLAN

THE CORE

NORTH MAIN

SOUTH MAIN

MILL DISTRICT

CHARACTER VIGNETTES

Town of Mooresville
Sottile & Sottile, Urban Design
Golesev & Stone
Narmour Wright Greesch
Burgess Design Studio
MASTER PLAN OVERVIEW

The recommendations of the Mooresville, North Carolina Downtown Master Plan are summarized as follows:

STRENGTHEN THE CORE:
The core of Downtown Mooresville includes the Civic and Mixed-Use commercial district encompassing Main and Broad Streets from Town Hall to John Franklin Moore Square. The parallel sections of Church and Academy Streets are also within the area of influence of improvements to the core.

Recommendations include continued improvements to Main Street, building on the achievements implemented with the 2000 Downtown Master Plan, while additionally taking on comparable improvements on Broad Street to strengthen the quality of its streetscape and infrastructure.

The Lane behind the Main Street commercial buildings has also been targeted for improvements that could potentially re-define its character within the context of the commercial core of the town.

Specific infill development opportunities are identified throughout the core, and compatible building formats are recommended based upon the local context, with the overarching goal of sustaining and increasing a vital urban environment.

Parking strategies are also addressed which includes expanding the inventory of on-street parking, increasing the utility of surface parking lots while mitigating their visual impact, and identifying key sites for the future development of structured parking within the core.

The opportunity for a new Town Green adjacent to the Town Hall is identified in the plan. This new multi-purpose park space would create a civic focal point at the north end of the core and create a central gathering place for casual recreation, festivals, entertainment events and other outdoor gatherings.

STABILIZE NORTH MAIN:
The Main Street and Church Street corridors immediately north of the core are in a state of transition, as their traditionally commercial character is increasingly altered by commercial development pressures.

Between Institute Avenue and McNeely Avenue, where the commercial transition is most evident, compatible infill is encouraged to ensure that the emerging mixed-use area develops into a walkable urban district with building formats ranging from traditional residential forms to live-work and commercial mixed-use buildings. Street improvements are also suggested to calm traffic and accommodate pedestrians more successfully.

North of McNeely Avenue, extending up to Stewart Avenue, the plan recommends maintaining the historic single family residential character through a Neighborhood Conservation Overlay District, and implementing street improvement strategies designed to strengthen the residential character by calming traffic and enhancing the tree canopy within the streetscape.

INTEGRATE THE MILL DISTRICT:
The Mill District includes the former Mooresville Mill site and the surrounding Mill Village, representing both the single largest development infill opportunity, and the highest concentration of residential population within the entire study area.

The former Mooresville Mill site should be planned with a network of streets and public spaces that create blocks of a walkable size, fully connected to the street network of the town. An isolated, gated solution that would divert traffic to surrounding streets and through the Mill Village must be avoided. The character of the historic mill architecture should be maintained and expanded with compatible infill, and the transition of scale and use between the Mill Site and the surrounding Mill Village should be carefully considered.

Street improvements including trees, sidewalks and lighting are recommended for the Mill Village, as well as improvements to Moor Park and an expansion of Nesbit Park. These two parks also have the potential of connecting to a larger greenway network.

EXECUTIVE SUMMARY

The Town of Mooresville commissioned this Downtown Master Plan as an update and continuation of previous planning initiatives, including most recently, the 2000 Downtown Master Plan, much of which has been implemented in the years since it was adopted by the Town Board.

The current plan endeavors not only to build upon the previous efforts to strengthen the core of downtown, but also to better integrate the districts to the North and South of the core into the urban center of downtown Mooresville. The goal is to create an expanded urban center which is well connected and accommodates a diverse mix of uses in a pedestrian and transit friendly environment.
The Mill Village contains a large number of intact and historically significant houses worthy of being maintained and preserved. Further guidance for architectural improvements is recommended, and the process of studying the existing guidelines has begun in coordination with neighborhood residents.

**RE-BUILD THE GATEWAYS:**

The experience of traveling to and arriving in Downtown Mooresville is an important consideration in framing the identity of the town. The experience of arrival should give visual cues that one is approaching the Town Center, and the gateways should make the approaches to the core attractive, engaging and appropriate within the transition between rural and urban environments.

Proposed gateway improvements include a municipal signage program indicating the approach to the Town Center and strengthening the commercial sign ordinance to reduce visual clutter and enhance the arrival experience. Context-appropriate streetscape improvements should be implemented, as well as a consistent network of sidewalks, bike lanes and trails to increase available transportation alternatives.

**INCREASE MOBILITY OPTIONS:**

Mooresville has the potential to increase its amenity of small town urban living through convenient transit connections to larger nearby urban centers, and by creating environments where walking and cycling are safe, pleasant and common, where parking is convenient and easy to locate, and where a variety of parks and public open spaces are connected by a continuous greenway trail network.

Recommendations include street improvements that increase mobility options through a consistent network of sidewalks, well-marked and safe pedestrian crossings, and provisions for safe bicycle commuting. A sound parking strategy is suggested to maintain and increase on-street parking, develop new off-street parking resources, including structured parking solutions with access to transportation alternatives, minimize the negative visual impacts of surface parking lots, and make new and existing parking resources easier to find.

The restoration of rail transit to Downtown Mooresville is affirmed as a key opportunity for revitalizing the town core and increasing its residential population. Regional fixed-route rapid bus service originating from a park-and-ride location within the core should also be considered.

Expanding the availability of parks and greenways is an important part of increasing mobility options. The creation of a new Town Green, the expansion and improvement of a number of existing parks and public spaces, and the creation of a greenway trail connecting these resources will provide increased outdoor recreation opportunities, and provide additional safe and pleasant routes for cyclists and pedestrians between the northern and southern ends of town.

**SUPPORT PRESERVATION AND REHABILITATION:**

The character of downtown Mooresville is defined largely by its historic buildings and neighborhoods. Every effort should be made to preserve and adaptively re-use these valuable resources and to make the process of doing so reasonably efficient and feasible for their owners.

Building on the recommendations of the Identification and Evaluation of Historic Resources (December 2005), a local historic district should be designated in the Core area and a conservation overlay district designated in the North Main area. With these designations, the Town can utilize planning documents such as the Historic Preservation Commission Design Guidelines to help preserve demolition of existing historic buildings and encourage compatible renovations and appropriate new development.

The existing Mill Village Neighborhood Conservation Overlay District, with further refinement, can achieve the goals of preserving the overall historic character of the Mill Village while allowing flexibility for owners. This will ensure compatible infill and appropriate renovations, improvements and additions to historic properties.

A series of recommendations to assist owners in rehabilitating historic buildings include working with the North Carolina Rehabilitation Code, determining consistent interpretations of the code by an established Code Council, implementing a Design Assistance Program, and implementing a Sprinkler Assistance Program.

**REDEVELOP WITH COMPATIBLE URBAN BUILDING TYPES:**

The focus of growth in the Town of Mooresville should seek to replace auto-oriented suburban development forms with sustainable urban models. As development opportunities arise over time, a range of traditional building types appropriate for their locations and uses should be built, including Commercial Mixed-Use, Live-Work buildings, Mansion Apartments, Townhouses, Detached Residences, Carriage House Apartments, Parking Structures, and Civic & Institutional Buildings.

All recommendations are described in greater detail throughout this document. Improvements that involve public initiatives are outlined in a more explicit manner. Other private sector recommendations are intended to assist the Town of Mooresville in positively directing new development as market conditions evolve over time.
HISTORICAL OVERVIEW

The town of Mooresville was founded in the 1850’s as local farmers sought to take advantage of the new Railroad to get their crops to market. John Franklin Moore donated the land for a Rail Depot and cotton loading platform at Moore’s siding. The Depot and Moore square at the intersection of Main Street and Center Avenue remain the historic heart of the Town of Mooresville.

1902 Sanborn Map shows the center of Mooresville at the intersection of Main Street and Center Avenue.

1925 Sanborn Map shows the center of Mooresville at the intersection of Main Street and Center Avenue.
Historical Overview

As the town grew over time, the textile industry became its primary economic engine, and the Mooresville Mill site south of the Town Center became a vital part of the life of the community. A Mill Village was constructed to provide housing for the growing population of workers in close proximity to the Mill. Over time the plan of the town evolved into a linear configuration as the Main Street / Broad Street corridor became a life line between the historic core and the Mill and Mill Village.

Today Downtown Mooresville has tremendous resources as a result of its history, including its historic Town Center, the distinct residential neighborhoods along Academy and North Main Streets, and the Mill Village. These resources present a preserved historic model of a high quality, efficient urban development pattern of the kind being emulated today by planners seeking to move away from the automobile-oriented suburban patterns prevalent over the last half of the 20th century.

The Town of Mooresville has a rare and strategic opportunity to learn from and build upon the rich resources it has inherited from the past as it continues to grow in the decades to come.
The Study area includes the traditional commercial core of Main and Broad Streets, extending north along Main and Church Streets to Stewart Avenue, and South to encompass the Mooresville Mill Site and surrounding Mill Village.

For the purpose of organizing the information and recommendations contained within the Master Plan, the study area has been divided into four character areas. These are (1) the Core, (2) North Main, (3) South Main and (4) The Mill District.
Plan Principles

During the Charrette, the following eight principles were established to guide the planning process and set forth the principal goals of the Downtown Master Plan:

1. Strengthen the Core
2. Stabilize North Main Street
3. Rebuild South Main Street
4. Integrate the Mill District
5. Establish the Gateways
6. Increase Mobility Options
7. Support Preservation and Rehabilitation
8. Develop Compatible New Urban Building Types
CHARACTER AREAS

Each of the four character areas has been further divided into two to three sub-sections in order to address specific local urban conditions within the larger study area. The character areas have been sub-divided as follows:

The Core: The Core has been divided into three distinct zones which are defined by the three primary north-south corridors of Broad Street, Main Street and Church Street. The plan builds on the Main Street improvements that have resulted from the successful implementation of the 2000 Downtown Master Plan, while initiating a comparable program of improvements for Broad Street. Church Street is also addressed individually, with the goal of strengthening its urban form and integrating it more seamlessly into the Core, while maintaining its transitional character between the mixed use commercial core and adjacent residential neighborhoods and rural open space.

North Main: The North Main character area has been divided into two distinct zones based upon emerging use patterns. The portion of the street between Institute Avenue and McNeely Avenue is in a state of transition to a Mixed-Use residential and commercial area. North of McNeely Avenue, the street has maintained its the majority of its single family residential character. Recommendations for each of these two areas respond to their unique challenges and opportunities.

South Main: The South Main character area includes Main, Broad and Church Streets between McLelland Avenue and Wilson Avenue. This area is divided between the Main and Broad Street corridors, and the Church Street corridor, recognizing the unique infill opportunities and potential for streetscape improvements on each of these streets.

Mill District: The Mill District is defined as the former Mooresville Mill site and the surrounding Mill Village. These two portions of the district are each addressed individually and as a whole in the plan. There is a recognized opportunity to better integrate these two historically interdependent parts into a unified whole.

This map further subdivides the 4 Character Areas, identifying specific zones where unique conditions are addressed.
The Downtown Master Plan illustrates all existing streets, buildings and public spaces, as well as recommendations for strategic infill opportunities, new and expanded public spaces, recommended street improvements and new street connections. These improvements are explained and illustrated in detail throughout this document.
THE CORE

The core of Downtown Mooresville includes the civic and mixed-use commercial district encompassing Main and Broad Streets from Town Hall to John Franklin Moore Square. This area can be further strengthened through strategic street improvements, public and private sector infill initiatives, preservation and rehabilitation of key historic structures, and the implementation of long-term transit solutions.

Main Street has been greatly enhanced in recent years through improvements carried out under the recommendations of the 2000 Master Plan. The urban street character that has been reinforced in the core commercial area and should now be extended north into the emerging civic district surrounding Town Hall in order to connect the commercial and civic centers of the town. Additional enhancements to Main Street are also recommended, that would further improve its human scale and pedestrian accommodations. Improvements have also been recommended for Broad Street and for "Main Lane", the traditional service side of the Main Street buildings parallel to the rail line and Broad Street.
NORTH MAIN

The Main Street and Church Street corridor to the immediate north of the core is in a state of transition as the traditionally residential character of the area has been increasingly altered by commercial development pressures. While these land uses have evolved, the physical design of Main Street itself has not reacted to them, and instead encourages high speed traffic with inadequate accommodation for parking, pedestrians and cyclists.

The Master Plan identifies portions of the North Main area where an emerging mixed-use commercial character is appropriate, and suggests suitable urban development models given its proximity to the core. Additionally, intact residential areas to the north should be preserved, with commercial development limited to residential building types and retail on appropriate corner sites.

Large potential redevelopment sites, such as the Dollar General block between Main and Church Streets at Statesville Avenue should be carefully considered so that infill buildings are appropriate to the character of the neighborhood and an enhancement to the quality of life of surrounding residents.
SOUTH MAIN

The Main Street and Broad Street corridor south of the core began as a traditionally low density residential street. Over time, automobile-oriented, suburban format commercial uses have developed along the corridor with greater intensity in the area closest to the Town Core.

The South Main District presents a number of strategic opportunities to redevelop auto-oriented commercial uses near the core into traditional mixed-use urban development, extending the character of the town center into the blocks south of Franklin Moore Square.

Infill sites further to the south provide opportunities for new residential development in traditional building forms which can transition from the more commercial uses of the core to a more mixed-use residential character as one moves farther from the town center.
MILL DISTRICT

The Mill District encompasses both the former Burlington Mills site, and the surrounding Mill Village. This is a critically important portion of the Master Plan, as this district includes both the largest development infill opportunity in the Town and the highest concentration of residential population within the entire study area. Additionally, the site is of great historical significance to the Town of Mooresville as the center of the textile industry that sustained the Town for well over half a century.

The Mill Village is a well established neighborhood with a large stock of affordable housing, and an efficient well connected street network. Potential improvements include street lighting, improving the sidewalk network, adding street trees, and improving public spaces and greenway connections. The town should also consider providing further guidance for the rehabilitation and expansion of the historic mill cottages in an architecturally appropriate manner, and a sign program to assist in creating a distinct identity for the Mill Village as a significant historic resource.

The Mill Site has tremendous potential for the creation of a new mixed-use district that merges the character of the adaptively rehabilitated historic mill buildings with compatible new buildings. The design must create a walkable urban pattern that connects nearby residents and attracts regional visitors as well. A new development of this magnitude must have a network of streets and blocks integrally connected to the existing public street network, allowing the new district to be seamlessly integrated into the Town. This strategy will serve to make the new district feel more like a real place and less like a project. It also allows the master developer to break up the overall scale of this large property into smaller more manageable parcels that can be sold individually as fee simple properties, making it easier for development to be phased over time.
Mill District Overview

- Larger format residential buildings fronting South Main and Broad Streets
- Mill site Redeveloped as a new Mixed-Use Commercial District
- Develop a well-connected public street network within the Mill site
- Potential site for a Mill Village Community Center
- Potential expansion of Nesbit Park with connection to larger greenway system
- Improve crosswalk connection to Moor Park
- Moor Park improved as a flexible-use recreation facility
- Potential new cottages on Mill Village infill lots

Legend:
- Existing Structure
- Potential Infill
- Mixed-Use Commercial
- Mixed-Use Residential
- Residential
- Civic & Institutional
- Structured Parking
- Parks & Green Spaces

Town of Mooresville
Sottile & Sottile, Urban Design
Gole Jones & Stone
Narmour Wright Grech
Burruss Design Studio
View of proposed Town Green adjacent to the Town Hall on Main Street along with Infill Buildings and Enhanced Streetscape.
Mooresville, N.C.

Broad Street and Main Street at Center Avenue, looking north at the Rail Depot into the heart of the Commercial District

Town of Mooresville
Sottile & Sottile, Urban Design
Golejewski & Stone
Narmour Wright Greer
Burgess Design Studio
Town of Mooresville
Sottile & Sottile, Urban Design
Colefenest & Stone
Narmour Wright Creech
Burgess Design Studio

THE MILL DISTRICT

View south down Church Street into the Redeveloped Mill, including a Public Green, Mixed-uses, Renovated & New Buildings, Sidewalks, and Street Trees
STRENGTHEN THE CORE

The core of Downtown Mooresville, including the Civic and Mixed Use commercial district along Main and Broad Streets from Town Hall to Franklin Moore Square can be further strengthened through strategic street improvements, public and private sector infill initiatives, preservation and re-use of key historic structures, and the implementation of long-term transit solutions.

1.1 Restore Transit
1.2 Re-Affirm Main Street
1.3 Re-Define Main Lane
1.4 Refine Broad Street
1.5 Re-Establish Church Street
1.6 Parking Strategies
1.7 New Town Green
1.1 RESTORE TRANSIT

The Central Opportunity

The restoration of transit to Downtown Mooresville may be the single most important long-term opportunity to revitalize the core of the town. The rail has been central to Mooresville's historic prosperity and it may well be the key to its future.

Mooresville enjoys proximity to the Charlotte metropolitan area as well as a number of other regional towns. The Town Center has an impressive stock of high quality historic architecture and the potential to leverage its previous successes to envision an even more vibrant and livable urban center.

The historic character found in the town and the quality of its urban plan is becoming increasingly scarce and unaffordable to the average resident of larger cities seeking the amenities of urban life. Downtown Mooresville has the potential to be a leader in a changing market and be attractive to such potential residents if reliable and efficient transit options become available that connect the town to the city.

The Significance of the Depot

The History of Mooresville is rooted in the rail and the historic depot. The rehabilitation of the Depot in conjunction with the ongoing work being accomplished in Moore Square has the potential to reinforce the signature point of arrival into Downtown Mooresville by passenger rail. The rehabilitation of the Depot should be central to the long-term strategy for bringing rail transit back to the town.

Regional Bus Service

The growing success of regional bus service presents another opportunity for transit connections to be made to the larger region from the heart of Downtown Mooresville. Strong consideration should be given to the concept of originating a regional bus route from Downtown Mooresville. A central location such as the Town Hall could be selected for a park and ride location which is also convenient for Downtown residents to reach on foot or by bicycle.

One of the earliest known maps shows the origin and core of Mooresville at the intersection of Main and Center Streets, where the depot is located.

1917 Map shows the town of Mooresville growing around the railroad line.

Proposed CATS commuter rail route from Charlotte to Mooresville

Town of Mooresville
Sottile & Sottile, Urban Design
Caglefest & Stone
Narmour Wright Creech
Burgess Design Studio
1.2 RE-AFFIRM MAIN STREET

Much progress has been made on Main Street since the 2000 Master Plan was adopted. The new awnings, wider sidewalks, crosswalks, speed table at Moore Square and on-street parking have created a safer, more attractive, and memorable urban setting more conducive to pedestrians and calmer vehicular traffic.

**Introduce Street Trees**
The improved portion of Main Street could be further enhanced through the introduction of a row of street trees on each side of the travel lanes. Trees could be accommodated in select locations within the parking lanes, and would create a greater sense of separation between the pedestrian and the travel zones while providing additional shade, natural color and texture to the streetscape.

**Extend the Urban Streetscape**
The urban street typology established in the improved portions of Main Street, including narrower travel lanes, on-street parking and expanded sidewalks should be extended north, fully incorporating the Town Hall and adjacent civic uses into the core as a part of a unified whole. The block immediately south of Moore Square should also be targeted for redevelopment as an urban street type.

At sites redevelop along Main Street, urban building formats should be developed that address the sidewalk with awnings, storefronts and pedestrian entrances at regular intervals. Curb cuts and surface parking lots fronting the street should be minimized along Main Street as the street redevelops over time.

**Redevelop Existing Suburban-Format Commercial Sites**
Key sites on North and South Main Street have seen their street-front character eroded by suburban format commercial buildings, including a number of fuel stations / convenience stores, and retail and dining establishments with surface parking located in the area between the building facades and the street. These sites present individual opportunities to redevelop with compatible street-oriented building forms that allow parking and services to be shared between adjacent parcels and locates surface lots to the sides and rear of buildings.
1.3 RE-DEFINE MAIN LANE

The service side of the Main Street buildings is an underutilized asset within the core. This corridor, which is being referred to in this plan as “Main Lane” runs parallel with Broad Street and the Rail Line, and in essence forms the opposite street wall to the mixed-use retail buildings of Broad Street.

The urban character of Main Lane tells its story of service-oriented provisions. While the quantity of piping, wiring and utility boxes could use some organization and consolidation, it is not necessary or desirable to sanitize the facades from these necessary elements. There is a unique opportunity here to experience the working side of these historic urban buildings in a way that adds to their visual interest and differentiates them from other streets in town. A number of improvements have been recommended for Main Lane to improve its functionality as an urban space that can continue to provide service to the businesses of Main Street while functioning as a unique, informal public space to be enjoyed by residents and visitors.

Conceputal section shows Main Lane improvements and its relation to Main and Broad Streets.
Create a Pedestrian Friendly Space
An improved Main Lane should be comfortable and accommodating to strolling pedestrians, promoting easy movement from Main Street and encouraging cross movement between Main and Broad Streets. Recommended improvements include shared pedestrian walks along the building facades with traditional street lighting. Additionally, track crossings to Broad Street should be improved with clearly marked pedestrian cross movements in order to enhance the ease of circulation between the retail facades of Broad Street and an increasingly active Main Lane.

Open the Back Door
Businesses could utilize an improved Main Lane in a number of ways. Secondary entrances to businesses with awnings and signage could double their visibility and exposure. Restaurants could create outdoor dining venues with views across the tracks.

Building owners could create rear entrances leading to upper level uses such as loft apartments, live-work residences and office spaces. When feasible, shared access walks between multiple rear entrances could simplify space dedicated to stairs and ramps. These strategies would activate Main Lane as a safe pedestrian zone while not precluding its continued use for periodic service and loading purposes.

Retain Shared Parking
Main Lane currently serves as a shared parking resource to the businesses of Main Street. This necessary function should continue in an improved Main Lane by reconfiguring the diagonal parking into a parallel parking lane on the rail side of the travelway. Encourage the use of these re-configured spaces by patrons of Main Lane and Main Street businesses by implementing time limits to ensure regular turnover and discourage longer term parking by employees and staff members. While the parking capacity would be slightly reduced, new parking resources are recommended within the Master Plan which would more than make up the loss, while the town and the businesses along Main Street will gain a new high quality public space and increased commercial frontage.

Re-Define Main Lane

Town of Mooresville
Sottile & Sottile, Urban Design
Gole Jazeera & Stone
Narmour Wright Gresh
Burgess Design Studio

Conceptual view of a redeveloped Main Lane, creating an informal pedestrian-friendly atmosphere for shops and restaurants near the rail depot.

Existing view of parking and service lane behind Main Street buildings.
1.4 REFINING BROAD STREET

Broad Street is home to a number of thriving retail establishments and is well on its way to revitalizing as a successful and active urban street. The following recommendations are intended to further refine and enhance the character of the street.

Support Compatible Infill

Broad Street has a number of large infill sites between existing buildings. The town should encourage development of these sites with compatible mixed use infill buildings featuring street level storefronts and sidewalk entrances. At least two of these sites are also large enough to create significant parking resources for the town in the form of structured parking with liner uses along the street facade.

Evaluate the Infrastructure

As with the recently completed Main Street improvements called for in the 2000 Master Plan, key utility infrastructure improvements, which may include necessary electrical, drainage and water pressure upgrades, should be identified and included as a part of the overall Broad Street improvement project.

Refine Broad Street

Town of Mooresville
Sottile & Sottile, Urban Design
Coles/Jenet & Stone
Narmour Wright Creech
Burgess Design Studio
Refine Broad Street

Improve the Streetscape

Broad Street could benefit from a number of incremental streetscape improvements. The introduction of traditional pedestrian scaled street lamps and the removal of existing highway-style pole mounted street lights would increase the sense of human scale along the sidewalk. A row of street trees would also define the pedestrian zone and provide shade, natural color and texture to the streetscape.

Enhance Pedestrian Crossings

Track crossings to Main Street should be improved with clearly marked pedestrian cross movements in order to enhance the ease of circulation between retail facades on Broad Street, the improved Main Lane, and Main Street. Particular attention should be given to the route along Broad Street between Mitchell College and Main Street to encourage students to access the proposed transit connection at the depot as well as potential residences and new commercial uses at Broad Street and Main Lane.

Town of Mooresville
Sottile & Sottile, Urban Design
Golejeanet & Stone
Narmour Wright Greech
Burgess Design Studio
1.5 RE-ESTABLISH CHURCH STREET

Church Street is perhaps the most underutilized street within the core. It is fronted by a striking quantity of vacant parcels and surface parking lots, and as such, represents a leading opportunity to reestablish a more complete core for the Town. This is accomplished both with a revitalized streetscape and compatible urban infill. The portions of Church Street north and south of the core are also positioned to support additional infill focused more on residential development with selective neighborhood commercial uses on appropriate sites.

The following recommendations will help re-establish Church Street as vibrant urban corridor within Downtown Mooresville:

- Re-image the Streetscape
- Adaptively Re-use Historic Homes
- Establish Mixed-Use Infill
- Promote Compatible Residential Infill

Re-image the Streetscape

The portion of Church Street between McLelland Avenue to the south and Institute Avenue to the north should be targeted for a significant street improvement effort. Currently, Church Street includes two 13 foot travel lanes and 8 foot parking lanes on each side. Consideration should be given to reducing the lane widths to 10 feet, and moving the curbs to create a tree lawn on both sides of the street. This tree lawn could also accommodate the relocation of the power poles, currently embedded in the sidewalk, as well as pedestrian scaled street lamps. Additionally, curb cuts should be eliminated from Church Street and located only on secondary East-West Streets. These changes will enhance pedestrian accommodations by creating a continuous system of sheltered, well lighted sidewalks. The existing on-street parking should be maintained and expanded as restored curb faces provide room for additional spaces.

Conceptual View showing a series of strategic streetscape improvements, adaptive re-use of existing structures and new infill buildings up to the sidewalk.

Church Street currently has poor pedestrian accommodation.
Adaptively Re-use Historic Homes in the Core
Existing historic homes in the core should be preserved and restored as residences, adaptively rehabilitated as commercial, multi-family, or live-work uses, or relocated to infill sites in established residential neighborhoods as more intensive urban transitional development populates the street. New development on parcels adjacent to remaining historic homes should be sensitive to the scale and character of the neighboring buildings.

Establish Mixed-Use Infill in the Core
The town should encourage development of new mixed-use commercial, residential and live-work infill buildings on Church Street within the Core, focusing especially on users with sidewalk level storefronts that activate the street. Additionally, two of the most advantageous sites for potential structured parking are located on Church Street, as illustrated in the plan.

See Section 6.2 of this document for more information on Parking Strategies.

Promote Compatible Residential Infill
North and South of the core, Church Street transitions into a primarily residential neighborhood. This character should be maintained and strengthened with new residential infill as the market potential for housing near the core increases. Selected corner sites could be developed as neighborhood commercial uses with a traditional corner store format.

Re-Establish Church Street

Historic Homes along Church Street should be adaptively re-used as development increases.

Downtown Master Plan
Mooresville
North Carolina

Town of Mooresville
Sottile & Sottile, Urban Design
Goleman & Stone
Narmour Wright Greech
Burgess Design Studio
1.6 PARKING STRATEGIES

Re-establish Streets as the Primary Parking Resource

On-street parking is a key feature in promoting commerce in urban settings. It provides convenient access to street fronting buildings, calms traffic, and provides a greater sense of safety by providing a buffer between pedestrians and moving vehicles. Perhaps most importantly, on-street parking reduces the need to use developable land for the storage of automobiles; land that could otherwise generate activity, commerce, and urban vitality within the town center.

The Town should preserve all existing on-street parking resources while seeking to increase its inventory by re-striping streets that are unnecessarily wide to include on-street parallel parking, and by taking advantage of increased curb frontage as new urban format development removes the necessity for curb cuts on primary streets.

Make Parking Resources Easy to Find

Build on the ongoing signage program in order to make the Town’s parking resources easy to locate. Concentrate directional signage along the commercial frontages in the core, enabling visitors to easily navigate to larger parking resources when the available on-street parking is full.

Minimize the Visual Impacts of Surface Parking Upon the Streetscape

Surface parking lots, wherever used, should be located within blocks behind street fronting buildings. Surface parking lots fronting directly onto public streets should be minimized to the greatest extent possible, particularly on priority corridors such as Main, Broad, Church, and Academy Streets. In instances where existing parking lots front public streets, they should incorporate an edge enclosure, include shade trees, and be well lighted.

Parking lots along streets should be enclosed by garden walls built to the sidewalk to maintain the continuity of the street edge. Appropriate landscaping in the form of hedges can also contribute to holding these street edges.

See Section 6.2 of this document for more information on Parking Strategies.

Develop new Structured Parking that Enhances the Street

The creation of new structured parking within the core is an effective strategy for increasing parking inventory while using land efficiently and minimizing the negative impact of excessive surface parking on the urban character of the town. Several alternative sites have been identified in the plan that would accommodate a structured parking solution. Liner Buildings, which are thin structures accommodating a mix of commercial and residential use that are built along the street edges of parking structures, have been used successfully in many communities to activate the streetscape and eliminate the dead street walls that often characterize parking structures. Any structured parking fronting a street should be configured with liner uses along those facades with special priority on corridors such as Main, Broad, Church, or Academy Streets. This will ensure that the building contributes to the vitality of the street rather than detracting from it with an inactive facade.

Potential site for structured parking within the core

Potential site for structured parking

Potential site for liner building with structured parking

On-street parking on Main Street allows easy access to the front of shops and safety for pedestrians.

Recent sign initiative directs visitors to off-street parking.

Parking Strategies
1.7 NEW TOWN GREEN

An important recommendation of the Plan is the creation of a new Town Green to balance the northern edge of the core, immediately adjacent to the Town Hall.

The creation of a significant new park space would reinforce the civic character of the north end and create a central gathering space of sufficient size to allow residents of Mooresville to use it for casual recreation, festivals, outdoor entertainment events and public gatherings.

The green could also be fronted by a row of mixed-use buildings along its southern edge, offering the opportunity for outdoor cafes, restaurants, galleries and other small retail streetfronts to take advantage of pedestrian access from the park.

Sidewalk improvements, including street trees, extend from the new Town Green to Liberty Park, creating a comfortable route between the two parks.

Study of existing parks and green spaces reveals a lack of civic green space accessible to North Main.

Pedestrian connection between the Town Green and Liberty Park.
PLAN PRINCIPLES

2

STABILIZE NORTH MAIN

The Main Street and Church Street corridors immediately north of the core are in a state of transition as the traditionally residential character of the area has been increasingly altered by commercial development pressures, while the design of the streets themselves encourages high speed traffic and is not accommodating to pedestrians or cyclists. The Master Plan identifies portions of the districts where an emerging mixed-use commercial character is appropriate, and recommends strategies for preserving the character of intact residential areas.

2.1 Commercial and Mixed-Use Infill

2.2 Large Redevelopment Site

2.3 Historic Overlay District

2.4 Street Improvements
COMMERCIAL & MIXED-USE INFILL

The transitional portion of North Main Street between Institute Avenue and McNeely Avenue is the area where the influence of commercial pressures is most evident. A number of single-family residences have been converted to commercial uses, and the character of the street has been eroded over time by suburban format commercial buildings, including a number of fuel stations / convenience stores and retail and dining establishments with surface parking lots located between the buildings and the street.

Promote Compatible Redevelopment and Infill
Within this portion of Main Street, an appropriate transition between the Core and the historic residential area that is still intact north of McNeely Avenue can be created by redeveloping sites that have suburban format commercial uses into more appropriate street fronting buildings with parking and service shared between adjacent parcels and located to the rear of the buildings.

Build on the Emerging Mixed-Use Residential Character
Residential forms can serve as commercial uses within this area. In all cases, parking should be located only to the side and rear, and existing parking between the buildings and the street should be eliminated. Mixed-use and live/work building formats can also be developed based upon the residential typologies inherent within the neighborhood, allowing commercial use at street level and residences on upper levels. This will enhance the urban vitality of North Main closer to the core by encouraging more activity around the clock and creating a relationship between residents and new commercial and dining uses along the street.

COMMERCIAL & MIXED-USE INFILL

Existing commercial development set back from the street with parking in front. Street-facing buildings are encouraged as redevelopment occurs.

Residential building forms to the north should be maintained, even as some residences transition to commercial uses.

Residential character to the north should be maintained, even as some residences transition to commercial uses. Parking should not be located in front of buildings.

Promote Compatible Redevelopment and Infill
Within this portion of Main Street, an appropriate transition between the Core and the historic residential area that is still intact north of McNeely Avenue can be created by redeveloping sites that have suburban format commercial uses into more appropriate street fronting buildings with parking and service shared between adjacent parcels and located to the rear of the buildings.

Build on the Emerging Mixed-Use Residential Character
Residential forms can serve as commercial uses within this area. In all cases, parking should be located only to the side and rear, and existing parking between the buildings and the street should be eliminated. Mixed-use and live/work building formats can also be developed based upon the residential typologies inherent within the neighborhood, allowing commercial use at street level and residences on upper levels. This will enhance the urban vitality of North Main closer to the core by encouraging more activity around the clock and creating a relationship between residents and new commercial and dining uses along the street.

Town of Mooresville
Sottile & Sottile, Urban Design
Goleman, Lewis & Stone
Narmour Wright Greene
Burgess Design Studio
2.1 LARGE REDEVELOPMENT SITE

The large strip shopping center on North Main Street at Statesville Avenue is a particularly significant opportunity site where a mix of civic, commercial, and residential uses could be developed in an appropriate urban format, re-establishing the character of North Main Street.

A number of preliminary studies for the site were developed during the charrette. The studies suggest a civic or institutional use such as a community fitness center or YMCA fronting Main Street, along with a small public park and potentially a new fire station anchoring the corners of the block. The intersection of North Main with Statesville Avenue presents an opportunity for a civic open space similar to the proposed Town Green adjacent to Town Hall, but on a smaller scale. Alternatively, this key intersection could also present an opportunity for a more urban character with each corner marked by a building. The Church Street frontage is lined with Town homes, creating a transition to the smaller residential character east of the site.
2.3 HISTORIC OVERLAY DISTRICT

The Town should consider either a Neighborhood Conservation Overlay District or an Historic Overlay District for the residential area along North Main Street north of McNeely Avenue. This would serve to preserve the character of the neighborhood and protect an appropriate building pattern that transitions away from the more street oriented buildings of the core. In further study of the neighborhood, it appears appropriate to expand the potential boundaries of this district to include Church Street and a wider radius around the North Main corridor.

See Section 7.2 of this document for more information on Historic Districts.

MASTER PLAN: Diagram of Overlay Districts (dark blue) identified in the Comprehensive Land Use Plan and Potential Expansion (light blue) for the North Main Historic Study Area

Build on the Findings from the Recent Study: Identification and Evaluation of Historic Resources

The North Main Street Survey Area, within the dark blue boundary line, was identified as an intact neighborhood of historic significance for its reflection of the early and mid-twentieth century residential growth of Mooresville. Additionally, it is associated with a local architect and builder who helped define the character of the neighborhood with high-style Craftsman and Tudor Revival architecture.

The residential character should be preserved in the North Main area by maintaining residential zoning and encouraging either historic district or conservation district status to encourage maintenance of these historic structures.

Additionally, the plan recommends expanding the boundaries of the Study Area to include McNeely Avenue, Stewart Avenue, and Oak and Church Streets, as shown in the lighter boundary line. This expanded area would be appropriate to consider in implementing a North Main Historic Overlay District.

Historic Overlay District

Town of Mooresville
Sattile & Sattile, Urban Design
Golejeanske & Stone
Narmour Wright Grech
Burgess Design Studio
Street Trees & Street Lights
North Main Street is configured with a grass strip between the sidewalk and the curb. Street trees are largely in tact and consistently planted on some of the more residential blocks near the northern boundary of the plan area, however they are missing along much of North Main Street. Consider restoring a consistent rhythm of street trees and street lights to replace the 'Cobra Head' fixtures along North Main Street.

Accommodate Cyclists
The reconfigured North Main should accommodate bicycle traffic. This could be accomplished by dedicating bike lanes where space permits, or thorough the use of signage and “sharrows” painted within travel lanes where space is limited. This change, as well as the introduction of on-street parking may necessitate a lower design speed and speed limit on the street.

Restore On-Street Parking between Institute Avenue and McNeely Avenue
North Main Street, between Institute Avenue and McNeely Avenue should be re-striped to eliminate the continuous turn lane and restore on-street parking lanes on both sides of the street which will provide convenient access to street fronting buildings, calm traffic, and provide a greater sense of safety by providing a buffer between pedestrians and moving traffic.

Wide travel lanes with no on-street parking can be replaced with on-street parking in mixed-use blocks closer to the core and a planted median in residential blocks. The goal for North Main is to help calm traffic and create a pedestrian-friendly streets, as well as an attractive gateway to the core.

Calm Traffic North of McNeely
The design of Main Street North of McNeely Avenue is also a higher speed three lane section with a continuous two-way turn lane, while the character of this area has historically been that of a residential neighborhood. The potential of this area is greatly diminished by the traffic noise and hostile pedestrian environment on this section. While on-street parking may not be necessary in an area that is almost exclusively residential, this portion of Main Street could benefit from the following traffic calming measures to strengthen its residential character and increase its pedestrian accommodation:

Raised Median: Consider replacing the center lane of Main Street between McNeely and Stewart Avenue with a raised median planted with a row of canopy trees. This median would allow cross movement at each block. This would calm traffic, beautify the street as a gateway into the core, while creating a safe zone for pedestrians crossing the street.

Well-Marked Pedestrian Crossings:
Consider the installation of well marked pedestrian crossings at intersections and at the mid-point of very long blocks with safe zones in the median. This would further slow traffic and increase the comfort and safety of pedestrians on Main Street within the historic residential neighborhood.

Street Improvements

Town of Mooresville
Sottile & Sottile, Urban Design
Colenest & Stone
Narmour Wright Creech
Burgess Design Studio
2.4 STREET IMPROVEMENTS

The street design of North Main Street has been altered over time into a higher speed three lane movement with one travel lane in each direction and a continuous turn lane in the center. On-street parking is all but non-existent north of Institute Avenue, and the block faces are highly perforated with curb cuts to access individual parking areas. These design characteristics result in North Main Street functioning much like a typical suburban commercial strip with a high level of accommodation for vehicular traffic and a somewhat hostile environment for pedestrians and cyclists. The commercial development along North Main has also taken on suburban conventions with regard to building placement and orientation and in the configuration of parking and services.
3

CONNECT SOUTH MAIN

The Main Street and Broad Street corridor south of the core has traditionally been a lower density, more rural residential street. Automobile oriented suburban highway commercial uses have also developed along these streets over time with greater intensity in the area closest to the Town Core. This corridor will form the critical connection between the core and the emerging Mill District.

3.1 Commercial and Mixed-Use Infill
3.2 Residential Infill
3.3 Street Improvements
3.4 Improve Rail Crossings
3.1 COMMERCIAL & MIXED-USE INFILL

At existing commercial uses redevelop on Broad and Main Streets immediately south of the core, the town should help in directing existing suburban-format sites to redevelop using traditional urban patterns including street fronting buildings with parking and service shared between adjacent parcels and located to the rear of the buildings. Shared access easements and shared alleys at the rear of parcels for circulation and service should be encouraged whenever possible. This will minimize the need for curb cuts along primary street frontages, creating more on-street parking and complete and safe pedestrian circulation.

Reclaim Critical Corner Sites
A number of important intersections where gateway corridors intersect Main and Broad Streets have fuel stations / convenience stores on their corners. The corresponding surface lot and canopy does not appropriately signify ones arrival into downtown Mooresville. These corners need buildings that serve as strong visual anchors built up to the sidewalk with pedestrian entrances. Filling stations can remain as a viable use on these sites, however, more modern urban formats should be used, with the convenience store located up to the corner in a traditional “corner store” configuration, with pumps and canopies located to the sides of rear.

Town of Mooresville
Sottile & Sottile, Urban Design
Calefrost & Stone
Narmour Wright Creech
Burgess Design Studio

Commercial & Mixed-Use Infill

Downtown Master Plan
Mooresville
North Carolina
3.2 RESIDENTIAL INFILL

Broad and Main Streets between the Core and the Mill District also have a substantial capacity for residential infill. The sites along these frontages present an opportunity to develop a broader range of residential building types currently under-utilized in Mooresville, including Mansion Apartments, Town Homes, and Live-Work Town Homes.

“Mansion” apartments are a potential residential redevelopment pattern on South Main.

“Mansion” apartments are a potential residential redevelopment pattern on South Main.

“Mansion” apartments with multiple units are a potential residential pattern for South Main.

Town of Mooresville
Sottile & Sottile, Urban Design
Cole Jeansett & Stone
Narmour Wright Greech
Burgess Design Studio
3.3 STREET IMPROVEMENTS

The urban street character that characterizes Main and Broad Streets within the core, including on-street parking, street trees, sidewalks and pedestrian scale street lamps, should be extended into the block immediately South of Moore Square. These street characteristics should continue all the way to the Mill District on Main Street, while Broad Street should transition into a more residential typology as its elevation drops below Main Street.

**Use Street Trees to Create a Gateway Boulevard**

While sidewalks and planting strips are consistently present on South Main and Broad Streets, there is not a consistent rhythm of street trees to better define the corridor. Consider planning a row of canopy trees in the existing planting strips on Broad and Main Streets, and a row on either side of the rail median. As more appropriate infill development comes in the future, gaps in the street tree rhythm caused by excessive or oversized curb cuts can be closed, and South Main and Broad Streets can become a green boulevard, a fitting gateway into the core, and an attractive and comfortable connection between the core and the emerging Mill District.

---

### Street Improvements

**Diagram of Recommended Street Improvements to South Main Street and South Broad Street**

**Conceptual view showing a continuous row of tree planting, sidewalks, and on-street parking.**

---

Town of Mooresville
Sottile & Sottile, Urban Design
Colefenest & Stone
Narmour Wright Creech
Burgess Design Studio
3.4 IMPROVE RAIL CROSSINGS

Block lengths between the Core and the Mill District are very long and there are scarce opportunities for comfortable pedestrian crossings between the east and west sides of Main and Broad Streets. The town should consider creating well marked crosswalks to connect the east and west sides of the corridor at regular intervals, with particular attention to a comfortable pedestrian crossing at the rail. A crosswalk at the library, Catawba Avenue, might serve as an initial step in the creation of such a circulation network, which could be implemented concurrently with sidewalk improvements.

**IMPROVE RAIL CROSSINGS**

The railroad separates South Main and Broad Streets with few pedestrian crossings south of McLelland.

No visible provisions for pedestrians at rail crossings.

The railroad is a barrier between South Main and Broad Streets.

** MASTER PLAN: Diagram of Recommended Rail Crossing Improvements **

**Town of Mooresville**

Sottile & Sottile, Urban Design

Golejeaske & Stone

Narmour Wright Greech

Burgess Design Studio
4

INTEGRATE THE MILL DISTRICT

The Mill District encompasses the former Burlington Mills site, and the surrounding Mill Village. This is a critically important portion of the Master Plan, as this district includes both the largest development infill opportunity and the highest concentration of residential population within the entire study area. Additionally, the site is of great historical significance to the Town of Mooresville as the center of the textile industry that sustained the Town for well over half a century.

4.1 Mill Village Civic Plan
4.2 Mooresville Mill Redevelopment
4.3 Improvements to Streets & Public Spaces
4.4 Mill Village Neighborhood Conservation Overlay District
4.5 Mill Village Architectural Guidelines
4.1 CIVIC PLAN
This Proposed Civic Plan for the Mill site envisions the extension of Church and Spruce Streets into the Mill site as primary North-South movements. The offset between these two alignments is resolved through the creation of a linear esplanade park space.

Street Network
Mills Avenue is extended into the site as an urban avenue section forming the primary East-West movement, while two secondary East-West Streets create urban blocks with a more walkable scale. These secondary streets might pass through historic mill structures in select locations.

Integrate the Mill Site into the Town of Mooresville
The overall goal of the regulating plan is to ensure that the Mill site is integrated into the urban fabric of the Town and Mill Village, while creating a walkable urban network of streets and blocks that can be developed in phases over time or subdivided into fee-simple lots with prominent street frontages that can be sold to individual investors, allowing the district to evolve organically into a vibrant urban district with a proportional distribution of public spaces.

Mooresville Mill Civic Plan
4.2 MILL REDEVELOPMENT

The former Mooresville Mill Site has tremendous potential for the creation of a new mixed-use district that incorporates the character of adaptively re-used historic mill buildings with compatible new construction. The goal should be the creation of a walkable urban district that serves nearby residents and draws regional visitors as well.

Connect the Network

The Mill parcels cover a large geographic area which currently disconnects the Mill Village from the Town’s street network. Any plans for redevelopment should include a well connected grid of streets and alleys to connect the new district to the Town and the rest of the Mill Village. This will not only serve to facilitate pedestrian and vehicular circulation, but it will also allow the district to integrate effectively into the fabric of the town over time as a genuine part of the place rather than a private development project. An additional opportunity exists to connect Spruce and Summer Streets to 115, creating a new southern entrance to the Mill District.

Delineate the Public Realm

The Mill District represents an opportunity for a public-private collaboration in which the town and the developer pro-actively plan for new streets and public spaces that will connect the district to the existing street network. Such an effort would ensure for the town that the new district is well connected, and has an adequate distribution of public space, while providing the development interests with additional street frontages and a project that can be phased and marketed in more manageable sized parcels. A Civic Plan with proposed connections and public spaces is included in this document.

Preserve the Character of the Mill

While a comprehensive preservation effort on all of the buildings in the mill complex may not be desirable or feasible, efforts should be made to adaptively re-use the best of the historic industrial architecture found on the site, taking advantage of the opportunity to preserve and display the timber and masonry mill construction that is so prevalent within the history of the textile industry in the southeast.

Mooresville Mill Redevelopment

Town of Mooresville
Sotille & Sotille, Urban Design
Goleman & Stone
Narmour Wright Gresh
Burgess Design Studio

Sotille & Sotille, Urban Design
1215 W. Broad Street, Suite 100, Winston-Salem, NC 27101
Phone: (336) 759-9000  Fax: (336) 759-9003
Website: www.sotilleandsotille.com
4.3 IMPROVEMENTS TO STREETS & PUBLIC SPACES

One of the greatest assets of the Mill Village is its efficient well connected street network. The blocks are compact and walkable in size and streets are appropriately narrow, calming traffic and giving the neighborhood a human scale. The neighborhood also enjoys access to a number of public green spaces including Nesbit, Moor and Academy parks. These recommendations are intended to further enhance the Mill Village’s streets and public spaces.

Install Sidewalks

Improvements should be made to create a network of sidewalks on both sides of streets in the Mill Village. Many of the streets in the Mill Village are fairly narrow, and homes are in many cases built close to the curb. A network of sidewalks and tree lawns is still achievable if executed properly. 5 foot sidewalks are recommended wherever possible, but sidewalks as narrow as 3 feet with a 3 foot planting strip between the sidewalk and the curb are possible and found in neighboring mill villages. In cases where homes are built very close to the street or with steeply graded front lawns, the sidewalk can move out to the curb line with a low retaining wall constructed along the sidewalk on the inboard side.

Sidewalk implementation should be prioritized on primary streets, beginning with main access streets like College and Mill Streets and connector streets, Brawley and Summer Streets, between Moor Park and Nesbit Park. These receive more traffic and are in greater need of pedestrian protection.

Consider Identifying Street Signage

Among the strategies that should be considered to strengthen the sense of unique neighborhood identity for the Mill Village would be to add distinctive street signs, perhaps incorporating a symbol associated directly with the Mill Village. This is a relatively straightforward and economical technique that has been successfully employed in neighboring communities.

Perspective View, looking down an extended Church Street into the redeveloped Mill District

Identifying Street Signage in Kannapolis Mill Village

Prioritize Opportunity for Sidewalks along both sides of College Street

Sidewalks may be built at the curb in challenging locations such as shallow front setbacks and steep grades

Improved street and sidewalk connections between Nesbit Park and Moor Park, lined with trees and building entrances

Town of Mooresville
Sottile & Sottile, Urban Design
Colefenest & Stone
Narmour Wright Grech
Burgess Design Studio

Sottile & Sottile, Urban Design
Downtown Master Plan
Mooresville, North Carolina

48
PRINCIPLE 4: INTEGRATE THE MILL DISTRICT

Install Street Trees, Street Lamps, and On-street Parking

Street Trees: Consider installing regularly spaced street trees on both sides of Mill Village streets. While space is quite limited, small street trees can be accommodated in 3 foot planting strips. A consistent rhythm of trees in the streetscape will lend a sense of visual continuity and shelter from moving traffic to pedestrians on the sidewalk.

Street Lamps: A well-executed street lighting program would increase safety and comfort for Mill Village residents. Light fixtures should be traditional urban street lamps, regularly spaced within the planting strip between the sidewalk and the curb.

On-Street Parking: Wherever possible, on-street parking should be provided. This will help calm through-traffic and create safer streets. Many of these residential streets would benefit from functioning as yield-movement streets.

Phasing Streetscape Improvements

Implementation of streetscape improvements should be prioritized, beginning with main access streets like College and Mill Streets and connector streets, Brawley and Summer. Streets between Moor Park and Nesbit Park. These receive more traffic, are in greater need of pedestrian protection. These streets are also more visible and implementing improvements on these streets first would serve as a greater catalyst for neighborhood revitalization.

Improvements to Streets & Public Spaces

Town of Mooresville
Sottili & Sottili, Urban Design
Goelenest & Stone
Narmour Wright Greech
Burgess Design Studio
Connect the East and West Sides of the Mill Village

The two sides of the Mill Village are currently isolated from one another with regard to pedestrian circulation. Residents of the West Side, wishing to cross Broad and Main Streets and the tracks in order to walk to Nesbit Park (or eventually to the redeveloped Mill Site) have no comfortable and safe way to do so. Consider creating a well-marked crosswalk, perhaps using a contrasting paving material, connecting the east and west sides of the Mill Village, with particular attention to a comfortable pedestrian crossing at the rail. The most advantageous location would appear to be the intersection of Brawley Avenue and Main / Broad Streets, as it sits at the junction of the Mill Village, the redeveloping mill site, and Moor Park. Such a crossing also provides a key connection in the potential greenway loop.

Connect to the Greenway Network

The Mill Village can play a critical role in connecting the southern portion of the larger greenway network. The network envisioned could pass through Academy and Moor Parks, across the improved crosswalk, and the Southern edge of the Mill site, through the expanded Nesbit Park, and continue onward to the west in the corridor being reserved for stream restoration. This greenway could eventually give Mill Village residents a complete pedestrian and bicycle route into the town center with minimal interference with vehicular traffic.

Improve and Expand Parks

Nesbit Park is a great asset to the Mill Village, providing a central, safe location for children to play. It could also be expanded to the east onto available adjacent land, nearly doubling its current size. Moor Park also has the potential to serve more as a community green for residents in the western half of the Mill District. The park currently appears to be underutilized as it is configured to function exclusively as a ball field. While this use should be retained, removing the high chain link fencing and opening the park’s outfield up as a multi-use public green could greatly increase the park’s utility.

Connecting the Mill and Mill Village

Town of Mooresville
Sottile & Sottile, Urban Design
Colfenest & Stone
Narmour Wright Creech
Burgess Design Studio

Appropriate building types, including attached residential, can bridge the scale transition into the neighborhood.
4.4 MILL VILLAGE NEIGHBORHOOD CONSERVATION OVERLAY DISTRICT

The purpose of a Neighborhood Conservation Overlay District is to protect and preserve the unique design features and character of established neighborhoods throughout the Town, and to promote new construction that is compatible with the existing neighborhood character. The Neighborhood Conservation Overlay District is a flexible tool that may be applied to multiple neighborhoods, each of which will have its own unique architectural, natural, cultural, and historic attributes.

Mooresville Zoning Ordinance, adopted March 2008

Mill Village NCOD

The Mooresville Mill Village has played an important role in the history of the town, originally providing housing for mill workers in an era when the textile mill was a primary economic engine for Mooresville. The historic architectural and urban design characteristics of the Mill Village are largely intact today, and are worthy of conservation. The goal of the Mooresville Mill Village Conservation Overlay District is to preserve the overall historic character of the district while still allowing flexibility for owners who wish to carry out appropriate renovations, improvements and additions to their properties.
4.4 MILL VILLAGE NEIGHBORHOOD CONSERVATION OVERLAY DISTRICT

The Mill Village NCOD Ordinance was adopted in March 2008. With the adoption of any new ordinance, it is important to evaluate it after it has been put into service, to ensure its effectiveness in meeting the goals set out to achieve and then to fine-tune its approach to best serve the community.

Mill Redevelopment Area
The current boundaries of the Mill Village NCOD encompass the Mooresville Mill site as well as the more commercial properties along South Main. However, the primary focus in the ordinance is on preserving the residential character of the mill houses.

It is recommended that an area within the NCOD boundary be identified as having a different set of design characteristics to allow an appropriate mixed-use character to tie the mill redevelopment into the surrounding neighborhood.

An important element in this identification would be the relationship of street extensions and public spaces outlined in the Civic Plan.

See Section 4.1 of this document for more information on the Civic Plan.

Mill Village NCOD Workshop
Residents of the Mooresville Mill Village gathered for a community meeting organized by the Mooresville Planning Department on December 9th, 2008 to discuss the Mill Village Neighborhood Conservation Overlay District (NCOD). The urban design firm of Sottile & Sottile was on-hand to facilitate discussion among residents about the Mill Village NCOD and to analyze and make recommendations in order to improve its effectiveness and ease of use.

The workshop began with a presentation and analysis of the Mill Village, highlighting specific elements to consider in efforts to ensure neighborhood integrity. The intent of the Mill Village Workshop was to gain a better understanding of the goals and priorities of the community, and to use this information to suggest ways in which the ordinance might be refined.

Residents and owners came out to help shape the issues they thought were most important in the Mill Village. The meeting included a hands-on session with small group table discussions, and concluded with summary presentations from each of the groups. The table groups also provided a forum to discuss technical issues on elements of the ordinance including: Building Form, Size & Scale, Lot Placement, Materials, Porches, Architectural Details, Parking & Driveways, Fencing, and Service & Mechanical.

Town of Mooresville
Sottile & Sottile, Urban Design
Colefenest & Stone
Narmour Wright Creech
Burgess Design Studio

Mill Village Neighborhood Conservation Overlay District
4.5 MILL VILLAGE ARCHITECTURAL GUIDELINES

The Mill Village contains a large number of intact and historically significant houses worthy of being maintained and preserved.

Provide Further Guidance for Architectural Improvements

The illustrative drawings and photographs shown here depict some of the historic cottage designs found in the Mooresville Mill Village, as well as a number of recommendations for appropriate additions that preserve the overall architectural character of the homes. As a part of the Town’s Mill Village Neighborhood Conservation Overlay District, there should be additional consideration given to the rehabilitation and expansion of the historic mill cottages, and for the replacement of aging materials and site features including chain-link fences, outbuildings, carpentry and other site elements with more compatible designs.

A group of neighborhood residents have already begun developing resources that outline the various building types in the Village. This material, along with the standards in the Neighborhood Conservation Overlay District provides a good foundation for further study.

**Mill Village Architectural Guidelines**

---

**Town of Mooresville**

Sostile & Sostile, Urban Design

Gole/Jeanet & Stone

Narmour Wright Green

Burgess Design Studio
5

RE-BUILD THE GATEWAYS

The experience of traveling to and arriving in Downtown Mooresville is an important consideration in framing the identity of the town. The experience of arrival should give visual cues that one is approaching the Town Center. In various ways, the gateways should communicate a sense of community pride as well as the historic character and urban qualities of the Town. Main Street itself throughout the core continues to steadily revitalise. This next phase of planning should focus on making the approaches to the core equally attractive, engaging, and appropriate within the transition between rural and urban environments.

5.1 Regional Approaches to Mooresville
5.2 Connections to the Center
5.3 Gateway Improvements
5.1 REGIONAL APPROACHES TO MOORESVILLE

The Town of Mooresville is well positioned within the region. It enjoys close proximity to the Charlotte, and is well connected to smaller regional centers including Statesville, Salisbury, Kannapolis and Davidson. Planning for the future of Downtown Mooresville should include careful attention to the major regional approaches to the town. The overall aesthetic quality and utility of each of these major approaches should be evaluated and addressed, with particular attention to signage that clearly identifies Downtown Mooresville as an important regional center. Way-finding from regional approaches toward the center of Mooresville should be as intuitive as possible, including identification of significant historical landmarks and other attractions that the Town offers.

Regional Approaches to Mooresville

Town of Mooresville
Sottile & Sottile, Urban Design
Colesenest & Stone
Narmour Wright Creech
Burgess Design Studio
5.2 CONNEC TIONS TO THE CENTER

The primary gateways into the center of Mooresville should each be carefully considered. These include North Broad Street, North and South Main Street, Wilson, McClendon and Iredell Avenues, and Shearer’s Road. Top priority gateways include Highway 115 / South Main Street approaching from Davidson and Mount Mourne, and Wilson and McClendon Avenues, the primary routes into the center of Mooresville from Interstate 77.

Connections to the Center

Gateways occur at a variety of geographic points as regional roadways approach the Town Center; over time, many of these have lost their built definition.
5.3 GATEWAY IMPROVEMENTS

Improvements recommended for the gateways include signage and wayfinding, infill buildings and other strategies to define street edges, and streetscape improvements to enhance the visible experience of approaching and arriving in Mooresville's Town Center.

Install Municipal Signs at Key Gateways

Installing municipal signs at key locations along the gateways to indicate the approach to the Town Center will not only make Downtown Mooresville easier to find, it will define it as a place of significance within the region to visitors as well as the greater Mooresville area residents who may rarely venture to the Town Center.

Key sites include 115/South Main Street, North Main Street, and Iredell Avenue from the east. Additionally, NCDOT directional signs pointing to Mooresville’s Center should be located at McLelland Avenue at 150, Iredell Avenue at 150, and Wilson Avenue at 21. New signage on I-77 at a new exit to open between exits 36 and 33 should designate the Historic Downtown Mooresville exit, with Wilson Avenue clearly signed to lead into the Town Center. The diagram at right indicates critical locations for town center signage.

Connect the Town

A consistent network of sidewalks and bicycle lanes should also be implemented. These may be combined into a single roadside trail in more rural sections further from the core. See Section 6 of this document for more information, as well as the Town of Mooresville’s Comprehensive Transportation Plan, Comprehensive Pedestrian Plan and Comprehensive Bicycle Plan.

Important gateway locations recommended to implement official signage, directing traffic to the center of Mooresville

Significant Gateways, such as the northern entrance into Mooresville on 115, should be marked with an official town sign. Adding a pedestrian & bike path along 115 enhances multi-modal travel between Mooresville, Mount Mourne, and Davidson.
PRINCIPLE 5: RE-BUILD THE GATEWAYS

Improve Gateway Streetscape Design
An effective strategy for gateway improvement is the installation of a consistent rhythm of Street Trees along both sides of gateway streets. Street lighting should also transition from highway pole-mounted fixtures to pedestrian scaled street lamps a minimum of two blocks outside of the core on gateway streets. Street edges could often be better defined through fencing, and hedges wherever open lots exist today.

Regulate Commercial Signs
The town should consider stronger standards to regulate unsightly billboards and internally illuminated highway strip commercial signs that degrade the character of Mooresville’s gateway corridors.

An update to the sign ordinance should more fully address the character, quality, and maximum size of commercial signage within the gateway corridors. This could improve the overall aesthetic characteristics of these important streets and reduce the level of visual clutter that distract from ongoing efforts by the town to strengthen municipal signage and make way finding into the Town Center more intuitive. In addition, an amortization / purchase program for existing billboards within the gateway corridors would allow their owners to recuperate their investments while eventually eliminating billboards within these key gateways.

Improve Targeted Properties
By implementing a program to purchase blighted properties within the gateways, the town could make significant progress toward improving the visual character of these key connections. Once purchased, properties could be improved, cleared of debris and regularly maintained. The land could then be sold by the Town to a private entity or used for a municipal purpose such as a park or public building.
6

INCREASE MOBILITY OPTIONS

Mooreville has the potential to increase its amenity of small town urban living with efficient and convenient transit connections to larger urban centers nearby. In addition, the quality of life increases in a community where walking and cycling are safe, pleasant and common. Increased mobility options can help Downtown Mooreville become a more livable and attractive community, resulting in increased property values and commercial activity, quieter and safer streets, and lower environmental impact.

6.1 Street Improvements
6.2 Parking Strategies
6.3 Transit Connections
6.4 Parks and Greenways
6.1 STREET IMPROVEMENTS

Street improvements that increase mobility options include a consistent network of sidewalks, well marked and safe pedestrian crossings, and the provision for safe bicycle commuting either in dedicated bike lanes where space permits, and through the use of signage and ‘sharrows’ designating streets as bicycle friendly and reminding drivers to share the roadway.

Refer to the Town of Mooresville’s most recently published Comprehensive Transportation Plan, Comprehensive Bicycle Plan, and Pedestrian Plan.

Bike Lanes, shared lanes, and sidewalks should be implemented at gateways and throughout the Downtown.

NORTH MAIN STREET: Calm Traffic with Narrower Travel Lanes, Bike Lanes, and Streetscape Improvements

SOUTH BROAD STREET: On-street parking, Street Trees, Sidewalks, Pedestrian-scale Street Lamps

BROAD STREET: Street Trees, Pedestrian-scale Street Lamps

CHURCH STREET: On-street parking, Street Trees, Sidewalks, Pedestrian-scale Street Lamps to match Main Street in the Core

SOUTH MAIN: On-street parking, Street Trees, Sidewalks, Pedestrian-scale Street Lamps to match Main Street in the Core

SOUTH BROAD: South of Wren Ave: Transition to more Residential Character

Town of Mooresville
Sottile & Sottile, Urban Design
Colejenest & Stone
Narmour Wright Creech
Burgess Design Studio

MASTER PLAN: Corridors that would benefit from street improvements
6.2 PARKING

A sound parking strategy should provide convenient, well-defined access for patrons needing short-term access to street-level businesses and offices while accommodating long-term parking for owners, employees, and residents. It should also support alternative mobility options by providing easy ways to switch from auto travel to other modes of transportation including walking, cycling, or transit.

Create Structured Parking with Access to Transportation Alternatives

Parking structures should be designed to provide convenient access to bike storage, safe pedestrian routes and transit alternatives. Structured parking should be configured with liveries along any facade fronting a priority street such as Main, Broad, Church or Academy Streets. It is critically important to ensure that any structure contributes to the vitality of the street with an inactive sidewalk level facade.

Potential for Structured Parking Decks at a Variety of Locations

Four alternative sites within the core were identified for potential structured parking resources. Each site has a unique set of attributes as outlined below:

A. Broad Street between Moore Avenue and Iredell Avenue: This site is close to the Mitchell College expansion as well as the commercial shop fronts of Broad and Main Streets.

B. Church Street at Iredell Avenue: This site is adjacent to the proposed Town Green, and could mitigate the loss of surface parking lost when creating the new park.

C. Church Street between Moore Avenue and Iredell Avenue: This site has a close adjacency to the Citizens Center, and the shop fronts of Main Street.

D. Church Street between Center Street and Moore Avenue: This site is in close proximity to the Citizen’s Center, and is a short walk from Main Street shopping, the Depot and Moore Square.

Add Shade Trees

In conjunction with improved edge treatments for surface parking, adding shade trees will also contribute to the definition of street edges and the comfort of pedestrians. See diagrams below.

Parking Perceptions

While a well-designed parking structure could provide a benefit to Downtown Mooresville, its primary advantage would not be the net increase in parking spaces, but rather, it would be the reduction in surface area devoted to parking and the corresponding increase in land available for new development, contributing to the quality of life and vitality of the Town Core.

Screen Existing Surface Parking Lots

Surface parking lots throughout the downtown in many cases would benefit from edge treatments that enhance their frontage along streets. While it is expected that these lots may remain in use for many years to come, through sensitive landscaping and fencing they can have less of an impact on the streetscape, and create a safer and more attractive public realm.

Screened Parking

Section diagrams show various edge treatments as screening solutions for surface parking lots.

Parking Strategies

See Section 1.6 of this document for more information on Parking Strategies.
6.3 TRANSIT CONNECTIONS

The restoration of transit to Downtown Mooresville may be the single most important opportunity to revitalize the core of the Town. The rail has been central to Mooresville’s history and it may well be the key to its future.

**Restore Rail Service to the Mooresville Depot**

The History of Mooresville is rooted in the railroad and the historic depot. The restoration of the Depot in conjunction with the ongoing work being accomplished in Moore Square has the potential to once again be the signature point of arrival into Downtown Mooresville by passenger rail. The rehabilitation of the Depot should be central to the long-term goal for bringing rail transit back to the town.

**Expand the Regional Bus Service to Originate in Downtown Mooresville**

The growing fixed-route rapid bus service presents another opportunity for transit connections to be made to the larger region from Downtown Mooresville. Strong consideration should be given to the concept of originating a regional bus route from Downtown Mooresville. A central location such as the Town Hall or the former Ford Dealership site could be selected for a park and ride location that would also be convenient for surrounding residents to reach on foot or by bicycle.

Refer to the Town of Mooresville’s most recently published Comprehensive Transportation Plan for more information.

---

**/masterplan:** Key Sites for Transit Connections in and from Mooresville

---

**Transit Connections**
6.4 PARKS & GREENWAYS

The Downtown Master Plan outlines a number of strategies to strengthen and add to Downtown Mooresville’s existing inventory of public parks and green spaces, envisioning the eventual creation of a continuous greenway loop around the town.

Enhance and Connect Existing Parks in the Mill District

A number of improvements to parks within the Mill District have been recommended. A central idea is that Nesbit Park could be expanded to the east and linked to a potential greenway created within a stream restoration corridor. Moor and Academy Park have the potential to more fully serve the Mill District through design improvements and be better connected across Main and Broad Streets.

See Section 4.3 of this document for more information on parks in the Mill District.

Connect Parks and Green Spaces to Create a Public Greenway

As existing parks are expanded and new parks are created, the Town should seek to make connections between these parks and green spaces, eventually forming an interconnected Greenway network for Walking and Bicycling. The Master Plan includes a schematic diagram of how these new and existing public parks, cemeteries, and stream restoration corridors could be connected into a continuous greenway.

See the Town of Mooresville’s Comprehensive Bicycle Plan, and Comprehensive Pedestrian Plan for more information.

Create a New Town Green

One of the key recommendations of the Master Plan is the creation of a new Town Green to balance and revitalize the northern end of the core immediately adjacent to Town Hall. This significant new park space would reinforce the civic character of the Town Center and create a useful gathering and special event space for all residents of Mooresville.

See Section 1.7 of this document for more information on the new Town Green.
7

SUPPORT PRESERVATION & REHABILITATION

Downtown Mooresville is defined by a significant inventory of historic architecture, including the traditional urban retail and office buildings of Main and Broad Streets in the core, the grand historic homes found on Academy, Center and North Main Streets, the historic industrial architecture of the Mill, and the more modest vernacular cottages of the Mill Village. These buildings together form the architectural ‘DNA’ of the town, and as such are one of its most precious resources. Every effort should be made to preserve and adaptively re-use these structures, and to make the process of doing so reasonably efficient and feasible for their owners.

7.1 Redevelopment, Preservation & Regulatory Challenges

7.2 Historic Districts & Conservation Overlay Neighborhoods
7.1 REDEVELOPMENT, PRESERVATION & REGULATORY CHALLENGES

Work with the North Carolina Rehabilitation Code

The North Carolina Rehabilitation Code has been used successfully in other communities around the state to help owners overcome some of the challenges associated with renovating historic structures. The following description of the code has been published by the Historic Preservation Foundation of North Carolina:

"The code makes it easier and less expensive to rehabilitate existing buildings. In addition, it encourages the upgrade of buildings and supports affordable housing efforts. Furthermore, the code gives more freedoms in rehabilitating historic buildings.

Excerpts when otherwise specified, this code manages all building matters concerning repairs, renovation, alteration, reconstruction, change of use, and additions.

When using this code, the 2002 North Carolina State Building Code does not apply. Only when the building has never been occupied or is significantly demolished is the 2002 North Carolina State Building Code relevant."

Consider a Design Assistance Program

The Town should consider enlisting the aid of local architects familiar with the North Carolina Rehabilitation Code who have a proven track record of successfully using it in neighboring communities. The services of these architects in performing basic analysis of a building and code-related study could potentially be supported by the Town as a Design Assistance Program for owners of historic structures. Alternatively, a list of such architects could be maintained by the Town and made available to owners who could then contract directly with one of these consultants to perform select services.

Consistent Interpretation of the Code

During the process of plan review and field inspection it is essential that there be consistency in how the Codes are applied. Having a team dedicated to reviews of historic properties only could be one way to develop consistency. Another idea to consider is the creation of a Code Council, whereby all pertinent departments can communicate on how interpretations will be made and then applied consistently. The convening of a Code Council could also be a vehicle in which members could collectively visit other North Carolina communities that have worked successfully with the Rehab Code. Visiting other communities as a group and attending code workshops would not only build education and a vocabulary of actual case-studies, but most importantly would help the agencies responsible for Mooresville determine best practices for their community.

Consider Sprinkler Assistance

Other historic communities nationally have had success in implementing sprinkler assistance programs whereby low interest loans or grants for this infrastructure improvement are made available to owners who are redeveloping a qualified historic property. This improvement has often become a redevelopment impediment to the reuse of an older building due to its disproportionate cost over a smaller footprint. The potential of having multiple buildings served by a single system should also be studied.

Redevelopment, Preservation & Regulatory Challenges

Town of Mooresville
Sottile & Sottile, Urban Design
Coates & Stone
Narmour Wright Creech
Burgess Design Studio

Downtown Master Plan
Mooresville
NORTH CAROLINA
7.2 HISTORIC DISTRICTS & CONSERVATION OVERLAY NEIGHBORHOODS

The Town of Mooresville, its citizens, and organizations have proactively sought various designations for a number of its historic areas including both National and Local Historic Districts, individual Historic Landmarks, and the creation of Neighborhood Conservation Overlay Districts in order to promote the preservation, rehabilitation and adaptive re-use of its historic resources.

Design Guidelines in the Core Area

The Mooresville Historic Preservation Commission has published a set of Design Guidelines, adopted in 2005, that provide guidance for new development and rehabilitation in the downtown area. These are based on Secretary of the Interior Standards and provide a good framework for evaluating projects. However, these guidelines are not enforceable because the downtown core is not designated as a Historic District. It is recommended that the Town establish a local Historic District in the Core area.

Zoning with Building Forms

The recently adopted Building Form Standards in the Zoning Ordinance define a series of building types, many of which have pre-existed in the historic areas of Mooresville. When considering new construction within the various districts, this approach, applied correctly, should be very supportive in guiding compatible new construction.

Guidelines in Other Areas

In addition to the Neighborhood Conservation Overlay District enacted for the Mill Village in 2006, it is recommended that the town seek to create and adopt design guidelines for each of its unique historic areas, including the residential area on North Main Street. This would further assist owners in developing architecturally appropriate solutions for renovations and additions to historic buildings, and guide the design character of new construction.

See Sections 4.4 and 4.5 of this document for more information on the Mill Village NCOD.

Homes in Areas of Redevelopment

A number of key areas within the core suited for urban infill and redevelopment have within them a number of existing historic single family homes. This condition is present along portions of Church Street, but also exists in other areas. Redevelopment within these areas does not necessitate the demolition of these homes. Because they carry unique historical significance and lend character and variety to the streetscape, they should be retained either as homes or adaptively reused as professional offices, small commercial uses, live/work units or multi-family units. Neighboring new development should be respectful of their scale and proportion, but need not replicate their residential character and details. When circumstances necessitate the removal of a historic home, every effort should be made to move the structure to an alternate site rather than resorting to demolition of an irreplaceable resource.

Town of Mooresville

Sottile & Sottile, Urban Design

Colfleas & Stone

Narmour Wright Creech

Burgess Design Studio

Historic Districts & Conservation Overlay Neighborhoods

Historic Neighborhoods and Conservation Overlays designated by the Town of Mooresville, 2006; The light blue represents the Downtown Master Plan Study Area.
Downtown Study Area
In 1873 the Board of Commissioners ordered that "the depot be the center of Town, and a street laid off 70 feet wide north of the depot and 70 feet south of the depot towards Charlotte." This road, termed the "Public Road", now Main Street extended from what is now the Mooresville Fleur Mills to the Library. Center Avenue was the main cross street and named accordingly.

The Downtown National Register District is associated with late nineteenth and early twentieth century, commercial growth of Mooresville, one of many small towns that burgeoned in the 1870-1920 era to contribute to the urbanization of North Carolina.

It is Recommended the Commercial District, with appropriate boundaries, be designated as a local historic district to preserve the area protected by design guidelines and prevent from further destruction of the important buildings significant to Mooresville's history.

West Center Avenue Study Area
The study area is associated with late nineteenth and early twentieth-century residential growth of Mooresville. It reflects a significant time period connected to railroad industrialization and urbanization sweeping the town, state and nation. The majority of homes are also associated with important local figures instrumental in the early development of Mooresville. Many were successful merchants and business owners occupied prestigious locations downtown. Thirteenth, the area exhibits a wide range of both stylish and vernacular architectural styles occurring in small towns between circa 1880 and 1930. This area represents some of Mooresville's oldest and most impressive collection of residential architecture.

It is Recommended the West Center Avenue Study Area be designated as a local historic district to ensure preservation of important historic and architectural fabric significant to Mooresville's history.

South Academy Street Study Area
The study area is associated with late nineteenth and early twentieth-century residential growth of Mooresville. It reflects a significant time period connected to railroad industrialization and urbanization not only the town but also the state. Majority of homes are also associated with important local figures instrumental in the early development of Mooresville. The area exhibits a wide range of both stylish and vernacular architectural styles occurring in small towns between circa 1880 and 1930.

It is Recommended the South Academy Street Study Area be designated as a local historic district to ensure preservation of important historical fabric significant to Mooresville's history.

North Academy Street Study Area
The study area has always been mixed use with the first school, church and simple farmhouse residences constructed by 1902. Current site of Mitchell Community College was the site of Mooresville's first academy founded in 1874 and Mooresville Central High School from 1907 until 1966. A gymnasium only remains of the former school and has been rehabilitated by Mitchell. 252 West Moore Avenue is owned by Mitchell Community College and slated for demolition. This will be an unfortunate loss for the area as this home is an unusual example of a two-story, four-square Craftsman.

It is Recommended the North Main Street Study Area be designated as a local historic district to ensure preservation of important historical and architectural fabric significant to Mooresville's history.

North Main Street Study Area
The study area is associated with early and mid-twentieth century residential growth of Mooresville. It reflects a significant time period connected to the automobile and urbanization occurring in small towns between circa 1925 and 1965. The area is also associated with prominent local construction company and architect instrumental in the residential development of the area and Town of Mooresville. The area exemplifies high style Craftsman and Tudor Revival architecture.

It is Recommended the North Main Street Study Area be designated as a local historic district to ensure preservation of important historical and architectural fabric significant to Mooresville's history.

Historic Districts & Conservation Overlay Neighborhoods

Town of Mooresville
Sottile & Sottile, Urban Design
Colefenst & Stone
Narmour Wright Creech
Burgess Design Studio
A comprehensive Identification and Evaluation of Historic Resources completed in December 2008, identifies and surveys five areas of historic significance within the Town of Mooresville. The survey and analysis provides the defining characteristics and historic features of each area with specific preservation recommendations.

Identification and Evaluation of Historic Resources

Town of Mooresville
Sottile & Sottile, Urban Design
GolejeCash & Stone
Narmour Wright Creech
Burgess Design Studio

Historic Preservation Study Areas, from the Identification and Evaluation of Historic Resources, December 2008
REDEVELOP WITH COMPATIBLE URBAN BUILDING TYPES

It is critical to strengthening Mooresville’s future as a high quality urban place, that the town take an active role in ensuring that automobile-dependant suburban development forms be replaced over time with more sustainable urban development models that will promote a diverse mix of uses within a well connected and pedestrian friendly environment.

As new development comes forward, traditional urban building formats should replace the aging collection of single story, single use buildings with parking lots between the building and the street. The Building Form Standards adopted by the Town include a range of types. The following is a condensed list of suggested building types that are most appropriate within Downtown Mooresville:

8.1 Commercial Mixed-Use
8.2 Live - Work
8.3 Mansion Apartment
8.4 Townhouse
8.5 Detached Residence
8.6 Carriage House Apartment
8.7 Parking Structure
8.8 Civic & Institutional
8.1 COMMERCIAL MIXED-USE

Mixed-use buildings form the heart of the urban core of the town, and as the town continues to develop, this is one of the primary building types that should be developed as infill. Locations most suitable for this building type include the Core, North Main just above the Core and portions of South Main and Broad immediately adjacent to Moore Square.

Mixed-Use Shop Fronts: This building type provides a format where shops, restaurants and other businesses are mixed with residential dwellings or offices. The form is that of a 'main street' or 'loft' building type. The ground floor has taller ceilings and a high level of transparency, and the upper floors provide flexible space that can accommodate offices as well as various types of residential lofts and apartments. The buildings are built to the sidewalk and are most often connected to other buildings of a similar format by a demising wall. Buildings of this type benefit from a shared lane for service and parking access, and from the presence of on-street parking spaces.

Large Format Mixed-Use Buildings: Large Format Mixed-Use Buildings, for the purpose of this document are defined as buildings that occupy sixty feet of frontage along a primary public street within the Core, or the blocks immediately surrounding it that have been targeted for core expansion. These buildings may be commercial, multi family residential, or mixed-use. The scale of these larger format buildings should be broken down through vertical subdivision, and they should have a clearly articulated base, body and cap. Parking should be located on-street, to the rear of structures, or within or below the building.

Town of Mooresville
Sottile & Sottile, Urban Design
Coles & Nest Stone
Narmour Wright Creche
Burgess Design Studio

Commercial Mixed-Use

Downtown Master Plan
Mooresville, North Carolina
8.2 LIVE-WORK

Live-Work building types are residences that provide an opportunity for a business to occupy the street level. The business can be connected to the residence or separated from it, allowing an owner to lease one or both spaces to a tenant, or to operate their own business from their home. Live-Work buildings may be diverse in format, and can be developed in numerous locations throughout the study area, taking on the scale and architectural language of differing contexts.

Live-Work Town Homes
Live-Work Town Homes are ideally suited for infill within the Core as well as other areas encouraging an urban mixed-use character, such as the Burlington Mills redevelopment site. Live-Work Town Homes have primary frontage on a public street and shared walls on one or two sides. They include a street level space on the primary street for a business and a residence on the upper level(s). These are most effective when a rear alley is provided for service and additional parking.

Detached Live-Work Buildings
Detached Live-Work Buildings are more residential in character, with the format resembling a single family residence. The street level business space may be more transparent to support retail uses, or less so to support offices or other businesses. The form and scale of the building can be informed by the surrounding neighborhood, ranging from a larger residence to a smaller vernacular cottage. This format is well suited to primarily residential neighborhoods, as well as former residential areas transitioning to commercial uses, such as portions of North Main Street. Parking may be accessed via a shared rear alley, or be located to the side or rear and accessed by a ribbon drive resembling a residential driveway as appropriate to the context.
8.3 MANSION APARTMENT

The Mansion Apartment is a building type with some precedents in downtown Mooresville with a notable example on McLelland Avenue immediately east of Broad Street. Mansion Apartment buildings are multiple-unit residential buildings scaled to take on the character of a large single home that has been subdivided into two or more dwellings sharing a common entrance.

This building type is particularly suitable in areas of transition, such as Main Street north of the Core, Main and Broad Streets south of the core, and along Academy Street within the core. These are areas where traditional mixed-use urban development transitions into lower density detached residential neighborhoods.

Mansion Apartment

Town of Mooresville
Sottile & Sottile, Urban Design
Coleman & Stone
Narmour Wright Greech
Burgess Design Studio
8.4 TOWNHOUSE

Traditional urban townhouses are not currently represented in Downtown Mooresville. Townhouses have their entrance and frontage on a public street and walls shared with adjacent dwellings on one or two sides. The building can comprise a single dwelling or multiple smaller dwellings. A secondary outbuilding located on a rear alley can complement the home by defining a courtyard space, accommodating secure garage parking and provide the potential for an additional dwelling unit or guest suite on the upper level.

This building type is well suited for sites where higher residential density is desirable in order to make efficient use of urban land. They are particularly appropriate where there is a transition between mixed-use commercial areas and detached residential neighborhoods, such as Church Street immediately north and south of the Core, and around the transitional perimeter of the Mill site.
8.5 DETACHED RESIDENCE

Detached residences are freestanding and do not share walls with adjacent buildings. They occupy a single lot with one primary building formally fronting the street. A secondary outbuilding, accessed via a rear alley or side ribbon drive, as appropriate to the context, can complement the home by defining a courtyard space, accommodating secure parking and providing for a potential additional dwelling unit or guest suite on the second level.
8.6 CARRIAGE HOUSE APARTMENT

Carriage House apartments combined with new or existing garages should be encouraged throughout the Town as a strategy for increasing the variety of available housing types and encouraging residential density in areas surrounding the Town Core. This will increase the overall urban vitality and economic health of the Mooresville. Carriage House apartments are appropriate in nearly all areas, and should be particularly encouraged within the Downtown Study Area and immediately adjacent residential neighborhoods.

Carriage House Apartment

Town of Mooresville
Sottile & Sottile, Urban Design
Golembiewski & Stone
Narmour Wright Greer
Burgess Design Studio
8.7 PARKING STRUCTURES

The creation of new structured parking within the core as resources permit can be an effective strategy for increasing parking inventory while using land efficiently and minimizing the negative impact of excessive surface parking on the urban form of the Town. Several alternative sites have been identified in the Master Plan that would accommodate a parking structure. Structured parking should be configured with liner uses along any facade fronting a priority street such as Main, Broad, Church or Academy Streets. This will ensure that the structure contributes to the vitality of the street rather than detracting from it with an inactive sidewalk level facade.

Example of a parking garage that provides active uses along the street frontage

Example of vehicular access leading to structured parking on the interior of the block

Parking Structures
8.8 CIVIC & INSTITUTIONAL

Civic buildings have particular public significance, including Libraries, Schools, Municipal Buildings, Churches, and Courthouses. Civic architecture engages the public realm with visibility, permanence and monumentality, asserting its place within the hierarchy of its urban context. Its visual language conveys its public character and significance.

Civic buildings should be deliberately and formally oriented toward public streets, squares or plazas. The primary entrance should be taken from the most prominent public facade. Civic buildings can often benefit from being set back from the street in contrast with neighboring private buildings, placing greater emphasis on the building and creating a public space between the building and the sidewalk which can be articulated as a public plaza. Civic Buildings should be designed with a larger scale and taller height compared with adjacent context, emphasizing their importance and allowing them to be recognized from a distance.
IMPLEMENTATION

Short Term

Intermediate Term

Long Term

Ongoing Initiatives
## Implementation

<table>
<thead>
<tr>
<th>Short Range</th>
<th>Intermediate Range</th>
<th>Long Range</th>
<th>On-Going Initiatives</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Strengthen The Core</strong></td>
<td><strong>Stabilize North Main</strong></td>
<td><strong>Connect South Main</strong></td>
<td><strong>Integrate the Mill District</strong></td>
</tr>
<tr>
<td>Pursue the New Town Green Adjacent to Town Hall &amp; Improve Sidewalk along pedestrian route between the Town Green &amp; Liberty Park (Sec. 1.7)</td>
<td>Implement an Historic Overlay District (Sec. 2.3)</td>
<td>Main Street Improvements, Institute Avenue - McNedy Ave. Reduce Curb Cuts, Restore On-Street Parking, Eliminate continuous Center Turn Lane, Add Bike Lane, Restore Street Trees in Existing Planting Strips, Replace Street Lighting (Sec 2.4)</td>
<td>Refine Mill Village NCOD Guidelines (Sec. 4.4)</td>
</tr>
<tr>
<td>Street Trees on Main Street Between McLelland Avenue and Iredell Ave. (Sec. 1.2)</td>
<td>Main Street Improvements, McNedy Avenue - Stewart Ave. Add Raised Median, Infill Street Trees as Needed, Add Textured Pedestrian Crossings, Add Bike Lane (Sec. 2.4)</td>
<td>Main Street Improvements, McLelland Ave. - Catawba Avenue: Add On-Street Parking, Street Trees, Improve Pedestrian Crossings, Replace Street Lighting, Reduce Curb Cuts (Sec. 3.3)</td>
<td>Implement Street Improvements: Complete Sidewalk Network, Add Street Trees, Add Pedestrian-Scale Street Lighting, Delineate On-Street Parking, Consider Unique, Identifying Signage (Sec. 4.3)</td>
</tr>
<tr>
<td>Improve the Pedestrian route between Mitchell College and Main Street (Sec. 1.4)</td>
<td></td>
<td>Create Safe Pedestrian Crossings Connecting East and West Mill Village</td>
<td></td>
</tr>
<tr>
<td><strong>Restore the Historic Rail Depot</strong> (Sec. 1.1)</td>
<td><strong>Main Street Improvements between Iredell Ave. and Institute Ave:</strong> On Street Parking, Sidewalks, Street Trees, Lighting Replacement (Sec. 1.2)</td>
<td><strong>Church Street:</strong> Create Tree Lawns, Install Street Trees, Relocate utility poles within Tree Lawns, Replace Street Lighting, Eliminate curb cuts, Adaptively Re-Use Historic Homes, Complete Sidewalk Network (Sec. 1.5)</td>
<td><strong>Promote Redevelopment of Dollar General Block for Civic, Commercial, and Residential uses</strong> (Sec. 2.2)</td>
</tr>
<tr>
<td><strong>Main Street Improvements between Iredell Ave. and Institute Ave:</strong> On Street Parking, Sidewalks, Street Trees, Lighting Replacement (Sec. 1.2)</td>
<td><strong>Promote Redevelopment of Dollar General Block for Civic, Commercial, and Residential uses</strong> (Sec. 2.2)</td>
<td><strong>Broad Street Improvements, McLelland Ave. - Wilson Avenue:</strong> Street Trees, Improve Pedestrian Crossings, Replace Street Lighting, Reduce Curb Cuts (Sec. 3.3)</td>
<td><strong>Improve Moor Park</strong></td>
</tr>
<tr>
<td><strong>Church Street:</strong> Create Tree Lawns, Install Street Trees, Relocate utility poles within Tree Lawns, Replace Street Lighting, Eliminate curb cuts, Adaptively Re-Use Historic Homes, Complete Sidewalk Network (Sec. 1.5)</td>
<td></td>
<td><strong>Add On Street Parking on Broad Street, Catawba Avenue - Wilson Avenue</strong> (Sec. 3.3)</td>
<td><strong>Expand Neshit Park</strong></td>
</tr>
<tr>
<td><strong>Main Lane:</strong> Shared Walkway, Parallel Parking, Street Lighting, Active Entrances on Lane, Improve Pedestrian Rail Crossings (Sec. 1.5)</td>
<td><strong>Construct Public Parking Structure(s) with Liner Uses (Sec. 1.6)</strong></td>
<td><strong>Promote Redevelopment &amp; Infill in the form of Mixed-Use Buildings with parking in the rear</strong> (Sec 2.1)</td>
<td><strong>Ensure the Mill Site is Integrated into the Town as Redevelopment occurs by mandating a Walkable Street Network that corresponds to the surrounding network, Civic Public Space within the site, and Preservation of the Historic Character of the existing Mill buildings (Sec. 4.1, 4.2)</strong></td>
</tr>
<tr>
<td><strong>Establish Regional Bus Service (Sec. 1.1)</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Broad Street:</strong> Street Trees, Lighting Replacement, Improve Pedestrian Crossings, Encourage compatible mixed-use development on infill sites, Key Utility infrastructure improvements (Sec. 1.4)</td>
<td><strong>Increase On-Street Parking Inventory (Sec. 1.6)</strong></td>
<td><strong>Screen Parking Lots with Public Street Frontage with garden walls and planting (Sec. 1.6)</strong></td>
<td><strong>Build on the ongoing signage program to make Parking Resources Easy to Find (Sec. 1.6)</strong></td>
</tr>
<tr>
<td><strong>Construct Public Parking Structure(s) with Liner Uses (Sec. 1.6)</strong></td>
<td><strong>Increase On-Street Parking Inventory (Sec. 1.6)</strong></td>
<td><strong>Redevelop Existing Suburban Format Commercial &amp; Infill Sites (Sec. 1.2)</strong></td>
<td><strong>Develop Infill Sites with Residential and Mixed-Use Urban Format Buildings (Sec. 1.2)</strong></td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Develop Infill Sites for Retail and Other Mixed-Use Development (Sec. 1.2)</strong></td>
<td></td>
</tr>
</tbody>
</table>
## Implementation

<table>
<thead>
<tr>
<th>Re-Build the Gateways</th>
<th>Increase Mobility Options</th>
<th>Support Preservation &amp; Rehabilitation</th>
<th>Redevelop with Compatible Urban Building Types</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SHORT RANGE</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Implement a Town-wide Gateways Improvement Initiative:</td>
<td>Maintain &amp; Expand On-Street Parking (Sec. 6.1, 6.2)</td>
<td>Designate a local Historic District, based upon the Historic Inventory (McAuliffe, December 2008), which will enable the 2005 Design Guidelines adopted by the Mooresville Historic Preservation Commission (Sec. 7.2)</td>
<td></td>
</tr>
<tr>
<td>Install Way-finding Signs &amp; Directional Signage associated with the Gateways (Sec. 5.3)</td>
<td>Screen Existing Surface Parking Lots (Sec. 6.2)</td>
<td>Organize a Code Council to ensure Consistent Interpretation of the NC Rehab Code (Sec. 7.1)</td>
<td></td>
</tr>
<tr>
<td><strong>INTERMEDIATE RANGE</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Implement an Amortization / Purchase program for existing billboards (Sec. 5.3)</td>
<td>Implement Street Improvements for each Character Area (Sec. 6.1)</td>
<td>Strengthen the Form Based Code to more specifically regulate site planning and building formats within downtown Mooresville. (Sec. 7.2)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Add Shade Trees (Sec. 6.1, 6.2)</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Connect Downtown Mooresville to the Regional Bus Line (Sec. 6.3)</td>
<td>Implement a Design Assistance Program for Rehabilitation of Historic Structures (Sec. 7.1)</td>
<td></td>
</tr>
<tr>
<td><strong>LONG RANGE</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Implement a program for the Town to purchase blighted properties at key Gateways, Clean Up, and Resell (Sec. 5.3)</td>
<td>Restore Rail Transit to the Downtown Mooresville Rail Depot (Sec. 6.3)</td>
<td>As Market Conditions Permit:</td>
<td>Replace Suburban Format Development with Appropriate Urban Infill.</td>
</tr>
<tr>
<td></td>
<td>Connect a Greenway Network Between Moor Park and the Town Green (Sec. 6.4)</td>
<td>Rehabilitation Historic Structures with an Emphasis on Usable Upper Levels.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Plan for a Public Parking Structure with access to transportation alternatives and Linear Buildings fronting the street (Sec. 6.2)</td>
<td>Build Appropriate Infill on Existing Surface Parking Lots and Vacant Sites.</td>
<td></td>
</tr>
<tr>
<td><strong>ON-GOING INITIATIVES</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Regulate Commercial Signage in Gateway Corridors (Sec. 5.3)</td>
<td>Preserve Historic Homes in areas of Redevelopment or, as a last resort, remove to an appropriate location (Sec. 7.2)</td>
<td>Expand the inventory of building types with multi-family and attached residential formats.</td>
<td></td>
</tr>
<tr>
<td>Improve Streetscapes with Street Trees, Sidewalks and Bike Lanes/Trails (Sec. 5.3)</td>
<td></td>
<td>Encourage the incorporation of structured parking into new larger-scale Infill development.</td>
<td></td>
</tr>
<tr>
<td>Promote Definition of Street Edges with Buildings, where possible, or fences and hedges (Sec. 5.3)</td>
<td></td>
<td>See Section 8 for Examples of Compatible Urban Building Types</td>
<td></td>
</tr>
</tbody>
</table>

Town of Mooresville

Sottile & Sottile, Urban Design
Gole,Jenest, & Stone
Narmour Wright Greenhugh
Burgess Design Studio

Downtown Master Plan
Mooresville
North Carolina
APPENDIX

CHARRETTE PROCESS

EXISTING CONDITIONS
PHOTO SURVEY

BIBLIOGRAPHY & RELATED SOURCES
HANDS-ON SESSION
Town of Mooresville leaders, residents and stakeholders gathered for the Downtown Master Plan Design Charrette, August 5th through 9th, 2008 at Town Hall in Mooresville.

The planning process began with a week-long charrette that engaged the public in defining key elements for the team to focus on in creating the plan. These included strengthening the core, expanding green space, and identifying infill, renovation, and redevelopment opportunities throughout the downtown study area. The team also studied a range of approaches to improve the appearance of the gateway corridors into the center, enhance pedestrian access, plan for transit and parking, and integrate redevelopment of the Mooresville Mill site.

Sottile & Sottile worked alongside local area architects and designers from Burgess Design Studio, Narmour, Wright, Creech and Colejenest & Stone on-site to complete the first phase of the new Master Plan for the historic center of Mooresville.

The kick-off meeting was held at the Mooresville Town Hall on August 5th and included a hands-on design session. Residents, stakeholders, and leaders gathered into small groups to share their ideas about improvements for Downtown Mooresville and to brainstorm how and where those improvements could be made on Town maps. Following the session, each group presented their drawings and ideas.

Charrette Process

Mooresville residents, stakeholders, and leaders share their ideas about improvements for Downtown Mooresville in small groups during the hands-on design session.
CHARRETTE PROCESS

Each group generated ideas about improving Downtown Mooresville by drawing on maps of the town and presented their ideas at the end of the hands-on design session.

OPEN DESIGN STUDIO

The kick-off meeting, hands-on design session, and progress presentations were well attended with great participation from citizens, downtown merchants, and property owners. Many citizens also stopped by the open Design Studio during the week to offer additional input to the team as the Master Plan was developing.
PHOTO SURVEY: THE CORE

1. Main Street awning improvements
2. Main Street block gap, lacks built frontage of the facing block
3. Long blank wall along Main Street at Iredell, a key street corner
4. On-street parking on both sides of Main Street
5. Main Street block of continuous storefronts
6. Pocket park on Main Street connects parking area
7. Mid-block crosswalk on Main Street
8. Potential renovation for a Main Street business
9. Building on Main Street with parking in front
10. On-street parking on commercial side of Broad Street
11. Bradford Pear trees along the rail tracks may be a visual barrier between Broad and Main Streets
12. Back of Main Street buildings

The Core

Town of Mooresville
Sottile & Sottile, Urban Design
ColeFenske & Stone
Narmour Wright Creech
Burgess Design Studio
The Core

1. Back of Main Street businesses redevelopment potential
2. Back of Main Street businesses looking toward Depot
3. Old Mooresville Ford parking lot has redevelopment potential as a parking deck lined with storefronts
4. Old Mooresville Ford building, awaiting redevelopment
5. North Broad Street at Iredell and rail tracks
6. North Broad Street / Statesville Road
7. Church Street at rear of Town Hall
8. Surface lot on Church Street at Iredell
9. Potential parking deck site on Church Street behind Citizens Center
10. Single-family residences along Church Street may redevelop as mixed-use
11. Current surface lot, potential site for parking deck with mixed-use liner on Church Street
12. Vacant site on Church Street at Center Avenue

PHOTO KEY MAP

THE CORE

Town of Mooresville
Sottile & Sottile, Urban Design
Golejevic, Stone
Narmour Wright Greesch
Burgess Design Studio
North Main

Town of Mooresville
Sottile & Sottile, Urban Design
Colelence & Stone
Narmour Wright Creech
Burgess Design Studio

1. View from Town Hall on North Main Street
2. Open surface lot on North Main Street
3. Building set back with surface parking lot on street
4. Open lots and large setbacks on North Main
5. Large parking lot fronting North Main with strip retail set back to rear of block
6. Large parking lot fronting North Main with strip retail set back to rear of block
7. Single-family houses transitioned to business uses
8. Commercial building set back with surface lot fronting North Main
9. All but one single-family house within this block have transitioned to commercial use
10. The character of North Main is more residential further from the core
11. Single-family house transitioned to commercial use
12. Former church transformed into restaurant use

Photo Survey: North Main
PHOTO SURVEY: NORTH MAIN

1. Residential character on North Main
2. Homes for sale on North Main
3. Sidewalks and wide travelway on North Main
4. Residential along North Church Street
5. Rear of Port City Shopping Center; comprises an entire block face along North Church Street
6. Church Street at Statesville Road; homes on one side across from shopping center loading docks

North Main

Town of Mooresville
Sotile & Sotile, Urban Design
Goeljensen & Stone
Narmour Wright Greech
Burgess Design Studio

PHOTO KEY MAP
South Main

South Main is a civic anchor on South Main Street.

Historic house transitioned to commercial office on South Main.

Motel, set back from South Main Street.

Strip commercial on South Main at Wilson Avenue.

Historic house on Broad Street.

Mobile home park on Wilson Avenue, off S. Main.

Fuel station at South Main Street and Wilson.

South Broad Street descends below railroad grade at Wilson Avenue.

Wilson Avenue Gateway at South Main.

South Main Street Gateway, approaching Wilson.

South Main Street, Highway 115, entering Mooresville.

South Main Street, Highway 115, entering Mooresville.

South Main

Town of Mooresville

Sottile & Sottile, Urban Design

Golez & Faust, Stone

Narmour Wright Creech

Burgess Design Studio

95
Mill District

Town of Mooresville
Sottili & Sottili, Urban Design
Cole Janes & Stone
Narmour Wright Creech
Burgess Design Studio
Mill District

1. Typical mill cottage with original details intact
2. Restored Mill cottages along Harris Street
3. Well-maintained mill cottage of original design or compatible addition
4. Playful colors, maintaining original design elements
5. Typical mill cottage with rear addition
6. Chain-link front yard fencing
7. Mill complex seen from Brawley Ave.
8. Summer Street at Brawley Avenue. Mill complex on one side, cottages on the other
9. Neshot Park on Summer Street
10. Mill power plant
11. Mill Avenue, view south toward College Street
12. Mill complex and yard seen from College Street
BIBLIOGRAPHY & RELATED SOURCES

- Zoning Ordinance, Town of Mooresville, NC, 2008
- 2030 Charlotte Area Transit System Plan, 2008
- Town of Mooresville Comprehensive Transportation Plan, 2008
- Town of Mooresville Comprehensive Bicycle Plan, 2008
- Town of Mooresville Comprehensive Land Use Plan, 2007
- Survey and Inventory of Historic resources within the Commercial Downtown District and Significant Neighborhoods, Leora Studholme McAliffe, 2008
- Town of Mooresville Broad Street Enhancement Study, Technical Advisory Program (TAP), ULI Charlotte, 2007
- Town of Mooresville Comprehensive Pedestrian Plan, 2006
- Town of Mooresville Historic Preservation Design Guidelines, Historic Preservation Commission, 2005
- Mill Village Working Report, 2005
- Design and Wayfinding Program to Parking for Downtown Mooresville, Bizell Design Inc., 2005
- North Carolina Rehab Pilot Code, 2002
- CATS North & Northeast Corridor Development Opportunity Sites, 2001
- Traditional Neighborhood Development (TND) Guidelines, NCDOT, 2000
- Downtown Mooresville Master Plan, The Lawrence Group Architects, 2000
- Historic Sanborn Maps, Mooresville NC, 1902, 1908, 1914, 1925

Reference Sources

Town of Mooresville
Sottile & Sottile, Urban Design
Gole/Jensen & Stone
Narmour Wright Grees
Burgess Design Studio